

**THE
MACARONI
JOURNAL**

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The Macaroni Journal

Minneapolis, Minn.

October 15, 1925

Volume VII

Number 6



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

PLAY THE GAME

1. Your GAME is BUSINESS. Play it to win.

2. There are countless opportunities for those with the ability and capacity for determined work.

3. Think and plan new ways of developing your business and of grasping every opportunity.

4. Think constantly of your business. Dream about it. You'll get the best out of it.

5. Play the game fair. Recognize the rights of others in holding old and seeking new business.

6. Play your game and play to win!

Commander Semolina

Always Gives Excellent Satisfaction



You Can Make Better Macaroni
With Commander Semolina

ALL GRANULATIONS

Milled Scientifically From Selected Durum Wheat

ASK FOR SAMPLES

COMMANDER MILL COMPANY

MINNEAPOLIS, MINNESOTA

October 15, 1925

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Has Anybody Here Ever Been in the West?



Perhaps, then, you visited one of those tall grain elevators which line western railroads and there you watched the operation of a machine called the "fanning mill."

You noticed that from bins high overhead the wheat came down through a chute leading onto the vibrating trays of the fanning mill. As the grains jumped and swirled with the vibrations, air from a revolving fan removed the sticks, hulls and other chaff, and left only the clean grains of wheat ready for the miller's use.

Did these thoughts occur to you? Suppose there were no such machine as a fanning mill! Suppose each of the particles of chaff had to be picked out by hand! What a laborious task! How it would add to the cost of each bushel of grain and to that of each barrel of flour! What a factor is the fanning mill in the cost of bread, cereal and pastry which goes on the family table!

Modern life is one of intricacies, indeed. There are so many contributing elements to it that we do not realize their individual importance. *For instance, few of us consider the importance of advertising and the similarity of its work to that of the fanning mill.*

Advertising is a commercial and marketing force that influences our food, sleep, pleasure and labor.

It separates the chaff from the grain—separates those who are not interested and who could not be interested, leaving the buyers and possible buyers. The separation like that of the fanning mill, is done in volume at the minimum of cost.

Advertising costs are unimportant in comparison with its results—just as the cost of a fanning mill is negligible when compared to the saving it effects in the process of separating chaff from wheat.

The modern manufacturer uses advertising to reduce his selling costs. It helps him keep down the selling price to his customers.

That is why we see so many manufacturers of products used in the Macaroni and Noodle Manufacturing field advertising in

THE MACARONI JOURNAL

TWO STAR

The Greatest of Macaroni Semolinas



QUALITY

SERVICE

Eat More Macaroni—the

Best and Cheapest Food

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume VII

OCTOBER 15, 1925

Number 6

Fighting Waste

Students of economies are agreed that the greatest detriment to successful business is WASTE. Against this common enemy is chargeable practically all of the losses that account for those irritating, red ink entries on a firm's books.

WASTES are of various kinds. Ordinarily when waste is mentioned the manufacturer immediately thinks of the waste in raw materials which occurs in almost every plant but which can and has been reduced to a minimum, because such waste is easily discernible. Therefore, since it is readily discovered and can easily be eliminated, the raw material waste is not what causes the deficits or the greatly reduced profits. These are caused by the many almost insignificant losses that are visible only to the trained business man who watches every phase of the business from the manufacturing process through the distributors to the consumers.

In a macaroni manufacturing plant waste in raw materials is a daily problem. First of all a producer must watch his macaroni ingredients to see that they are up to the required standards and then check up very closely the mechanical operations to see that every ounce of his raw materials, if possible, goes into salable goods. Therefore one must scrutinize his semolina or flour to see that it has the proper ash, moisture and protein contents, observe the mixing, kneading, forming and drying processes to see that approximately 185 pounds of finished products are obtained from every barrel of raw material thus converted into that tasty, hunger satisfying and pleasing macaroni products that it is his ambition to produce.

The most detrimental wastes are those that affect not only the manufacturer himself but indirectly his industry. Briefly every questionable selling practice, every misrepresentation of our products and every deliberate lowering of the quality of our output and every attempt at substitution is a WASTE that is harmful to everybody. It is this group of wastes that must be dealt with as an industry through an outside and unselfish agency, fully supported by the honest manufacturers.

It is said that wastes of this kind are found everywhere. The world is full of waste. Nature itself is wasteful of its resources, producing things to mold, decay and finally disappear every year. There is, however, no excuse for the indiscriminate waste that our industry must contend with. Through proper cooperation these wastes should be practically eliminated. Here are instances of wasteful business practices:

A manufacturer goes into an unnatural market and offers his products at ridiculous prices knowing that he cannot get any permanent business there but seeking only to harass a competitor. This is a purely wasteful effort, helps nobody, hurts everybody.

A noodle maker adds coloring matter to his products seeking to attract buyers who want egg noodles. His

subterfuge is soon discovered and it reflects on the entire industry.

Another manufacturer offers a free deal or an array of articles as premiums. Somebody must pay for this. As soon as the buyer gets wise everybody suffers.

Labels are manipulated to represent the contents to be what they are not. In this way is torn down all the constructive work that is attempted by the good intentioned manufacturers.

Dumping is frequently resorted to with no other result than to demoralize a market. Every such act merely wastes a little more of that valuable good will that the industry has been for years trying to develop between manufacturers.

These are samples of the wastes that the macaroni industry must continue to combat if it is to progress and which must be eliminated by the guilty manufacturers if the red ink entries are to disappear from their books. Only when and if this is generally done will we gain that increased consumption for which we are all hopeful.

Happily the better class of macaroni men have long realized the need of some determined action to clean house by ridding the industry of as much of this harmful waste as possible. A few months ago these manufacturers from every section of the country, representing every class, subscribed to a fund to support a Vigilance Committee whose duty it is to rid the industry of these wasteful practices. Much good work has already been done but the surface has only been scratched. It takes time to start the machinery.

The good that the Vigilance Committee can do for the macaroni industry is measured only by the backing it is given by those whom it seeks to benefit. It is in a position to serve because, first, its activities are prompted by the good intentions of honest manufacturers of the country irrespective of association activities, and, second, because it is unselfish and unprejudiced—being composed of nonmanufacturers whose only interest is the general welfare of the macaroni and noodle manufacturing industry.

Many manufacturers have taken advantage of the means that this body affords to rid the industry of wastes that injure the standing of the whole group. Others should not be backward in doing so. One noticeable result of the Vigilance Committee work is that the very manufacturer who has been accused of improper business practices, though at first inclined to resent what he terms interference with private business, has later invariably become a friend of and a booster for the Vigilance Committee.

Determinedly supported by those who ultimately will be benefited, the Vigilance Committee will accomplish much in the way of eliminating those invisible wastes that have retarded progress, decreased profits and reflected on the industry's standing.

This agency is at your disposal. Permit it to serve you in a way that its actions will reflect good to the entire industry that it is trying to help.

When Macaroni Was King By Douglas Griesemer, Director of Public Information, The American Red Cross.

Victims of great disasters and workers on the rehabilitation jobs have turned down the cold sandwich in favor of hot macaroni.

It took an earthquake to prove the supremacy of macaroni and spaghetti when it comes to feeding hungry workers who have an uncontrollable desire for "something filling" and the sufferers who derive great comfort from good food, well cooked and piquantly seasoned.

