

**THE
MACARONI
JOURNAL**

Vol. 6, No. 4

**August 15,
1924**

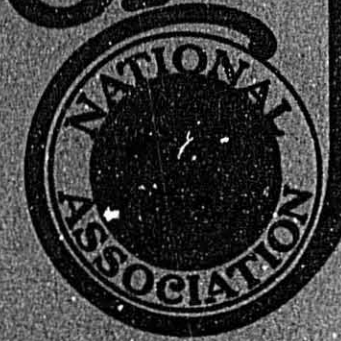
The Macaroni Journal

Minneapolis, Minn.

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Volume VI

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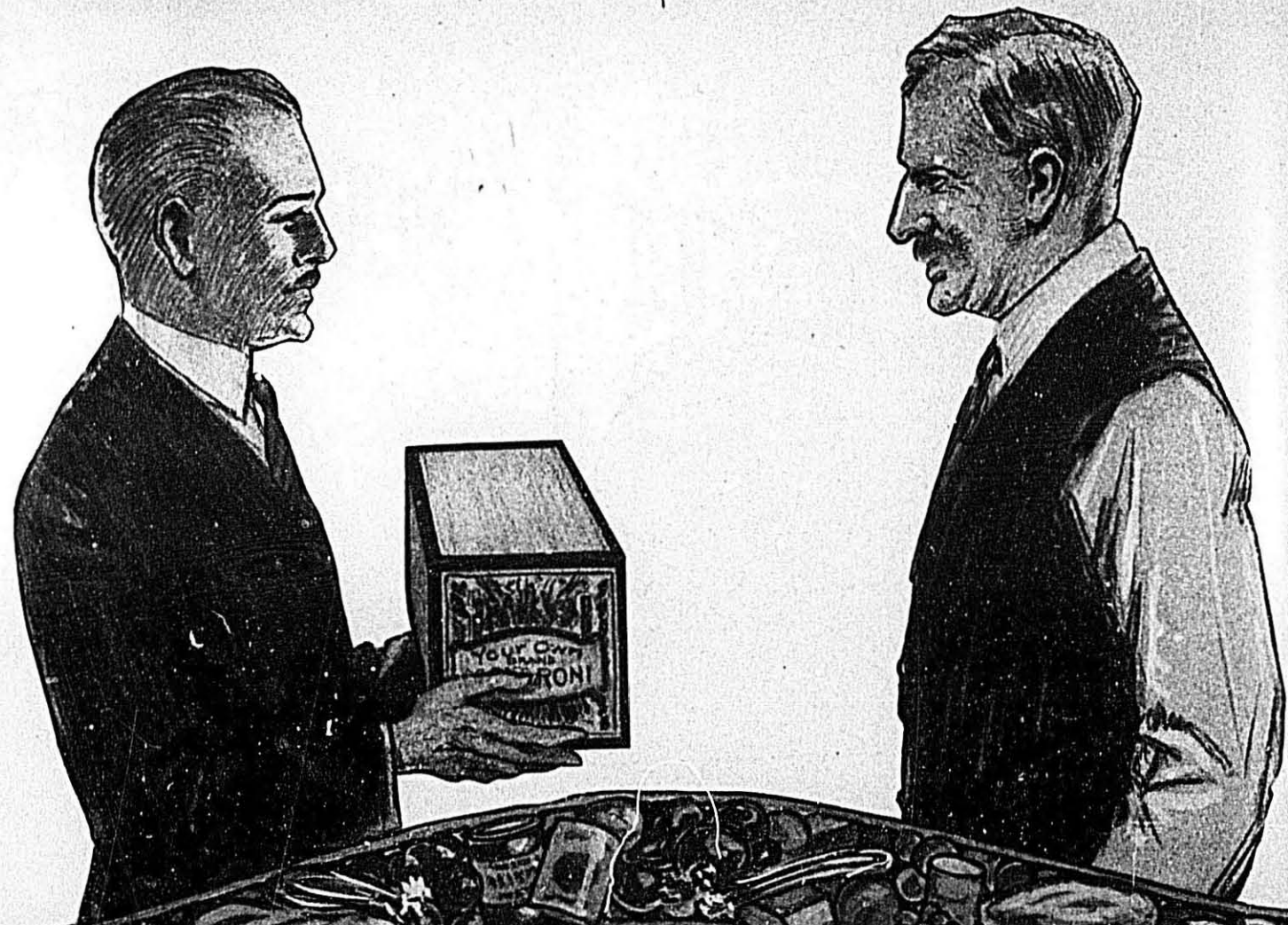


*A Monthly Publication
Devoted to the Interests of
Manufacturers of Macaroni*

READ IN THIS ISSUE:

1. The National Vigilance and Legislative Committee—its aims and objects.
2. Fair Competition—Foreign and Domestic
By Charles Wesley Dunn of New York City.
3. Live and Let Live
By H. F. Thunhorst, Secretary A. S. M. A.
4. Chinese Dehydrated Eggs
By L. M. Fletcher of Chicago.

(See Convention photograph and snapshots.)



They All Have Praise

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

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

CHICAGO MILL AND LUMBER COMPANY
 510 North Dearborn Street
 CHICAGO

HELP THE DEALER TO HELP YOU

Putting your products on the dealer's shelves does not complete the sale. Why not help him sell your goods by using packages which will create a favorable impression?

The right kind of label or carton will attract instant attention and help sales. Let us show you what we mean by the right kind.

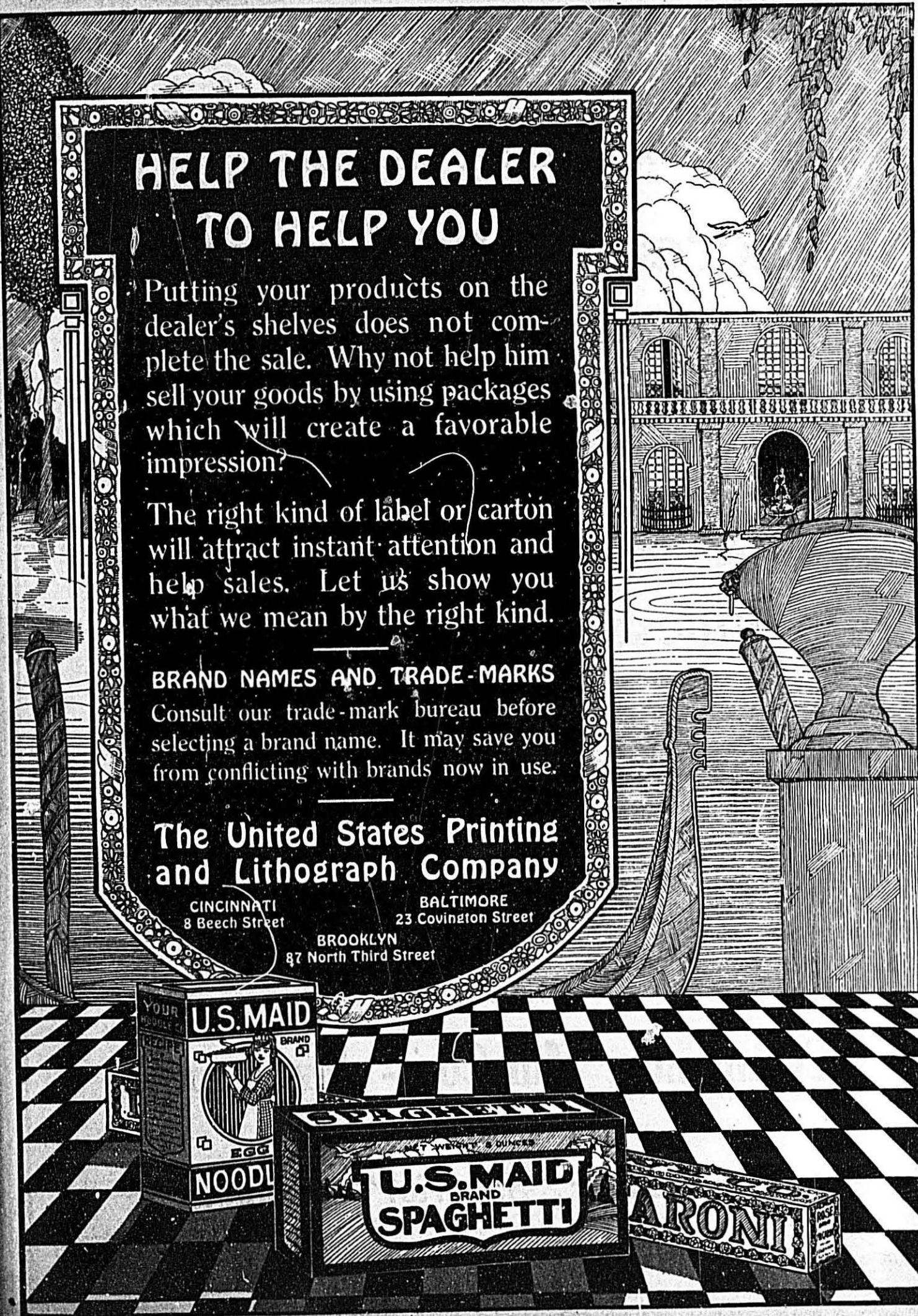
BRAND NAMES AND TRADE-MARKS
 Consult our trade-mark bureau before selecting a brand name. It may save you from conflicting with brands now in use.

The United States Printing and Lithograph Company

CINCINNATI
 8 Beech Street

BALTIMORE
 23 Covington Street

BROOKLYN
 87 North Third Street



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

Increase Our Capacity

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

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

Finest Quality Semolina

modern milling science can produce.

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

Let us demonstrate and you will be convinced!

Wire today

Commander Mill Co. - Minneapolis

Millers of

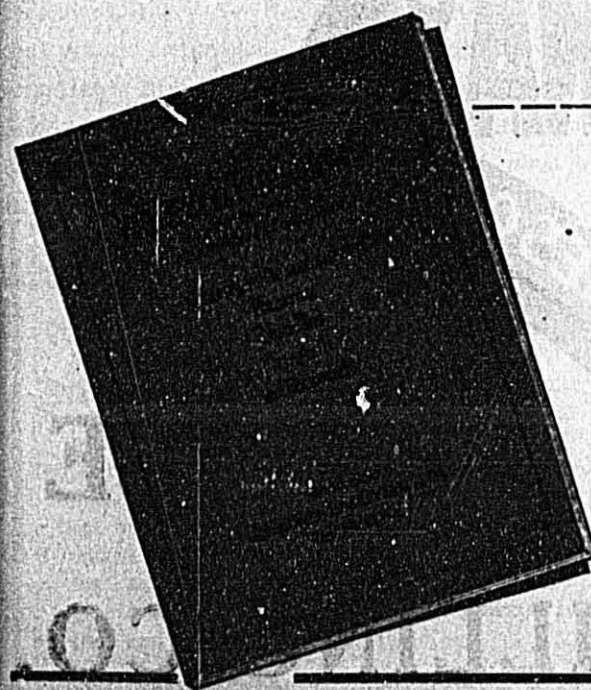
Commander "*Superior*" Semolina



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



drop us a line or mail this coupon



baker-perkins company inc
saginaw, michigan

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

my name
my firm's name
address
city state

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



QUALITY

SERVICE

Eat More Macaroni—the

Best and Cheapest Food

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume VI

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Cooperate With Vigilance Committee

Corrective laws passed by Congress or state legislatures or rulings and definitions made by the various governmental bodies may serve to reduce the number of violations but they seldom attain their objective of complete elimination of offenses aimed at.

While the Macaroni Manufacturing Industry is happily free from numerous and consistent violations of the existing federal and state food laws or of the generally recognized fair business practices, even the limited number of transgressions that occasionally come to notice appeal large in the eyes of competitors affected.

To aid the authorities in the enforcement of the present laws and rulings and to advise with them when new laws are proposed or old ones are to be amended the National Macaroni Manufacturers Association, speaking for the law abiding element in the industry, appointed a special committee to be known as The Vigilance and Legislative Committee.

This action was taken because of the general demand in the industry that some kind of supervisory body be created to watch over the industry and to bring violators to a full realization of their duty and responsibility to themselves, to their fellow business men and to the consumers.

In choosing the personnel of this important committee President Henry Mueller realized its heavy responsibilities and wisely included on it men of high standing and wide experience from various sections of the country. This alone augurs for the success hoped for and should bring to the committee the sincere cooperation which must be accorded it if it is to accomplish its objective.

The functions of the Vigilance and Legislative Committee are as follows:

- To study existing state and national laws and rulings as they affect macaroni manufacture and sale.
- To watch all proposed new laws and amendments of old ones.
- To recommend such new laws or rulings as will benefit both manufacturer and consumer.
- To strive for uniformity in the food laws of different states in order to eliminate the confusion that arises out of the present variations.
- To guard against improper business practices such as mislabeling, misbranding, misrepresentations, unfair dealings, improper advertising and all unethical practices of manufacture and distribution.

Violations of the nature above referred to have been

the chief source of unfair competition most often complained of in our industry. If all brands were sold on their merits and selling done on generally approved lines the present differential in the cost of production and distribution would be reduced to a minimum and the whole trade stabilized. The general results would be better goods at prices that would result in profitable business.

It has been suggested that the Vigilance and Legislative Committee swing into action along the following lines:

On discovery of intentional violation of existing food laws or trade practices the committee will take up the matter directly and confidentially with the violator, showing how and where the violations occur, how they affect the business of the violators as well as that of competitors and the industry generally and to urge the entire elimination of the unfair procedure complained of. Failing to accomplish their object in this peaceful manner, repeated violations are to be reported to the proper authorities and evidence submitted that will result in the prosecution of the persistent transgressor.

When new laws affecting our business are proposed or amendments of existing laws suggested the Vigilance and Legislative Committee should seek public hearings thereon, and see that the macaroni makers' views and opinions on the probable effect of the changes be considered.

Cases of misbranding, mislabeling, misrepresentation and similar violations coming under the observation of macaroni manufacturers should be immediately reported to the nearest member of the National Vigilance and Legislative Committee and such evidence submitted as will enable that body to proceed intelligently in curbing such violations. It is hoped that through proper, earnest and fair cooperation on the part of the entire industry the number of objectionable practices, rare as they may be at present, will be greatly reduced, to the everlasting benefit of all concerned.

Violators should BEWARE OF THE VIGILANCE COMMITTEE. Honest manufacturers may profitably COOPERATE with this new body. The "cleansing machinery" has been created. If the better class of manufacturers will help to operate the machine properly the results should more than justify the little exertion that sincere and, whole-hearted cooperation entails.

Macaroni Packing and Good Will

Raymond Watts, Trade Extension Manager National Association of Box Manufacturers

The question of good will for a manufactured product is one which involves many mysterious and silent factors. It is not at all unusual for a manufacturer of some otherwise perfectly good product to find himself up against some mysterious and unseen factor which prevents his product from attaining the volume of sales that surface indications seem to show it should reach. Oftentimes the quality of his product and the price at which it sells are favorable, the package attractive, the advertising good, and his distribution and sales organizations well perfected, but for some reason the retailer does not push the product as he should.

It is then that the manufacturer begins investigating the parts of his business that had not received much attention previously. It is not unlikely that the shipping department may come in for its share of the investigation and the question of packing, that had previously been considered as merely a necessary evil, will be discovered to be an important factor in the attitude of the retailer toward the product.

Retailers do not like to receive damaged shipments. They do not like to be annoyed with the necessity for making claims to the railroads and if they are wide awake and understand their profit they are likely to be greatly annoyed at the product which reaches them with small amounts of damage, too small to justify a formal claim and yet sufficient to injure the value of the goods, force them to put them on the bargain counter and eventually rob them of their full profit.

For example a retailer may receive a case of merchandise containing 12 packages. If one package is damaged he cannot afford to make a formal complaint, but if he understands his business the chances are he will realize that the loss of that one package has robbed him of the bulk of the profit on the entire case.

It is natural that a retailer would hesitate to push articles that are continually reaching him in damaged cases or with one or two packages made unsalable because the merchandise had not been properly packed.

It grows increasingly apparent that packing is a highly important factor not only in reducing claims but in creating good will with the retailer. The problem of packing macaroni is one which must receive special care. Macaroni is a fragile product and its salability is definitely decreased if it reaches the consumer broken into small pieces as the result of improper packing. The result is that it is almost imperative that macaroni be shipped in a first class container, one that is certain of delivering the product to the consumer in the same condition in which it left the factory. It is not a

product that can be easily examined to ascertain if there has been any damage and for that reason is subject to greater ill will when the customer finds that what looked to be a good package contains macaroni which has been broken up into short pieces.

The first essential is a packing case which has sufficient rigidity to resist weaving and to resist transference of the shocks, which every shipment must receive, to the actual contents of the case.

This is a strong point in favor of the wood box as a macaroni container. The wood box does not depend on the contents for either strength or rigidity. By its very construction it is the safest against weaving or skewing which is

almost certain to injure a product like macaroni.

When the contents are something as fragile as macaroni, containers that have to depend on the contents for strength are almost certain to give bad results when cases are piled or stacked in warehouses as they must be when they pass through the wholesaler's plant. A wood box with its superior rigidity and greater strength protects the box on the bottom of the pile as surely as the box on top and assures the delivery of the contents uninjured by crushing.

Another important point favoring the wood box for macaroni shipments is its freedom from damage by moisture and its ability to protect the contents from moisture. There is no tendency on the part of a wood container to soak up dampness and transfer it to the contents.

What America Was Looking For

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

America never would have been discovered or developed except for the creation of adequate systems of transportation by water and land.

Here was a wonderful new continent, fabulously rich in every natural resource and needing only the touch of human genius to make it bring forth its wealth. But, for 2 centuries after the coming of the first settlers, civilization halted at the Atlantic seaboard.

Progress was controlled by transportation, and transportation was slow, expensive and inadequate. It meant months of toil and hardship for a family to move from New England or New York to the prairies. Because transportation means were primitive the natural resources of the richest country in the world lay largely undiscovered and undeveloped. Progress moved haltingly until some better means of transportation should be devised.

What America unconsciously was waiting for was the railroad.

The invention of the steam engine had already lifted the whole world to a higher economic level. It had given to mankind a new servant of immeasurable strength—tireless, obedient, and with almost unlimited productive capacity. Then one day the steam engine was put on wheels; it became a locomotive and was set to work moving men and goods from place to place.

On July 4, 1828, the 52nd anniversary of the signing of the Declaration of Independence, ground was broken at Baltimore for the first American freight and passenger railroad.

It was appropriate and significant that the initial act in this building should be performed by the venerable

Charles Carroll of Carrollton, who was at that time the only surviving signer.

"I consider this," he said, "among the most important acts of my life, second only to that of signing the Declaration of Independence, even if second to that."

Almost a century has elapsed since that historic event. In signing the Declaration of Independence Charles Carroll had helped to lay the cornerstone of a nation whose ideals are fitly expressed in the noble instrument that bears his signature. In starting the construction of this railroad he helped to lay the cornerstone of our entire economic structure.

With our first railroad a great new period of American progress was born. Thus began a national development without parallel in all history.

TEN RULES FOR HEALTH

Here are 10 commandments of health given by Miss Maria Leonard, dean of women at the University of Illinois, in the Daily Illini:

- Eat less, chew more.
- Ride less, walk more.
- Clothe less, bathe more.
- Worry less, work more.
- Idle less, play more.
- Talk less, think more.
- Go less, sleep more.
- Waste less, give more.
- Scold less, laugh more.
- Preach less, practice more.

"One can't have moral creases when his muscles are clean," said Dean Leonard. "From every 100 persons alive, 36 will die from preventable diseases before they reach 65 years of age. If you want to be one of the 64 who reach the age of 65, follow the above rules."

Health at its best, she said, means resistance to disease, relaxation from mental tension, regularity at all times.

Convention "High Spots"

Convention programs call for a studied and prearranged array of set talks, long addresses and prepared papers, full of information of great value, but often the real "meat" of the convention is found in the general discussion that follows.

At the 1924 conference of the macaroni industry of America there was perhaps the heaviest program ever attempted, in fact almost too comprehensive. But the "free-for-all" consideration of questions strictly of interest to the actual manufacturer that occurred in the closed sessions brought out invaluable information. All of it is not new to all who attended, but sufficiently so to be included in the high spots which will be touched upon here.

In this resume it will be our purpose to refer to the various ideas presented and some of the comment thereon, without crediting it to any one individually. We take this stand because the same thought may have been mentioned by 2 or even 3 macaroni manufacturers during the 3-day conference.

MY BEST ADVERTISING STUNT THE PAST SEASON

1—Substitute Macaroni Products for Potatoes

One company is making this the keynote of its 1924 advertising and reports fine progress. It recommends to the American housewives that macaroni or spaghetti be substituted for potatoes at least 2 or 3 times a week, because our product is a better food and a substitute that will be appreciated.

