

**THE
MACARONI
JOURNAL**

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**October 15,
1924**

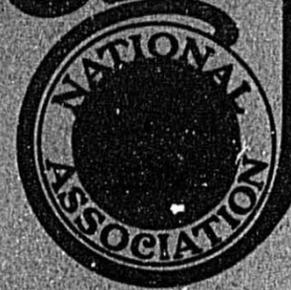
The
Macaroni Journal

Minneapolis, Minn.

October 15, 1924

Volume VI

Number 6



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



Because the AMERICAN NATIONAL RED CROSS recognizes the importance of the proper use of food (including macaroni products) as an aid to health it has taught NUTRITION to 135,000 children and 10,000 women. Membership dollars subscribed during the Eighth Annual Roll Call, to be held from Armistice Day to Thanksgiving, will help to continue this work.



He knows this Macaroni is good because it is packed in "CHICAGO MILL" Boxes!

CHICAGO MILL AND LUMBER COMPANY

510 N. DEARBORN ST.

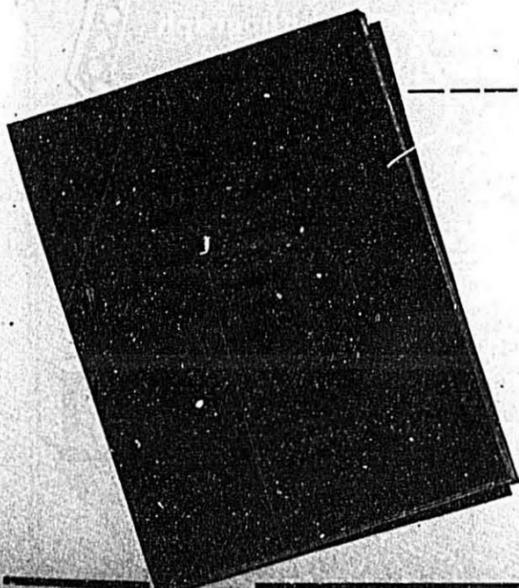
CHICAGO



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



drop us a line or mail this coupon



baker-perkins company inc
saginaw, michigan

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

my name
my firm's name
address
city state

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.

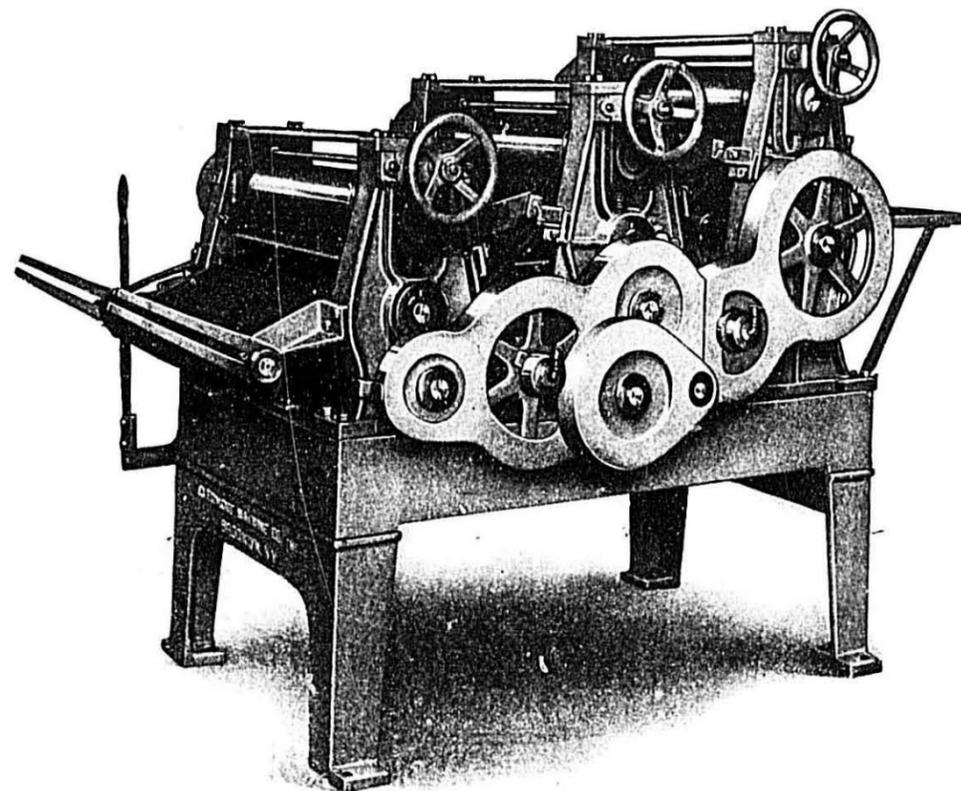
Consult Our Trade-mark Bureau

We maintain a bureau of brands and trade-marks for the benefit of our customers. Write us for particulars—the service is free.

The United States Printing & Lithograph Company

CINCINNATI 8 BEECH ST. BROOKLYN 87 N. THIRD ST.
BALTIMORE 23 COVINGTON ST.

Introducing
The Clermont Triplex Calibrating Dough Breaker



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

Also manufacturers of "Clermont"
Dough Breakers
Calibrating Dough Breakers
Noodle Cutting Machines

Fancy Stamping Machines for the
 manufacture of Bologna Style Noodles
Mostaccioli Cutters

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

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

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

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

Your inquiries are appreciated. Write today for descriptive catalogue.

CLERMONT MACHINE COMPANY
 77 WASHINGTON AVENUE BROOKLYN, NEW YORK

TEN GOOD REASONS FOR USING TWO STAR
SEMOLINA ON THE NEW CROP—COUNT 'EM
AND REMEMBER
★★ THERE IS NO STAR LIKE TWO STAR ★★



Eat More Macaroni—the **MINNEAPOLIS MILLING CO.** *Best and Cheapest Food*
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume VI

OCTOBER 15, 1924

Number 6

Watching One's Own Business

It has generally been conceded that one can best succeed by minding his own business. But when the action of competitors threatens general harm to an industry it is wise to give some attention to other business insofar as it affects yours.

It is regrettable but true that there is still altogether too much disregard for the rights of others, contempt for existing rules and regulations, disrespect for customs and practices and willful indifference for the general welfare of the macaroni manufacturing business on the part of many of the more backward ones engaged therein. The sad part of this distressing picture is that this group, happily growing smaller each year, while acknowledging that its attitude harms the whole industry, has yet either failed or refused to cooperate in bringing about better understanding and better business relations within the industry.

It can be said without creating very much argument in opposition that perhaps no other food industry has paid less for the general welfare of the group than have the Macaroni Manufacturers of America. Since its introduction nearly a century ago our business has made progress, though it was very gradual and natural. If we are to keep pace with others macaroni men must realize that some little expense must be met in solidifying the various interests and heading them along the right track. Progress should be made with rather than despite the cooperation of those who seek it.

Numerous examples of the forced growth of other industries, less old and not nearly so essential, may be mentioned, but in all of them it will be discovered that expansion was due to well planned campaigns backed by vigorous and correlated activity by intensely interested and contributing manufacturers. Will macaroni manufacturers follow their example?

Unfortunately the macaroni manufacturing business was for many years in the hands of men, wise in the methods of manufacture of macaroni products, but woefully lacking in the push and vision that other food industries possessed. The latter forged ahead and are enjoying not only a paying business but also the confidence of the public. In our industry progress has been exceptionally slow and benefits consequently small.

It is pleasing to note that of late years conditions have changed for the better. Americanized sons of old manufacturers, more broad minded men with better business ideas, have entered the industry and the old school is slowly but surely being weeded out. Daily it is becoming more and more apparent to the observant manufacturer that if the macaroni industry is to reach the high plane to which it belongs the better class must work shoulder to shoulder in

placing it there and this tendency is most noticeable in almost every section of the country.

One of the big obstacles to be overcome if the objective of the farsseeing leaders is to be attained is the open disregard for the recognized rights of competitors, particularly on the part of a group that seeks factory output rather than quality products and good will. Only through the education of the ill advised but sincere manufacturer, and the proper chastisement of the flagrant violators, can our industry make the progress it is deserving.

No reference is made here to the profit robbing practice of indiscriminate price cutting, but rather to the equally harmful practice of misbranding, misrepresentation, substitution and numerous similar evils that tend to discredit us with both distributors and consumers. All of these must be greatly reduced or entirely eliminated if we are to enjoy that general good will that means success.

To the credit of most macaroni manufacturers, it cannot be said that they are willfully guilty of every offence charged to them. Improper acts are often instigated by wily buyers who play one manufacturer against the other to the detriment of both, or by the tactics of unscrupulous competitors who are seeking to destroy one's legitimate market. But whatever the cause the effect is the same, irreparable injury to the whole industry.

With the hope of cleaning up this ugly and costly but avoidable situation the industry has chosen a Vigilance Committee whose work will be most beneficial if only the partial support of the well meaning manufacturers is accorded the men who volunteer their services.

Usually business men are too much concerned over their own affairs to watch how others conduct themselves. However, they are willing to contribute to the expense of those who seek to police the industry for the common good.

To these has gone out an appeal for financial support. The contributors to the Macaroni Vigilance Fund will show just who are on the side of the right. The larger the list of contributors the greater effect it will have on the public in showing that the macaroni manufacturers mean to do what is right by them. The larger the contribution to the fund the greater effect it will have on those who persist in violating the accepted fair business practices.

As it has been said before macaroni manufacturers have paid very little toward the industry's general welfare. Other industries have assessed dollars where macaroni men have paid pennies. Here is an opportunity to serve a good cause at very small cost per firm. May the completed list show every firm a liberal contributor. The effect will be far-reaching even if there is never a prosecution.

The Macaroni Vigilance Fund is a national affair, one that interests every macaroni manufacturer in the country. Determine to shoulder your share of the load and be on the side of those seeking to manufacture and sell their products honestly and profitably.

The Age of Selfishness

The fifth of a series of short articles on "The American Ways" prepared by Bank of the Manhattan company, New York, N. Y., dealing with America's troubles in solving its stupendous transportation problem, still a source of worry to American industry and business.

It seems to be inevitable that every great wave of progress and enthusiasm shall be followed by a period of reaction. For nearly half a century after railroad construction began in 1828 the enthusiasm of the American people for railroad development grew with the years. Although the actual ownership of the railroads during these years rested in relatively few hands public cooperation and support were given in generous and even lavish measure. It was a "golden age" of growth. Then a new era set in.

In many of its features the story of the second era of American railroad history is a tragic chapter. It commenced when prosperity begot greed and selfishness and these brought a train of attendant evils.

With the completion of the first transcontinental line in 1869 popular enthusiasm reached what later proved to be a danger point. Railroad construction proceeded for more than 2 decades at an unprecedented pace. Railroad promotion and consolidation became the order of the day. Railway projects were promoted on every hand—many of them legitimate, some of them unsound and others even fantastic.

This tremendous activity called for millions of new capital. This in turn attracted the financial pirate and manipulator who was quick to sense in the popular enthusiasm for railroad building an opportunity to exploit the people and the railroads as well. Appeals were made to the speculative instinct of the people and their imagination was stirred by glowing pictures of easy roads to sudden wealth.

Gradually and almost insensibly the original enthusiasm of the people in the task of working out the solution of their common problem of providing adequate transportation changed its objective. They came to think of the railroads, not as instruments of national unity, progress and prosperity, but as means of individual gain for themselves.

Railroad stocks were unloaded at prices far in excess of their intrinsic value. In the frenzy of stock selling and buying which characterized the period many of the railroads were over-capitalized and the stock issued in excess of the existing values of the properties came to be known as "watered" stock, although time, receiverships, re-investment of earnings, increased values of property and new capital investments served eventually to squeeze the

"water" from the aggregate or combined capital of all the railroads.

It is not important in this discussion to determine who was to blame for these conditions. The significant thing for the national welfare was the change in the attitude toward the railroads—a fine enthusiasm for a nation's transportation had degenerated into a sordid gamble. The people were prompted, not by the old spirit of cooperation and mutual interest in promoting adequate transportation but rather by the personal, though entirely human desire to "get rich quick."

This evidence of a changed attitude was not confined to security buyers and sellers alone. The spirit of selfseeking for profit and power spread to all classes. For example big shippers—the heads of great industrial concerns, the birth and growth of which were due to the progress of transportation—came to view the railroads merely as weapons in their battles with business rivals. Some were powerful enough to demand and force from the railroads low, secret freight rates on their products thus gaining an unfair advantage over their less powerful competitors. Out of this practice there developed what came to be recognized as the "rebate evil."

Another example of this changing public attitude was found in the growing use of railroad passes. Members of congress, members of state legislatures and city councils, public officials of high and low degree, editors and publishers of newspapers, big and little politicians—in short nearly everyone with any claim to public power and influence demanded from the railroads free transportation for himself, his family and his friends.

With this sweeping change in public and private viewpoint, it is not surprising that the railroad organizations themselves became imbued with the same spirit. Some of the executives and owners came to look upon the roads as their private properties and met protests against prevailing evils and abuses with indifference or contempt.

It was inevitable that all this muddle and mess should ultimately bring about another radical change in the viewpoint and attitude of the public. The small shipper became vociferous in his clamor against the secret rebates grant-

Top Notchers

Those who listen to advice of successful men who carefully advise.

Those who carefully adopt new ideas that are practical and sensible.

In short, **Top Notchers** are those who cooperate with the best thought in the industry.

ed to his big competitor; the early enthusiasm of investors whose dreams of sudden wealth had been shattered, turned to bitterness and hatred; general suspicion and antagonism began to replace the former confidence and good will.

Business Punches

- Service wins. . . .
- Business is on the upgrade. . . .
- Advertise to cut selling costs. . . .
- Quality and value are inseparable. . . .
- Be sure you're right; then advertise. . . .
- More advertising means more business. . . .
- Plan now for your Lenten advertising. . . .
- Good advertising takes the shortest road. . . .
- Retail merchants will buy if they're sold. . . .
- Make the effort and you'll land the business. . . .
- Study the retailers' problems. Get the facts. . . .
- State your case to your customers. Prove it. . . .
- Tell your sales campaign story to your salesmen. . . .
- If your products have made good, tell the world. . . .
- Don't advertise in jerks. Plan a complete campaign. . . .
- Wise business men are already looking ahead to 1925. . . .
- Buyers want good products and service. Give them both. . . .
- Advertising makes volume and it makes steadiness. . . .
- Business is good; good advertising will make it better. . . .
- Selling and advertising are a team; they must work together. . . .
- Truth in advertising protects the seller as well as the buyer. . . .

—Class.

We've all heard about the absent minded professor who poured the sirup down his back and scratched his pancakes, BUT the one that really worries the macaroni men is that fellow who poured sauce over his shoe lace and tied his spaghetti.

Argument No. 3

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

COOPERATIVE ADVERTISING is a form of publicity work carried out nationally or sectionally by competitors in a business or industry working together to improve conditions of manufacture or distribution, to increase the market or to lower general sales expense. Reviewing this most modern and successful plan of advertising carried on by 23 trade associations within the past 10 years, the Periodical Publishers Association of America has the following to say about the Florist campaign.

COOPERATIVE ADVERTISING MAKES THE WHOLE COUNTRY "SAY IT WITH FLOWERS" THE WHOLE YEAR THROUGH

Society of American Florists and Ornamental Horticulturists, 247 Park Avenue, New York City

The Society of American Florists and Ornamental Horticulturists started an advertising campaign six years ago to promote the sale of cut flowers. They adopted the slogan, "Say it with flowers" and have popularized it to an extent that has seldom been equalled.

The advertising fund was raised by voluntary subscription and the expenditure in magazines in one year has never exceeded \$45,000.

