

**THE NEW
MACARONI
JOURNAL**

Vol. 4, No. 5

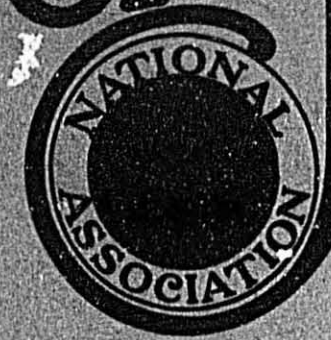
**September
15, 1922**

The New
Macaroni Journal

Minneapolis, Minn.
September 15, 1922

Volume IV

Number 5



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

KNOW! THINK! DO!

KNOW your product, your plant and your possibilities. Manufacture only quality goods and offer them only on their merits.

THINK big things. Big thinking is a tonic for you and for your competitors. No business is bigger than the biggest man in that business thinks.

DO the right thing at the right time and the results will be just right. Knowing one's business thoroughly and Thinking intensely of its possibilities are worthless if one fails to Do his best.

KNOWING, THINKING and DOING is a successful combination that will insure results expected.



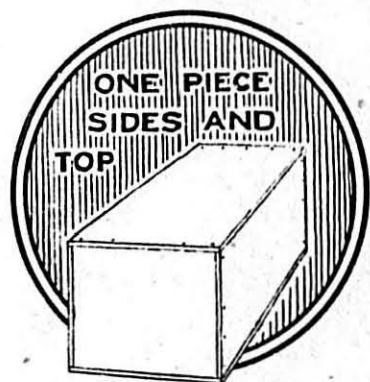
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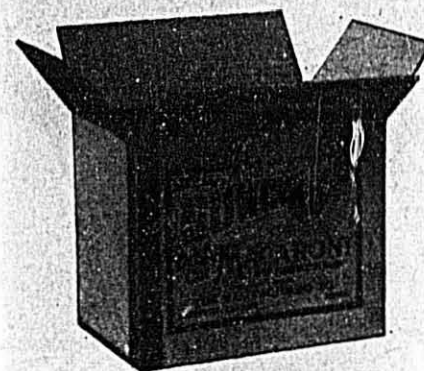
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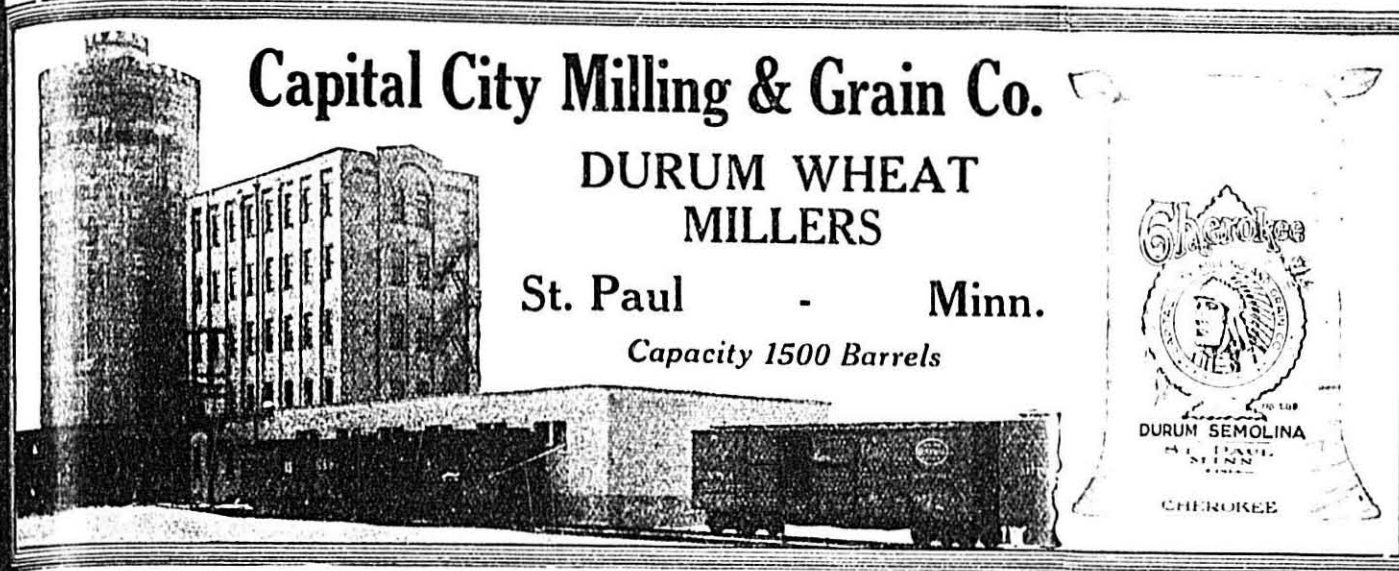
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MACARONI JOURNAL

A Smooth Running Machine Gives Good Power

While organized or concerted action of like interests is generally conceded to bring expected good results, the usually smooth running machinery thus provided is all too frequently jarred by knocks from within. The injury done by these little jars is so small when considered independently that little heed is given each particular knock until several knocks acting in unison make sufficient noise to be heard over the steady and regular hum of a well meaning machine whose efficiency is thus impaired.

The business interests of the country have come to realize the value of organized efforts and as a result chambers of commerce, businessmen's clubs and associations have sprung up in every state, large city and small hamlet in the country. Each with its particular problem to solve has added along, some successfully and others less so, depending on the ability of those in charge and of the willingness of the membership to help. In the course of their existence they have had to contend more or less with "knocks," little things which grow big. Where special and proper remedies were applied the smooth running machinery, so essential to the attainment of its aims, was restored.

The macaroni manufacturing business in this country is no exception to this rule. The value of organized efforts was early recognized and is still highly appreciated. Facing problems that the individual could not solve and serious conditions that a manufacturer alone could not overcome, it was not difficult to induce several to pool their interests for a united fight against common enemies.

The organization of the National Macaroni Manufacturers association can be directly attributed to the appreciation by the manufacturer of the fact that collectively objectives could be attained that individually would be out of the question. That the judgment of the thinkers in this particular industry was good is proven by the many successes that this group of businessmen has attained in the past through coordinated activity and most of its component parts working in unison.

If it has not accomplished all that the most exacting could expect of it, the blame can rightly be placed on the little knocks that developed for various insignificant reasons. While as a whole the association has had the sincere and worthwhile support of the best minds in the industry, the organization machinery has never been entirely free from the little knocks that have had a damaging effect on the movement as a whole.

That the macaroni industry is still "sold" on the value of organized effort is proven by the recent organization of local clubs, sectional groups and special organizations tending to solve particular and special problems all their own. The national association is giving every encouragement to these minor activities, realizing that each has its particular

and necessary work to do. They in turn are subjected to little knocks from within, for no matter how great the care exercised there will creep into any group some grumbling, dissatisfied individual, or two, who is hard to please and impossible to satisfy.

This condition is not peculiar to the macaroni industry or to the various correlated groups composing it. All business organizations are confronted with the same problem and fame awaits the individual who can recommend ways and means of eliminating these harmful little knocks that are the bane of all well meaning business groups.

Appreciating the seriousness of this general condition that so devitalizes business organizations and with the hope that by calling attention to the need of avoiding this detrimental "rapping," "tapping," and "knocking," Dr. W. T. Heaps of the Chamber of Commerce of Kewanee, Ill., has prepared a treatise, suggested by a couplet appearing in Edgar Allen Poe's beautiful poem "The Raven," which he suggests should be printed and hung in every business office in the country. It is so interesting and so convincing that it is quoted here in full, under its appropriate subject, "Some One Gently Rapping."

"Suddenly I heard a tapping
As of someone gently rapping"

Probably the most insidious evil that can attack organizations such as ours is the very human tendency to "knock." The average human motor is much like the power plant found under the hood of the flivver. It runs beautifully on the high test gasoline of superenthusiasm; but if the gas thins down a bit the cylinders gradually carbonize and a gentle knocking is heard abroad in the town. Allowed to go unheeded, the knock becomes habitual and pronounced, and, as it increases, power decreases. There is nothing like scraping out carbon occasionally. It would be a fine thing if each of our members would listen assiduously to himself once in a while and if he detects himself knocking to get busy with the scrapers and cut it out; for he is an important part of the organization machine and any part that knocks is certain to lower the efficiency of the whole works. If he is convinced that the trouble is due to something more than carbon he has allowed to gather in his own cylinders, then it is much to his interest without delay to call the attention of the engineers, the directors, to whatever fault he may have found in the design or management of the big machine. Simply to go on knocking is loudly to proclaim himself among the most inefficient of the motors that drive the organization. Not that we have had any knocking worthy of mention to contend with. The success of the machine is due to the fact that practically all parts are working smoothly in harmony, fed by a high quality of enthusiasm. So long as each man keeps an ear close to his own motor we shall continue to make some thirty miles to the gallon. The springs seem to be good and the riding will be easy if we all do our best.

This attitude of the constant fault finder should not be confused with the well intended criticism of friends of the

industry. History does not record any good being accomplished by knocking though it does give due credit to honest criticism that should not only be welcomed but appreciated. Brush aside or totally ignore the "knocker" whose only purpose is to tear down an essential structure that the national association has proven to be for the macaroni industry in this country, but give serious attention to those critics whose aim is to help us build upward.

Plan a course of action that will result in so much good to the greatest possible number that it will bring about more

of the "gentle rapping" for admission as members of this group and eliminate entirely, if possible, the "gentle tapping" from within that is carried on with questionable intent. Happily the "rapping" and "tapping" in the various organizations representing the macaroni manufacturer are so infrequent that the harm done is inconsequential. However, each grating sound should be gated and if properly treated should continue the running machinery so necessary to give us the power to accomplish our aims and purposes.

Creative Advertising

A steady and general decline in commodity prices for the next 10 to 20 years may be expected in the opinion of Roger W. Babson, recognized leading student of business conditions in this country. Having a warning of what is in store for us he recommends that the new condition be met by creative advertising as the only means of increasing the business volume so as to permit the making of honest profits and accomplishing the proper remedy by telling how to apply it. The prediction and advice is as follows:

"History clearly suggests that we again are starting on a period similar to that which followed the Civil war. Instead of constantly higher prices we must prepare for a period of gradually falling prices. There will be the usual rise and fall in accordance with the areas on the Babson chart, but appar-

ently the major upward swing has been ended. To the merchant and manufacturer this means that "rapid turnover" again will become the first law of business. Whereas before it was desirable, now it is imperative. Goods must sell. Competition will be rigorous. New markets must be found and old markets expanded. There is only one means by which this can be done. It is, advertising!

"Your advertising will follow one of two lines. You can fight with 20 other competitors for 1 case of goods which your prospect has already made up his mind to buy, or you can show that prospect how he can use 5 more cases of goods profitably and then depend upon getting your fair share of new business. Unfortunately most of the advertising in the past has been of the competitive sort. Markets have been

broad enough and prices have fallen fast enough to make it possible to sell in this shortsighted policy.

"The advertising of tomorrow, however, must of necessity be creative. A falling market will not stand the overhead of inefficient distribution, and you must have quantity production if you are to profit under new conditions.

"I even go as far in this respect as to believe that your advertising appropriation can be spent profitably in teaching anything that is for the prospect's own good, whether it is directly connected with your product or not. For example, the great need of business today is for the majority of people to understand thoroughly the fundamental economic laws. If we can rid people of the fallacious idea that any group can prosper permanently through restriction of production, if we can make them understand that only by increasing the output of the individual can

(Continued on page 10.)



Intimate view of the spot in Braidwood, Ill., where editing of the New Macaroni Journal takes place. At the left is Secretary M. J. Donna at the desk where the copy is got together and at the right is the appointed space for the secretary's assistant, Miss Alice Dunn.

Business Conditions — Domestic and Foreign

Capable Summary of General Situation While at Home Outlook Is Not So Bad World Position Fails to Inspire Confidence European Influence Described in Detail Foreign Dependence on America for Foodstuffs, Until Russia Returns to Production.

... manner in which business has been "used" is trouble, so that conditions that at one time would be very serious are eventually accepted as a matter of course, has been illustrated this summer in its attitude toward the coal and railroad strikes. The National City Bank of New

York, of course business cannot get along very well without coal and railroad service, but the situation is as serious for the whole community, including the strikers and their families and sympathizers, as it is for business for the latter is nothing but supplying community wants. Business throughout the summer has manifested confidence that common sense would rule and that coal and railroad service would be forthcoming.

Doubtless this view will prove correct for the long run, but the situation for the world at the moment is not so much as to inspire confidence in the ascendancy of common sense among any of the branches or classes of the human family. In Europe, from Ireland to Russia, the peoples are embroiled in bitter contentions. The result of composing differences and of finding common ground upon which to base a common interests, by means of which a society has made a fairly advance in civilization, seems to have been taken down under the weight of problems or to be temporarily delayed. In this country there is not so desperate, but it affords abundant evidence of how the people are confused by suspicion and agitate their energies at cross purposes.

Most of our troubles are due to animations of one kind or another, but fortunately their serious nature is sometimes relieved by a touch of humor, as when Henry Ford charges against Wall Street and the theory that the Street controls the organizations.

Influence of Europe

Business has been affected in some degree by the strikes, the steel industry especially having been obliged to slow down, but confidence that the situation would clear up and trade be resumed this fall has continued almost unshaken. On the negative side the public has discounted speculations as to

the effect of possible conditions in Europe until it pays little attention to them. It believes that, despite the rotten currencies, economic conditions in Europe have been gradually getting better, in the sense that the industries are becoming more productive and that despite the critical relations between France and Germany the necessities of both countries will compel them to find a basis of settlement.

The reaction of European conditions upon business in the United States is in the effect they have upon European purchases here. These are mainly of foodstuffs and raw materials, and although European consumption has been diminished the absence of Russian exports and the falling off of production throughout Europe has concentrated demands upon this country to such a degree that in most lines our exports have not fallen below the average of prewar years, although much below those of the war period and the year or two following.

This dependence of Europe upon imports does not seem likely to be altered much in the next few years. An increased supply of foodstuffs within Europe must be produced mainly in Russia and the countries bordering upon it. In Russia the conditions are not promising, and in the other agricultural conditions have undergone an important change in the distribution of large estates among small holders. The effect thus far everywhere is reduced production, the new proprietors as a rule not giving as good cultivation as was given under the old system. This may not be a permanent result, but improvement in any case will be gradual, and meanwhile western Europe must find its supplies elsewhere.

It appears therefore that Europe's importation of farm products during the past year probably have been near the irreducible minimum, unless famine conditions prevail generally. The German chancellor, in a recent statement giving reasons why Germany could not continue reparations payments, said that Germany must first of all provide for the necessary importations of food, and there is no gainsaying this state-

ment. The people of all Europe must have food before they can plan for anything else. It seems altogether probable that some means will be found for purchasing it, although the difficulties are great and the pending unfinished tariff legislation at Washington has tended to increase them.