In 1923 this country raised 450,000,000 bu. of potatoes and most of them were for domestic consumption. Figuring 60 lbs. to the bushel, that makes 27,000,000,000 lbs. of tubers that found their way to the American table. Suppose that through suggestive and constructive advertising we succeeded in getting a 5% substitution, what a wonderful impetus it would give the consumption of our products!

The general argument brought out the point that the people of the larger

cities may be influenced in that way and indulge in a variety of foods through substitution of macaroni products for potatoes but that it would hardly appeal to farmers who raise their own potatoes and store a quantity sufficient for home use.

2—Cooperating with Hotel and Restaurant Chefs

A company is now pushing a campaign that seeks the cooperation of the chefs of hotels and restaurants to include macaroni and spaghetti more frequently on their menus. The first step taken was to see that they had a knowledge of the proper preparation of the foodstuff in a way that it would leave a lasting and pleasing impression on the diners. Some \$8,000 has already been spent and some good has been accomplished, though this is naturally slow work and can best be carried out in one's home market.

One manufacturer told of a restaurant in St. Louis that serves from 250 to 300 spaghetti portions every night. That it begins serving it at 6:30 breakfast and continues till late at night. The proprietor is succeeding because he started right, gives his patrons good goods with elegant sauce and fine service.

3—"Take Home a Quart"

A firm has had printed some attractive display signs bearing the message, "Spaghetti, Take Home a Quart." These were distributed to the many leading restaurants serving that firm's particular brand. You'd be surprised to learn of the quantity of this foodstuff that was purchased at these places in prepared form for home use.

Another firm had made use of the same message but had added to it the phrase, "The Cheapest Meal on Earth." This came in for considerable criticism during the convention, which argued about as follows: We cannot approve of that part of the message which states that "Spaghetti is the Cheapest Meal on Earth" because it tends to lower our food in the estimation of the vigilant American housewives. They will be ashamed to serve it to company for

fear of being criticised that the guests were given cheap food. Say all you can or want to say about the good food qualities of our products and about its economics, but don't go too strong on its cheapness unless you are catering to the poorer classes of consumers.

4—"Serve a One Dish Macaroni Meal"

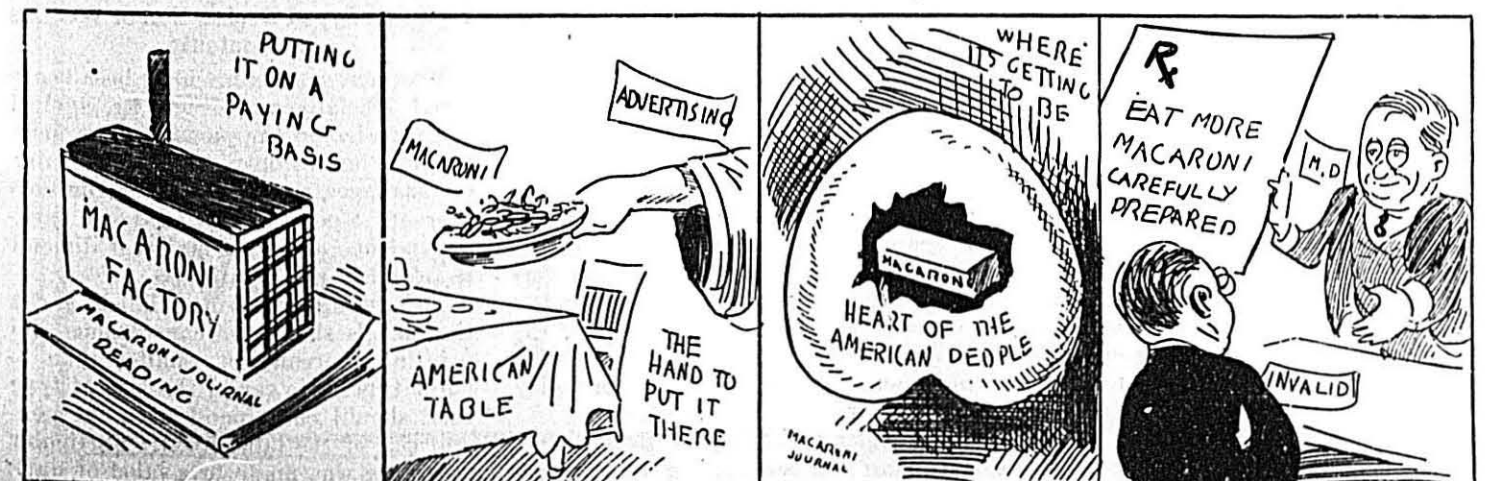
Several macaroni manufacturers reported that they had brought about an increase in consumption through their advertising to the housewives to serve a "One Dish Macaroni Meal" since that food contained all the necessary elements for body building.

There was considerable criticism though all agreed that the harmful habit of serving only a little "bird's portion" as a side dish is hindering consumption increase which all in the industry are seeking. The advertising should be worked to recommend that macaroni or spaghetti be made the principal dish of a meal several times a week, flanked, as it were, with a suitable variety of other palatable and properly accompanying foods. That would be the more liberal and fairer attitude and more easily get the ear of the housewives.

It was further pointed out that there is no one food going on the American table that constitutes a meal in itself. Dr. A. Taylor, recognized food authority and formerly associated with the Department of Agriculture, has made a study of the American people and their food preferences and finds that they consume practically the same number of food calories daily throughout the year, but that these are obtained from at least 5 or 6 varieties of foods at each meal. There is a great competition among foods for a regular place on the American table and consistent and constructive advertising alone will win for macaroni and spaghetti a place thereon.

5—"Spaghetti Houses"

There have been established recently large and well equipped food dispensaries in New York and other large cities what are commonly termed a "Spaghetti House." They specialize on spaghetti with choice of mushroom sauce, meat sauce or melted butter, serving hundreds of people daily be-



tween 8 a. m. and 10 p. m. The only other food served is bread, butter and coffee and all for 35c. There you get 1-3 of a pound of spaghetti garnished with your favorite sauce at an exceptionally low price. One New York spaghetti house is known to serve 110 22-lb. cases of this food weekly. Stenographers, clerks and business people are the best customers, choosing this food 4 or 5 times a week and some daily for the noonday luncheon.

The advertisement is unique but effective. Large caldrons of boiling spaghetti are in plain view of passersby. Fragrant sauces attract them and whet their appetites. Eating spaghetti in these places should surely result in a greater general consumption of these products once the taste is acquired. These spaghetti houses are presenting macaroni and spaghetti favorably to the American people, creating for that food a cultivated taste and giving them enough of it.

6—Friday—Macaroni Day

One firm has found it profitable in urging grocers to display signs which it freely distributes bearing the message, "Make Friday—Macaroni Day." It also canvasses the restaurants and hotels in its territory advising them to place that phrase on the menu cards for Fridays, and to specialize on an appetizing dish of either spaghetti or macaroni. At any event the mere suggestion is profitable since it calls to mind of the purchaser or diner a food that otherwise would not be thought of.

7—Macaroni Display Racks

Several firms provide grocers within a restricted area with display racks on which caddies of their products can be continually displayed. This serves to take macaroni and spaghetti from the back of the store or from under the counter to the front where it will be readily seen and more frequently purchased.

The negative side was voiced by one who in the discussion asked the question, "Supposing that all food manufacturers would adopt the same policy, the store would be filled with racks and there would be no room for clerks or customers?" However, the general opinion prevailed that this was one way in which our products could be brought out from their usual hiding places into general view.

8—Selling 5-lb. Packages

A firm that sells considerably to the Italian trade but which also enjoys a good American business finds that it was able to increase its distribution by selling an attractive and well got up package containing 5 lbs. of one variety. Another firm specialized on a 5-lb. package of a variety of styles from which the housewife could take her choice without carrying too large a stock in her pantry. The point made was that if the product was on her shelf, and she saw it, there is greater

likelihood of its being served than if the cook had to go to the store to buy where a big variety of other products is competing to attract the eye.

Supplying Outs to Restaurants and Hotels

One firm successfully speculated on a "cut service" to hotels and restaurants. It had made up a quantity of very attractive cuts showing "Macaroni and Ham," "Spaghetti and Sausage," tastily arranged and well garnished on a platter. These cuts were furnished with the understanding that they would be reproduced on the menus on certain specified days of the week under the heading "Special Today." Reports are that this feature is selling many servings of this food that would otherwise be overlooked.

WRONG KIND OF ADVERTISING

1—Competitive Advertising

I find one harmful practice in our advertising that may produce greater sales of a brand but in nowise increases the general consumption. I refer to brand advertising of the kind that is so common today. We might as well say "Buy My Brand In Place Of The Other Fellow's." Finance constructive advertising that will emphasize the food value, the labor saving and waste elimination of our products rather than purely competitive advertising that serves only to encourage a fight within the industry.

2—Comparative Advertising

Many macaroni manufacturers make the serious mistake of drawing the fire of competing foods by excessive use of competitive advertising. For instance be careful about the phrase "Use Macaroni in Place of Meat." That will cause the meat packer and the butcher to fight back and hurt the business we already enjoy. Everybody likes a little meat with their macaroni and spaghetti and what is better than good meat gravy as a sauce! Make your advertising read "Macaroni or Spaghetti and—" rather than "Macaroni in Place of—."

3—Talk Spaghetti Not Sauce

Often when trying to convince a probable consumer we spend one minute in telling of the good qualities of spaghetti and a half hour describing an appetizing accompanying sauce. Egg noodles are always served with melted butter and rarely with sauce. Why not advocate macaroni and spaghetti with easily prepared melted butter instead of scaring off the prospect by suggesting an elaborate sauce that requires much time and many ingredients to prepare? In my opinion the excessive use of sauces of various compositions was primarily resorted to by manufacturers who made their products of exceptionally poor raw materials and had to recommend the addition of spicy sauces to make the mass edible.

Limiting Number of Recipes

During the sightseeing tour Secre-

tary M. J. Donna told President Mueller of his experience gained from a survey of the kind and variety of recipes containing macaroni, spaghetti or noodles, and that out of more than 1200 recipes sent him in June by a clipping bureau, there were fewer than 25 distinct recipes, the others being either repetitions or slight modifications. The secretary suggested that a survey be made of the industry to obtain a dozen good recipes for our products which the national association should recommend.

President H. Mueller brought this matter to the attention of the convention and the idea was voted a good one. Mention was made of recipes that called for one chicken and a half cup of spaghetti which could hardly be termed a "spaghetti recipe" but rather one for chicken. It was suggested that, when a competent committee should agree on a "Dozen Approved Recipes," they be printed on small cards for insertion in cartons and packages with the statement that they were "Approved by the National Macaroni Manufacturers Association"; that they be bought in large quantities and resold to individual firms at cost, the latter to be privileged to print or have printed thereon the legend, "Recommended by The Blank Macaroni Co."

The general opinion was that the idea was most promising as it presaged uniformity in advertising and showed the unselfishness of the producing firm in that it bore the approval of the national association.

This will be taken up during the fiscal year by the directors.

(d) IMPROPER BUSINESS AND MANUFACTURE PRACTICES

1—"Pure Noodles—Colored"

Packages of noodles carrying the above meaningless legend have recently been reported on the New York markets. What are "pure noodles"? Government definitions of standards classify noodles into 2 classes: Egg Noodles when they contain 5% of the solids of eggs; Plain or Water Noodles when they contain no eggs or any quantity of eggs less than 5%. Using the term "Pure Noodles—Colored" is a palpable evasion of the law and an improper form of business competition.

2—Small Typed Declaration of Weights or Contents

Frequent complaints have been registered, officially and otherwise, against the practice on the part of many firms to place an inconspicuous declaration on packages as to weight or contents thereof. 8-point type is used on a background of color that makes it difficult to decipher the printing.

The ruling concerning labels states that labels should be conspicuous and printing thereon not smaller than 8-point type. However, the size of type used should correspond with the general size of the label itself. Particular reference was made to a label of dark

Trusted for half a century



FOR 58 years the Washburn Crosby Company has specialized in the milling of grain. What reputation and good will these 58 years have earned is sewed up in this sack with the best and purest Semolina money can buy.

Buy Value
—Not Price

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

GOLD MEDAL SEMOLINAS

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

WASHBURN CROSBY COMPANY

MINNEAPOLIS, MINNESOTA

blue and yellow, with the weight marked on the blue background by letters and figures in light blue and barely discernible.

3—Egg Vermicelli

Cases were reported of finding ordinary vermicelli offered for sale in Jersey City and New York markets under the name "Egg Vermicelli." A chemical analysis showed the entire lack of eggs but an overload of saffron in an attempt to make it simulate an egg product. Here was a plain case of deception, first in the manufacture and then in its labeling and sale.

4—Inferior Flour

With many low grade flours selling considerably below the price demanded for No. 2 semolina a few manufacturers have been resorting to the use of low grade flours, according to reports.

For the benefit of macaroni manufacturers in attendance it was pointed out that pending issuance of a new ruling on the grade of the raw material from which macaroni products may rightfully be made to be entitled to be sold under that name, the bureau of standards has let it be known that it will not prosecute cases where flour of a grade better than "straight" is used.

5—"Buy Macaroni Products on Color"

Altogether too many jobbers know so little about macaroni products of quality that they buy and sell it "on color." It was suggested that if it could be possible to entirely eliminate the use of coloring in macaroni and then macaroni makers were allowed the privilege of using any kind of flour or semolina desired, the tendency would be toward a better product. Forced to forego the use of coloring, by which they have succeeded in hiding inferiority, they would select a higher grade of raw material. The theory is—eliminate coloring matter in macaroni and put the product on its own merits.

Egg Content of Noodles

A complaint was made that many manufacturers are using egg yolks instead of whole eggs as the law formerly provided. The question was, is this strictly fair and legal?

The various replies called attention to a recent ruling by the bureau of standards which modified a previous ruling to permit the use of 5% of the solids of eggs in egg noodles. The change is made through the omission of the word "Whole" which appeared in the former ruling.

Under the present ruling egg noodle manufacturers may adopt any formula of their own, use either egg yolks or any combination of egg yolks and albumen, provided that what they do use is "Solids of Eggs" and equal to 5% of the batch from which egg noodles are made. It was further pointed out that there is more nutrition in the yolk of the egg than in the white, the former containing a sufficient quantity of albumen.

Macaroni Consumption in America

What is the present per capita consumption of macaroni products in the United States? Is it increasing or diminishing and why?

This phase of the business came in for its just share of consideration during both closed and open sessions. The consensus of opinion was that there has been an alarming decrease from the figures usually considered by conservative estimates. Many regretfully placed consumption nearer 3½ lbs. per person than at 5 lbs., which most of us hopefully estimated since the war.

"In my opinion," said a leader, "consumption is lower today than it was 5 years ago. Production increased during the war and immediate postwar days because the United States became an exporting country. I base my belief that macaroni consumption has decreased on the following: Restriction of immigration, principally from Italy and southern Europe where our food is well and favorably known. When the Italian, for instance, first comes to this country he is an extraordinarily heavy consumer of macaroni products. After a few years in the American melting pot his food becomes more varied and consequently macaroni and spaghetti make less frequent appearances on his table and consumption decreases."

"A recent survey of the territory in the northwestern states convinced me, a macaroni manufacturer, and a durum miller who collaborated, that consumption in that territory was hardly 60% of the estimated use of our products per person. The old fallacy 'that macaroni consumption increases at the rate of One Pound Per Person Per Year' has thus been exploded to our sorrow."

"If we will be honest with ourselves we must agree that consumption has not increased though apparently that may be the case. The truth is that there has been a large decrease in the number of plants during the past 4 years. Many quit because of keen competition, others were destroyed by fire and still others were amalgamated in order to reduce the overhead. If our own business has made any advances the past 2 years the advance is due, not to increased consumption but to decreased plants."

"Increased macaroni consumption must come through substitution rather than as an added dish. Americans as a rule eat too much. We have got to push some dish off the table to put ours on. What will that be? Potatoes appeal to me as our vantage point. Many of our people are entirely 'fed up on potatoes.' My firm is going to advertise the occasional substitution of macaroni or spaghetti for the potato dish in American meals, say about twice or thrice a week."

"In our section of the country we find business stagnant. Macaroni consumption is at a standstill. Modern fashions help to affect consumption of

our products. Take women for instance, as soon as they show the least sign of stoutness they immediately cry 'eat less.'"

"Modern women are looking more and more for comfort and convenience in their kitchens or kitchenettes. No more long hours in meal preparation. The advent of the automobile, club life, their entrance into politics on an equality with men, makes them fine 'can openers' rather than good cooks. Our publicity must take the line of ease in preparation rather than exhaustive sauces that take time and trouble."

"The bureau of census has recently completed figures showing that \$31,000,000 of macaroni products were consumed by the people of this country in 1921. If we figure this on the basis of 7½ cts per lb., the selling price by macaroni manufacturers, it would place annual consumption at approximately 450,000,000 lbs. for that year, about 4½ lbs. per man, woman and child. The 1923 figures will be available soon and if the figures of production and sale submitted by you manufacturers are any way near the correct ones the census report should give us a fair idea of consumption. Along this line might say that macaroni manufacturers generally could well afford to be more honest and more ready in submitting figures to the government agencies."

"NOTE—IT WAS UNANIMOUSLY AGREED UPON THAT THE NATIONAL ASSOCIATION'S SECRETARIAL OFFICE IS THE LOGICAL STATISTICAL CENTER AND THAT DEPENDABLE FIGURES CAN BE COMPILED BY THE SECRETARY IF THE MANUFACTURERS WILL MANIFEST SUFFICIENT CONFIDENCE IN PLACING AT HIS DISPOSAL FIGURES COVERING PRODUCTION AND SALES, THESE TO BE HELD IN STRICT CONFIDENCE."

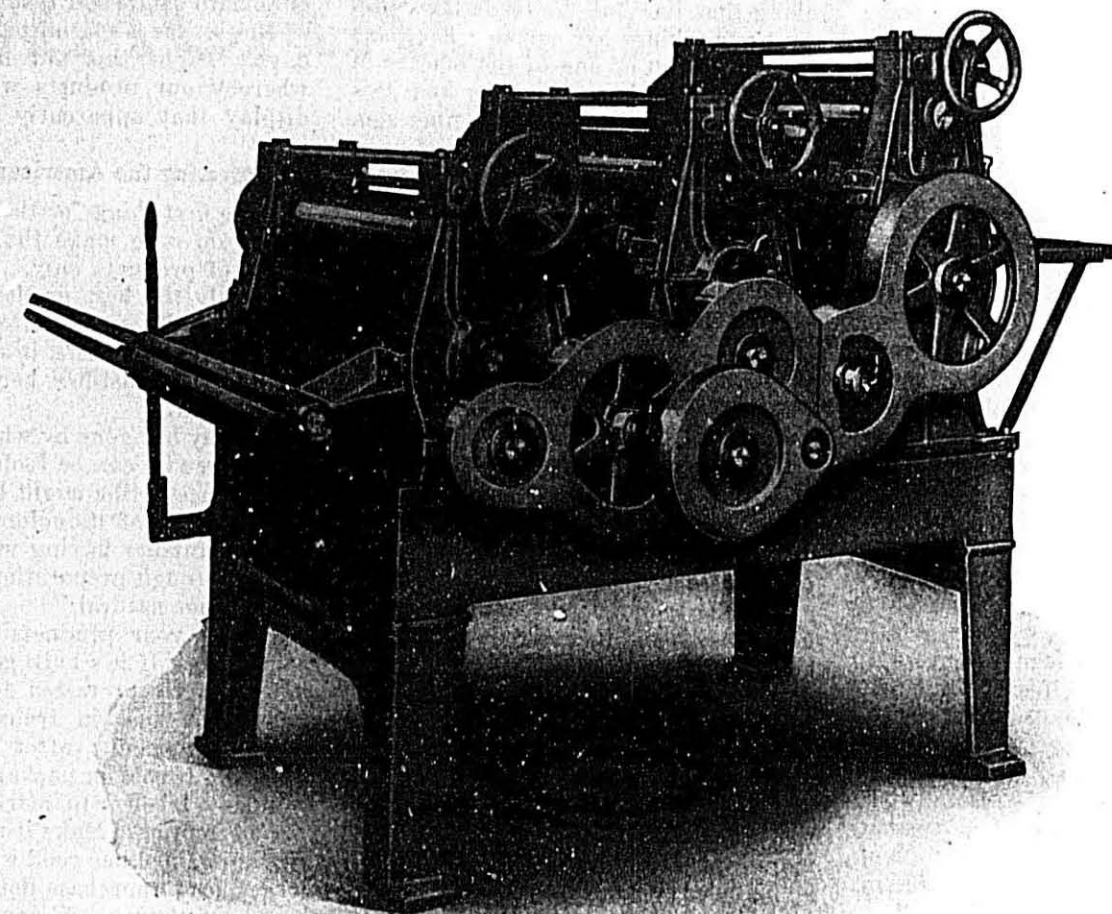
"I believe that consumption increase is retarded by the small package contents ordinarily sold in our stores. While the most popular weight of a package of macaroni or spaghetti is 8 oz., many are only 7 and I have found quite an assortment below that weight. Such a package gives a family of 4 or 5 people only a taste. I believe that a pound package would not only be more satisfactory, but would tend to increase consumption."

