

**THE
MACARONI
JOURNAL**

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**January 15,
1925**

The Macaroni Journal



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

Minneapolis, Minn.

January 15, 1925

Volume VI

Number 9



Happy Greetings!

*Station
N-M-M-A
On the Air
with Best Wishes
for
1925*

To the Macaroni Manufacturing Industry and all the Allied Trades which have in any way contributed to our PROGRESS, we broadcast this message:

May 1925 bring you PROSPERITY and the full realization of your highest aims and ambitions;

And to US your continued, appreciated Cooperation and Good-Will.

National Macaroni Manufacturers Association

Packages Can Have Selling Value

Many sales over the counter are decided at the moment of purchase by the appearance of the label or carton. Does your package really help sell your product?

We offer you the experience gained during fifty years of effort in creating successful labels and cartons that have helped sell goods all over the world.

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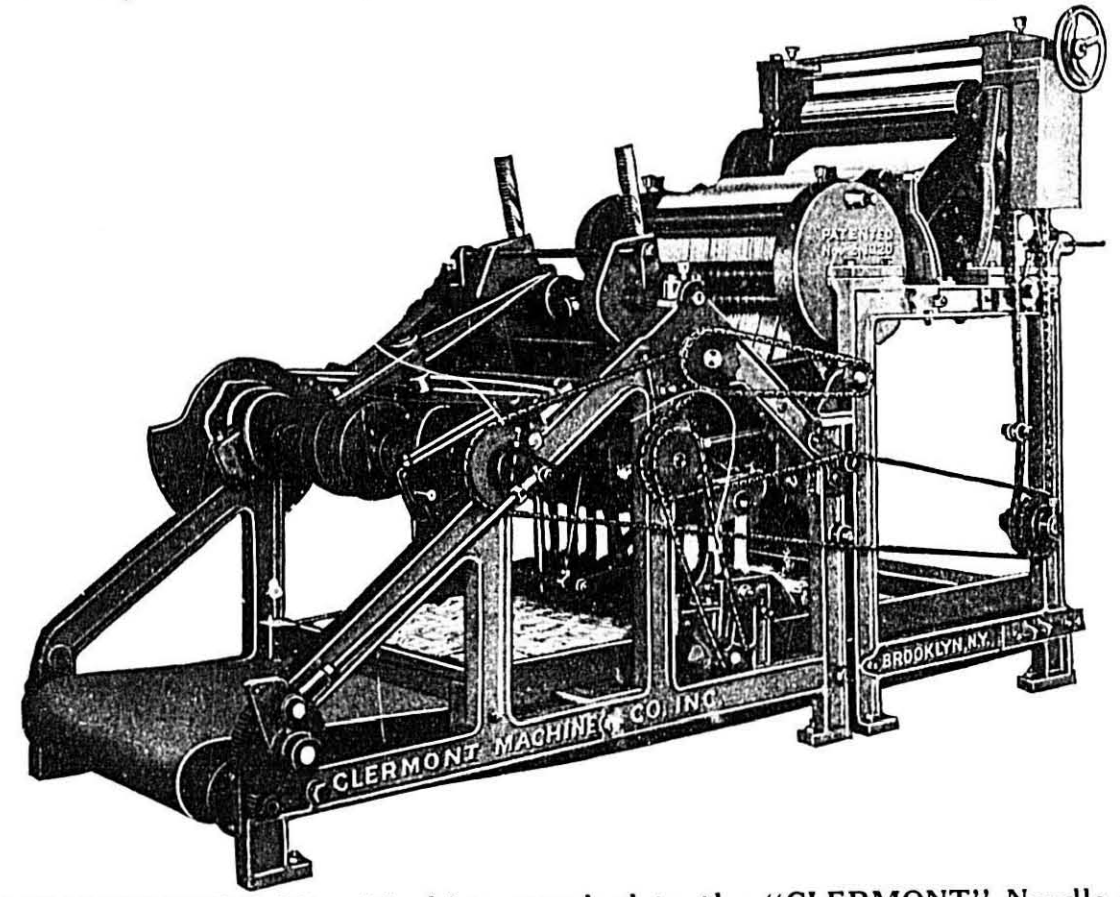
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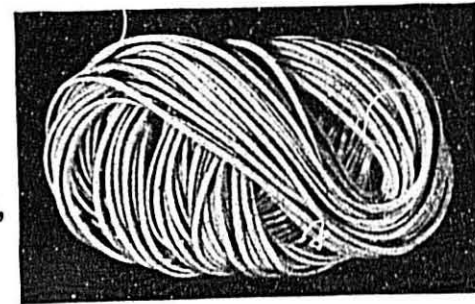
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we wish also to give you assurance of our continued friendship and that in Tustar you can always depend upon

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MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume VI

JANUARY 15, 1925

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Macaroni Problems for 1925

Scattering reports from the different manufacturing centers of the country indicate a fairly satisfactory activity in the macaroni industry throughout most of the old year just ended. Production has been slightly more than the demands for immediate requirements and very few surplus stocks are reported. Bookings have been above the average, due to a rising market that points to even higher prices in all grades.

Now comes the New Year of 1925! What has it in store for the Industry? Will business in this line be as good as it was last year or better? What problems will the industry be called upon to solve?

These and many similar, and perhaps more important, questions confront the individual manufacturer and the whole macaroni manufacturing industry with the advent of the New Year. Upon their proper solution will depend whether 1925 is to go down in history as a good year or just an ordinary one with all battling furiously for existence.

Like a wise physician diagnosing a case, the macaroni manufacturer to be successful this year must prescribe wisely and knowingly for a business that is happily in a stage of convalescence from the usual postwar effects. Complete recovery depends on the constructive and wholesome treatment that will cause the industry to avoid the excesses and abuses that brought about the malady from which business is recuperating.

Taken as a whole the Macaroni Industry has enjoyed reasonably good business health during the past year. And this in spite of several serious setbacks, temperamental, suicidal tactics and recurring lapses into unfair business practices in isolated cases.

Semolina prices were high but steady. The same is true with other necessities. This may have been a blessing in disguise as it brought about beneficial changes in manufacturing and selling. Better prices have prevailed and only in very exceptional cases was business carried on at a loss.

Demand for macaroni products has been satisfactory and domestic consumption is now probably greater than ever, due to individual and combined publicity given this food. In this there is still room for great improvement and this becomes one of the vital problems to be solved in 1925.

The flood of imported macaroni products failed to materialize as many feared it would during the past twelve months. This is due to two important causes; first, the increased production of high grade American made macaroni products which are now superior to any other made in any

part of the world and, second, to the shortage of the wheat crop in Europe and resultant high prices for semolina. If due to the first reason, as we feel that it is, the American macaroni men have good reason to congratulate themselves.

On the other hand the exportation of American macaroni products has been pleasingly increased so that toward the close of 1924 practically every worthwhile country on the globe used some of our products.

Perhaps the greatest problem confronting the individual and the industry during the New Year is "Greater Coordination Between Manufacturers." Among others may be mentioned "The Elimination of all Unfair Business Practices," "Improved Methods of Manufacture," and more "Favorable, Equitable Legislation."

"TEAM WORK" should be the 1925 motto. This would create a more intelligent attitude toward the things that affect all in common. What affects one or more manufacturers in this industry will affect all to a greater or less extent, no matter how strongly an individual or a firm is entrenched.

Effectual coordination can best be attained through the grouping of all the better class of manufacturers into one strong and unselfish organization that is ready to promote only the welfare of the industry. For this we prescribe the National Macaroni Manufacturers Association with its established and organized working force and which will prove even more effectual when it gets the deserved support of individuals and firms that can submerge selfishness for the welfare of the business.

There may be organized, or continue to exist, several sections of special groups or even sectional or local clubs, but these should be a part and parcel of a strong and powerful organization such as other industries have cultivated and earnestly supported.

During 1925 the better class will strive to build up; the other and smaller group will continue to obstruct and demolish. The former will cooperate willingly with the allied interests for the advancement of the trade and fight valiantly those forces that are constantly retarding progress.

Promising unswerving loyalty to their business this better class will encourage improved methods of manufacture and distribution, eliminate as far as possible all harmful business practices and consistently support all proposed favorable legislation and movements aiming to bring macaroni products into higher favor with consumers.

Our advice for 1925 would be, "Make Haste Slowly." The general trend of business is toward conservatism. Aim to have the Macaroni Industry hold to a steady course. Let it develop into maturity gradually and naturally.

The year 1925 will be as successful as you will consistently try to make it, by unselfishly joining with others in bringing about favorable conditions and general progress.

Argument No. 6

Being the Last of 6 Arguments Favoring Cooperative Advertising, Started August 1924 Issue

An unbiased investigation of a series of cooperative advertising campaigns conducted by 33 associations during the past 10 years has convinced the Periodical Publishers Association of America that publicity of this kind promises great returns if properly financed and conducted.

How are funds to be raised for this purpose? Here are some suggestions based on the survey referred to.

METHODS OF RAISING REVENUE

Funds for a great majority of the cooperative advertising campaigns so far investigated have been raised in one of two ways. Either there has been a tax on the unit of production or on the amount of sales. Neither of these methods is entirely free from objections although both seem to work out fairly satisfactorily once they are adopted.

Where the tax is a commodity tax it seems to be rather more satisfactory to work on the preceding year's output than to attempt to measure the campaign by the current production. The one who handles the funds should know just what his budget is going to be far enough in advance so that he can plan a campaign to the best advantage. In assessing members according to the volume of their sales the preceding year also seems to be a more satisfactory unit for the same reason.

An objection frequently raised to both these plans is that they divulge the amount of business of members to competitors. That usually is less objectionable than was formerly considered. But where it becomes a real handicap it can usually be arranged so that only the one who makes collections knows the amount contributed by each member. Or contributions can be sent direct to the Association bank and credited to the advertising fund. Then the bank reports only the contributors and the gross amount.

In some cases the method of raising money is extremely complex. That is true of the Save the Surface Campaign. Not only do paint and varnish manufacturers contribute in proportion to sales, but dealers, painters and even paint and varnish salesmen are given opportunity to participate in bearing the expense of promotional work.

Then again, where the Association is very large and the budget is of ample proportions, the expenses of the campaign have been defrayed out of the budget. This is not regarded as satisfactory in very many instances. It places an equal burden upon all, when the benefits are likely to be so unequal.

The well established principle of taxation apparently should be employed in most cases, namely, that each contribute according to his ability. Where applied that principle seems to work out also, that each benefits according to his contribution. Of course that is not always true. Sometime the dominant firm of an industry would profit less in proportion by the cooperative campaign than some of the lesser members. In that case, of course, a different method of assessment should be adopted.

Failure to agree upon the means of raising revenue has prevented many well planned campaigns from development, but so far as our investigation has gone in no case has the inequalities of the plan adopted for raising money been the cause of the discontinuance of the campaign. Any unfairness in assessments seems to be minimized by the results of the campaign, if it is at all successful.

The arguments in favor have been fully presented. The case is now in the hands of the Macaroni Manufacturers. What will their decision be?

Comments on any or all the arguments presented in this series will be welcomed and appreciated. Let's have a free expression of opinions from all sections and all groups and individuals. From this may grow understanding and action.

A Machine Man's Cure

"As an interested outsider keenly interested in the progress of the macaroni manufacturing industry may we submit for the consideration of the industry the poem 'It's All in the Point of View' by Berton Braley in a recent issue of The American Machinist, writes a macaroni machine builder who commands that his name be withheld in order that he be not accused of selfish advertising motives. "The serious price competition about which we hear so much complaint in different parts of the country is due not only to a sad lack of knowledge of cost but to the use of obsolete machinery in a most progressive age," he wrote.

"Other industries have found it cheaper to junk old machines than to run them at a daily loss that at the end of a year or two makes the total loss exceed the cost of the necessary new installation. We have no reference whatever to serviceable machinery, many of the old type machines being perhaps even better than those of modern make; we do refer to the machines that are of costly operation, requiring too many hands to run and undue risk to operate. Eliminating a poor working machine will have the same effect in a macaroni plant as the removal of

an unsafe or worn out spoke in an important wheel. In short the general efficiency of the plant should not be reduced by one or two pieces of machinery that are not any longer worthy of a place in the plant. Most everything outlives its usefulness, so why not machinery?"

IT'S ALL IN THE POINT OF VIEW By Berton Braley

Along the roads in a brand new car the Manager goes humming
The Manager lives in a modern house equipped with the latest plumbing,
His lighting system and heating plant are modern in their design
His radio set is the latest thing in the costliest neutrodyne.
He shaves with the newest safety blade, his watch has the latest movement,
His phonograph is the newest type and sports each new improvement.
His golfing clubs are the latest kind, and so is his modish "scenery,"
But his factory is a hospital of obsolete machinery.

He never would think of driving 'round with an auto of 1908
Or heating his house with a soft-coal stove or a leaky and draughty grate.
Or lighting with lamps of a bygone day, or using an old tin tub

Such as was proper in Seventy-six for taking the weekly scrub.
An ancient car and an ancient stove might still be staunch and stout,
But he wouldn't try to "make 'em do" until they were all worn out.
They'd be turned to junk, they'd be buried, sunk, and their graves o'er grown with greenery,
But the Manager's shop is doing its work with obsolete machinery!

So the Manager's brow is wrinkled deep as the labor cost keeps rising
And the overhead goes up and up at a rate that is most surprising.
He grumbles about the workmen and the "robber's pay" they're getting
And over their "inefficient ways" he's everlastingly fretting.
Yet all he needs is to get this thought implanted within his dome
—That he ought to make his factory as modern as his home,
That he ought to get adequate new machines and give all the rest the gate,

Along with the bathtub of Seventy-six and the auto of 1908!
—Courtesy of American Machinist.

If there is something you cannot do, don't worry; there are lots of things that you can do.

Vote vs. Color 9 to 1---Arguments Both Sides---Proposed Law

Perhaps no other question of policy for the industry has created such wide spread interest as has the proposal to entirely do away with the use of added coloring in all macaroni products entering into the business channels of this country. The referendum submitted to the trade through the office of the secretary of the National association brought to headquarters letters from firms that have never heretofore corresponded with the secretary for any purpose whatsoever.

While by far the big number of letters highly commend the passage of the proposed law there is a sprinkling of those who seek to continue the use of "added coloring" because their trade demands it.

There are still many firms who have failed as yet to register their attitude toward the legislation that would make it a federal offense to offer for sale any macaroni products containing added coloring, whether these products are of domestic manufacture or imported. The silence of these firms has aroused suspicion in unexpected quarters and it would be better for all concerned if they would come out into the open and make known their views. It is not to be expected that all will be of one mind, though that might rightfully be in this particular case.

A review of the vote and arguments brings out some interesting facts: A few over 100 votes have been recorded with the majority of about 9 to 1 in favor of the law. Three firms were neutral and one favored the elimination of coloring in all except one certain style of products which a foreign class wants.

We reproduce herewith some of the arguments, in brief:

We favor the ENTIRE ELIMINATION of "ADDED COLORING" in all alimentary paste or macaroni products BECAUSE—

- 1—Coloring serves merely as a subterfuge to hide inferior raw materials.
- 2—Color is expensive and an unnecessary expense.
- 3—Elimination would put competitors on an equal basis.
- 4—Coloring never improves the quality of the product and seldom its appearance.
- 5—Coloring aids deception and is against the policy of honest production.
- 6—Eliminate coloring and let natural quality show itself.

- 7—Color elimination would rightly harm importers of "painted" macaroni.
- 8—Absolutely no good sound reason for its use.
- 9—If best ingredients are used coloring is unnecessary.
- 10—Coloring only "averages up" plant output, making "bad" look like "good."

11—Coloring surely does not add to food value of our products.

12—Color elimination will make proper and efficient manufacturing count.

13—To add color is pure and undefiled "camouflage."

14—Coloring works an unfair hardship on legitimate products.

15—Elimination will result in unheard of trade improvement.

16—Omit artificial coloring, prices will be more uniform and the persistent "price cutter" will be killed off.

17—Coloring conceals inferior ingredients and poor manufacturing.

18—Added color merely "Fools the Public."

19—"Painted" macaroni misleads innocent buyers.

20—Use of added coloring merely stimulates use of cheaper materials.

21—Greatly prefer natural color in foods we eat, why not the same feeling toward goods we ask others to eat?

22—Eliminate coloring, but include IMPORTED PRODUCTS by all means!

23—Color elimination puts us all on the same basis. May best man win.

24—Artificial coloring only makes spurious article appear genuine.

25—Coloring is a fraud, pure and simple.

26—Eliminate coloring and you eliminate the unfairest of unfair practices.

27—Do away with added coloring and protect the innocent housewives.

28—Coloring practice is greatest detriment to industry's development.

29—Kick out coloring and all other adulterations with it.

30—By eliminating coloring you protect consumer and honest manufacturer alike.

31—If coloring were prohibited by law it would greatly increase the use of better grades of basic raw materials.

32—The purer our products the more "kick" we can place behind our advertising.

33—Why paint a LILY? Good semolina properly manufactured will produce natural goods that will attract and make good.

34—Natural products will permit them of being sold on their merits.

35—Why not color it RED or GREEN? Yellow is added to make buyer think that products contain eggs when they probably do not.

36—The public is entitled to a square

deal. By the gods, it will get it from us if we have our way.

37—A food so good as macaroni needs no camouflage.

38—Eliminate artificial coloring as the macaroni industry's greatest forward step of the present age.

Among the arguments used in support of the continued and unlimited use of added coloring, we glean the following:

1—Coloring elimination means confusion.

2—A limited use of coloring makes for greater uniformity.

3—Semolina supply is not dependable as to quality and color. Needs coloring as an added agent.

4—Coloring necessary because certain classes demand it.

5—Women paint to attract, so why not make our food attractive?

6—If it is all right to color cakes, candies, beverages, etc., why not macaroni products? The purpose is the same.

7—Elimination would hurt business with classes wanting colored goods.

8—Coloring is pure—appearance is more pleasing.

9—Sure! Color our pastes as they do butter—to please the eye.

Recommended changes in the proposed law:

1—Have law so drawn that it will enable American manufacturers to manufacture colored macaroni for EXPORT to countries especially requiring that class of products.

2—Why wait till 1926 to make it effective? Make it July 1, 1925.

3—Modify law to require that all products be labeled, stating quality of raw material used and blending, if blended.

4—Make the minimum fine \$1,000.

5—Penalty is not drastic enough.

6—Make it effective March 1, 1925. The sooner the better. We need it.

7—Heavier fines and automatic jail sentences for second or third offenses.

8—Modify law to permit a limited use of added coloring.

9—Be sure that law covers intrastate as well as interstate traffic in our products. (Not possible by federal law.)

The bill will be presented to the present congress. It will be the original one with slight modifications to include the several recommendations received since it was first suggested. We reproduce the original bill herewith for the benefit of those who overlooked it when the referendum was sent them. Again an appeal is made to those who

have not so far registered their views also invited from all interested manufacturers. To do so at once. Further comments are

A BILL

(A PROPOSED LAW PROHIBITING USE OF ARTIFICIAL COLORING MATTER IN ALL ALIMENTARY PASTE PRODUCTS.)