A Great Crop

One factor in the general state of confidence has been the excellent crops. The August estimates of the Department of Agriculture upon this year's crops indicated on the whole a bumper yield. It is seldom the all around conditions average so high. Taking values at the time the estimate was made the department calculated that the aggregate was about \$1,200,000,000 above that of the same crops at the prices ruling in August 1921. The figures for each crop included in the computation for both years are as follows:

Crop	1922	1921
Wheat	\$781,655,000	\$829,160,000
Corn	1,942,948,000	1,890,360,000
Oats	437,850,000	458,618,000
Barley	96,424,000	74,694,000
Rye	56,118,000	56,799,000
Buckwheat	14,206,000	16,877,700
White potatoes	795,420,000	475,943,000
Sweet potatoes	143,808,000	142,226,700
Flax	24,099,000	14,130,400
Hay	1,078,989,000	1,044,362,000
Wild hay	142,096,000	146,584,000
Cotton	1,179,900,000	792,000,000
Apples	209,672,000	167,947,000
Peaches	39,384,000	80,411,200
Peanuts	2,876,000	4,008,000
Grain Sorghums	58,418,000	58,650,000
Tobacco	28,000,000	24,750,000

Total (17 crops) \$7,146,641,000 \$7,022,881,000

All the principal crops are larger in bulk than last year with the exception of corn, which is, however, a good crop. Fruits and vegetables are in abundant supply and cheap.

All of the grains have suffered somewhat in price from the large yields in prospect. Wheat at Chicago has sold below \$1, and at this writing the September delivery is ranging around \$1.03, which is about 15 cents below the price in the last week of August last year. Corn for December delivery, same market, is about 55 cents, or 2 cents above the price a year ago. De-

Macaroni, Economic Conditions, in Europe

The macaroni and noodle plants in Germany are being worked to the limit, according to observations of Fred Becker, president and principal owner of the Pfaffman Egg Noodle company of Cleveland, and treasurer of the National Macaroni Manufacturers association since its organization. Mr. Becker spent several months touring in Germany and inspected several alimentary paste plants in connection with his pleasure trip to the "Rheinpfalz" district, his old home and where two of his sisters still reside.

Mr. Becker made a close study of the political and economic conditions of the country and is of the opinion that, if progress is to be made in Europe, Germany must be permitted to develop its internal resources without undue hindrance from its former war enemies. Mr. Becker says:

Macaroni

"In Switzerland and France they are manufacturing a fairly nice macaroni product, using considerable American semolina. Same can be said of Italy. Italy used to get its supply of semolina from Russia but for some years this supply has been cut off and the manufacturers either have to use winter wheat grown in their country or in northern Africa, or use American semolina. For that reason it can be readily understood why we do not have to fear any competition in our line from that or any other European country.

"In Germany the macaroni products are used in large quantities, being sold to the public at an average price of 20 marks per lb., whether it be macaroni, spaghetti or noodles. They do not manufacture any egg noodles, as they would be too expensive. Most of the goods are sold in bulk, 20 kilo boxes, which is 40 pounds. Now at the time I was in Germany 20 marks was the equivalent of 5c, figuring 400 marks to the dollar. How they can buy flour and manufacture the goods at such a price is more than I can understand but it's done. In Switzerland macaroni products are sold at about 1/2 franc, 5 francs to the dollar.

"The German goods, however, are of very poor quality and are brittle and dark and of very poor workmanship. It seems that their main aim is to get it on the market as cheaply as possible, but a grocerman told me that if it would not be for the macaroni, spaghetti and noodles, he did not know how the people could exist and it is true that they are selling it in very, very large quantities, and macaroni products are considered the cheapest and most nourishing food in Germany. Some macaroni manufacturers are

using American winter wheat straights and we know what kind of macaroni that will produce.

"All the factories throughout Germany are very busy and especially since the war. Poor times will not hurt the macaroni business.

"I could not see much in the line of new machinery. It seems very few improvements have been made during the last 6 or 8 years and I believe from all I could see in Germany, and throughout other places in Europe American goods are of a better quality than that manufactured in Europe, and I do not see where we would have to fear any competition from that source.

Dangerous Economic Situation

"Now, just a few points on the political and economic views:

"I have always interested myself in European affairs and when the Peace of Versailles was published, I knew that Germany was doomed.

"Is it possible that the framers of that treaty did not know that it was a physical impossibility to pay a sum of 30 billion gold marks with interest, pay other war damages to almost every country on the globe, pay 26% special export duties on everything shipped out of Germany and, at last, pay the maintenance of the allied armies in the occupied territory, which amounts to one billion dollars every month?

"Is it possible that any one could believe that such a sum could be paid by any other country in the world? And Germany should pay it after France tied her hands and feet, occupied the richest territory in Germany, the left bank of the Rhine, took away her mineral and coal mines, her ships, dismantled her harbors, took away the rolling stock, horses and cows, and plunged the people in absolute slavery by overtaxing and by asking them to pay sums of money which they are unable to pay.

"Germany made an effort to comply with the Versailles treaty to keep the enemy's armies from the right bank of the Rhine and until the world would see the injustice, but in vain.

"Now, more oppressing conditions are dictated by France, backed up by a threatening army of about one million men.

"At last you can hear and read opinions every day from people who have traveled in Europe that the repa-

ration claims have to be changed, that Europe needs help, that America is the only country to offer relief, etc.

"In my humble opinion America doing well to call all her soldiers back which it now has in the Rhine district and that we wash our hands clean of European affairs, sticking close to the Monroe Doctrine. Incidentally, our own international affairs need all the attention of our government and statesmen and keeps them busy without meddling in European affairs.

"It is also my opinion if every other country in the world keeps hands off and takes care of its own affairs and lets France deal alone with Germany and Germany with France, there soon would be a satisfactory adjustment between these 2 countries.

"France is pressing her unjust demands, relying on the support of her former allies, and as soon as she is denied that support she will come to her senses, and one after the other of the European countries will start to recover."

Costs Systems via Trade Association

Uniform cost accounting methods have been adopted by approximately 120, commodity lines, according to a survey by the fabricated production department of the Chamber of Commerce of the United States.

According to this survey 40 lines have gone the whole distance in the adoption of uniform cost systems and in inducing general use of them in their industries; approximately as many have adopted complete uniform methods, and are now facing the important problem of installing such systems, while the remainder have only worked out plans for simplifications of accounts.

As shown by the survey, the following commodity lines are successfully using uniform cost methods: Steel bars, malleable castings, cotton finished hosiery, west coast lumber, newsprint, paper, printing, biscuit and cracker, Portland cement, electrical contracting, knit goods, pressed steel, writing paper, wooden ware, caskets, chairs, envelopes, laundry, millwork, power piping and stoves.

While making the survey the department received scores of letters from trade associations and individual manu-

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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.

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TRADE-MARK

facturers pointing out the benefits of uniform cost accounting. Some of the advantages enumerated are:

1. It strengthens position of industry in dealing with governmental or regulatory bodies.

2. It inspires confidence that selling prices are determined upon a fair and equitable basis.

3. It solves disputed points of accounting within the industry authoritatively.

4. It makes possible a more intelligent competition.

5. It reveals lines within the industry which have been marketed on an unprofitable basis.

6. It shows the danger line below which goods cannot be sold at a profit; thus serving as an insurer of profits.

7. It acts as a common guide to the value, efficiency and waste of workers, machines, methods, operations and plants.

8. It becomes a reliable guide and basis for estimating prospective business, thus acting as a forerunner for comprehensive production statistics.

9. It furnishes current reports for comparing major cost items with standards which are predetermined, thereby measuring and increasing operating efficiency.

10. It establishes a standard code of accounting practice, so that, if your cost clerk or bookkeeper leaves you, his successor will step into a system whose operation has been fully and completely formulated.

In announcing the result of the investigation, the department let it be known that it stands ready to suggest the various means by which interest in cost methods can be aroused so that manufacturers will demand uniform cost accounting, rather than have it thrust upon them.

PURCHASING AGENT'S VIEWS

What He Expects From Salesman Stated as Primer for Beginner or Text Book for Veteran—Simple Conditions for Success in That Profession.

By E. E. Shumaker—"The Purchasing Agent"

A good salesman should have thorough knowledge of his wares and their uses. This point is very important. It is very annoying for a busy buyer to have to listen to a salesman who obviously doesn't know what he is talking about.

A good salesman will never sell or even attempt to sell an article that he knows will not answer the buyer's purpose, even if the buyer thinks he wants it.

A good representative should have full confidence in his firm and show it in his speech and actions and his firm should have full confidence in him.

A good salesman should be tactful, of pleasing personality, neat of appearance, optimistic and persistent. He must not, however, allow his optimism to carry him to a point where he makes extravagant statements, and he should not be so persistent as not to know when an interview is ended or keep calling so frequently as to become a pest.

A good salesman will try so to arrange his visits as not to interfere too much with the buyer's other business, his luncheon hour or closing hour. Some salesmen seem to think the best time to sell a buyer is when the buyer ought to be eating his lunch or when the buyer should be on his way home. This is a serious mistake on the part of any salesman. It is even poor policy for a salesman to call on a buyer near quitting time, as usually the buyer has his orders and correspondence to sign and he does not care to be interrupted.

A good salesman will not ignore the purchasing department and attempt to sell direct to the foremen, for by so doing he indirectly criticises the policy of the company in having a purchasing department or in its selection of the personnel. He makes an enemy of the purchasing agent, and even though he actually succeeds in getting an order, his business is usually short lived, as the foreman, without purchasing responsibility, that allows one salesman to sell him will allow the next one to do likewise, and soon the firm is nobody's customer, which is undesirable for both buyer and seller. All sellers like to have reliable and steady customers and all buyers like to be considered somebody's pet customer. They know that means preferred quality, service and price.

A good salesman will have one price—the right price—and quote it. If he comes prepared to be whittled down he may be, but he will be a marked man ever after.

A good salesman will avoid opening an interview by handing the buyer a cigar. I am glad to say that this habit is rapidly disappearing.

A good salesman will avoid critica-

ing his competitors. Not long ago a salesman actually sold us his competitor's line by criticising. He was so bitter against them that I came to the conclusion that they must be a dangerous competitor, and although they had not been asked to quote on the particular line in question they were sent for and we found that they did have just what we wanted.

A good salesman will avoid using speeches that are prepared for him. If there is anything in the world likely to keep me from buying something I really need it is to have a salesman recite a book agent's dirge.

A good salesman does not come armed with letters of introduction from politicians or other men of supposed influence. If he has not sufficient confidence in his goods to offer them on their merit he should not offer them at all. In the average purchasing department it is not necessary to have a letter of introduction and it certainly gives the impression that the salesman himself thinks that he needs some lever, in addition to quality, service and price in order to make a sale.

A good salesman will watch the market conditions closely and promptly acquaint his customer of probable price fluctuations, and thus afford the buyer an opportunity of covering himself. This is particularly important when there are what we term "soft spots" in the market which the salesman should know first, and service of this kind is rarely forgotten by the right kind of a buyer, as he realizes that in cases of this kind more profit accrues to the seller if he keeps quiet.

Last, but not least, if a salesman is allowed to make promises and statements, he should insist on sufficient authority to back them up. If he receives an order he should see to it that it is filled. I don't mean that he should get out the goods, pack and ship them, but he certainly should have enough interest in his customer to see that this is done, and done in time to maintain his promise of delivery.

If, perchance, he takes an order and finds that for reasons beyond his control he can't make delivery on time he should notify the buyer at once and offer to cancel it. He should give the buyer a chance to get his goods elsewhere, instead of stalling around until it is too late for the buyer to cover himself and thus cause the buyer all kinds of inconvenience, if not actually shutting down his plant.

COMMANDER

SEMOLINAS

DURUM PATENT

and

FIRST CLEAR FLOUR

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

Ask For Samples

Commander Mill Company

MINNEAPOLIS, MINNESOTA

Recommends Macaroni Retail Sales Method

Grocers and the various agencies supplying their needs are becoming more and more alive to the value of macaroni and similar products as a sales proposition and the trade papers covering this line of business are manifesting more than usual interest in this food-stuff.

Frequent references are made to the food value of these products and to the possible increase in business to the retailer, in many of the trade journals covering this branch of the business of distribution.

The Modern Grocer in its department suggesting sales method most likely to produce the desired results, advised in its issue of Aug. 19 that the retailer push macaroni products for the week of Aug. 28. The advice was timely, the methods suggested were exceptionally good, and it is hoped that the retailers acted upon the plan suggested to the benefit of themselves and of the manufacturer. Just how extensively this suggestion was adopted is hard to check up, though individual manufacturers may have noted its influence on sales just prior to the week recommended.

In this department of the Modern Grocer it is the purpose of the editor to discuss seasonable goods and recommend practical plans for pushing sales thereof. The purpose is not only to increase the business sales of the products during the week suggested but to stimulate interest in these products that will influence customers to buy in larger quantities than might otherwise be the case.

As regards the proposed macaroni week, even though it did not produce wonderful results, it served the purpose of interesting the retailers in this particular foodstuff and should have a beneficial future effect. The article follows:

"PUSH MACARONI PRODUCTS THE WEEK OF AUGUST 28"

Macaroni and spaghetti are products that make a large variety of attractive dishes and should find a far greater sale than they do in some localities. They are put up in various attractive forms and require a variety of other foods to go with them, so a sale on this item in your store could be made profitable. While these foods are in demand all the year around, they find particular favor during the summer months to take the place somewhat of meats and

heavier foods. A sale during the week of Aug. 28 to Sept. 1 on macaroni, spaghetti and noodles would be appropriate.

What to Go with It

A sale on these foods will not merely feature the goods alone but will show to the customers the many attractive ways in which they can be used and the food specialties which are required to go with them. Cheese and tomatoes are the two standbys which are usually served with macaroni dishes, but there are other ways in which macaroni can be and is made up requiring other foods. For instance, canned boned chicken, tomato and macaroni mixture, with crisp bacon or toasted cheese on top (only 30 minutes cooking on a grill and no preparation) served with a cold salad and iced coffee is said to make a most attractive meal. Get from your jobber or the manufacturer of the brand of macaroni which you carry a booklet or printed material telling of the many ways in which the product can be used with success, and then feature the menus and the recipes which they will show you. You may be surprised to find that there will be a large number of attractive combinations which will work very nicely in a sale.

A Recipe Contest

Such a contest as this lends itself very nicely to a recipe contest among your customers. By circular letters advertising in the newspapers, or by word of mouth and signs in the store and window displays let your customers know a week beforehand that you are going to hold a sale on these goods and are offering prizes for the best recipes for macaroni and spaghetti and prizes for the best menus in which these products are used. Prizes in merchandise are very suitable. Such a contest will bring out a large number of interesting recipes which will be really appreciated by your trade. You will of course want to specify that the macaroni to be used in recipes is that which you feature.

A Demonstration

During the week plan to have a demonstration table at a prominent and convenient place in the store. Here there should be a display of macaroni and allied products, and literature on ways to use them, as well as interesting material about macaroni and the

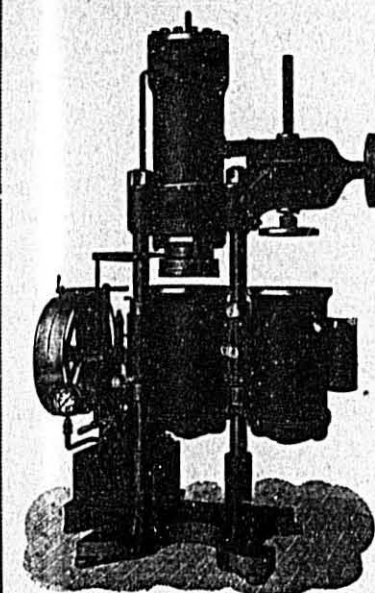
value it is as a part of the housewife's menu. Have your customers bring by a set day, say Wednesday, their menus and recipes and at the end of the week publish on a large sign at the demonstration table the list of winners. You can pick 2 or 3 women who have been your best macaroni customers as judges to act with you in picking out the prize winners. It might be possible to have a dish of macaroni made from the winning recipe on display the last day of the contest, with the printed recipe on a card beside it. Plan the demonstration so that it will carry some real information to your customers about macaroni and its uses, for as you can show more and new ways in which they can use the product, just so much more will you sell.