"Family consumption per meal is naturally decided by the family itself. While the Italian family of 5 people will easily dispose of 2 or 3 pounds of spaghetti, as our friend states, the ordinary American family accustomed to salads, meats, desserts and a greater variety, can hardly dispose of more than 1 pound of macaroni at an ordinary meal."

Why the Eastern Organization?

During one of the interesting closed sessions, Thomas P. Toomey of the De Mar 'ni Macaroni company of Jersey City, N. J., the first president of the

Introducing The Clermont Triplex Calibrating Dough Breaker



One of the latest and best improved calibrating dough breakers. By actual test this machine is able to flatten 50 lbs. of dough per minute. Works absolutely automatic. No skilled labor required.

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which have always won out in competitive tests, and are used by the largest and most well known manufacturers in this country.

A successful machine from the user's standpoint must not only produce a quality noodle, but must also give real production. It must be dependable, economical and capable of it's best production when in the hands of an unskilled laborer.

All these points are embodied in our machines, and their value in your plant will be determined by the amount of work you can credit to them, not in one day; but every day; and the low cost of operation.

The most reliable and impartial opinion of an equipment can only be obtained from the users. We would be glad to furnish a list of customers for reference.

Your inquiries are appreciated. Write today for descriptive catalogue.

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BROOKLYN, NEW YORK

National Macaroni Manufacturers association and now interested in the American Manufacturers association centering around the New York metropolitan district, gave the following interesting account of the organization and purposes of that sectional group:

"In 1918 I helped form the New York association at the request of the United States government. The officials were under the impression that there were only 15 or 18 macaroni manufacturers in the New York metropolitan district. I proved to their satisfaction that by actual count there were 297 including the really small ones. These plants range in capacity from 3 bbls. to 600 bbls. daily.

"The government urged all to join in working for the country's interests during the war. I called a meeting by personally visiting most of them and 155 were enrolled at the first gathering. We pledged allegiance to the government program of wheat conservation and our willingness to supply the army and navy requirements. Later we drifted into a regular association, holding meetings when necessary to consider matters of local and general interests. After the war there was a natural falling off in interest and members. Our present membership is not high but it's effective in that it can get the assistance of most manufacturers in this locality as manifested in recent drive for funds to finance our tariff increase move.

"Frankly there is no real reason for 2 associations to do the same work. We are equally interested in combating the common enemy and in promoting the best interests of the industry. I would like to propose that the 2 organizations get together if a way can be found to properly safeguard the rights of all concerned."

National or Cooperative Advertising

The comments on this proposal were naturally interesting. The manufacturers present were evidently impressed with the need of some kind of publicity to bring about the increase in consumption all are hoping for. A. S. Bennett of New York city, who had been employed by 5 of the leading firms of the industry to feel out the sentiment in the industry, reported that there exists a favorable inclination toward a nation wide educational publicity of our products, though hardly the proper inclination when it came to placing their names "on the dotted line" of any definite plan.

A Pennsylvania manufacturer speaking of conditions in that field said: "In talking with the national association members interested in the western Pennsylvania field, I find that all are of the opinion that the national association is the 'sure cure' for the industry's ills, but that, since all will benefit, all should contribute toward any activity that is generally helpful. We believe in educational publicity for

macaroni products and many of us feel that all can be made to contribute toward this work by a 5c per bbl. levy on every barrel of flour or semolina sold to macaroni makers in this country. The durum millers could go along with us and we could easily raise \$100,000 for cooperative advertising of our products."

Negative:—That might be the solution if the law would permit action along that line but the trade laws prevent our taking that course. That was the expression of one of the officers in a position to know, having had this matter up with counsel some time ago.

A past president of the national association stated that much credit was due to the durum millers of the country, and recently to the Washburn-Crosby company, for the general advertising given macaroni products on sign boards, through booklets and distribution of recipes and other literature. We appreciate and encourage that kind of cooperation.

How Best to Deal With Distributors

"I agree that macaroni products have not yet attained their proper place in the minds of the grocer or his clerk.

"Unfortunately these products are usually stacked on some back shelf or under the counter where the shopper never sees it and therefore it never suggests itself as a possible dish for the day.

"To get for it a more favorable position in the store you must 'sell' the grocer to its possibilities. The grocer or his clerk has a great deal to do with the sale of goods in the store. He is more interested in showing a large sale on his sales slip and therefore the possible sale of a 10-cent package of macaroni or spaghetti is not alluring. Have we done all we can do in the way of educating the grocer that the sale of a pound or a package of macaroni may be the cause of additional sales of such things as cheese, tomatoes, pepper, salt, milk, butter and similar accompanying foods? Teach him that in the aggregate the sale of macaroni may produce a total sale many times the value of the macaroni itself."

"Once we have interested the grocer by showing him the possibilities of additional sales through selling macaroni and spaghetti to his customers it will be an easy matter to get him to place macaroni products more frequently on display in his windows as a suggestion to his patrons. He will also be encouraged to suggest macaroni to a doubtful shopper, particularly on Fridays and during Lent."

"Along the lines suggested for educating the grocer, will say that the easiest way to educate him is through consumer demand. He is always ready to recommend what is popular. Suppose that the leading macaroni men of the country would agree for a period of 3 months to inclose in every case a card carrying the message, 'Macaroni and

Spaghetti—The Sales Agent for Cheese, Tomatoes, etc.' We could include an authentic list of products. I feel that this proposition would go over big."

"Our salesmen should be trained teachers and grocers should be their logical pupils. The thought has occurred to me that grocers might be induced to offer a special on macaroni products by displaying, for instance, a package of spaghetti, a can of tomatoes or tomato sauce and a suitable amount of cheese, for a special price on certain days. Might this not be the means whereby our products would get the display that apparently is now lacking?"

Interesting the American Housewife

"The first thing for the whole industry to do is to make the very highest grade of products only. For this purpose only the best grades of raw materials can be used. After getting her to buy your products, it should be of a quality that justifies her in selecting your brand."

The day has gone by when the American housewife can be fooled by general appearances. She might buy an article once because of its color but you discourage further buying when the color is lost through preparation because the color is not natural."

"Place your products in attractive containers. If it's bulk goods, see that it is properly protected against the intrusion of dust in transit and other foreign elements after the box is opened. If sold in packages see that it is nicely labeled to attract the shopper's attention. Make it more inviting. Having gained her good will sufficiently to get her to purchase don't disappoint her by palming off poor or inferior goods in the package."

"All people do not like macaroni or spaghetti when first tasted. The same is true of olives and other eatables. We must cultivate tastes for our products. This can be done by inviting prospective consumers to eat with us, seeing that it is properly prepared. If the first dish is tasteless or unattractive you discourage consumption. In short, make high grade products and teach their proper preparation."

"Does the ordinary American housewife differentiate in her mind between macaroni and spaghetti? In the last few years there has been a decided trend in the American type of macaroni products to spaghetti. The question in my mind is, should we stop advertising macaroni and start advertising spaghetti? This is a new thought. The informant feels that there is less resistance to spaghetti for some reason or other and if so, it would certainly pay us to get real busy along that line."

In a survey of our business covering several years we find that spaghetti constitutes about 40% of our sales, macaroni 30%, and the balance of noodles, short cuts and a few other varieties. Spaghetti seems to be more

HYDRAULIC MACARONI PRESSES

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Mixers

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popular because it is thinner, better cured and more easily prepared. On the other hand macaroni checks easily, shows other defects more readily and expands greatly when cooked because of the extra amount of dough it contains. Its surface does not permit of its carrying the same amount of tasty sauces, as do the finer strands.

Pound Basis of Semolina Prices

At no time during the convention was there greater interest shown than during the closing hours of the 3rd day when the new policy of quoting prices on semolina by the pound was given consideration.

The frank and straightforward manner in which all the angles of this ticklish question were handled by President Mueller and the association officers was pleasing to both sides, who freely and frequently expressed their pleasure at thus being brought to a better understanding of the views, ideas and wishes of the other.

The various representatives of the durum mills who had graciously retired when the subject was first broached returned on invitation of the convention, and in a friendly spirit, with the interests of both in mind, there occurred a free discussion of the troublesome question.

The matter was first presented when the result of the recent survey of the industry made by the secretary of the National Macaroni Manufacturers association was presented, showing that approximately 95% of the macaroni manufacturers of the country were opposed to the pound basis of semolina quotation though favoring prices of so many dollars and cents per 100 lbs.

President Henry Mueller stated that the question had been agitated for many months; that it should be considered fairly and calmly, settled fairly, the whole mess cleaned up and then forgotten. He invited frank discussions and a peaceful basis of settlement.

Without quoting individuals we will mention main points made by the macaroni men and replies thereto, and vice versa.

1—The pound basis of price quotation does not permit of a reflection of a rise and fall of 1 or 2 cts. in the wheat market.

The durum millers' defense is that sometimes buyers erroneously conclude that the prices of the moment are directly based on the prevailing market price on wheat. This may be true to some extent on bread wheats but hardly so on macaroni wheat. The grade of the wheats offered in the durum class is what must always be considered. While the market may show a decrease we may not buy because the quality is not right. In other words the legitimate durum miller seeks to buy only the highest grade of durum wheats commensurate with the demands and requirements of the macaroni industry.

2—The macaroni industry has long purchased its raw materials by the bar-

rel. The sudden and unexpected change to a pound basis at a certain number of cents and a fraction is confusing. A macaroni manufacturer suggested that if the plan is to be continued it would be well for the durum millers to print and distribute cards to macaroni manufacturers showing the barrel price equivalent. These tickets or cards could show price per barrel when durum is quoted at 2c, 3c or 3¼c per lb. The suggestion appealed to the millers, who agreed to adopt something helpful along that line.

3—Why make the macaroni manufacturers the "goat" by first trying out the new plan on this industry?

Millers declared that in matters of this kind progress is slow. A start has to be made somewhere. Semolina is sold to macaroni men only in carload lots and only to intelligent business men who quickly grasp a change of this kind. Bread flour is sold to bakers in quantities but to grocers and consumers in broken lots. It is much more difficult to differentiate between the baker and the family trade in ordinary flour sales but there the change will be made in time. It took centuries to get semolina away from the 196-lb. basis, which is in no ways justified.

4—What weight sacks do millers generally use?

Semolina is usually shipped in 100 or 140-lb. sacks. The 98-lb. sack is no longer sold to this industry.

5—Why not quote semolina on the 110-lb. basis in dollars and cents instead of in pounds in cents and fractions?

The U. S. government has established the custom of buying all its requirements on the pound basis. The durum millers are ever solicitous of the wants of the macaroni manufacturers and will give sincere consideration to any proposals they make.

6—Why was one eighth of a cent arbitrarily estimated as the unit of increase and decrease in the pound price on semolina?

There had to be some stopping point in order to avoid even greater confusion over difficult fractions about which there has been some complaint. The reason the millers went on to the eighth basis is because in building up perhaps the most efficient marketing organization that the world has ever known the handlers of wheat products found that going from one half to one quarter to one eighth was the quickest way of handling wheat trades on the floor of the wheat exchanges.

7—What is the general attitude of the durum millers toward the macaroni manufacturers?

Frankly we are on the same side of the fence. Our interests are closely allied with yours and everything we can do to help you indirectly benefits ourselves. Change in basis of price quotation was taken more from the standpoint of the macaroni men than from the standpoint of the millers. We

believe that if the new plan is given a fair trial for a year you macaroni men will like our system of merchandising, not altogether in buying your raw material but in merchandising or selling your finished product.

8—What good do you millers hope to accomplish for the macaroni industry by the new system of price quotation?

Frankly we hope to put our durum department on a profit paying basis. Even you macaroni men would not like to see us do business at a loss. We do hope to accomplish for you a stabilization of your business, to help you get a legitimate return on your investment by making it easier to figure your costs and to run your business so that at the end of the year figures will show in your books "in black," meaning profits, instead of "in red."

9—The big differential of 25c made possible by the one eighth of a cent increase or decrease tends to leave the macaroni men on the fence as to timely buying. When are they to know at just what point in the market fluctuation are you to make the change in quotations? If he buys just before the breaking point the difference in cost of semolina in large quantities would be immense.

Little could be said on this point, except that it might tend to reduce long time purchases thus putting all on an equal competitive basis.

10—Should a fluctuation of 25c on a barrel of semolina cause macaroni men to fluctuate their prices on finished products up or down?

In the opinion of a macaroni manufacturer unfortunately it does, but it should not. Don't we pay altogether too much attention to the price of semolina? What about labor, coal, light, heat, insurance, freight and countless other things that enter into the cost of production? Boxes, containers, cartons and other necessities increase. Do we immediately raise our price? No!

When we are compelled to pay more for our semolina, do we immediately reflect this in our price quotations? Unfortunately, no! We have trained the macaroni buyers wrong. No sooner is there a small decrease in the wheat market than he is after us to cut our price per case. On a rising market we have to fight for even a fraction of what is coming to us. Frankly there should be no fluctuation in bulk products until there has been a price change in semolina of from \$1 to \$2 per bbl. Then and only then will our business be stabilized, because stocks on hand cost either more or less than goods manufactured today.

For over 2 hours the enlightening discussion continued and all gained much first hand information from which all should profit.

At its conclusion a resolution was adopted favoring the 100-lb. basis of price quotation and also favoring quoting prices for sacks direct irrespective of price on semolina.

Fair Competition---Foreign and Domestic

By Charles Wesley Dunn, Counsel American Specialty Manufacturers Association, New York.
Delivered at the Annual Convention of the National Macaroni Manufacturers Association, July 8-10, 1924

My subject is "Fair Competition—Foreign and Domestic." As you all know, the principle of competition is at the bottom of the social order in this country. Under our democratic institutions, the principle and purpose are to give every man, every citizen of this country, an equal opportunity with his fellow man in the race of life, an opportunity to compete and to do business free from unfair infringement by his fellow man. The principle of freedom of competition with respect to foreign competition is written into our tariff law. The theory of our tariff law from the very beginning has been to place the American producer on an equality in competition with the foreign producer by providing a duty which will equalize the cost of production here and abroad.

Upon that basis this association has applied for an increase in the duty upon our alimentary paste from 2 to 3c per lb., which we assert is necessary to equalize the differences in cost of production between the American manufacture of alimentary pastes and the foreign manufacture of alimentary pastes, particularly in Italy, which is the principal competing country. Our application has been filed with the Tariff Commission, and is now under consideration by that commission. No decision has been made by the commission with respect to the application. Our application, I should say, is directed to produce an investigation by the commission of the cost of American production in order that the commission itself may arrive at the necessary facts which may effect this increase in duty by presidential proclamation. As you know, the present tariff law is flexible and contains a provision which authorizes the president to investigate at any time in his discretion the differences in costs of production of any product in this country as compared with the costs of production abroad, and to revise the rate of duty by presidential proclamation. The United States Tariff Commission is the administrative agency set up to effect this elastic tariff law. The president acts upon the recommendation of the tariff commission.

It is unfair competition for American manufacturers, with our different standard of living, to have to meet the competition of foreign manufacturers who can produce and lay their goods down in this country at a cost which permits them to undersell the American manufacturer, which permits them to sell at a price which does not give to the American manufacturer a reasonable and fair margin of profit. Our application to the tariff commission will, we hope, tend to ameliorate, if not largely or substantially to eliminate this unfair foreign competition.

With respect to domestic unfair trade, one of the principal problems the industry has had to face from the very beginning has been that of the use of artificial coloring matter in alimentary pastes. I worked for several years with C. F. Mueller in securing the present ruling by the Department of Agriculture against the use of artificial coloring matter in alimentary pastes where the effect is to cover up deterioration or the use of inferior materials. That regulation was secured largely through the cooperation of Dr. Jacobs, then a member of the bureau of chemistry.

Personally I do not think the regulation is worth very much, for the reason that it is very difficult to apply. When does the use of artificial color become illegal? When is its use effective to conceal inferior material? That is a pretty hard question to decide. And while it has had its educational effect,

at the same time I do not think that it has accomplished what you want it to accomplish, that is, to wipe out the use of artificial coloring matter in alimentary pastes as a whole. Unless you eliminate artificial color entirely I cannot see how you will ever successfully cope with this color evil.

The only way in which you can eliminate artificial color from alimentary pastes is by special statute. I have talked the matter over with your president and also with Dr. Jacobs and it seems to me that this association should at this meeting recommend that a special statute be proposed in congress which shall be directed to eliminate the use of artificial color in all alimentary pastes. When such a law is enacted it will stop the use of artificial color in imported products. It will also stop the use of artificial color in domestic products. And you will have successfully met this color issue. Otherwise I cannot see how you will ultimately successfully meet it.

There have been special laws along this line. You are familiar with the special laws regulating dairy products and imitation dairy products, special laws covering a wide variety of divers products where the general statute, the general Food & Drugs act, has been found ineffective. Consequently I hope that this organization will pass a resolution that will authorize the drafting of such a law. It will give me great pleasure, in cooperation with Dr. Jacobs, to draft such a bill. And there is no doubt that prominent members of congress, both in the senate and the house, will gladly foster such legislation. I know that Dr. Ladd would count it a privilege to foster such legislation in the senate.

There is, as you all know, a federal unfair competition law. This law prohibits the use of any and all unfair methods of competition in interstate commerce. It is administered by the federal trade commission, composed of 5 commissioners appointed by the president. The words "unfair methods of competition" are not defined in the act and their particular application is a matter of administrative and judicial application. They are in process of definition through the divers orders to cease and to desist, issued by the commission, and also through the various decisions which have been rendered during the past 2 years by the United States courts.

I might mention briefly several trade practices which have been considered under this statute, in which you are all interested. Take the matter of giving premiums incidental to sale, merchandise premiums, either to the trade or to the consuming public. As the law now stands, it is not an unfair method of competition for a manufacturer to give either a money or a merchandise present to the employe of a dealer where the presentation is made with the knowledge and consent of the employer. That is to say, with the knowledge and consent of the dealer. If the presentation of money or merchandise is made to the employe of the dealer without the knowledge and consent of his employer, that is an unfair method of competition and is illegal today.

There is in congress at the present time a bill which is designed to eliminate all commercial bribery, whether it is made with the knowledge and consent of the employer or not. Personally I am of the opinion that the act equally applies to commercial bribery which is made with the knowledge and consent of the employer, because the insidious effect of the bribe is just as much present when it is made with the knowledge and

consent of the employer as when it is made without his knowledge and consent. It would be a horrible state of affairs in this country if every manufacturer were subsidizing the salesman of his dealer and goods were not sold on merit but in pursuance of the greatest bribe. Commercial bribery is wrong in principle. We all know it is wrong in principle. It is only tolerated by reason of competition. Because one manufacturer does it another does it.

There is nothing in the Federal Trade Commission act which prevents you from employing the so-called premium form of advertising whereby you give useful articles of merchandise to the consumers of your products as a dividend upon their investment in your products, unless there is present an element of lottery or deception. By lottery I mean the element of chance. You cannot make a presentation either to the consuming public or to the dealers which involves the element of lottery, where the receipt of the gift depends upon the element of chance. An illustration of that we find in the recent Reed case decided by the Federal Trade Commission. There a coffee and tea packer sold his teas and coffees directly to the retail trade. Every package contained a number and that number entitled the consumer buying the package to receive a particular piece of crockery which the packer supplied to the retailer and he displayed in his store. Of course, the consumer did not know which piece of crockery she was going to get until she bought the package and opened it. Therefore the element of chance or lottery was present in the scheme and the Federal Trade Commission condemned it. A lottery is illegal by constitution or statute in every state in the Union, also under the federal law. Moreover the Federal Trade Commission has said that you cannot use the word "free" on a premium coupon or on any attending advertisement. The theory of the denial of the use of the word "free" is this: The consumer necessarily pays for the premium and therefore she does not get it free; it is a part of the cost of doing business. That theory does not appeal to my intelligence because every consumer knows that every bit of the merchandising expense in the sale of an article is included in the cost. That must be reasonably presumed to be so. And every consumer must be reasonably understood to know that is so. What the word "free" means when you give a little article to the consumer in addition to the package sold, such as an aluminum dish to cook macaroni in, or something of that kind, is that it is given free of additional charge. I feel personally if that part of the order were ever challenged the court would not sustain it. But as the law now stands, if you wish to avoid litigation, you should take out the word "free" from any premium form of advertising which you employ either with the trade or with the consuming public.

Mind you, the Federal Trade Commission act applies only to interstate commerce, not to local commerce within the state. It has no jurisdiction there.