To prohibit interstate and foreign commerce in the foods known as alimentary pastes which contain added artificial color.

Section 1.

Be it enacted by the Senate and House of Representatives OF THE United States of America in Congress assembled, That interstate and foreign commerce in any district or territory subject to the jurisdiction of the United States in the foods known as alimentary pastes, such as macaroni, spaghetti, vermicelli and noodles, which contain added artificial color, are hereby prohibited.

Section 2.

That any person convicted of a violation of this act shall be guilty of a misdemeanor and fined not exceeding Three Hundred (\$300) Dollars or imprisoned not exceeding one year, or both, in the discretion of the court. The word "person" as used in this act shall be construed to import both the plural and the singular, as the case demands, and shall include corporations, companies, societies and associations. When construing and enforcing the provisions of this act, the act, omission or failure of any officer, agent, or other person acting for or employed by any corporation, company, society or association, within the scope of his employment or office, shall in every case be also deemed to be the act, omission or failure of such corporation, company, society or association as well as that of the person.

Section 3.

That this act shall be in force and effect from and after the First day of January, Nineteen Hundred Twenty Six (1926).

ENCOURAGES COLORING

Wheat Shortage in Italy Drives Makers to Use "Straights", Inciting Use of Pigmentation—Laws Needed.

In all probability macaroni products imported from Italy and other European countries within the next few months will be of inferior quality, according to the opinion of an observant macaroni manufacturer of the Atlantic seaboard. He bases his views on the recent order issued by the Italian government to the wheat millers of that country directing them to mill a greater percentage of the wheat berry into flour and semolina. This order is due to the wheat shortage which that section of the world is experiencing.

How will imported macaroni products be affected by this ruling of the Italian government? The longer milling process will naturally result in retaining in the semolina a large portion of the inferior ingredients which are ordinarily eliminated in the milling process. Instead of No. 2 and No. 3 semolina as it is known to the trade the raw material which macaroni manufacturers in Italy will be forced to use will probably be of the grade of "straights."

To make the inferior raw material look like high quality macaroni more and more coloring matter will be added with the result that "painted" macaroni, as one wit in the industry has termed it, will appear with greater frequency in the import circles.

The Italian government is naturally justified in promulgating its ruling of a longer milling process, its object being

to prevent an undue advance in the cost of bread and macaroni. But should the consumers of imported macaroni products in this country be deceived through the unlimited use of "added coloring" permissible under the present laws?

This should be final proof to the American macaroni men who have been "on the fence" in their attitude to the proposed law which would entirely eliminate the use of "added coloring" in all macaroni products, imported as well as domestic, offered for sale in this country. This law will probably be proposed to the present congress and its passage will be assured if the macaroni industry wants it. Those who have not yet taken a definite stand on this question should immediately make known their views to the secretary of the National Macaroni Manufacturers association, which is seeking through a referendum to ascertain the prevailing opinions of the macaroni industry in America.

What is true of Italy, is probably true of France and other European countries, equally affected by the wheat shortage: As a protection of our home industry it would be wise to have remedial legislation adopted that would permit all macaroni products to sell for what they really are instead of what they are painted to be.

Courtesy

Courtesy is the one medium of exchange that is always accepted at par by the people of every country on the globe. Courtesy radiates a spirit of good feeling and suggests that we are not working entirely for the material returns of work but for the pleasure of friendly human association as well.

Life is not too short and we are never too busy to be courteous. Courtesy is the outward expression of an inward consideration for others, and is always an effective lubricant that smooths business and social relationships, eliminating friction.—Trolley Items.

Add to Machine Plant

Cevaseco, Cavagnaro & Ambrette, Inc., one of the largest manufacturers of macaroni and noodle machinery in this country, have contracted for construction of an addition of 10,000 square feet. With the completion of this building the total floor space occupied by this concern will amount to 25,000 square feet, devoted exclusively to construction of alimentary paste machinery.

The machinery manufactured by this concern is in use in every state, as well as in Canada, Mexico, South America and many other foreign countries, including Australia.

A short history of this firm's growth and development is interesting at this time.

Cevaseco, Cavagnaro & Ambrette started in 1909 as a partnership, consisting of James Cevaseco, Conrad Ambrette and Nicholas J. Cavagnaro. Their small shop stood at 180 Center st., New York city, with a floor space of 1200 square feet. In less than 2 years they had more than doubled their floor space. By 1914 their business had grown so that a further increase in floor space was necessary. An addition of 3000 square feet was acquired at 68 Greene st.

In 1916 their quarters had become so cramped they erected their own shop at 156-166 6th st., Brooklyn, N. Y., with an area of 12,000 square feet, discontinuing their shop at 68 Greene st., New York, but retaining their original quarters at 180 Center st., New York. In 1922 an addition of 4000 square feet was erected and the shop at 180 Center st. discontinued.

In 1915 the partnership having terminated a corporation was formed, the members being president, Conrad Ambrette; vice president, James Cevaseco; treasurer, Nicholas J. Cavagnaro; secretary, E. L. Cevaseco.

The present personnel of the firm consists of: Conrad Ambrette, president; James Cevaseco, vice president; Nicholas J. Cavagnaro, treasurer, and H. Cevaseco, secretary.

WHERE SYMPATHY WAS NEEDED

A Jersey man of a benevolent turn of mind encountered a small boy in his neighborhood who gave evidence of having emerged from a severe battle.

"I am sorry," said the man, "to see that you have a black eye, Sammy."

Whereupon Sammy retorted:

"You go home and be sorry for your own little boy—he's got two."

Two Trade Problems Herewith

Here are 2 important matters which have been referred to the macaroni manufacturing trade for general consideration and discussion. Macaroni men will find it much more profitable to puzzle over matters of direct interest to themselves and to the industry rather than in solving the many "cross word puzzles" that are cluttering the daily papers.

The problems were submitted to the members by the secretary of the National Macaroni Manufacturers association in an official bulletin to the members and is herewith extended to the trade generally, comments being invited by any who are in any way concerned and in a position through experience or training to advise. Make known your views to the association secretary and the Macaroni Journal editor. We reproduce herewith, a copy of the bulletin mailed Jan. 6, 1926.

NO. 1

To Blanch or Not to Blanch

A spirited and interesting controversy has arisen among those seeking to increase macaroni consumption on whether or not, "MACARONI SHOULD BE BLANCHED IN COLD WATER AFTER COOKING."

It would be instructive to have the views of all the leading macaroni men on this subject. In the RECIPES you recommend,

America's Big Mite

Celebration of the 432nd anniversary of the discovery of America reminds the Trade Record of The National City bank of New York of the contributions which the distinctively "American" food plants supply to meet the constantly increasing food demands of the population of the globe.

These distinctively American food plants, says the Trade Record, are not only numerous but have been adopted by all parts of the world.

Take the potato for example, of which man made the acquaintance in his early exploration of South and Central America; it has been adopted by all sections of the temperate zone world, Europe as a whole, North and South Africa, northern Asia especially Siberia and Japan, Australia and New Zealand.

The figures of our agricultural department show that of the nearly 6 billion bu. grown in the world in the prewar year 1912 over 4 billion were produced in Europe, nearly 2 billion in Germany alone, while the total production in the Americas, its birthplace, was in that year less than 1 billion bu., that of the United States less than a half billion bu. The sweet potato, also a native of tropical America, is now grown in many parts of the world and especially the Pacific islands and the eastern frontage of Asia.

Corn, another distinctively American

product, has made friends in all parts of the world especially as a food for meat animals, and while the United States still grows more than 1/2 of the world's annual crop of 4 1/2 billion bu., Europe's production in the 5 years preceding the world war averaged about 500,000,000 bu. per annum, Asia nearly 100,000,000, North and South Africa 75,000,000.

Argentina ranks second to the United States as a corn grower, her crop averaging about 250,000,000 bu. a year against the usual 3 billion of the United States. Rumania is apparently the biggest corn producer of Europe, its output, according to official figures, in the postwar period averaging about 100,000,000 bu. a year, the chief food value of the corn being its power to produce meat for human food.

The tomato, also an American plant, has made friends in other parts of the world and is produced in great quantities especially in southern Europe though no figures on relative production or value are available.

Other food products distinctively of American origin now widely distributed the world over include the pineapple, the cassava from which the tapioca of commerce is produced, peanuts and the cacao bean utilized in the production of chocolate, clearly of American origin but now largely produced in other tropical areas especially the west coast of Africa.

The coconut as now utilized for food

purposes is also believed to be of American origin, as the bureau of plant industry of the Department of Agriculture in a communication to the Trade Record on this subject says that the coconut belongs to a distinct family of palms represented by about 200 species in tropical America and only 2 species in Africa, and these very similar to American types.

Passing from food products to other American plants now utilized for industrial purposes, the most important which have been adopted in other parts of the world are the india rubber tree and the tobacco plant, both of which are apparently of American origin.

Tobacco, of which man made his acquaintance in America, is now grown largely in Europe, India, China, Japan, the Dutch East Indies, and North and South Africa, though nearly 1/2 of the world's crop of 2 billion lbs. per annum is still grown in the United States with a farm value of nearly 1/2 million dollars per annum.

Probably the most "traveled" American plant is the india rubber tree, originating in South America especially the Amazon valley but adopted in recent years by the tropical countries on the opposite side of the globe, notably India, Ceylon, the Malayan peninsula, and the Dutch East Indies which now with their rubber plantations turn out far more of rubber than the entire American area from which they were stocked.

Curiously, adds the Trade Record, our imports of these products of distinctively "American" origin now amount to over \$250,000,000 a year value, coming in very large share from the other continents, notably india rubber from the opposite side of the globe, cacao largely from West Africa, tobacco from southern Europe and the Dutch East Indies, and pineapples largely from our Hawaiian islands and in lesser quantities from other parts of the world.

Little things like these can prove most helpful. They mean a little work for you and much work for us. We hope that you are as willing as we are to "Do Our Bit" for the advancement of the Industry.

NO. 2
Macaroni Salesmen Contracts
Have you a regular form of Contract which you require all to sign before they enter your employ as SALESMEN? If so, won't you kindly send us a copy of it?

We wish to compare the various FORMS of SALESMEN CONTRACTS in use in the Macaroni Industry and if it is possible to agree on a UNIFORM CONTRACT FORM to suggest it to you for your consideration.

Think smiles, and smiles shall be;
Think doubt, and hope will flee.
Think love, and love will grow;
Think hate, and hate you'll know.
Think good, and good is here;
Think vice, its jaws appear!
Think joy, and joy ne'er ends;
Think gloom, and dusk descends.
Think faith, and faith's at hand;
Think ill—it stalks the land.
Think peace, sublime and sweet,
And you that peace will meet;
Think fear, with brooding mind,
And failure's close behind.
Think this: "I'm going to win!"
Think not on what has been.
Think vict'ry; think "I can!"
Then you're a "winning man!"
—From Inspirational Poems by
David V. Bush.

Paint your face with a smile.

ADMIT SELF INTEREST

Durum Millers Explain Push for More Macaroni Use—Helps Them as Well as the Manufacturers—Interests Identical.

Students of business have often been puzzled by the generous attitude of the durum milling industry toward any movement looking to increased popularity of macaroni products in the American homes. Some have even gone so far as to eye their attitude with suspicion.

The thoughtful macaroni manufacturer, fully aware of the reasons behind the movement, merely smiles and encourages.

Briefly, the stand taken by the durum millers is selfish in that they aim to help themselves by helping the macaroni industry.

When the subject was mentioned to one of the representatives of a large durum mill in Minneapolis he frankly outlined the position of this affiliated group of manufacturers.

The macaroni men are naturally interested in bringing their products into greater favor in the American home; indirectly they are doubly interested in the same thing, an increased macaroni consumption.

In the first place practically all the suitable durum wheat grown in the northwest is used for making various kinds of macaroni products, it is explained.

Conversely all the best macaroni is made from durum wheat.

In the northwest the territory from which all the big durum millers draw their wheat the percentage of durum wheat grown is increasing every year, and the percentage of spring wheat is decreasing.

The result is that the mills in that section grind and must continue to grind more and more durum wheat every year.

Durum wheat is favored in this section because it thrives on a minimum of moisture and because big yields can be obtained on land which is unsuited to spring wheat growing.

In consequence, he continues, a future full milling capacity of the mills in that section demands a greater and a greater annual consumption of macaroni products.

"Should any durum miller fail to support any promising movement looking toward a healthy and permanent increase in macaroni consumption he lacks insight and is sadly failing in his duty to himself and to the durum milling industry," said the miller.

"The consumption of macaroni products has been on the increase, we believe, though not in the proportion that such a good food is deserving.

"Our every effort will be bent toward a gradual increase of say at least ONE POUND PER CAPITA each year for the next 10 years.

"To attain that schedule durum miller and macaroni manufacturer must work hand in hand.

"All of this merely tells what would be more briefly said in a statement that we are interested in increased macaroni consumption for selfish interests.

"Can you blame us for the interest we are taking and the work we are doing and plan to do along these lines?"

Label Men Adopt Code of Ethics

Macaroni manufacturers who are extensive users of labels and wrappers will be interested in the action of the Label Manufacturers National association in adopting a Code of Ethics that is to govern the members in their attitude to allied tradesmen and consumers. Of late there has been a general tendency among all business interests to agree on a set of ethical business principles and then urge their faithful observance by all members of that particular business in their relations to other allied lines.

CODE OF ETHICS OF THE LABEL MANUFACTURERS NATIONAL ASSOCIATION

Preamble
Admitting that individuals are benefited when the practices in their industry are of high standards, and as the character of an industry can be only as good as the average of the units or individuals who compose it, it becomes our moral obligation to industry to conduct our individual activities by the standards of truth and justice and to reflect respect and credit upon that industry of which we are a part. Recognition of this moral obligation to industry will make effective this Code of Ethics, approved and adopted by the Label Manufacturers National Association for all those engaged in the manufacture of labels. The adoption of this code by the association places an obligation on all its members to the sincere and faithful performance of the rules of conduct here set down.

SECTION I Rules of Conduct governing the relations of the manufacturer with his employees

1. We shall take an active and sympathetic interest in the welfare of our employees. We shall study and analyze all matters affecting our employees so that we may deal equitably in making and keeping them efficient, well, happy and contented.
2. A fair wage for a fair day's work shall be the first consideration in arriving at the rate of pay for all employees, with due regard for general living conditions, appropriate recreational activities, and the individual service rendered.
3. We shall know the individual abilities of our employees, so that we may place them in the positions for which they are best fitted, and justly promote them as opportunity offers. Industry, loyalty, ability and special effort should be rewarded, and all promotions or advancements shall be made solely on the basis of merit.
4. We shall provide proper and practicable safety devices for the prevention of accidents, and every effort should be made to maintain working conditions as pleasant as possible.

SECTION II Rules of Conduct governing our relations with those from whom we purchase

1. Truth and honesty will be rigidly observed. No misleading statements shall be made to secure lower prices.
2. Courtesy shall be extended to all salesmen or representatives inquiring for business, and their time shall not be needlessly wasted.
3. A written copy of all specifications, terms, and conditions of an order shall be required, and close inspection of all purchases shall be made.
4. Arbitrary adjustment of bills for any cause whatsoever without notice we consider unethical.

SECTION III Rules of Conduct governing our relations with our fellow-manufacturers

1. We shall practice clean and honorable competition, and shall establish and maintain cordial and friendly relations with our competitors.
2. We shall not make false or disparaging statements respecting a competitor's product, methods, personnel, or financial standing.
3. We shall take into consideration every element of cost, make our prices accordingly and hold to them.
4. When we are offered business for which we are not thoroughly equipped and prepared to render efficient and satisfactory service, we will refer such customer to a fellow manufacturer who is equipped to handle it properly.
5. We shall adhere to the trade customs prevailing in the industry and shall not offer special inducements to secure business.

SECTION IV Rules of Conduct governing our relations with our customers

1. We shall insist that the customer's specifications be comprehensive and definite, and our proposals shall be equally comprehensive and definite.
2. We shall not take advantage of the customer's lack of knowledge and shall not furnish any grade of material which is inferior in quality to the grades specified by the customer.
3. We shall be guided, in making prices, by an efficient cost system, so that we may obtain a just and fair percentage of profit on all sales.
4. We shall promote the customer's confidence by deserving it, and we shall then have the right to expect scrupulous honesty from our customers.

Cross Words

Crossword puzzles were invented by Frank X. Cross, a cross eyed, cross examiner of La Crosse, Wis., in order to double cross his crosspatch of a wife who crossed her heart she would leave him if she ever came across him solving a jigsaw puzzle of "Washington Crossing The Delaware."—Robert C. O'Brien in Judge.

Conference on Distribution

One hundred and fifty business men,—manufacturers, wholesalers and retailers,—economists and representatives of the consuming public at the invitation of Richard F. Grant, president of the Chamber of Commerce of the United States, participated in the national conference on distribution, under the auspices of the Chamber, Jan. 14 and 15 in Washington.

It was the purpose of the meeting to map out the field of inquiry to be covered by the conference in a study of the prevailing methods of merchandising. Committees were appointed to take up various phases of the problem and their reports will be submitted to a general meeting of the conference for scrutiny and approval.

The membership of the conference was representative of all the factors entering into distribution, retail stores of all kinds, the department store, the wholesaling and jobbing business and the large manufacturing corporation which distributes its own products directly to retailers or through other agencies.

"It has become apparent to business men, manufacturers, producers and merchants, as well as to the general public," said Mr. Grant in opening the conference, "that an important field of economic study lies within the range of marketing activities that have to do with the transfer of goods from the producer to the consumer.

"Viewed at long range methods of production are being constantly improved. Costs of production are being reduced through better management and organization, the perfection of new processes and the wider use of machinery. This accomplishment has been due in no small measure to a better knowledge of conditions affecting manufacture and production.

"The distribution of commodities and articles of common use is as important a factor in the fixing of the price to the ultimate consumer as the producing of them. The system that has been built is the only system we have or can have for many years to come. Before we can pass upon it intelligently or reply effectively to any criticism a better understanding of it is necessary. Undoubtedly the processes of distribution are undergoing constant change and improvement but these changes are often lost sight of because they are not immediately reflected in a reduction of prices to the consumer.

"Statements and counterstatements are made as to what is wrong. The consuming public frequently attributes the price spread between producer and consumer to excessive profits. Injudicious buying suffers with injudicious selling the blame for what appear to be excessive costs. The producer, the wholesaler and the retailer are collec-

tively criticised for conditions beyond their single control.

"The problem of distribution cannot be weighed intelligently nor can improvements be made in existing methods until there has been a competent survey of conditions of distribution and a compilation of facts relating to it necessary to a conclusion. This can best be accomplished by those who are themselves engaged in or familiar with distribution. To this end the Chamber of Commerce of the United States has taken the initiative in calling this conference in the hope that, as a result of the work to be set in motion, reports of a practical nature upon which future economies and improved methods of distribution will be based may be made."