Advertising

In a sale of this kind it is best to tie up closely your advertising and demonstrations with the biggest seller you have, which will undoubtedly prove to be one of the well nationally advertised brands. "Give a thought to macaroni in the good old summer time" might be a slogan which would be appropriate for the sale. Carry the message of purity and health, much food for little money, little trouble in preparation and short time required in cooking to the women of your community. Advertise the contest and the prizes and urge the women to join in getting out the best possible menus and recipes for the occasion. Feature as a part of your advertising a window display of macaroni and use your best window for an attractive display of the packaged goods. In the window place an advertising card telling of the contest and the prizes for it may catch some women who might not see the other advertising in the newspapers or in the circulars or letters which can be used.

Capitalize the Recipes

One of the good parts of a sale of this kind in which recipes are featured and in which many new and interesting recipes and menus are obtained through the means of a contest is that the recipes and menus can be used to very good advantage after the sale is over. It will be profitable to publish in booklet form several of the winning recipes and menus and distribute them freely among your trade. If you show your customers a number of



Presses
Screw and Hydraulic

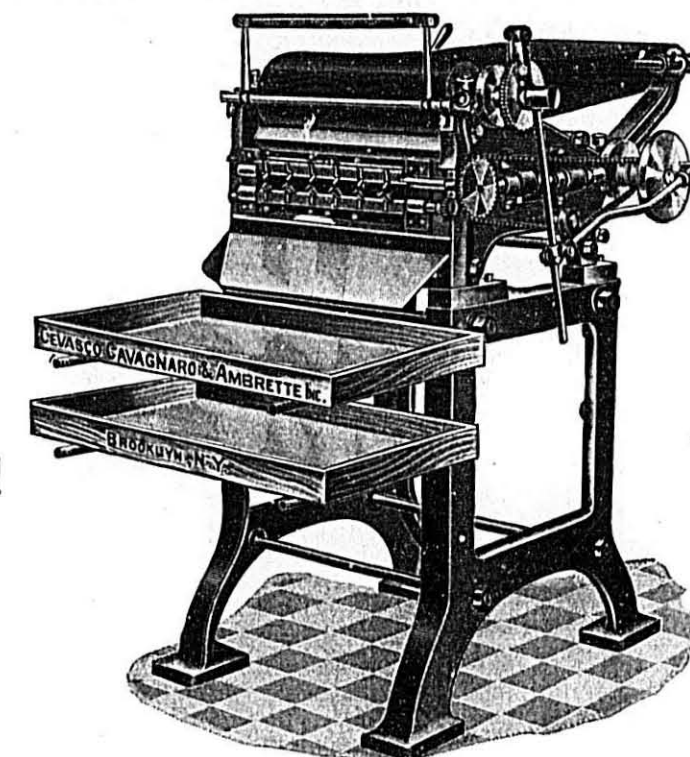
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Mixers

Dough Brakes

Mostaccioli and Noodle Cutters

Fancy Paste Machines



Bologna Paste Machine

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

Built in two styles; one as shown, and another with calibrating dough brake attached. Simple and convenient. Practically noiseless in operation, as all movements are rotary.

Send for our illustrated circular, containing full information.

Cevasco, Cavagnaro & Ambrette

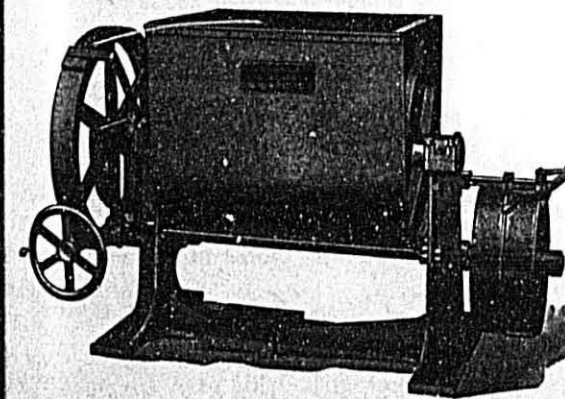
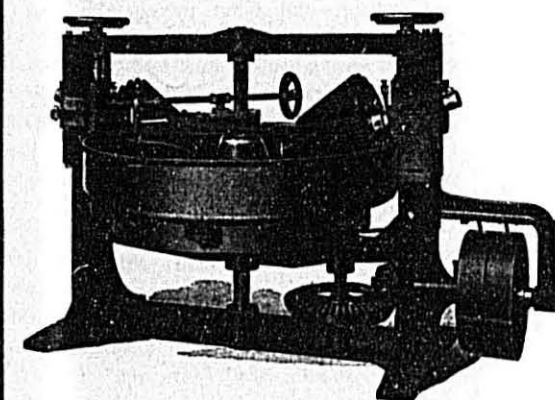
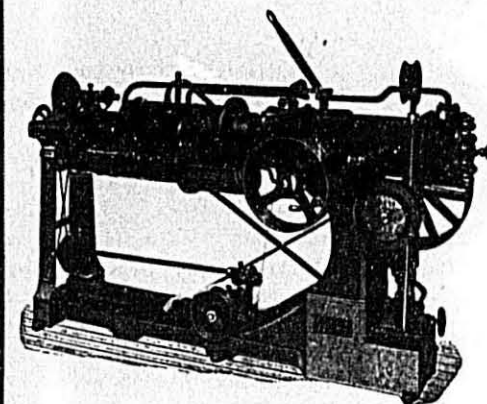
INCORPORATED

Builders of High Grade Macaroni Machinery

WE CANNOT BUILD ALL THE MACARONI MACHINERY BUT WE BUILD THE BEST.

Office and Works
156-166 Sixth Street

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



teresting new ways in which they can use these goods they will buy more of them. And be sure in the sale to feature as well as the macaroni the other products such as cheese, tomatoes, appropriate canned foods, salads and other appropriate foods, for that will make a well rounded sale.

BROKEN PACKAGES ADD COST

Increased Expense Caused by Less Than Original Package Orders Sometimes Reaches More Than Double First Price Mark—Figures Analyzed to Prove Case.

Different agencies of distribution have troubles peculiarly their own. A practice that is pleasing and beneficial to a manufacturer may be obnoxious and displeasing to a distributor. What may appeal to a retailer may be condemned by a wholesaler, and in turn the consumer has requirements that do not particularly appeal to any of the supplying agencies.

The National Wholesale Grocers association in considering worries of the wholesalers of the country states in a late bulletin that the small lot order sometimes placed by retailers, requiring the breaking of an original package, adds 120% to the cost of handling of that order. On first thought this figure appears high, but a presentation of facts proves the point.

2 Dozen Favored

A manufacturer when marketing his productions must necessarily consider the interests of the wholesaler, the retailer and the consumer. Package macaroni is put up in case lots of from 1 dozen to 4 dozen to a container, depending on the market. The 2 dozen case is the more favored, though many manufacturers find it profitable to sell larger cases.

In regard to this matter of added cost because of extra work and time required for breaking original packages, macaroni, among other foods, is considered. The wholesalers conclude after exhaustive tests that the average time spent on each item in broken lots was 3 1-3 minutes, while the average time on an order for original cases was only 1 1/2 minutes.

Much More Labor

Take, for instance, one 15 item order of such goods as canned foods, soap, cereals, etc. If a full case is gotten from the pile, brought to the packing table, opened up, 1 dozen or 24 counted

out, the rest put away where the broken lot belongs, it would take one man 1 hour and 15 minutes as against 15 minutes if all were shipped in original cases. With same elevator service, etc., this would show an extreme extra cost of labor in handling this business of 400 per cent.

Many Costs

However, this is merely the labor in putting up the orders. There are many costs that cannot be figured. For instance, in packing cereals, raisins, washing powders, etc., many packages become damaged in handling. Tin cans are dropped and dented, labels soiled.

Bottles of catsup, mustard, jams, etc., unless kept upright may leak or become broken and damage a whole box of goods. Small sacks of bulk goods which are weighed out, such as lima beans, rice, coffee, hominy, whole spices, etc., are often dropped or snagged by cases and spill, making in most instances a total loss.

Chance for Errors

There is a chance for more mistakes to creep in, putting in of 13 for 1 dozen, or 10 1/4 pounds for 10 pounds, etc. Remainder of cases in broken package room may become dusty or damaged and loss result in this way. No doubt some whole spices, as well as bulk cereals, like pearl barley, also bulk walnuts, meats, etc., shrink in weight, or we lose out in reweighing in small lots. Some broken items, such as tobacco, chocolate, peanuts, coconut, sardines, olives, etc., are subject to depredation by employes and others. In breaking some cases of assortments such as noodles, macaroni, soup, jello, etc., you will have the slow sellers left over to become stale, thereby forcing a sacrifice. It takes extra time to bill and figure profits on less than case lots.

Disadvantages

The most difficult things to weigh out in small lots are bulk raisins, currants, bay leaves and cube sugar. The most inconvenient package goods to break are jams, jellies, preserves, lantern globes and lamp chimneys. Broken items must always be carried into the store. Broken lots in any order which we want returned must be piled out, and this takes time. Small packages jolt off the wagon and are lost. Not only package is lost, but it takes time to adjust the shortage. Broken lots are hard to handle in a load where goods are piled high. In half case lots the nails left in the cases often snag

bags of sugar, flour, etc. Summing the whole thing up we may say that the broken package proposition costs the jobber at least 2 1/2 times as much to handle as straight lots.

For instance, if without breaking cases cost of doing business was 5 per cent, to handle the same business in less than original packages would cost 12 1/2 per cent.

Food Seizures by Bureau

The U. S. Department of Agriculture in its service and regulatory announcements of June 20, 1922, reports the following judgments under the food and drugs act.

10294. Adulteration and misbranding of flour macaroni. U. S. * * * v. 93 Boxes of Flour Macaroni. Default decree of condemnation, forfeiture, and sale. (P. & D. No. 14378. I. S. No. 12131-t. S. No. W-853.)

On February 8, 1921, the United States attorney for the District of Nevada, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel for the seizure and condemnation of 93 boxes of flour macaroni, at Reno, Nev., alleging that the article had been shipped by the California Macaroni Co., San Francisco, Calif., on or about September 16, 1920, and transported from the state of California into the state of Nevada, and charging adulteration and misbranding in violation of the Food and Drugs Act.

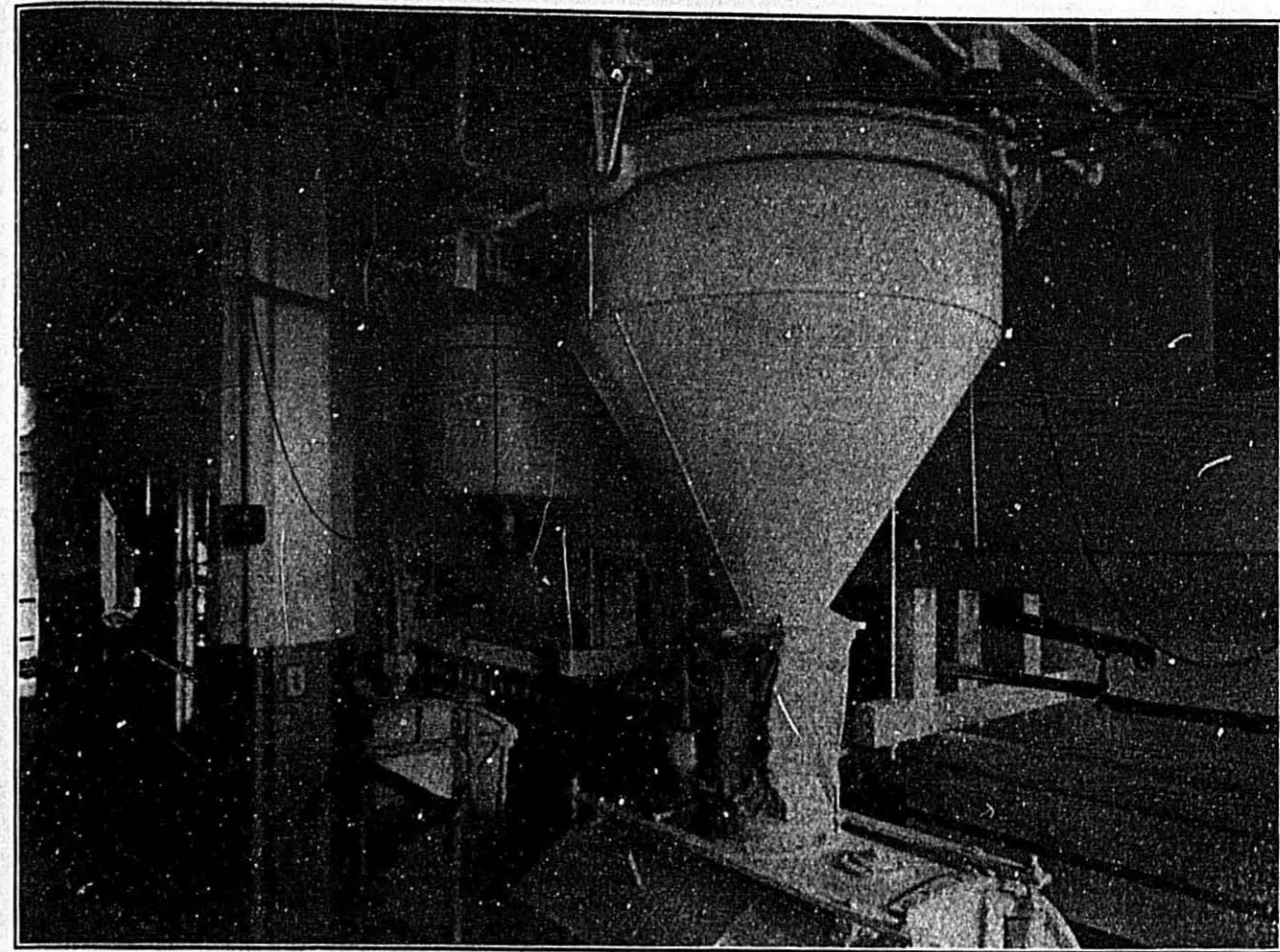
Adulteration of the article was alleged in the libel for the reason that a substance, to wit, water, had been mixed and packed therewith so as to reduce and lower its quality and strength and had been substituted (in part) for the said article. Adulteration was alleged for the further reason that the said article had been mixed with water in a manner whereby inferiority was concealed.

Misbranding was alleged in substance for the reason that the cases containing the said article bore the following label, to wit: "Flour Macaroni, Net Contents 6 Lbs. California Macaroni Co. Manufacturers of Alimentary Paste, San Francisco * * *," which statements were false and misleading in that the contents of the said cases were not flour macaroni, but were a mixture of flour macaroni and water, and for the further reason that the said contents were an imitation of, and were offered for sale under the distinctive name of, another article, to wit, flour macaroni.

On June 7, 1921, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be sold by the United States marshal.

C. F. MARVIN,
Acting Secretary of Agriculture.

These girls who pose for magazine covers make a bare living.



A "first step" toward Uniformity —and more certain profits

Here's the spot where you take your first step toward absolute uniformity of your product and toward surer profits—in the Weighing.

And here are the scales that help you do it—the W & P Automatic Flour and Water Scales.