Another subject which the Federal Trade Commission is very much interested in is resale price maintenance. I spoke briefly on that last year. As the law now stands, a manufacturer may name a resale price either to the trade or to the consuming public. He may present to the trade or the consuming public the economic reasons why that price should be observed. He may announce that he will refuse to sell to price cutters, and he may refuse to sell to price cutters. All of these things he may do legal-

ly. That has been finally decided by the United States Supreme Court in the so called Colgate case. But a manufacturer may not enter into any agreement, either express or implied, with his dealers to maintain resale prices. An agreement is implied when it is inferred from a miscellaneous set of circumstances. For example, if I, a manufacturer, ask you, a dealer, to promise me that you will maintain my resale price in consideration of my sale and I make my sale in consideration of that promise given, there is an implied agreement. So that you cannot ask your dealers to promise to maintain your resale price. You cannot ask them to enter into any formal agreement to maintain your resale price. And you cannot ask them to agree to maintain your resale price. You cannot go around to your dealers and ask them to report price cutters to you for the purpose of cutting them off. That is also illegal as the law now stands, because in the language of the court that is called illegal cooperation. The manufacturer there steps over the line of his individual action and gathers together all his price maintaining dealers in cooperation with himself, and acting in cooperation they exclude price cutters from the market. If a dealer voluntarily and incidentally reports to you the name of a price cutter, there is no legal reason why you should not refuse to sell to him.

You have probably heard of the National Biscuit company case recently decided in New York. In that case the Federal Trade Commission challenged the discount policy of the company, which is this: The company allows a graduated discount to retail purchasers, payable monthly. That is to say, if the retailer buys a certain amount of goods, he gets a certain discount; if he buys a larger amount of goods he gets a larger discount. And that discount is equally open to all retail purchasers who buy for sale in their own store, whether the store is a single store or a multiple store. But the company declines to allow the discount to retailers, independent retail grocers, buying in combination, buying in combination for the purpose of getting a larger discount than that they would normally receive if they bought individually. The legal question was presented whether or not a manufacturer had the right to sell his product to the trade upon a quantity discount basis and whether he has the right to refuse to sell to a certain class of the trade upon that basis. In the absence of any question of monopoly it is a fundamental principle of law established by the Colgate case that a manufacturer has the right to sell his product to whom he pleases and to decline to sell to whom he pleases for any reason he pleases. It is a fundamental proposition that he may sell his product at his own price. In other words, a manufacturer, in the absence of any question of monopoly and in the absence of any question of his acting in collusion with others, may sell to every dealer at a different price. I could start in as a manufacturer and sell to every dealer in the United States at a price beginning with one cent and going up to the limit and no one could legally question my method of doing business upon that basis if I could successfully do business on that basis. In other words, I can sell at the same price or I can sell at a different price to any one I please for any reason I please. That is my business, so long as I act alone in a competitive market. That is independent of trade, freedom of trade.

There has been a very important case decided under the Federal Trade Commission act recently, the most important case decided by the United States Supreme Court since the enactment of this act. In this case, the American Tobacco company case, the Federal Trade Commission served a demand upon the company to produce all its records and all its correspondence with all

customers and all salesmen over a period of one year for the purpose of ascertaining whether the company had violated the law. In other words, the commission claimed the right in this case of an unlimited inquisition into the private papers of a private corporation to find out whether it has violated the law. And the court denied this right.

When an agent of the Federal Trade Commission comes into your office, first request his credentials. If he asks you for papers, his request must be specific—it cannot be general. He must ask for papers between John Jones and you, between John Jones and John Doe and Henry Rowe. He must be specific. He cannot make a broadcast request for all papers over a definite or an indefinite period. Moreover, there must be a charge against you under the act before he can get any papers of any kind. You must be charged with violating the act. There must be a ground for opinion by the commission that you have actually violated the act before it can ask you for any document. Furthermore the burden is upon the commission to establish that every paper specifically requested is evidence in the case, that it does relate to the issue of the case. Moreover, the complaint against you must be based upon sworn testimony.

A field in which the Trade Commission acts effectively is the field of false advertising and misbranding. If there is any false advertising, if there is any misbranding in this industry and you want to get rid of it, you have only to tell it to the Federal Trade Commission. It has the power to prohibit all false advertising in interstate commerce. If competitors' salesmen are going around telling falsehoods about you or your methods of doing business, and it is persisted in, you can complain to the Federal Trade Commission and the commission has power to prohibit that sort of thing.

In the field of deceptively slack filled packages, the commission has full authority to act. And whether it will act is for you to say. There is a slack filled package bill which is before congress, designed to amend the Federal Food & Drugs act and to prohibit the sale of a package which contains less than it purports to contain. This law if enacted will specifically cure the slack filled package evil. The bill has been favorably recommended to the house and is now before the house and will be acted upon at the coming session of congress during the forthcoming winter.

That is as much as I care to say about the field of unfair competition.

An association of this kind, as I stated to you last year at Cedar Point, is presumed to and ought to be the custodian of the ideals of the industry. Every man in the industry is fundamentally right and wants to do the right thing. If he goes off the path of right conduct it is usually because he is forced to do so by competition. An association like this, which represents a great slice of American industry, is neglectful of the fundamental purpose which underlies it if at the time of its annual meeting it does not first and foremost lay down and re-emphasize the principles which should underlie the conduct of this business, the fundamental principles, principles of sanitation, principles of right manufacture, the principle of selling goods free from misrepresentation, the principle of selling goods at a fair price and at a fair profit. All of these things should be restated and the manufacturers should rededicate themselves to their realization. If you deal only with the commercial side of your business, you fail to realize the real purpose of your organization. You can try to correct trade practices as much as you please, but until you get the proper state of mind throughout the industry you will never get anywhere. The moment you get all of the manufacturers thinking along the same and right line and recognizing that certain things are wrong, that

very moment will you begin to succeed and that very moment will you begin to accomplish what you are aiming at.

As I have said before and I want to repeat it here now, no business is successful unless it pays 2 dividends. First, a dividend in money upon the conduct of a successful business, and, second, a dividend of real service, a dividend of service to your fellow man. That means the consuming public, that means the dealers, that means your employes in your plant. If you conduct your business by the German method, the Kaiserlic method of grinding everybody down, of paying the lowest wages you can get away with, of extracting every penny you can for your own selfish aggrandisement, regardless of the welfare of everybody else, I say that you have failed. If you conduct your business with the trade regardless of their rightful interests, if you conduct your business regardless of the rightful interests of your competitors then again I say that you have failed, no matter how large your volume may be, and no matter how large your bank roll may be. Because the time is coming when you are going to leave that all behind and these other things are going to be the things that count. And if you try to deceive the consuming public, if you try to do something just a little bit off the line of right conduct, you may get away with it, you may succeed for awhile, but you cannot get away from yourself. And ultimately you are going to think of those things, ultimately they are going to come back to you and you will find everything else is not worth while, if you have not done the right thing by everybody with whom you are associated.

If you get nothing more out of this meeting than what I have attempted to say the last year, and I think it should be stated at every meeting of every commercial organization, that we are going to go back and re-adjust our state of mind and try to make everybody in our own business a little bit happier, try to make our dealings with our competitors and with our customers on a little higher level and try to conduct our business all the way through on a little more elevated plane, the immense amount of satisfaction, which is the only satisfaction in life, which comes from doing things for our fellow man, that satisfaction will be worth far more than the dividends you might earn.

And I want to compliment you on having a president, a leader, who has practiced the principles in which I believe and which I have attempted to state. I have seen it myself. I have watched him for years. And his brother, C. F. Mueller, did likewise.

Gentlemen, the macaroni industry will be elevated only by the application of these great principles which I have attempted so briefly to state to you. It is for this association to lead the way, to blaze the trail and by its example and by its assertion at this and other meetings to make every manufacturer of macaroni products in the country a better business man and more conscious of the idealism behind and underneath his business, so that we will all be better men, which is in the long run what we want to be.

(In response to a query Mr. Dunn said:)

There is no difference in principle between saying to the consumer that you present to her some little useful article free and saying to the trade you present an extra case of your goods free. Free means there, in my judgment, free of additional charge or cost. It does not mean that the trade or the buyer does not ultimately, as of course they must, pay for all of the cost of distribution. The Federal Trade Commission has not challenged the use of the word "free" in a "free deal" and there is no reason why it should be discontinued because of the Reed decision, because I think that decision is in this respect unsound. If the commission is going to be consistent it will equally attack the use of the word "free" in "free deal."



**"Always in Good Condition—
The Box Does It!"**

The two most important points in all retail sales are *condition* and *appearance*. Price is secondary when the other two are present.

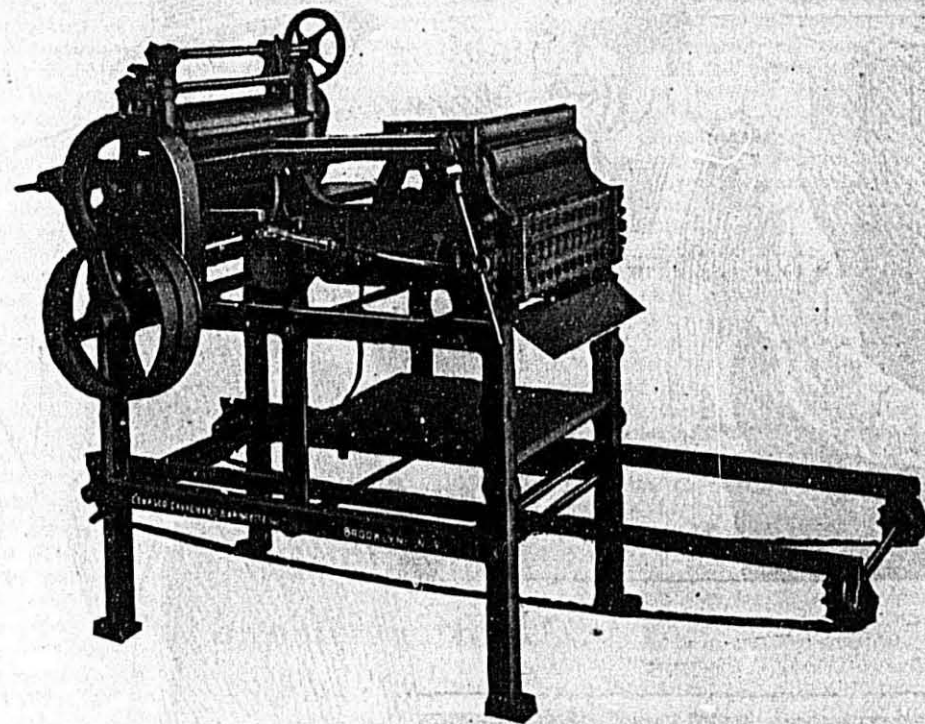
Clean, unbroken macaroni products on the retailer's counter help customers to "eat more macaroni."

You carry insurance against all other hazards in your business—insure the *condition* and *appearance* of your products by using

Good Wood Boxes

ANDERSON-TULLY COMPANY
Memphis, Tenn.

CEVASCO, CAVAGNARO & AMBRETTE, Inc.



Improved Bologna Paste Machine

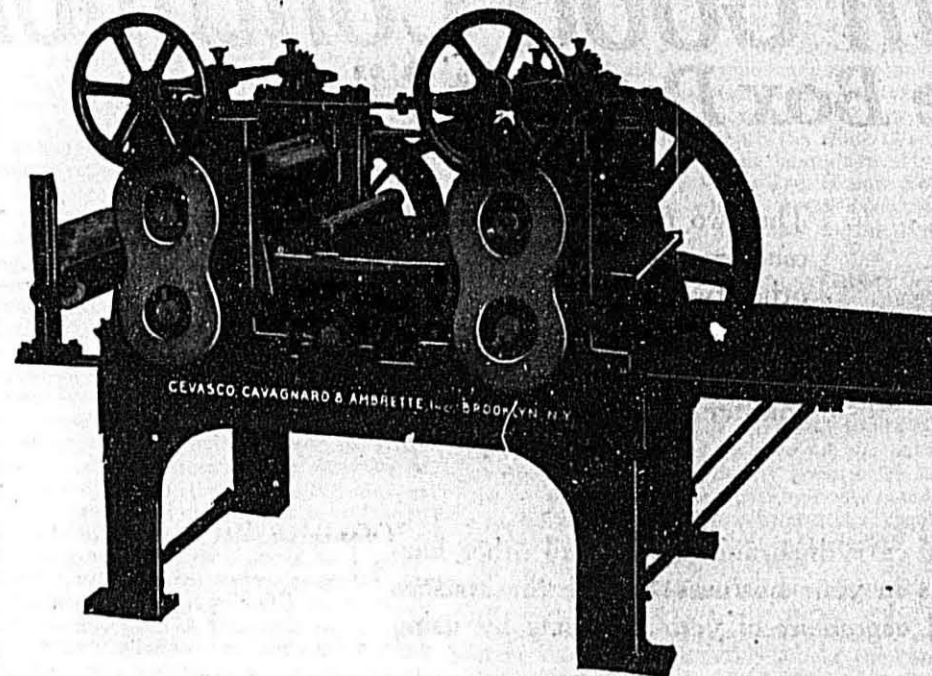
This illustration shows our Improved Bologna Paste Machine, which, like all other C. C. & A. products, is superior to all others on the market.

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

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

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

Standard Machine 20 in. wide.



Latest Type Tamden Dough Brake

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

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

Does in one operation what requires several on other machines.

Heavy and solidly constructed throughout.

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

Full Particulars Regarding these Machines on Request.

156-166 Sixth Street

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

CEVASCO, CAVAGNARO & AMBRETTE, Incorporated

Builders of High Grade Macaroni Machinery

Presses—

SCREW AND HYDRAULIC

VERTICAL AND HORIZONTAL

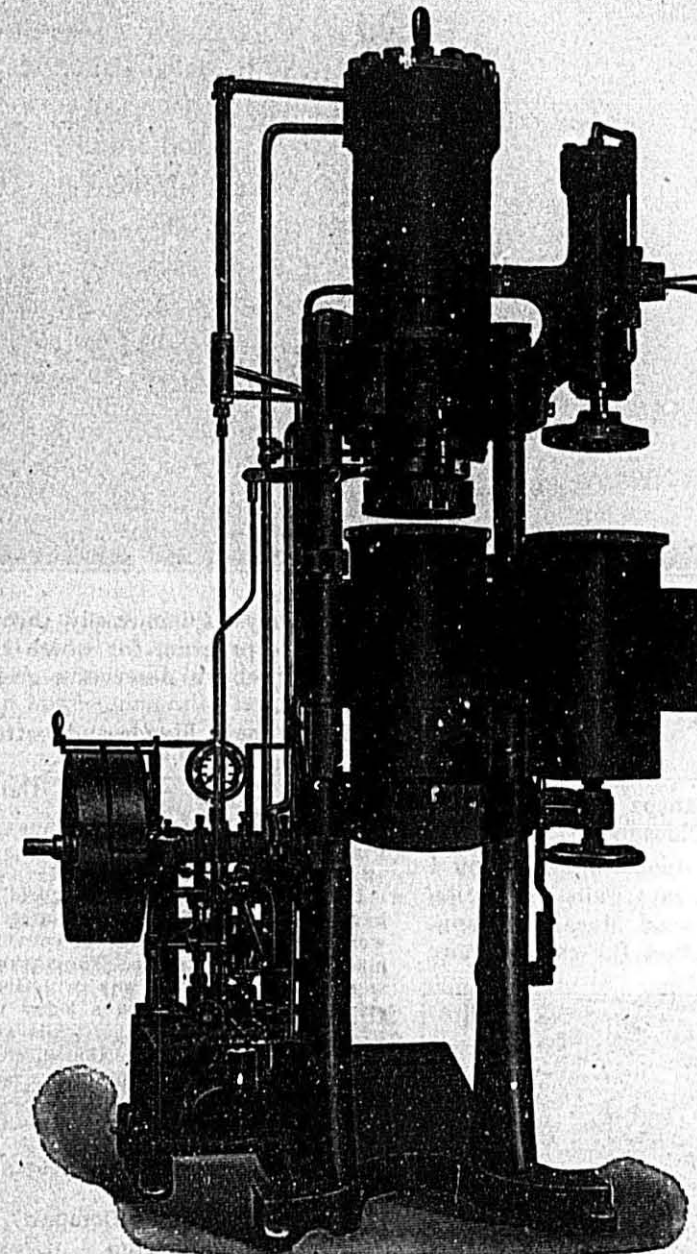
Kneaders

Mixers

Dough Brakes

Mostaccioli and Noodle Cutters

Bologna Fancy Paste Machines



Type V-P Vertical Hydraulic Press.

Specialists in Everything Pertaining to the Alimentary Paste Industry.

Complete Plants Installed.

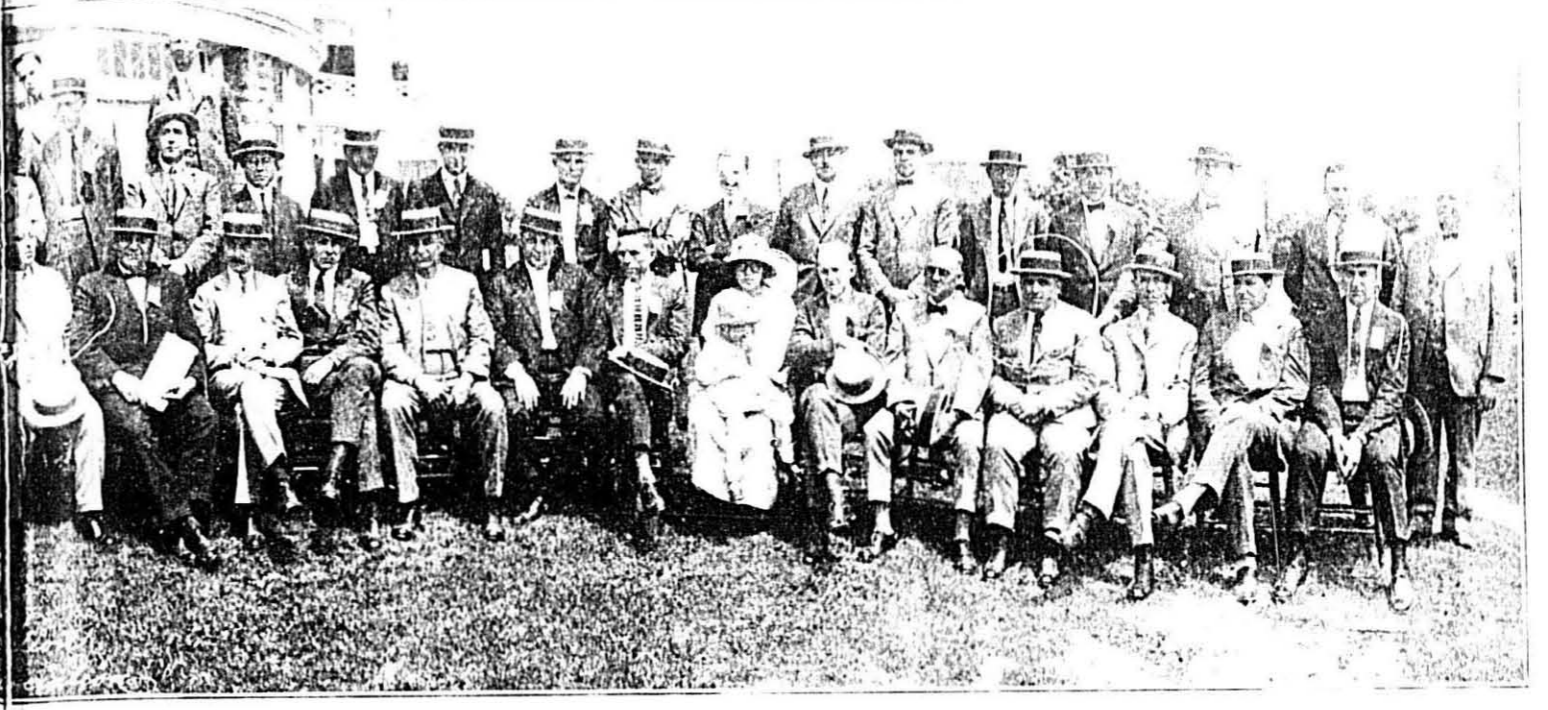
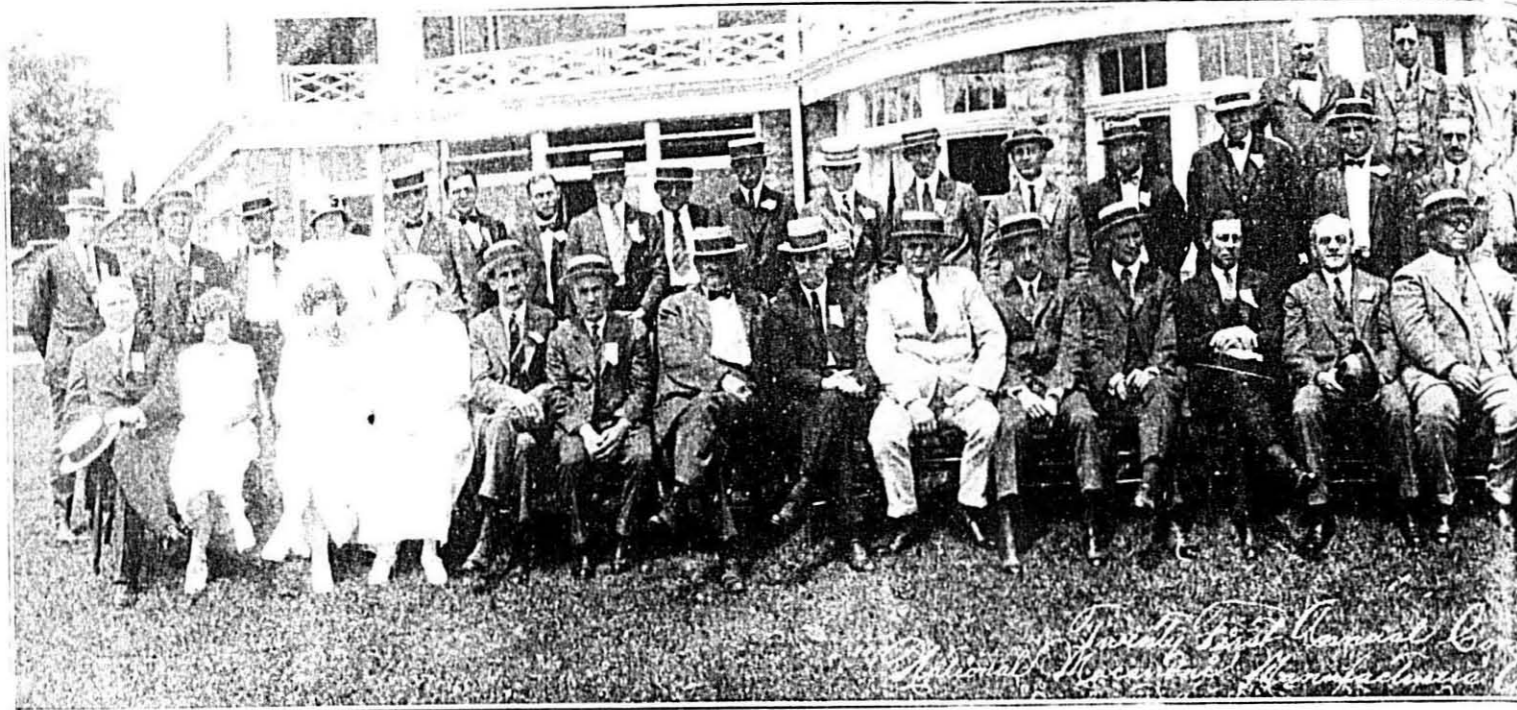
Latest Type of Hydraulic Press. Most Economical and Modern Press on the Market. Constructed of Steel Throughout. Only One Die required for each quality of Paste. Plunger has High and Slow Speeds on Working Stroke and Return.