Much misunderstanding exists in the public mind of what takes place in the distribution of merchandise from the producer to the consumer and periods of high prices exaggerate the causes of this misunderstanding. It is forgotten or not comprehended that every necessary expense attending distribution is greater than before the world war. While prices are about 60% higher wages are 70% and rents 68% higher. Wages are the largest item of expense in distribution; rents are one of the largest and they, with other necessary expenses, are the principal cause of high or low prices.

"Distributors as a class are alive to their responsibility for efficient service and regard themselves rightly as agents for their customers. For this reason, if for no other, studies of costs and methods of distribution by distributors are being conducted in many trades but many difficulties are experienced in broadening and making generally effective this work.

"To facilitate these studies of costs and methods; to bring distributors together for a solution of their common problems; and as a result of this discussion to arrive at ways and means finally for establishing the most economical forms of distribution is the objective of this distribution conference."

True California Spirit

Twelve macaroni manufacturers of southern California have organized themselves into a firmly knitted group for the purpose of trade betterment in that section of the country. The new organization is known as the Southern California Macaroni Manufacturers association. One of the first acts of the new group was to promise the fullest cooperation with the aims and purposes of the National association insofar as they affect the component members of the new body.

William Francis Ireland, an able attorney of Los Angeles, was appointed secretary with headquarters at 314-315

Coulter building. S. Nunziato is president of the association, Frank Jerrue is vice president and F. L. Sherwood is treasurer.

Among the problems that will be studied by the new club are state and national legislation aiming to promote the macaroni manufacturing and distributing business; the status of the large or quantity buyers who do practically a semi-wholesale business; the cash and carry wholesale grocer feature that has become quite an important factor in that section, and the "dumping" practice that does so much harm whether practiced in southern California by outside manufacturers or by southern California macaroni men in other markets.

Helpful cooperation is promised in all matters pertaining to the promotion of the industry everywhere. The member firms composing this new organization are: Pacific Macaroni Co., United States Macaroni Co., Columbus Macaroni Co., Seven Grain Milling Co., Los Angeles Macaroni Co., Globe Grain and Milling Co., De Marco & Sons, Kahn-Beek Co., Western Macaroni Co., Costa Macaroni Co., Superior Macaroni Co., and the San Diego Macaroni company. The greater percentage of their business is confined to the 10 lower counties of California with a goodly amount of exporting to Hawaii and other Pacific islands. Their cooperation meets with a general welcome by the entire trade, which wishes them success.

Does Advertising Pay?

—Advertising has made the Vietrola Dog famous.

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

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

—It has put a Gillette against your hayfield.

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

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

—It has jammed your feet in Hole-proof sox, put Paris garters on your legs and Tiffany rings on your fingers.

—It has worn out your jaws on Wrigley's and posted you on what to buy to cure corns, warts and bunions and ingrowing toenails.

Go anywhere you want to, do anything you wish, and advertising has had a hand in it—absolutely.

And then some people ask—"Does advertising pay?"—Kansas City Club News.

While even the semblance of a grin is of more value than thousands of frowns, a real, honest-to-goodness, beaming smile charges the whole atmosphere with good cheer.

Colgate Case and Price Cutter

The United States court at Newark, N. J., in December returned a verdict for Colgate & Co. in the now famous "price maintenance case." The decision reserves to a manufacturer of a trade mark package a right to control the resale prices thereof and to sell just whom he pleases.

Colgate & Co. were indicted under the Sherman act because of a known policy with dealers relative to the resale price of Colgate products. The government argued that the practice was one of "restraint of trade."

The point particularly made by the government at the hearing was that while a manufacturer probably (?) had a right to establish a uniform sale price for his product and to refuse further supplies to dealers who insisted on cutting below these prices, when dealer so deprived of the goods for reason above mentioned is again supplied, with the understanding that the resale price will be maintained, there and then the government maintains the action amounted to an agreement in restraint of trade.

Colgate & Co. proved to the satisfaction of the court that the return of "suspended" buyer was voluntary and was unsolicited by them. On this point hinged the decision, extracts from which are herewith quoted:

I have followed as closely as I can all the matters which have been introduced in detail, all the letters, circulars and otherwise, and my thought in the matter is that in the sending out of their circular letters they were announcing a policy rigorous in nature, which notified those who might want to deal with them that they had certain rules that were theirs, which the potential dealers with them could take or refuse to take, as they pleased.

After the purchases took place there were instances where dealers were cut off, and where dealers were reinstated, and apparently, from the testimony, there was a desire and a determination upon their part that their goods, so far as was possible, should be maintained at a certain price.

I am impressed with the fact that Colgate & Co. in the conduct of their business assumed to enunciate a somewhat Czarlike attitude with reference to the goods which they produced and that that is as far as they went. If there were those who violated, after they had gotten the goods in their possession, the intent which Colgate had in mind, there wasn't any supplication on the part of Colgate that they change their course; there was simply the cutting off of the furnishing of further supplies.

There is no doubt that Colgate & Co. can refuse whosoever they will, to sell to this man or that man. They can sell to whomsoever they please, or they can refuse to sell to whomsoever they please. They may withdraw their products from the market altogether, but they may not sell or refuse to sell to their dealers in any such way as shall involve an agreement with the dealers, a combination or a conspiracy with them.

As I have interpreted the policy of Colgate carried into effect, it does not constitute agreements; it does not constitute combinations, or a conspiracy; it simply is the action on their part that if, as they express it, demoralization is involved, they cut off a customer.

If after the cutting off of their customer

there were solicitation on their part asking for reformation, nothing else but an agreement could be interpreted, but I do not take it that the writing of a customer who for his own purposes wants to get this standard set of goods—the writing of the customer asking to be reinstated and saying that which he will do, when Colgate & Co. have not solicited it, in any sense con-

Returning to the "American Way"

The eighth of a series of short articles on "The American Ways" prepared by Bank of the Manhattan Company, New York city, dealing with America's trouble in solving the stupendous transportation problems.

With the outbreak of the war in Europe, America was plunged almost overnight into a period of tremendous industrial activity. Production in Europe was greatly reduced and the warring nations turned to the United States for arms, munitions, food, clothing and products of every description. The railroads of the country soon felt the strain of moving this immense quantity of supplies to the seaboard.

It was soon realized that existing transportation facilities were inadequate to meet the new demand while still providing for the ordinary requirements of the country. Car shortage and congestion of traffic speedily followed; embargoes on all but essential products for domestic use were put into effect. While this condition was aggravated by congestion of terminal facilities on the coast due to accumulation of supplies awaiting shipment abroad, what had long been known to close observers was gradually disclosed to the entire public, namely, that because of the preceding period of public hostility, railroad growth had failed to keep pace with the needs of the country.

It was found that since 1907 the roads, having been unable to obtain, through the sale of stock, new capital for needed expansion, development had come to a complete standstill. For necessary improvements they had been forced to depend almost entirely upon borrowed money. In recognition of this condition and of the mounting costs in every field of industry the government authorities, for the first time since they had assumed the rate making power, began to allow certain increases in rates. But these increases were quickly overbalanced by rapidly increasing costs of operation and the net revenues grew steadily less and less.

Yet there is little evidence that the people were doing any real constructive thinking on the subject of transportation, although in December 1915 President Woodrow Wilson called the attention of congress to the serious and pressing nature of the problem. On his suggestion congress, in July 1916, appointed a committee "to investigate

stitutes that which can be called an agreement in restraint of trade.

This decision is of considerable interest to manufacturers and distributors of macaroni products though there is not generally practiced a maintenance of retail prices in our products. It is but another decision on the important question of how far a seller can go to uphold the retail prices of his products.

... the efficiency of the existing system in protecting the rights of shippers and carriers and in promoting public interest." But events abroad were then distracting public attention and the possibility of America entering the war occupied the public mind to the exclusion of all else.

Suddenly the country entered the war and quite as suddenly the people awakened to a realization of the vital relation of adequate transportation to the life of the nation itself. As a measure of war emergency and with no time in which to unravel the tangle of legislative and governmental restrictions the government commandeered the railroad properties and took over their operation. Immediately it was able to ignore all the limitations under which the railroads had been obliged to operate, but it soon developed that even the government could not run them without money.

Having unlimited power the government was able to appropriate public money to make up the difference between the income received from operation of the railroads and the necessary operating expenses. This deficit amounted to nearly \$1,700,000,000, which, if borne by the railroads themselves, would have thrown many of them into bankruptcy. But in time of national peril the people were in no mood to count the costs and they responded with enthusiasm to every call for funds. **Once more they were thinking in terms of national welfare.**

It is not important here to discuss whether this war time experiment in government operation was a success or a failure, for the conditions under which it was made were both exceptionally favorable and exceptionally unfavorable. The significant thing is that at the close of the war the American people were not only willing but insistent that, with the passing of the emergency of national defense, government operation of the railroads should end. In the face of the great task of developing adequate transportation, they demanded a return to the "American Way" of encouraging individual initiative and enterprise.

Most of our failures are due to neglect of very simple principles. We persist in the desire to get something for nothing, to make progress without paying in effort.—Gibson's Magazine.

Our tests - and Yours



GOLD MEDAL SEMOLINA must not only pass numerous exacting chemical and manufacturing tests in the Washburn Crosby Company laboratories, but it must excel when used under the conditions that exist in your plant. Only then is it fit to bear the **GOLD MEDAL** label.

*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

Is Business Getting Better?

As Monsieur Coue might state it, "Every day in every way, BUSINESS is getting better and better." As proof that there is a big improvement in business we quote "The Shaft," house organ of Edgar T. Ward & Sons company, well known manufacturers of steel goods.

Is Business Getting Better?

We mined this year 646,000,000 tons of coal which is one half of the entire world's supply.

We have produced 30 billion gallons of petroleum, also one half of the world's supply.

Of corn we produced two and one half billion bushels, two thirds of the world's supply.

Is Business Getting Better?

We are 6% of the world's total area. We are 7% of the world's total population and we are producing one half to two thirds of the entire world's products and property.

Is Business Getting Better?

The farmer is producing 12 billion

dollars of farm products giving him a purchasing power twice that of 6 months ago.

Is Business Getting Better?

Up to Oct. 1, 1924, we loaned to Europe for the current year over one billion dollars.

Is Business Getting Better?

Listen to this! The value of manufactured products in the United States for 1924 reached a value of 60 billion dollars—two and a half times the production of 1914, 5 times as much as 1900 and 10 times as much as 1880.

Is Business Getting Better?

Not since 1920 has distribution to shareholders of industrial dividends equaled those of the present year. For the first three quarters of this year there were paid to shareholders 417 million dollars, and the "highs" reached by the railroads this year were the greatest at any time since 1917.

IS BUSINESS GETTING BETTER?

(There is your answer.)

Eat It—Like It—Sell It

A. L. Ruland, himself an epicure and a real lover of well prepared good macaroni and spaghetti, has been carrying on a campaign to sell to his sales staff the true value of this food when made and cooked properly. Along this line he has made a survey of the likes and dislikes of the 4000 members of the Gold Medal organization and especially those connected with the durum department of Washburn Crosby company. He asks their cooperation in the movement for a greater national consumption of macaroni and spaghetti. Able assistance is given the movement by Miss Betty Crocker, superintendent of the home service department, through her daily broadcast of recipes.

"Macaroni is coming into its own in this country," says Mr. Ruland in a letter to his staff on Dec. 8, 1924. "The figures on increased macaroni consumption are amazing but the possibilities of a further widespread increase are greater still.

"As a matter of fact until the last few years the great majority of us did not know macaroni or spaghetti. Very occasionally we ate a dish but it was usually prepared the wrong way with the result that few of us acquired the macaroni habit.

"We have always had our macaroni enthusiasts, however, one of the most ardent of whom is our own vice president, J. F. Bell. Mr. Bell has often preached of the wonders of macaroni as a food, of its deliciousness when properly prepared in a wide variety of ways, and of the most extraordinary economy and food values which it possesses. What is more, he practices what he preaches. When the members of the

Gold Medal Home Service department had their conference in September at Minneapolis, he addressed them at one of their meetings on the subject of macaroni. The first sentences of his talk illustrate its tenor:

As the Italians prepare it, macaroni is a very delicious dish. Recently I crossed the Atlantic on an Italian steamer. During the voyage I had spaghetti twice a day. They didn't have it on the cabin bill of fare, but I wanted it so sent down to the steerage for it.

"That surely is proof that his enthusiasm is sincere.

"In response to the recent little article in the Eventually News soliciting comments from members of our organization as to their tastes and likes in macaroni products many interesting replies have already been received. G. C. Bovey, it develops, is very fond of macaroni au gratin, others prefer spaghetti, others noodles.

"The durum department looks forward to further comments, further questions and a fuller realization of the deliciousness of macaroni and spaghetti from all the members of our own organization."

Determine to Do

By R. M. McClure, Secy. of Wirebound Box Manufacturers Association

Thomas R. Marshall, former incumbent of the office soon to be filled by General Charles G. "Hell-Maria" Dawes, made no New Year resolutions—if one may believe the newspapers.

He says he never kept them anyway. Besides, Tom's getting well along in years—about 70 now. Surely he has had ample opportunity to swear off from most everything objectionable—providing he could have kept his vows.

The latter thought is undoubtedly an old man's problem—at least one of his perplexities.

Ever hear of the old codger who kept his New Year resolutions so very resolutely that at 65 he found not a single vice on his list?

Well! What did he do? According to the reports he made up his mind to do something he'd never done—take to tobacco chewin'—principally so he'd be sure of at least one thing to renounce 12 months later.

And he learned. But it is said that the terbacky made him feel so much like a "he man" that he decided at the end of the year not to give it up. Instead he concluded he would thereafter "swear on" to something instead of swearing off.

It's regrettable that more men don't follow that wise course in turning over a new leaf. Merely being good (usually determined by the absence of bad) doesn't always add the bit necessary to tip the scales in the right direction when measuring the ability of an individual.

A resolution to undertake something new, reinforced by actually "making good" on it, stiffens anyone's backbone.

There's a Dawes type of resolution that comes to mind. It illustrates the idea. A man who had suffered from a nervous disease for 3 years finally found the doctor that was to cure him.

This doctor's terms were: A \$5000 fee in advance, no further payments, not a drop of medicine but a solemn promise to follow his instructions implicitly.

The fee was paid and the promise made.

The doctor then penned this prescription: "Whenever anything comes up to disturb you—important matter or just a trivial irritation—I want you to say: 'I don't give a damn,' and I want you to feel, 'I don't give a damn.'" He then said: "You've paid me \$5000. Are you sorry?"

"No," said the man. "I don't give a damn."

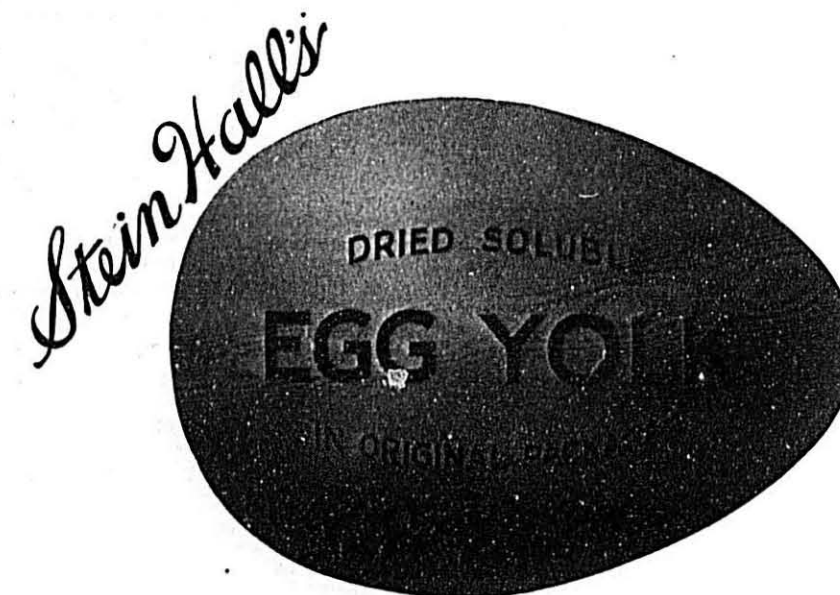
"Are you sure?" asked the doctor. "I said, 'I don't give a damn' and I mean 'I don't give a damn,'" and he emphasized it by bringing his fist down on the doctor's table with more energy than he had shown for 3 years.

His improvement had begun. Next day there came a message of business trouble. He wired back: "I don't give a damn." His wife got cross. With more emphasis than courtesy he told her the same thing.

In 90 days he was absolutely well.

Caution—Before taking be sure you are now working along the right lines. Butter is very delectable on hot toast but quite distasteful on sliced tomatoes.

Many a man is a success with hens but a failure with chickens.



PURE
FRESH
SWEET
CLEAN
ECONOMICAL

Unexcelled for noodles

Stocks in principal cities
Write for Samples



ALSO ALBUMEN
AND WHOLE EGG

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

61 BROADWAY, NEW YORK.

2841 SO. ASHLAND AVE. CHICAGO.

DIRECT IMPORTERS
ESTABLISHED 1866



Advertising Man's Vision for 1925

By William H. Rankin, President Wm. H. Rankin Advertising Company

Advertising is the magic word in the promotion of business.

Yet it is amazing how few people understand advertising and what is back of it.

Advertising is constantly on the witness stand. Though it has again and again, in thousands of instances, proved itself a potent and indispensable factor in the lowering of the price of goods to the consumer, advertising's cross examination never ends.

Allow me to ask several questions:

What induced men and women to buy Liberty bonds?

What persuaded them to subscribe to the Red Cross?

What led them to dig down into their pockets and buy Smileage books for soldiers in camps?

What "sold" the public the 18 to 45 draft without resistance?

One thing: ADVERTISING! Advertising prepared by skilled advertising men, and paid for by patriotic business men—not by the government.

Could personal solicitation have done this work better? No—and here's the evidence.

In the first Red Cross campaign in Chicago advertising produced sales of \$1.00 memberships for 7½¢, whereas the minimum cost of selling memberships without advertising was 17¢.

Advertising made the New York Silver Jubilee a signal success.

Advertising brought about the "London 1924" advertising convention of the Associated Advertising Clubs of the World.

In 1922 few people believed that more than 300 advertising men would attend the London convention in 1924. Advertising and publicity persuaded 2500 men and women from America to attend and help make that convention the most successful and noteworthy event in the history of advertising.

The Prince of Wales opened the convention, and the King and Queen entertained the advertising men and women at a garden party at Buckingham palace.

Just recently President Coolidge invited and entertained 50 of the leading advertising men of America at a breakfast at the White House. The address to the president by E. D. Gibbs, advertising director of the National Cash Register company, was noteworthy inasmuch as it stressed the fact that "What the entire force of advertising men and women can and will do for you, if you desire it, to help you in your laborious work of developing the industrial welfare of our great country is very great indeed. Advertising has become one of the powerful forces of the world. The chicanery, the deceit, the untruthfulness with which, I regret to say, it was formerly invested,

have practically been eliminated. We stand on the threshold of a new era—advertising has come into its own."

In reply the president said:

My dear Mr. Gibbs:

It was a pleasure to welcome to the White House the representatives of the great advertising activities of our country. The successful administration of the Nation's business is largely dependent upon the support and cooperation of all interests, among which advertising is highly important.