They eliminate all guesswork. They give you an absolute check on the weight and composition of every batch turned out by your mixers.

Thus, they insure uniform results from day to day; cut down waste of

materials. Simply operated (your choice of electric or mechanical control), they save time and labor, too.

W & P Flour and Water Scales are but a single item of the wide W & P Line of machinery for makers of macaroni, noodles, spaghetti and alimentary pastes.

Our new catalog—free

We have just received from our printers our new catalog. Shows the W & P line right up to the minute. Covers all our machines and equipment, from flour-handling outfits to macaroni-die washing machines. Your copy awaits your request—it's free.

JOSEPH BAKER SONS & PERKINS CO., Inc., White Plains, N. Y.

Baker-Perkins Building

Sole Sales Agents: WERNER & PFLEIDERER Machinery

NEW YORK CHICAGO PHILADELPHIA BOSTON CLEVELAND SAN FRANCISCO KANSAS CITY, MO. MEMPHIS



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

Why Not Teach Macaroni?

Also Noodles?—If Schools Are Teaching Foods Why Not Let Alimentary Pastes Into Game to Reap Good Results of New Form of Pedagogy?

By Wallace Piper

Increase the consumption of macaroni, spaghetti and noodles through having the facts about them taught in the public schools of America. Thousands of schools are going thoroughly into such subjects.

Consider the views of W. B. Owen who was on July 7 elected president of the National Education association.

"Teach parents the value of various foods," said Mr. Owen, "through first teaching the children in the public schools. The minds of these children are plastic and they will readily absorb these truths and pass them on to their parents."

This was made by Mr. Owen as chairman of a joint committee of the National Education association and the American National association at a meeting last March in Chicago.

Food, clothing and shelter—those are the main things studied nowadays in progressive schools. The big movement in this direction has been within the last 2 or 3 years. But as far back as 1917 a partial survey brought out the fact that:

12,139 schools reported studying the industries growing out of the fundamental needs of food, shelter and clothing.

How are such things taught?

There is a city in Illinois where the 10,000 pupils spend an entire month studying a single food product. Every study—reading, writing, spelling, geography, history and so on is about that food. They learn where these foods come from, how they are used and their arithmetic lessons deal with what they cost.

In a New Jersey school the six year olds "play family" all the school year. While they are playing at running their homes for their families of dolls they learn about different foods. They buy supplies for the home from the department store operated all the school year by the seven year olds. This playing at living takes the place of all other lessons.

Traveling collections of actual food specimens or models are studied by each class in nearly every building in

the Chicago schools. These portable show cases show the raw materials, different stages of the process of treatment and the usable product. There are 800 exhibits of products relating to food, clothing shelter, home needs and birds, animals and plants. Seven other large cities have already taken steps to adopt the same plan.

In countless country schools arithmetic is studied by telling the pupil to get the recipe for some favorite dish, to price the material and figure the cost—also to compare with other foods.

All this is separate from the customary domestic science teaching. It is to give the younger children ideas of foods at the outset of their education.

Nearly all such plans welcome the help of industries or producers in supplying information, often advertising matter, or specimens. In 1917 there were 10,118 schools finding much help, from business, of use.

Can this wholesome educational tendency be made profitable to alimentary paste products?

Foods Improvement Worked Through Use of Savory Sauces—How

The tastiness of foreign dishes is attributed generally to the liberal use of properly made and suitable sauces, by Miss Mollie Gold, contributor to the food section of the New York Tribune. The article is interesting not because it states this generally admitted fact but because it follows with some timely suggestions on how best to prepare these tasty sauces for use on macaroni, spaghetti, rice and similar products. The article follows:

Miss Gold's Thesis

A good tomato sauce is an invaluable aid in cooking. In the greater number of the foreign dishes that we like so well tomato is one of the ingredients used to give that enviable flavor. This is especially true of Italian cooking. It not only gives flavor and color but it gives a consistency to sauces that

cannot be obtained by the use of flour or cornstarch alone.

That Garlic!

One of the ingredients that makes the sauce "just right" is garlic. Garlic if properly handled is not offensive. Used in small quantities and thoroughly cooked, it gives an indescribable flavor that is never disagreeable. Many who insist that they wouldn't touch anything with garlic are loud in their praises of both Italian and French cooking. Even when it is used uncooked for salad dressings, if handled in the right proportion to the other ingredients used, it gives a "tang" that nothing else can give, and either makes or mars the dressing.

Canned Paste

It is hardly worth the time of the average housekeeper to make tomato paste; it can be bought canned at both foreign and domestic grocery stores, and if used carefully a small can goes a long way. Tomato sauce, however, is a different thing. It can be cooked when needed, and after the first few times is as easy to make as any other sauce with which we are familiar.

Another sauce that is well liked and rarely made in any but the foreign households is the anchovy sauce. Anchovies sound like a rare and extravagant ingredient for everyday cooking, but since they can be bought by the ounce it is not extravagant to make a piquant sauce to dress a plain macaroni or rice dish. A little of the sauce goes a long way and it takes only two or three anchovies in a sauce for a dish sufficient to serve 6 people.

Dill, But Not Pickled

Sauce Milanaise differs from the plain anchovy sauce in that it is strongly flavored with garlic and dill. Dill is one of the spices that we are used to, as a rule, only in pickles. Foreign housewives have long used it as flavor for soups and sauces, and in milanaise sauce the dill flavor is pronounced, but is quite different from the flavor we get in pickles. For this sauce it is better to use the full grown dill than the new dill. The full grown dill looks like the weed known as "wild carrot" or "Queen Ann's lace," but is green and yellow. It can be seen hanging on the door frame of any Italian grocery or fruit store. It can also be had in the large fruit and vegetable markets around town. It is inexpensive and strong in flavor. One stalk can be used

flavor a large amount of sauce, making dill an inexpensive source of good flavor.

RECIPE

The recipes given here are those used every day in the Italian households, and if they are accurately followed should give good results the first time they are used. They can, of course, be changed to suit the individual taste, but should be tried out just as they are given here for a fair test.

Tomato Sauce

½ small onion
1 clove garlic
1 small stalk celery
2 bay leaves
1 sprig parsley
3 tablespoonfuls oil
½ teaspoonful salt
¼ teaspoonful pepper
8 medium size tomatoes (or one No. 1 can)

Chop the onion, garlic, celery and parsley and break up the bay leaves. Add the oil, salt and pepper. Cut up the tomatoes and put all into a kettle with a heavy bottom, or put on over an asbestos mat. Stir frequently, but keep covered while cooking. When the sauce is the consistency of thin custard,

strain through a fine strainer and it is ready to use. This sauce may be used for meat, fish, macaroni or cheese. Dried mushrooms soaked in warm water may be added to the sauce and cooked in it until they are tender.

Anchovy Sauce

5 medium-sized anchovies
½ cupful oil (olive)
½ teaspoonful black pepper
1 can tomatoes (No. 2)

Put the anchovies into a strainer and dip quickly into and out of hot water to loosen the skin. Skin and bone and chop fine. Put into a saucepan with the oil and pepper. Do not let the anchovies cook in the oil. Keep the oil hot and the fish tossed about. Put the canned tomatoes on the fire and cook and condense. When the consistency of soft custard, strain into the anchovies and oil and stir until well blended. This is an excellent sauce for macaroni. The anchovies used here are the salted variety and quite inexpensive.

Sauce Milanaise

3 tablespoonfuls olive oil
¼ pound salted anchovies
1 can tomatoes (No. 2)
1 large stalk dill
¼ teaspoonful black pepper

3 cloves of garlic

Cook the tomatoes until they are soft. Strain through a fine wire strainer. Chop the garlic very fine and brown in the oil. Add the strained tomatoes and the finely chopped dill. Remove the skin and bones from the anchovy and chop fine. Add to the first mixture. Season with pepper and cook until the dill and anchovies are tender. This should be a thin sauce, and if in the cooking it thickens up too much, add water. Keep covered while cooking. This is a spaghetti or rice sauce. When used with spaghetti, the cooked spaghetti should be sprinkled with browned bread crumbs and grated cheese first. Then pour on the sauce.

Anchovy Dressing

2 salted anchovies
1 large sprig parsley
½ small onion
1 clove garlic
Juice of ½ lemon
2 tablespoonfuls vinegar
¼ cup olive oil
Salt and black pepper.

Rub the bowl with the cut side of the garlic. Wash and skin the anchovies and rub to a paste in the bowl. Add the chopped parsley and onion and the

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Can also be used outdoors to make comparisons with indoor humidity.

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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.

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

ADHESIVES

FOR
**CARTON SEALING
PACKAGE WRAPPING
AND
LABELING**

We make a complete line of Gums, Glues and Pastes of every description and for every purpose.

Let Us Know Your Requirements

Samples Gladly Submitted

The General Adhesive Mfg. Co.
474 Greenwich St., New York City

vinegar and oil alternately until the vinegar and oil are used up, stir in the lemon juice; mix until smooth; add salt and pepper. Anchovy dressing may be used for meat or fish, and if it is to be used for a salad dressing for plain lettuce, more oil and vinegar will have to be used to make it thin enough to pour. Use 1 tablespoonful of oil for each 1 of vinegar when the dressing is being thinned.

Neapolitan Sauce

½ pound beef
¼ pound bacon
2 small onions
¼ teaspoonful black pepper
5 dried mushrooms
1 clove garlic
1 sprig parsley
1 can tomatoes (No. 2).

Grind the bacon and try out in a pan, being careful not to crisp or burn it. Chop the onion and the garlic very fine and add to the bacon; cook gently, but do not brown. Add the chopped parsley and the meat cut into very small pieces. (Do not put through meat chopper.) Cut the soaked mushrooms into very fine pieces and add to the meat and other ingredients. Add the canned tomatoes and let simmer

gently until all is well blended and the vegetables and meat thoroughly cooked. Before using thicken with ½ cup dried browned bread crumbs if the sauce shows a tendency to separate. The kettle should be tightly covered while the sauce is cooking.

Brown Sauce

¼ pound raw beef (lean)
5 slices bacon
2 cups hot water or stock
1 large stalk celery
½ small carrot
½ small onion
1 small clove garlic
2 tablespoonfuls flour
¼ teaspoonful pepper.

Put the meat and vegetables through the meat chopper. Cut the bacon into small pieces, put in iron frying pan and let brown. Add the meat and vegetables and pepper. Stir constantly and brown without burning. Add 1 cup of liquid and continue cooking. Thicken the other cup of liquid with the flour and add to the sauce. Cook until thick and brown like brown gravy. Mushrooms may be added to this sauce. If they are used, they should be soaked in warm water and then put through the meat chopper with the meat and vegetables.

What Is Macaroni? Read!

Is this a fictitious story from the brain of a newspaper space writer, or an absolutely straight statement by a close observer of customs in foreign quarters of a big city? A dozen kinds of macaroni! This may sound strange to a manufacturer of the regulation American goods from hard wheat semolina. Anyway, take time to glance over this.

Many kinds of macaroni are made from different foodstuffs by different nationalities according to a story that is making the rounds of the press in the eastern states but which is not given much credit by manufacturers of the well known grade of alimentary paste products. The story reminds one of the foolhardy attempts of some of the well meaning though misled manufacturers who during the war attempted to make macaroni out of most anything that was ground finely. That was a costly experiment, as many will testify and the harm done them still hurts.

This story also recalls the claim made some years ago by manufacturers for potato flour as a suitable ingredient for macaroni. Even a few of our supposed experts permitted themselves to be led astray by these claims until experiments proved that macaroni and

spaghetti of this kind were not wanted by the consumers whom they termed fickle. Now comes another story of equally doubtful origin from the Manhattan district where it is said that almost anything that grows is consumed in different forms by different nationalities in the congested section. The article is quoted herewith as frequently published and it is left to the imagination of the macaroni manufacturers as to the truth thereof.

This Is What Was Told

There are almost a dozen different kinds of macaroni on the Manhattan market, yet the average American macaroni manufacturer could tell you of only one kind—the wheat macaroni.

For the others you must go among the different nationalities of Gotham. For rye macaroni visit Manhattan Jewry; for pure rice macaroni the Chinese quarter; for bean macaroni the same; for chestnut macaroni the Ligurian and Sicilian tenements; for all cheese macaroni (pure casein) Little Italy, or Mulberry Plaza region, and for

the curious "combed" macaroni of Arabic speaking people make a downtown trip through the Syrian section.

This last is a high grade wheat macaroni and is "combed" out by hand (whence its name) by means of a steel comb from thin layers of the prepared stiff dough. It commands a high price in the macaroni market retailing at 25 to 30c a pound. It is more speedily cooked than the ordinary tubed macaronis, but the structure breaks down and pastifies if boiled too vigorously. It may be and is used for all the various dishes to which the common article is susceptible.

The word macaroni, by the way, is used by all nations—Syrians to Orientals. It is spelled by them with a "k." Its origin is Asiatic, not Italian.

Consumer Advertising

One thing which is often overlooked and disregarded by the national advertiser of food products is the power of the retail grocer to control the demand of his customers for food products which he sells. The retail grocer knows that in his hands is the power of pushing the sale of goods which he favors to substitute, and to fill orders nearly as he desires.

The consumer demand created by national advertising is a great power and is largely responsible for the business which the manufacturers of those advertised products enjoy. It has built up a consumer demand which insists often on those products and those products alone. But in the last analysis the power of pushing the sale of those goods is in the hands of the retail grocer. It is through his cooperation with the advertiser that the sale of such goods has reached its present enormous volume.

It would be a source of great amazement to some advertisers to hear the conversations of customers and clerks in retail stores, and to realize how many times goods are asked for without the mention of specific brands. Each time this takes place the retail grocer is given the opportunity to recommend the brand which he particularly favors.

How is the advertiser to tie up his consumer advertising with this power of the retail grocer? There is only one answer. He must take his message to the retail grocer as well as to the consumer. In other words he must create a dealer demand in addition, or before the consumer demand. No advertising

campaign is complete until the advertiser has taken the retail grocer into his confidence and sold him on his goods and the consumer advertising campaign.

The retail grocer will more readily push the sale of goods which have been advertised to him, and which he consequently knows something about from a dealer point of view. The national advertisers whose products are in the greatest number of stores and which have the greatest turnover are those who have cooperated with the retailer in this way.—The Modern Grocer.

Your Products Travel Incognito?

Do you believe you could gain attention from prospective customers with no means of telling who you were, where you were from, or whom you represent? asks W. H. Barter in "Boxes," house organ of Chicago Mill and Lumber Co.

Do you think you would be noticed by the people you pass daily if you were of the blank, uninteresting type found nowhere, with no marks of distinction? Certainly not!

Consider then the plain, unprinted boxes, crates, or containers. The products they carry may be of excellent

value, high quality, and in good demand; but in plain ordinary boxes, do they speak for you or for your efforts to produce goods worthy of more than ordinary consideration?

Certainly not!

One of Your Best Salesmen

Your packages should be not only your willing servants to carry your products to destination in good condition, but should also bear your mark of distinction. Constantly in view of consumers; they represent you on railway platforms, steamship docks, trucks and drays.

When properly assembled, neat in appearance, and bearing your trade mark or slogan, a box is one of your best salesmen. It shows a real desire to serve in that it delivers your products to your customer in exactly the condition you would have them arrive. Its neatness bespeaks order and method in your manufacture and packing; and quality in the package itself is always indicative of quality in the contents. Your neat trade mark or slogan shows you are proud of your achievement, and your name links the products to you in an inseparable manner in the minds of your trade.