This association has about 4,500 members which is really only about one fourth of those who would be eligible for membership. They control perhaps 50% of the florist business. There is a movement on hand now to raise \$1,000,000 to cover a campaign for the next four years and the money for this is to be raised by a tax on gross sales. Apparently this fund will be completed in the near future.

If successful, this will consolidate the different interests which have not always worked together heretofore. There have been two or three different florist associations which have attempted to advertise independently, and although the effort has lacked organization and unity the sale of flowers has been very greatly increased.

The advertising has, indeed, popularized the idea of sending flowers as tokens of cheer as well as harbingers of sympathy. So thoroughly has this idea been promulgated that the failure to send flowers is regarded as a breach of etiquette, and this applies to anniversaries and other festive occasions quite as much as in sickness or death. Cut flowers are now essential to every formal occasion and appropriate to the most informal.

(What Cooperative Advertising has done for Sauerkraut, for Coffee, for Flowers and other goods, it will do also for Macaroni Products. If the proper spirit is shown, the hoped-for results are certain.)

(Read Argument No. 4 in November issue.)

WIN TROPHY CUP AGAIN

Seben Brothers Recapture First Prize at North Dakota State Fair for Amber Durum Wheat Showing.

The Seben Brothers of Milnor, N. D., have once more been awarded first prize for their showing of amber durum wheat at the North Dakota State Fair this year. Besides the usual blue ribbon the winners became the possessors of a beautiful and valuable loving cup offered by the National Macaroni Manufacturers association to the grower of the best macaroni wheat in that state.

Great interest was manifested in the offer made by the macaroni industry to encourage the production of more high grade amber durum wheat for macaroni purposes and the grain men of North Dakota entered keenly in the contest, submitting numerous exhibits at the fair held last summer. That the Seben Brothers, who won the prize last year, were again given first honors this year is no surprise to their competitors, who have learned to appreciate the progressiveness of these wheat experts.

The loving cup awarded by the National Macaroni Manufacturers association is of silver, made up in a shape both odd but practical. On its face are engraved a wreath of wheat sheaves forming a beautiful and suggestive border for the inscription, "1924, First Prize—National Macaroni Manufacturers Association Trophy Awarded to Exhibitor of Best Amber Durum or Macaroni Wheat at North Dakota State Fair." On the opposite side, also en-

twined in engraved wheat heads, are the words, "Won by Seben Brothers, Milnor, North Dakota."

Professor H. L. Walker, agronomist of the North Dakota agricultural college, was greatly interested in the award and personally supervised pre-



sentation of the trophy to the winners. His interest is due to the diversified experiments that he has been supervising tests to discover an even higher quality of macaroni wheat for which North Dakota is become famous, producing many millions of bushels of high quality durum annually.

Lightning Stroke

When the lightning stroke of disaster flashes down upon a peaceful community, killing hundreds, rendering thousands homeless and destitute, relief work seems for the time almost impossible. Normal activity is paralyzed.

Into such a scene of despair and hopelessness comes the Red Cross. It brings food, clothing, blankets, tents, medicines. Its trained workers set about their task of bringing order out of chaos. In touch with every nook and corner of the country through its thousands of chapters it maintains storehouses filled with supplies and lists of trained workers at strategic points, ready to be shipped to the scene of the catastrophe at a few hours notice.

During the first half of 1924 the Red Cross gave aid in 35 disasters—the largest number recorded during any similar previous period. In the past 43 years it has expended \$33,000,000 in such work.

It is to continue this work as well as its other activities that the Red Cross asks your support through the Eighth Annual Roll Call, to be held from the 11th to the 27th of November this year. Help for the disabled soldiers, first aid, life saving, public health nursing, instruction in nutrition, in home nursing and care of the sick—these are some of the branches of Red Cross work. The dollar which you contribute as your membership dues for the coming year will be used for these purposes. Do your share to further them. Reaffirm your faith in the value of Red Cross work by joining during the Roll Call.

Winning the Market Against a Foreign Product---Mueller Company Method

By Phillip Chandler

Editor's Note: We reproduce this leading article from THE POSTER of September 1924 not to laud the firm or brand mentioned therein but in praise of the general publicity given to macaroni products of all kinds in the semination poster advertising campaign it refers to. Its policy of urging housewives to occasionally substitute macaroni, spaghetti and noodles for potatoes is timely and points out one good way in which macaroni manufacturers can join in bringing about a material increase in the consumption of macaroni products.

The successful progress of the C. F. Mueller company of Jersey City, N. J., is typical of many of the greatest concerns in America. From a humble beginning in a little shop in Newark, N. J., it has grown to be the largest of its kind in this country.

The founder of this great concern is Christian F. Mueller, who, in the early days following the Civil War, owned a small butter and egg business in Newark, N. J. The chaotic conditions which followed the rebellion made the living of a tradesman a most precarious one, and in order to increase the output of his little shop he conceived the idea of making egg noodles, selling them from a basket to the housewives of Newark, thereby saving them the time and trouble of making them.

This business gradually assumed proportions which taxed the little store to its utmost and soon a loft was rented where, with a few helpers, a sufficient quantity could be made to satisfy the needs of the customers. At about this time the 3 sons were taken into the business and it was decided to also manufacture spaghetti and macaroni.

To one unfamiliar with the situation at that time this may not sound like any great undertaking, but when it is considered that most all of the macaroni products used in the country at that time were imported from Europe and were thoroughly established as standard, it can readily be realized how difficult was the task of introducing American made macaroni products.

The mark of the European maker was a guarantee to the housewives of the kind they were accustomed to use. The fact that the American brand was made under cleaner conditions meant little to them when balanced against the European products so thoroughly established.

Gradually the 3 sons thoroughly mastered the macaroni business and divided the responsibility of conquering the above conditions in the following manner: Frederick Mueller, the eldest son, assumed the business management; Henry Mueller supervised the selling and marketing of the product, and Samuel Mueller managed the plant and the production end of the business.

The discussion of the Mueller business at this time was not held in a mahogany furnished directors' room but rather around the family table. On one memorable occasion the family members were gathered at the end of a day, and by comparing notes they found that to manufacture their product from the high quality ingredients they were putting into them, they would have to get a higher price than the European products sold for, and they decided then and there to fight it out along this line, and to take the public into their confidence through advertising, feeling that if they could get the public to try their products the public would appreciate the difference in quality.

The next great improvement over the European product was to pack their American made products in hermetically sealed and moisture proof packages, because it was found that the European products were poorly packed and would not keep fresh and uncontaminated on the grocers' shelves.

They finally succeeded in obtaining a franchise for a famous package then being sold to but one manufacturer in each line of business, which necessitated an outlay of money out of all proportion to what they could well afford. But with the courage that seems to be a trait in their family they took a chance and for many months paid a royalty for hundreds upon hundreds of containers more than they could possibly sell.

The next improvement was to change the shape of the packages, because they considered the macaroni packages then in use were too long to fit conveniently on the grocers' shelves, and they cut them down to a shorter size and immediately their sales fell off. It seems the housewives could not be convinced that they were getting the same quantity as in the longer package even though the weight was identically the same. For more than a year after this change the dealers were stocked with both sizes in order that they might sell the shorter when opportunity offered and the longer in case the new package was rejected. Gradually, however, the new package with its air tight inner covering convinced buyers of its worth, and when the time was ripe the order went through for the total abandoning of the old form container.

The next step was to improve the general appearance of their labels, and after a thorough investigation of all the labels then in use in their line of business, they decided upon their present attractive color scheme, blue, white and red; and time has proven the wisdom of this selection.

Having mastered these essential fundamentals the 3 sons constantly strove to bring new enthusiasm into this business so humbly founded by their father and, as was previously mentioned, they decided that the only way to acquaint the public with their superior product was to advertise. They first circularized the retailers and wholesalers, explaining to them the advantages of their hermetically sealed package, its keeping qualities, and how much better made their product was than the European article. Additional salesmen were educated on the best means of approach to the trade. They made a local campaign in the surface cars of New York city, and gradually expanded their advertising city by city throughout New Jersey.

The progress was slow and arduous, but gradually the public realized the superiority of their American made product over the European and then their business began to grow and expand.

They then moved to larger quarters, increased their advertising, added new territory and salesmen, until today Mueller's macaroni products enjoy the largest sale of any branded package macaroni products in America.

Their next great step was to construct their mammoth new plant in Jersey City, which is conceded to be the most modern and best equipped macaroni plant in the world, and a large part of the improved manufacture of their product is the result of processes and machinery evolved and devised by the 3 sons of Christian F. Mueller, who have had the sole management of this business since the retirement of its founder many years ago.

Since the death of Frederick Mueller, the eldest son, the entire management of this great concern rests upon Henry Mueller and Samuel Mueller, the 2 remaining sons, and they have done more to establish the high standard of quality of American made macaroni products than any other men in this country.

It cannot be said that advertising built the business of C. F. Mueller company, for the quality of their product has been the basis for its wide sale, but without advertising there could not be the mass selling that exists today nor could it be possible to operate in a territory so extensive.

Prior to the perfection in manufacture and packing of macaroni products attained by the Mueller company their sale was extremely seasonable, since only the cold months were deemed the proper time for this particular food, but with the improved package, weather proof and odor proof, and the ease

POSTER ADVERTISING SERVICE

MUELLER'S SPAGHETTI

Cooks in 10 minutes

MUELLER'S SPAGHETTI

Design created and campaign conducted by Poster Advertising Co., New York

of preparation, macaroni products are being served and enjoyed by the American people during every month of the year; in fact people everywhere have come to realize their superior food value to potatoes, and are eating them at least once a day in place of potatoes.

In early times macaroni products were wholly dependent upon the ability of the cook or housewife to prepare a tasty sauce, whereas today the better taste of Mueller's products has made the use of sauces not an absolute essential, and to acquaint the public with these facts, the Mueller company has launched the largest advertising campaign in the history of the macaroni business. The basis of this campaign is a dominant poster showing throughout the entire territory supplemented by a very thorough educational campaign in the newspapers, backed up by the efficient sales organization.

A little over a year ago the C. F. Mueller company first adopted poster advertising for the reason that it believed in the importance of impressing the public with its packages by means of the huge size made possible by this medium and aided by the impression value of color. In using this medium the same precision and foresight was used as marks all other activities. Advertising of the products was used only in that state or market in which they had distribution and in which they wanted to establish their product as a leader. And it can be here definitely stated on the authority of the owners of this business that they have never entered a market without completely winning it to them and the product they manufacture.

No market has ever been abandoned, no city has ever been cut out of an appropriation, until the aim for which the company attained had become an actual reality.

Their first poster had every element necessary to appeal to the housewife. Pictorially it reproduced the package so placed as to thrust it forward and to share in importance with the tidy housewife who holds a casserole of steaming spaghetti. The running, "Delicious with cheese, tomatoes, oysters, mushrooms, etc.," holds the design together at its base, and across the top in properly proportioned letters appears the name—"Mueller's Spaghetti." "Cooks in 10 minutes" is a reason for its use that must appeal to everyone.

Before the first poster appeared on the poster panels in the states under contract a full color broadside was sent to every dealer in order that he might be advised of the coming campaign and prepare his stocks accordingly. The importance of window display material was mentioned, and the point of keeping the packages in plain sight was particularly stressed.

The factory facilities and the mechanical equipment of the C. F. Mueller factory are adequate to meet every business condition and when approach-

ed to give a definite reason why they finally decided upon poster advertising as the basis of their campaign this statement was in substance their answer: "From our experience we know that in 10 years time, allowing for every contingency that can arise, Mueller's products will be so universally used that our factory will be working to its utmost capacity, but this is the point: we believe it can be accomplished in 3 or 4 years with the right kind of advertising, acquainting the public with the superior food value of our products."

It has been the policy of the C. F. Mueller company from the start "to make haste slowly"; in other words, they have never spent a dollar in advertising until they first made a thorough survey of the market they were about to enter, and not until they had secured a dominant distribution with the retailers and wholesalers, and they never have personally solicited the retail chain stores, feeling that when the demand was created for their products by local intensive advertising in the independent stores, the chain stores would stock it if demand warranted.

They are firm believers in price maintenance and have always looked with disfavor upon price slashing and selling schemes for temporary advantage, believing that the retailer and the wholesaler are entitled to a legitimate profit and that sound merchandising and sound advertising will create a demand for any meritorious product, and results have substantiated this belief.

They have always maintained that the consumer is entitled to know what he is buying, and that his greatest protection is the branded article sold in the original container with the manufacturer's guarantee, and for this reason they do not sell macaroni in bulk. Every pound of Mueller's products is sold in packages.

They have always been strong sponsors of honesty in manufacture and honesty in advertising, and were largely instrumental in helping to obtain legislation to check the manufacture of spurious macaroni products. For years noodles were branded "egg noodles" which contained no eggs and were artificially colored to give the appearance of the legitimate article. In fact, every egg purchased by the Mueller company must be absolutely fresh and is individually tested and candled and broken by hand and kept at a certain temperature until ready to go into the product. As a further illustration of the scrupulous care maintained in the selection of eggs as well as all their products, they could have saved \$75,000 on one contract for eggs alone if they had wished to deviate in the slightest degree as to the quality of their eggs.

The same rigid care is exercised in the selection and purchase of every article used in the manufacture of Mueller's products even to the question of salt—they use nothing but the finest

table salt. Every pound of flour is tested and certain mills have been chosen because of the uniform high quality of their milling, although hundreds of thousands of dollars could be saved annually but to the detriment of the product, by buying flours promiscuously.

Every utensil, every die, and every part of every machine that comes in contact with the product is cleaned and sterilized after each day's output. This necessitates the expenditure of money but it insures absolute cleanliness and sanitation. This alone would be sufficient reason for buying Mueller's products when one considers the conditions under which macaroni and spaghetti are produced in the smaller plants selling the cheaper products to the foreign population.

To insure absolute uniformity in their products they have been obliged to invent and devise special machinery and to perfect a drying system that surpasses any other in use, accomplishing in 18 hours what used to take many days. They have perfected a system whereby every pound of raw material and every pound of manufactured product is placed on wheeled carriers and can be moved from point to point throughout the factory without reloading, and from the time the raw material is brought in to the time it reaches the shipping room packed and in cartons it has been constantly on wheels. The lost motion avoided by this system is but one of the many efficiency ideas being constantly evolved by this company, enabling them to reduce their overhead and maintain the high standard of their products.

It has long been recognized by the Mueller company that the per capita consumption of macaroni products is far less than it should be in this country owing to the habit of serving potatoes 2 or 3 times a day in the average family, and to educate the public to the superior food value that macaroni has over potatoes and how much easier it is to prepare and how much more economical it is, because there is no waste, they are basing their entire advertising campaign on these points, realizing that in time the housewives of America will see the tremendous advantage in serving macaroni, spaghetti and egg noodles as a change from potatoes, thereby greatly increasing the per capita consumption of macaroni products. This is pioneer work on their part and will undoubtedly increase the consumption of other brands in their field as well as their own.

When one considers that it takes from 35 to 40 minutes to peel and cook potatoes and that there are several bad ones in every basket and that potatoes contain 62% water and 15% is wasted in peeling, it should not take long for the housewives to realize the advantage of serving macaroni, which cooks in 9 minutes with no waste and can be served just as deliciously as potatoes.

The following chart prepared from the figures from the U. S. Department

of Agriculture Bulletin 1383 shows graphically the food value of macaroni as compared with potatoes.

of this article, huge machines of prodigious weight, producing thousands of strands of macaroni, spaghetti and egg

POTATOES		MACARONI	
Calories 305	9% Energy	46%	Calories 1665
Waste 15% in Peelings	8% Protein	61%	
	7% Calcium	15%	
	16% Phosphorus	49%	
	30% Iron	33%	
			No Waste

Before completing this article we want to mention that the C. F. Mueller company extends a cordial invitation to everyone to visit the plant at Jersey City, where they will find contented employees dressed in spotless white in a factory that marks an epoch in the history of macaroni manufacture, a factory that was a revelation to the writer

noodles at a time, great drying rooms where under special heat treating the product dries for 18 hours in such a way as to retain all of its elements and flavor, automatic machines of all descriptions, chemical laboratories where the flours are tested, and other items of equal interest, too numerous to mention.