Advertising is now properly recognized as a great constructive force. The Associated Advertising Clubs of the World, with twenty thousand and more members, and their expenditures of millions of dollars annually, is undoubtedly a potent factor in industrial and social development.

I wish you would convey to your associates my hearty sympathy with their efforts for the continuing betterment of business through the enforcement of the best ethical standards in advertising. To the extent that this shall be accomplished, they will contribute to the extension of prosperity and the elevation of all the ideals of the business world.

Very truly yours,
(signed) CALVIN COOLIDGE.

Is it a genuine pleasure to have in the White House at this time a man who comprehends and realizes the great up-building force of advertising. Advertising men are proud to call President Coolidge their friend.

"Advertising has come into its own," said Mr. Gibbs, and so it has, and the reason is just this.

An advertiser can buy a full page in any of our daily newspapers for less than one cent per home reached, or a space the size of a magazine page for one eighth cent per home reached.

A page in the leading magazine or farm paper costs but one cent per page per subscriber or buyer of the magazine. And it is their privilege to have a real copy man write a sales story as long as this one you are now reading.

Results depend upon the ability of the writer, artist and layout man to make the page so attractive, and the reading matter so persuasive and convincing that you, the reader, shall wish to buy the article advertised. That is why advertising writers and designers are paid well for their ability to produce advertising that brings profitable returns to the advertiser.

That is the main job of the advertising agency man for 1925—to produce advertising that will bring a profit to the advertiser in sales made!

The fact that the Associated Advertising Clubs of the World, over 30,000 men banded together from all over the world under the leadership of Lou Holland of Kansas City, have advocated "Truth" in advertising, and that nearly all publications guarantee their advertising to their readers, make it possible for subscribers to buy the articles advertised from dealers with full assurance that the advertised article will do all that is claimed for it, or the publication will refund the money paid.

The publisher of the "Tea and Coffee Trade Journal," W. H. Ukers, as

chairman of the resolutions committee of the Associated Advertising Clubs of the World, presented an advertising creed which he had written that received the unanimous endorsement of 5000 men and from 15 countries at the London advertising convention. This was one of the outstanding services to the business of advertising in 1924; so readers may now know how dignified and high grade the business of advertising has become. The Associated Advertising Clubs of the World, headed by Lou E. Holland of Kansas City, have led the way the world over until "Truth in Advertising" is known everywhere.

Here is the new creed adopted in London last July 17:

Believing that the peace and happiness of mankind lie in some form of international concert and that a great force in promoting human brotherhood is to be found in advertising, the Associated Advertising Clubs of the World acclaim and publish the following code of ethics for all those engaged in the business of advertising: We pledge ourselves:

1. To dedicate our efforts to the cause of better business and social service.
2. To seek the truth and to live it.
3. To tell the advertising story simply and without exaggeration; and to avoid even a tendency to mislead.
4. To refrain from unfair competitive criticism.
5. To promote a better international understanding based upon a recognition of our mutual responsibilities and our interdependence.
6. To conserve for ourselves and for posterity ideals of conduct and standards of advertising practice born of the belief that truthful advertising builds both character and good business.

Such is the confidence you may have in advertising.

Back of the publication in which the advertising appears is the manufacturer who guarantees that the statements made in his advertising are truthful, and that his product will do all that is claimed for it in the advertising.

Today every advertiser guarantees the quality of the goods he advertises, and that is why the consumer can and does give preference to the advertised article, and leaves the unknown and unadvertised product alone.

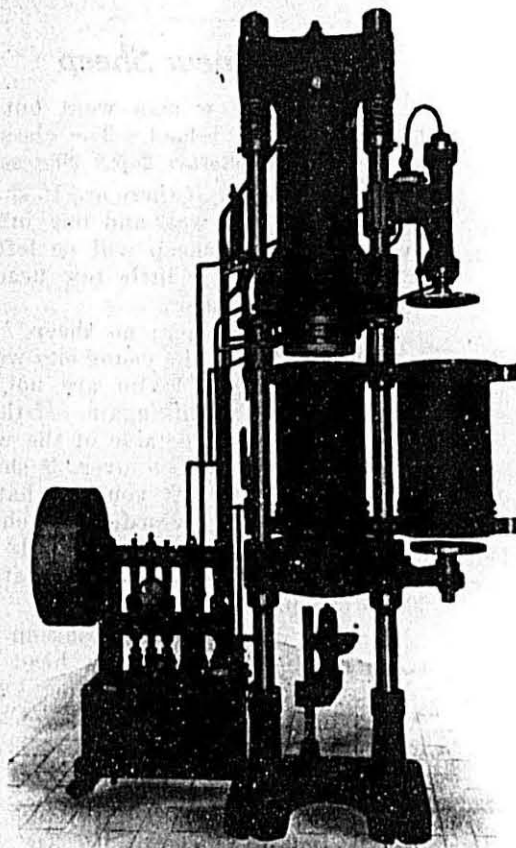
One of the outstanding successes of 1924 has been the national newspaper advertising of the tea growers of India, and what has made it so is that they have used the newspapers on a 12 month, 50 week schedule, moderate sized space, well displayed.

Advertising is to make known. Only good quality products can be truthfully advertised and sold, and I am more sure now than ever before that newspapers are the best, the most efficient and the surest method of making known the good qualities of any article—and to produce sales at a profit to the advertiser!

Borrowing my friend Harry Biggs of Studebaker's copyrighted slogan—"1925 will be the Advertising Man's year!"

It takes mighty little red hair to put the finishing touches to an awful big temper.

DEFRANCISCI



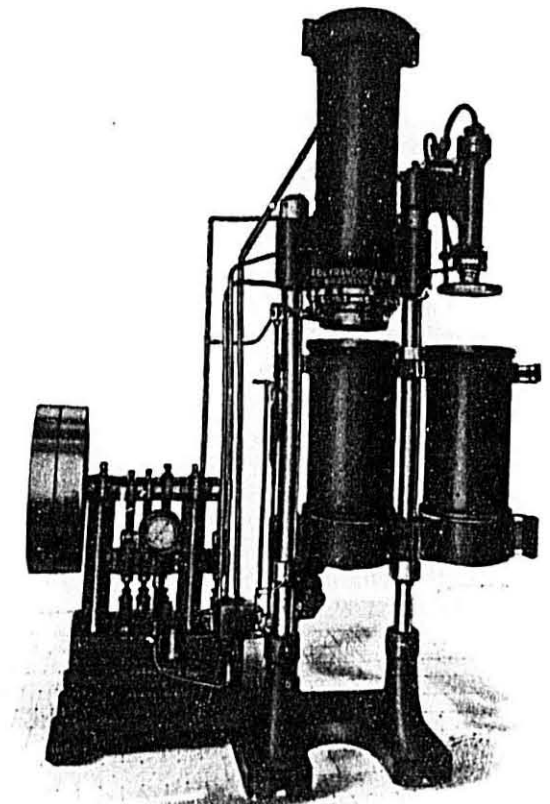
PRESS STYLE C
STATIONARY DIE TYPE

Hydraulic
Presses

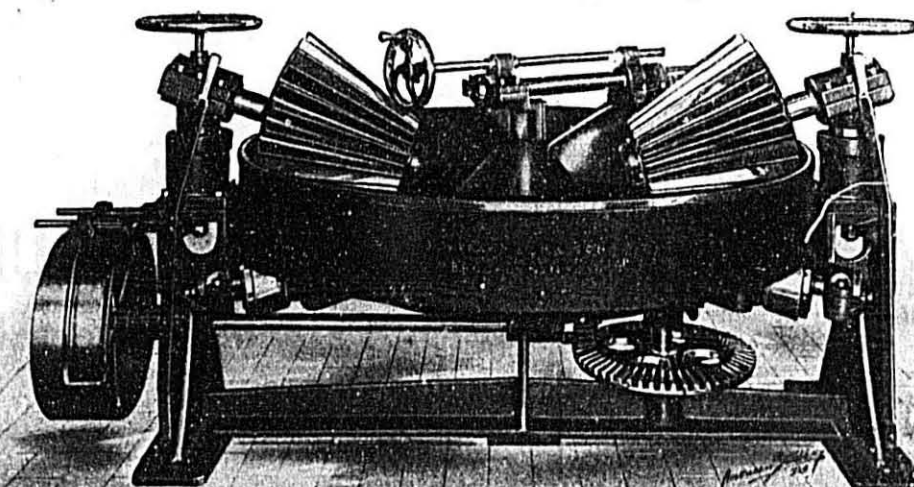
Kneaders

Mixers

Die
Cleaner
Machine



PRESS STYLE A



I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.

Notes of the Macaroni Industry

Trotta New Haven Plant

The French-Italian Grocery & Macaroni company plant at 447 Chapel st., New Haven, Conn., has been purchased by S. Trotta & Son who will continue the business along highly improved lines. While no extensive alterations in the plant are contemplated immediately such changes are to be made as to result in more efficient and less costly production. S. Trotta has long been connected with macaroni manufacturing, having learned the business through many years of service in practically all the departments of manufacture in several modern plants. He will be assisted by his able son, Fred Trotta, who will give to the firm the necessary American touch that will be pleasing to those who have for years patronized the plant at this same situation.

In announcing his entry into the business Fred Trotta stated that he stood squarely for the elimination of the use of added coloring in all macaroni products because it serves merely as a subterfuge for those who seek purposely or otherwise to deceive. He also expressed himself highly in accord with the aims and purposes of the National Macaroni Manufacturers association and its spokesman, The Macaroni Journal.

Ross Joins Dyer Agency

Andrew Ross, 6 years general sales manager for the Armour Grain company, on Jan. 1, 1925, became a member of the George L. Dyer company, advertising agent of New York and Chicago. Prior to connection with the Armour Grain company Mr. Ross was sales manager for the Kellogg company of Battle Creek, Mich. He will have his headquarters in New York and will devote his time to cooperation with advertisers in the introduction, advertising and sale of foods and kindred grocery products.

Form Greater New York Club

Believing that it will bring about a better understanding among manufacturers whose interests are more local than national the leading macaroni men of the smaller plants of the New York metropolitan district recently organized what is known as the Greater New York Macaroni Manufacturers association.

The organization has established headquarters in Brooklyn, N. Y., at 60 Graham av. in the State Bank building with Ralph Mastrojanni as secretary and business manager. Mr. Mastrojanni was for years a macaroni salesman and has all the qualifications that go toward making a successful executive.

Over 100 of the medium size and small plants were enrolled in the charter membership of the organization, principally through the efforts of several leaders who recognized the need

of such an association in that section. One of the prime movers was Nunzio Barbaria of 1403 66th st., Brooklyn.

Among the members of the Greater New York club are several firms that are staunch members of the National association and who will support a drive to make most of the members of the new organization members of the national body also, because each has a separate and distinct duty to perform for the advancement of the industry.

Under able management the New York club should prove a big success and bring about a better understanding between manufacturers and promote a friendlier feeling from which all will benefit.

Imported Macaroni Cheap

Imported macaroni in boxes of 22 lbs. is being offered on the Boston and other eastern markets as low as \$1.70 a case. It is of Italian manufacture by a firm that has long been in that market. The quality can hardly be called first class but a portion of the population seems to give it preference when buying just because it carries a foreign label. With domestic macaroni selling above those figures, with the wheat scarcity in Italy, with the ocean freight charges added, and with—Oh, what's the use! It's being done, and the American manufacturers must compete in

the face of prejudice. Informant opines that this is but another strong reason in support of the movement to have legislation enacted entirely eliminating importation of food products made of inferior raw materials but colored to simulate the high grade article.

She Knew Sheep

A young city woman went out to teach a country school. The class in arithmetic was before her. She said:

"Now, children, if there are 10 sheep on one side of a wall and one jumps over, how many sheep will be left?"

Then up piped a little tow headed daughter of a farmer:

"No sheep, teacher; no sheep."

"Oh! oh!" cried the young city woman reproachfully. "You are not so stupid as that! Think again. If there were 10 sheep on one side of the wall and one sheep jumped over, 9 sheep would be left. Don't you see that?"

"No! no! no!" persisted the child.

"If one sheep jumped over all the others would jump after. My father keeps sheep."

Then, seeing the puzzled look on the teacher's face, the little tow head explained apologetically: "You know 'rithmetic, but I know sheep."—Charleston News.

*For Better Results
and
More Uniform Products*

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

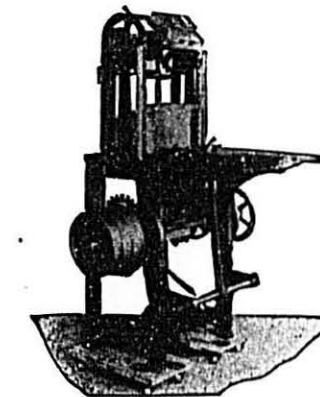
*A trial will convince you of
their superiority.*

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



*We Can Only WISH You a Happy New Year But We Can
GIVE You a Prosperous New Year By The Use of*

PETERS AUTOMATIC PACKAGE MACHINERY



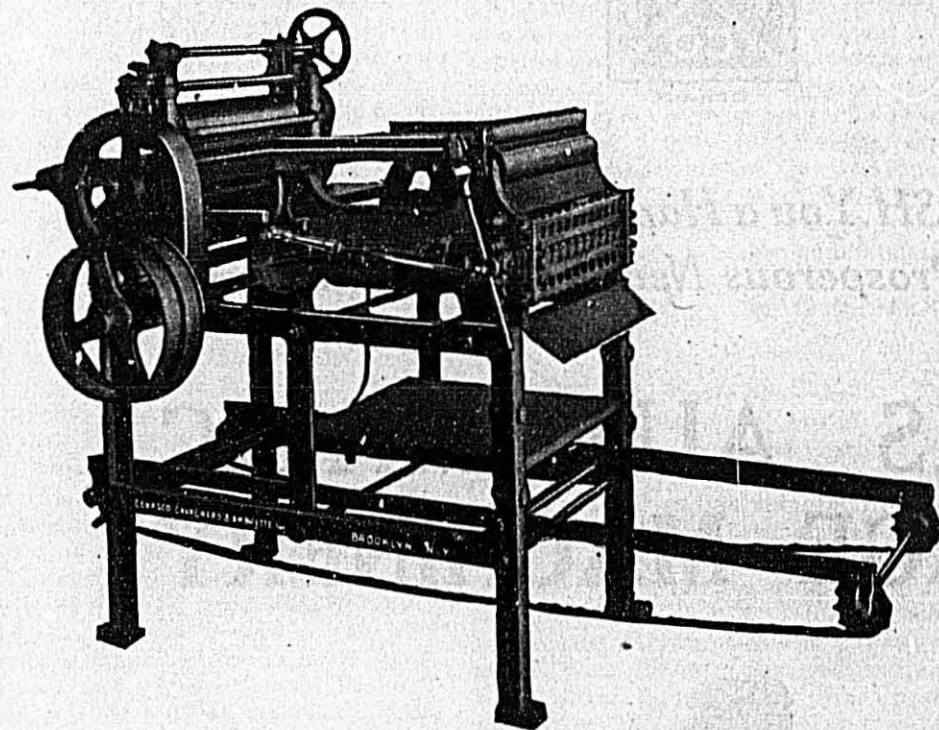
Forming and Lining Machine

This year places us in a better position than ever to give you service. Our engineers welcome your inquiries and take pleasure in solving your packaging problems. Without obligation request our catalogue and other information regarding your particular requirements.

Peters Machinery Company

4700 Ravenswood Avenue
CHICAGO, ILLINOIS

CEVASCO, CAVAGNARO & AMBRETTE, Inc.



Improved Bologna Paste Machine

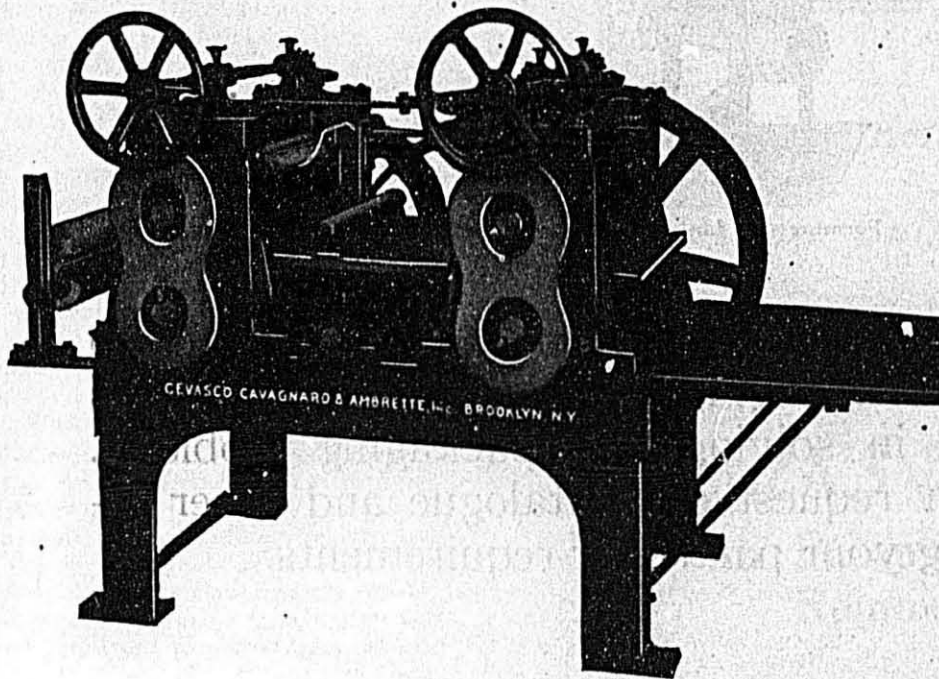
This illustration shows our Improved Bologna Paste Machine, which, like all other C. C. & A. products, is superior to all others on the market.

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, Inc.