Look about you anywhere, any time, and you will see marks of distinction on most every article. Then why not on your packages, the greatest travelers in your organization? Make your trade mark or slogan neat, attractive and pleasing to those who see it. Link your name with your products so that to all your field of activity they are synonymous. Your package identifies your products to your trade.

Make it count!

JEALOUSY

A couple of boys stood watching a fractious horse snort its disapproval of an approaching motor car. "What makes the horse do that when he sees a motor car?" asked one.

The other replied, "It's this way. Horses is used to see other horses pull carts, and they don't know what to think of carts going along without a horse. If you saw a pair of trousers walking down the street without a man in them you'd be scared, too."—Argonaut.

A lot of us have plenty of money to last us the rest of our lives—provided we die tonight.

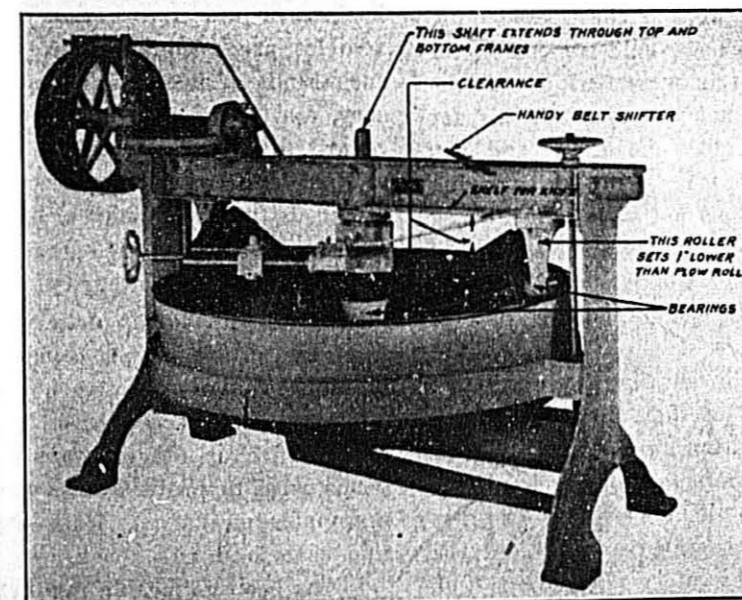
MACARONI DRYING MACHINES

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.

Are You Protected Against Check Raising?

Every individual who carries a checking account is a logical prospect for the check raiser or the forger. People in business are especially likely to be selected as victims because they are writing a good many checks in the course of the week's affairs, and so the appearance of a check for a sizable amount will not be likely to cause immediate surprise or comment. Therefore it behooves everyone who has a vital interest in protecting his finances to be on the alert.

That this danger of check raising or forgery is a very real one is attested by the fact that in 1907, it was estimated by William J. Burns, the public suffered losses that year alone probably amounting to \$17,000,000, and that 6 years later, or just before the outbreak of the world war, this amount had grown to a figure approximately \$23,000,000. Since that time the world has gone through a tremendous upheaval, and we have experienced a tremendous wave of unrest and crime. For many reasons bankers and financiers have not thought it advisable to give out the forgery and check alteration figures during this period, but it has been estimated that this loss will probably reach an annual figure of \$30,000,000.

This points out that the menace is a real one, and one which may hit us in a large way any time. The fact that you or I have never had a check raised on us, or a forgery perpetrated, is no reason that there may not be a first time. The wise man locks the stable door before the horse is stolen, and not afterwards.

From time to time there have been put on the market mechanical devices of more or less merit, to forestall or prevent the operations of the individual who is dealing illegally in other people's checks. Without doubt these devices have served a splendid purpose, and it is probable that even the cruder and less complicated styles of apparatus have prevented amateur depredations. But the menace from the amateur check worker is nothing like as great as the danger from the expert check worker.

It is now known that these experts have brought the "art" of forging and altering checks to a high degree of perfection. These skilled workers do not risk clumsy methods, but bring to their

aid the science of chemistry and laboratory practice.

If you want to know just how to get ahead of any particular check protecting device talk with some salesman who is marketing a competing apparatus. He can usually tell you some things you would not think of yourself. Then, if you want to get the points at which his device can be beaten, go to the man who is selling another style of check device and you will get the other side of the story.

The art of altering checks takes in a knowledge of chemical ink removers in form of acids and bleaches which will leave the surface ready for further writing. It is also possible to resurface, iron and retint portions so that it takes expert examination to detect anything wrong.

According to investigation it has been found that "perforations and shredded and corrugated areas can be filled, resurfaced and ironed, and the whole check can be so retinted that only experts will be able to detect the portions tampered with."

Naturally this is not easy but it can be done, and where a skilled worker capable of doing a job of this kind operates, he will not go to the trouble except with the idea of raising the check to a large amount. For example, a man would not raise a check from \$6 to \$16 or even to \$61 who had skill to this degree at his command; he would make a much larger throw.

It is often thought by business men that they are perfectly safe and that the bank cashing a check which has been raised can be held responsible for immediate reimbursement upon demand. It is not as easy as all this, for laws and regulations differ, and you and I cannot merely go to the paying teller's window and state that a check written for one dollar has been raised to a thousand, and receive nine hundred and ninety-nine dollars without question.

The burden of the proof will be wholly upon us, that the check originally was written for one dollar, and when we attempt to prove such a thing it might be a difficult matter. The fact that the check stub reads for one dollar means absolutely nothing, and, if the alteration has been made so skillfully as to all but defy expert detection, there is a question whether judge and

jury would hold the institution accountable.

In addition to this a man's banking connections are among his valuable assets, and in addition to the great cost of a lawsuit of this kind it is unpleasant to contemplate the breaking of harmonious relations with one's bank. With an affair of this kind pending another bank might not be overly ready to extend a line of credit or financial backing, if the business man was likely to become involved in expensive litigation.

What then is the way out? Must we sit down supinely and trust that the lightning will not strike us? By no means!

This menace has become so real that it has been considered wise to issue a special line of insurance against check raising and forgery. Different companies write such insurance in different forms, but the purpose of this insurance in whatever form is aimed to protect against forgery and the alteration of checks. The rate of insurance is really reasonable, and the security of mind and financial standing gained is worth a great deal.

This kind of insurance is rather new but is being very favorably received by conservative business men. The time was when fire insurance and life insurance and accident and health insurance and sidewalk or pavement insurance, and many other different kinds with which we are now acquainted were unknown, or at first looked upon as unnecessary. But today the careful business man sees to it that his motor vehicles are adequately protected by such kinds of insurance as are necessary, and that he is protected also in regard to the help which he employs and any risks which he may be obliged to run. Is there any point at which protection is more needed than at the source of financial integrity?

The writer of this article has no brief for any insurance company, not in connection with any such company, but even as it seems wise to insure against fire or other calamity, so it seems wise to protect one's paper by reasonable means. At least investigation costs nothing.

It has been noticeable that since the outbreak of the war many inks have not been as satisfactory as in the old days before the dye stuff and pigment

industry were interrupted, yet some companies have succeeded in maintaining high standard of permanency in inks. It is well worth one's time to investigate and to buy carefully for, while chemical processes may defeat even so-called "indelible" inks, yet we owe it to ourselves to purchase simple protection against amateur or semiprofessional operation, by the use of the best inks we can buy. Test your inks by writing and blotting immediately, then examine how much you have left. Oftentimes the blotting process is reported to at once if one is slightly hurried.

In order to raise one's defenses as high as possible think out where your financial system is weak, and then do the logical thing—protect the weak points if you can.

MO' INCONVENIENCE

"It's just as wrong to gamble when you win as when you lose."

"Yassuh," asserted Mr. Erastus Pinkley. "De immorality is jes' as great, but de inconvenience ain't."

—Washington Star.

The ship laundry blew up. The clothes will be washed ashore.

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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.

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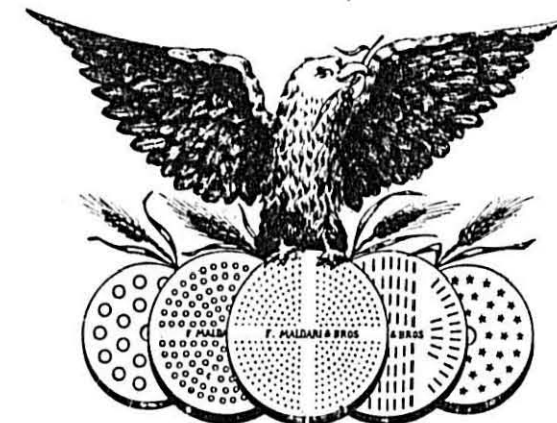
Two shipments have arrived and duty paid.

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American Home Cooking

By William B. Murphy in The Culinary Progress

It seems to me one of the reasons why it is hard to induce our American boys to enter the culinary art as a life work is that the American public has been lead to believe there are no American cooks.

I am an American and can cook but, from my own experience, can say that one of the greatest obstacles that I have to overcome is the fact that the usual proprietor has an idea that no American can cook; that he has to have a Frenchman, a German, a Hungarian or an Italian in his kitchen, because no American can cook.

There were many Americans in the kitchen when I was learning my profession but, after trying to convince the skeptical that Americans could cook and not getting the chance to prove it, they gave it up and went into other lines of business in which Americans were supposed to be proficient.

I learned some of the fine art of cooking under one of the best French chefs of those times (a real old timer), also under one of the best Italian chefs; but the one man who knew the most about cooking of any man that I have met in my 27 years experience in this line was an American; but, in spite of his being an artist in the culinary art, he never became real famous because of the prevalence of the idea that no American could be an artist in that line.

We Americans have improved the fruits, the flowers, the berries; we have improved the mechanical devices for manufacturing; we have improved even the productiveness of many food-stuffs; we have given the world several new and distinct foods; still, the belief persists that no American can cook.

We have great doctors; we have great lawyers; we have great statesmen; we have great men of business and great men of finance; why is it we haven't got any great American cooks? What is there about cooking that we cannot excel as in other things? We do have great American cooks; but who who knows it? Only a few realize that it is as easy for an American to learn to cook as it is for an American to learn mining or building or dentistry or law or anything that takes time, skill and knowledge.

Up to a few years ago spinach was

practically unknown. That is, about one person in 10 had eaten it. Now it is on every bill of fare; doctors recommend it; it is advertised on every hand; thousands of pounds of spinach are put in cans every year; because it has been brought to the public's attention and has become popular.

If you let the world know that Americans can cook, if a demand is created, such as an advertisement (Wanted, American Chef) or (Good American Cook Preferred), or even see it demonstrated that the American cook is wanted and that people believe that there are some American artists in that line, and that the hotel man does not feel that it will jeopardize his business to have it known that he has American cooks; then, and not till then, you will see the American boy entering the culinary lists, with all the enthusiasm of the American lad for his work, but, as long as there are few proprietors and managers who will take a chance of ruining their business by having it known that they employ American cooks, when there are men who change their names to have a European sound before applying for positions of trust in the kitchen; when the American boy has never heard of a really famous American chef; you can hardly blame the boy if he does not care to enter a line where it seems he never can reach the top, and for seeking lines where their supremacy is acknowledged.

I will not say that Americans are or will make better cooks than the cooks of the older countries, but I do say that Americans have always made a good showing in any line in which they have had a chance, and in some lines have improved upon the work and the products of an older civilization.

The reason for this attitude on the part of the hotel and restaurant keeper and this belief on the part of the public has been a slow education. It began way back when our rich families first started traveling to the older countries and, getting dishes new to their palates, came back with tales of the wonderful foods with which they had been regaled at this and that European resort; they then began importing chefs and butlers to make these wonderful dishes in their own homes, and the public wishing to keep pace

offered inducements that brought the artists of the trade to this country and many good Americans learned from them, but it soon grew to be thought that if you did not have a foreign chef then you had no chef at all, and the demand increased until, with the artists came others who fostered the idea that cooks had to be imported.

Many of these knew very little of cooking but would mix up something and give it a fancy name (sometimes the name belonging to a great dish, deservedly popular) thereby bringing the dish into disrepute and robbing its creator of his just reward but, because of the American's belief that these were cooks, they got by.

Did Europe at any time import American cooks to teach them to cook potatoes, corn, tomatoes, turkeys or any other strictly American foods? If they did, they did not let anyone know or accord them a supremacy over their own chefs and cooks. This is just what we did and where we made our mistake and crowded our American cooks out of the market, and at that time there were many; pupils of the great artists; artists who made Delmonico and such restaurants famous for a time; but the pupils being American were pushed aside in the great and growing demand for European cooks.

Now, after having had years in which all our hotels could and did serve any and all dishes served in practically all parts of the globe, the reaction has set in and the people are clamoring for home cooking and this is also why we hear all this talk of taking these French and foreign names off the bills of fare. It is not the words they really mean when they talk of this change. What they want is home (American) cooking, but who is to give it to them, when there are no American cooks? Of course, there is the American HOUSEWIFE, but we do not all eat at home though 9 out of every 10 will tell you that they would if it were possible, because, **home cooking is so different from restaurant cooking.** This is true, and one reason is that the housewife has recipes that have been handed down from her grandmothers, which were either strictly American dishes or from the famous recipes that have been used by the skilled culinary workers, and that were originated by artists and prepared in the homes today with the same care as in the good old days gone by.

But the American housewife does

not do the cooking in our hotels and restaurants, neither does the American cook for us today.

The scarcity of food and the chaos in Europe have not tended to keep up the standard of cooking in those countries and as the demand here is for home cooking (that is what the public wants) and the demand is for foreign cooks (that is what the hotel man wants or rather thinks the public wants) there is a vast difference between the home and the hotel cooking. The patrons tell the proprietor that they like home style; he tells the chef

and the chef gives him home cooking as they know it; but it is not the home cooking known and loved by the man of Chicago or New York (American Home Cooking) it is the home cooking of Budapest, Vienna, Hamburg, or wherever their home may have been.

Let the world know that the Americans appreciate cooking and that Americans can cook, and let Europeans learn to cook and serve American dishes as Americans want them, and you will have plenty of American boys taking up the culinary art and you will not have the discrepancy that now exists

between the cooking in the home and in the hotels and restaurants; you will do away with all this foolish talk about cutting out the fancy names, foreign words and phrases from the bills of fare, that could not be written in English without using the whole menu card.

Cutting out certain words or explaining them in English would not change the food, and it is the food that is causing all these perplexities. (The proof of the pudding is in the eating.)

Good European food such as we got in the best European hotels when

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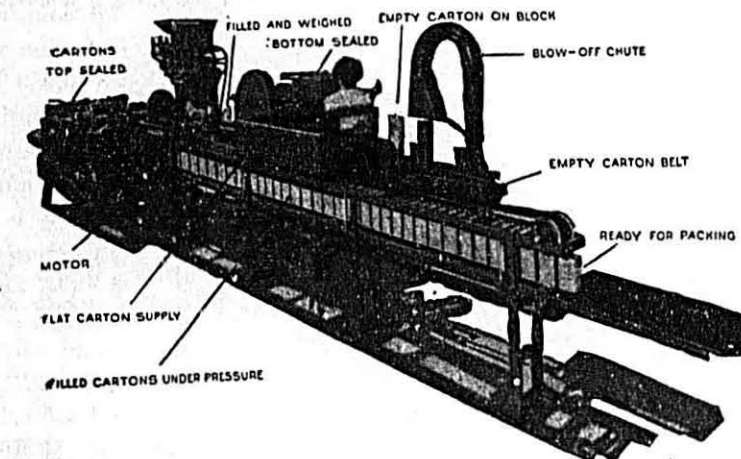
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This is our carton sealing machinery with filling and weighing attachments.