BUSINESS AND POLITICS

Story of Two Frogs Illustrates Difference Between Two Classes of People in Election Years —Voting Urged.

Election year is always one of worry and concern to business. This year is no exception and the result is curtailment in activities that are harmful. Just why we should consider election years as off years is not clearly understood but the better thinkers in industry are changing their views and are now of the opinion that the country is much bigger than many concede it to be. Here is a timely story taken from a Pittsburgh paper that fits present conditions:

He appeared to be a business man and was getting off his grouch to a friend. "Politics! Politics!" he exclaimed. "Two months more of politics and nothing but uncertainties ahead! If Coolidge gets in he will have an antagonistic congress. If LaFollette wins Big Business will groan and lie down. If Davis is elected Wall street will rule and the country will go 'red.' If nobody is elected we'll have a fight in congress disturbing to everything. Confound politics anyway!"

"Oh!" said the other, "America's pretty big and has to do business by politics, and very likely we'll get really big results out of this election whichever way she goes. Don't lock yourself in and turn on the gas. Just keep on thinking, working and talking good cheer and you'll be jolly by Christmas time.

"Did you ever hear the old story about the 2 frogs? Well, they wandered into a dairy one night and fell into a big can of milk. One of them after swimming 'round and 'round a long time gave a look of despair at the slippery sides of the can, quit, and sank

to the bottom. But the other frog was an optimist and he swam and kicked and struggled with good heart all through the night, refusing to sink, and at dawn found himself at the top of the can sitting on a pat of fresh butter.

'Good-bye. See you again. I've got

Helping Grocer Help Himself

The National Grocers Bulletin of August 1924 presented in picture form what manufacturers have been trying to say to the retail grocers of the country in word form. By courtesy of the National Association of Retail Grocers, publisher of that progressive trade paper, we reproduce herewith a cartoon that has succeeded in creating interest in the value of macaroni and spaghetti as a sales agent.

The cartoon shows the wrong and the right way for clerks when a sale of macaroni or spaghetti is made. The



to hustle for Smith's order for a carload of goods where he used to order a dozen."

If more business men would view elections in that light, elections years would be like ordinary years of business. This country will continue to lead the world no matter which candidate or party is at the helm. Business men are urged to do their full duty to their country at all times; vote at elections but vote your conscience, then work harder than ever to promote your immediate business interests.

Made Hit Years Ago

One of the oldest and most nutritious foods in the world is macaroni. It has been used in one form or another for centuries and centuries, and succeeding ages and civilizations have always recognized its superior sustaining merits. In recent years, due partly to the zeal of physicians, food bureaus and schools of domestic science in extolling its food value, and partly to improved sanitary methods of manufacturing and packing, there has been a tremendous increase in its use. Now that a way has been found to combine the nourishing properties of milk with this splendid, old fashioned food, it is becoming even more popular.—Indianapolis Star.

live one will suggest the many other articles of food that may be used in preparing spaghetti or macaroni in any one of the many appetizing ways to which it easily adapts itself.

The leading grocer trade paper has shown the way. Live grocers will adopt it. Its up to you Mr. Macaroni Manufacturer and your salesmen to urge every grocery clerk in the country to follow the plan of suggesting additional sales which an order for your products naturally calls for. The cartoon presents a good sales argument in a most convincing manner.

"Old stuff" perhaps—but which way is it done in your store?

Semolina for every purpose



THE GOLD MEDAL family of Semolinas is complete enough to take care of all your needs. Note the list below. Every one is a GOLD MEDAL product—every one is, grade for grade, the best you will find anywhere.

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

Importers Fight Tariff Increase

Stiff and determined opposition has developed among the importers of the country against the proposal of the American macaroni makers to obtain at the hands of the United States tariff commission a commensurate increase in the duty on imported alimentary paste to compensate them for the greater production costs in this country.

The Italian Chamber of Commerce of New York condescending to speak for the Italian business interests has presented to the commission a brief in opposition to the hearing requested by the American manufacturers. In this brief it attempts to answer the many arguments presented by those who seek added protection against the cheaper European products and the natural preference which many in this country show for imported goods.

We reproduce the brief just as it was published in the trade organ, without comment. It is thus left to macaroni manufacturers to determine for themselves whether they are justified in asking a hearing on this all important matter and an opportunity to present facts in substantiation of their claims.

Against an Increase of Duty on Alimentary Paste

(From La Rivista Commerciale, Saturday, Sept. 20, 1924.)

(In view of an agitation promoted by the National Macaroni Manufacturers association for the purpose of inducing the United States tariff commission to recommend the application of the famous "flexibility clause" for increasing the duty on alimentary paste, the Italian Chamber of Commerce in New York lost no time in presenting to that commission its reasons for opposing any such increase. The arguments of our chamber were embodied in the following report:)

New York City, Sept. 8, 1924.
Hon. United States Tariff Commission,
Washington, D. C.

RE: PAR. 75 of TARIFF ACT of 1922.
MACARONI and SIMILAR ALIMENTARY PASTE.

Gentlemen:

An application was presented some time ago, to this Honorable Commission by the National Macaroni Manufacturers Association, asking—(1) for an investigation, in pursuance of Section 315, Title III of the Tariff Act of September 21, 1922, in the cost of production of macaroni in this country and abroad, in order to ascertain the difference, and (2) for an increase from the present rate of 2c to 3c per lb. of the duty on this article, in order to cover such difference, which, it is alleged, is not covered by the rate now in force. The argument advanced in support of said application is specious and misleading that this Chamber feels it its duty not to allow the same to pass unchallenged.

First of all, it should be noted that, at the last tariff revision, the duty on this commodity, a staple food for a large number of our population of limited means, was raised at a stroke from 1/4c to 2c per lb., namely 400%, or sufficiently to afford to domestic manufacturers ample protection, even against the depreciated value, at the rate of 4 to 1, of the lira or monetary unit of Italy, the only foreign source of supply practically of any importance before the war, furnishing then from 90 to 95% of the total imports of alimentary paste into the United States. A quadruplicated protection

this, besides the already covered depreciation of the lira in a corresponding increase in the invoice cost of the goods.

To quote from the brief of the domestic manufacturers themselves, the world war practically eliminated the Italian and French imports. As a result, it is estimated that domestic production rose in 1920 to approximately 450 million lbs., valued at 45 million dollars, compared with an estimated domestic production of 300 million lbs. in 1914. No better proof could be given of the remarkable progress and prosperity realized by this industry even under the old regime of 1/4c per lb., and, it might be added, of the obviously unnecessary highly increased protection extended to it with the tariff revision of 1922. Domestic manufacturers, ignoring the fact that imports of alimentary paste in the United States, from 130 million lbs. in 1914, dropped to practically nothing (only to about 600,000 lbs.) in 1919, betray an insatiable desire for a prohibitive duty pretending to be alarmed, when, after the readjustment of the industry to settled conditions, that has been going on during the 5 years which have elapsed since the end of the war, the total imports of alimentary paste into the United States have recovered to less than 2.7% of their prewar total, namely to about 3 1/2 million lbs., against 130 million lbs. in 1914; and when, by misquoting a statement of this Chamber and distorting its real meaning, they fall in the attempt to justify the higher duty they are claiming.

The United States stands in no serious danger of being inundated by any importation of foreign made macaroni. Prior to the war, Italy supplied practically all the macaroni imported in this country. At that time the domestic industry was undeveloped, and whatever macaroni was made in this country was small in quantity and mostly inferior in quality. However, the industry, built up during the war, has grown to immense proportions, as the figures submitted by the manufacturers themselves prove. Besides, the quality has been improved to such an extent that the best brands compete favorably with the imported article. And it is a fallacy to think that the imported enjoys the preference that it did prior to the war. Times have changed considerably. Today the consumer looks to the quality, and those who give preference to the foreign label are a negligible minority. While, prior to the war, the foreign manufacturer may have enjoyed some advantage, today he operates at a disadvantage in the competition with the domestic manufacturer.

In the first place, Italy has not enough wheat of her own, and must depend upon imports for her supply of raw material. Italy imports regularly every year from 2 to 3 million metric tons of wheat, according to the outcome of the home crop. In 1913, 1,719,458 metric tons of wheat was imported from the United States, against 1,765,876 in 1922. Whatever variation wheat imports into Italy may show from year to year, on account of the varying outcome of the crop, the macaroni industry using durum wheat, as raw material, is always dependent for the most of this from the foreign supply. Previous to the war, the durum or macaroni wheat used in Italy, was imported almost entirely from Russia; but, with the failure of the Russian supply since the war and after, the United States has taken the place of Russia in the supply of this commodity to Italy. As production of durum wheat in both Argentina and Australia is not yet of any commercial importance those countries are not in a position to supply it to Italy, their exports to the latter being entirely represented by wheat for bread making and not for the manufacture of macaroni. The re-appearance of imports from Russia has been, thus far, only nominal, because Russia has

not had, as it used to before the war, a surplus of wheat available for export. It is likely that American durum wheat will continue to be, for a good many years to come, the predominant factor in the supply of the Italian macaroni manufacturers, who are thus as closely identified with the prosperity of American agriculture as domestic manufacturers are, and more so with the interests of the transportation traffic to this country. The commercial treaty recently concluded between Italy and Russia does not grant to the latter country any preference or commercial advantage that is not likewise enjoyed by the United States, by virtue of the most favored nation treatment.

Under such manifest equality of conditions, we fail to account for the allegation made by the domestic manufacturers that "the Italian macaroni manufacturer will be, hereafter, enabled to purchase Russian wheat on a favorable and preferential basis." The price of durum, as well as of bread wheat, is established today by the international market, according to the law of demand and supply, and is the same all over the world, after allowing, of course, for freight, duty, exchange and other contingent charges. There is no other than the open market for both the foreign and the domestic manufacturer in which to buy their wheat, but as America has been since the war, and is likely to continue to be for a good many years to come, the most important source of supply for the durum or macaroni variety of wheat, if there should be any advantage in the market, this is more likely to be on the side of American manufacturers, who are not constrained to import the raw material, but have it practically at primary cost delivered at their own factories. When freight rate is considered on, first, the raw material and then on the finished product, the disadvantage under which the foreign manufacturer of macaroni is working will readily be seen, burdened as he is with double freight. More than double in fact, as he gets but two thirds semolina from the grain he mills. The statement that Italian manufacturers are advantaged in the drawback of duty is monstrous, for the reason that for several years the government has suspended all duties on wheat.

In the cost of manufacture of macaroni labor does not enter to the extent of 40 to 50% named by the domestic packers, but it does not go over 25 to 30%. The higher efficiency of American labor saving machinery and appliances and the supply to the labor employed in Italian macaroni factories of the weekly allowance of paste, beside the regular wages, as part reward of their services, tends to balance the difference due to the greater cost of labor in this country. The decrease in the unit cost of production of imported macaroni, in comparison with the war prices which have prevailed for some time after the war, decrease upon which the domestic manufacturers seem to lay such great stress as a factor of competition, has not been confined to imported macaroni, having likewise affected the domestic industry, and is a natural consequence of the deflation that has taken place in the values of a great number of commodities in the regular process of readjustment of production and costs to after war conditions. Whether the domestic manufacturer is able or not to compete with the foreign manufacturer of alimentary paste on the Atlantic coast area, where most of the imported macaroni is necessarily sold, because most of the foreign population used to this article is located in this section, is shown by the fact that domestic paste sells today on these markets at \$1.65 per box against \$1.81 for the imported of equal grade, with an advantage of 16c per box in favor of the domestic. The latter enjoys a protection against the imported of 60c per

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

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

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

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

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

Stein Hall & Co.
New York

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box, or over 36%, represented to the extent of 44c by duty and 16c by freight. If Italian macaroni can be sold in this country at all, it can be sold only at seaport markets, and not in the interior, as domestic freight rates militate against it.

The 90% of the 3½ million lbs. of foreign macaroni consumed on the markets of the middle Atlantic coast area, against the 66% there consumed of the 450 million lbs. of domestic paste produced in the United States, need not unduly impress beyond its actual significance, as it represents by 3,150,000 lbs. of foreign paste, against 297 million lbs. of domestic, or slightly more than 1.04% of the total macaroni, or slightly more than 1.05% of the domestic, consumed in said area, the only market still accessible to imported paste.

Egg noodles, representing, however, but an insignificant percentage of the imported paste, are not allowed in Italy any drawback of the duty charged on the imported eggs used in their manufacture, and makers of this kind of paste, sold at a much higher figure than the ordinary grade, if using foreign eggs, have to pay the respective duty on this raw material, whether in Italy or in this country. This Chamber at all events fails to understand why the duty should be increased on more than 99% of the paste manufactured without eggs, because of less than 1% made with eggs. If it had been the intention of the legislator to impose a higher duty on egg noodles, a separate paragraph or item would have been provided for this article.

This Chamber challenges the statement of the domestic macaroni manufacturers that there is an unquestionable preference by the consuming public in the United States for a foreign made paste. While we acknowledge that the Italian product has an established reputation and prestige, owing to the continued satisfaction it has given since it began to be imported, no consumer today, however, since the American made macaroni has made such wonderful strides in

quality, will pay a higher price for imported paste when he can secure the same grade of domestic macaroni at a lower cost. This is, indeed, the reason why the import trade, notwithstanding that nearly six years have now lapsed since the termination of the war put an end to embargoes or restrictions on the export of this article, has never recovered, or shown the slightest tendency to recover even a part of its former importance. Let anyone in the trade be consulted, and, in 99 cases out of 100, the answer will be invariably that with the improvement now shown in the quality of American made macaroni, there is very little hope of the import trade in this commodity ever regaining even a tithe of its prewar position, which will ever remain a record of the past.

The fact that the macaroni industry in the United States represents, as the manufacturers themselves declare, an investment of approximately 16¼ million dollars, employing about 12,000 hands; that it has grown from a total production of 300 million lbs. in 1914 to one of 450 million lbs. in 1920; that it now numbers about 500 manufacturing plants from 343 in 1913; that imports of foreign paste have decreased from 130 million lbs. in 1914 to only about 3½ million lbs. in 1923; shows clearly that the domestic industry has prospered under the old regime, ever since the war gave it an opportunity for expansion and consolidation, definitely secured to it by the amplest protection accorded to same by the tariff, of 1922. The latter increased, even without real necessity, the duty fourfold, fully guaranteeing its prosperity for the future, without an unnecessary and entirely unjustified prohibitive regime, such as now demanded by domestic manufacturers against the imported article. The manufacture of which, although located abroad, uses American durum wheat, and is, therefore, quite identified with the interests of American agriculture, as the domestic industry.

Respectfully,
—ITALIAN CHAMBER OF COMMERCE
IN NEW YORK.

On Holding the New Employee

More than 40% of turnover among industrial workers takes place within the first month of employment, 61% within the first 3 months, and 74% within the first 6 months. Such were the facts brought out as the result of an investigation by the Policyholders Service Bureau of the Metropolitan Life Insurance company of New York city among 53 firms, engaged in a dozen lines of industry and employing in the aggregate 72,000 workers.

Some of this turnover was due to causes wholly unavoidable, some to grievances, real or fancied; some took place among floaters and ne'er-do-wells—those who habitually drift from plant to plant—but some to false starts which might have been avoided in part, if not altogether.