A group of Los Angeles policemen detailed for duty at Santa Barbara after the earthquake were the food rebels who decided that macaroni with an outer coating of cheese or spaghetti and tomato sauce made working a whole lot easier. They found quick response at the first aid stations of the American Red Cross which hurriedly substituted hot macaroni, spaghetti, beans and even individual pies with hot coffee for the emergency sandwiches. The demand from men and women offering relief as well as from those whose homes had been wrecked in the earthquake and who had no place where they might prepare a palatable meal, was overwhelming. But the Red Cross met the demand.

The Los Angeles policemen who were responsible for the drastic change in the food rations did not realize perhaps the important food value of macaroni as a substitute for meat. But the Red Cross dietitians did. They had mastered nutrition. They knew how one food should be cooked, how to serve it palatably and its value in carbohydrates. The added food values of the cheese and tomatoes, of the onions used for seasoning and of other ingredients they recognized also.

Another important thing they remembered was that jagged nerves, worn by the mental shock of the earthquake, could be soothed if the food demands of the body were properly satisfied.

The Red Cross in its peace program stands, among other things, for health. To be healthy one must be well fed. This means not an over abundance of

food but a knowledge of a balanced diet which will serve the body well and faithfully. During the year it dispensed this knowledge to 161,000 persons both through instruction in the public schools and in classes conducted especially for mothers.

Its health crusade has also lead the Red Cross to give instruction in home hygiene and care of the sick. This year

AN INVITATION TO JOIN



Would you care for those whom disaster has made homeless? Would you show gratitude to the wounded veteran who courted death that war might give way to peace? Would you save life and prolong health? Would you teach children to love and to serve? If so, join The American National Red Cross during the Annual Roll Call, Armistice Day to Thanksgiving—November 11 to 26, 1925.

67,281 persons were taught these valuable lessons.

It goes a step farther when it minimizes the tragic results of accidents. Eighteen thousand men, women and youths were taught this year what to do in the crucial moments before the doctor comes. Again it seeks to lower the death rates from drowning; 21,000 were taught life saving this year.

But that isn't all your Red Cross does.

Since its organization it has spent \$48,000,000 for disaster relief in the United States.

It has spent \$53,000,000 in services to disabled veterans of the World war and men of the army and navy and their families since the Armistice.

It is teaching the duties of citizenship and the beauty and value of service to 6,000,000 children who are members of the American Junior Red Cross.

It has 41,000 trained nurses held in reserve and ready to respond to the call for duty in emergencies; 1000 Red Cross public health nurses are on the job in various parts of the country.

It has taken under its wing a vast army of volunteer workers in 3000 chapters scattered over the United States. Many of them have become adepts in transcribing Braille and are thus able to offer supreme service to the soldiers who lost their sight in the World war.

This is the Red Cross which you are asked to help support every year during the Roll Call. Remember the dates are from Armistice Day, to Thanksgiving, Nov. 11 to 26.

Good Salesmanship?

Quantity, unfortunately, is the popular standard of good salesmanship. What happens to the buyer seldom enters the subject. It is merely the sales end that figures in the popular standard. This exceedingly strong tendency to quantity has placed an undue emphasis on production rather than on consumption and is one of the main reasons why these 2 elements of trade are now out of joint.

Many stores are cluttered up with merchandise bought under the spell of a persuasive tongue and that never had any chance in the world of catching the consumer's eye. I do not believe the quantity standard has done us any good in our trade expansion. Unless we think of the buyer and consider whether or not the goods we sell him are going to do him good and give the proper turnover, a real good piece of salesmanship has not been performed and quantity as a popular standard can be challenged.

The fundamental element in salesmanship should be cooperation. The sales and buying ends of the transaction must be compared, and if they do not bear the proper relation, if either end tips the scale of influence, then cooperation does not control and the value of the transaction can be questioned. The practice of attempting by the quantity or the force theory to get his, no matter what happens to the others or to the fellow at the other end of the line, is not good salesmanship.

"A man kin look mighty busy," said Uncle Zeke, "an' yet not be doin' much, same as an engine kin blow off a whole lot of steam 'n' de whistle."

Business Entrenched for Growth

By Archer Wall Douglas, in cooperation with the Research Staff of La Salle Extension University.

Industrial and commercial activity, supported by strength in agriculture, has laid a good foundation for abiding prosperity—and optimism as the summer wanes.

Prices and production of farm commodities are now fairly well known for the coming months, with prospects of good net proceeds to the farmers following their harvests.

Largely freed from their burdens of debt by good returns in 1924 the farmers will be able to buy more heavily of countless manufactured products with their proceeds from the harvests of 1925.

This is the most fundamental factor in the growth of industrial activity, as pointed out in the August Bulletin.

Manufacturing, mining, and trading companies in general are consequently planning for a liberal outpouring of their wares during the coming months of this prosperous year.

History of Industrial Life

As a prelude to our survey of current industrial life let us briefly recall the high points in the historical development of modern manufacturing enterprise.

While farming is as old as recorded history modern manufacturing is the evolution of methods that prevailed only so recently as the later middle ages, and assumed definite form and shape no longer ago than the early part of the 18th century when machinery first began to supplant hand labor.

Then, too, industrial employes began to work for employers, supplanting the older system wherein independent workers banded together in guilds for mutual protection and for the regulation of the various trades in which they were engaged.

Manufacturers were enabled to expand their operations and to dispose of larger outputs with the development of better methods of transportation—when sailing ships were built and when better roads on land were accompanied by the gradual removal of prohibitory tariffs and expensive road tolls.

Later came the invention of the steam engine for use on land and sea. Steam power was put into general use in making and in transporting industrial products less than a century ago.

Since the coming of steam power to revolutionize industrial activity, have come countless new inventions in every division of industrial life, both manufacturing and mining, including the methods and treatment of the commodities mined and manufactured. As a general result the cost of production as compared with hand labor has fallen to a point where the markets for the products of most manufacturers include great masses of people. A steady

growing number of necessities, comforts, and luxuries are coming within the reach of the many.

Real Costs Comparatively Low

In comparing the costs of manufactured products today with those of the past when they were actually lower in price and apparently cheaper—when the dollar seemingly bought more—we must take into account the fact that money was then far less plentiful; that wages, in dollars, were far lower; and opportunities for earning money were far less abundant. The buying power of the masses is far greater today than at any time in the past. Real costs are lower; in other words, an hour or a day of labor is now exchangeable for more manufactured products than was formerly the case; and working men in general now may enjoy more hours of leisure while providing themselves and their families with a decent living.

Our farflung industrial life enters into every phase of our national being. It is the largest employer of labor, the greatest disburser of wages. But it is still suffering from growing pains. It yet has great unsolved problems to be faced courageously and handled intelligently. The most important of these problems is not mechanical. Industrial evolution is now in that stage where its problems arising from the human relations between management and the men are paramount. Let us get the background of these great human problems in industry.

Coming of Collective Opposition

In the early part of the last century industrial plants began to increase in size and in the numbers of workers they employed. Soon it became impossible for many employers to come into personal contact with more than a small portion of their employes. This inability on the part of employers to adjust personally the grievances of individual workers is a fundamental cause of present day difficulties in their human relations with employes.

It was quite a natural thing under the circumstances that both employers and workers should develop collective opposition. When the workers banded together for collectively arranging terms of wages and working conditions, with the threat of a strike as their weapon, employers naturally got together for protective purposes with the lock-out as their weapon.

Any account of the recent history of collective warfare between industrial operators and workers, involving numerous supreme court decisions as to the rights of both parties in the conflict, would go far beyond the scope of this Bulletin. But we can consider the strike of the anthracite coal miners in Pennsylvania as a current example of

this collective method of adjusting differences between organized operators on one side and organized workers in the mines on the other side.