**Builders of High Grade
Macaroni Machinery**

**Presses—
SCREW AND
HYDRAULIC**

**VERTICAL AND
HORIZONTAL**

Kneaders

Mixers

Dough Brakes

**Mostaccioli and
Noodle Cutters**

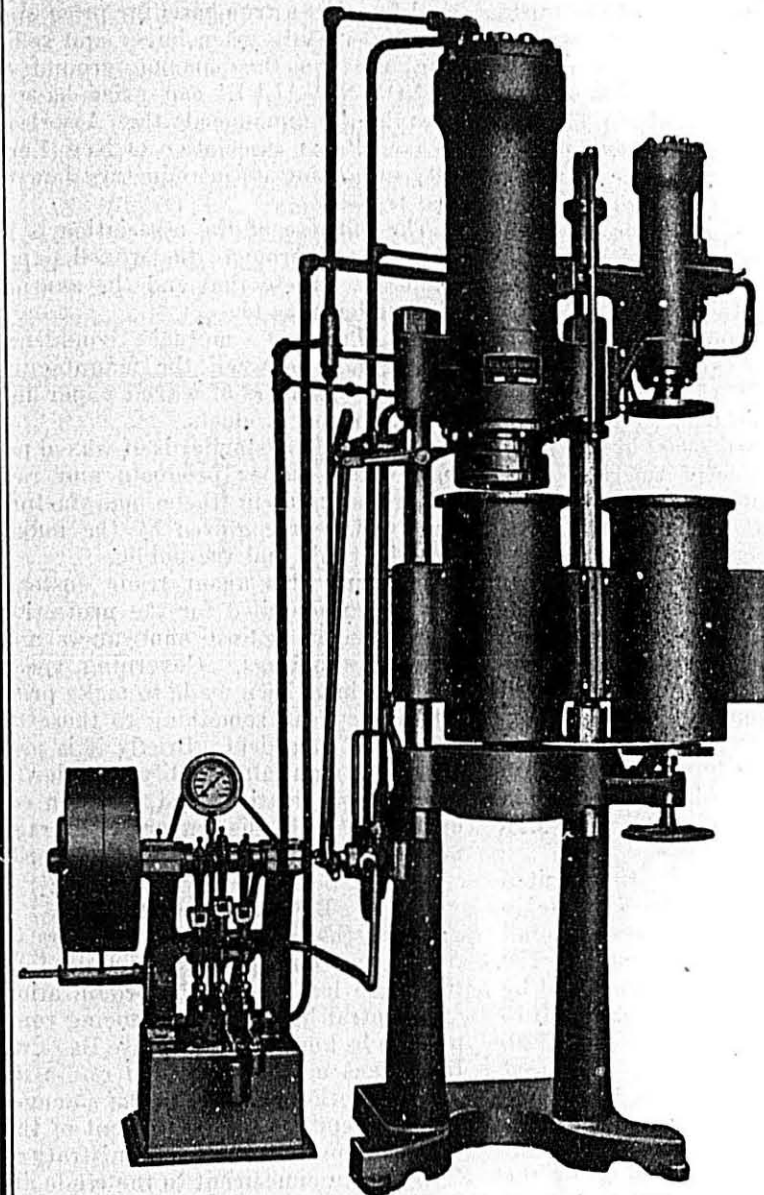
**Bologna Fancy
Paste Machines**

Die Cleaners

Specialists in everything pertaining
to the Alimentary Paste Industry.

Complete plants installed.

We do not build all the Macaroni
Machinery, but we Build the Best.



Vertical Hydraulic Press with Stationary Die

At Last! The press without a fault. Simple and economical in operation; compact and durable in construction. No unnecessary parts, but everything absolutely essential to the making of a first class machine. Only two controls on entire machine. One valve controls the main plunger and raises cylinders to allow swinging. Another valve controls the hydraulic packer. No mechanical movements, all parts operated hydraulically.

Guaranteed production in excess of 25 bbls. per day. Reduces waste to one third the usual quantity.

Do you want to increase your production with less expense for power and labor? Let us install one of these presses in your plant on 30 days' trial. If it does not meet all our claims, we will remove the machine without any expense to you.

Our new catalogue is now ready for distribution, describing in detail the above machine and many others manufactured by us. If you have not received your copy, let us know and we will send it to you.

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.

Grain, Trade and Food Notes

Baked 4400 Years Ago

A loaf of brown "famine" bread sold during the Peninsular war has been presented to Coventry City Guild museum, together with a small and faded notebook in which the owner wrote that he intended to keep the bread as a memento of the high price of corn at that time.

But this loaf is new when compared with others that have been discovered at different times. Few people, for instance, would care to put their teeth into the loaf which is still preserved at Ambaston, Derbyshire. It is 700 years old and was given to the Soar family with a grant of land by King John.

Several years ago a French explorer found an Assyrian loaf which it was estimated had been baked in 560 B. C., and was, therefore, about 2500 years old. In shape it resembled a bun. It was discovered, wrapped in a cloth, in an ancient tomb where it had probably been put by the superstitious Assyrians to be used as food by the dead person during his journey to another world.

Many years ago an oven was found at Pompeii, containing several loaves, slightly charred, but all bearing the baker's name. What is easily the oldest loaf in existence, however, is the one discovered by an Egyptian explorer on the banks of the Nile in 1905. It was baked in 2500 B. C., and is therefore over 4400 years old.—London Answers.

Bread Direct from Wheat

In France bread has been made without flour in a machine that transforms the wheat directly into dough. This machine has a large screw turning loosely in a case, on the inner side of which is a screw thread running in an opposite direction. Between the main threads on the cylinder are smaller threads, and the depth of the groove becomes progressively smaller from one end to the other so that it will hold the entire wheat grain as it enters the machine, at the same time accommodating only the pulverized wheat at the exit.

The wheat is prepared by a thorough washing, after which operation about a pint of tepid water to a pound of grain is added, the whole mixture being allowed to stand for some 6 hours. The grains of wheat having swollen to twice their size the mixture is treated with yeast and salt and is poured in the machine. It falls between the threads of the moving screw, which simultaneously crush the envelope and body of the grains, making of them a homogeneous mixture that forms a smooth paste.—The Mediator.

Our Christmas Turkey

The Christmas turkey and his associate, the chicken, which have graced our tables in the United States during the holiday period, call attention, says the Trade Record of The National City

Bank of New York, to the enormous numbers and big values of this factor in our domestic product, which exceeds that of any other country of the world. The East Indians, who domesticated the jungle fowl which we term the chicken, did not realize the boon they were conferring on mankind. The rapid growth of this factor of the domestic crop in the United States is shown by the fact that the census figures, which put the number of chickens on farms in the United States at 234 million in 1900, reported a figure of 360 million in 1920, and the Department of Agriculture puts the number in 1924 at 475 million, while the value of chickens on farms is stated by the Department of Agriculture at \$350,000,000 in 1924 and of eggs about \$600,000,000 in that year. Of turkeys, a distinctly American fowl, the agricultural department states the number in 1920 at about 3½ million.

The chicken crop of the United States is chiefly produced in the upper Mississippi valley where most of the grain on which they are fed is grown. Of the total number of chickens reported on the farms in the United States in 1920 about one half were existing in the north central section and includes the states lying west of New York and Pennsylvania, north of Ohio and extending as far west as the Missouri river.

The chicken crop of the United States participated in the advance in values which has characterized all classes of foods in recent years. The farm prices of chickens are reported by the department at \$.107 per lb. for 1913 advancing to \$.296 per lb. in 1920, while the farm value of eggs advanced from \$.268 per doz. on Jan. 1, 1913, to \$.442 on Jan. 1, 1923. Recent authorities hold out the hope of a readjustment of winter prices owing to the utilization of electric lights and heat in turning the winter climate into summer in the buildings constructed for the homes of the fowl and thus assuring a lower rate in winter prices of eggs.

Poultry and its products form a considerable item in the foreign commerce of the United States, the value of eggs exported from this country in the past dozen years having exceeded \$100,000,000 while the eggs imported in various forms, especially from China, have aggregated about \$40,000,000.

Waxed Paper Organization

Other trades have come to realize the full value of a strong organization of its leading component firms for the general advancement of that particular industry. One of the latest to group for this purpose is the leading manufacturers of waxed paper, a product that is not extensively used in the macaroni manufacturing business but that is gaining favor, especially among those who tight-wrap their packages.

In announcing the formation of the

organization it is stated that the purpose is to establish practices and specifications acceptable to all concerned and forming a true basis for price quotations. "Only when buyer and seller can meet on the common ground of 'KNOWN VALUE' can price have a meaning," announced the American Waxed Paper association of New York city in making its introductory bow to the trade.

The purpose of the association is to protect and promote the waxed paper industry, and to that end the association undertakes to:

(a) Promote mutual confidence among and between the manufacturers and consumers of waxed paper and waxed paper products.

(b) Develop standards of waxed paper, waxed paper products and raw materials used in their manufacture that will be recognized by the industry, the trade and the public.

To bring this about trade customs have been compiled for the protection of the buyer against annoyances and misunderstandings. Governing specifications have been made to make price quotation mean something to those on either end of a deal. Briefly it is proposed to maintain quality standards, definite specifications and, through co-operation with the buyer, encourage new uses and prevent misuse and abuse.

Big Bag Merger

Six of the leading manufacturers of cotton and burlap bags announced to the trade last month the organization of a central buying and financing company to be known as the Chase Bag Co., Inc. Each member firm will retain its identity with no change in the management, except for the betterment of the organization and of its administration.

In the announcement to the trade attention was called to the unsatisfactory conditions of the bag making industry for the past several years. The new organization hopes through greater and increased economic facilities for purchasing to overcome the difficulties that have confronted the industry and to give to customers more efficient service.

E. K. Ludington of the Chase Bag company has been chosen president of the newly organized Chase Bag Co., Inc., with J. W. Falconer of the Northern Bag company of Minneapolis as chairman of the board of directors. Duane Hall of the Chase Bag company was appointed secretary and will have charge of the buying activities at the headquarters in the Woolworth building, New York city. Articles of incorporation are filed at Dover, Del., for the new company, which has an authorized capitalization of \$12,000,000.

The bag companies which combined to form the new corporation are the following: American Bag company of Memphis, Buffalo Bag Co. of Buffalo, Chase Bag Co. of St. Louis and Kansas

City, the Cleveland-Akron Bag Co. of Cleveland, Milwaukee Bag Co. of Milwaukee, and Northern Bag Co. of Minneapolis.

Cut in Wheat and Rye Crops

A decrease of about 440,000,000 bu. in the estimated world wheat crop this year as compared with last is indicated in reports received by the foreign service of the United States Department of Agriculture up to Dec. 17.

The estimated world crop is placed at 3,298,679,000 bu. compared with 3,742,540,000 bu. in 1923. The figures include estimates of all important wheat producing countries of the northern hemisphere, except China.

The most significant decreases during the current season, the department says, are the 200,000,000 bu. reduction in Canada and the probable decrease of about 60,000,000 bu. in Argentina. The European crop outside of Russia is about 180,000,000 bu. below last year.

Cut in Rumanian Corn

A cut of 35,000,000 bu. from the previous forecast of the Rumanian corn crop is reported in a cablegram from the International Institute of Agriculture at Rome. The new crop is now placed at 122,000,000 bu. compared with 151,000,000 bu. produced last year, and 193,000,000 average production es-

timated for the same territory in 1909-13.

This reduction is significant, the Department of Agriculture says, inasmuch as preliminary forecasts from the Balkan countries had all shown increases over last year. The aggregate of preliminary forecasts of corn for Bulgaria, Hungary and Yugoslavia is 214,000,000 bu. compared with 157,000,000 produced last year and 199,000,000 bu. estimated production for the same territory in 1909-13.

Wheat production in Rumania is placed at 74,000,000 bu. compared with 102,000,000 last year and 159,000,000 estimated production for the territory in 1909-13.

MALDARI'S INSUPERABLE BRONZE MOULDS

with removable pins

Quality

Trade Mark
Reg.
U. S. Patent Office



Workmanship

Service

Satisfaction

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

SEND FOR CATALOGUE

Established 1903

Cartoning Elbow Macaroni

AND OTHER SHORT CUTS

automatically on "National" equipment insures tight, clean packages with a min. num of labor and materials.

Our Combined Sealer and Net Weigher

may be directly connected with our Wax Wrapper to preserve uniform moisture content and ward off insect attack.

NATIONAL PACKAGING MACHINERY COMPANY
170 Green Street, Jamaica Plain, BOSTON, MASS.



CUT HALF IN HALF

What Claim Prevention May Do in 1925
—Bureaus Reduced Losses a Half
in 1922-1923—Worthy an Effort.

By Carlisle B. Pirle, Traffic Manager Harper
& Reynolds Corp., Los Angeles

Claim prevention means many millions of dollars thrown back into the marts of trade; more efficiency in packing, transporting, and reselling of all merchandise; more pride and satisfaction in good work well done by all employes of carriers, shippers and receivers of freight in the United States.

Why is claim prevention not a stronger factor in business today? In the eyes of the railroads it is very important, as claims mean money paid out with no corresponding gain in any department. Several years ago the claims paid plus overhead expense amounted to \$114,000,000—1% of the gross earnings. Claim prevention bureaus have since been organized on many systems under the guidance of the American Railway association. During 1922, and again during 1923, the claim payments were only about \$50,000,000, showing improvement in prevention resulting from education of the carriers. The slogan for 1925 is, "Cut the half in half."

Many new factors are coming into play as an aid to cooperation and prevention. The department of commerce, under the able direction of Secretary Herbert Hoover, is assisting greatly through the distribution of standard nailing charts and campaigns to encourage strapping of boxes, crates, and other containers; Commerce Reports, issued by the department of commerce, and The Nation's Business, official organ of the Chamber of Commerce of the United States, give splendid publicity to helpful articles bearing on this subject. The newly organized regional advisory boards are also adding their efforts to the prevention of claims.

To accomplish the maximum of prevention the three major factors—shippers, receivers, and carriers—must cooperate and exchange all possible knowledge. The carriers are working within their own ranks to the best of their ability to reduce to a minimum the money paid out on claim accounts, but what recognized public effort is being made by shippers and receivers of freight to help in this great economic work?

I have been able to reduce my entire claim account 90% for both overcharge and loss and damage. This was not accomplished by the carriers. It was done by the voluntary cooperation of my shippers when advised of the facts concerning packing containers and landing of freight in bad order and given suggestions for improvement.

This advice, when properly applied in their shipping departments, prevented further overcharge or damage before the merchandise reached the hands of the carriers. In turn, by proper inspection and supervision of my shipping department, I get the same service for my own customers in our outbound shipments, making satisfied customers and building up our business.

If one traffic man can do this, why cannot all if impelled by the same idea, that perfect management would produce no claims of any nature whatever?

Every traffic manager who has not already done so should start tomorrow morning to have the proper person in his receiving department report to him every shipment which arrives in less than perfect condition. He should write continuously to the shippers from whom these come about the containers, strapping, wiring, carblocking, erroneous descriptions on bills of lading, or other causes of claims; he should ask for study, readvice, and cooperation for improvement of the situation. He should, at the same time, watch his packing rooms and shipping department closely, and ask his customers to report to him any of his shipments which cause them either loss and damage or overcharge claims. In one year he could cut materially not only his own overhead but that of the carriers as well. At the same time he would be building business. I would rather see one good claim preventer with requisite knowledge working in my packing, shipping, and receiving rooms than I would to see ten claim clerks busy making and collecting thousands of claims from the carriers. It seems more constructive, more economical, better business. Claim money only represents cost salvage plus necessary overhead and not profits.

Claim prevention is a continuous, vigilant, minute accumulation of knowledge and care in starting, handling, and delivering of all merchandise in transportation. To achieve lasting results it must be carried on without cessation in the establishments of all shippers as they start the goods moving. All of the care or education of men afterward handling these same goods is of no avail to prevent damage or claims when the merchandise is already potentially disabled.

Twentieth Amendment

The business interests of the country are quite generally joining the strong group that is emphatically opposed to the adoption of the proposed twentieth amendment to the constitution of the United States of America that will give congress a right to legislate as to when, where, why and how a child under 18 years of age may or may not be employed. Most of the leading manufacturers associations, the big Chambers

of Commerce and Businessmen clubs of the country are united in urging their respective legislatures to vote "NO" on the proposed radical change in the constitution.

What Is It?

The proposed, innocent looking amendment is as follows:

Sec. 1. The Congress shall have power to limit, regulate and prohibit the labor of persons under eighteen years of age.

Sec. 2. The power of the several states is unimpaired by this article except that the operation of state laws shall be suspended to the extent necessary to give effect to legislation enacted by the Congress.

Those who oppose the passage of this amendment call attention to the cleverness of its supporters. The excuse of its sponsors is that it is merely an "enabling act." True! It enables congress to do things that the constitution does not and was never intended to do. It is further argued that congress can be safely relied upon to use this new authority with proper discretion. Does history show that this has been the case with legislation in the past? The tendency to centralize power is becoming so strong that those who feel that states and individuals have some rights, fear that this is becoming a national menace.

Present Child Labor Laws

Practically every state in the union has some form of child labor law based on conditions prevailing within their jurisdictions. 41 states prohibit the labor of persons under 14 years of age; 5 states regulate labor of persons under 15 years; 2 states under 16 years.

The 1920 census states that 1,060,000 persons under 18 years of age were employed in "gainful occupations." Under that heading in the census "gainful occupations" is somewhat misleading in that temporary or part time work is included. This also includes all those who "somewhat regularly" assist their parents in work other than household chores.

Of the total number reported 647,000 are given as engaged in some agricultural pursuit and 413,000 in other occupations. Of this latter figure 364,000 were children between 14 and 15 years old. This includes 13,000 newsboys who care for morning and evening routes.

Most states have laws which provide that unemployed persons under 18 years of age should attend school. The opinion among the business interests of the country is that the people are well able to govern themselves and that adequate laws will always be enacted when conditions and circumstances require it. They join in urging a vigorous and general opposition to the proposed legislation, based on the bolshevik theory that "the child belongs to the state."

A printed message can be used to overcome help shortage, increase sales, hold customers in the face of higher costs and slow deliveries, and any one of a dozen things.—Arcady's Ink Pot.

Ianieri's Rapid Drying Process for Macaroni and Noodles

Questions that we like to submit to every Macaroni Manufacturer:

- DO you want to end your macaroni drying troubles?
- DO you want to economize on your daily production?
- DO you want to save labor?
- DO you want a better drying system?
- DO you want to increase your production without enlarging your factory?

The IANIERI'S RAPID DRYING PROCESS is the *Only Modern, Economical System* that can answer the questions.

It will SAVE 75% of time, space and money

We construct a first drying-chamber at our expense in your factory from which you can get your own idea.

Our guarantee will protect you

Do Not Delay—Write Now to:

JOHN IANIERI COMPANY, 553 North 63rd Street, PHILADELPHIA, PA.
AMOROSO & DI MARINO, Sole Agents

Tel. Central 5115

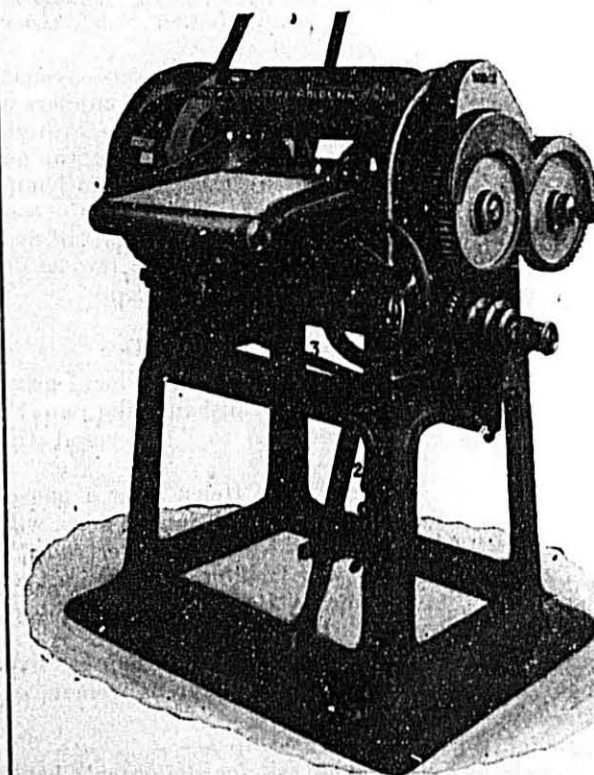
Before Buying

INVESTIGATE

T. E. L. PAT.

Est. 1893 - Bologna (Italy)

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



T. E. L. Dough-Breaker Creation

Roughening & Calibrator
Combined, Serial 501

Calibrator Break
with four changes of speed

Duplex & Triplex
with variable change of speed
—Appliance—

No. 1—Safety pedal drop 2½ inches lower
cylinder eliminating accident.