Send for Illustrated Catalog, containing full information.

Office and Works,
156 Sixth Street,

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

Members of Twenty-first Annual National Macaroni Conference



I'll Tell the World!

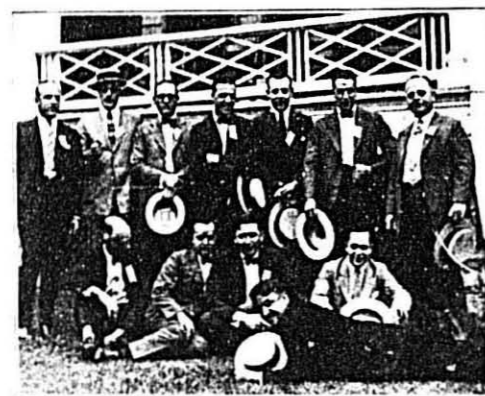
The 1924 conference of macaroni manufacturers of United States is now a matter of history. Its beneficial effects will be felt throughout the year as the individuals and the National Macaroni Manufacturers' Association put into effect the ideas broadcast at the Niagara Falls convention.

From all sides have come very interesting comments and pleasing congratulations all addressed to M. J. Donna, national association secretary and editor of the Macaroni Journal. We quote some of them for a double purpose: first, to give you an interesting general impression of just how the past convention was taken up by those who attended at its session, to create enthusiasm

and advancement of the macaroni manufacturing business.

**John B. Canepa Company,
Chicago**

From the standpoint of education I feel that the Niagara Falls convention held by the National Macaroni Manufacturers' Association far exceeded any



The artists in "The Shooting of Dan McGrew" Vaeger sliding home.

other that I have attended. The various speakers brought out some very good points, new ones to most of us.

At first I was surprised at the great number of macaroni manufacturers present, that in itself was sufficient to indicate growing interest in the trade association by macaroni men.

My next impression was gratification at the cooperative spirit and good fellowship shown by all. The large attendance at each session shows that the macaroni manufacturers are taking greater interest than ever in the association.

Personally I am well satisfied and

enjoyed myself immensely throughout the entire program for which the secretary, I believe, deserves a great deal of credit.

Here's for a bigger and better convention in 1925.

—John V. Canepa.

**A. Goodman & Sons,
New York**

I am pleased to "tell the world" that I have been much benefited by matters which were considered at the recent convention of macaroni manufacturers. The various talks were interesting and I was an active listener. Incidentally I enjoyed a 3-day vacation in friendly company with friends and competitors. I sincerely hope that matters such as ending improper business practices and elimination of coloring matter in all alimentary pastes will bring the results that we all hope for.

—David Cowen.

**Foulds Milling Company,
Chicago**

Briefly, will say that the convention



The St. Louis contingent, Mersurio and Ravarino.

activities at Niagara Falls were most interesting. Appreciate the thorough manner in which the secretary is handling association matters and we hope

that in the future we can find time to be a bit more cooperative. A more general manifestation of this spirit cannot help but be generally beneficial.

—C. H. Burlingame.

**Tharinger Macaroni Company,
Milwaukee, Wis.**

Permit me to congratulate you on the excellent program presented at our Niagara Falls convention wherein were read the best papers and were made the best addresses that I ever heard at a national convention.

The interest shown by manufacturers and allied trades during all the sessions leads



Philadelphiaans, C. F. Vaeger, wife and mother, with Walter Onsdahl "hoorning in."

me to believe that our industry has a most promising future. I have only one suggestion to make and that is, if you expect to transact as much business in 1925 as your program carried for this year it should be done in 4-day sessions instead of 3.

I believe a foundation has been laid which should make it easy to enroll every important macaroni manufacturer in the national association. If this can partly be done we may all look forward to the largest convention of our association when we get together at Atlantic City next year.

—Wm. A. Tharinger.

**Peter Rossi & Sons,
Braidwood, Ill.**

I was particularly impressed with the large attendance recorded at the

national macaroni manufacturers meeting at Niagara Falls last month. I particularly recall several who manifested only lukewarm interest at the opening but, on hearing a few of the speakers, they soon changed their attitude and expressed themselves as having received much valuable advice, and were glad they attended.

Yearly conferences help to bring the macaroni men together to discuss various problems of interest, but the gap of 12 months between general gatherings permits too much time to forget our good resolutions. The friendly spirit created by conventions of this kind could be kept intact through personal visits on the part of the secretary among the macaroni manufacturers between conferences, should our finances permit.

Henry D. Rossi,

**American Macaroni Company,
Buffalo**

I consider the convention at Niagara Falls the most constructive and instructive which



Viewing the falls—Old, young and indifferent.

I have attended and was surprised at the results produced by the association as evidenced by the reports submitted; Mr. Mueller is to be congratulated upon the coopera-

tion he has received from the directors and various committees.

It is incomprehensible to me how any macaroni manufacturer can conscientiously withhold his support of the association in view of the untold benefits he receives indirectly through the efforts of so many progressive members who devote so unselfishly their time, thought, and efforts to the industry and their welfare. Here's hoping they will see the light.

U. F. Lipp

**Ohic Macaroni Company,
Cleveland**

I fully enjoyed the 1924 convention and take the opportunity of congratulating



Napping—Luther and Keener.

lating you on the fine program prepared and presented there, and the able selection of speakers for that purpose. This is my first macaroni convention and it came up to my expectations fully.

I can only suggest that during the year we strive to promote the good fellowship spirit that will strive for general progress. The national association is on the right track and my wish is that by the time the 1925 convention is



The convention pilots: Director Wm. A. Tharinger, Secretary M. J. Donna, President H. Mueller, and Treasurer Fred Becker.

asm among those who did not attend to the end that the 1925 convention will end them at Atlantic City ready and willing to cooperate for the ad-

held at Atlantic City we may be able to put across the cooperative advertising and cost plans outlined this year.

—W. T. Enger.

A. C. Krumm Macaroni Co.,
Philadelphia

Both Mr. Yaeger and myself had a splendid visit with our friends and competitors at Niagara Falls and thoroughly enjoyed the excellent program presented. I am sure that it was time and money well spent as we brought home some ideas and plans gained from the general program and from friendly conversations with good friends in the business.

Our 1925 convention is to be held close to this city and you can rest assured that we will be pleased to do everything possible to make the convention at Atlantic City a record breaking one.

There is no doubt that much good will come from the Niagara Falls conference and from your splendid arrangements and excellent program that helped make this possible. The benefits derived from this convention will be broadcast throughout the country resulting as we hope and without a doubt in increased membership.

—A. C. Krumm, Jr.

Bruno Comastic Engineering Works,
Chicago

I wish to congratulate you personally on the program offered at the 1924 convention which was the first of its kind that I had ever attended. I am particularly thankful for the courtesy shown me as a newcomer there and to prove my appreciation will offer my services in any reasonable way in planning and executing the 1925 convention at Atlantic City to which I look forward with much pleasurable anticipation.

—Guido A. Rossi.

J. H. Woolridge,
Washington, D. C.

Wish to congratulate you on the most wonderful meeting held at Niagara Falls by the macaroni manufacturing industry. Although I was unable to attend glowing reports from my many friends in the industry tell of the success. I know who is responsible for it and must congratulate you on the wonderful showing.

Your convention number of the Macaroni Journal was chuck full of convention stuff boiled down for the busy manufacturer. I read it with much interest. If a macaroni manufacturer reads this wonderful report of the annual convention and does not join your association he surely must be in another line of business. If he is the right kind of a macaroni manufacturer and not yet a member the first thing he should do is to join, help to promote the general interests of the trade, and enjoy the many good things which your 1925 convention at Atlantic City promises.

—J. H. Woolridge.

Chas. G. Green Advertising Agency
New York

The 1924 convention of macaroni manufacturers was not only one of the most interesting and stimulating gatherings of business men I have ever attended, but beyond doubt the most useful and businesslike.

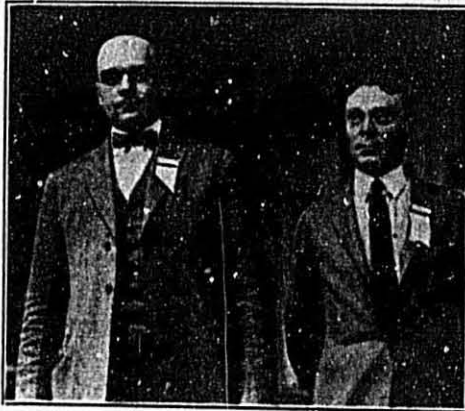
The industry is to be congratulated upon the fine spirit of progressiveness and cooperation shown by those engaged in it, and the continued maintenance

of such a spirit cannot fail to result in the increased prosperity of the business as a whole, and of every member of the association who is farsighted enough to keep step with its progress.

—W. A. Schmitt.

Pillsbury Flour Mills Company,
Buffalo

I hope that all the members of the Macaroni Manufacturers association and their many guests enjoyed the meeting at Niagara Falls as I did. I thought it was one of the best conventions ever held and everybody with whom I came in contact said that they



"Serious" Fischer of Pillsbury and his "shadow."

not only had an enjoyable time but felt that the meeting was a very beneficial one from all standpoints.

—Dwight K. Yerxa.

Washburn-Crosby Company,
Newark, N. J.

Will you permit me to congratulate you on the very accomplished program executed under your most capable supervision at Niagara Falls convention and to offer you a suggestion concerning future gatherings?

I would suggest that at future conventions arrangements be made with the hotel chef for the serving of macaroni, spaghetti or noodles at each meal during the convention week. This might be done in 2 ways, either by contributing the food to the hotel or by arranging with the hotel management to make a specialty of this food during the week.

—C. M. S. Langione.

Minneapolis Milling Company,
Minneapolis

Allow me to offer to you and to the other officers and members of the association to

FOLLOW THE CROWD

Well, if others profit thru
JOINING the

NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION

I CAN TOO!

A Timely Thought—A Proper Decision.

whom is due credit for the recent convention at Niagara Falls my heartiest congratulations on its success. I have enjoyed all the others of your conventions which it has been my privilege to attend, but never before so heartily as this one.

Your program was splendid but better than that was the spirit of good fellowship, cooperation and friendliness which pervaded the entire gathering and this last augurs well for the improved conditions which we are all seeking for the industry in the approaching year.

You are certainly on the right track and we want you to know that if there is anything which we can do to cooperate more fully in bringing about this improvement you have only to command.

—Martin Luther.

The Christian Mills,
Minneapolis

To say that congratulations are due you is putting it mildly for the splendid convention program at Niagara Falls. There wasn't a minute that was wasted and I am sure that everyone that attended came away with a feeling of satisfaction, and also the feeling that it was the most successful macaroni convention the national association has ever held.

As a matter of fact I have seen practically everyone who attended the convention between Syracuse, New York and Minneapolis since July 10 and I can truthfully say that the unanimous opinion was that this last convention was the most successful in every respect. Let's all cooperate to get a larger attendance next year. No manufacturer will regret having attended it, I am sure.

—C. R. Heaney.

C. W. Griffin,
Toronto, Canada

I wish to congratulate you on your wonderful convention program at Niagara Falls. I certainly enjoyed every minute. The interesting talks given by the numerous speakers certainly were great food for a salesman as well as for the manufacturer, and I sincerely trust that the macaroni manufacturers will join hands with their selling organization and have as many salesmen as possible attend your 1925 convention.

Could the manufacturer realize the knowledge a salesman gained by attending your 1924 convention he certainly will not overlook his selling staff at the 1925 convention at Atlantic City, when you will no doubt have, as in the past, most interesting subjects and speakers for the manufacturer and their salesmen.

I greatly appreciate your untiring efforts in making this convention the best ever, and hoping to have the pleasure of meeting more macaroni salesmen at your 1925 convention, wish you every success.

—C. W. Griffin.

Commander Mill Company,
Minneapolis

I have just returned from the macaroni convention and cannot refrain from complimenting you on the very instructive program you had outlined. It was a most successful convention, I should say, for every one concerned. One thing that appealed to me especially was the apparent good feeling among the macaroni manufacturers,

The Peters Package

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

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

Peters Machinery Company

4700 Ravenswood Avenue
CHICAGO, ILLINOIS

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

Write for catalog and full information.



and between them and the allied trades.

I am surely pleased to know that the association is rapidly increasing its membership and feel that the macaroni manufacturers are strongly in need of an association of this kind.

I am certain that everyone who attended the Niagara Falls convention went away with a feeling of satisfaction and that all will be on hand at all future conferences of the association if it is at all possible for them to do so.

—W. E. Onsdahl.

Joe Lowe Company,
New York

I wish to take this opportunity of letting you know that although I have always enjoyed the macaroni manufacturers conventions I found that the recent Niagara Falls meeting the best all around convention that we have ever had.

You surely had a bunch of real talent all of whom knew what they were talking about and I can frankly say that I got some real instructive as well as constructive material. I want to congratulate you and the executive committee for a job well done. I hope the rest of the gang got the same "kick" out of it that I did.

—Joe Lowe.

Pillsbury Flour Mills Company,
Minneapolis

The program of the National Macaroni Manufacturers convention held at Niagara Falls on July 8-9-10 was without doubt the best one from every standpoint in several years, and of such worth that both bulk and package manufacturers were able to derive much valuable information concerning up to date methods of doing business.

Have heard both bulk and package men express themselves as having received much benefit from the discussions concerning matters of manufacturing, distribution, costs, etc.

The macaroni industry as a whole certainly was helped materially as a result of this well handled convention.

—A. J. Fischer.

Duluth-Superior Milling Co.,
Buffalo

The writer has attended several macaroni manufacturers conventions but believes that the program you had at your last convention at Niagara Falls was by far the best you have had in years.

I do not know what I could suggest to better the situation, excepting that each individual manufacturer feel it his duty to attend and to see that his next door neighbor also attends and joins the association. As a mill representative we are naturally desirous of seeing your industry progress. More progress will be made by combined effort than in any other manner.

You are entitled to congratulations for the splendid and efficient manner in which the whole proposition was handled.

—W. S. Preyer.

Washburn-Crosby Company,
Minneapolis

I want to congratulate you personally and the association for the splendid representation at the annual convention at Niagara Falls. The program was excellent and the speakers very ably covered topics of vital importance

and interest to the industry. I personally am grateful for the opportunity I enjoyed of listening to such well considered and timely addresses.

It seemed to me that there was very evident a decided atmosphere of cordiality and a real spirit of cooperation which, with so large an attendance from so many districts of the country considered, is most helpful and encouraging.

I fully endorse President Mueller's plan of district clubs and feel confident that such a policy offers a splendid op-



Just scrambled. Farina, semolina and eggs.

portunity to keep alive the interest in the welfare of the industry and that it will bring about a real coordination.

I sincerely trust that full profit will be taken of the opportunity presented and that the 1925 convention will be equally progressive and successful.

—A. L. Ruland.

Champion Machinery Company
Joliet, Ill.

Have just returned from a trip east and cannot allow the opportunity to elapse to "tell the world" how greatly I was impressed with the convention of macaroni manufacturers which I attended. My business enables me to attend numerous conventions throughout the year, particularly those of the bakery trade. Regarding your convention I can truthfully say that this was one of the best conventions I ever attended. Every macaroni manufacturer or jobber in attendance left for home with a

lot of real up-to-the-minute information that he will take advantage of in his business. Every one who attended, be he small or large manufacturer, will surely profit by the contact gained there. Should the absentees appreciate the good that is gained by association membership and convention attendance both membership and attendance should be greatly increased when the time rolls around for the 1925 gathering at Atlantic City next June.

—Frank A. Motta.

Splendor Macaroni Co., East Boston

The Niagara Falls convention was one of the most interesting, instructive and helpful gatherings I have ever attended. It kept one's undivided interest throughout. The general spirit shown during the conference was remarkable.

The officers must be commended on their splendid leadership and their untiring efforts which went to make the convention the best ever.

—T. R. Molinari.

Trade Mark Act Change

(Public—No. 263—68th Congress, S. 3324)
An act to amend section 5 of the Trade-Mark Act of 1905 as amended, relative to the unauthorized use of portraits.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the fourth proviso of subdivision (b) of section 5 of the act entitled "An act to authorize the registration of trade marks used in commerce with foreign nations or among the several states or with Indian tribes, and to protect the same," approved Feb. 20, 1905, as amended, is amended to read as follows: "Provided further, That no portrait of a living individual may be registered as a trade mark except by the consent of such individual evidenced by an instrument in writing, nor may the portrait of any deceased President of the United States be registered during the life of his widow, if any, except by the consent of the widow evidenced in such manner."

Approved, June 7, 1924.

Good Work, Mr. Secretary

The GOOD NEWS of a FINE CONVENTION made interesting reading BUT the most pleasing was the BIG MEMBERSHIP INCREASE reported.

We always knew our Secretary was a Hustler. We're convinced now. To obtain a 100% Membership increase is no small task, but our Secretary was equal to it. He had to do some "tall talking" but he must be satisfied to discover that Macaroni men are not altogether blind to their own interests.

A start has been made. There still remain a few "stray sheep" to be brought into the fold. We hope that they come in voluntarily. Failing that our Secretary will get busy with his convincing, heart-to-heart appeals.

We congratulate you, Mr. Secretary. Also the National Association and the Macaroni Industry.

We congratulate those NEW MEMBERS who realized their duty to their Industry, joined the National Association and thus pointed out the way the remaining nonmembers should readily, willingly and profitably follow.

—James T. Williams.

Notes of the Macaroni Industry

Macaroni in Harvest Meals

Modern dietetics has invaded the farm kitchens in which harvest meals are being prepared. Agents from the Kansas State Agricultural college are teaching farm wives what they ought to feed the army of men that are engaged in the big summer job of harvesting that state's wheat crop.

Among the leading foods recommended are macaroni and cheese. This is particularly recommended for dinner or supper. The different foods suggested for the heavy meals of the day enables the housewives to give the hard working men the variety that adds spice to the meal itself, while lightening labor of the cook.