Coming of the Automobile

Coming of the automobile and the rapid growth of the industry have affected other industries and the people of the country to an extent and nature that has not been equaled since the invention of the steam engine.

The consumption by automobiles of 70% of the crude rubber imported into the United States has brought about complications which may result in the development of new rubber plantations in some of the insular possessions of the United States or elsewhere, although the present plantation development, particularly that of British possessions, is ample for all needs.

One of the great blessings of the coming of automobiles has been the freeing of many people from the necessity of living in the great congested centers of population by making a residence in the surrounding country both easy and inviting; and the automobile has given opportunity to the inhabitants of the countryside to become much better acquainted with their neighbors and their country. An important result is the development of patriotic pride that is both local and national in scope and nature, supplanting provincialism.

The social effects of the fact that a majority of the families in the land have automobiles for transportation are exceedingly important. Thousands upon thousands of families now take transcontinental tours, and hundreds of thousands are all the time on the roads for shorter trips here and there. The educational and recreational gains are of untold value and they far offset the costs, prodigious as these costs are in the aggregate.

Stabilization of the output and prices of many commodities will be facilitated as a result of recent decisions of the supreme court of the United States, to the general effect that the circulation of statistics on production and consumption of the products of an industry among producing units in that industry is not in violation of the Sherman antitrust law. This resolves the problem into unofficial joint action, based on common knowledge and for mutual benefit.

Upon this seemingly sure foundation industry looks forward with confidence to the near future when expansion of manufacturing will bring a constant increase in the consumption of American made products.

A flapper reminds us of a bungalow—painted in front, shingled behind and no attic.

Macaroni, Cheese and Tomatoes--- Wholesome Combination

Copyright, 1925, Food Investigation Service.

By Daniel R. Hodgdon

Formerly president of Hahnemann Medical College and Hospital of Chicago, director Industrial Educational Bureau, president of College of Technology and director School of Technology, Newark; lecturer Newark Institute of Arts and Sciences and member of the faculty of New York University and New Jersey Normal School.

The comparison of macaroni with other foods, dietetically considered, is interesting. Macaroni contains about twice as much muscle building food (protein) as potatoes, nine times as much fat, between five and six times as much carbohydrate or heat producing



food. In other words, macaroni has more than four times as much food value as potatoes for the same weight.

Another notable advantage of macaroni in the menu is that it is an unusually excellent base for combinations with other valuable foods.

Tomatoes, for instance, are easily served with macaroni. The value of tomatoes as food is coming to be more and more appreciated. The vitamin content is high and they combine particularly well with other foods of high nutritive value to form healthful dishes. To the combination of macaroni and tomatoes, in itself high in food values, can be added other foods of

high value, as fish and meat and cheese.

The high food value of cheese is well known. Cheese served with macaroni offers an especially satisfactory method of introducing protein food into the system. The value of macaroni when used with both tomato and cheese is obvious.

Another important aspect of the value of macaroni is its contribution of minerals, of which our bodies are in constant need, to keep them in proper condition. The heart, lungs, liver and all other organs suffer when deprived of mineral matter in proper amounts. Calcium, magnesium, potassium, sodium, phosphorus, chlorine, sulphur and iron are the minerals most needed.

Macaroni contains one and a half times as much calcium as potatoes, a little more magnesium, more than twice as much phosphorus, nearly twice as much chlorine, and almost six times as much sulphur, and about the same amount of iron. Macaroni, therefore, makes a change from potatoes, which

increases rather than diminishes the valuable contributions of the latter.

As with all foods, care should be taken in buying macaroni to get a clean, wholesome product. Those firms which are not ashamed to print their names in large letters on their packages are most apt to be reliable. Cheap or adulterated grades of macaroni are, of course, dangerous, as are all improperly prepared and carelessly packed foods. The wideawake buyer will not allow herself to be an "easy mark" for deceptions in this food product. A good article of macaroni will look yellow, because eggs and other ingredients proper to the food have made it rich, but a cheap brand will imitate this richness by using a cheap yellow dye.

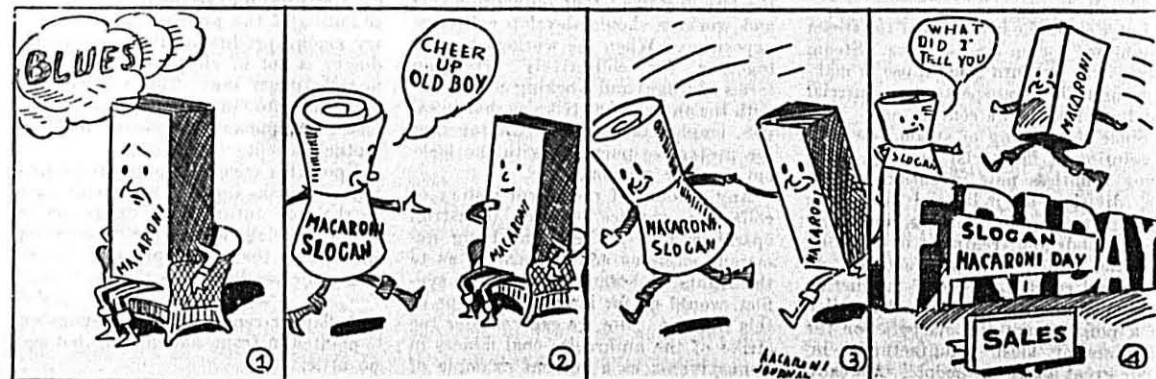
More and more housewives should protect themselves through knowledge from being cheated out of the food values that they are entitled to in a good article of food. Firm labels of known reliability are in general one of her best means of self protection.

AROUND THE CORNER

Around the corner I have a friend,
In this great city that has no end;
Yet days go by and weeks rush on,
And before I know it a year has gone,
And I never see my old friend's face,
For life is a swift and terrible race.
He knows I like him just as well,
As in the days when I rang his bell
And he rang mine. We were younger then;
But now we are busy, tired men—
Tired with playing a foolish game;
Tired with trying to make a name.
"Tomorrow," I say, "I'll call on 'Jim,"
Just to show that I'm thinking of him."
But tomorrow comes—and tomorrow goes;
And the distance between us grows and grows.
Around the corner—yet miles away.
"Here's a telegram, sir"—Jim died today!
And that's what we get, and deserve in the end—
Around the corner, a vanished friend.

—Selected.

(Mr. Macaroni Manufacturer!—Around the corner YOU have a FRIEND. Better recognize it before it, too, vanishes. Your Friend and that of the entire industry is the National Macaroni Manufacturers Association. Let's become better acquainted.)



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We are telling the housewife Why she should serve macaroni oftener and we offer you— Semolina that we guarantee to be of highest quality—and uniform!

In the Gold Medal Cooking Schools—where housewives gather to study—the value of macaroni and spaghetti is taught. And delicious ways to serve are shown.

From the Gold Medal Radio Station (W.C.C.O.—416.4 meters—St. Paul—Minneapolis) are broadcasted the unusual merits of macaroni and spaghetti.

And in the Gold Medal Home Service Boxes—owned by countless housewives—are cards carrying macaroni and spaghetti recipes.

In a word—we are selling housewives the sound reasons for eating more macaroni and spaghetti.

To stay sold—they must have macaroni of the highest quality—and uniformly so.

Tested hourly at mill—
uniformity guaranteed

First—a corps of chemists analyze and test the Durum Wheat.

Second—a sample of wheat from every car is ground in the experimental testing mill. The sample of Semolina thus obtained is actually manufactured into Spaghetti or Macaroni in the Miniature Experimental plant exactly under commercial conditions.