EGG-NOODLES, SEA-SHELL



FIORETTO PAT. REG.

— NOVELTY —



Bologna Style Stamping Machine
T. E. L. Serial No. 507

Standard Width 15 and 20 inches

Write for Particulars.

G. A. ROSSI

EXCLUSIVE AGENT FOR

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

Dough Breaker, Serial No. 501 Conveyer for Return of Dough—Continuous Front Feeding

Income Tax Department

By M. L. Seidman, C. P. A., of Seidman & Seidman, Certified Public Accountants

Income tax returns for 1924 will be filed under a new law that makes many changes over the last law. It will be the purpose of this series of articles, not only to point out and explain these changes, but also to unravel in as simple a manner as possible, the mass of technical language with which the law is worded, so as to assist the layman in the correct preparation of his tax return.

It will be, of course, impossible to discuss the particular problem that may be confronting any one reader. For that reason, in conjunction with the articles, a question and answer column will be maintained, where individual problems submitted to the writer will be answered.

The first question that naturally comes up in the consideration of the income tax, is the determination as to what persons are subject to the tax in the first place. Those who do not come under the law obviously have no incentive to become acquainted with its provisions. On the other hand, those who are subject to the income tax are charged with knowledge of not only every provision in the law, no matter how technical, but also the many regulations, rulings and court decisions that are constantly being issued in the interpretation of the law. It becomes very important, therefore, to deter to comprise this latter group.

In the first place, there is the citizen of the United States. It makes no difference where that citizen lives—whether in the United States or in a foreign country—he is subject to the income tax. Nor does it make any difference whether none of his income comes from the United States, he is still subject to the income tax. In other words, a citizen of the United States may reside in Africa and derive all his income from the exploitation of diamond mines in Africa, yet he and his income would be subject to the United States income tax, in spite of the fact that none of his income was derived from sources within the United States.

Next, comes the person who is not a citizen, but resides in the United States. For all practical purposes, such a person stands in the same position as does the citizen, for his entire income, whether derived within the United States or not, is subject to the income tax. In the case of a resident non-citizen, therefore, even though all of his income may be represented by dividends in a French corporation, he would be subject to the income tax on it. The important part is that he is a resident of the United States, and as such he becomes subject to our tax laws.

But even the non-resident who never sets foot on the United States may be subject to the tax, for, to the extent

that his income is derived from sources within the United States, he becomes taxable thereon. For instance, an Englishman is subject to an income tax on the interest of bonds of a corporation organized in the United States, or dividends on the stock of such a corporation. Likewise, rentals from property located in the United States would be subject to tax, even though the property is owned by a foreigner who has no actual contact or nothing to do with the collection of the rentals.

As a general proposition, therefore, it may be concluded that citizens of the United States and persons that reside here though not citizens, are subject to tax on incomes from all sources, and that non-resident persons are subject to tax on incomes from sources within the United States only.

It should be noted in this connection that wherever the word "persons" is referred to in a discussion of the income tax law, it is used to include not only individuals, but partnerships and corporations as well. In other words, the same rules are applicable to domestic corporations as to residents of the United States; that is, they are taxable on their incomes from whatever source derived. Likewise, the same rule is applicable to foreign corporations as to non-resident individuals, to wit, they are taxable only on their income derived from sources within the United States.

Partnerships, as such, are not subject to tax, as they are not recognized as an entity distinct from the partners who make up the partnership. The partners, however, would be subject to tax under the rules already outlined.

Estates and trusts, on the other hand, are regarded as separate entities and hence are subject to the income tax.

Another point should be carefully noted. The fact that a person is subject to tax does not necessarily mean that he is required to file a return or to pay a tax. It merely means that such a person comes within the scope of the law. Whether a return must be filed or a tax paid is governed by a different and distinct set of rules. In other words, every one who must file a return would of course be subject to the tax, but it does not follow that every one who is subject to the tax must file a return. Likewise, every one who must pay a tax must file a return, but every one who must file a return must not necessarily pay a tax. These are three separate divisions, although one is contained within another. The broadest division consists of those who are subject to the tax. The next division is of those that have to file returns. That subject will form the basis of the second article of the series.

"Pack my box with five dozen liquor jugs," is the shortest sentence in the language containing all the letters of the alphabet. But since 1919 the fellow who does so may draw a longer sentence.—Anon.

Useful Checking Hints

Estimating that a total of \$500,000,000,000 in business in this country during 1924 was done through the use of checks, J. E. Baum, manager of the protective department of the American Bankers association, suggests rules to prevent the operations of check thieves, checkraisers and many other varied kinds of check crooks:

1. Never write checks with a pencil. Use pen and ink or, if possible, a check protector.
 2. Fill in all blank spaces.
 3. Don't erase. Errors should be corrected by writing a new check and destroying those incorrectly written.
 4. Never give a blank check to a stranger and never cash a stranger's check without an indorsement which you have positively verified.
 5. Make checks payable to "cash" or "bearer" only when you personally present them at your bank. Otherwise use the name of the person you intend shall receive payment.
 6. Never place your signature alone as an indorsement on checks you intend to deposit. Write above or below your signature the words "For deposit only."
 7. Never sign blank checks. If you expect to be absent any length of time open a separate account subject to check of your employe or agent.
 8. Guard your canceled vouchers as you would a valid check, leaving none where they may be easily taken.
 9. Keep your check books securely locked up and be careful how and where you sign or exhibit your signature.
 10. Beware of the magic of the word "certified." Ordinary certification stamps can be duplicated almost as easily as any other rubber stamp.
 11. Watch checks which apparently bear the makers' "O. K." or other form of approval. They are more easily forged than the full signature.
 12. Safeguard your checks as you would your money, for they represent money.
 13. Deposit slips provide space for your name, usually upon the upper lines. Those written incorrectly should be destroyed, as otherwise your signature will be available for fraudulent use. You can prevent loss by first writing the detail of amounts deposited and then printing your account name.
- As the American Bankers association consists of about 25,000 bankers in the various states of the union, of highly trained, financial specialists, the advice given out by this group is bound to be valuable and is worthy of the consideration of every individual or firm that carries on business in the American Way—by use of checks.

A HARD WORLD

"Mother," said Helen, "when I grow up, will I have a husband like papa?"

"Yes, I suppose so," answered the mother.

"Mother," said Helen after a pause, "when I grow up, if I don't marry, will I be an old maid like Aunt Gertrude?"

"Why, yes, I suppose so," repeated the mother. "But what queer questions for a little girl to ask."

"Mother," after another pause, "this is a very hard world for us women, isn't it?"

Many who ask for daughter's hand get only papa's foot.

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

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

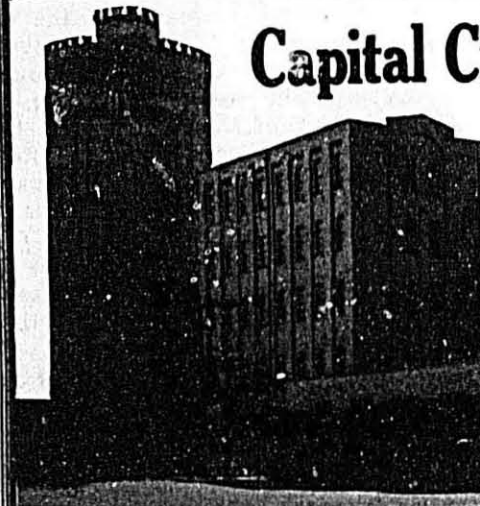
WOOD BOX SHOOKS

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




Anderson-Tully Co.
MEMPHIS, TENN.

Accidents Do Happen!



Capital City Milling & Grain Co.
DURUM WHEAT MILLERS
St. Paul - Minn.
Capacity 1500 Barrels



CHEROKEE SEMOLINA

Uniform Quality
manufactured from
Best Grades of
Durum Wheat

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

Patents and Trade Marks

During December 1924 five applications for registration of macaroni and noodle trade marks were favorably acted upon by the patent office at Washington and rights for their exclusive use granted the applicants by the government. In addition there were also 3 new applications filed which have been ordered published for investigation.

TRADE MARKS REGISTERED

Fortune—Contains a Wealth of Health

The trade mark "Fortune—Contains a Wealth of Health" filed by the Fortune Products company of Chicago on Feb. 5, 1924, was approved and duly registered on Dec. 2, 1924, being given serial number 192,287. Company claims it has used this trade mark on a long list of food products, including alimentary pastes, since Dec. 1, 1919.

The trade mark consists only of the words which constitute it, the word "Fortune" in large outlined letters, with the remaining portion of the title "Contains a Wealth of Health" in smaller heavy type.

Campagnola

Campanella and Favaro Macaroni company of Jersey City, N. J., has been granted exclusive use of the brand name "Campagnola" for which application was made on July 1, 1924, and granted on Dec. 2, 1924, without opposition. Company claims that it has been using this brand name on its macaroni products since September 1915.

The trade mark consists merely of the letters composing the brand name, all in heavy type. It has the serial No. 192,482.

La Rosa Di Sicilia

Kansas City Macaroni & Importing company of Kansas City was granted the right to the exclusive use of the brand name, La Rosa di Sicilia (The Rose of Sicily) on alimentary paste products, by order of the patent office on Dec. 9, 1924. The company filed its application for registration on Feb. 21, 1924, and was duly published on Sept. 23, 1924. It claimed its continued use since July 1917. The registered trade mark has serial No. 192,680.

The trade mark is a simple one, consisting merely of the letters in outline.

Termini Type, Paste de Semola

Without any exclusive right to the words "type" and "Paste de Semola" which it disclaims, Bologna & Co. of New Orleans were given registered rights to the use of the new trade mark "Termini Type—Paste di Semola" on Dec. 30, 1924. The company applied for registration on Aug. 1, 1924, had it published on Oct. 14, 1924, claiming use since Jan. 1, 1915. It carries register number 193,425.

The trade mark is quite an elaborate affair, with the goddess "Ceres" at the extreme left seated in a bower of wheat

sheaves. In the foreground is a steamer at the wharf and in the background a high mountain. On the scroll near the bottom is the name "Termini Type, Paste de Semola."

Little Queen

Leopold Benjamin Lier, doing business as the Royal Paste Factory, New Orleans, was on Dec. 30, 1924, granted the right to the exclusive use of the brand name "Little Queen" on its noodle products. Application for registration was filed May 5, 1924, and was published Oct. 14, 1924. Its claim that the brand name has been in use since 1902 was recognized and the registration was given serial number 193,557.

The trade mark is a horizontal rectangle with the words "Little Queen" near the top. In an oval in the center sits a little child in a wheat field feeding chickens.

TRADE MARKS UNDER INVESTIGATION

Castle Brand

The Alexander Gallerano company of Pittsburgh has applied for the registration of its trade mark "Castle Brand", for use on noodles, macaroni and spaghetti. Application was filed on Sept. 13, 1924, and was published Dec. 2, 1924. It claims use of brand name since June 27, 1924.

The trade mark consists of the words "Castle Brand" over a fanciful picture of an old time castle shown just below the center. The castle is flanked on both sides by groups of wheat sheaves. Just below the picture of the castle appears what might have been an old coat of arms, consisting of combination of shields containing the American and Italian flags.

Lo Bue Brand—Your Heart's Desire
G. & J. Lo Bue Bros. of Jersey City, N. J., have filed for registration their trade mark "Lo Bue Brand—Your Heart's Desire," date March 28, 1924. It was published Dec. 16, 1924, applicants claiming use of the brand name since Jan. 1, 1922.

The trade mark consists of a large heart shape design in the center, flanked on two sides and bottom with durum wheat sheaves. In the heart appear the words "Lo Bue" in large outlined letters at the top, the word "Brand" in small type underneath and near the bottom of the heart the words "Your Heart's Desire" in smaller outlined letters.

Eg-Noo's

The trade mark "Eg-Noo's" is the brand name chosen by Ida L. Ginsburg of St. Paul, Minn., doing business as Eg-Noo's company, according to application filed Oct. 23, 1924, and published Dec. 16, 1924. Applicant claims that the brand has been used on egg noodles since Sept. 1, 1923.

The brand consists of the outline of an egg with the brand name "Eg-Noo's" inserted therein in heavy black type.

SHRINK TO ONE FORM

Trade Associations Prefer Standard Invoice Form—Conference Urges Cutting Out of Variety of Blanks—Save Time and Money.

Because of the interest taken in the conference held in Washington this month at the call of R. M. Hudson, chief of the division of simplified practice of the department of commerce, there seems to be probable a general agreement among various business groups for the adoption of a standard invoice form that will mean a savings estimated at \$15,000,000 annually.

While the National Association of Purchasing Agents has consistently taken the lead in the fight for a uniform invoice, 41 national trade associations have given the movement active support. Others are expected to fall in line as the benefits of the proposed change become generally understood.

At the conference on Jan. 14 resolutions were adopted recommending that a strong campaign of education be launched to bring all to realize the tremendous saving that a uniform invoice would be both in labor and money. The one element in favor of the movement that particularly appealed was that mentioned by W. L. Chandler, secretary of the National Association of Purchasing Agents, who said:

"For several years the sellers have been complaining because of the increasing nuisance of having to bill their goods to customers on invoice blanks provided by the customers. This growing tendency of the customers is the result of their determination to effect the great savings in clerical help made possible by invoices standardized as to size and form. If the customers can save 15 million dollars by the use of standard invoices the sellers can save at least an additional 10% of that amount. The National Standard Invoice Form will do away with the need for customers' private forms."

The department of commerce expressed the belief that the general adoption of the proposed standard invoice form would work toward elimination of those wastes resulting from the present tremendous diversity in the forms used for the purposes indicated and promised every cooperation in the effort being made to simplify current commercial practice.

The sole object of the conference was to agree on a uniform form of invoices of standard size to reduce handling, filing and finding expenses, for such a form would greatly reduce the checking, paying, recording, filing and finding expenses in every line of business to which the standard form would be suited.

Short debts make longer friends.

The W. K. Jahn Co.

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

Importers of
GOKL EGG PRODUCTS

FOR
NOODLES

PURE
CHICKEN HEN EGG
YOLK

SPRAY GRANULAR

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

Prices and Samples on Request

CONTRACT NOW FOR 1924-1925!

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

THE CHAMPION'S POLICY

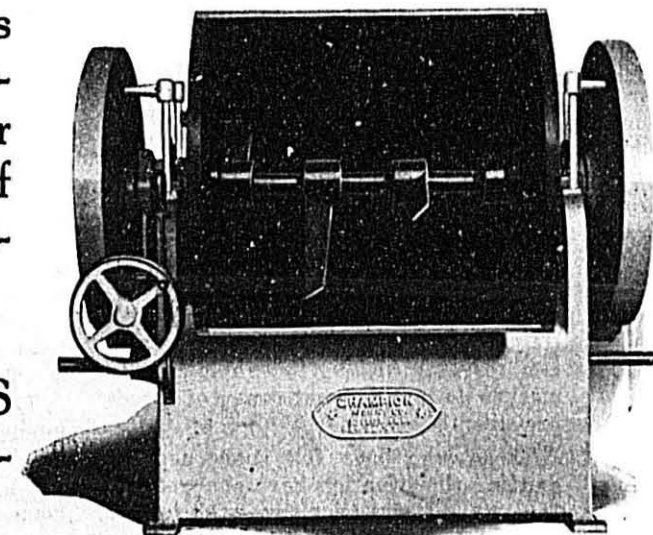
"BEST MACHINES AT FAIREST PRICES"

Special for Macaroni and Noodle Manufacturers

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

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

Try our MIXERS
once you'll always
use one.



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

Write for particulars

**Champion
Machinery Co.**
Joliet, Ill.

WHEAT PRICE HIGH?

Question Answered Whether Figure Has Undue Altitude—Complaint No Real Basis—1924 Situation Unusual—On Grain Futures Act.

Improvement in the farm and market price of wheat during the last 6 months is beginning to cause comment and complaint. It is not too much to say that this is unwarranted. For 4 years the wheat grower has been staggering under a load of distress. Depression and deflation have driven hundreds of thousands of wheat growers from the land. The complaints, generally speaking, rest upon the misapprehension that speculation has driven the price up unduly in the United States and hence that the United States price must be above a parity with the rest of the world.

The responsible agencies of the United States Department of Agriculture are in constant touch with the conditions of supply and demand, not only at home but abroad. Prices in a broad sense are the result of the expert opinion of the world either as to the supply available until a new crop is received or as to the estimated quantity that will become available if the crops have not been harvested.

The 1924 wheat situation in the United States presents a remarkable combination of circumstances. Last May wheat prices began to rise. The United States had reduced her acreage; Canada had reduced her acreage; the whole northern hemisphere had planted 10% or 12% less than for 1923. May was a very unfavorable month for crop growth both in the United States and Canada. After June, except in the United States, the condition of the wheat crops of the world showed progressive deterioration. Naturally and inevitably expert opinion concluded that prices would rise as they necessarily did. Each succeeding crop report advised of deterioration in the various parts of the world. Even as late as November the Canadian crop estimates issued by the dominion bureau of statistics took off 20,000,000 bu. from the previous figure. Australia reported damage due to weather conditions. Argentina forecast a crop over 55,000,000 bu. below 1923. The Bulgarian, French, English, and other crops were reported short. And last but not least the Canadian export surplus, which for 1923 was roughly 375,000,000 bu., was reduced to 175,000,000 bu.

The sum of the whole matter was that the slight but progressive improvement in the United States crop gave us alone of the producing and consuming countries a good crop, while generally throughout the rest of the world there was a shortage of bread grains. While our crop was a good crop it was not a bumper crop by any means; in fact it

was 25,000,000 bu. below the 5 year average and was only about 70,000,000 bu. more than the small but disastrously low priced crop of 1923.

This statement of the world situation shows unmistakably the reason for the prevailing price and also indicates that the conjunction of circumstances responsible for it is one that is unlikely to occur on the average more than once in many years and hence does not warrant expectation of continued high prices in future years. A Europe still prostrate from the after effects of war must perforce make almost superhuman efforts to meet her needs through home production.

In connection with the statement that United States wheat prices are too high compared with the rest of the world the charge is made that Chicago prices are higher than Liverpool prices. The exact opposite is the case. On a recent date when the December future price in Chicago was \$1.52, in Kansas City it was \$1.44, while the price in Liverpool was \$1.77. That speculation, at least in this particular situation, is not unduly burdening city consumers may be concluded from the fact that on Dec. 29 May wheat was selling at Winnipeg for delivery from elevators at Fort William at about \$1.87 per bu., while comparable wheat at Minneapolis was about \$1.75 and the contract grade No. 2 hard at Kansas City was \$1.71. The superficial inference from these figures is that the American price is too low and not too high as is charged.