The new menu starts off with a light breakfast, a dinner of gracious array of chicken or one other meat, with suitable side dishes and a supper to satisfy even the hardest of workers. Certainly no one could go hungry under either the old or new system of harvest hand meals but the 1924 menus appear to offer a more wholesome and less heating variety. While the men themselves have not been consulted the specialists believe that at the end of the season they are going to feel better and derive more general nourishment from the modern meals recommended. At the end of the season a vote of the harvest hands and housewives would probably strongly favor the innovation.

New Macaroni Selling Idea

Newspapers and trade magazines in the eastern part of the country are commenting freely on the big advertising campaign opened last month by the C. F. Mueller company, Jersey City, in which is made timely suggestion that macaroni be occasionally substituted for potatoes. Advertisements to this effect are appearing in the leading papers and in many of the grocer and food journals and are having a satisfactory effect according to preliminary surveys.

The Mueller company like all leading macaroni concerns of the country believes that macaroni products are still far from commanding the sale they should. In casting about for a big selling idea the thought occurred to the Mueller company chiefs that, since the potato is the chief competitor of macaroni, recommending the occasional substitute of macaroni products for potatoes would be a welcome suggestion.

The Mueller program strikes the keynote—"Eat Mueller's Macaroni in Place of Potatoes." Besides newspaper and trade magazine advertising the campaign will be extended through the distribution of hundreds of thousands of booklets and circulars and through the use of posters and street car cards. The telling point in the advertising campaign is that the use of macaroni in place of potatoes saves the house-

wife much time, work, fuel and money. It will eliminate the cleaning and peeling of potatoes and tend to keep the hands soft and white. It points out the fact that when the housewife is late and the family hungry macaroni may be quickly prepared and served, yielding all that is required in the way of calories, energy, protein, calcium and phosphorus, elements which potatoes seemingly lack. Throughout the whole advertising schedule macaroni is suggested as a welcome and delightful change from the eternal twice-a-day serving of potatoes.

Macaroni May Imports and Exports

The quantity of the various kinds of macaroni products imported during May 1924 exceeded the imports of the same month last year in pounds but was slightly less in value. According to government figures compiled by the bureau of foreign and domestic commerce the total importation of macaroni products for the month was 292,072 lbs. invoiced at \$20,068. In May 1923 the imports were 282,755 lbs. valued at \$23,395.

For the 11 months ending May 31, 1924, the total quantity of the macaroni imports was 3,501,432 lbs. worth \$230,975. For the same period last year the imports had reached 2,904,426 lbs. at a value of \$222,680.

Exports

The exportation of macaroni products is also increasing. In May this year the figures show that 796,315 lbs. were sent to foreign countries from our various ports, the whole exportation being valued at \$63,045. During May 1923 the exports totaled 614,062 lbs. invoiced at \$44,439.

The same rate of increase has been consistently maintained throughout the year. For the 11 months ending May 31, 1924, a total of 6,685,295 lbs. of macaroni products left our shores, these being valued at \$534,690, as compared with 5,765,015 lbs. invoiced at \$458,544 exported for the same period last year.

Spaghetti and Wild Dove

Giovanni Feraddozza's love for wild dove and spaghetti has caused him trouble under the game laws of California. According to the authorities of Fairfax, in the Golden state, Giovanni's appetite for wild dove, broiled and garnished with mushrooms and spaghetti, has already cost him over \$400 in fines for 3 violations of the game laws. The last transgression to provide himself this delicacy, his passion for wild dove being stronger than respect for the law, brought him a sen-

Businesses have succeeded with little money but NEVER with LITTLE MEN.

tence of 60 days in jail. While it is perfectly legal to eat spaghetti, wild dove is legally immune.

Canadian Macaroni Plants

Canada has 9 establishments that manufacture macaroni, spaghetti, vermicelli and similar pastes. Government bodies estimated annual production of these 9 plants at 15,000,000 lbs. They represent capital investment of over a million dollars, most of it in expensive machinery required by plants of this kind. Approximately 200 men and women are employed in the Canadian plants. Four of the plants are in Ontario, 2 in Quebec, 2 in Manitoba and 1 in British Columbia.

Buckley Company Incorporates

Certificate of incorporation was issued in July from the office of the Connecticut secretary of state to Patrick J. Buckley, Anthony W. Buckley and Wm. W. Fagan of Berlin, Conn., incorporators of the Buckley Macaroni company of that city. The company is authorized to issue \$50,000 capital of which \$9,000 has been subscribed by the incorporators. The officers are president and treasurer, Patrick Buckley; secretary, Anthony Buckley. These officers with Louis Buckley compose the board of directors. It will probably be arranged to remodel the old Buckley plant at Kensington to house the new company.

Fire Wrecks Liberti Plant

The Vincenza Liberti Macaroni Manufacturing Co. plant in a 2-story stucco building in Ansonia, Conn., was visited by fire the latter part of July. The flames were discovered in the cellar but were got under control before much damage was done to the upper floors. Smoke and water damage is estimated at \$1,000.

Split by Macaroni

Macaroni caused the Marzullo family of Baltimore to fall out, according to Samuel Marzullo's statement to the judge of the criminal court when he answered to the charge of failure to support his wife, Rose Marzullo, and their 5-month old child. Marzullo explained he was employed in a macaroni factory helping mold that food into its many popular forms, for this he was paid \$21 weekly and given a bonus of 15 lbs. of macaroni each Saturday night. Everything went along splendidly, he declared under cross examination, until his mother-in-law began demanding more macaroni. She even went to the factory and voiced her demands so loudly that he had to quit his job, and now works for \$18 per week and no macaroni. The judge sympathized with the defendant and ordered him to pay a weekly stipend in support of his dependents.

Grain, Trade and Food Notes

Cut in Wheat Acreage

The wheat acreage in the northern hemisphere this year, excluding Russia, is placed at 179,325,000 acres by the United States Department of Agriculture, based upon official estimates from countries having in 1923 about 80% of the total area. The acreage last year was 188,157,000 acres, and the average for the 1909-13 prewar period was 168,966,000.

The harvest will probably be more than 10% less than in 1923, the department says, due to the 4 1/2% cut in acreage and the generally late spring season. For the most part the spring season was from 2 to 3 weeks late, and later in the season there was considerable drought damage in the Mediterranean basin, which cut down the yields in Italy, Spain and North Africa. The Balkan countries have continuously reported generally favorable crop conditions and yields in excess of last year's are forecast for Bulgaria. Wheat conditions improved generally during June and yields may prove heavier than are expected at present, the department says.

Reports to the department from various sources indicate a smaller cereal crop in Russia than was harvested last year. The total acreage planted was about equal to or slightly higher than last year's acreages with the increases in the northern and Volga regions. The chief wheat region, Ukraine, has a smaller acreage. Crop conditions on June 1 were below average in all regions except the Caucasus and Siberia, and conditions in these 2 regions were not good enough to bring the total for Russia up to average. Since June 1 there have been repeated reports of drought damage in some sections of Russia, excessive rains in others, and mice and other field pests have caused some concern.

Try to Improve Quality

To emphasize the relative scarcity of desirable grades of durum wheat suitable for milling into semolina, the wheat department of Washburn Crosby company, together with those of other durum millers, conducted a Better Durum Wheat campaign last spring among durum farmers. By means of meetings, radio talks, and the Department of Agriculture working through its agents, the results of the investigations by these durum millers were carried to several thousand raisers of durum wheat, states the "Eventually News," the Washburn-Crosby house organ for June.

In making these tests, carlot samples of several varieties of No. 1 amber durum wheat were carefully milled into semolina in one of the company's manufacturing units, which was turned over to a group of durum millers for this purpose. These semolinas were

then made into macaroni in a well known macaroni factory, which turns out a high quality product, each semolina being treated under exactly the same conditions. The wheat, the semolina, and the resulting macaroni were carefully noted and checked, and a comprehensive display of each contrasted for the inspection and education of the durum farmers.

The very obvious disparity in quality of some types was clearly disclosed and the advantage to be gained by the farmer in seeding high grade varieties of the kubanka type of durum was decidedly emphasized.

Grain in the Danube Basin

The grain producing areas of the Danube basin are steadily recovering their position as an important source of cereal supply, reports the United States Department of Agriculture.

The basin as a whole in prewar years, including Austria, Hungary, Czechoslovakia, Yugoslavia, Bulgaria and Rumania, showed substantial exportable surpluses of wheat, rye, barley, oats, and corn. These regions were forced to readjust their economic life in the prevailing political situation following the war with resultant deficits in grain production. The exportable wheat surplus by 1921 had dropped 96,000,000 bu. below the average prewar exportation so that instead of producing a surplus for export 24,245,000 bu. were actually imported into the basin. Production since then has steadily recovered and not only has the deficit been wiped out, but 38,000,000 bu. were available for export in 1923.

Grain production in the Danube basin has great significance for American farmers inasmuch as increasing quantities of Danubian wheat are likely to appear on the markets in competition with American wheat exports, the department points out. The Danube territory has been torn by political and economic readjustments the effects of which the department has endeavored to measure in a special study.

Canadian Wheat Crop Improved

The Canadian wheat crop is considerably improved by heavy rains throughout the western provinces, according to a telegram to the United States Department of Agriculture from the Dominion bureau of statistics. This is the first official statement received by the department since the report of July 11 when the indicated production on the basis of acreage and condition as of July 1 amounted to 318,640,000 bu. compared with 474,199,000 bu. produced in 1923. Private estimates of production have ranged from 200,000,000 to 335,000,000 bu. The harvest season in Canada begins the latter part of August and extends through September and October. The Aug. 1 wheat condition

report of the Dominion bureau was to be released about the 11th. Final results will depend upon weather conditions until after harvest.

Less Durum Lesson

More than 5,600,000 acres, representing nearly 35% of the total spring wheat acreage of Minnesota, the Dakotas and Montana, were sown to durum wheat in 1922, when the craze for durum reached its height. In 1923 the proportion of durum to the total spring wheat acreage in the 4 states was approximately 31; this year, according to the preliminary estimate of the Department of Agriculture, it is less than 29. On Oct. 3, 1922, the average price per bushel of No. 1 dark northern cash wheat in Minneapolis was \$1.11, and for No. 1 amber durum 91c, a difference of 20c. On Oct. 3, 1923, No. 1 dark northern was worth \$1.24 and No. 1 amber durum 25c less.

It is from such figures as these that the spring wheat farmer is gradually learning his lesson. He was told to raise durum wheat because it provided comparative immunity from the perils of black rust; he remembered that in 1917, when the durum acreage was only 17% of the total sown to spring wheat in the 4 northwestern states, durum wheat often sold at an actual premium over the best grades of hard red spring. Accordingly he increased his durum acreage year after year until the supply far exceeded the demand.

Now, through no special propaganda but simply through the normal operation of economic laws, the proper balance is gradually being restored. The farmer cannot afford to sacrifice 20 or 25c a bushel on a large proportion of his wheat; he can and will continue to grow durum as an insurance provision against rust, but he will hold the acreage down to a point where the supply will not exceed the profitable demand. What is actually happening in the case of durum wheat ought to be a most useful object lesson to every one honestly interested in the wheat farmer's welfare; if economic principles are let alone to do their work, they will automatically provide solutions of the problems which agriculture inevitably creates.—The Northwestern Miller.

Clinics for Food Handlers

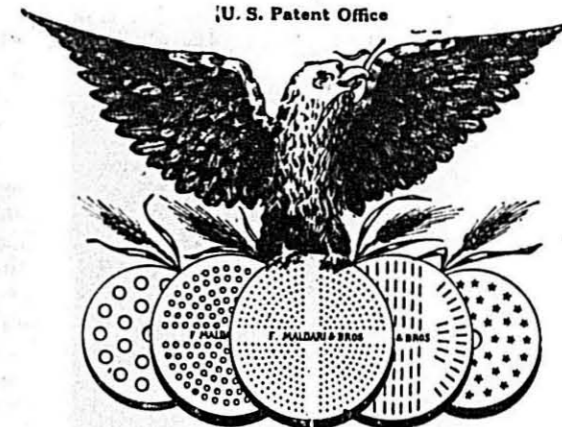
Occupational clinics for examination of food handlers will be opened soon by the bureau of health of southern, northern and northeastern Philadelphia, says the Philadelphia Record of July 19. One of these clinics was recently established in Philadelphia General hospital, open Tuesday of each week. The Pennsylvania state laws require that food handlers subject themselves to physical examination at least once a year and forbid persons suffering from communicable diseases to serve as food handlers in any capacity.

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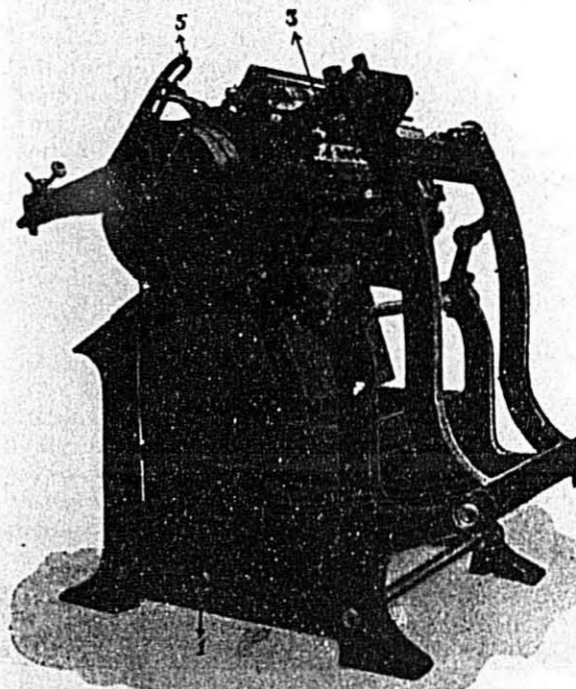
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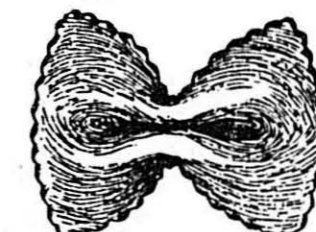
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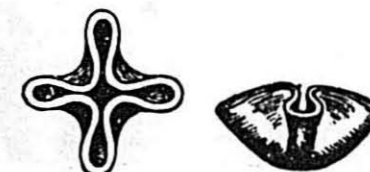
BOLOGNA STYLE STAMPING MACHINE



EGG-NOODLES, BOW-TIE

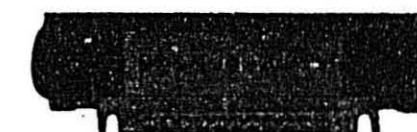


EGG-NOODLES, SEA-SHELL

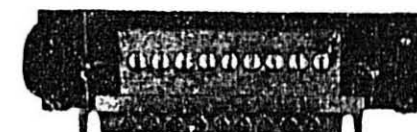


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History and Methods of Desiccating Eggs in China

By L. M. Fletcher, Manager Chicago Branch of the Joe Lowe Co.

Delivered at the Annual Convention of the National Macaroni Manufacturers Association, July 8-10, 1924

Preliminary to the consideration of any product a brief study of the country of its origin is in order. When we consider China we find ourselves face to face with the subject, of which even today little is known. Here we have a vast number of people, i. e., between 5 and 6 hundred million, with the oldest organized community of continued government of record. The history of the Chinese dating back more than 4 thousand years before it is lost in the dim mists of the past as compared with the 14 hundred years of English history and the 4 hundred years of American history, offers food for considerable thought.

This vast nation until the last few years lived and existed with little or no commercial intercourse with their neighbors. Consequently but few new customs were brought into the country and countless generations, through the use of the same customs, had them so deeply ingrained that they became a part of the nation and the measuring stick by which all thoughts and actions were squared. Veneration for the aged and deep observance of past customs are the prime motives of China today. The religion of China can be summed up in "he who is contented is happy—he that is satisfied is contented." Therefore he that does not aspire to another's position or more wealth than he or his fathers possessed must of necessity be contented, and being content he must be happy. Consequently under these teachings there is no ambition for business expansion on the part of the average Chinese and there are no large business organizations capable of handling big problems or national development. Therefore, after 4 thousand years, the natural resources of China have hardly been touched and these

natural resources are undoubtedly the richest in the world.

There is but little merchandise produced in China capable of competing in the world market because of this lack of developed business organization.



Mr. Wong, one of the most influential egg factors of China, at entrance to factory.

China is really a great group of small communities, each community catering largely to itself and producing but little surplus. The gathering of merchandise in sufficient quantities to make its exportation a profitable business requires picking up small surpluses from

a great many communities and in this way accumulating merchandise in sufficiently large lots to warrant the undertaking.

One and perhaps the most important item that China produces which lends itself readily to exportation is eggs and this, like everything else, is only possible through organization of a veritable army of egg gatherers inasmuch as nowhere in China are eggs produced on an extensive scale. A flock of 20 chickens is a very large one in China and the majority of eggs that are exported come from flocks not exceeding 5 or 6 chickens. The eggs are, however, most carefully gathered as their sale is, for many families, their only source of cash revenue—practically everything else being disposed of on a trade basis.

The earliest exporters of the Chinese egg products were the Germans and for many years the egg industry was largely in their hands. The original methods were very simple and consisted in handling the eggs in the form known as liquid or preserved eggs. Under this method the eggs were simply broken out of the shell, mixed with a solution of boracic acid, placed in tight barrels and carried in open shipping to the European market, where because of their low price they found ready sale. In those days there were little or no food regulations in Europe and these eggs readily passed their inspection.

United States, being the first to pass pure food laws, very early relegated these eggs out of the country, and in order for the Germans to invade the American market it was necessary that they introduce dehydration into the industry. The first dehydration plant of China was built about 30 years ago and subsequently, through the adoption of improved methods and American made

machinery, these plants were greatly improved until now we find that even the European countries no longer look with much favor on boracic acid preserved eggs, but are gradually taking the larger proportion of their requirements in dehydrated egg stocks.

During the late war several cold storage plants were built in some of the coast cities of China, notably Shanghai, and since the war these have been largely used by the egg trade. In the early spring while the weather is still cold and the eggs are of high quality and will stand up under the drastic transportation hardships, great quantities reach the seaboard and are handled through the cold storage plants and are delivered to the European markets as cold storage eggs and also in the form of frozen eggs. These eggs, however, because of the fact that they originate in the interior of China and due to their primitive methods of transportation, are generally 3 or 4 weeks old before reaching the cold storage plants and are not as high a quality of egg as could be desired.

Dehydration plants have the benefit of being situated in the interior of China, the heart of the egg producing sections, and therefore find a plentiful stock of strictly high grade of eggs available for their purpose.

Since the war American industries have largely taken over the interests formerly held by the Germans in the dehydration plants and have greatly

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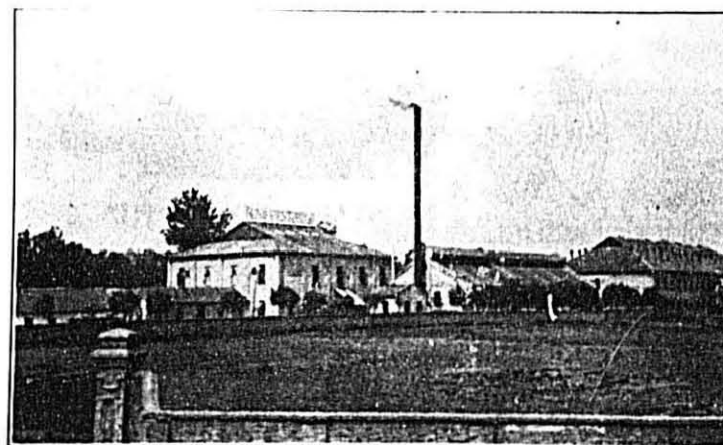
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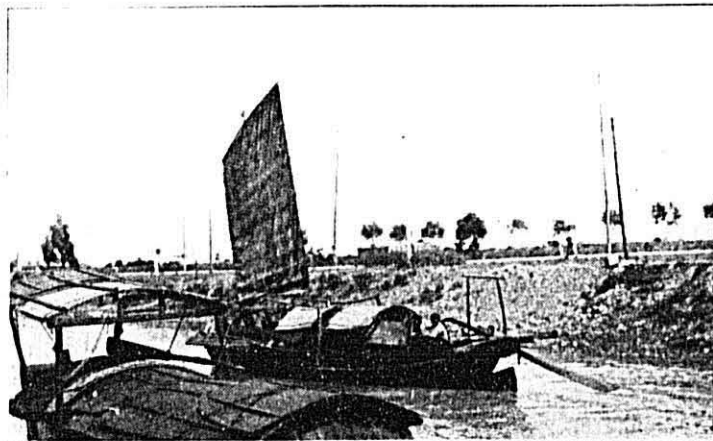
CAPITAL CITY MILLING & GRAIN CO., St. Paul, Minn.