Third—the finished product is finally subjected to actual boiling test.

Fourth—only after these tests have proved the wheat equal to our high standard requirements is it unloaded into our storage elevator.

Thus we guarantee the uniformity of Gold Medal Semolina. We stand ready to return your purchase price for any sack of Gold Medal Semolina that is not up to standard in every way.



Eventually Why Not Now ?

GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY, Dept. 188
Minneapolis, Minn.

PASTE AND GLUE

Indispensable in Macaroni Plant But Made Differently Now — Are Commercial Products and Better Results Given.

One of the utensils that is fast becoming obsolete in the macaroni and noodle manufacturing industry is the old "paste boiling" pot. Seldom is this illsmelling vessel seen in the modern plants except where it is kept on exhibition as a relic of the old days.

Pastes and glues are almost indispensable in a macaroni or noodle making plant. Their importance grows as the industry advances.

In the pioneer days of the macaroni business in America paste and glue were used principally in labeling the heavy wooden container with the brand name of the producer or in placing on this box that useful, protective, yet ornamental blue strip around its edges and corners.

Just before the hour for shipping a consignment arrived the macaroni maker designated one of his men or girls to "boil the paste" in quantities sufficient to "glue up" the shipment. The employe then looked over the flour stock, took therefrom the lower grades or the spoiled portions thereof, placed a given quantity in a caldron with sufficient water and proceeded to manufacture his own paste. Oftentimes the flour sweepings were used for this purpose.

The "home made paste" served its purpose. Sometimes the labels stuck till the products reached their destination. That depended on the success of the paste maker. If he made his paste too thin the liquid soaked through the label and made the poorer colors "run." If made too thick it was lumpy and the label was uneven. More often than not the paste "cracked" the protective and decorative blue strips, leaving them useless for the purposes intended.

It was difficult to judge rightly the quantity desired. The leftover paste or glue was kept in a pan for future use. In the warm weather it soon soured and the smell therefrom was not altogether inviting. As a result there was excessive waste. A few plants still continue this primitive method. They are, however, the small, unprogressive concerns whose products never reach any great distance from the manufacturing plant.

Times have changed. Progress in the macaroni and noodle manufacturing business has been made even in the use of adhesives. Modern plants use more pastes and glues than ever but seldom are the home made varieties brought into use. These are now purchased in large drums from firms that make a specialty of manufacturing pastes and glues for every "sticking" process.

Manufacturers of glues and pastes have found it practical to make special adhesives for each process. There is

a paste specially adapted for gluing a label or strip on a wooden container and still another grade for doing this on paper containers. Then there is a special grade used in placing wrappers and seals on cartons and for every known process.

You may buy your paste or glue in almost any desired quantity. There are concerns that manufacture the old style blue strip properly gummed to adhere on rough or smooth wooden surfaces. This comes in handy rolls and the glue is guaranteed to keep for many months.

What makes glue stick? We all know that good glue does stick but seldom have we stopped to consider how it is done. The National Gum and Mica company of New York city attempts to answer this in its house organ of August 1925. We quote this article herewith, feeling that it will be of interest to all users of pastes and glues.

What Makes It Stick?

Adhesives—glues, gums and pastes—are among the commonest of everyday articles; yet how many of us would be stumped by the question, "What makes glue stick?"

Glue sticks because it has the power of penetrating the pores of material to which it is applied. But this is not all, for many other substances can penetrate into the pores; water, for instance. Yet, water alone will not fasten two things together.

Glue has the peculiar property of being both adhesive and cohesive. To cohere means to stick together; to adhere means to stick to something else. If under the microscope we examine 2 pieces of cardboard pasted together we see that the paste has entered the pores of both sheets. These pores are tiny channels running in all different directions. The paste once in these pores, hardens or "sets" and thus becomes tightly wedged in. This makes it practically impossible to separate one sheet from the other without actually tearing the paper.

Almost all material is porous, even though the pores may be so minute that the naked eye cannot see them; but under the microscope they are clearly discernible. These irregularities on the surface enable adhesives to obtain a "foothold." Even glass, though apparently smooth, is sufficiently rough for paste to adhere to its surface.

However, some materials like celluloid and tin cans are so smooth that a chemical must be added to the paste, and this, acting on the surface, creates the necessary roughness or "tooth."

Next time you look at a postage stamp, seal an envelope, or paste a photograph in the family album, think of trying to get along without adhesives of any kind, and you will see how important they are.

Biting off more than you can chew is all right provided you don't get indigestion.

Alimentary Pastes in France

This industry requires a considerable amount of wheat products, none of which is of French origin, reports the American consul, Lyons, France, Hugh H. Watson, July 21, 1925.

Alimentary pastes are made with "semoule" of wheat. There are now 4 manufacturers in Lyons, one of which buys the wheat in Marseilles where he manufactures the semoule for his own use; the other 3 buy semoules from manufacturers in Marseilles. The consumption is about 80 tons per day.

The importance of this industry in Lyons tends to diminish. It was the first city in France to manufacture the food and was formerly the chief center of the industry. The rising cost of transportation has reduced it to a regional center. The cost of transporting the wheat or semolina to Lyons from the seaport and of transporting the manufactures to the markets of the country or to the seaport for export has proven too great for Lyons competition and the manufacturers of this city have established new factories in Paris, Nancy, and other French cities, and for export, in Marseilles.

Despite the decline of the local industry it still employs 1000 hands and produces 25,000 tons per year. If the mills owned by Lyons firms located in other centers be counted, it represents a capitalization of 80,000,000 francs, producing 60,000 tons per year.

The wheat used is hard wheat from North America and from North Africa.

Our Daily Food Bill

The appeal, "Give us this day our daily bread," must be supported by an incalculable number of dollars in order to provide for the daily food needs of the United States citizens.

The Scientific American estimates that our daily food costs about \$49,000,000 and that the mere pittance of \$16,000,000 is spent every meal to assuage our appetites. This makes a total of \$1,500,000,000 per month or the grand total of \$18,000,000,000 a year, about 50c per day for every man, woman and child in America.

How much of this is spent for macaroni products?

The same statistician figures that about one third of this vast sum is spent for bread, potatoes, fruits, sugar and other vegetable foods. The remaining two thirds go for meat, fish, eggs, butter, cheese, milk and similar foods.

Meat consumption has been placed at about 8 oz. per day per person or about 165 lbs. per year. Figured on the same basis the quantity of macaroni products consumed daily would reduce into an almost infinitesimal fraction of a grain.

What a wonderful opportunity for increasing the daily consumption of macaroni products when the macaroni manufacturers finally determine to support a well concerted drive to this end!

BADEX

Improves Macaroni

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

Stein Hall Mfg. Co.
Chicago

Manufacturers of Pure Food Products Since 1866

Association Directors' Meeting

The board of directors of the National Macaroni Manufacturers association for the term 1925-26 held its first meeting in Congress hotel, Chicago, on Sept. 25, 1925. President Henry Mueller presided. The roll call showed the following other officers in attendance: E. Z. Vermylen, 1st vice president; Henry D. Rossi, 2nd vice president; Wm. A. Tharinger, director; John V. Canepa, director; and M. J. Donna, secretary. James T. Williams, past president, was also in attendance.

The purpose of the meeting was to act on the suggestions and recommendations made by the macaroni manufacturers of the country at the annual meeting last July in Atlantic City and to consider problems that have since arisen.