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

Europe had plenty is one thing, and having the home cooking of Europe in these lean days served up to us day after day is another thing.

I have known of men born in foreign countries coming over here as boys taking up cooking as their life work, learning under European chefs, actually being afraid to have it known that they learned in this country for fear that they would not be able to get first class positions.

As America has established her supremacy in other things, let's put all our shoulders to the wheel and put America on the map as the home, not only of good food, but of good cooking and the home of good cooks.

Even if there had been no lowering of the standard of the culinary art, still there would have come the reaction, as you can have too much of even a good thing and, although we enjoy the cooking of Germany, Austria, and France while traveling, we have had Budapest, Vienna, Paris, Genoa, and even Hong Kong served so long in our dining rooms that the majority of us are wondering if we will ever be able to get back to America (in our dining rooms).

Is it possible? Yes, it is. This is what the call for home cooking means.

This is what the talk of training schools to make cooks to order means.

This is what this talk of a simpler bill of fare means. Simply home (American) cooking. So, let us have American cooking, American cooks, and let the European cooks learn to cook and serve American dishes as Americans want them.

The best of both European and American culinary art is what we want.

Trade Marks and Labels

Trade Marks Applied for "WHEAT MEATS"

Application was filed with the Patent Office for registration rights for the use of trade mark "Wheat Meats" on all kinds of alimentary paste products by A. F. Ghiglione & Sons, Seattle, Washington. Application was filed Feb. 27, 1922. The company claiming use since November 25, 1921. The application was published August 8 and all objections thereto were to have been made within thirty days from date of publication.

The trade mark consists of the letters of the words "Wheat Meats" in

heavy black type. It was given the serial number 159865.

"WASHINGTON"

Application was filed with the Patent Office for registration rights for the use of trade mark "Washington" on alimentary paste products, viz.: macaroni, alphabets, vermicelli, spaghetti, and egg noodles, by A. F. Ghiglione & Sons, Seattle, Washington. Application was filed February 27, 1922. The company claiming use since April 20, 1913. The application was published August 8, and all objections thereto were to have been made within 30 days of publication.

The trade mark consists of a picture of George Washington (deceased) in drawing within a fancy frame, resting on a background of wheat sheaves. To the left and above this picture is the trade name "Washington."

"GLOBE"

On October 5, 1921, the Globe Grain and Milling company of Los Angeles, Calif., filed an application with the patent office for registration of its trade mark "Globe" "A1" for use on its macaroni, spaghetti, noodles and other foods and ingredients of foods manufactured by it. The application was published on August 22 and objections thereto should make themselves heard within 30 days of publication. The company claims use since 1898. Application was given serial number 137936.

The trade mark consists of the word "Globe" in heavy black type and the descriptive term "A1" underneath the center of that word, the latter being in outline letters of a lighter type.

"CHINESE MAID"

The Tri-Star Noodle factory of Chicago desires to register its trade mark "Chinese Maid" for use on its noodle products. Application was filed February 8, 1922, the applicant claiming use since January 15, 1921.

The trade mark has for a centerpiece a fanciful picture of a Chinese belle and the name of the brand in script, heavily underlined.

Notice of application was published on July 25, 1922, and all objections thereto were to have been made in thirty days.

Trade Marks Granted "GALLO"

The trade mark "Gallo" used by Bragno & Mustari of Chicago, wholesale dealers, on their macaroni and spaghetti, which was filed with the Gov-

ernment Patent Office on November 1921, published March 28, 1922, was registered on July 11, 1922, and given the number 156634.

The trade mark consists of a proud rooster standing among wheat sheaves over which the word "Gallo" printed in heavy black type.

Labels

"SUNSHINE MACARONI"

The title "Sunshine Macaroni" for use on macaroni products was registered with the U. S. Patent Office on July 18 by the Sunshine Macaroni Manufacturing company of Brooklyn, N. Y.

Application was made June 6, 1922 and the label was registered as No. 24737.

"RED TRIANGLE"

The title "Red Triangle" for use on various kinds of noodle products was granted to David F. Jue & Company of San Francisco, Calif., on August 1922, by the U. S. Patent Office.

Application was filed on June 1922, and the label was given the number 24791.

World Wheat Production

World production of wheat this year excluding Russia and Mexico, is estimated by the United States department of agriculture at 3,019,526,000 bus. based on actual estimates from reporting countries and estimates based on condition reports. Production in 1921 was 3,059,596,000 bus., and for the prewar 1909-13 average 2,890,353,000 bus.

Decreases occur in nearly all European countries. Total European production is estimated at 1,100,991,000 bus., compared with 1,239,256,000 bus. in 1921, and a prewar 1909-13 average of 1,275,157,000 bus.; British India and Japan will have 392,847,000 bus., compared with 282,094,000 bus. last year and 375,827,000 bus., the prewar average. Both Canada and the United States show increased production over last year with a combined estimate of 1,125,968,000 bus., compared with 1,095,751,000 bus. in 1921, and 883,810,000 bus., the 1909-13 prewar average.

Russia reports favorable crop conditions, and according to advices from sources will be able to feed herself this year. Last year Russia imported wheat. Production figures for Mexico are not available. For Africa a total production of 57,587,000 bus. is estimated, compared with 81,398,000 bus.

in 1921, and with the prewar 1909-13 average of 73,134,000 bus.

Total production in the Northern Hemisphere, according to actual estimates from reporting countries, will be 2,200,650,000 bus., compared with 2,143,979,000 bus. in 1921, and with 2,020,276,000 bus., the prewar average. Estimates made by the Department of Agriculture based on condition reports bring this total up to 2,677,393,000 bus., compared with 2,697,499,000 bus. in 1921, and with a prewar average of 2,607,928,000 bus. Total production in the Southern Hemisphere for the last

harvest season is estimated at 342,133,000 bus., compared with 362,097,000 bus. in 1921, and with 282,425,000 bus., the 1909-13 prewar average. The acreage of the growing crop in Argentina is estimated to be larger than that of the crop just harvested.

YALE and YAIL

The new Swedish cook, who had come into the household during the holidays, asked of her mistress: "Where bane your son? I not seeing hem round no more."

"My son?" replied the mistress,

tridefully. "Oh, he has gone back to Yale. I miss him dreadfully though."

"Yes. I know yoost how you feel. My brother, he bane in yail six times sence Thanksgiving."—Grit.

A LAUGH

A laugh is just like music,
It freshens all the day,
It tips the peaks of life with light
And drives the clouds away;
The soul grows glad that hears it,
And feels its courage strong —
A laugh is just like sunshine
For cheering folks along.—Anon.

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.

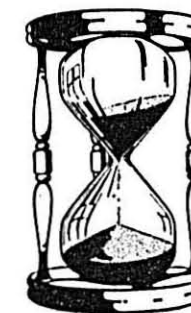
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Grain, Trade and Food Notes

Durum Receipts for July

The expected falling off in the receipts of durum wheat at the primary markets during July failed to materialize, as indicated by the reports made by inspectors licensed under the U. S. grain standards act, covering that month. The receipts were greatly in excess in number of carloads reported for the same month last year particularly with reference to amber durum varieties which were 3 times greater this year than a year ago.

Amber Durum

The higher grades of amber durum were marketed in large quantities during July, the total of all grades being 1177 as compared with 1217 during the month of June. The No. 1 grade was proportionately heavy, a total of 40 carloads being reported from all points of inspection as compared with 82 in June. Minneapolis received 18 carloads, Duluth 16, and the others were scattering. The seaboard cities received a goodly proportion of No. 2, indicating that much of this grade went into foreign export. A total of 664 carloads was reported, as against 763 of the previous month. Of these 232 carloads went to Duluth, 184 carloads to Philadelphia, 128 to New York, and 98 to Minneapolis. The No. 3 variety was equally in demand among foreign buyers and the receipts of this grade for July greatly exceeded the June receipts, 581 carloads to 251. Of these 125 carloads went to Duluth, 102 to New York, 82 carloads to Philadelphia, and 63 to Minneapolis. Most of the wheat grading below No. 3 went to the northwest markets, Duluth getting 48 carloads and Minneapolis 42 carloads out of the total 92 carloads reported for that month.

Durum

The better grades of durum were scarce during the month of July, only 7 carloads of No. 1, being 2 more than those reported for June. 3 of these went to Duluth and the others scattered to various cities. The No. 2 variety was proportionately small, the inspectors reporting 62 carloads for July as compared with 108 carloads for June. 38 carloads or more than half of this grade went to Duluth. The No. 3 variety was quite plentiful, a total of 176 carloads going under inspection for the month as against 181 in June. 60 carloads went to Philadelphia, 48 to

Duluth, 14 to New York, and 9 carloads to Minneapolis. Almost half of the receipts were of a variety below grade No. 3, being equally divided between the northwest markets and seaboard cities. The receipts for 1922 compare more favorably with those of the same month in 1921. Of the amber durum variety 1177 carloads were inspected as against only 375 carloads in July 1921, while 396 carloads of durum wheats reached the markets in July 1922 as compared with 292 carloads in July 1921.

New Barley for Alaska

All early crops of the federal experiment station at Fairbanks, Alaska, matured last year, notwithstanding a frost-free period of only 95 days, according to reports to the United States Department of Agriculture. A barley hybrid produced by the station matured in 80 days from seed. Seed of this hybrid will be distributed to farmers in Alaska as rapidly as it can be produced, and it is expected to replace all older barleys. It has stiff straw, a long beardless head, and hull-less grain, yields well, does not lodge readily, and seems well adapted to northern latitudes.

Foreign Crop Summary

Aggregate production of around 1,549,000,000 bus. of wheat this year for the United States, Canada, India, Algeria, Tunis, Morocco and Japan is indicated in latest estimates summarized by the United States Department of Agriculture today. Wheat production in these countries in 1921 totaled 1,440,000,000 bus. Production this year in 14 countries of Europe is estimated at 892,000,000 bus. compared with 1,006,000,000 bus. last year. Russia, Germany, Austria, Yugoslavia, Czechoslovakia, Portugal, Denmark and Holland are not included in the summary. In Manchuria wheat and rice are below average in condition, and in Chosen wheat and rye are poorer than last year. Reports on seeding in Argentina indicate increased acreage of all small grains.

The corn crops of Hungary, Yugoslavia and Italy need rain. In Rumania the harmful drouth has been broken, and in Bulgaria corn prospects are good. In the Matamoros district of Mexico floods have damaged the crop. The corn yield of South Africa is ex-

pected to be smaller than that of last year.

Favorable conditions for root crops are reported in England, France, Germany and Norway. In Hungary conditions are not so good. In Canada the prospect is for a slightly smaller yield of potatoes than last year. Forecasts of the hay crops in France, Germany and Rumania are favorable. Canada reports a probable increase in the yield of hay and clover over that of last year.

Cotton prospects in Egypt and India are reported as good. The cotton crop of the Matamoros district of Mexico was hurt by floods. Decreased area of jute is reported in India and decreased yield of hemp is expected in Italy.

Quality of Winter Wheat

The quality of the winter wheat crop this year is 4.1 points below the average for the last 10 years, according to reports to the Department of Agriculture from official crop reporters. Estimates made by about 5,000 mill and elevator operators in all parts of the winter wheat producing section, based on early receipts, indicate that 48.7% of the crop is below Grade No. 2. In 1921 the quantity grading below No. 2 was 40.4%, and in 1920 it was 29.5%. The following table gives the estimated percentages of the crop in each grade for the 1922, 1921, and 1920 crops:

	1922	1921	1920
Grade No. 1.....	13.3%	19.7%	29.5%
" " 2.....	38.0	39.9	42.0
" " 3.....	27.6	25.1	18.5
" " 4.....	13.1	10.2	6.5
" " 5.....	5.2	3.5	2.5
Grades below No. 5..	2.8	1.6	1.5

Wheat Carryover Small

The total carryover of wheat July 1, 1922, was 79,813,000 bus., according to reports to the United States Department of Agriculture. In 1921 the carryover was 92,167,000 bus., in 1920 it was 424,000 bus., and in 1919 it was 465,000 bus. These carryovers are totals of stocks on farms, in country mills and elevators, and the commercial stocks at points of large accumulation. Wheat stocks in country mills and elevators July 1, 1922, were reported 27,830,000 bus. On July 1, 1921, stocks were 26,767,000 bus.; July 1, 1920, they were 37,304,000 bus.; and in 1919 stocks of 19,672,000 bus. were reported. Wheat stocks in country mills and elevators in Kansas July 1, 1922, were

250,000 bus.; in North Dakota, 2,800,000 bus.; in Washington, 1,860,000 bus.; in Montana, 1,600,000 bus.; in Minnesota, 1,550,000 bus. Smaller quantities were reported in other states.

Insect Pests of Grapes

Grape growers in the vineyard sections of New York, Ohio, and Michigan have begun spraying operations in the hope of protecting their crops from various insect pests reported to the Department of Agriculture as unusually numerous this year. Severe injury has resulted in all 4 states from the grape

leafhopper. In Ohio and Michigan the grape-berry moth has caused more than the usual amount of damage to grape clusters by feeding on the stems or buds during the blossoming period. At Lawton, Mich., cocoons of this moth were found on grape leaves early in June, showing an unusually advanced development of the larvae, as grapes were just out of bloom, and early appearing larvae were able to complete their growth fully without entering the grape berries. At Paw Paw, Mich., bud clusters infested with the grape blossom midge, not previously observed in

that section, were reported on the 8th of June.

IN MEMORIAM

I suppose you carry a memento of some sort in that locket of yours? Yes, it is a lock of my husband's hair.

But your husband is still alive?

Yes, but his hair is gone.

The man who never can take a vacation because he "can't get away," is generally carried away earlier than he need have been.



International Macaroni Moulds Co.

252 Hoyt St.

Brooklyn N. Y.

Macaroni Die Manufacturers

Ask For Our Price List.