The \$2,000,000 plant of the China Desiccated Egg company, built under American supervision with carefully equipped American made machinery, one of the best plants in China. The snap shot was taken from the step of a train going about 30 miles an hour, but at that is a good clear view.



Executive staff of China Desiccated Egg company. (Left to right)—Official interpreter and connected with Y. M. C. A., machinist and chief engineer, health officer and medical examiner (with hat on), general plant superintendent, one of chief owners. Carved granite grill in background.



China junks engaged in carrying eggs to various factories, giving an idea of water transportation methods.



Basket holding 1100 eggs and weighing 140 pounds carried more than 60 miles, an idea of overland transportation.

improved them. At the present time some of the dehydration plants are under the supervision of Americans and are producing a very fine product. Labor being cheap and abundant it is very easy to install and maintain modern sanitation.

A brief trip to one of the plants discloses the following:

When the eggs are received at the factory they are twice candled and, inasmuch as rejected eggs are not paid for but are turned back to the producer, thus causing no loss to the factory, there is no reason for slack inspection. Consequently only the highest grade of eggs are used. The eggs are placed in wire baskets and thoroughly washed in cold water after which they are sent to the breaking room where the utmost care is taken to keep them from being in any way contaminated. The breaking tables are thoroughly washed once an hour. The girls employed in the breaking room are all uniformed and are subjected to a close personal examination by health officials. Their hands are manicured twice a day and should a breaker discover an inferior egg it is a credit to her and the candling department receives a black mark. Inasmuch as these credits carry a small cash remuneration, which is charged against the candler, the egg candler thus finds an additional reason for being careful. After breaking the eggs they are either separated into yolks and whites or left in their entire-

ty for dehydration as a whole dried egg. In either event they are then placed in an air pressure tank and forced through a very fine screen,

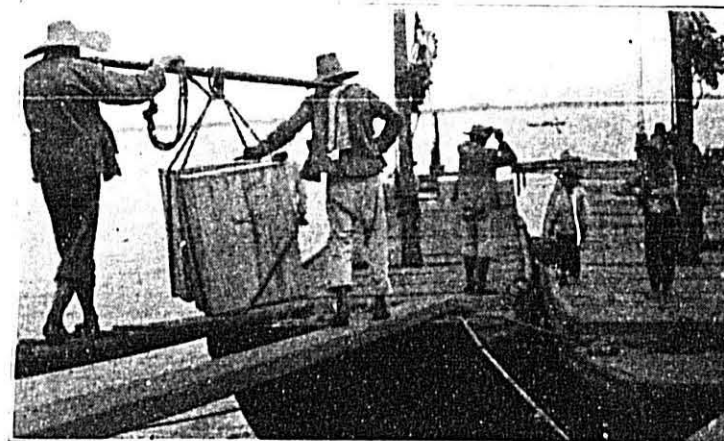


Type of girls employed in breaking room of egg plants. Also the kind of eggs used.

which eliminates any shell that might have been in the egg, as well as emulsifying the eggs; from this tank they are forced through pipes into the sprays of the drying chamber. The drying ap-

paratus used is exactly the same as used in this country in the manufacture of powdered milk and consists simply of reducing the egg to a fine spray, and spraying it into a room of warm dry air. This air absorbs the moisture of the egg and allows the egg solids to precipitate to the floor of the room from where it is removed and is then ready for packing. It is packed in hermetically sealed, paper lined, tin containers, the containers averaging from 150 to 200 pounds each. These containers are then thoroughly cased in wood and shipped to the seaboard for examination and re-shipment to their final destination.

The spray process outlined above used in the manufacture of egg yolk and whole eggs reduces the mixture through the sprays to such a fine consistency that albumen subjected to this treatment loses its ability to heat or foam. Consequently different methods are adopted for the dehydration of albumen. In this department the egg whites, after being carefully separated from the yolks, are placed in aluminum trays, the trays being circular in shape and about 14 inches in diameter, and perhaps one inch in depth. Each of these trays holds about 3 pounds of liquid egg albumen which after drying produces about 6 or 7 ounces of flake albumen. These trays are filled with egg whites and are placed on shelves in a drying room where they are subjected to low heat for several hours.

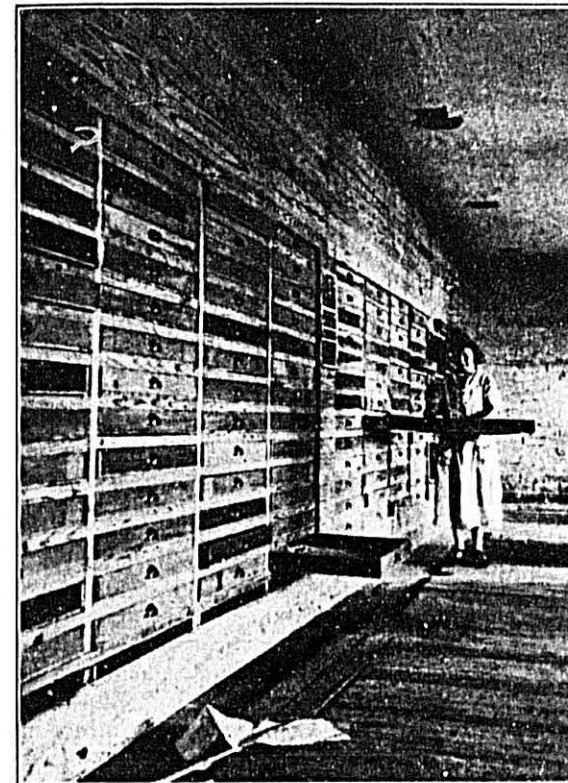


Finished boxes being loaded from factory on China junks for transportation to seaboard, picture taken on upper region of Yangtze river, man power used instead of derricks for loading.



Breaking room, ceiling fans moved with pulleys and ropes by small boy at side of room. Supervisor is American woman formerly with Boston health department and one of foremost factory sanitation experts.

Ianieri's Rapid Drying Process for Macaroni and Noodles



This photograph reproduces the IANIERI'S RAPID DRYING PROCESS for short macaroni.

Read This Letter

Indiana, Pa., July 26, 1924.

TO WHOM IT MAY CONCERN:

We have been manufacturers of Macaroni for ten years and in the year of 1920 we increased the capacity of our products. Since that time we have had difficulties in drying our products.

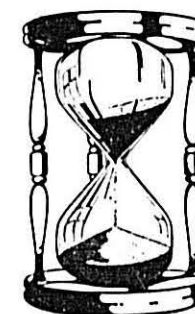
Mr. Ianieri called on us during the month of April of this year and offered to install his drying system. The result was that after we had one drying chamber in operation we went ahead and changed the entire drying system, now we are operating seventeen chambers which enables us to dry 75 barrels per day. We have found that the Ianieri Drying System is a wonderful accomplishment, inasmuch as it saves space, work and reduces the cost of manufacturing, giving a wonderful product.

INDIANA MACARONI COMPANY
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CHICAGO OFFICE: J. P. Crangle 14 E. Jackson Blvd.

BOSTON OFFICE:
88 Broad Street



Chinese garden at home of egg factory superintendent. It is several thousand years old and a most beautiful and picturesque spot.

the heat being sufficiently low so that it does not cook the albumen of the egg but simply dries it out through evaporation. When the albumen is removed from these trays it is in sheets like pan cakes. It is then put in a shaker box and broken into smaller flakes which pack much more readily. This product is then eased exactly the same as the yolk and like yolk eventually finds its way to the consumer.

The standards of this industry are rapidly being improved largely through the influence of American interests.

The writer of this article spent several months of last year in China in the interests of the Joe Lowe Company and the egg industry in general and at that time there was instituted a scale of egg standards and a laboratory was established in Shanghai for the examination of dehydrated eggs imported by this company. The standards are very rigorous, each individual case of egg products being separately examined and tested in Shanghai, thus insuring to the American consumers a guaranteed high grade product.

Macaroni Market Conditions ---How Improve Them?

By C. H. Ferris of The Stevenson Corporation, New York City

I. If a working majority of the macaroni manufacturers really knew their costs of production a great many of the free deals now being given would disappear and much of the business, now being done without profit or at a loss, would carry a reasonable price.

II. The truth of that statement is borne out by the histories of numerous manufacturing groups and particularly of the printing industry. Ten years ago that market was in a deplorable condition. Hardly 1% of the companies had an adequate knowledge of real costs of production. Actual surveys made in the field showed that the bulk of the business was being done without profit or at an actual loss. Because there were so many small plants in the hands of men whose intelligence and managerial ability rated approximately zero the task looked gigantic. By getting about 50% of the plants to operate the standard cost system and then by spreading broadcast figures showing average data on costs gained from that 50%, the printing group has lifted itself by its boot straps from practically last among the major in-

dustries, from the standpoint of return on capital, to a position well in the front.

III. To accomplish such a result in any field, the basic idea of a uniform cost system must BE SOLD to the individual companies. A sales campaign must be put on with men in the field calling on the managements of the member concerns. Where there is no cost knowledge at all the value and advantages of a cost system must be sold. Where a company is operating a cost department with a procedure that varies from the uniform method that management must be sold on the value of uniformity. It has been the experience of every industry that has made any progress at all in extending a knowledge of costs that the progress is in direct ratio to the amount of sales effort in the field.

IV. It is always up to the leaders in any group to put on and finance such a sales campaign. Those leaders may have spent money on their individual cost systems and may feel that they themselves know their costs. What they must keep in mind is that it is

worth money to them to have their competitor know its costs as well.

V. If the leaders in the macaroni group would raise a fund of from 5 to 10 thousand dollars and put on a real campaign to sell the standard cost system to the macaroni manufacturers, in a few years the money so spent would bring in generous dividends in an improved market condition.

VI. The plan should include an arrangement whereby those who sell the idea of the cost system to the individual companies would be prepared with a staff of field men to supervise the installation. A charge could be worked out for such service based on capacity or sales volume, and would be paid by the company in whose plant the installation was made.

VII. With men maintaining personal contact in the field with the individual managements the idea of a regular statistical report could be sold and the collection of the figures supervised. The purpose of this report would be to reflect the relation of orders, production and shipments to capacity as an average for the group and to give the individual a comparison between his own experience and the group average.

VIII. Again the sales contact in the field could be used to help put over the association advertising campaign which would mean so much to your market. While you have an excellent contact with your individual companies through your admirable trade paper, if this could be supplemented by personal contact in the field you would have a strong lineup.

The Northwestern Miller Cooperates

The Northwestern Miller through P. D. Fahnestock, Buffalo representative, and Mrs. Eleanor Pitzner, office reporter, covered the activities of the 1924 convention of the macaroni manufacturers at Niagara Falls and in the July 23 issue reported liberally on the proceedings of that gathering. In addition, Robert T. Beatty, editor of the American Baker, in an interesting part of the issue above referred to, wrote editorially of the conditions in the macaroni industry from the viewpoint of the convention reporter. We reproduce the editorial:

The Macaroni Industry

"It is evident from reports of the enthusiastic and instructive convention of the National Macaroni Manufacturers association, which was held in Niagara Falls, Ont., early this month, that the paste manufacturing industry in America is alive, not only to its great possibilities but to the necessity for meeting its problems with the proper organization and with intelligent concerted effort.

"As was pointed out by convention speakers, the industry is confronted with a need for wider markets and at

the same time with the necessity for meeting in the domestic field a threatened renewal of competition from foreign manufacturers:

"The need for more ample markets results not alone from natural business ambition but from the large manufacturing capacity that developed under war time demand, when foreign supplies were cut off. In this country the industry is young, its growth having taken place since 1900, and at a rate more rapid than the per capita consumption. Larger home markets, therefore, are exceedingly desirable. To obtain them the national association has entertained for some time a project for cooperative advertising on a large

scale. As upon a previous occasion the plan failed of adoption at the recent convention, owing to an apparent unwillingness on the part of the smaller manufacturers to participate, although it had strong support from the interests that would have had to bear the greater portion of the expense. This decision cannot be looked upon as other than unfortunate.

"The means devised for meeting foreign competition have consisted chiefly to date of a determined campaign for a tariff increase. But, as was pointed out forcefully by convention speakers, this alone will not suffice. There must be an improvement in quality, both to compete with the excellent character of

foreign pastes and to simulate the domestic palate.

"From the manufacturing standpoint the macaroni maker is doing his utmost, but he is handicapped by the quality of the raw product that is available. The United States grows far more durum wheat than is required for domestic use but much of it is unfortunately below the necessary standard for good semolina. For this reason the macaroni manufacturer is to a large extent at the mercy of the wheat farmer. Less durum and better durum is a policy that obviously would suit not only the paste maker but everyone else in this country who is concerned with agricultural welfare."

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"Live and Let Live" Best Business Investment

By H. F. Thunhorst, Secretary American Specialty Manufacturers Association
Delivered at the Annual Convention of the National Macaroni Manufacturers Association, July 8-10, 1924

Each decade of one's business life has its advantages over previous years. Experience is a great teacher. When a person advanced in years looks over the past and counts up the many business failures, the thought naturally comes to him—"Why so many?"

Some years ago a representative of a life insurance company in urging the taking out of a certain policy advanced as one of the arguments in favor of such a policy that statistics proved that 97 per cent of all successful business men had nothing left at the age of 65, and when asked the reason, his reply was that in most cases it is due to overreaching, overreaching, a desire to be supreme, having no regard for the economical law of business.

I am asked to speak on the subject of "Live and Let Live." It is none too easy to speak on such a subject. The natural ambition of all of us is volume, and more volume. It is seldom that you meet a business man who has a limitation on the volume of his business.

It has been my experience to be thrown in direct contact with a jobbing business house that limited its volume and also with one that adopted a policy of a desire to be the biggest house in the state, and whose slogan was get the business—get it on any basis.

The latter is down and out; the former is still conducting a most successful business, sound, solid and prosperous, not the largest, no, by no means.

This particular house has for 40 years never deviated from its fixed policy of maintaining the manufacturers' resale price and minding its own business and paying no attention to what its competitors in their mad scramble for business were doing.

I distinctly remember at one time when one of the salesmen, highly elated over his success, came to the president of this company and related how he had got a future order from a customer, how he had induced this particular retailer to cancel an order already given to a competitor and substitute the one he presented.

Only too often such a salesman would be congratulated on his work but not so in this case, the president declined the order and had the retailer replace it as originally given.

Live and let live is the policy of this house and they surely are reaping their reward.

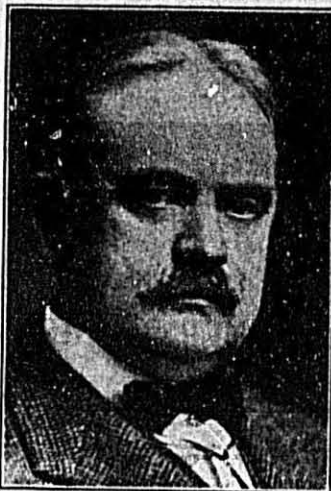
At our office in New York hardly a day passes but that we receive documents from this and that source, all treating on the same subject, namely, how to get the business; how to put one over on the competitor, increase your volume. Not a word is said about improving quality or increasing the net earnings. Volume is supposed to bring about the latter, but does it? How much does the extra one hundred thousand or million cost to get? Has this addition been secured at a net profit or at a loss? Alas, only too often at a loss.

In only too many cases has not only such addition been obtained at a loss but the general morale of the business has been greatly interfered with.

I recently had occasion to undergo a physical examination. The first thing the doctor said was, "Your waist band is too big. You eat too much. No doubt you enjoy a good meal, but you must have more regard for your health and future life and you must reduce."

Business is much the same way. Only too often markets are worked in a haphazard way. Salesmen are hammered and pounded to produce. The retailer and jobber are loaded to the neck and then trouble begins. This getting the retailer's name to a big order only too often is a positive detriment. Good selling is making the retailer a salesman for your product and that can best be done by calling on him often, selling in accordance with his needs, making him a friend of your goods with due regard to the rights of your competitor.

In the macaroni business there are many wagons calling on the retail trade every week. It is these weekly calls that give



opportunity for closer acquaintance which after all is the greatest asset to any business house. Especially is this true when an article is first put on the market.

Let me tell you something. In the 30 years that I have been engaged in the wholesale grocery business I have never known of one single product that ever proved a failure or a stickup where the retailer was worked thoroughly and often in a small way; but when a manufacturer came to our town with a great deal of bombastic advertising, bill boards, half page newspaper ads, church fairs and what not, and then all of a sudden dropped, that article was as dead as a door nail. I never knew it to be otherwise. The more often a retailer has to order the more often is he impressed with the goods and the more often is the jobber's salesman impressed. Such has been my experience.

I never had a free deal in the macaroni business—never would give one and did not give a rap how many others had one. I stood on my own bottom. I had a policy and fought it out on that line or close my doors, one of the two. I have never known a business that has ever started out on that

Good sense is, of all things among men, the most equally distributed; for everyone thinks himself so abundantly provided with it that even those who are most difficult to satisfy in everything else do not usually desire a larger measure of this quality than they already possess.—Descartes.

policy to fail. But I have known many and many that have everlastingly watched their competitors and then tried to go them one better, and tried to see how much they could increase their sales, fail.

Some years ago a general salesmanger came to me and boasted of the great increase in volume that he had secured for his house the previous year. Having previously been advised by different jobbers of the methods employed, I said to him, "I am afraid that your increase will bend your knees inside of 2 years," and it did.

Evolution is in the air. We have heard 2 excellent addresses this morning, that wonderful address of Brother Dunn. We have been told by the last speaker what is staring us in the face. Stay close to the shore, build solidly. The home markets I have always found to be the most profitable. This going away from home so far costs money.

Yes, there is an evolution in business; very, very much so. Those who attended the National Wholesalers convention in Chicago lately could not help but be impressed with the many talks of jobbers going into the manufacturing business.

A jobber but recently said to me, "It is a case of sink or swim. We wholesale and retail grocers must stick together and make common cause against the chain stores, with this in view we are operating a manufacturing plant, advertising locally much more than the manufacturer. We see the trade every week and sell the retailer our products at a price so that he can meet chain store prices on the manufacturer's lines and still make his 25% profit, and our products are not sold to chain stores."

This condition is serious and it behooves the manufacturer to sit up and take notice. The manufacturing jobber that puts up quality products, advertises them, and sees the trade each week, certainly has an advantage over the manufacturer who works the trade only once every 3 or 4 months.

I thoroughly believe, gentlemen, that the policy of live and let live is the absolute best financial investment that any manufacturer or any business man can make.

You remember 40 years ago every manufacturer had a wholesale grocer sign a written agreement that he would maintain prices, subject to a fine. What did the average wholesale grocer do? In the scramble for volume he violated that contract right and left and it was a race between the different jobbers' salesmen who could do the most rebating. Did it gain them anything in the long run? No, chain stores were made possible and when the chain stores became big enough they turned their back on these same jobbers. What good did that scramble for volume do the jobber?

Yesterday morning I was with a bond broker. We looked over bonds for investment. And I was really astonished at the record of a number of prominent concerns of which I had a knowledge whose bonds, 7 and 8%, were below par. I said to him, "What makes all this? What is the cause?" He said, "Too much mushroom growth. The everlasting craze for volume, hogging it all, trying to down the competitor, that has brought these concerns to a condition where the Street does not think much of their future and hence their bonds are in the second class instead of the first."

"Live and Let Live," I say again is the best investment in my judgment that any business man can make.

The W. K. Jahn Co.

INCORPORATED
BROOKLYN, N. Y. CHICAGO, ILL.
Bush Terminal Bldg., No. 10 561 East Illinois Street
Telephone Sunset 5035 Telephone State 6661

Importers of
GOKL EGG PRODUCTS
FOR
NOODLES
PURE
CHICKEN HEN EGG
YOLK
SPRAY GRANULAR

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

Prices and Samples on Request

CONTRACT NOW FOR 1924-1925!

THE HOUSE OF PERFECTION ALWAYS AT YOUR SERVICE

A Word to the Wise Is Sufficient



Use none but the Superior made moulds, manufactured by

INTERNATIONAL MACARONI MOULDS CO.

252 Hoyt St. Brooklyn, N. Y.

CHAMPION MACHINERY plus Service

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

Here Is The CHAMPION LINE:

CHAMPION Reversible Noodle Brake
Any Size To Suit Your Cutter

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

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

Write for descriptive catalogue—just off the press.

CHAMPION MACHINERY CO. - Joliet, Illinois

Argument No. 1

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

While the idea of COOPERATIVE ADVERTISING is not new, the actual participation of competing firms in raising funds for use in advertising some particular business or industry to consumers is recent in the modern business sense, concludes the Periodical Publishers Association of America in reviewing what has been accomplished by 33 associations within the last 10 years.