Finances

The matter of association finances was up for considerable discussion. The maintenance of the association's headquarters and secretary's office, the macaroni laboratory and our representative in Washington, the costly national conventions of the industry where benefits accrue alike to members and non-members, all of these and other activities call for an expenditure somewhat in excess of the income. Two means of relief were offered. One concerned an increase in the association membership to include many of the firms that are not now, but should be, enrolled as members of the national body whose purpose is for their and other macaroni men's welfare. The other is the solicitation of voluntary contributions on the part of those who can always be depended upon to help the National association when in financial difficulties. The matter was left in the hands of President Henry Mueller.

Washington Representative

Believing that the maintenance of a representative of the industry in the nation's capital is of great value to an industry like ours, it was voted to continue that office with Dr. B. R. Jacobs in charge at the same fee appropriated for this purpose last year.

In addition to representing the industry before the various government bureaus and departments, the Washington representative makes surveys of patents and trade marks at reduced fees to association members; likewise chemical analysis of semolina and finished products that are submitted. Free advice is given to members on questions of proper labels, interpretations of food and other laws and a general service such as only an officer in close touch with government affairs can give busy macaroni manufacturers.

Standards

The revised definitions and standards of alimentary pastes as recently modified by the Joint Committee on Definitions and Standards were given the deep consideration due them. It was

voted that the association committee on standards prepare for submittal to the Washington officials, standards that the industry would like to have adopted. There will be ample time for an exchange of opinions between the committee members since the proposed hearing has been postponed until early in December.

The new association committee on standards appointed at the 1925 convention consists of the following: Frank L. Zeraga of A. Zeraga's Sons, Consol., Brooklyn; Leon G. Tujague of Tujague Food Products, New Orleans; Henry D. Rossi of Peter Rossi & Sons, Braidwood, Ill.; A. C. Krumm, Jr., of A. C. Krumm Macaroni Co., Philadelphia; Ericha Cohn of A. Goodman & Sons, New York city.

The committee expects and will consider any recommendation that macaroni manufacturers would care to submit through Chairman Zeraga. Copies of all recommendations should also be sent to the office of the secretary.

Tariff

As there is some doubt concerning the attitude of the administration toward tariff revision, the directors voted that in case there is any attempt to change the present tariff schedule on macaroni products, that the National association actively interest itself in protecting the industry's interests.

Anticoloring

By unanimous vote the board favors the presentation and passage of the bill drafted by Counsel Charles Wesley Dunn, seeking to prohibit the importation, manufacture and sale of alimentary paste products containing added color. The bill has been modified to permit the use of added color in products manufactured in this country for exportation to countries where colored products are demanded.

Vigilance Committee

In conformity with the action taken at the national meeting in Atlantic City, to change the personnel of the vigilance committee to exclude therefrom macaroni manufacturers who might be accused of present interests in the cases considered, President Henry Mueller appointed Secretary M. J. Donna and Washington Representative B. R. Jacobs, to constitute the vigilance committee of the macaroni industry. The board approved the change and confirmed the appointments.

The directors invite macaroni manufacturers to make better use of the services of this vigilance body in ridding the industry of improper practices that have cost macaroni manufacturers many thousands of dollars annually. Complaints of any character may be filed with either member of the committee.

Health Food Show

The National Dairy association invited the macaroni manufacturers to

take part in the Health Food Show scheduled for Oct. 10-17 in Indianapolis as a part of the National Dairy Exposition. Dr. E. V. McCollum of Johns Hopkins university, recognized authority on nutrition and diet, conducted the health food show. He furnished a classification of what he called primal health foods for man. Macaroni products were given a prominent place in the classification. The object of the show was to give not only the manufacturers and producers of good foods an opportunity to see what Dr. McCollum is working on, but to give the public some positive information concerning foods for the daily diet. The National association was invited to take space and help put on the exhibit. It was voted that while the directors was fully in accord with the aims and purposes of the show, association finances did not permit their taking part this year.

Near East Relief

A sketch of the proposed bulletin "Macaroni, the Life Line," submitted by the officers of the Near East Relief was voted to be both interesting and valuable. It was deemed not feasible to appropriate the money necessary to finance the publication and distribution of the 8 page booklet. However, it was voted to cooperate as usual in the promotion of Golden Rule Sunday, this year.

Box Board Thicknesses

President Mueller reported the action taken by him at the general conference of the users of box board held in September in New York city. The directors fully approved of his actions at the conference.

Sesquicentennial

As Director A. C. Krumm, Jr., of Philadelphia, has been appointed supervisor of macaroni and noodle exhibits at the Sesquicentennial Exposition to be held in his city next year, the board voted to cooperate in every reasonable way for the proper exhibit of macaroni machinery and products at the exposition.

In Memoriam

Grieving over the sudden death of C. F. Yaeger, one time leading figure in the macaroni industry, the board of directors instructed Secretary M. J. Donna to draft up suitable resolutions of sympathy to be sent to the bereaved wife, and published in The Macaroni Journal.

1926 Convention City

Chicago was chosen as the 1926 convention city over 20 other places that sought the honor of entertaining the macaroni men next year. In all probability the convention will be in the famous Edgewater hotel on the lake front along the North Shore.

Next Board Meeting

Before adjournment it was voted to hold the second meeting of the 1925-26 board of directors in December in Washington, D. C., in connection with the annual meeting of the American Grocery Specialty Manufacturers association.

**Packages Can Have
Selling Value**

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

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

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

Psychology of Color as Applied to Advertising and Sales

By Arthur C. Saylor, Asst. Gen. Sales Manager, The United States Printing & Lithograph Co., Cincinnati, O.

How dark and dreary this old world would be if nature had not provided blue skies, green fields and colorful landscape. The same is true with merchandising packages or advertising matter. How impossible it would be to add distinctiveness and individuality to a label, carton or advertising matter if we had to confine ourselves to the use of black and white.

Probably the most important field for the use of color in sales is in the package. Put 2 packages side by side—one plain black and white and the other in colors. Which will sell first? In the evolution of various kinds of merchandise from bulk to package form, color has played an important part. Color, in fact, made the modern package possible. Were it not for the fact that different colors and hues adopted by the various manufacturers identify their particular package and make people remember certain trade marks, this form of selling may not have developed as it has.

Remember, however, it is favorable attention that is desired. Color alone is not always secure this—but the correct use of color will. Care should be used in the selection of colors, so as not to affect some persons unpleasantly. It has been scientifically demonstrated that certain colors affect people in certain ways. Be sure that some of these reactions do not work directly against the appeal in your package or advertisement, simply because you have used the wrong color or color scheme.

The study of the science of color and color effect is still in its infancy—new facts are constantly being learned through physical and psychological research. In a scientific sense, color is a nerve sensation—feeling. It unconsciously affects the mind as well as the eye. As a general rule the heavier colors, indicating strength, solidity, depth, appeal to men, while the lighter shades, suggestive of delicacy and airiness, particularly appeal to the feminine mind. Naming the most popular examples—pink seems to be preferred by women—blue by men.

Red is no doubt the strongest color which can be used. It has no equal for attracting attention. It excites the nerves and stirs the emotions. Blue suggests cleanliness, coolness, serenity or purity, orange warmth, brown sadness or modesty, green freshness, quiet, purple mystery or royalty, etc. Different color arrangements often produce optical illusions. For example: a light colored object surrounded by a dark color, appears smaller than a dark colored object surrounded by a light color. The width or length of a box

can often be apparently increased by the use of stripes, while a checkerboard design, composed of two contrasting colors, apparently increases the size of the box every way. It is necessary to consider the color of the product in deciding upon the color of the container. Is it a pleasing color and will it lend itself to effective advertising of various kinds, especially such advertising which calls for a reproduction of the package? The package itself is often the foundation of all advertising. Use contrasting colors to attract attention—closely related values to balance and hold attention.