ELMES

CHICAGO

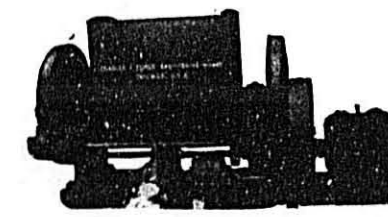
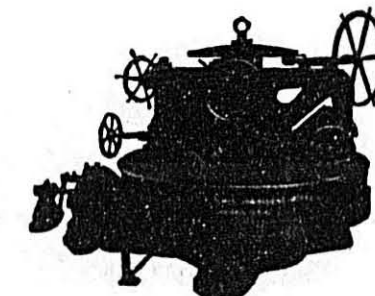
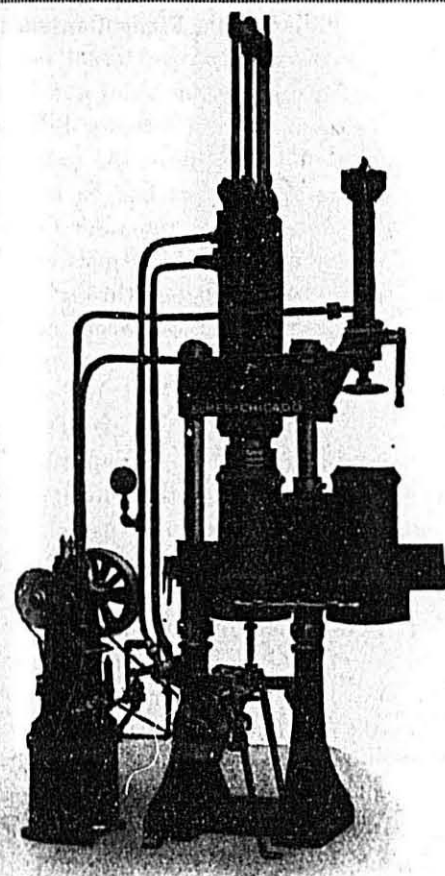
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Notes of the Industry

Macaroni Imports and Exports

Imports

The quantity and value of macaroni, vermicelli and similar preparations imported to this country from various production centers in June 1922 increased above the quantity and values of the imports for the same month in 1921, according to the Monthly Summary of Foreign Commerce of United States, issued by the department of commerce, covering that month. The report shows, however, that there has been a decrease of nearly 2c per lb. on the value of the imports during the period under consideration. The average price per lb. for June 1921 was 11 1-3c as compared with 9 1/2c per lb. for the same month in 1922. During June 1922 a total of 232,294 lbs. valued at \$21,736 was imported, as compared with only 81,404 lbs. worth \$9,270 in June of the previous year. The report covering the importation of these products for the full fiscal year ending June 30 shows an increase of approximately 50% in the amount of goods shipped to this country. During the fiscal year ending June 30, 1922, there came to this country 1,991,933 lbs., valued at \$177,354, averaging slightly less than 9c per lb. For the 12 months ending June 30, 1921, the total importation of alimentary paste products amounted to 1,297,365 lbs., invoiced at \$159,056, averaging 12 1/4c per lb. for that year's influx.

Exports

Up to the first of January this year macaroni, spaghetti and noodles exports were included in breadstuffs and no separate figures were available prior to that date when the board agreed to segregate these exports, which were deemed important enough for this distinction. The report shows that during June 1922 there were exported from this country 772,888 lbs. of all grades of alimentary pastes at an invoice value of \$60,272, averaging slightly less than 8c per lb. For the six months, Jan. 1 to June 30, 1922, a total of 4,688,778 lbs. of these products left our ports at an invoice value of \$370,198, the average per lb. value also being less than 8c.

Increases Capital Stock

The Italian Macaroni company of San Antonio in planning an extension of its plant to meet demands for its

output has found it necessary to increase its capital stock from \$30,000 to \$45,000. Application was filed early last month with the state department for permission to amend its charter to this effect. The money derived from this move will be used in purchasing added equipment and extending its manufacturing facilities.

"Pueblo Maid" Suit

The Purity Bread company of Pueblo, Colo., has started suit in the district court of that state against the Pueblo Macaroni Manufacturing company of that city charging infringement on its trademark, "Pueblo Maid." The suit is a rather peculiar one because of the conditions that brought it about. The plaintiff is in the bakery business and has used the trade name "Pueblo Maid" for several years in connection with its bakery products. The defendants are macaroni and noodle manufacturers who have engaged exclusively in the manufacture of these products for many years. The Purity Bread company is erecting a plant in which it plans to make alimentary paste products and plant is expected to be in operation about October. It charges, however, that the macaroni concern adopted the contested trade name only after it learned of the intentions of the new firm. The charge and complaint by the plaintiff sets forth that its business is the manufacture of bread and other food products, that defendant is engaged in the manufacture of macaroni, spaghetti, vermicelli and similar products; that plaintiff has used as a trade mark the words "Pueblo Maid"; that defendant in the manufacture and sale of its products has used various names, brands and devices to designate and identify its products but at no time until on or about July 25, 1922, did defendant ever use or attempt to use "Pueblo Maid," or any design or mark to designate its products similar to that used by plaintiff to designate its products. That subsequent to learning plaintiff's intention to put on the market macaroni, vermicelli, etc., and for the purpose of intentionally and fraudulently injuring plaintiff and securing plaintiff's customers and business, said defendants have placed upon the market for distribution and sale macaroni, spaghetti, vermicelli and like products under the name of "Pueblo Maid," and has used

a design so similar in character as to deceive and mislead the ordinary purchaser into thinking and believing that the product placed on the market by the defendants under said name and label was the product of plaintiff. It is further alleged that a design used by the defendants includes the name "Pueblo Maid" together with a portrait of a girl, and that the labels and designs used by the defendants are intentional and deliberately devised for the purpose of fraudulently securing customers of the plaintiff. The complaint goes on at some length to talk about quality comparisons, and winds up by stating that plaintiff has suffered and will continue to suffer irreparable damages as a result of the matters complained of. A temporary injunction from using the name and design described is asked of the court, and, on hearing, a permanent injunction is granted. Further, that an accounting be had under court order, and that defendant be required to pay to plaintiff such sum as may be found to have been obtained by the use of plaintiff's said trademark.

Philadelphia Firms Consolidate

Owing to the wonderful increase in the business of the cake and bread department of the Freihofer Baking company of Philadelphia, the macaroni and noodle department had to be removed in order to make room for the former. A very appropriate adjustment of conditions was effected through the consolidation of the macaroni and noodle department of that company with C. Krumm & Sons of the same city. This arrangement will permit complete development of each department. The macaroni end of the business will be conducted under the name of A. Krumm & Son Macaroni company and Albert C. Krumm will be in active charge of the new company, which has been incorporated. Mr. Krumm has had extensive experience in macaroni and noodle manufacture and will introduce some new ideas of products and distribution in the new concern. Others who are interested in the new company are William Freihofer, president of the Freihofer Baking company, C. F. Yeager, for years manager of the bakers products department of the Stein-Hall Mfg. company of Chicago and D. W. Dietrich, treasurer of Freihofer Baking company and president



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

WHOLE EGG POWDER—

Guaranteed to comply with Government regulations.

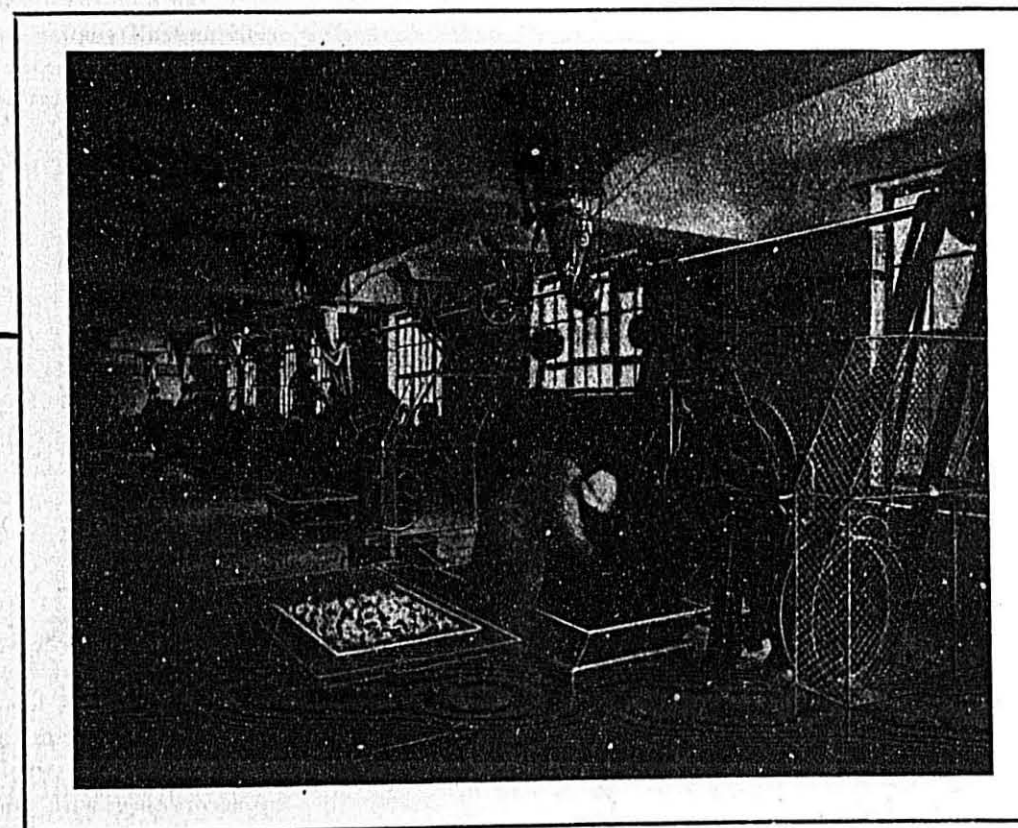
Manufactured by spray process, guaranteeing solubility.

Made from Spring laid egg, insuring dark sweet yolks.

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BUHLER'S DOUGH MIXERS

Buhler Brothers
UZWIL, Switzerland

SOLE AGENT

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

the D. W. Dietrich & Co., flour brokers of Philadelphia.

The building occupied by the A. C. Krumm & Son at 1012-1018 Dakota st. will be remodeled by the newly organized company. Two stories will be added to provide sufficient room for the enlarged concern which is planning to install modern machinery in every department sufficient to double the capacity. The Freihofer plant will be used exclusively by the cake and bread departments.

Whole Wheat Macaroni

The plans of the Atlantic Macaroni company of Long Island City, N. Y., to manufacture macaroni products out of whole wheat were made public in an article appearing in the Brooklyn Eagle of Aug. 19. This company is recognized as one of the leading alimentary paste manufacturers in the metropolitan district of New York, and food experts and dietitians are much interested in this new experiment. The article follows:

Among the many industries in which Long Island excels is that of the manufacture of macaroni. This food, often associated with a rather meager diet or menu, is not given its full value by the average consumer. Dietetic and nutrition experts have repeatedly said that it was the nearest substitute for meat in food value.

Macaroni, as manufactured by the Atlantic Macaroni company, Inc., Vernon av., Long Island City, is to take a still higher place in the order of nourishing foods, due to a recent invention by that company.

A realization of the true food value of the whole wheat has gradually spread by virtue of its superiority. White flour is admittedly weaker in nutrition than the whole wheat flour. The ordinary macaroni of the past has been made of the white flour. The American Macaroni company has instituted a process whereby its new product is a whole wheat macaroni.

Eminent food experts have tested and analyzed this new whole wheat product and have given it their full approval. It is to be manufactured in the new, modern 6-story concrete factory of the American Macaroni company in Long Island City, a factory capable of turning out 3000 cases of its product a day.

The wheat kernel or seedling, the part used in the preparation of flours and other wheat food products, consists of 5 layers or parts. It is the inside part that is used for white flour and which, it has been learned in recent years, is the weakest and starchiest portion of the wheat. Outside of this is the gluten. The next 2 layers are known as the "middlings" and "bran," the latter extensively used for the making of bran flour. The hard outside layer is known as the "germ" and used to be discarded as chaff, but it is now known to contain much of value as a food when used in conjunction

with the component parts of the wheat. All of these parts are used in the preparation of the new whole wheat macaroni.

First Batch a Success

The first batch of macaroni manufactured in the new macaroni plant recently erected by Jos. Merceri and E. Veniti of Redding, Calif., was turned out on Saturday, Aug. 19, and was of a most satisfactory quality, according to the owners. The plant is to be known as the Redding Macaroni factory and is equipped with modern machinery capable of increased production to meet the requirements of the trade. The people of Redding and vicinity are considerably elated over the city's latest industry, which claims atmospheric conditions most adaptable to the proper curing of alimentary paste products.

Spaghetti for the Famous

The world is interested in the food likes and dislikes of famous men and women of the world. That spaghetti should be a favorite food of some of the leading people of the world may come as a surprise to many but not to the manufacturers of this food who know its qualities and many tasty ways of preparation. The "Baltimore Sun" in its issue of Aug. 29, under the heading of "Feed the Brute," wherein favorite foods of famous men are given, gives one preferred by Hudson Maxim, the renowned inventor, as given out by the Bell Syndicate, Inc. The recipe which is slightly different is as follows: "Take one package of vermicelli or spaghetti and put it into a saucepan, crushing it in the hand, then put in hot water and salt a little more than will suit the taste, and boil for an hour. While the vermicelli or spaghetti is cooking take a quart of milk and heat three quarters, or 24 oz., of it until it boils. Then stir into the 8 oz. of cold milk a level cupful of flour, or 2 tablespoonfuls of flour, pretty well shaped, and then stir the thickened milk into the boiling milk and cook slowly for 10 minutes. Then add ¾ of a pound of good, ripe, old American cheese and about ½ a pound of butter. Then drain the water off the vermicelli or spaghetti and put in from 1½ pints to a quart of canned tomatoes. Heat the vermicelli or spaghetti to the boiling point, and while the mixture of cheese, butter, milk and flour is still hot, stir the two together, then keep hot and serve hot. Do not boil any more, because further boiling would

tend to cause the tomatoes to coagulate the milk in the mixture.

I prefer to use a mixture of spaghetti and vermicelli instead of all spaghetti or all vermicelli.

Decline in Macaroni Reexportation

The one-time lucrative business of reexporting of foreign manufactured macaroni, vermicelli and similar preparations, has gradually declined until the value of the goods handled has been somewhat insignificant. There are reasons advanced for the change. One is the rapid advances made in the manufacture of alimentary paste in American plants, which now produces a product unexcelled by any made in other countries; and the second reason is the rearrangement of shipping facilities which permits exportation direct to the countries formerly supplied through the reexportation process. To a considerable extent the foreign market formerly supplied with foreign made products reshipped from this country are now using American made products which are not only better in quality but dependable in every way. According to report of the bureau of foreign and domestic commerce covering June 1922, the quantity of macaroni, vermicelli and all similar preparations that reached this country from foreign shores for reexportation was only 104 lbs., worth \$131, as compared with 417 lbs., valued at \$449, for the same month in 1921. During the fiscal year ending June 1922 the total amount of these products intended for reexportation was only 21,611 lbs., valued at \$2,717 as compared with 73,248 lbs., worth \$9,384, received during the fiscal year ending June 31, 1921. From these figures it will be noted that the quantity and value of the goods intended for reexportation are about ¼ of that of the same period of a year ago.

Donate Macaroni to Near East Relief

Erich Cohn, vice president of A. Goodman & Sons of New York city, reports that his firm has made a liberal donation of macaroni and noodles for the relief of the destitute in Asia Minor in accordance with understanding at the national convention at Niagara Falls. Mr. Cohn has made an extensive study of the conditions in the country and is greatly pleased with the relief work being carried on under the direction of Dr. J. C. Curran, who addressed the macaroni manufacturers at the Niagara Falls convention in June.

NOODLES

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

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

Special Noodle Whole Egg—

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

Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely Soluble.

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JOE LOWE CO. Inc.

"THE EGG HOUSE"
New York

CHICAGO BOSTON LOS ANGELES TORONTO
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Norfolk Atlanta Cincinnati Detroit Pittsburgh

For Sale

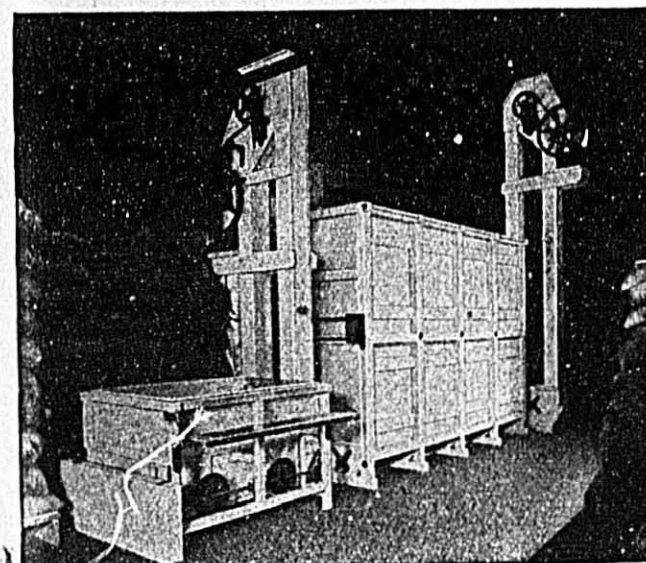
Two (2) Elmes Horizontal Macaroni Presses for 15-inch dies. Complete with operating valves, variable speed drives, etc.