The Critical Period

The first few weeks of employment constitute the critical period. It is during this time that the new employe is adjusting himself to new surroundings, making new acquaintances, receiving first impressions, favorable or unfavorable, and developing, largely unconsciously, an attitude toward his employer which determines to a large degree his future usefulness. At no

other time has the employer a greater opportunity to create in him a feeling of genuine confidence.

Before the employe is put to work many concerns take a little time to explain to the newcomer some of their more important policies with reference to their employes. If a company offers opportunities for advancement these are explained in reasonable detail and the employe is told what will be required of him if he expects to qualify for promotion. If it has some plan for sharing profits, provides some method for systematic saving, protects his family against unforeseen events through insurance, pays allowances for sickness and other good causes, grants a bonus for superior work, length of service, for continuous or prompt attendance, or for any other evidence of special interest and ability, these things are outlined to the employe before he begins work.

Things to Be Explained

If the company regards persistent lateness, or smoking, or the infringement of any other similar rule as sufficient cause for dismissal, the new employe is told of it at the outset. The importance of safety work and of early

forming the "always be careful" habit is strongly emphasized. These are among the things which are not left for him to discover in a haphazard way later on.

In all of this it is important that the new employe not be given a picture painted with colors of too brilliant a hue; otherwise the result will be one of general disappointment. All that is necessary is a clear frank statement of facts.

How It Can Be Done

In small organizations such information usually is imparted to individual employes as each is taken on. In larger ones it is done by bringing them together in groups including a short trip through the plant.

Many organizations have found a well prepared book of instructions valuable. The important thing is not so much the method as that definite and conscious effort be made to introduce properly the new employe to the company and its policies.

Sponsor System

A method which has been developed with much success in the larger retail stores is the "sponsor system." Under this arrangement the management selects certain experienced employes whose loyalty is unquestioned, usually one in each department, who are charged with the duty of taking the new employe in hand and guiding her in her work during the first week or two. For this additional work some stores allow the sponsor a dollar for each new employe "broken in"; others credit the first days sales with commissions.

Among the duties usually assigned to a sponsor are the following:

1. To have the new employe personally meet the department manager and others with whom she will work.
2. To accompany her the first day to the company lunch room, to assign her locker space, to indicate toilet facilities, etc.
3. To show her how to take care of stock, to give special instructions in the use of the measuregraph, cash register, etc.
4. To explain the details of the rules and regulations which have been previously gone over with her in a general way.
5. To report back to the educational department or employment manager as to the progress of her work.

This is a method which seems to have merit and possibilities for development in other lines of business.

How One Company Does It

A progressive company made a strong bid for loyalty from the start. Its method is in brief as follows:

Every applicant for work is interviewed by the employment manager. If he seems to be a desirable person, and if there is a job for him, he is ac-

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

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

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modern milling science can produce.

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quainted with the company's method of determining wage rates, the hours of work, the possibilities for advancement, the company's insurance and saving plan, and such other matters as would influence him in his decision to come with them. No attempt is made to withhold information regarding the less agreeable phases of the job.

The foreman is then usually called in and the 3 go over the applicant's special qualifications. If the foreman is favorably impressed the applicant is given a little time in which to think it over and come to a decision. He is given the definite impression at the outset that if he takes the job the company will expect him to become a permanent member of the organization, assuming that his performance prove satisfactory.

If the applicant accepts the job he is asked to report first to the employment department from which he is taken to his foreman. The latter introduces him to his fellow workers, assigns him locker space, helps him locate his tools, and does everything to make him feel at ease. Within a day or two he is introduced to the safety engineer, who has a chat with him, encourages him to offer suggestions regarding safe practices and solicits his support in all plant safety work.

About 2 weeks later the employment department follows him up to see how he is getting along and to get a report from the foreman as to whether or not the initial wage rate was fairly arrived

If You Knew Me and I Knew You

Cooperation with men of like interests for the benefit of each as well as for the whole is a good deal like throwing a stone in the ocean. We never know how far the ripples will go or how long they will persist.

Just so with the relation of the macaroni manufacturer who is an active member of and cooperates with the National Macaroni Manufacturers association. One can hardly put his finger on tangible profits derived therefrom, but the benefits to the industry and its component firms are there, everybody profiting by its activities.

If a trade association accomplishes nothing more than to bring men of like interests together for a calm discussion and careful consideration of the industry's problems, if it serves to bring out that essential personal element which it fosters through making acquaintances, there are good reasons for its existence.

For the macaroni manufacturing industry the National association is attempting these very things. We have tried in almost every conceivable manner to tell the individuals just what we hope to do through our own trade association. We hope that we have at least succeeded in getting over to them the

at. Three months later he is followed up again for the same purpose, at which time certain special benefits to which he is then eligible are explained.

This company has a definite procedure for breaking down the "stranger" feeling that exists in the newcomer and for warming him up to the organization. The company believes that this has a most favorable effect upon its labor turnover experience.

The New Employee Can Be Held By

1. Explaining fully and clearly to him before he begins work such matters as wages, hours of work, possibilities for advancement, the need for steady attendance, etc.

2. Taking him through the plant or office to let him see something of the company's physical equipment.

3. Using a well prepared Book of Instructions containing information regarding things with which he ought to be familiar. Good books of instruction contain a cordial greeting and are prepared as carefully as advertising copy.

4. Introducing him to his foreman or immediate superior, dignifying the introduction by having it made by a representative of the employment department or other responsible person.

5. Listing his name and the department where he works in the next issue of the house organ.

6. Encouraging him to take an active part in such social and recreational activities for employes as may be provided including membership in special organizations and clubs.

7. Following him up a week or two after employment to see how he is getting along.

8. Being willing at all times to advise with him regarding personal matters when he requests it.

thought that the National association is made up of ordinary human beings pretty much like yourself, and that its intentions, like yours, are for the good of the industry it aims to represent.

The National association, like individual manufacturers, has made some serious blunders due entirely to misjudgment, but it has also done its darndest to rectify them, and that is all that human beings can be expected to do. All of this leads up to a poem written by W. E. Cooper which expresses this thought, and which we have adapted to suit our standing invitation to all macaroni manufacturers to join the National association, knowing that we can act together better if each knew the other.

If I knew you and you knew me,
'Tis seldom we would disagree;
But, never having yet clasped hands,
Both often fall to understand
That each intends to do what's right
And treat each other "honor bright,"
How little cause to complain there'd be,
If I knew you and you knew me.

If you like this and he likes that,
You still could together act
Through our association, you see,
If I knew you and you knew me.
With manufacturers, hundreds strong,
Occasionally things go wrong—
Sometimes it's our fault, sometimes their's,

Forbearance would decrease all cares;
Kind friend, how pleasant things would be
If I knew you and you knew me.

Then let no doubting thoughts abide
Of firm good faith on either side;
Confidence to each other give,
Living ourselves, let others live;
But anytime you come this way,
Join the association, we hope and pray;
Then face to face we each shall see,
And I'll know you and you'll know me.

Present Business Conditions

Reports from all sections of the country would indicate that the macaroni manufacturing industry is enjoying its usual early fall rush. The pickup in business was rather slower in starting in August, though the latter part of that month found most plants doing about a normal business. The exceedingly high prices for semolina had some effect on future orders, many being in no position to quote prices for deliveries in the late fall or early winter, having failed to contract for the needs in raw materials to cover that period.

The month of September found most of the plants quite busy, particularly those of the central section of the country. Business was a little slower in the coast sections but toward the end of that month practically every press was busy.

As to the general business condition of the country, the National City Bank of New York in its review of Oct. 3 says there is apparent in business circles some disappointment that the industrial rally which was quite noticeable in August did not develop into a more pronounced movement in September. "We think, however, all things considered, that the volume of trade in recent months and the present trend in industry should be regarded as quite satisfactory," it reads. "The falling off in production during the past 6 months has been for the most part in lines that were very active in the preceding 6 months and which evidently have accumulated a surplus of goods."

Apparently industry on the whole has been better than holding its own, and the reports as to the movement of merchandise and prospects for trade are almost everywhere better.

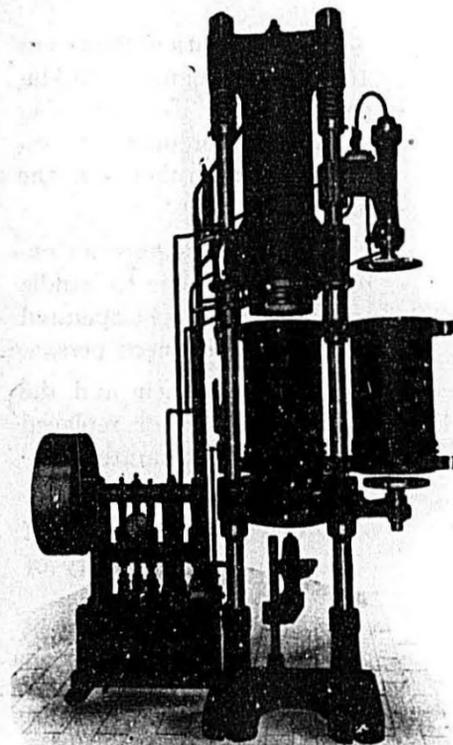
Three Kinds

There are 3 kinds of people in the macaroni manufacturing industry. There are the rowboat people, the sailboat people and the steamboat people.

The rowboat people always need to be pushed or pulled along. The sailboat people move along when a favorable wind is blowing. But the steamboat people move along continuously through calm or storm. They are the masters of themselves and of their surroundings.

We need more people in the steamboat class. In what class are you, Mr. Reader? You do your own classifying. It's up to you.

THE MOST EFFICIENT



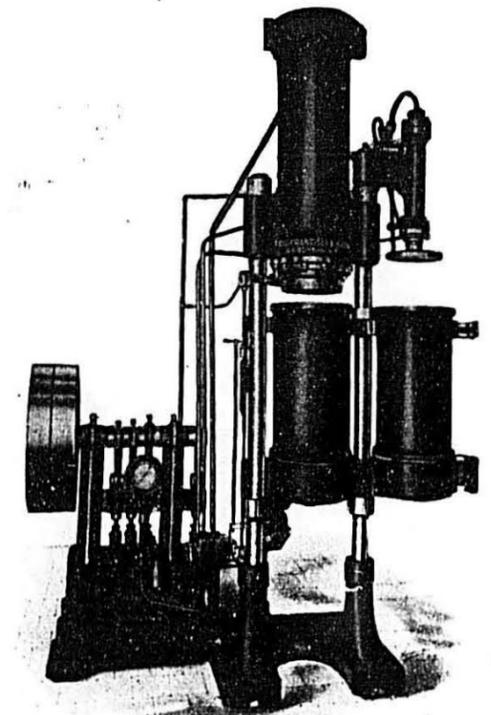
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&
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Presses

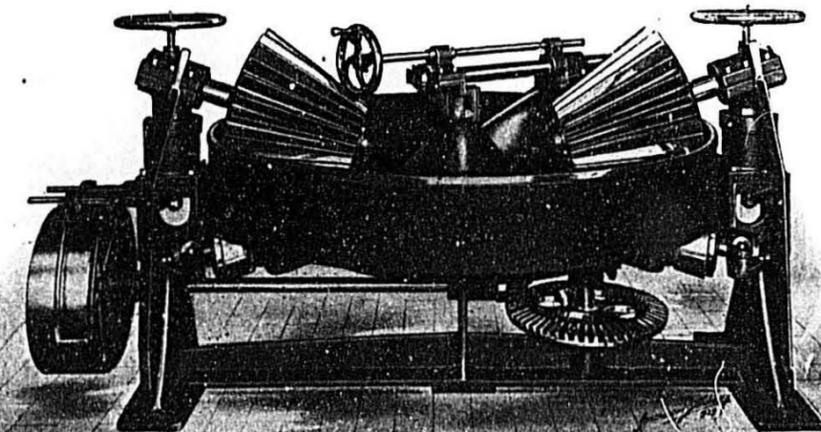
Kneaders

Mixers

Die
Cleaner
Machine



PRESS STYLE A



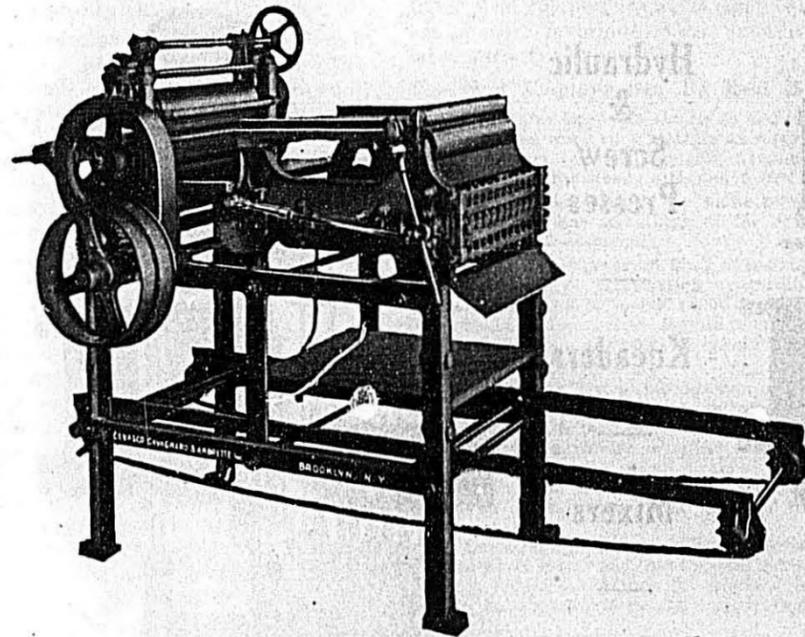
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BROOKLYN, N. Y.

CEVASCO, CAVAGNARO & AMBRETTE, Inc.



Improved Bologna Paste Machine

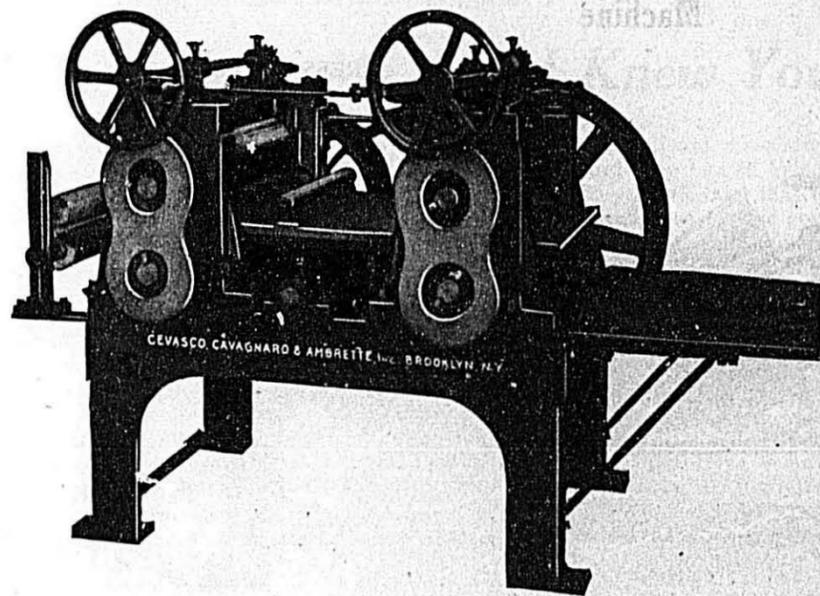
This illustration shows our Improved Bologna Paste Machine, which, like all other C. C. & A. products, is superior to all others on the market.