A package which is correctly designed with a full knowledge of color values—with the product, its use, its appeal clearly understood—always presents a pleasing appearance to the eye. Sometimes the very color scheme becomes familiar rather than the name of the product or the design. Familiarity with the color scheme alone will make it impossible for substitutions or error as the customer is watching to see the package taken from the shelf, and although the brand name may be forgotten, the customer can point to the package describing it as "that orange and blue label or box up there."

The purpose of all sales efforts and all advertising is to get a selling message to the buying public.

To make this message realistic, compelling and persuasive, color is the important factor.

Color is the modern sales power, but it is not how many colors but how they are used that counts.

GROCERY YARDSTICK

L. S. Vagnino Tells Missouri Merchants How Cost of Doing Grocery Business Is Got—Measured by Averages.

L. S. Vagnino, manager of the St. Louis branch of the American Beauty Macaroni company, delivered one of 2 outstanding addresses at the 25th annual convention last August of the Missouri Retail Merchants association in Mexico, Mo. His subject was "The value of the work done by the Harvard Bureau of Business Research to merchants."

Mr. Vagnino was connected with that department at Harvard up to the time of his graduation and was thus able to give an interesting and detailed explanation of the college's system of gathering and classifying data as to the cost of doing a retail business.

He emphasized his points by the use

of charts and tables. The address was well received by the gathered retailers: "The grocery store, which is one of the most important businesses in the country, is the retail business with which the average consumer comes most frequently in contact. The retail merchant, therefore, often comes in for a large share of criticism during periods of public resentment against high prices. Hence it is important not only that there should be a thorough understanding of the grocer's real cost of doing business but also that no opportunity should be overlooked that may lead to more economical methods of operation.

Purpose

"Many of you, no doubt, are acquainted with the work of the Harvard Bureau of Business Research. Briefly its purpose is to help individual grocers in finding out how they can manage their business more economically; to assist the National Association of Retail Grocers in its educational program for the retail grocery trade; and to provide the needed facts for use in teaching in the Harvard Business School.

Gives Harvard Figures

Reports for 1924, he said, showed a volume of sales totaling \$88,038,000, with an average operating expense of 18%, a gross margin of 19.8%, and a net profit of 1.8%, with an average stock turn of 10 times. The principal items of expense entering into this cost total were salaries and wages, which amount to 10.9%, delivery charges of 1.3%, rent of 1.03% and interest of 1.01%. Other minor items are boxes and wrapping of 0.6; advertising, 0.35; office supplies and postage, 0.2; heat, light and power, 0.3; taxes and license, 0.2; insurance, 0.2; repairs of store equipment, 0.1; depreciation, 9.35; miscellaneous expense, 0.8, and losses from bad debts, 0.4.

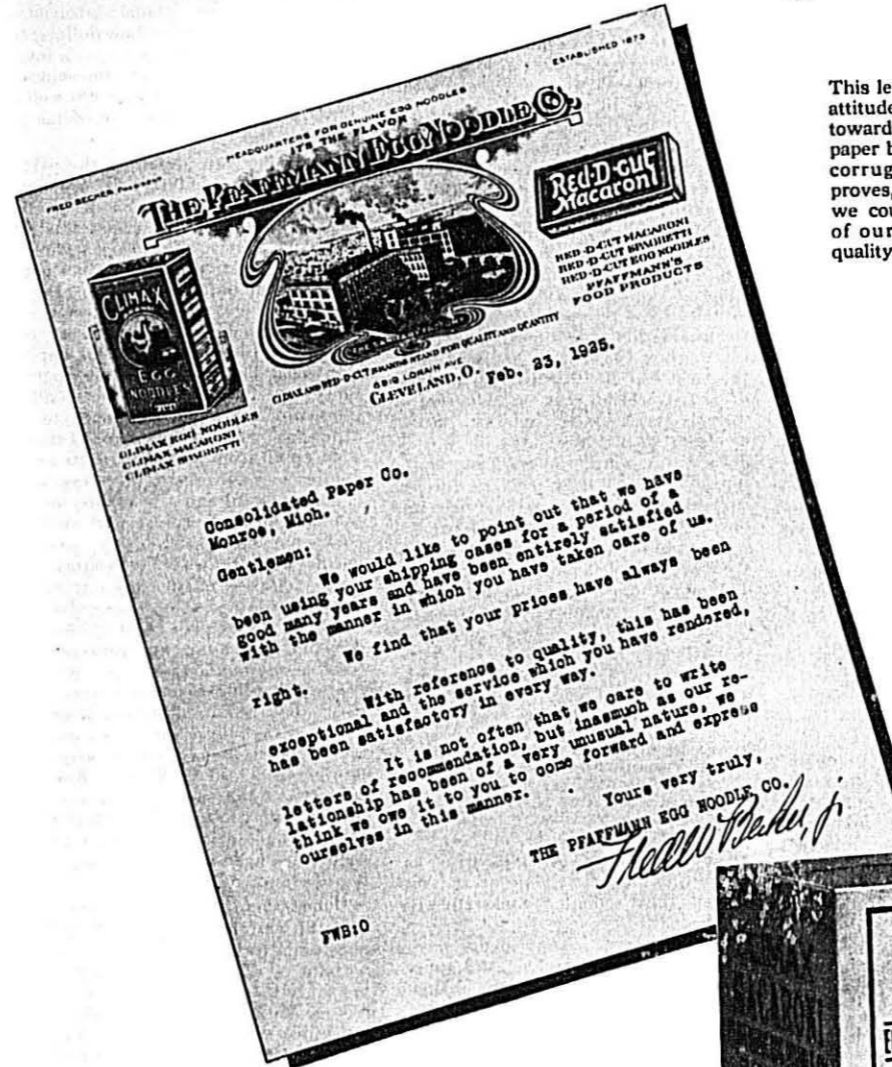
The value of these figures, Mr. Vagnino pointed out, rested in the fact that they were a yardstick which could be used in comparing with a grocer's own figures, to ascertain whether he was out of line with the average figures, and if so, correct the same. He also brought out that the best results as to lower operating expense is obtained in grocery stores having sales ranging from \$50,000 to \$99,000, while those with sales of \$150,000 and up showed the highest expense ratio to sales.

B. V. DAYS

Dinner was late in being served. The "missus" went out into the kitchen to learn the reason for the delay and came back weak from laughing very heartily.

"Oh, Katrinka looks so-o funny, John," she informed her waiting hungry husband. "The cooking brandy is all gone and she's trying to knit a sweater out of the spaghetti."

Years of Satisfactory Service



This letter is typical of the attitude of our customers toward Consolidated folding paper boxes, solid fibre and corrugated Containers. It proves, better than anything we could say, the quality of our product and the quality of our service.



We make Consolidated folding paper boxes, corrugated and solid fibre containers for some of the largest firms in this country. The selection of Consolidated containers by firms doing millions of dollars' worth of business annually is proof of Consolidated quality and delivery service.

CONSOLIDATED PAPER COMPANY

MONROE, MICHIGAN

Branch Sales Offices

BALTIMORE
502 Garrett Bldg.
BOSTON
80 Boylston Street

BUFFALO
811 White Bldg.
CHICAGO
Room 462 Wrigley Bldg.
CLEVELAND
205 Phoenix Bldg.
INDIANAPOLIS
508 Fidelity Trust Bldg.
GLENFIELD, PA.—A suburb of Pittsburgh

KANSAS CITY
1401 E. 76th St. Terrace
NEW YORK
39 Cortlandt Street

BOX BOARD SIMPLIFICATION

By Wm. A. Gately, Department of Commerce.