ASSOCIATION CAMPAIGN IMPRESSES PUBLIC WITH DELECTABLE QUALITIES OF SAUERKRAUT

National Kraut Packers Association, Clyde, Ohio

In order to increase the consumption of sauerkraut it was first necessary to take it out of the "boarding house" class. In fact, sauerkraut was regarded as something of a joke, the same as prunes were until the Sunsweet advertising put them into the de luxe class. The first advertising by the National Kraut Packers association started in October 1922.

The appropriation runs from \$50,000 to \$75,000 a year and is raised by a tax of 50c per ton of cabbage which the members cut.

Approximately 60% of the firms engaged in the industry participates in raising the publicity funds. They control between 85% and 90% of the business.

As a result of the advertising, their secretary writes, the sauerkraut packers last year sold the largest pack in their history on a sturdy market. He also advises their advertising has been so successful it will be continued. It has even put sauerkraut on the best hotel menus.

(Is it possible to do for Macaroni Products through Cooperative Advertising what has been done for the lowly sauerkraut? Answer it to your own satisfaction.)

(Read Argument No. 2 in September issue.)

W. S. Preyer Resigns

Macaroni manufacturers, particularly those who attended the recent conference of the industry at Niagara Falls, will be surprised to learn that W. S. Preyer has resigned as manager of the Buffalo branch of the Duluth-Superior Milling company. The resignation is effective Sept. 1.

Mr. Preyer actively interested himself in the convention entertainment and many of the pleasures enjoyed by those who attended the convention were due to his untiring efforts.

He has held his present position 12 years and because of his ability and the high standing of the mill he represented, he had gained the good will of the macaroni manufacturers in his section.

Mr. Preyer was formerly associated with the Washburn-Crosby company and during the war was selected by Julius Barnes to assist in handling domestic flour sales of the United States Grain corporation, a work which he did creditably. Having made no plans for the immediate future he will enjoy a well earned vacation.

Establishes Own Office

Miss Anne Pierce, a well known authority on foods, has resigned as director of the New York Tribune institute and has opened an independent office at 30 Fifth av., New York city. Those who attended the 1922 conference of macaroni manufacturers at Niagara Falls will recall her interesting talk on how best to interest American housewives in American made macaroni products.

Miss Pierce has written interesting articles on macaroni as a balanced food, suggesting recipes and combinations that are most palatable and pleasing. These articles appeared from time to

time in the Tribune and were widely reproduced by the press of the country.

Miss Pierce was for 4 years assistant to Dr. Harvey W. Wiley when the latter was at the head of the bureau of chemistry and she took an active part in formulating the present pure food laws. In her new capacity she will serve as a "consultant, lecturer and special writer on the merchandising of foods and household appliances." In this capacity she will probably serve some of the more progressive macaroni manufacturers who know her abilities and appreciate her standing on all matters pertaining to food manufacture, distribution and consumption.

Durum Wheat Inspections

A movement of durum and amber wheat at the various markets of the country during May 1924 resulted in almost doubling the carload inspection of the previous month. As a result of this last minute rush to market the total receipts of amber durum for the 11-month period ending May 31, 1924, slightly surpassed the receipts for the same period in 1923. The total so far this year was 14,529 carloads which compares favorably with 14,245 carloads for the same period last year. The big reduction during the crop year of 1923-24 is seen in the durum grades when only 5876 carloads were reported from July 1, 1923, to May 31, 1924, as compared with 23,303 carloads for the same 11-month period of the year before.

Amber Durum

The amber durum varieties inspected at the different markets by inspectors

Too many so-called business men think that a sales policy is "a bag of tricks" instead of a code of principles.

licensed under the U. S. grain standards act totaled 1007 carloads in May of this year as against 509 carloads in April. Of the May receipts 20 carloads were placed in Class 1, Duluth leading with 9 followed by Minneapolis with 7.

The No. 2 grade was proportionately plentiful a total of 473 carloads made this grade in May, Duluth reporting 160, Minneapolis 138, New York 116 and Philadelphia 43.

The No. 3 grade was also heavily marketed when a total of 415 carloads was inspected. New York lead with 152 cars, Duluth followed with 111 and then came Minneapolis with 107 and Philadelphia with 31. 99 carloads graded low, Duluth getting 46, Philadelphia 26 and Minneapolis 21.

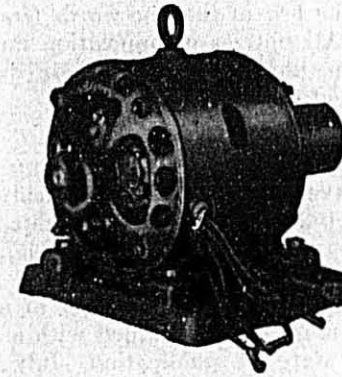
A study of these figures would indicate that a good portion of the amber durum wheat inspected was intended for export, some leaving by way of Duluth and large quantities by way of New York and Philadelphia ports.

Durum

The ordinary durum grades reported in May 1924 were considerably in excess of the receipts for April of this year but were proportionately low when compared with crops of the previous year. Only 8 carloads made the No. 1 class and all of these went to Minneapolis. Exactly 100 carloads graded No. 2. Duluth receiving 35, Philadelphia 32 and Minneapolis 22 of this lot. The No. 3 variety was plentiful, 213 carloads being placed in this grade. Of these New York received 65, Philadelphia 60, Duluth 53 and Minneapolis 26. A total of 109 carloads was of a low grade.

A study of these figures would also indicate that considerable portion of the durum wheat movement in May was headed toward the shipping centers of the country evidently for export.

Electrical Installations for Macaroni Factories



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

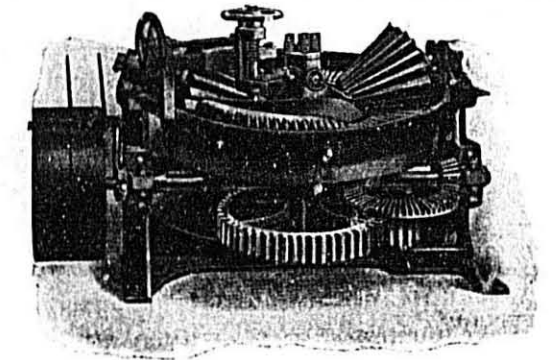
Not one dissatisfied customer

CONCORD ELECTRIC CO.

J. C. Marcellino, Prop.

1303 DeKalb Ave. Brooklyn, N. Y.

D. & E. Kneaders



To The Trade:-

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

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

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

DIENELT & EISENHARDT, Inc.

1304-18 N. Howard Street
PHILADELPHIA, PA.

Established Over 50 Years

Macaroni Over 6 Years Old—Sound and Palatable

The value of a wax wrapped Package, hermetically sealed, is forcibly presented in the statement of one of the largest Southern Macaroni Manufacturers.

"The writer has in his possession a Package of Our Brand Macaroni wax wrapped in August, 1917.

"This Package was opened and rewrapped on Nov. 16, 1923. The contents were found to be in absolute sound condition, no signs of weevil; The Macaroni was as Palatable and Fresh as any packed in our Plant that day."
(Name of this manufacturer and brand paper used on request).

Can You Say that Much For Your Package?

Our Research Department will gladly co-operate with you, gratis and give you the benefit of their experience and knowledge.

Wax wrapping cost is negligible—we will tell you how and why.

JOHNSON

Automatic Sealer Company, Ltd.

Battle Creek, Michigan

NEW YORK
30 Church St.

CHICAGO
208 South La Salle St.

LOS ANGELES, CAL.
1210 Marsh-Strong Bldg.

The Macaroni Journal

(Successor to the Old Journal—Founded by Fred Becker of Cleveland, O., in 1903.)

A Publication to Advance the American Macaroni Industry.
Published Monthly by the National Macaroni Manufacturers Association.
Edited by the Secretary, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE
HENRY MUELLER JAS. T. WILLIAMS
M. J. DONNA, Editor

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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 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 MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES
Display Advertising - Rates on Application
Want Ads - Five Cents Per Word

Vol. VI August 15, 1924 No. 4

Questions and Answers

Patenting Procedure

Question—We have a machine to patent and would like to know just what procedure is to be taken in securing for us the protection that patent rights guarantee. How are we to discover whether or not the idea has been previously patented?

Reply—It is quite a procedure to obtain patent rights if the work is to be done by individuals who do not understand the proper procedure. Would advise that you get in touch with some patent attorney who specializes in this work. It will be necessary first to make an examination of the records in search of any prior patent covering your invention and on ascertaining that there is no conflict, file an application for taking out patent. We cannot too strongly stress the point that the services of a patent attorney will obtain for you quicker and better results than might be reached by an inexperienced individual.

Patents and Trade Marks

INVENTIONS
Macaroni Press

Jos. De Francisci of Brooklyn filed an application for patent rights on macaroni press invented by him Dec. 1, 1921. This was given serial No. 519,108. The press is described as follows: "In an apparatus of the class described, the combination with a plunger cylinder, and means for feeding a motive fluid thereto, of a controlling valve positioned in the line of flow of the motive fluid and arranged for its movable part to be held to a seat by the pressure of said motive fluid, and plunger

operated means for relieving said moving valve apart from the pressure of the motive fluid."

TRADE MARKS GRANTED
Galileo

The Kansas City Macaroni company, Kansas City, Mo., was granted registration rights on the trade mark "Galileo" for use on its alimentary paste products. It was given serial No. 192,622 and was first published April 29, 1924.

Beech-Nut

The Beech-Nut Packing company of Canajoharie, N. Y., registered its trade mark "Beech-Nut" March 12, 1924, for use on macaroni, spaghetti, vermicelli and noodles manufactured by that company. The trade mark was given serial No. 193,651 and was published May 6, 1924.

Al Merito

The trade mark "Al Merito" was duly registered in the patent office by the Ohio Macaroni company, Cleveland, and rights granted that company to use it on the spaghetti and macaroni it put out. Serial No. 194,941 was given the trade mark and it was published May 20, 1924.

Flavory

The Foulds Milling company, Chicago, was granted registration rights on the trade mark above for use on macaroni, spaghetti, egg and plain noodles. The trade mark was published May 13, 1924, and given serial No. 193,917.

TRADE MARKS APPLIED FOR
Green Cross

The trade mark "Green Cross" was filed with the patent office on Oct. 3, 1923, by Louis Caravetta, Chicago, for rights to use it on his alimentary paste products, cheese and tomato sauce. This applicant claims to have used the trade mark since June 25, 1923. It consists of a cross within a circle on the right and to the left of this the words Green Cross. All notices of opposition must have been filed within 30 days of date of publication, July 8, 1924.

Yale

The New Haven Bread company of New Haven, Conn., filed application May 13, 1924, for registration rights on the trade mark "Yale" which it claims to have used since Feb. 1, 1924, on its macaroni products. All notices of opposition must have been filed within 30 days of date of publication, July 8, 1924.

Much of the cause of trade abuse lies in the fear of competition. It requires courage to live up to a right standard of business. Show this courage.

WANT ADVERTISEMENTS

Five cents per word each insertion.
FOR SALE—Stencil machines, guaranteed results, low prices. Diagraph Stencil Machine Corp., 1602 S. Kingshighway Blvd., St. Louis, Mo. (tf)
FOR SALE—One screw press with dies, good as new. Write Domino Macaroni Co., Springfield, Mo.

BUSINESS CARDS

GEO. B. BREON

Specializing in Macaroni Shooks. Prompt Local or Carload Shipments.

314 Liberty Bldg., Philadelphia
Filbert 3899 Telephones Race 4072

JAMES T. CASSIDY

House to House Distributor of Advertising Samples and Literature in Philadelphia, Pa. and Camden, N. J.

We Solicit Your Account
James T. Cassidy
S. W. Cor. 4th & Wood Sts. Philadelphia, Pa.

A. ROSSI & CO.

Macaroni Machinery Manufacturer
Macaroni Drying Machines
That Fool The Weather

387 Broadway -- San Francisco, Calif.

Have You A Message For The Macaroni Manufacturer? If So, Now Is The Time to Tell It.

Business conditions are rapidly improving. They will become normal when all of us Think, Talk and Act normal.

Give your message direct to the big buyers in the Industry through the columns of the
NEW MACARONI JOURNAL.

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.

Samples on Request

JOE LOWE CO. INC.

"THE EGG HOUSE"
New York

CHICAGO BOSTON LOS ANGELES TORONTO
Warehouses
Norfolk Atlanta Cincinnati Detroit Pittsburgh

Made to Satisfy
Packer, Jobber
and the Retailer.



Solid Fibre
or
Corrugated Fibre
Shipping Containers

Made by

ATLAS BOX CO.
1385 No. Branch St. CHICAGO

ELMES
HYDRAULIC MACHINERY
COMPLETE PLANTS INSTALLED
THE MOST MODERN STATIONARY DIE TYPE PRESSES
REQUIRES ONE DIE ONLY
PRESS — PUMPS — ACCUMULATORS
DIES — VALVES — FITTINGS.

Outside Pullbacks.
All Cylinders Outside Packed.

KNEADERS

Inside Packed Type of Press. Takes Up Less Head Room.

MIXERS

CHARLES F. ELMES ENGINEERING WORKS, Inc. 213 N. Morgan St. - Since 1851 - Chicago, U.S.A.

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

A marked revival of business is not expected to make an appearance in the midsummer season, but a change of sentiment for the better has been observed in the last half of July, says the National City bank of New York. It has been due in large part to the remarkable rise in the prices of farm staples which heretofore have been the source of most of the pessimism abroad in the land.

The west hesitated at first to believe that anything as good could possibly be true, but when hogs went over the \$10 mark the most skeptical were obliged to admit that a change had come across the face of affairs. All reports agree that the outlook for business has improved very much in the wheat and hog territory, which includes all the west. Admitting that the corn crop will be short, with a fine crop of oats to help out on stock feed, there will be enough corn for the market and for fattening purposes to bring good returns on a full crop. The wheat growers have a good crop and a good price.

There is a good beginning for fall expectations in this increased purchasing power for a large part of the farm population. Already reports from the west tell of the stimulating effects upon business. Moreover, the south has the prospect of a larger cotton crop than last year and a better price. A settlement in Europe will mean much to cotton, and also to the grain and hog producers.

The general trend of prices, which has been downward since last March, seems to have reached bottom and turned upward. There is a better feeling among iron and steel producers, while copper, lead, zinc and silver have shown some recovery. Wool has been firmer, silk is firm and the demand for silk goods more active. The price of cotton is a weather proposition at this time, rather than a trade barometer. Hides are a little stronger, rubber likewise, sugar firmer. These comparisons are with a month ago.

The influence of falling prices, natu-

rally, is to check buying and prolong the declining movement but, when there is reason to believe that the bottom has been reached, buying is resumed and there is a tendency for the movement to be cumulative in the other direction.

Agricultural Conditions

The progress of the grain crops, excepting corn, in the past month has been generally satisfactory, and corn has made gains but still is backward. Market conditions show extraordinary changes. Wheat is 30c per bu. above the prices of one year ago, corn 20 to 25c higher, rye about 20c, and oats 12 to 15c higher.

The rise of wheat fortunately does not signify a poor crop in the states where wheat is the main dependence, although the yield is short in several states east of the Mississippi. The winter crop of the plains states for the most part is fine in yield and quality. western Kansas has scored again in its best form, and all the southwest shares its good fortune.

The spring wheat crop of Minnesota, the Dakotas and Montana is reported as offering about as fine a promise as ever seen, and the harvest is now beginning. The acreage is somewhat below last year's both in Kansas and the spring territory, but the crop in these regions will be larger, of better quality and bring much more money. In the Pacific northwest the crop has been cut short by drought. For the whole country the yield is likely to prove but little if any under that of last year. The acreage released from wheat is in

The Price-Cutting Worm

The article that is sold at a cut price to draw trade is like the angleworm that you put on a fishhook to catch the fish. There's a sticker somewhere and the fish will soon find it out.

Moreover, what about the poor angleworm?

other crops, particularly flax and barley, which are looking fine.

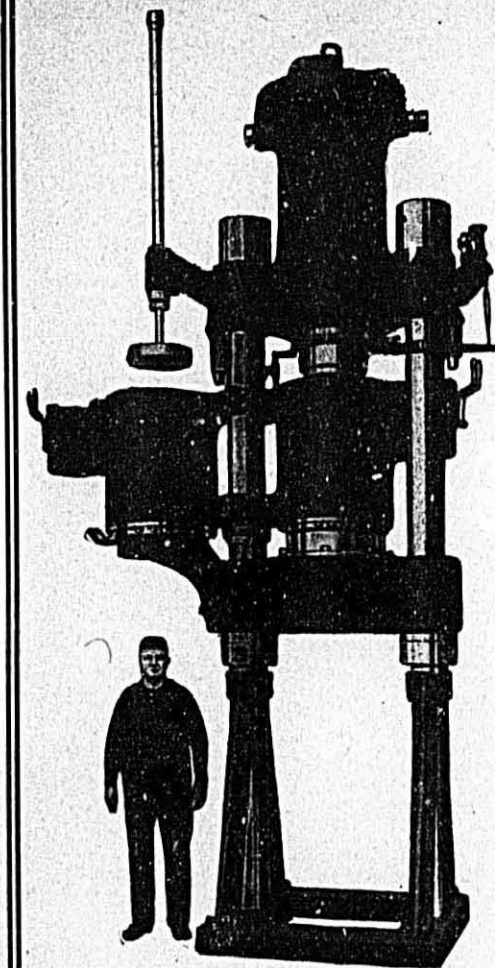
The improvement in price is due to smaller crops in other countries and particularly in the western provinces of Canada. The yield there last year was exceptionally large and chiefly responsible for the low prices everywhere. In the 12 months ended June 30 last Canada exported 347,400,000 bu. of wheat, according to Bradstreet's, which is its greatest year record. Exports from the United States in the same year were 156,400,000 bu.

The latest official estimate on this year's Canadian crop is 318,600,000 bu. as of July 1, but serious deterioration is understood to have occurred since then.

The crop of northern Africa, which is a factor in European supplies, is below that of last year and the prospects in European countries on the whole are for lower yields. Russian prospects are unfavorable. At this time calculations of world supplies and requirements seem to be closely balanced and, if weather conditions should turn unfavorable for the crops in the southern hemisphere, prices might go considerably higher. Liverpool has been leading the advance and Winnipeg, which last year was 10 to 12c under Chicago, is now about as much above.

The wheat growers of this country have a respite this year from the unfavorable conditions under which they have been laboring, but they will do well to be cautious about increasing their acreage on the strength of it, particularly in regions where they can grow other crops. Canada will continue to increase its area in wheat, and there are localities in this country where the results occasionally are so remarkable that doubtless what will continue to be the principal crop, but the uncertainties of both yield and price are too great for it to be made the main dependence where diversified farming is possible.

Train your mind to concentrate on sunshine. It comes in handy on dark days.



John J. Cavagnaro

Engineer and Machinist

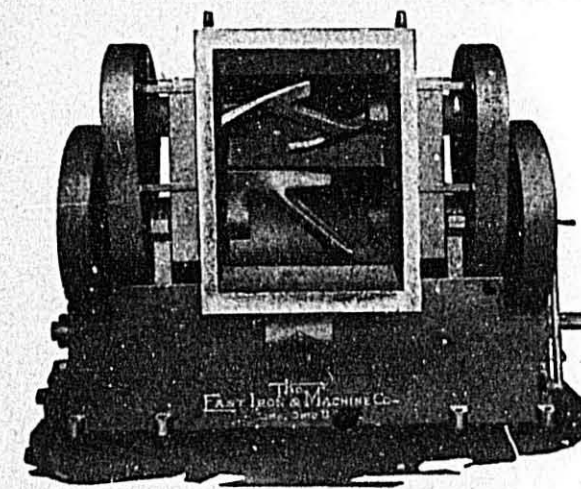
Harrison, N. J. - - U. S. A.

Specialty of

MACARONI MACHINERY

Since 1881

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



"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.

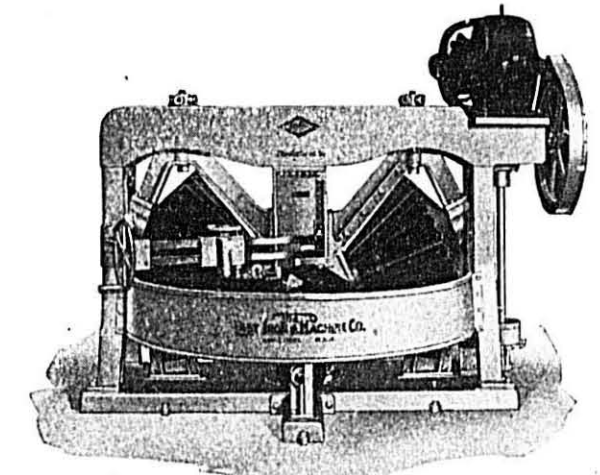
"Eimco" kneaders knead the lumps of dough, as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers at rolls to prevent dough from clinging. All gears are fully enclosed.

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.





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