Exports on an unusual scale play their part in the situation. During the 6 months from July to December our exports of wheat were over 197,000,000 bu. During the same period in 1923 our exports were only about 81,000,000 bu. In other words, although the 1924 crop was only 70,000,000 bu. greater than 1923 exports are already 116,000,000 bu. greater for identical periods.

It is of course inherent in our wheat grower's situation that circumstances force him to market immediately or soon after harvest. Based on a 9 year average estimate nearly 70% of the wheat crop leaves the farm in the 5 months from July to November inclusive. May is the high price month of the year. It is also the month of lowest marketings. To enable growers to benefit more largely from the high priced period of the year and from years when high prices prevail generally we need greater ability on the farmer's part to store on the farm or to hold at terminals, when economic conditions indicate the desirability of such a course. Habit, stress, our whole marketing system, result in rushing the whole crop to market no matter what range of prices prevails.

Those who have felt concerned regarding the situation have charged the Department of Agriculture with failure to enforce the grain futures act. These charges must necessarily be based upon

a misunderstanding of the actual facts. The grain futures administration of this department has competent investigators daily on the floors of the important grain futures exchanges. In addition it receives reports daily showing the outstanding interests of all firms. No information in the possession of its market supervisors gives ground for alarm that the essential bread grain of the United States is being made the subject of vicious and harmful speculation. Nevertheless if citizens have information or evidence warranting investigation the department is always ready to proceed promptly within its powers to protect the genuine interests of the public, both consumer and producer.

Uncle Booster Scores

Edward M. Flesh of the United States food commission was talking in St. Louis about snobbishness.

"Snobbishness penetrates everywhere," he said. "It even penetrates our churches.

"I know an old darkey who got religion last month and decided to join the richest and handsomest church in town, the church with the finest music and the best preaching. Then he called on the pastor and stated his design.

"But the pastor hemmed and hawed. He felt that his fashionable flock wouldn't welcome such an addition as the old darkey. He didn't want to hurt the old fellow's feelings, however, and finally said:

"Go home, Uncle Rooster. Go home and pray over it. This is an important matter and should be made a subject of prayer."

"Old Uncle Rooster went home, and in a few days he was back again.

"Well!" said the divine. "Well, what's the verdict now?"

"Ah prayed an' Ah prayed," said Uncle Rooster; "an' de good Lawd He say to me: 'Rooster, mah son, Ah wouldn't bother mah haid about that mattah no mo'. Ah've been a-tryin' to git into dat chu'ch mahself for de last 29 yeahs an' Ah ain't had no luck, nuther.'" —Washington Star.

An Army Puzzle

An army captain relates a weird experience he encountered "over there." It was during mess and the orderly officer, glaring down the long table, demanded if there were any complaints about the food.

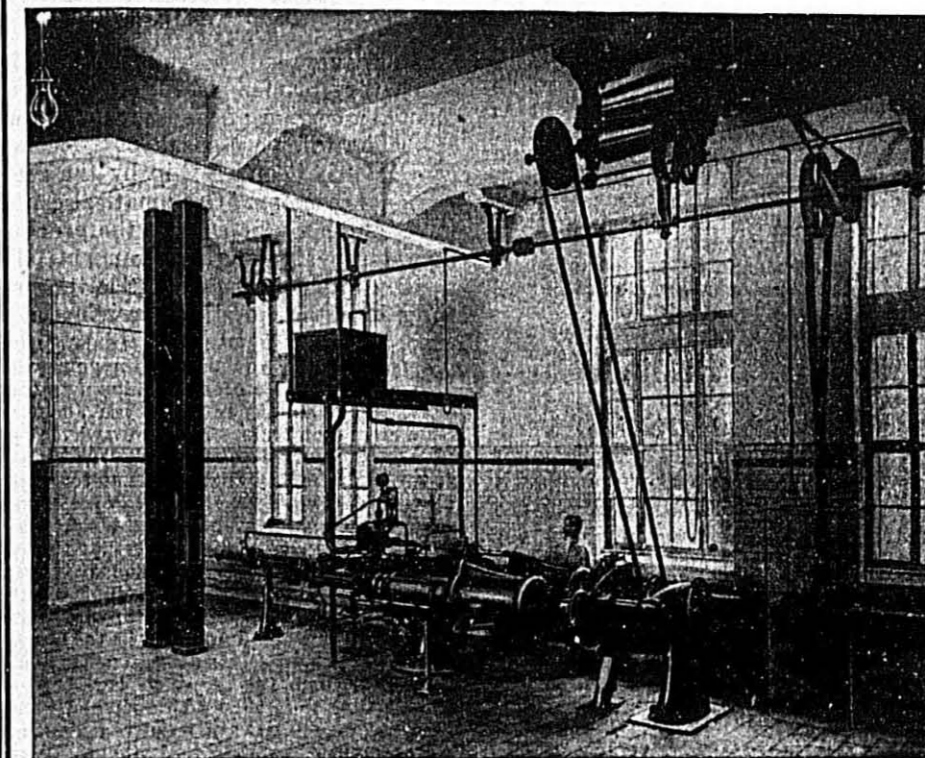
Private Jones rose slowly and extended his cup:

"Taste this, sir," he said. The officer took a sip, hesitated a moment and said scathingly:

"Very excellent soup, I call it." "Yes, sir," agreed Jones, "but the corporal says it's tea, and the cook served it as coffee, and just now I found a dish cloth in it, sir."

BUHLER BROTHERS' for

Works at Uzwil, Switzerland



"Quality"

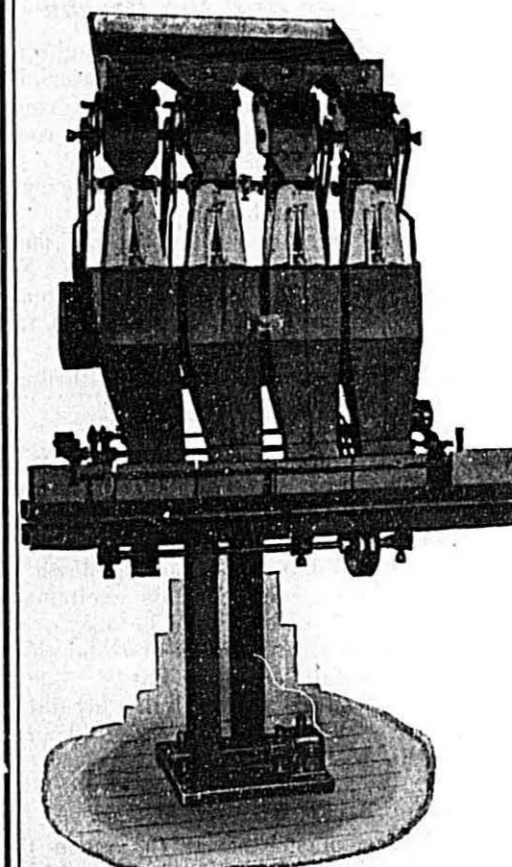
The BUHLER
Horizontal
Shortgoods
Press

of which the largest user of Buhler Presses said:

"I know of no improvements I could suggest on this Press as it is the most perfect Machine I ever saw."

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Made 2 Sizes, 20 to 60 Pkgs. a minute

JOHNSON MACARONI TYPE SCALE

for weighing Elbow and Alphabet Macaroni, Noodles,
Spaghetti and similar Products.

The substantial construction of this Scale and its parts are all designed with a view of eliminating Feed trouble, thereby insuring accuracy.

A Rotary Feeding device under the Feed Hopper controlled by flexible Baffles or Stops insures a steady flow to the Scale Hoppers and prevents breakage and clogging.

Installed with Johnson Sealers, makes the Ideal Packaging line—and installed with other machines, it improves the whole equipment.

JOHNSON
AUTOMATIC SEALER CO., Ltd.
BATTLE CREEK, MICH.

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30 Church St.

Chicago
208 S. LaSalle St.

Los Angeles, Cal.
Marsh Strong Bldg.

MACHINERY EXCHANGE

Also of Materials, Valuable Association
Service in Certain Lines—Way
to Get Free of Junk of Po-
tential Value.

In many lines of industry manufacturers inevitably accumulate materials which because of changing trade conditions or demands they cannot use, and if unsold at once become a part of an ever increasing collection found about most factories waiting for something to happen. There is much of this in heavy lines, such as metal and wood stock where age does not seriously deteriorate it. The problem is of perhaps more immediate concern where these accumulations of stock have a depreciating value, suggests the department of manufacture of the Chamber of Commerce of the United States.

Then, too, there is the ever present question of disposing of machinery and equipment replaced by that of greater capacity or utility. This is generally set aside and inventoried until "clean-up day" when it is sold for junk and little realized on it.

Shafting, belting, furniture, fixtures, machinery, heating equipment, all form part of such accumulations which in the aggregate run up into large figures. There is a potential value to this material and machinery from which a reasonable return could be obtained and on which carrying charges should be readily eliminated.

How to dispose of this surplus is, of course, a problem, as the information should come directly to the attention of those in the same industry who have similar needs. The concern in need of some material the market for which is bare should find it possible to make his wants speedily known to those who most likely would have a surplus of the item if such exists. Likewise opportunity should be afforded the plant having had to replace certain equipment to offer for sale the still serviceable items to those most liable to have need for them.

Here then is a field for the trade association as the most natural and effective medium through which an exchange service can be carried on, a service, moreover, which entails comparatively little expenditure of time or money upon the part of the association headquarters. The worthwhileness of such a service suggests that each secretary canvass the situation within his organization—he may find many opportunities to use it.

The department of manufacture in gathering information from associations which are supplying such service obtained an experience report from each, together with copies of their forms for listing "sale and want" items also of their weekly or monthly reports of offerings. The plan in most organizations is very simple and inexpensive:

1. During the first 10 days of each month the association receives from members their listings of surplus stock or machinery they offer for sale.

2. On the 10th it presents in bulletin form in a classified, orderly manner all listings received and also reprints such items appearing on previous bulletins that are not reported sold, provided it is requested by the listing member.

3. All items listed having been given a key number, any member interested and desiring information is given the name and address of the member who has listed the item with whom negotiations may be entered into.

4. The association makes no charge for this service and assumes no responsibility for any arrangement entered into between the seller and buyer; in fact drops out of the picture after suggesting the contact.

5. Occasionally, when circumstances warrant, such as an unusual offering of material or a large quantity needed or where a member volunteers to pay the cost, a special bulletin may be issued.

6. Secretaries endeavor to have those who buy and those who sell listed items report them to the association with total of sale and make record of it.

NOTE: While the National Macaroni Manufacturers association has not adopted such an extensive system it has anticipated the requirements of the macaroni manufacturing industry for service of this kind and provided at a very low cost an opportunity of making known the wants in the way of purchase, exchange or sale of used machines through the classified columns of the official organ of the macaroni manufacturing industry, the Macaroni Journal. A more extensive use of the opportunity afforded by this classified column would enable manufacturers to save a much larger portion of the many thousands of dollars that are now reported as wasted through idle machines and parts.

Testing the Salesman

Proctor & Gamble use this, among other plans, to determine the efficiency of salesmen, says the Service Digest. A number of people rate each man on the following points:

1—How does he impress people by his physique and bearing? Favorable? Satisfactory? Poor? Repulsive?

2—How does his voice affect people? Very pleasing? Agreeable? Unnoticed? Weak? Disagreeable?

3—Does he strike out for himself in locating prospects and planning approaches?

4—How does he study each prospect, his needs, and attitudes?

5—Does he stay with a proposition in spite of difficulties?

6—Does he boost the company?

7—Does he dominate an interview, take the lead in the conversation?

8—Does he get information from prospects without arousing antagonism and does he avoid controversies with his trade?

9—Can he tell a good story and hold attention?

10—Does he use good judgment in handling complicated situations?

11—How much does he take part in social and community affairs? Is he

well and favorably known in his community?

12—Does he usually put in full hours? Is he on the job regularly?

13—Does he impress people as sincere?

(Questions 3, 10, 12 and 13 are held to be of the greatest importance.)

"She" She Is

A Japanese lady is credited with giving a very proper answer to the much mooted question of whether or not we are right when we speak of a locomotive as "she" and a ship by the same personal pronoun. Grammatical critics have long maintained that the pronoun is improperly and ungrammatically used in all such cases. The letter goes fully into the question, arriving at a most elucidating solution. She writes:

Sometime ago you publish in your valuable paper article on female shipping steamer. I have thought to write you about female engine on train. You know why? Yes, they say, "Here she comes!" "There she goes," and she this and she that for many because. They wear jacket with yokes, pins, straps, shields and stays. They have apron, also lap. They not only have shoes, but have pumps. Also hose and drag train (psgr. and freight) behind; behind all the time. They attract men with puffs and mufflers and when the draft is too strong petticoat goes up. This also attract. Sometimes they foam and refuse to work. When at such time they should be switched. They need guiding—it always require a manager. They require man to feed them. When abuse are given they quickly make scrap. They are steadier when coupled up but my cousin say they one hell of expense. Is it not enough reason?

Father and the Bricks

An angry father met his daughter's young man in the hall, and materially hastened his departure in the usual manner. Then he returned to the room and sat down.

"I hope you didn't hurt Harry," sobbed the daughter.

"No," fiercely replied the old man, picking up his foot and nursing it. "No, I didn't hurt him, but if ever he comes here again with bricks in his coat tail pocket I'll kill him!"

And the girl smiled softly through her tears.—London Tit-Bits.

An Irishman awakened suddenly in the night by a cry of fire hastily donned his trousers and leaped from a second story window. He alighted safely on the ground but stood looking down at his trousers, which in his excitement he had put on hind side before.

A fireman came up to him and said: "Did the fall hurt you, Pat?"

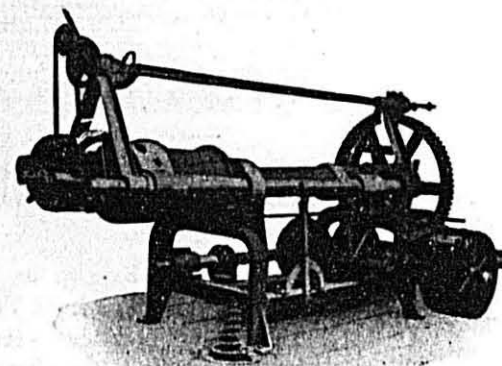
"No," said Pat. "Divil a bit did it hurt me, but it gave me a divil av a twist."—Judge.

FOOD FOR THOUGHT

A dog may bark at the moon the whole night long, but the darn thing keeps right on shining.

When the sun shines the sky is blue.

D. & E. Cutting Press



STYLE H—DOUBLE OR SINGLE CYLINDER

Cylinder	Floor Space	Weight	Driving Pulleys
9 or 10 in.	5 x 10 ft.	5000 lbs.	20 in. dia. x 3 in. face

This press is complete and compact, is entirely self contained and is arranged to cut all lengths of short macaroni. Shipped ready for belts. Steam or gas connection as desired. ALL GEARS GUARDED.

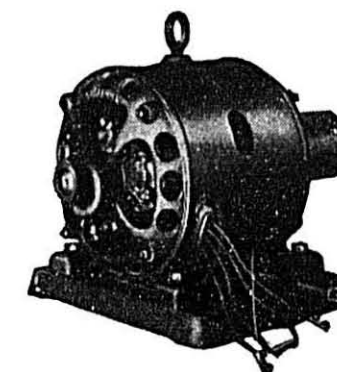
Repairs to Walton Machinery.

DIENELT & EISENHARDT, Inc.

1304-18 N. Howard Street
PHILADELPHIA, PA.

Established Over 50 Years

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.

Discriminating Manufacturers Use

Hourglass



Brand

PURE DURUM SEMOLINA AND FLOUR
RUNS BRIGHT, SHARP AND UNIFORM

Quality and Service Guaranteed

Write or Wire for Samples and Prices

DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE: F 7 Produce Exchange

PHILADELPHIA OFFICE: 458 Bourse Bldg.

BOSTON OFFICE: 88 Broad Street

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

Tested Macaroni Recipes**Beef in Brown Sauce with Macaroni**

Cold beef is sliced thin and put in the following sauce. Serve on hot platter with boiled macaroni; garnish with sprigs of parsley and sprinkle with finely chopped parsley and the cheese over the macaroni.

Brown Sauce

- 1 tablespoon drippings.
- 1 tablespoon flour.
- 1 tablespoon grated onion or ½ teaspoon grated nutmeg.
- 2 tablespoons raw carrot.
- 2 tablespoons finely chopped parsley.
- 1 tablespoon grated cheese.
- 1 teaspoon salt.
- Dash paprika.
- 1 cup gravy.

Put the drippings, onion and carrot into saucepan; cook until the onion is tender, but not brown; remove from fire, add the flour and stir until smooth. Return to fire and add the cold gravy or water, boil 5 minutes, stirring constantly; add seasoning. Pour over the meat and place over fire to heat through.

Baked Vermicelli

Here is something worth trying: Half box vermicelli, 1 quart of milk, 2-3 cup of sugar, 1 egg. Heat the milk, add the vermicelli and cook until soft and slightly thick. Beat the egg until light, add sugar and stir into the cooked vermicelli. Pour into a buttered baking dish, place dots of butter over the top, and bake in the oven for ½ hour. Serve cold and just before serving beat up some currant jelly with a fork and spread over the top. When eggs are plentiful and cheap I use 2 or 3.

Pork Chops with Spaghetti

Fry pork chops. Remove to platter. Cut 1 green sweet pepper fine, 2 onions cut fine; cook in pork grease. Return chops to pan, cover with water, add 1 cup tomato sauce, thicken.

Have cooked spaghetti on dish, pour sauce over and place pork chops on top.

Spaghetti (Hungarian)

¼ lb. fresh pork, ¼ lb. beef, chopped; 3 large onions chopped, mix with meal, cover with cold water and boil half an hour. Cook ½ box spaghetti until tender. Drain, cover with above mixture and add ¾ lb. grated cheese and ½ can tomatoes. Season with salt and pepper and bake 1 hour.

Peanut-Macaroni Croquets

Cook ¼ lb. of macaroni in salted water for ½ hour, drain and chop. Make a sauce from 1 cup of milk, 2 tablespoons of flour and 2 tablespoons of butter, adding ¼ teaspoon of salt and a little paprika. Add 1 large teaspoon

of peanut butter and 2 tablespoons of grated cheese, blending thoroughly. Add the chopped macaroni. Turn onto a buttered platter to make a sheet about ¼ inch in thickness. Cover with a buttered paper to avoid formation of a crust. Let stand until cold, then cut into rounds with a biscuit cutter. Dip in egg and bread crumbs and fry in deep fat. Serve immediately with tomato sauce.

Northern Italian Spaghetti

The recipe is for spaghetti made in northern Italy, as that of southern Italy is prepared in a different way.

Cook ½ lb. of spaghetti in boiling salted water until done; when done, drain and mix with gravy already prepared and add 2-3 cup of grated cheese; after mixed it should stand over hot water at least ½ hour before served.