A matter of considerable interest to every wholesale and retail shipper in the country is involved in an action recently taken by a general conference held under the auspices of the division of simplified practice of the Department of Commerce. This conference was attended by manufacturers of box board, box makers, shipper organizations and others, and resulted in adoption of a series of material reductions in the thicknesses of box board.

Box board is the product from which paper containers, setup boxes, and folding boxes are made. Though constituting one of the younger industries of the country it has risen in about 20 years from an unknown product to a point where it now supplies fully 60% of the packaging trade of the country, and the value of its production is about \$110,000,000 a year. This rapid rise and large volume of business is in no wise surprising when one realizes that today clothes, food, groceries, meats, candy, drugs, hardware, glass, rubber goods, furniture, toys and a host of other products are packed and shipped in paper containers and cartons.

As is frequently the case such rapid development has been attended by a mushroom growth of hybrid practices and customs which bade fair to limit the further growth of the industry, and for the past few years had been actually reducing profits. One of the most objectionable features of this condition was the excessive variety of thicknesses in which the product has been made. Realizing that this condition arose mainly from lack of proper analysis of the customer needs, coupled with severe competitive demands and overzealous salesmanship, the manufacturers of the box board and makers of the boxes called upon Secretary Hoover in May 1924 for assistance in eliminating this undesirable and excessive variety. Acting at his suggestion a simplification committee of the industry was appointed to uncover the real facts in the situation through the medium of a survey and, on the basis of the facts, to bring forth a set of recommendations for submission to the industry at large.

This was no easy task as it meant not only a study of the production and sales records of box board manufacturers, but consultations with and analyses of the requirements of the shipping needs of something like 40 national wholesale and retail shipper associations throughout the country. But, thanks to the splendid support of all the associations and to the able leadership of Geo. W. Gair, as chairman of the committee, facts were pretty well uncovered in the course of a year's survey. As a result of the survey it was found that box board in all its forms was being made in 250 different thicknesses, not a few of which varied from

one another by as little as one one thousandth of an inch. This is a small variation indeed when one realizes that the thickness of a sheet of tissue paper is only 3 one thousandths of an inch.

Of the 250 thicknesses it appeared that 190 meant practically nothing from the standpoint of utility, strength, durability and appearance. Hence they were unnecessary and undesirable and could well be done away with to the mutual advantage of producer and consumer. The elimination of these intermediate sizes, representing only 25% of the production, would mean longer runs for the box board mills, a lessening of the time lost in "setup," a lowering of the overhead cost, a reduction in warehousing space, smaller investments in stocks, lesser distributing expense, in a word, the insuring to the consumer of a better package for less money and with improved service; and for the manufacturer and distributor a better profit on their business. Such are among the benefits which mass production of the more readily salable units in an industry will produce.

The gist of the recommendation as submitted by the committee to representatives of all branches of the industry at a general conference called in New York on July 29 was that:

Nonbending boards be reduced from 85 thicknesses to 16.
Bending boards from 80 to 16.
Pasted chip board from 25 to 9.
Container board from 14 to 4.
Folding box board from 20 to 10.
Solid manillas from 20 to 5.

The conference unanimously endorsed these recommendations and voted that they should become effective Oct. 1, 1925.

Realizing that improvements never go into effect of themselves, and appreciating that in a live industry changes are inevitable, a standing committee of the industry, under the chairmanship of Geo. W. Gair, Robert Gair company, New York city, was then authorized and is to be composed of one representative of:

American Grocery Specialty Manufacturers Association.
Box Board Association.
Folding Box Manufacturers Association.
National Association of Purchasing Agents.
National Container Association.
National Paper Box Manufacturers Association.
National Retail Dry Goods Association.
National Wholesale Druggists Association.

This committee is to supervise the application of the simplified list of thicknesses, to receive such objections to the present recommendations as may develop in the course of the year's try-out, and to bring forth such other recommendations as may be deemed constructive at the annual revision conference.

It is estimated that when the present recommended list of thicknesses is fully

in use throughout the industry, it will mean a saving of 5 million dollars a year to manufacturers, distributors, and consumers. On the basis of the industry's present annual business of something over 100 million dollars, this is a splendid return on a year's investment of time, and a few thousands in money. Other industries could well afford to profit by the action of the box board group.

Yet, while this action on the part of the box board industry is worthy of the highest commendation, it is of itself worthless and a sheer waste of time and money. The mere setting up of a simplification program does not of itself lessen industrial waste. On the contrary it will add to it unless the results obtained, which have cost time and money, are applied. This application must be general and not partial, for in the latter case there is still an economic waste proportionate to the difference between the extent of its possible application and that of its actual application. Obviously, therefore, there is both a moral and a pecuniary obligation on the part of each and everyone connected with the industry (and this means user as well as producer) to make full use of the present recommendations in his everyday business dealings. The present simplified list does not by any means represent the feasible minimum from the viewpoint of the simplification committee. But it has been made of generous proportions, so that there can be no question of its ability to meet every reasonable need in the trade. After it has been subjected to the acid test of everyday use, it will probably be reduced still further, but until such time as further reductions have been proven advisable, it will stand.

Hence, there is no need of any buyer of setup or folding boxes asking for a nonstandard thickness since he gains nothing of advantage for his package, yet adds to the expense of the manufacturer and tends to the confusion of the industry. Every manufacturer of setup and folding boxes should himself realize and convey to his customer the fact that nonstandard thicknesses mean in the long run a less satisfactory package, lower profits, and higher costs, since they inevitably necessitate larger warehousing space, additional labor, larger investments in stocks on hand, and so build up a set of overhead costs which frequently destroy all profit in that class of business, and sometimes absorb part of the profits realized on the standard lines.

In canvassing the present situation the committee also determined that the excessive number of colors and shades in which box board was made was causing losses, and hence recommended that action be taken on this phase. The question is one in which the folding box maker and user will be principally concerned, since the setup box group uses colored box board in less than three per cent of its product; the usual prac-



SOLID FIBRE SHIPPING CASES

Manufactured by
PHILADELPHIA PAPER MFG. CO.

Fibre Container Co. Division

MANAYUNK, PHILADELPHIA, PA.

NEW YORK OFFICE · 110 EAST 42ND STREET.

tice being to attach liner paper of the desired hue to the box after it is set up. So the standing committee was authorized to study this question in conjunction with the Textile Color Card association, and to present a recommendation for six standard shades of box board colors, acceptable to the folding box group, with the understanding that any desired shade may be had on an order of 20 tons or over. Work will be started on this shortly, and it is hoped to have the recommendations ready for action by the first of the year.

The fundamental nature of the present simplified recommendations cannot be overemphasized since they are vital to every user of paper cartons and boxes. With the extension of the present work it is hoped to develop a set of recommendations bearing on the thickness of the box board for a given size and use of box; these to be based upon strength and appearance factors.

Meanwhile it is interesting to note that simplification and standardization programs on packages are now being conducted by the American Institute of Meat Packers on lard cartons, pails and crates, and that definite sizes have already been promulgated. The National Boot & Shoe Manufacturers association has set up a set of six sizes of cartons for men's, women's and children's shoes. The Millinery Jobbers association is now conducting a survey on the requirements of its trade. The Rubber Association of America is carrying on a similar survey to determine the best sizes for its products. The Trade Board of the Chamber of Commerce of Boston is engaged in uncovering the facts concerning merchandise (paper) bags and boxes; and the Associated Knit Underwear Manufacturers of America is now making an extensive study at the bureau of standards to bring forth a set of containers which can be used for bringing the yarn to the mill and then taking the knit goods from the mill to the distributor.