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,

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**Builders of High Grade
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Presses—

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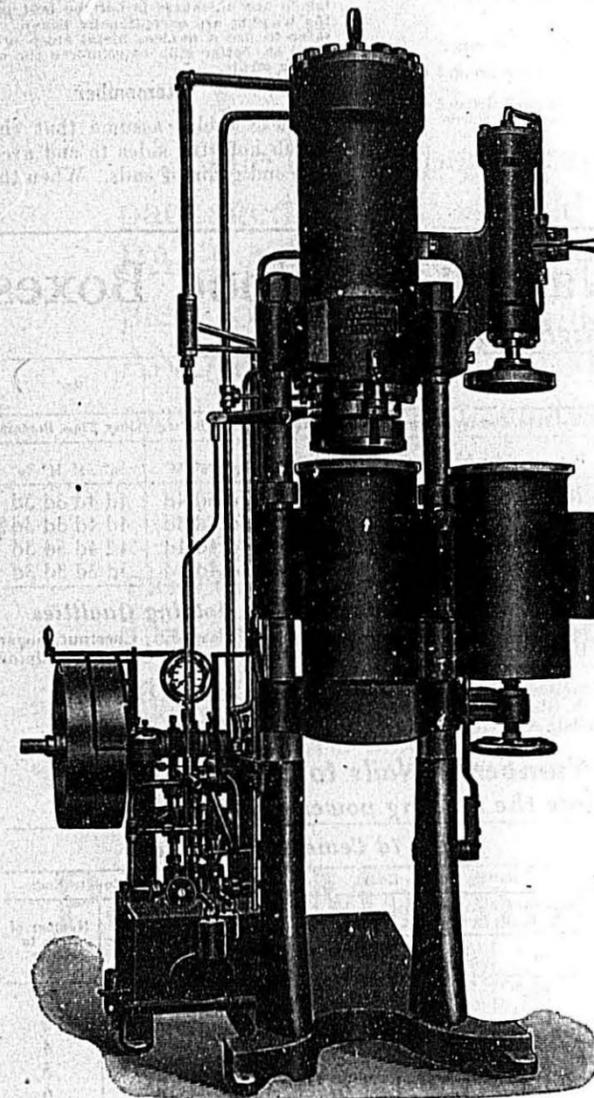
Dough Brakes

**Mostaccioli and
Noodle Cutters**

**Bologna Fancy
Paste Machines**

**Specialists in Everything
Pertaining to the Alimentary
Paste Industry.**

Complete Plants Installed.



Type V-P Vertical Hydraulic Press.

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

Send for Illustrated Catalog, containing full information.

**Office and Works,
156 Sixth Street,**

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

Correct Nailing of Wood Boxes

The National Association of Box Manufacturers is properly concerned in seeing that wooden containers give the users adequate service. To do this proper nailing is most essential. We reproduce herewith interesting and useful charts that show just what quantity and size of nails are most effective in boxes of different sizes and woods.

The Side Nailing of Boxes

The nails that hold tops and bottoms

to sides are governed by the same nailing rules, except that the nails should not be spaced closer than 6 to 8 inches because of the danger of splitting the board.

The following table governs:

When thickness of sides, top and bottom is—	Group 1 woods		Group 2 woods		Group 3 woods		Group 4 woods	
	7/8"	13/16"	5/8"	9/16"	7/8"	13/16"	5/8"	9/16"
7/8"	8d	7d	7d	7d	7d	7d	7d	7d
13/16"	8d	7d	6d	6d	6d	6d	6d	6d
5/8"	7d	6d	6d	6d	6d	6d	6d	6d
9/16"	6d	5d	5d	5d	5d	5d	5d	5d

1/2" 5d
3/8" (see note) 4d

NOTE: Except for very light weights, where the contents are packed in cartons or excelsior, or similar materials, it is not considered good practice to side nail 1/2-inch boards. Side nailing in any thickness is not the best practice if the weights are exceptionally heavy. It is far safer to use a nailless metal strap around the girth or, better still, to reinforce the side nails with a strap.

Remember

These tables assume that the nails which hold the sides to end are driven into end grain of ends. When the grain

Charts for Correct Nailing of Wood Boxes

Table Giving the Right Size Nail to Use.

Thickness of Ends or Cleats to Which Sides, Tops and Bottoms are Nailed	1/4"		1/4"		1/4"		1/4"		1/4"		1/4"		
	Sides, Tops, Bottoms												
Use Nails of Size Indicated when Specie of Wood Holding Points of Nails is	Group 1	9d 9d 8d 7d 7d	8d 7d 7d 7d	7d 7d 6d 5d	6d 6d 5d 5d	5d 5d 5d 4d	4d 4d 3d 3d	Group 2	8d 8d 7d 7d 6d	7d 7d 6d 6d	6d 6d 5d 4d	5d 4d 4d 4d	4d 4d 3d 3d
	Group 3	7d 7d 7d 6d 6d	7d 7d 6d 6d	5d 5d 5d 4d	5d 4d 4d 4d	4d 4d 4d 4d	4d 4d 3d 3d	Group 4	7d 7d 6d 6d 5d	7d 6d 5d 5d	4d 4d 4d 3d	4d 4d 4d 3d	3d 3d 3d 3d

Woods Commonly Used in Manufacture of Boxes Grouped According to Nail Holding Qualities

Group 1—W. Pine, Norway Pine, Aspen (Popple), Spruce, West (yel.) Pine, Cottonwood, Yellow Poplar, Balsam Fir, Chestnut, Sugar Pine, Cypress, Basswood, Willow, Noble Fir, Magnolia, Buckeye, White Fir, Cedar, Redwood, Butternut, Cucumber, Alpine Fir, Lodgepole Pine, Jack Pine.
Group 2—Southern Yellow Pine, Hemlock, North Carolina Pine, Douglas Fir, Larch (Tamarack).
Group 3—Red Gum, White Elm, Sycamore, Pumpkin Ash, Black Ash, Black Gum, Tupelo, Maple (Soft).
Group 4—Hard Maple, Beech, Oak, Hackberry, Birch, Rock Elm, White Ash, Hickory.

Table Showing Correct Number of Nails to Use.

(Cement Coated Nails have almost double the holding power of smooth nails.)

For 3d, 4d, 5d, 6d Cement Coated Nails			For 7d Cement Coated Nails				
Nailing Sides to Ends		Nailing Top and Bottom to Ends	Nailing Sides to Ends		Nailing Top and Bottom to Ends		
When the Width of the Side is—	Number of Nails to Drive	When Width of Top or Bottom is—	When the Width of the Side is—	Number of Nails to Drive	When Width of Top or Bottom is—		
Over	Up to and Including	Over	Up to and Including	Over	Up to and Including		
2 1/2"	4"	2 1/2"	4 1/2"	2	2 1/2"	5"	2
4"	5 3/4"	4 1/2"	6 1/2"	3	4 1/2"	7 1/4"	3
5 3/4"	7 1/2"	6 1/2"	8 1/2"	4	6 1/2"	9 1/2"	4
7 1/2"	9 1/4"	8 1/2"	10 1/2"	5	8 1/2"	11 3/4"	5
9 1/4"	11"	10 1/2"	12 1/2"	6	10 1/2"	14"	6
11"	12 3/4"	12 1/2"	14 1/2"	7	12 1/2"	16 1/4"	7
12 3/4"	14 1/2"	14 1/2"	16 1/2"	8	14 1/2"	18 1/2"	8
14 1/2"	16 1/4"	16 1/2"	18 1/2"	9	16 1/2"	20 3/4"	9
16 1/4"	18"	18 1/2"	20 1/2"	10	18 1/2"	23"	10

For each additional 1 3/4" in excess of 18" in width add 1 nail. For each additional 2" in excess of 20 1/2" in width add 1 nail. For each additional 2" in excess of 20 1/2" in width add 1 nail. For each additional 2 1/4" in excess of 23" in width add 1 nail.

For 8d Cement Coated Nails			For 9d Cement Coated Nails				
Nailing Sides to Ends		Nailing Top and Bottom to Ends	Nailing Sides to Ends		Nailing Top and Bottom to Ends		
When the Width of the Side is—	Number of Nails to Drive	When Width of Top or Bottom is—	When the Width of the Side is—	Number of Nails to Drive	When Width of Top or Bottom is—		
Over	Up to and Including	Over	Up to and Including	Over	Up to and Including		
2 1/2"	5"	2 1/2"	5 1/2"	2	2 1/2"	5 3/4"	2
5"	7 1/4"	5 1/2"	8"	3	5 3/4"	8 1/2"	3
7 1/4"	9 1/2"	8"	10 1/2"	4	8 1/2"	11 1/4"	4
9 1/2"	11 3/4"	10 1/2"	13"	5	10 1/2"	14"	5
11 3/4"	14"	13"	15 1/2"	6	14"	16 3/4"	6
14"	16 1/4"	15 1/2"	18"	7	16 3/4"	19 1/2"	7
16 1/4"	18 1/2"	18"	20 1/2"	8	19 1/2"	22 1/4"	8
18 1/2"	20 3/4"	20 1/2"	23"	9	22 1/4"	25"	9
20 3/4"	23"	23"	25 1/2"	10	25"	27 3/4"	10

For each additional 2 1/4" in excess of 23" in width add 1 nail. For each additional 2 1/2" in excess of 25 1/2" in width add 1 nail. For each additional 2 1/2" in excess of 25 1/2" in width add 1 nail. For each additional 2 3/4" in excess of 27 3/4" in width add 1 nail.

The Peters Package

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

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

Peters Machinery Company

4700 Ravenswood Avenue
CHICAGO, ILLINOIS

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

Write for catalog and full information.



in the ends is vertical the number specified for the sides and for the top and bottom, reverses. Where the ends have 4 cleats and all nails are driven into the cleats, space all nails as provided for, holding top and bottom to ends. Where the ends have 2 cleats or where the nails are staggered into ends and cleats, use the nailing specified for holding sides to ends.

The ends govern size of nail to use, as modified by thickness of sides, tops and bottoms. If ends and cleats are of same thickness drive approximately 50% of nails into ends and 50% into cleats. If end has 4 cleats of material

thicker than the end itself, let thickness of cleats determine size of nail to be used and drive all nails into cleats.

If the ends are made from woods of 2 groups, use the nails specified for the harder wood. For instance, if the ends are made of white pine mixed with hemlock, the nails specified for Group 2 woods should be used. If the nails specified for the white pine are either 9d, 8d or 7d the use of nails one penny smaller automatically provides for closer spacing. If, however, the nails specified are 6d or smaller, the substitution of nails one penny smaller should be accompanied by closer spacing (one

quarter inch closer spacing is the accepted rule) if that can be done.

The number of nails specified is not the maximum number which can be driven. Increasing the number of nails 50% will increase the strength of the box more than 100% on an average. The danger from splits, due to driving twice or even three times as many nails as specified in these tables is negligible. In a great majority of cases it is wiser to increase the number of nails driven. It is also far more effective in providing additional serviceability and much more economical than increasing the thickness of the material.

Drive Against Unfair Business

In fairness to the high class of men who compose the macaroni manufacturing industry in America it can truthfully be said that their intentions are usually worthy ones. However all of them do not always stick to their good intentions at all times.

Of late many improper practices have crept into our industry which, if permitted to continue, will destroy public confidence in us and in our products.

Fortunately only a small minority is resorting to the harmful business practices referred to, but it reflects on us all, innocent and guilty alike just as a drop of ink pollutes a whole pailful of good drinking water.

It Is to Your Interest to Watch Your Own Interests

The leaders in the macaroni industry recognizing the danger into which we are being led by some who have little or no business scruples have devised a plan whereby offenders will be checked in their destructive work. A VIGILANCE COMMITTEE has been chosen to "police" the industry by peaceful means or otherwise. The aims and objects of this committee are most worthy and no well meaning macaroni maker will deny it deserving support.

(VIGILANCE COMMITTEE is defined by Webster's International Dictionary as: A Volunteer Committee of citizens for the overseeing and protection of any interests.)

The MACARONI VIGILANCE COMMITTEE is a volunteer committee of macaroni manufacturers to protect YOUR INTERESTS and those of the whole industry.

Every Activity Requires Liberal Financial Backing

Perhaps no other worthwhile industry in this country has paid so little for its own welfare as have the macaroni manufacturers of America. Without your MORAL and FINANCIAL SUPPORT the VIGILANCE COMMITTEE can do little. Would you refuse the little that it would now ask for general advancement?

We must put "teeth" into our laws

and actions if we are to make the unscrupulous and careless manufacturers respect your rights and those of distributors and consumers. Other industries have found it practical and advisable to place authority in the hands of individuals and committees—free to act and fearless.

You will recall that Judge K. M. Landis was made the "BOSS" in baseball and that former Postmaster General William Hays was chosen to police the motion picture business. In both instances many unfavorable practices were eliminated and the whole lifted to a higher plane.

In the macaroni industry the VIGILANCE COMMITTEE would serve in this capacity and with the sincere support and approval of the honest and well meaning manufacturers whom it aims to protect much benefit should result for the trade generally.

What It Proposes to Do

(1)—It will INVESTIGATE and REGULATE, peaceably or otherwise, all cases of misbranding, misrepresentation, unfair competition, deceptive coloring and any other unfair business practice brought to its attention.

(2)—It will fight for UNIFORM and FAVORABLE LEGISLATION in state and nation and strive generally to promote the best interests of the whole industry.

(3)—It will obtain for our industry FAVORABLE PUBLICITY by showing the public, particularly the consumers and distributors, that as an industry we are considerate of its rights and welfare.

How You Can Help

(1)—By contributing LIBERALLY to the MACARONI VIGILANCE FUND now being raised to properly support the committee.

(2)—By reporting unfair practices and supplying the committee with evidence in proof.

Macaroni Vigilance Fund

It is proposed to raise at least \$1,500 through voluntary contributions by

macaroni men in amounts ranging from \$5 to \$100. A goodly portion of this fund has already been pledged by the enthusiastic supporters of the movement. Money so contributed will be maintained as a separate fund to be used only in paying actual expenses entailed in properly and effectively policing the macaroni industry.

Honest manufacturers will immediately see the need of such a fund and a strong committee to supervise its actions. This is an activity of NO particular group, section or association, but one of the WHOLE MACARONI INDUSTRY in the United States. Therefore we appeal to ALL to liberally support this new but necessary activity. Your doing so will prove to the unscrupulous ones that we mean business.

Those most earnestly concerned in the success of this most unselfish activity sincerely appreciate the confidence placed in them by the better class of manufacturers and their moral and financial cooperation is solicited in this the latest and very important move to cleanse the macaroni industry of all tactics that tend to taint the business.

Appeal for financial support has been made direct to every manufacturer in the country.

Response has been most gratifying. If you have overlooked this we make it easy for you to contribute. Just mail your check for any chosen amount between \$5 and \$100 to M. J. Donna, Secretary National Macaroni Manufacturers association, Braidwood, Ill., who will gratefully acknowledge it and enroll your name with list of contributors to appear in a later issue of this publication.

SUPPORT THE INDUSTRY'S VIGILANCE COMMITTEE.

The more of a friend you are to your employes the more certainly those employes will make your interests their own.

Even ink is not as black as it looks.



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

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

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

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

Good Wood Boxes

ANDERSON-TULLY COMPANY
Memphis, Tenn.

Chain Store and Turnover

Macaroni manufacturers who are naturally interested in all classes of distributors or channels through which their products flow to the consumers will read with interest the ably written story of the rise and importance of the chain store system as it is known today, and which appeared in the September issue of The American Review of Reviews from the pen of J. George Frederick. The article we reproduce here with due credit to the publication and author.

Nobody can understand the modern distribution situation without understanding the leading revolutionary factor in the chain store.

The chain store idea is more than 60 years old but its present day importance is only about one decade old. It is now a billion dollar business and is responsible for most of the movement, intricacy and upset existing at the present time in distribution. It does a total annual volume of business of \$2,800,000,000, or a little more than 8% of the retail trade of the United States (which is estimated by Dr. Paul H. Nystrom to be approximately \$35,000,000,000 annually.)