The gravy is made by first soaking ¼ cup of dried mushrooms in ¾ cup of water. Chop fine 1 onion the size of an egg and brown in 4 tablespoons of pure olive oil. Before quite brown add mushrooms, which have been chopped and squeezed dry. When both are browned add the water in which the mushrooms were soaked, then add pound can of tomatoes and a pinch of nutmeg and salt and pepper to taste. Cook 2 hours, strain or not as you like. To this add teaspoon of flour wet with cold water.

Creamed Macaroni and Cheese

One package of macaroni, ¼ lb. soft yellow American cheese, ½ cup thin cream, 3 tablespoons of butter, salt and pepper to taste, 1-3 cup finely rolled bread crumbs.

Boil and drain macaroni as directed for other dishes. Cut the cheese into very thin slices. Season the macaroni with plenty of pepper and salt to taste. Place a layer of macaroni in a buttered dish. Lay a layer of cheese over, then a few dots of butter, another layer of macaroni, then cheese until all is used and top layer is macaroni. Then dot on rest of butter, cover with crumbs, then pour on the cream to soak through, and bake until top is just light yellow, about 30 to 40 minutes in moderate heat.

Macaroni Sandwiches

- 2 c cooked macaroni.
- 1½ c celery, chopped fine.
- ½ c nut meats, chopped fine.
- 3 green peppers, chopped fine.
- ½ c pimientos, chopped fine.
- 2 T lemon juice.
- 2 T water.
- 1 T salt.
- 2 T sugar.
- ½ c salad dressing.

Cook macaroni in boiling salted water till tender; drain. Dry and put through food chopper. Mix with finely chopped pepper, nuts, celery and pimientos. Mix lemon juice, water, salt and sugar with salad dressing and pour

over macaroni mixture. Mix well together and let stand till well seasoned. Place between thin slices of buttered white or brown bread.

Macaroni and cheese is the most familiar dish. Suppose that you omitted cream sauce, increase the amount of cheese, and then use milk and eggs to furnish the thickening. For variety's sake you can call the dish a roast.

ADVERTISING ILLS

Costly Indigestion Known as "Waste-basketitis"—Dollars Lost Through Thoughtless Publicity—Hurts "Goodwill," Thereby.

Millions of inefficient advertising dollars commit suicide every year by deliberately jumping, not into the lake, but into the waste paper basket. Why are waste baskets growing larger? Why do janitors now have to empty them twice a day? BECAUSE thoughtless advertising men (even as you and I) insist on chucking them full of derelict dollars, says "Cleats" of Jan. 3, 1925.

Didst ever hold a waste basket post mortem? The verdict? Advertising indigestion! In our week's collection were a large number of the season's greeting cards—principally from firms and individuals who are anxious to do business with this association or with ye humble editor. As we surveyed this big collection, not one of which was based on even a friendly business transaction during the year, we came to the conclusion that greeting cards always more or less expensive, are a darned costly advertising matter. In fact instead of creating good will they did exactly the opposite through our feeling that the sender was dragging the lofty sentiments that mark the exchange of such greetings through the mire of selfish commercialism. Are we right?

In connection with the disease, "advertising indigestibility," the Engineering Advertisers association in its meeting this month will study the waste paper basket phase of advertising waste. Each member will be asked to bring and display the contents of their waste paper baskets for the week previous to the session; after viewing the "waste" they will be discussed and later diagnosed to discover a remedy of prevention rather than cure.

Algiers Hot Place

Heat so intense that it has been described as a "wave of fire," has been sweeping over the country near Algiers and scorching all the vineyards to such an extent, that the usually enormous wine grape crop is in danger.

For several days in the early days of the month, the thermometer registered 149 degrees.

SEMOLINA

FOR QUALITY TRADE

It's a Pleasure
to Send Samples

CROOKSTON MILLING CO.

CROOKSTON, MINNESOTA

"CROOKSTON MEANS-FIRST QUALITY"

COMMANDER

Semolinas Durum Patent and First Clear Flour

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

Ask For Samples

Commander Mill Company
MINNEAPOLIS, MINNESOTA

Cheraw Box Company, Inc.
Seventh and Byrd Streets,
Richmond, Virginia

SATISFACTORY

Wooden Macaroni Box-Shooks

NOTE—Our shooks are made from tasteless and odorless gum wood. Sides, tops and bottoms are full one-quarter inch thick and one piece. All ends are full three-eighths inches thick.

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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SPECIAL NOTICE

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 January 15, 1925 No. 9

Questions and Answers

(Opinions of readers on various matters treated hereunder, always welcome.)

Wants a Bundle Wrapper

Question: An eastern manufacturer asks: Could you advise us of the makers of a wrapping machine that will wrap bundles of from 1 to 5 pounds in a paper wrapper? Will you be kind enough to advise whether or not there is such a machine on the market?

Reply: Sorry that we are unable to give you this information offhand as we know of no such machine. We are seeking information from several wrapping machine builders and will advise later. Presume that you want a machine that will wrap and tie a bundle of loose macaroni without the use of a carton. Machine manufacturers invited to supply information and we will gladly put them in touch with the firm in the market for such a machine.

Loss in Weight in Manufacture

Since the query, "What becomes of the 10 to 15 lbs. that are lost in manufacturing a barrel of semolina into macaroni?" last November there has been a spirited correspondence on the subject. All seem to know that the loss takes place but many account for it differently.

Along the same line one firm asks: What is the average moisture content of macaroni? What is the maximum amount it may contain without spoiling in boxes and the minimum amount of moisture possible and still retain its shape?

Reply: Dr. B. R. Jacobs, director of the National Cereal Products Labora-

tories, and Washington representative of the National Macaroni Manufacturers association, gives the following reasons for loss in weight:

The reason for losses obtained in the manufacture of flour and semolina into macaroni products is that macaroni usually contains less moisture than the flour or semolina from which it is made. There is much flour and semolina on the market containing 13% to 14% of moisture while most macaroni contains less than 10% of moisture.

Package macaroni is usually higher than bulk in moisture contents and may contain as high as 13% or 14% of moisture without spoiling. The moisture permitted by the government standard is 13.5%, the same as for flour and semolina.

Incidentally I hope to impress the manufacturers with the fact that the National Macaroni Manufacturers association maintains a technical department fully equipped and able to give them this information as part of what they get for association membership. (JOIN THE ASSOCIATION.)

Predict Higher Semolina

While many manufacturers who have practiced careful buying on a market that shows semolina on a steady increase have been hoping for a seasonal break during which to fill their requirements, others have become convinced that the rise in price was natural and fairly well covered their requirements. The latter are fortunate indeed if the prediction of one of the leading durum millers comes true.

Studying the durum crop from field to mill, the booking of orders by those who take the better grade millings, and combining all with a study of the big purchases by foreign government of the ordinary durums, this miller feels that the trade is to experience even higher prices in the very near future. No. 2 semolina has passed the 5½¢ a lb. point on the Chicago market and was much higher in other points more distant from the source of supply.

The sales of semolina have not been unusually heavy by any of the durum millers, though all of them enjoyed a fair business even on the high market. While these prices are extremely high, the world's wheat conditions are so extremely bullish that we look for further advances in the wheat market and consequently higher semolina prices. From all indications the trade, generally speaking, is not very heavily booked and we believe that it will be necessary for many manufacturers to come into the market shortly after the first of January for the every day requirements.

We also expect to see an urgent demand for semolina already bought as soon as the holiday letup is over. (There was very little or no letup this year.) We are urging all buyers to place their

shipping directions early for their own protection.

Man From Missouri

Jones was always bragging about the modern improvements in his very modern home. The latest was an automatic tub. You had only to touch a button in any room in the house and in glided the tub.

A friend of the doubting Thomas kind was calling one day and asked:

"Jones, let me see that wonderful tub. Press the button, please."

Jones did—and zipl! in flew the tub, and Mrs. Jones in it!

The only difference between a grave and a rut is the dimensions. One is about as difficult to get out of as the other.

Solitary Omission

Visitor—You've left something out of this bill, Mrs. Smith.

Seaside Landlady—Oh! what is that? Visitor—You haven't charged us for last week's fine weather.—The Passing Show.

Multiply your business cylinders as rapidly as time or occasion permits and thus gain more power, more smoothness, more speed.

A "Dandy" Show

Mother—What kind of a show did papa take you to see while you were in the city?

Bobbie—It was a dandy show, mama, with ladies dressed in stockings clean up their necks.

The man who has everything he wants generally has a lot of things belonging to someone else.

Worry, not work, brings on old age.

WANT ADVERTISEMENTS

Five cents per word each insertion.

FOR SALE—A 2-barrel capacity Werner & Pfleiderer Universal kneading and mixing machine, complete with motor attachment, in A-1 condition. Ravarino & Freschi Imp. & Mfg. Co., St. Louis, Mo.

WANTED—Second-hand Noodle and Breaking Machines. Must be in good order. State price. Give particulars. H. Constant, St. Boniface, Manitoba.

A. ROSSI & CO.

Macaroni Machinery Manufacturer

Macaroni Drying Machines
That Fool The Weather

387 Broadway -- San Francisco, Calif.

The House
of
Perfection

Always at
Your
Your Service

Where Others Have Failed,
We Have Succeeded.



Why not deal with a reliable house?

INTERNATIONAL
MACARONI MOULDS CO.

252 Hoyt St.

Brooklyn, N. Y.

Made to Satisfy
Packer, Jobber
and the Retailer.



Solid Fibre
or
Corrugated Fibre
Shipping Containers

Made by

ATLAS BOX CO.

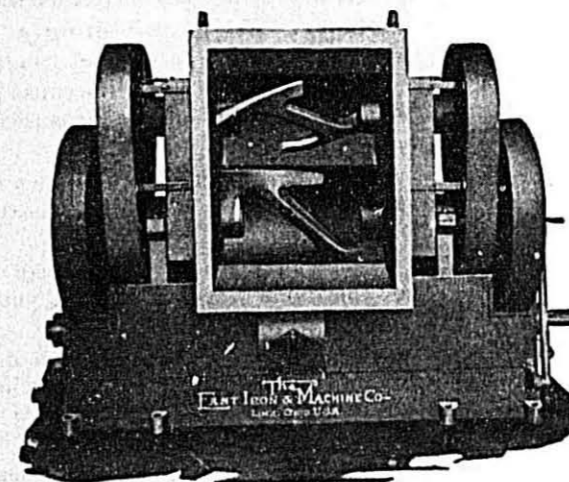
1385 No. Branch St.

CHICAGO

"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.



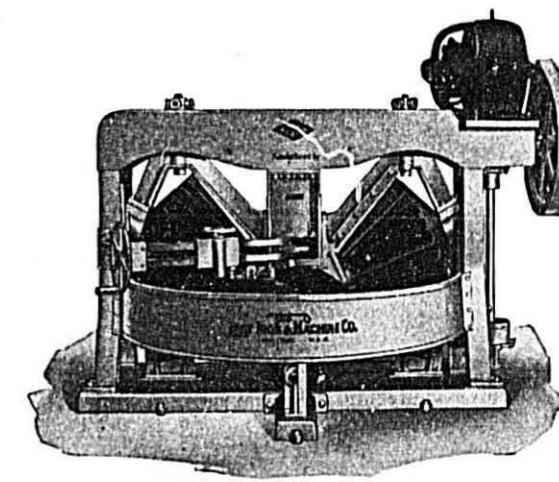
"Eimco" kneaders knead the lumps of dough, as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers at rolls to prevent dough from clinging. All gears are fully enclosed.

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.



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

The headquarters of the National Macaroni Manufacturers association and of the Macaroni Journal at Braidwood, Ill., wishes to express appreciation to several firms of the allied trades who thoughtfully remembered the hard working force during the Christmas season.

First came a handy recipe case from the Washburn Crosby company of Minneapolis telling us just how to cook and prepare the best food on earth, macaroni and spaghetti, also other foods, some too dainty for our delicate appetites.

Next comes a very handy desk clock from the Minneapolis Milling company of the same city, manufacturer of the famous "Two Star" semolina which is advertised on the panel in which clock is set at just the right angle. Its regular and unceasing "tick-tock" is probably intended to remind us that it is again time to work up another issue of the Macaroni Journal, that national convention time is near, that this problem or that worry must be attended to or that it is time for most macaroni men to appreciate the fact that they can best promote their own interests and those of the industry by joining the National association.

Now comes a very handy and a beautiful instrument, a gold "Redipoint" pencil from the Commander Mill company, accompanied with Christmas and New Year greetings. Perhaps it is to remind us that an occasional letter is expected and appreciated. Well, we'll attend to that but will continue to make use of the "HUNT AND PUNCH" system on the faithful typewriter, reserving the pencil for other uses.

From Crookston, Minn., comes a real handy "Ever Ready Loose Leaf Calendar" that was put on the job the very first day of the year, even before we had time to acknowledge our appreciation to the Crookston Milling company, the donor.

I. DeFrancisci & Son of Brooklyn remembered the association headquarters and editorial sanctum with a handy combination blotter, ruler and calendar. It was immediately placed in service. It is also desired to acknowledge

greetings from the following: E. Z. Vermylen, first vice president of the National association; Mr. and Mrs. Wm. A. Tharinger of Milwaukee, Peters Machinery company of Chicago, Charles Wesley Dunn of New York city; Leon G. Tujague of the Tujague Food Products Co., New Orleans; Lion Brand Macaroni company of San Antonio, Texas; C. H. Burlingame of the Foulds Milling company of Chicago, Charles (Semolina) Miller of Chicago branch of Washburn Crosby Co., The John B. Canepa company of Chicago; C. W. Griffin, Toronto representative of the Creamette company; Fortune Products Co., Chicago; Arthur S. Purves, Chicago representative of Northwestern Miller; Mr. and Mrs. James T. Williams of Minneapolis; Miss Betty Crocker of Washburn Crosby Co., Minneapolis; Sprague-Sells corporation, Chicago; Henry Mueller, president of the National Macaroni Manufacturers association, and to all others that may have been overlooked or whose greetings were lost in the heavy Christmas mail.

May all of us be alive to send and receive similar greetings for many years to come.

Personal Notes

Frank L. Zerega, vice president and treasurer of A. Zerega's Sons, Consolidated, Brooklyn, N. Y., sailed on the S. S. Olympic on Dec. 27 for a tour of France, Spain and Italy. Aside from recreation Mr. Zerega will make a personal study of the alimentary paste manufacturing industry in these countries with a view of introducing them here if they be an improvement over the advanced American methods now generally practiced.

Wm. H. Sudduth, vice president of the Commander Mill company, Minneapolis, Minn., sailed on Jan. 8, 1925, for an extensive European tour.

Macaronigrams

Don't be a sigher—Be a trier.
 Scandal power is noted for speed.
 Excess is an arch enemy of success.
 Humanity divides into 2 classes. One

has too much to do, and the other hasn't enough.

Marrying an heiress is one kind of a safety match.

It is easy to expect others to set a good example.

We all think there is but one perfect way—our own.

There is many a slip after the cup touches the lip.

The human heart wears out but never grows old.

Make sure the prize you chase is worth the price.

Savings bank depositors have no use for the red flag.

Be sure you have an aim in life before you pull the trigger.

If you have not laughed once in 24 hours, it is a day you haven't lived.

Many a girl after visiting a drug store appears in the pink of condition.

Some men are ruined because they can't get credit—others because they can.

One square deal will not make a reputation, but one crooked deal has ruined many a man.

Don't simply see how you can "put in the day." See how much you can "put into the day."

People who tell all they know do not do half the harm that those do who tell more than they know.

Facts are not stubborn things. It's the man who won't recognize them that is stubborn.—Ohio Print.

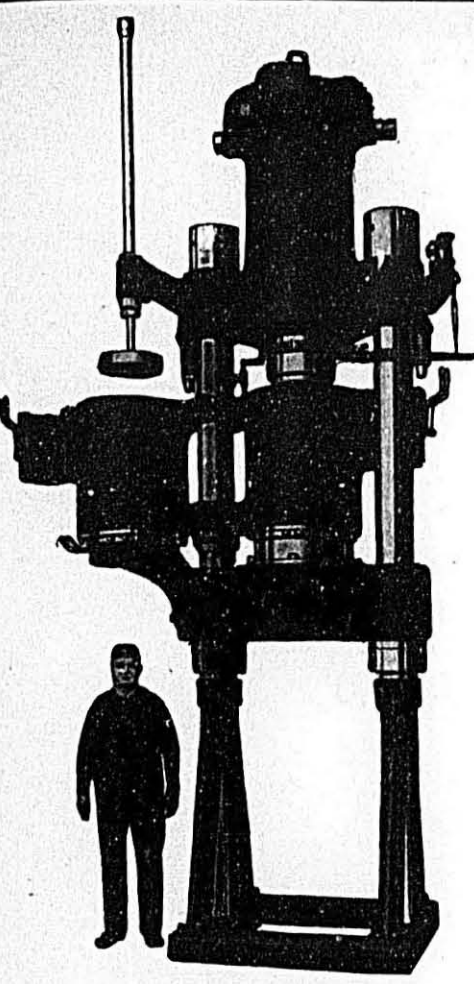
The reason that some men accomplish more than others is that they attempt more.—Personal Efficiency.

The difference between a real boss and an imitation is that one directs while the other one bellows.

Our worst misfortunes never happen and most of our miseries lie in anticipation.—Northern Furniture.

Put down what you think you are! Subtract what you really are! The remainder is the cause of most of your unhappiness.

Some people are like a million dollar check on a ruined bank; they look big, they promise great things; but you cannot cash them.



John J. Cavagnaro
 Engineer and Machinist
 Harrison, N. J. - - - U. S. A.

Specialty of
MACARONI MACHINERY
 Since 1881

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

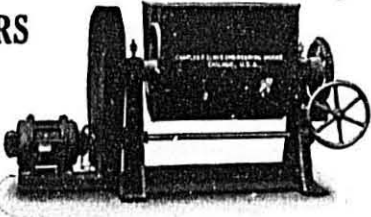
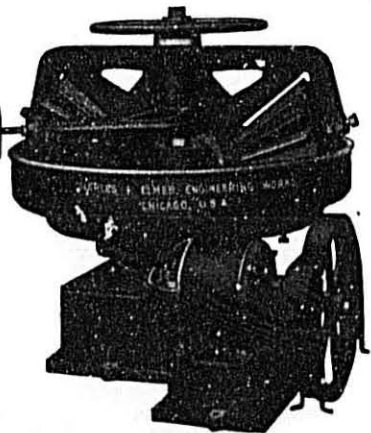
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 MOST MODERN STATIONARY TYPE
 HYDRAULIC MACARONI PRESSES
 ONE DIE ONLY REQUIRED

ACCUMULATORS
 PRESSES
 PUMPS
 KNEADERS
 MIXERS
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 VALVES
 DIES

SINCE 1851

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

Outside Pullbacks.
All Cylinders Outside Packed.

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



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

Pillsbury Flour Mills Company

"Oldest Millers of Durum Wheat"
Minneapolis, U. S. A.

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