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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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.

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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
Published Monthly by the National Macaroni Manufacturers Association
Edited by the Secretary, P. O. Drawer No. 1, Braidwood, Ill.

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

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

The publishers of the New Macaroni Journal reserve the right to reject any matter furnished either for the advertising or reading columns.

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Vol. IV September 15, 1922 No. 5

New Calendar Plan

From "Science Service"

In Rome astronomers and church dignitaries have been seriously considering reforming the calendar that we are using.

Two schemes for the reform of the calendar are receiving the most attention: The international fixed calendar plan and the French or Swiss plan.

The Fixed Calendar Plan

The first of these plans was first publicly proposed in 1894 by Moses B. Cotsworth of Vancouver, formerly of York, Eng. Essentially it would provide for 13 months in the year, 28 days to each month, with every date attached to the same day of the month. New Year Day would be a zero day called January 0, and it would be an international holiday. The extra day in leap year would be a similar holiday, inserted as July 0, to gain better weather for holiday enjoyment than is possible on Feb. 29. The new month of 4 weeks would not add to the actual length of the year. It would be inserted between June and July, and probably called "Sol" because it would always contain the solstice day in both northern and

Do You Know Your Business?

The following are some pertinent queries about your business from a quiz sheet prepared by the Chamber of Commerce of the United States. Check yourself up on these points and see how nearly 100% you measure.

1. Do you keep a "purchase account" that shows total of all goods bought?
2. Do you know what you save annually by discounting bills?
3. Do you know what it costs to buy goods?
4. Do you know what you owe?
5. How often do you take stock?
6. Do you figure stock at cost or selling price?
7. Do you make allowance for depreciation and dead stock?
8. Do you make depreciation of fixture and delivery equipment?
9. Do you know what is due you?
10. Can you furnish your bank a financial statement at once?
11. Are collections made as rapidly as accounts increase?
12. How often do you make up a "profit and loss account"?
13. Do you know what it is costing you for allowances for customers?
14. Into how many separate accounts are your expenses divided?
15. Do you own the building in which you do business?
16. Do you charge rent therefor?
17. Do you charge your own salary as an expense?
18. Do you charge interest on money invested?
19. Do you know the percentage of expense to sales?
20. If a fire took place could you from your books give a complete statement of all accounts?

southern hemispheres. Easter would be fixed by the Christian churches on some date about April 14, and thus stabilize an event whose drifting causes inconvenience and losses in business and social life. By this plan every month of every year forever would have the following calendar:

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Dr. Cotsworth points out that under the month-year each day of the month will fall on the same week day month after month and year after year. With this new 28-day month, money spent for salaries, rents and monthly accounts will circulate 9% faster than under the present plan.

The French Plan

The French plan proposed in 1887 by M. G. Amelin to the Societe Astronomique La France has been advocated largely by astronomers. It is sometimes called the Swiss plan. It sets aside each New Year Day and each leap year day as independent legal holidays. This plan divides the remaining 364 days into 4 quarters of 91 days each, each quarter containing 1 month of 31 days and 2 months of 30 days.

The international fixed calendar plan recently received the unanimous ap-

proval of a convention held in Washington by those interested in calendar reform, and it is worthy of note that this convention was called by the Liberty Calendar Association of America, organized to further the adoption of the liberty calendar which, similar to the international fixed calendar, has a 13 month year. Recently, also, the American Section of the International Astronomical Union, after considering both the Swiss plan advocated by its committee on calendar reform and the calendar explained by Mr. Cotsworth, refused to instruct its delegates to the Rome meeting. The Fixed calendar plan seems to be gaining headway in this country as it has in Canada and England. It is said that the International Chamber of Commerce looks upon the plan with favor.

Advocates of calendar reform declare that a new calendar can be adopted just as easily as standard time was established by an international congress in Washington about 40 years ago.

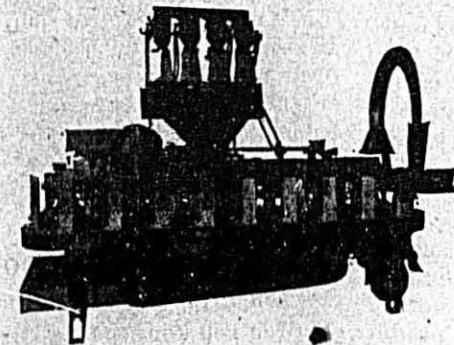
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Speed up to 60 packages a minute. Seals carton either end or both. Requires 1 1/2 H. P. motor. Can furnish Auto Scales to suit.

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Made to Satisfy Packer, Jobber and the Retailer.



Solid Fibre
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Corrugated Fibre
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ATLAS BOX Co.
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"EIMCO" Mixers and Kneaders

Insure Uniformity, Color and Finish

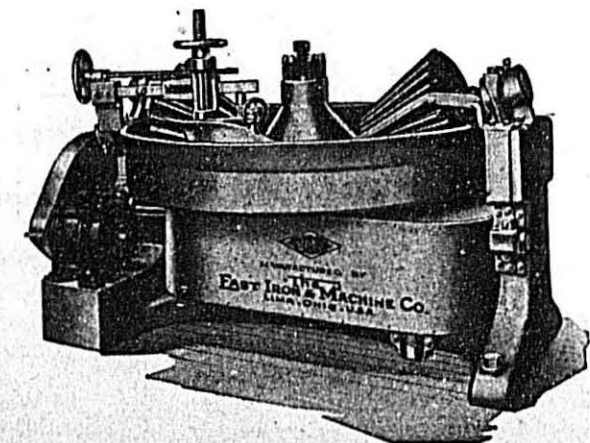
"Eimco" mixers develop the full strength of the flour and produce perfect doughs, absolutely uniform in color, temperature and finish, just like an expert would do it by hand but they do it many, many times quicker—also much quicker than ordinary machines—because they are scientifically designed and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

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

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

Ask us for bulletin and photos.

The East Iron & Machine Co.,
Main Office and Factory, Lima, Ohio.



A POPULAR SIZE PACKAGE

Consideration of Important Subject by Popular Manufacturer, at Length—Cutting Down Retail Line Suggested — Reasons Given for Stand Taken by This Writer.

By Lloyd Skinner

There has recently been some effort made in regard to arriving at a standard case for package macaroni products.

In considering this matter it would seem to me that it would be a mistake to consider a standard case for any package except the popular package put out by different manufacturers that usually retails at, or around, 10c per package.

I believe that in talking a standard case we should consider this size only for the reason that pound packages and other sizes have so small a distribution that it is at this time not at all a vital matter and would only confuse the issue.

While I understand that 1 or 2 manufacturers are now packing a package that retails for 5c, I also understand that several manufacturers are now arranging for a 4-oz. package which will be plainly marked free sample, not for sale, and for free distribution only, and which will be widely distributed as free samples in certain territories; so I do not think that the 5c package should be considered, as housewives will not consider paying one manufacturer 5c for a package that other manufacturers are giving away as free samples.

The following is a statement that we have issued to the retail and wholesale grocery trade that covers our views on the matter of packing cases:

CUT DOWN YOUR LINES

One of the great troubles with the trade today is that too many merchants are handling too many brands of one item. Cut down your lines and make your business worth while to the manufacturers whose goods you handle and to the wholesale grocer with whom you do business.

Although we will deliver upon request our goods packed 24 packages to the case, our goods are quoted packed 48 packages to the case and the larger per cent of our business is on goods packed 48 packages to the case. This size case is of real benefit to the trade—it saves 50 per cent of the handling and stacks much better in a warehouse, and the saving to our company enables us to spend more money for service in the way of advertising, etc.

Now there is no retail grocer so small that he cannot use at any one time 48 packages of macaroni products, providing he is not handling too many lines. No merchant who has a business so small that he would object to buying a 48 size case of macaroni products, could be handling more than one line of macaroni products. If he is handling only one line he can have no objection to a case of 48.

This brings us down to the broken package proposition—the wholesale grocer's problem and the root of this evil is retail grocers carrying too many brands of one item. The retail grocer who asks the wholesale grocer to break packages is working a hardship on the wholesale grocery trade and is not an asset to the people with whom he is doing business but he can be an asset if he will cut down his number of brands and where he has small volume, confine his store to 1 or 2 manufacturers' products. By doing this he will not have to demand broken packages from the wholesale grocer.

Of course if all macaroni manufacturers would pack their popular size best selling macaroni packed 48 packages a case there would be no controversy in regard to this matter at all, because to start with the larger size case saves the manufacturer some money.

We have found some objections to the 48 size case from the wholesale grocery trade but it has come from wholesale grocers that have never handled

macaroni products packed 48 packages to the case. We find that when a wholesale grocer once gets started handling the 48 size case that he soon realizes the advantage it is to him, not only in cost of handling and stacking in warehouse, and so forth, but from the merchandising end, and soon becomes thoroughly sold on the proposition of having a popular size package of macaroni products only packed 48 packages to the case as we are.

We would be glad to send one of our 48 size cases to any macaroni manufacturer that would care to see them. To our mind the 48 size case is 100% better looking, and we believe if all manufacturers would get back of this size case it would work to the advantage of the industry.

WORTHLESS SOON

Teacher (at object lesson)—So now children you know how a knife is made. I want you, Maudie, to tell me which is the most important part of a knife.

Maudie—Er—er—er—

Teacher—Well, I'll help you. What part of his knife does your father use the most?

Maudie—The corkscrew.—Ideas.

“Put and take” isn't always a gamble. It's sometimes a sure thing. When you put more effort into your business, you'll take more profit out of it.

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Specializing in Macaroni Shooks. Prompt Local or Carload Shipments.

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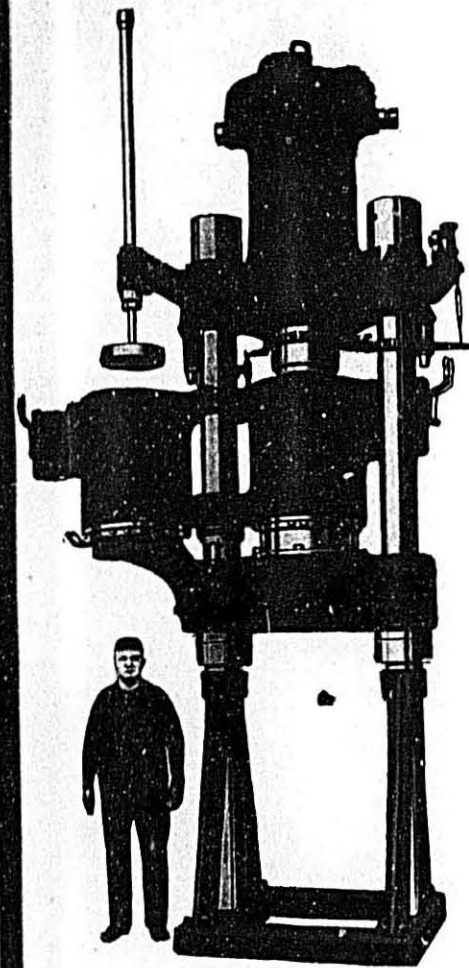
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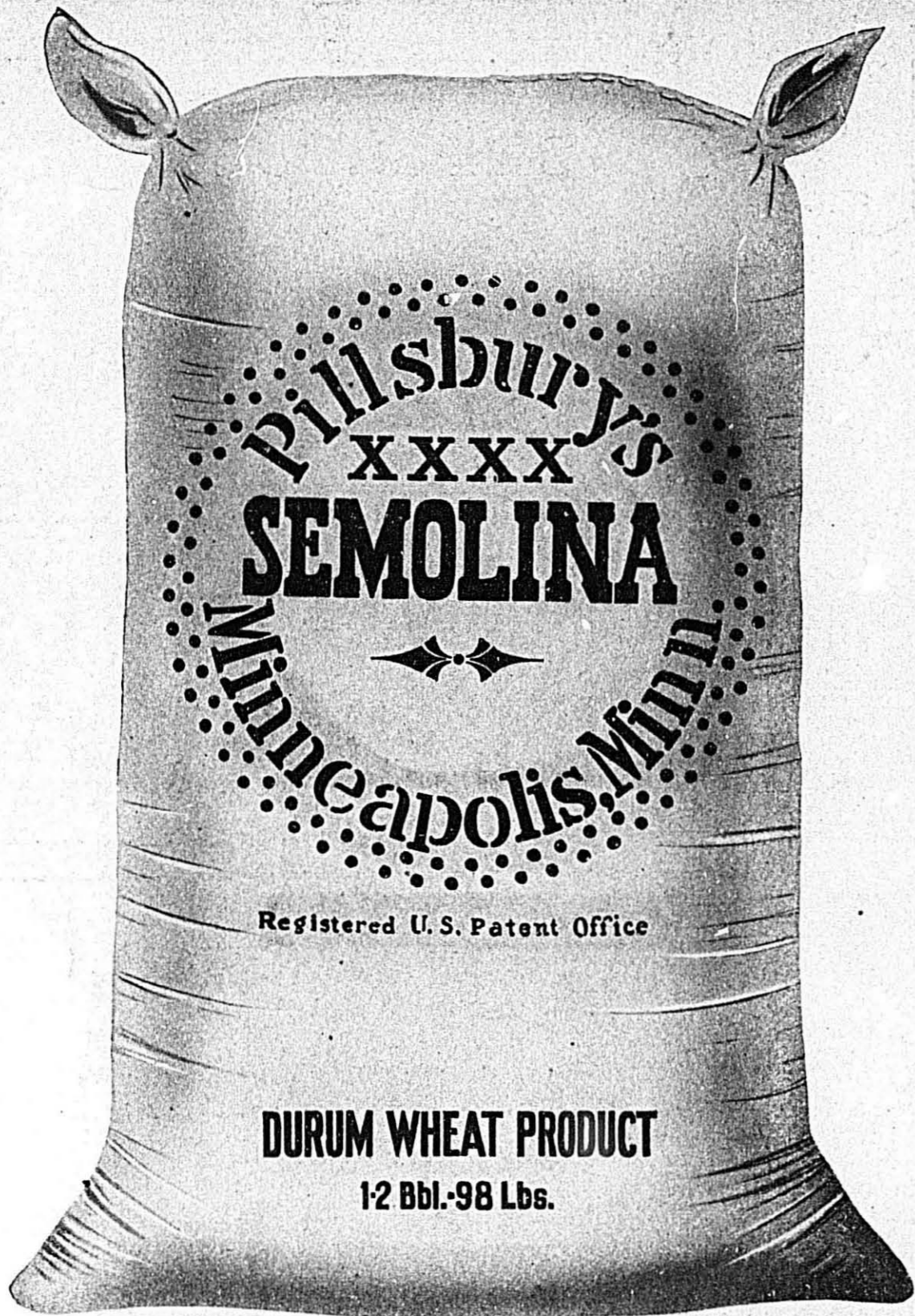
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