This seemingly small 8% of the retail business is, however, the outstanding part of the distribution picture; it is the tail which wags the dog. The chain store is the one distributing factor that is still growing enormously and amazingly. In 1910 the grocery chain business in Philadelphia did but 10% of the total volume whereas today the percentage is 65. In New York in the same period the grocery chain stores grew from 600 in number to more than 5000 and from 10% of the volume to 60%. Chain stores are estimated to do one fifth of the country's drug business, from one sixth to one fifth of the grocery business, and half of the notion business.

Now the amazing feature of the chain store is not its rapidity of growth, so much as this growth under costs practically equal to those of independent stores. This is the case even in 5 and 10 cent stores. McCrory's cost of doing business is given as 26% for last year. From the best calculations possible the Woolworth cost is also close to that of independent stores. Liggett's cost of doing business is 30%, obviously higher than some independent drug stores. The G. C. Kinney retail shoe chain shows a 23% cost.

If it appears surprising that the chain store succeeds so phenomenally despite the fact that its costs of doing business are not much less than those of the independent store, it should be remembered that **Cost** of doing business is far less important in retail selling than **Turnover**. The ordinary grocery store whose proprietor and his wife work early and late and whose rental is low, can easily match the chain store's cost

of doing business; but its turnover is another thing entirely. The chain store carries only a limited number of items, of proved fast selling capacity, and all the knowledge gained in the operation of many stores is centered upon each store. Instead of the ruinous dead stocks of the independent retailer and a slow turnover the chain store moves its stock rapidly, and the wholesaling discount obtained by the chain store's central buying headquarters takes care of the warehousing of adequate stocks.

The chain idea is extending to new fields of operation and reaching across the world. Chains like the Childs restaurant have gone through nearly to the Pacific coast and opened up in Canada; while the United Drug company operates both in Canada and Great Britain. Page & Shaw, starting from a small candy shop in Boston, has extended its service to France, England and Canada. The Cantilever shoe, with a few stores 5 years ago, has increased to 60; the Kinney shoe chain from 75 stores in 1920 to 188 in 1923.

In these 3 years of rapid chain store growth, Woolworth has added 149 new stores, Kresge 44, Penney 178, Schulte 59, United Cigars 520, Great Atlantic and Pacific Tea Co. 4849. This makes a total 3 year growth of 5799 for those mentioned, which are far from being all of the leading chains of stores in the country.

The volume of business of many of these chains is a revelation. Woolworth in 1923 sold about \$193,000,000 worth of goods, the A. & P. Stores about \$302,000,000, the United Cigar Stores \$74,000,000, J. C. Penney \$62,000,000, United Drug \$67,000,000 and Childs restaurants did a business of \$23,000,000.

The following tabulation gives some idea of the amount of sales per store, which is valuable to contrast against the average of \$20,000 annual volume of business which is regarded as about right for retail stores of all kinds:

Chain	Stores	Volume	Average per store
A. & P.	10,000	\$302,888,000	\$30,288
United Cigars	2,440	74,200,000	30,000
American Stores	1,300	94,579,850	72,763
Woolworth	1,260	193,447,000	153,000
U. S. Stores	612	19,000,000	31,045
National Tea	514	31,292,239	60,879
J. C. Penney	475	62,189,000	130,000
United Drug	279	67,244,000	241,000
Ginter Company	274	11,476,858	41,886
Schulte	255	25,948,189	101,757
S. S. Kresges	233	81,842,233	351,258
Kinney Shoe	188	14,107,000	75,000
S. H. Kress	152	34,005,464	223,720
Childs	103	23,785,000	230,000
Melville Shoe	83	6,446,513	77,668
W. T. Grant	60	20,625,388	343,756
F. & W. Grand	23	5,409,779	235,207

It is far too easy, however, to place the emphasis upon figures when the matter is one of underlying economic psychology. The chain store is nothing less than the triumph of high class brains and organization to meet a real public need. It is conceded that distribution costs have long been too high and must be reduced. While the chain store has not materially reduced the cost of doing business it has operated

on a faster turnover based upon scientific analysis of stock.

To the manufacturer and advertiser the outstanding result of the chain store has been to compel a new alignment of selling terms and distribution policies. After some desperate struggles with the situation the principle is fairly well established that such chains as do a bona fide warehousing and wholesaling service deserve a jobbing discount. This decision, resisted for many years, but inevitable in the face of the high concentrated buying power and genuine wholesaling function of the chains, has superinduced other significant action among distributors, such as syndicated buying or cooperative purchasing by associations of independent retailers. This latter is now a matter of lively discussion.

The chain store has had its repercussion in other fields of distribution, such as jobbing and mail order. We are now treated to the spectacle not only of chains of jobbers but also, oddly enough, of "cash and carry" wholesalers, where dealers come and buy after the fashion of the famous Piggly Wiggly store—but all at wholesale.

The chain store has definitely stayed the further spectacular growth of the mail order business. It is the opinion of experts like Dr. Nystrom that the mail order business will probably not hereafter grow much faster than the population. Practically the same is true of the department store. What has happened is perhaps not altogether due to the chain store but largely so. The women on the farm, who for decades have bought from the mail order houses, resenting the backwardness of the country store, now drive in their automobiles into town and shop at a chain store; and they go 10 or 20 miles away if such a chain store is not available in their own hamlet. As a matter of fact chain groceries are opened now in small villages.

We have today more than 2000 separate chains with 60,000 unit stores. This seems a tremendous factor but it must be viewed in its proper prospective after all. There are 1,650,000 retailers in the United States and the 60,000 unit chain stores are scarcely one twenty seventh of the total.

Again, if it may seem that the independent retailer is being forced out of business we should recall that 70% of the total of \$35,000,000,000 in goods bought at retail annually is still done over the counter of the independent retailer.

Another way to set this outstanding chain store development into its true perspective is to contrast it with other forms of distribution which are also in competition with the independent retailer. For example, the mail order business is about \$1,500,000,000 in annual volume, a little more than half the amount of the chain store business. The department store does \$5,500,000,000 annually or about twice as much as the chain store.

Buhler Brothers

Works at Uzwil, Switzerland

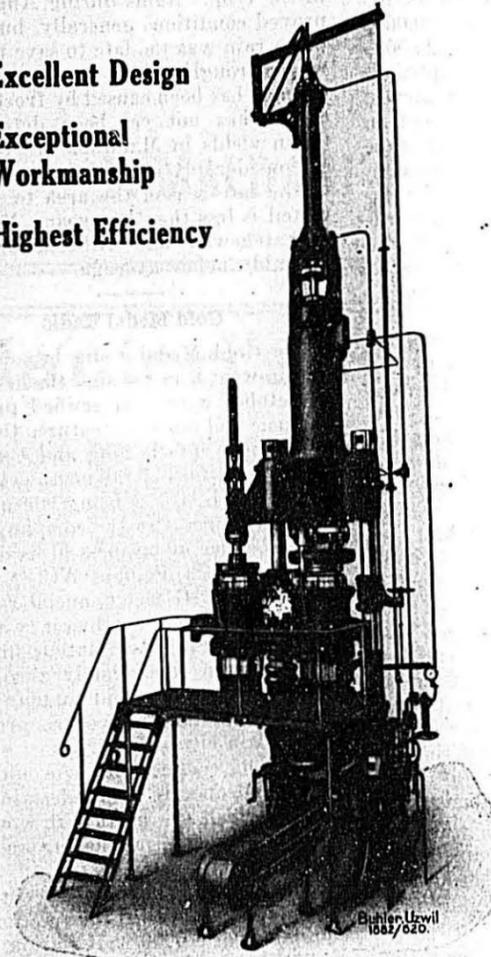
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are still the outstanding Machines for the manufacture of first class Macaronis and other Paste Goods.

Excellent Design

Exceptional Workmanship

Highest Efficiency



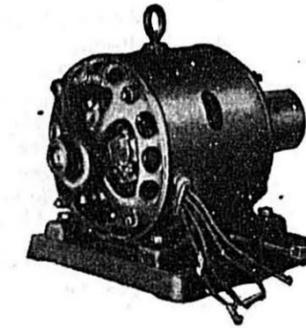
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Th. H. Kappeler

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NEW YORK OFFICE, 44 Whitehall St.

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.

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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

Returns to Wartime Bread

Owing to the exceptionally low production of bread wheats per acre in Italy this year, war time bread will be eaten by the poorer classes. The bread is known as "popular" bread and is usually made of whole wheat flour with extending substitutes added. It sells for 1 lira and 20 centimes per kilogram while the price of regular wheat bread has been advanced to 2 lire per kilogram.

A survey of the 1924 wheat crops of Italy by the commissioner of agriculture shows that in many sections the crop will not exceed 5 quintals of wheat per hectare. It is estimated from the same source that Italy will have to import approximately 30,000,000 quintals of wheat to meet its requirements this year. (A quintal is about 220 lbs.) During August 100,000 quintals of wheat were purchased by the Italian millers mostly from Rumania where prices have risen to 138 lire per quintal.

Rumanian Wheat Prospects

According to indications there will be no important exports of wheat from Rumania from present crop, now estimated at from 65 to 70% of last year's crop, and the government has recently doubled the export duty, which is equivalent to a prohibition of exports.

In the 5 years before the World war the present area of Rumania, including Bessarabia, exported an annual average of 61,000,000 bu. of wheat. This wheat was chiefly produced on large estates by peasants who themselves lived chiefly on corn meal. Following the war a peaceful agrarian revolution resulted in the division of the estates among the peasants. Under peasant ownership of the land less interest is taken in production for foreign markets, and there has probably been some decrease in the efficiency of farming operations. Furthermore the peasants having full control of their crop have learned to eat wheat bread. With a population thus accustomed to a higher standard of living it is very doubtful if Rumania will ever again regain its old position as a wheat exporting country.

"Chevon" Name for Goat Meat

Hereafter, if the efforts of several organizations and individuals have the desired effect, goat meat will be designated by a special name which will be comparable to pork, beef, and mutton. The name selected by the goat raising interests in the southwest is "chevon." In reply to requests for approval of this new name, the United States Department of Agriculture has stated that there seems to be no reason why this name should not be adopted and generally applied to the meat of this domestic animal, and it, therefore, approves the name "chevon." The word "chevon" was created after long con-

sideration of many suggestions, by organizations representing the principal Angora goat producing region. It was made by combining parts of 2 French words, "chevre," meaning goat, and "mouton," meaning mutton. In other words "chevon" means goat mutton.

Acreage in Australia and Argentina

Preliminary estimates of wheat acreage in Australia and Argentina are more than the acreage harvested in these countries last year, according to reports to the United States Department of Agriculture. The department points out, however, that on the basis of average yields for the past 5 years the outturn of the crop may be somewhat less than the harvest last year.

The Australian acreage is estimated at 10,000,000 acres compared with 9,461,000 acres last year. On the basis of an average yield of 12.2 bu. per acre for the past 5 years production on 10,000,000 acres would be around 120,000,000 bu. as compared with 126,000,000 bu. last year. Growing conditions are reported as favorable and a harvest above average is indicated except in South Australia where only average yields are expected. If conditions remain favorable the crop may be increased considerably, although it hardly seems likely that it will reach the 140,000,000 to 150,000,000 bu. indicated by private forecasts, the department says.

The Argentine acreage is estimated at 17,732,000 acres compared with 17,215,000 acres last year. The average yield for the past 5 years was 12½ bu. per acre, which would make a crop this year of about 222,000,000 bu. compared with 247,000,000 bu. harvested in 1922-23. Last season the yield per acre was 14.3 bu. which was the highest on record with the exception of 1892-93 when the yield was 14.8 bu. per acre.

Production in these countries is influenced considerably by proper distribution of rainfall in October and November and final estimates of yields may be above or below the figures given, depending upon weather conditions between now and harvest time.

Wheat Production in No. Hemisphere

The probable production of wheat in the northern hemisphere, outside of Russia, will be about 2,700,000,000 bu. compared with 3,000,000,000 bu. produced last year, says the United States Department of Agriculture based on official estimates and forecasts from 25 countries, and unofficial advices from 3 countries. Wheat harvests in the northern hemisphere are reported to be practically completed.

Figures for the 25 countries, which exclude France, Germany, Rumania, Russia, show an aggregate of 2,242,000,000 bu. compared with 2,500,000,000 bu. last year. No reliable estimate of the Russian crop is available but vari-

ous reports indicate that the exportable surplus will be less than last year. Private forecasts of the French crop range from 265,000,000 bu. to 312,000,000 bu. as compared with 276,000,000 bu. last year.

The German crop estimated on the basis of forecasts from Prussia and Bavaria is about 92,000,000 bu. compared with 106,000,000 bu. last year, and the Rumanian crop according to private reports will be about 70% of last year when the harvest was 101,000,000 bu.

The Canadian crop has improved the past month under favorable weather conditions, the department reports. The Sept. 1 forecast is 291,000,000 bu., which is an increase of 9,000,000 bu. over the August forecast but 183,000,000 bu. less than the final estimate of last year. Harvesting in the prairie provinces is about 2 weeks late and there is still some chance of gain or loss in the crop. Rains during August improved conditions generally, but in Alberta rain was too late to save the crop where drought injury was severe. Some damage has been caused by frost but its extent has not yet been determined. Grain yields in Manitoba are reported as considerably above average but due to the late season the area to be harvested is less than last year. Yields in Saskatchewan and Alberta are considerably below average.

Gold Medal Radio

The Gold Medal radio broadcasting station went "on the air" the first week of October with a diversified program of music and business features that will prove most entertaining and beneficial to the radio fans of the northwest. The station "WLAG" is being operated by the Washburn Crosby company with the assistance of business firms of Minneapolis and St. Paul, as WCCO.

When WLAG met financial reverses last summer the northwest was left without a first class station and the flour concern immediately recognized the value of the new and popular invention as an advertising feature, proposed to the twin cities that if given a small amount of cooperation it would construct and operate a broadcasting station of which the northwest would be proud, meanwhile purchasing and continuing WLAG.

The proposal which was accepted by the civic bodies, called for erection and equipment of a 5000 watt station, to be about 10 miles from the business center of that community, to obviate interference with tube receiving sets. The flour concern in addition was to appropriate one half of the operating expenses, not to exceed \$100,000 annually for 3 years, the community to bear an equal amount.

The new station is to be known as the Gold Medal Station WCCO and will broadcast on a wave length of 417, the same as the present station.

Maldari's Insuperable Bronze Moulds with removable pins

Quality

Trade Mark
Reg.
U. S. Patent Office



Workmanship

Service

Satisfaction

F. MALDARI & BROTHERS, Inc. 127-31 Baiter Street, NEW YORK CITY

SEND FOR CATALOGUE

Established 1903

Ianieri's Rapid Drying Process

for Macaroni and Noodles

RESULTS

Ellwood City, Pa., June 2, 1924

Mr. John Ianieri,
2017 Howard St;
Pittsburgh, Pa.

Dear Sir:

The dryers which you installed for us some time ago, are working perfect. I feel that the past month has been a good test for them, in as much as the weather has been very damp and not favorable to drying Macaroni, etc. But your dryer seems to do the work just the same under adverse conditions.

I certainly would not hesitate to recommend the dryer to anyone making alimentary Pastes, for it certainly does all you claim for it.

Wishing you much success, we are

Yours very truly,
MRS. C. H. SMITH NOODLE CO.
Per C. H. Smith

JOHN IANIERI COMPANY
553 N. 63rd Street PHILADELPHIA, PA.
Amoroso & DiMarino, Sole Agents



Backview of the IANIERI'S RAPID DRYING PROCESS for long macaroni.

Notes of the Macaroni Industry

Exports and Imports Grow

A survey of figures compiled by the bureau of foreign and domestic commerce of the department of commerce for July 1924 indicates an upward trend in the movement of macaroni to and from our shores. The increased activity in the macaroni trade is noticeable throughout the year, each month showing a very small but a definite increase.

Export Business Lively

During July 1924 a total of 649,102 lbs. of macaroni, spaghetti and noodles was exported at an announced value of \$47,276, approximately 7½¢ a lb. During the same month in 1923 the exports amounted to 505,765 lbs. worth \$36,733.

For the 7 months ending July 31, 1924, the total export of these products was 4,235,580 lbs. valued at \$328,658, or about 7½¢ a lb. During the same period in 1923 there were exported 3,991,779 lbs. worth \$303,723.

Imports Steadily Increasing

A total of 411,054 lbs. of macaroni, vermicelli and similar foods was imported from Europe and Asia during July 1924, the declared value being \$27,343, or slightly under 6 and 2-3¢ a lb. In July 1923 the total importation of these products was 364,959 lbs. worth \$24,439.

From Jan. 1 to July 31, 1924, the total import had reached 2,304,403 lbs., which brought to foreign shippers \$148,835 or about 6½¢ a lb. For the same 7 month period in 1923 the total imports were 1,864,860 invoiced at \$141,750.

Building New Home

The Milwaukee Macaroni company that has for years been at 182-184 Huron st., Milwaukee, Wis., finds that its business demands enlarged quarters and is now constructing a macaroni plant at North Pierce st. and Auer av. in that city. The building will occupy a space 115x150 and will cost approximately \$150,000. New equipment to the value of about \$50,000 is to be installed, according to Peter Spina, president of the company. Considerable progress has been made in the construction work and it is planned to have the new factory in operation about Dec. 1.

Ship Trainload of Spaghetti

The Skinner Manufacturing company of Omaha, Neb., shipped what was probably the first trainload of macaroni products ever sent out of an American plant, early last month, according to the Journal of Commerce of New York city which commented freely on the shipment. The same authority stated that macaroni consumption in this country is on the increase and that conservative estimates place it at nearly 6 lbs. per capita. The Skinner company in August enjoyed the biggest month in its history, the trainload shipment be-

ing the result. The products were destined for the southwest where the company has many good accounts. The same authority opines that the favorable change in the agricultural condition of the country affects business favorably and that macaroni is becoming more and more appreciated by Americans as a highly nutritious food and one capable of being served in many appetizing forms.

Addition to Tharinger Plant

A 2 story addition to the plant of the Tharinger Macaroni company at 1466-1474 Holton st., Milwaukee, Wis., has about been completed and will provide the plant with storage space made necessary by normal expansion. The addition is 40x60, which together with equipment such as machinery will cost about \$25,000. According to Wm. A. Tharinger the addition will be ready for occupancy about Nov. 1.

Ross Quits Armour Grain Co.

After successfully managing the macaroni department of the Armour Grain company several years, and later head of the subsidiary company, the Mapl-Flakes Mills, Andrew Ross resigned his connection with that organization effective Oct. 1. His resignation was made to the company last July when the big merger of the 5 grain

handling companies was consummated. Mr. Ross has several proposals under consideration but will take a short rest before accepting any.

Mr. Ross is well known in the business world. Besides his activities in the macaroni business he served as the first president of the American Specialty Manufacturers association, that has become a great power for good in the business world. A little over a year ago Mr. Ross backed a movement to consolidate the leading macaroni manufacturers behind a movement to educate Americans to a greater consumption of macaroni products. That this movement has not succeeded better was due to no lack of interest or enthusiasm on his part. While his firm was never a member of the National association because of policy, Mr. Ross was a regular attendee at all big conferences where his advice, based on wide experience, always had great weight. His friends in the industry wish him deserved success in whatever business he may choose to enter.

"Crashing" Business

Indiscriminate Price Cutting is a public acknowledgement of business inefficiency and a decided step backward toward a receivership and failure.

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.

Bolser Heads Bakery

Lewis F. Bolser of Minneapolis was chosen president of the American Bakers association at the annual convention of that association the week of Sept. 22, 1924, in Hotel Traymore, Atlantic City, N. J. He succeeds Raymond K. Stritzinger, who presided over the recent gathering and in his annual address reported favorable progress on the part of the baking trade and the national organization of that industry.

L. A. Schillinger of Baltimore was chosen, 1st vice president; Julian Livingston of Chicago as 2nd vice president, M. Lee Marshall of Chicago as treasurer, and Dr. B. E. Bernard of Chicago as secretary-manager.

The sessions were well attended, bakers from the eastern and southern states being especially numerous. A feature was a meeting of the various secretaries of the baking organizations of the country which was so successful that it will become an annual event in connection with the bakers convention. This section was brought together through the efforts of J. W. Woolworth of Washington, D. C., well known in the macaroni industry.

Latest Palace on Wheels

W. H. Kellogg, the cereal manufacturer of Battle Creek, Mich., and his wife are planning to visit at the capital

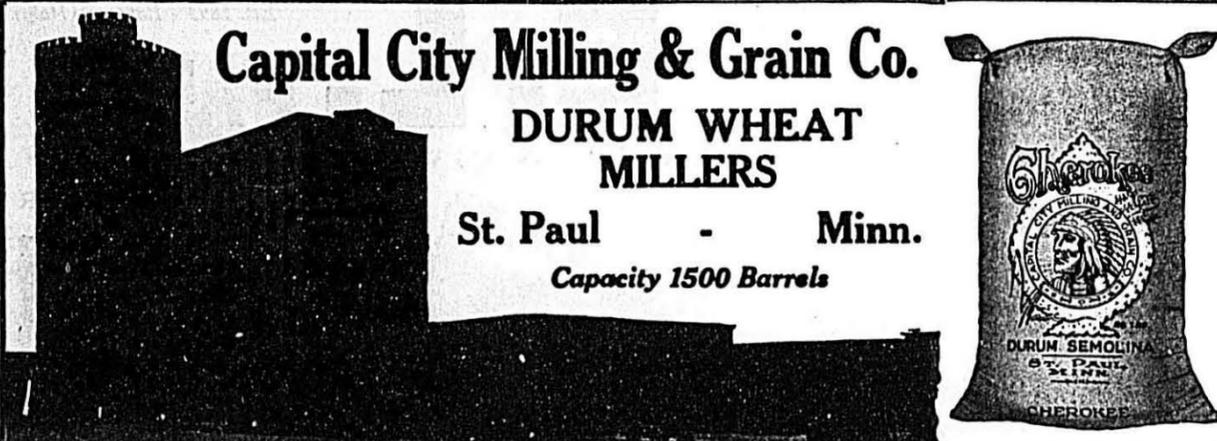
cities of this country in a car that has literally, "all the comforts of home." A shower bath, a complete kitchen, ice making machine, Pullman berths, and a radio outfit, are only a few of the conveniences to be found in this automobile deluxe. It has been nicknamed the "Ark."

Electric fans and an electric stove and 4 luxurious chairs, which may readily be converted into twin beds, especially designed tables which disappear when not in use; a lavatory and bath room with running water. There is a telephone from the interior to the chauffeur's seat. There is also a special heater for winter travel. The gasoline capacity of the "Ark" is about 40 gallons.

NATIONAL PACKAGING MACHINERY

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Manufactured and distributed exclusively by
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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.

NUTRITION SERVICE

Red Cross Adds to Activities Will Teach People Foods Values Backing of Manufacturers Expected.

The American National Red Cross has announced that a nutrition service is being instituted among its many other activities. Its objective will be to teach people all that they should know about the value of various foods and combinations from the standpoint of nutrition. In this move they should be insured of the sincere backing of every food manufacturer in the country.

Americans as a general rule are still unacquainted with the real food value of well made and properly prepared macaroni, spaghetti or noodles. In fact there are still many macaroni makers who are themselves ignorant of the true nutritious qualities of their products. They know that macaroni is good but can't tell the uninitiated just why and how.

With the quality of the American products generally improving so that now they are unexcelled by those of any country on the globe our manufacturers should join readily and willingly in the activity of the American Red Cross to teach the people generally what foods are best under certain conditions. The Red Cross will welcome the results

of years of research work which many of the leading firms of the country have been quietly but effectively conducting. They will make good use of all information of this kind, and the result will be healthier communities through more frequent use of macaroni products in American homes.

This activity is to be carried out through schools and clubs; classes on food selection and preparation will be formed under the direct supervision of experts; and general campaigns will be conducted to bring about better balanced diets, with the thought always in mind of using reasonable foods that are most nutritious.

Good Food and Good Health

The relationship between food and health is now coming to be very generally recognized. Sir George Newman, chief medical officer, ministry of health and board of education of Great Britain, goes so far as to say that "The sound nutrition of the individual and the community is the foundation of public health." There seems to be no question but that wherever an interest is felt in improving existing conditions attention must be given to the nutrition phase of the problem if there is to be any permanent betterment.

Malnutrition is as prevalent in the country as in cities. It is not due to poverty alone; lack of information and indifference are dominant contributing factors. In the families of well-to-do

as well as those less fortunate marked cases of malnutrition are found. Since it can safely be said that in most families sufficient amounts of money are spent for food supplies it is important, both economically and from the point of view of health, that such expenditure should give the best results obtainable in building up sturdy, healthy individuals.

Malnutrition evidences itself not only in poor muscular condition, listless and dull expressions, poor posture, underweight and defective teeth but also in the development of certain diseases, such as rickets, scurvy, pellagra and tuberculosis. It means lowered vitality and increased susceptibility to infections, as well as a discouraging inability to cope with emergencies.

This is the problem that the American Red Cross hopes to solve in its new activity and in which it hopes to interest all Americans during its annual roll call Nov. 11-27, 1924.

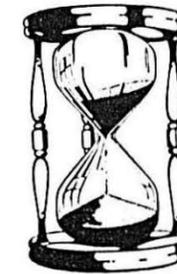
Food manufacturers should give practical demonstrations of just how they can help in the movement that is so promising and generally helpful.

The only thing just as good as honesty is honesty. Accept no substitute and offer none.

Every school boy knows that a baseball through a window is good for a home run.

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

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PHILADELPHIA OFFICE: 458 Bourse Bldg.

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

BOSTON OFFICE:
88 Broad Street

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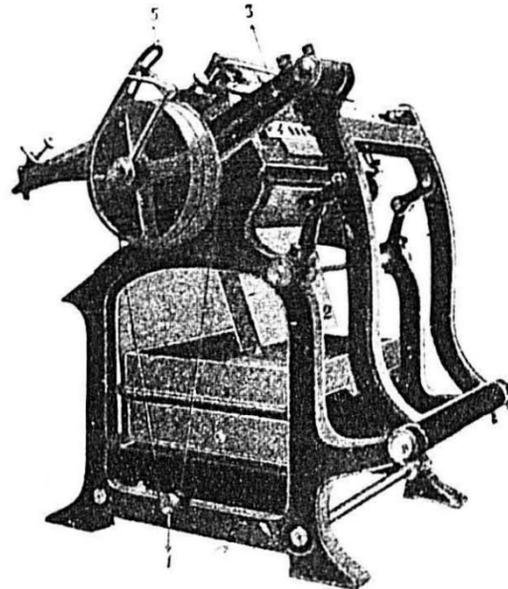
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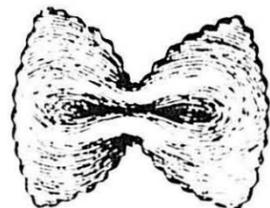
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ING. BRUNO COMASTRI, Inc. ENGINEERING WORKS, Manufacturer

T. E. L. SERIAL No. 507



BOLOGNA STYLE STAMPING MACHINE



EGG-NOODLES, BOW-TIE



EGG-NOODLES, SEA-SHELL



FIORETTO PAT. REG.
— NOVELTY —

PATENTED T. E. L. CUTTER



TYPE OF MALE & FEMALE DIES
NO SPRINGS



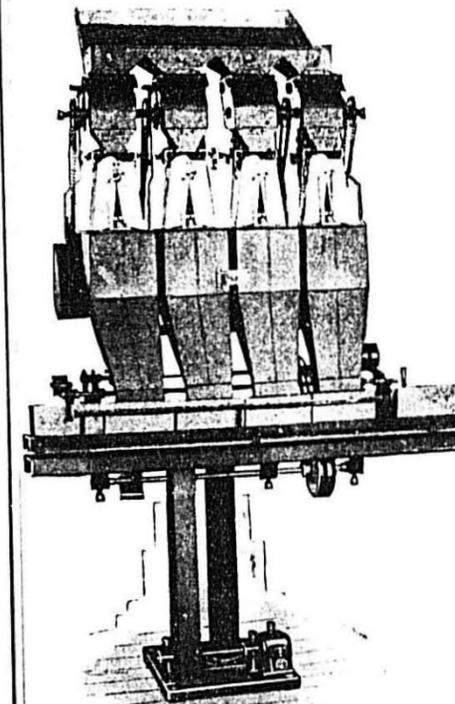
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Write for Particulars.

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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.
607 Marsh Strong Bldg

Patents and Trade Marks**TRADE MARKS APPLIED FOR
Fortune**

The Fortune Products company of Chicago has applied for registration of its trade mark "Fortune—Contains a Wealth of Health." Application was made Feb. 5, 1924, claiming use since Dec. 1, 1919. Besides being used on alimentary paste products the trade mark is also to be used on a long list of foods, oils, jellies, sauces, chocolate and numerous grocery products. The trade mark consists of the name "Fortune" in large and heavy type and over it the sentence, "Contains a Wealth of Health" in similar heavy type. The application was published Sept. 16 in the patent office Gazette and objections thereto were to have been made within 30 days.

La Rosa di Sicilia

The Kansas City Macaroni and Importing company of Kansas City, Mo., is making application for registration of its trade mark, "La Rosa di Sicilia," claiming use of this brand name since July 1917. Application was filed Feb. 21, 1924, and was published Sept. 23, 1924. Objections thereto will have to be filed within 30 days. The trade mark use in connection with alimentary consists of the brand name in double faced letters. Authority is asked for pastes produced by that company.

Holsum

The Purity Bread company of Pueblo, Colo., filed an application on July 3, 1924, for permission to use the trade mark "Holsum" on its macaroni and noodle products. While application was published Sept. 23, 1924, the claim is not subject to opposition. The macaroni firm claims use of this trade mark since December 1923. The mark consists of the letters forming same, of angular form and heavy type.

TRADE MARKS GRANTED**Yale**

The trade mark, "Yale," of the New Haven Bread company of New Haven, Conn., was registered Sept. 23, 1924, Serial No. 196,965. It was filed May 13, 1924, the company claiming use since Feb. 1, 1924. The trade mark consists of the word "Yale" in heavy type on a diagonal strip, showing the Yale college flag at the right end of the strip and a figure in football togs in the attitude of throwing a football. It was published on July 8, 1924, and no opposition was made.

U. S. People as Spenders

The department in charge of the parks in Canada states that the tourist last year spent \$136,000,000 in that country, and it is a known fact that \$100,000,000 of that sum was left by those from the United States who spent their summer motoring.

Chain Systems Combine

A rather sensational combination among 14 prominent chains of stores, of which 3 are grocery chains was announced recently. The chains in the combination, which has been incorporated under the name of the "United American Chain Stores," are the following:

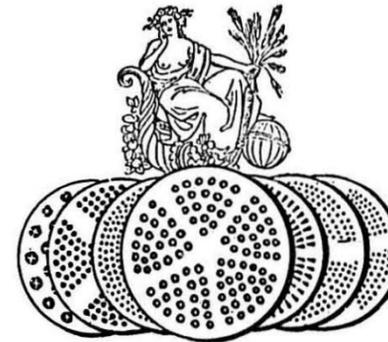
Great Atlantic and Pacific Tea Co., Inc.
Childs Co. (Restaurants).
The Ginter Co.
F. & W. Grant 5-10-25 Cent Stores, Inc.
S. S. Kresge Co.
S. H. Kress & Co.
Kroger Grocery and Baking Co.
May Department Stores Co.
McCrorry Stores Corporation.
National Tea Co.
Schulte Retail Stores Corporation.
United Cigar Stores Co. of America.
United Drug Co.
F. W. Woolworth Co.

These chains together operate 19,357 stores, of which possibly half are grocery stores. The United American Chain Stores will not at present run these stores; for the present its function is confined to pooling the stock and selling the shares. Stocks in all these companies will be assigned to the new company, which will issue its own stock against it. It is believed, however, that this preliminary combination may be a forerunner of a final combination which will actually operate the stores.—Modern Merchant and Grocery World.

The House
of
Perfection

Always at
Your
Your Service

**"Why Not Elect Us To Make
Your Next Mould?"**

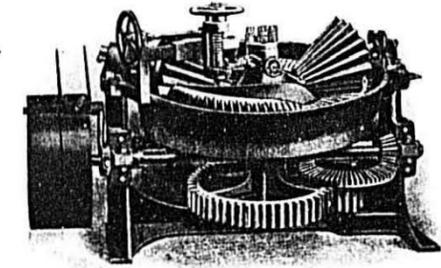


Use none but the Superior made
moulds, manufactured by

**INTERNATIONAL
MACARONI MOULDS CO.**

252 Hoyt St.

Brooklyn, N. Y.

D. & E. Kneaders**To The Trade:-**

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

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

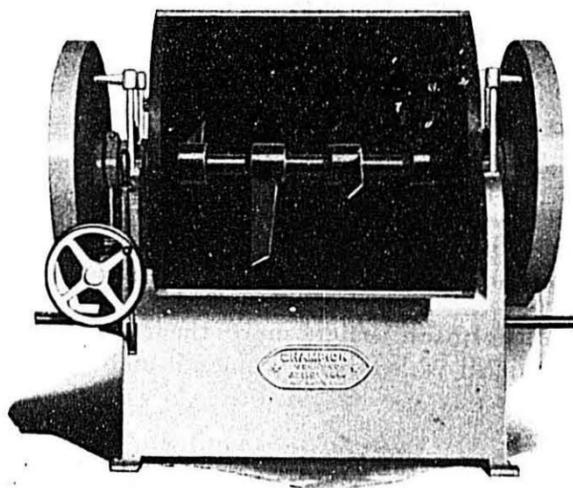
Yours very truly,
DIENELT & EISENHARDT, Inc.
R. F. BOGGS, Sales Manager.

DIENELT & EISENHARDT, Inc.

1304-18 N. Howard Street
PHILADELPHIA, PA.

Established Over 50 Years

**BUILT
FOR SERVICE**



**Special CHAMPION Mixer
for
Macaroni Spaghetti Noodles**

A DOUGH MIXER

Guaranteed to take care of the difficult mixing of doughs for Macaroni, Spaghetti and Noodles.

Special Shaped All-Steel Blades.

Mixes Semolina or Flour
Thoroughly-Uniformly-Rapidly

Economical
Easy Running
Long Wear

Ask a CHAMPION User or Write

Champion Machinery Co.

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SEMOLINA

FOR QUALITY TRADE

It's a Pleasure
to Send Samples

CROOKSTON MILLING CO.

CROOKSTON, MINNESOTA

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 October 15, 1924 No. 6

Questions and Answers

Not Taught by Mail

Question: A New York business man writes: "I am interested in the manufacture of macaroni, spaghetti, vermicelli and noodles on a commercial basis. Will you please send me detailed information relative to the manufacture of these products including modern factory practice, machinery needed and approximate cost of such a factory?"

Reply: It is impossible to teach manufacturing of macaroni products by mail. A personal inspection of a plant in operation, conferences with machinery men and other allied tradesmen may help but actual practice in a plant is almost a necessity to learn the business from mixing to drying. The sample copy of Macaroni Journal being mailed you will give names of leading supply houses.

A Canner's Problem

Question: Who first canned spaghetti in tomato sauce?

Reply: Sorry that we cannot give you definite information as to which of the leading firms first canned spaghetti in tomato sauce. We are not especially interested in "canned" spaghetti and therefore seldom get into touch with canning companies.

Would Teach Exporting

Question: Would not the macaroni manufacturers of this country like to learn "How We Increase Your Exports"? The pamphlet on this subject is designed to help American manufacturers appreciate what we could do to help them in connection with their export sales promotion work. Please send us list of manufacturers.

Reply: American macaroni manufacturers are alive to any opportunity that may offer itself for increasing their business, domestic or foreign. The office of the National Macaroni Manufacturers association is always ready to cooperate with any agency that will promote the distribution of macaroni products anywhere.

What Is Your Business Rating?

Question: A machine builder asks: "Have you a list of the macaroni manufacturers of the country that will show the ratings of the various firms given?"

Reply: While we have a complete and up-to-the-minute list of macaroni manufacturers in this country and Canada we regret that it does not include their ratings. So many of the smaller firms fail to submit reports to the several rating concerns. Those that we have may be found in any of the several business rating publications.

July Durum Receipts Low

According to figures by government inspectors covering carload shipments of the various grades of amber durum and ordinary durum wheats inspected during July 1924, only scattering shipments could be expected of old wheat. The better grades were scarce, the poorer going into mill feed and to seaport towns for exportation.

Amber Durum

During July a total of only 581 carloads of amber durum wheat went to market and of this only 28 carloads made the first grade, nearly all of which went to the Minnesota mills. The No. 2 grade led all the others, totaling 297 carloads, nearly 100 less than the receipts of the same grade in June. Duluth reported having received 175 cars and Minneapolis 117. Of the 183 cars of No. 3 Duluth reported 107, Minneapolis 59 and New York 7. A total of only 73 cars registered low grade.

Durum

Of the ordinary durum in which macaroni manufacturers of the better class are little interested 265 carloads were reported during July as against 301 cars in June 1924 and 934 carloads

in July 1923. Of the total inspections of this variety only 12 cars made grade No. 1, these going 5 to Minneapolis and 4 to Duluth. The No. 2 grade again led with 114 cars, of which Duluth reported 72 and Minneapolis 37. Out of the total of 85 cars that constituted grade No. 3, New York got 25 cars, indicating that a good share of this grade went into export. 54 carloads were inferior quality.

Worth Thinking About

Walter Johnson, pitching ace of the Washington, D. C., team, pennant winners in the American League, has been pitching for this same major league baseball team for sixteen years.

He has never been suspended.
 He has never been fined.
 He has never been in a fight with an umpire.
 He has never been called off the diamond.

Keep on thinking.

In a recent interview Walter Johnson summed up his philosophy of the game as follows:

"You can't afford to worry over the defeat of today. Just figure out why you've lost, then begin to plan out the victory of tomorrow—if you expect to keep going."

This sound advice applies equally to business of all kinds and particularly to some in this industry who are given to reviewing past failures rather than planning for future successes.

"Information and Cooperation" are the American giant twins.

Play SQUARE and you won't be cornered.

WANT ADVERTISEMENTS

Five cents per word each insertion.

FOR SALE—Stencil machines, guaranteed rebuilt, low prices. Diagraph Stencil Machine Corp., 1602 S. Kingshighway Blvd., St. Louis, Mo. (11)

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Specializing in Macaroni Shooks. Prompt Local or Carload Shipments.

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Filbert 3899 Telephones Race 4072

A. ROSSI & CO.

Macaroni Machinery Manufacturer

Macaroni Drying Machines That Fool The Weather

387 Broadway -- San Francisco, Calif.

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—
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Special Noodle Egg Yolk—

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OUR PURPOSE:

Educate
Elevate
Organize
Harmonize

ASSOCIATION NEWS
National Macaroni Manufacturers Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First—
The Industry
Then—
The Manufacturer

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M. J. DONNA.....Secretary
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ASSOCIATION COMMITTEES
Committee on Cooperation with Durum Millers
James T. Williams, The Creamette Co., Minneapolis, Minn.

F. X. Moosbrugger, Minnesota Macaroni Co., St. Paul, Minn.
Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.

Legislative and Vigilance Committee

A. C. Krumm, Jr......Philadelphia
John V. Canepa.....Chicago
C. B. Schmidt.....Davenport
Leon Tujague.....New Orleans
F. A. Ghiglione.....Seattle

Vigilance Committee Vigilant

The newly appointed vigilance committee for the macaroni manufacturing industry is slowly swinging into action, moving cautiously and carefully, sure of its ground and determined to get results. It plans to give attention first to the enforcement of existing laws before proposing any remedial legislation. Enough good for the present can be gained for the industry if present regulations are understood by the trade and followed.

Attention is now being given to willful violations of laws on the part of manufacturers who are weak enough to listen to the demands and requirements of buyers who care not how much trouble they cause others just so they get extra profits. Some jobbers, for instance, have been refusing to accept macaroni and noodle products that are labeled in accordance with the rulings of the bureau of standards or the bureau of chemistry of the Department of Agriculture. As a result some of the weaker macaroni manufacturers are ignoring the law, to please said jobbers.

While these jobbers are guilty of infraction of government regulations regarding food products, by their attitude they make violators of the macaroni men who yield to their wishes with regards to labels. The national government and the various state officials are determined to push enforcement of existing laws against all violators, particularly where offending food goes into interstate commerce.

Manufacturers and distributors cannot excuse their wrongful action on the grounds that they are not acquainted with existing laws or that they have not had sufficient notice. These rules have been in force for many months and should be well known.

Macaroni manufacturers who lose business to another firm because of the latter's willingness to disobey the law by acceding to the wishes, whims and fancies of jobbers, should report such actions to the vigilance committee, addressing either Dr. B. R. Jacobs, 2026 "Eye" st. N.W., Washington, D. C., the Washington representative, or to M. J. Donna, P. O. Drawer No. 1, Braid-

wood, Ill., the secretary of the National Macaroni Manufacturers association.

In either case samples of the goods and copies of the offending labels should be submitted as evidence. Complaints will then be entered with the proper authorities.

Practically all the upright and well meaning macaroni men of the country are attempting to live up to all the food laws and regulations and to them the industry is obligated to protect these law abiding manufacturers against this kind of unfair competition.

Make the vigilance committee your confidant in every case where the reputation of the industry may be injured by wrongful acts of manufacture and sale.

PLANS OF PROCEDURE

Three Methods to Make Definite Start Toward Bringing About a Knowledge of Costs in Macaroni Industry.

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

The following 3 suggestions are submitted as possible ways of making a definite start toward the goal of universal cost knowledge in the macaroni industry. While any one of these would accomplish the purpose of making a start they are listed in the order of their importance from the standpoint of most rapid progress toward the final goal.

I. Let the leaders in the association subscribe to a special fund of from \$5,000 to \$10,000 with which to finance a sales campaign through field men to sell the uniform cost system to the individual manufacturers. This plan should include an arrangement whereby the organization providing the field sales force would be able to provide a service for supervising the cost of installation after the individual manufacturer was sold. A schedule of installation fees for this work should

be arranged in advance, these to be paid by each company for the job in its own plant. This plan should further provide for a continuing supervisory or auditing cost service after the installations are completed, for only in this way can the cost departments be kept up to a proper state of efficiency.

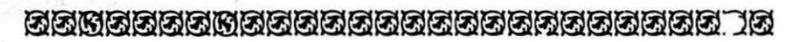
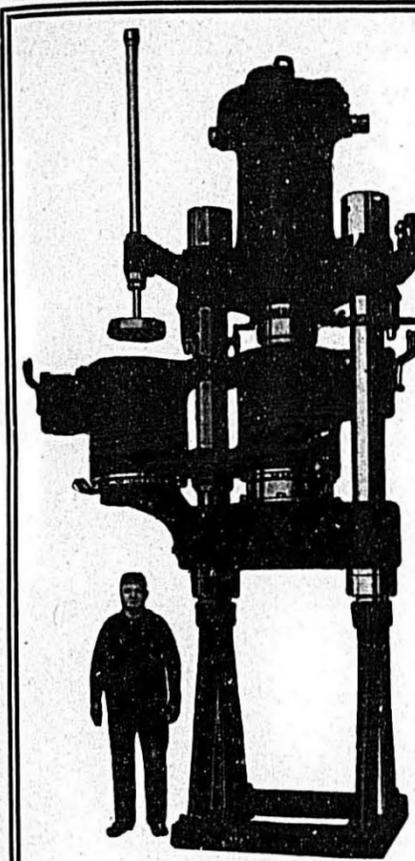
II. Let the aforesaid leaders subscribe to a fund of say \$5,000 to pay for the service of a cost engineering organization to the following specific job—visit each macaroni manufacturer and get from him a statement of assets and liabilities and profit or loss for each of the last 3 to 5 fiscal years—these to be compiled to give the totals for the industry and to show the average return on sales and invested capital for the entire industry. Experience has shown that if a firm of cost engineers of the proper standing is secured so as to gain the confidence of the manufacturers the fear of disclosure of the individual company's figures can be overcome and the final result successfully achieved.

If the average return on capital and sales for your group is as bad as you think it is and we can well believe it to be so, these actual figures in print will furnish an awakening shock that should lead to an earnest desire for the cost work on the part of your individual members.

III. Let 15 or 20 of your leaders agree with each other that each one will employ the services of the same cost engineer to visit his plant and spend whatever time is necessary to get its own cost system to conform to the present standard system—each company paying individually for the service returned to it—that they will then raise the small amount necessary thereafter to enable the cost engineer to collect data on costs from these several plants and prepare monthly articles for your trade paper dealing with average costs and margins as disclosed by these data in an effort to educate the industry to present conditions and the need of cost development.

"Common sense" has become an American commercial slogan.

A word to the wise is unnecessary.



John J. Cavagnaro

Engineer and Machinist

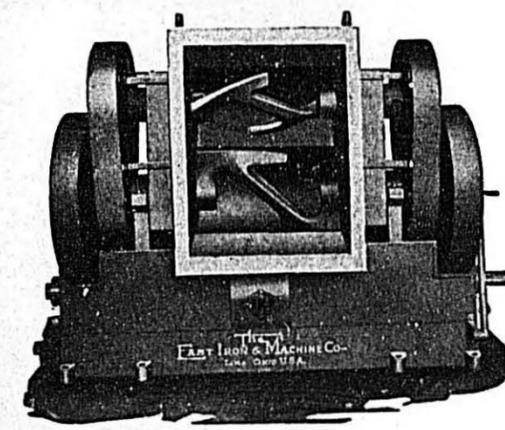
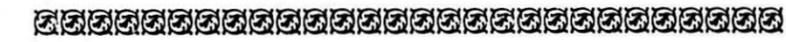
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Insure Uniformity, Color and Finish

"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.

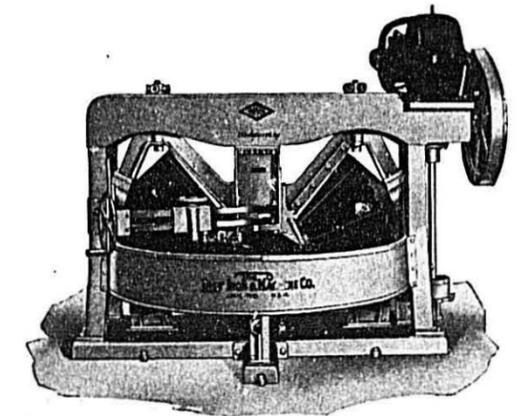
"Eimco" kneaders knead the lumps of dough, as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers at rolls to prevent dough from clinging. All gears are fully enclosed.

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.





Pillsbury's Semolina No. 2, Pillsbury's Durum Fancy Patent—the many macaroni manufacturers who use these splendid products will tell you of their remarkable quality. Your macaroni will have exceptional strength, finest amber color, and desirable flavor—always.

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