As Secretary Hoover has pointed out: "The reduction of waste by the elimination of excess varieties means that a considerable part of our population, now busily employed in this unnecessary motion, can be directed toward the production of other commodities which will be a real addition to the national standard of living; it means a lowering in the cost of living; or it means more goods for the same money. The elimination of waste is a total asset. It has no liabilities."

Prize Winning Salad

Marion L. Northrop, 3033 Hudson Blvd., Jersey City, N. J., was awarded a prize by the New York Graphic on Sept. 10 for submitting a rather unusual recipe for preparing macaroni. The paper publishes daily the best recipe submitted in its Health Recipe Contest paying one dollar to each winner.

This was awarded for a recipe for

macaroni salad because, when prepared as per instructions, the food is both healthful and nourishing. The prize winning recipe follows:

Macaroni Salad

½ lb. macaroni.
½ medium size Bermuda onion.
1 cucumber.
Mayonnaise.
Paprika.
Salt and pepper to taste.
Break macaroni in short lengths, and boil in salted water until tender. Cool and add the chopped onion and cucumber cut in small pieces. Add salt, pepper and mayonnaise to taste. Stir all together and sprinkle paprika over the top. Serve on lettuce leaves.

STUDYING MARKETS

Shows Producers Way to Solve Their Problems—How Should Be Analyzed for Best Results.

By C. L. Pancoast, Vice Pres. in Charge of Merchandising, Charles C. Green Adv. Agency, Inc.

When any manufacturer makes the statement that a certain market is difficult to break into and difficult to hold it is because he does not know how to solve the problems of that particular market.

All large city markets should be carefully divided and subdivided into a great many units, instead of handling them as one unit.

The average large city is made up of a group of villages or suburbs which have been annexed as the city grew in importance; but in a merchandising way these suburbs still buy as distinct communities.

In some large cities these outlying shopping centers have very distinct trading areas, and business men's clubs and improvement associations organized to hold the trade to these shopping centers.

There can be no city wide buying policies, and it is necessary for the manufacturer studying these large markets to consider each trading center as he would any small town market.

For the purpose of simplifying a large city from the point of analyzing distribution for food manufacturers, today the large city should be not only divided into merchandising districts but each district should be carefully analyzed. In this way one has his problem of distribution greatly simplified.

The manufacturer who does not cut up into sections and analyze his large city markets cannot regulate his sales work on an economic or effective basis. Hundreds of thousands of dollars have been wasted in trying to get distribution simply because the market had not been simplified.

The advertising graveyard is filled with dead propositions that were failures because markets were not carefully dissected and analyzed before the work was begun.

After a city has been chopped up into logical merchandising districts a more detailed analysis should be made of each trading section or zone.

Such information as the following should be obtained:

Rents paid—average.
Estimate incomes on basis of rents paid.
Purchasing power on basis of incomes.
Nationalities—American and foreign.
Density of population. Is it sparse—moderately dense—dense or very dense?
General prosperity.
Number and size of retail outlets.
Credit rating of retail outlets.

When a manufacturer has got together and carefully analyzed this important information he is in a position to take the next important step of analyzing his own distribution in these sections.

How near does he come to a 100% distribution in each trading district?
Is this distribution dead on the shelf?
Or is it active and turning on the basis of annual consumption per family?

When distribution is analyzed on this basis the value of the distribution of any large city can easily and quickly be estimated as a whole.

Any large city thus simplified becomes easily understood and can be correctly valued as to sales possibilities.

The practical and economical methods of selling and advertising can be determined on such an analysis so that guesswork and test campaigns can be reduced to a minimum and in many cases eliminated entirely.

Other steps of equal importance follow, such as:

Estimating sales possibilities in any large metropolitan market.
Planning methods of sales coverage.
Estimating value and influence of advertising mediums.

Analyzing circulations of local newspapers by districts.
Studying local market conditions.
Studying effect of local industrial conditions.

Securing a close-up view of the movement of merchandise.
Perfecting distribution methods.

When any market is analyzed and studied along the practical lines as outlined it means that the manufacturer has the advantage of a complete and sound system based on actual market values and local conditions.

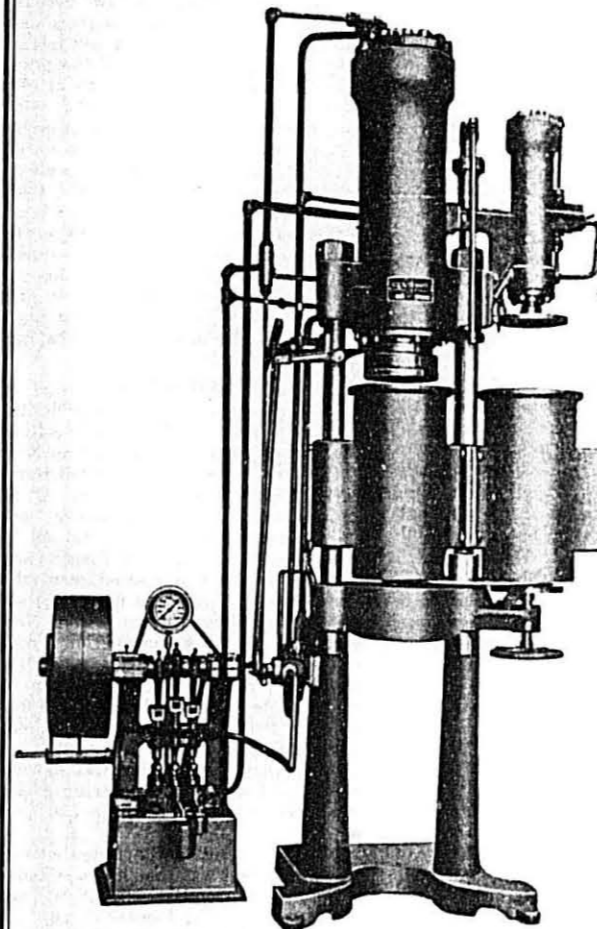
However such a system, even though scientifically perfect, is always subject to changes brought about by unusual conditions or perplexing problems which develop in any market.

It is in the solution of unusual problems that the human element enters and is a vital factor in working out these problems.

Intelligent cooperation between manufacturers is necessary to solve the problems of any market. Such cooperation is the power that builds up business, puts dollars into the cash register and creates the kind of results which make for permanent success and genuine pleasure of doing business.

The strength of unity is indisputable. Few things do more to retard the natural progress of a business or an industry than a lack of intelligent cooperation.

CEVASCO, CAVAGNARO & AMBRETTE, Inc.



Vertical Hydraulic Press with Stationary Die

Builders of High Grade Macaroni Machinery

Presses—
SCREW AND VERTICAL AND
HYDRAULIC HORIZONTAL

Kneaders

Mixers

Dough Brakes

Mostaccioli and
Noodle Cutters

Bologna Fancy
Paste Machines

Die Cleaners

Specialists in everything pertaining to the Alimentary Paste Industry.

Complete plants installed.

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

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

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

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

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

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.

Your Association and You

By Charles Wesley Dunn, Counselor,
New York City.

In his address at the 1925 convention of the macaroni industry, July 8, Hotel Traymore, Atlantic City, N. J., Charles Wesley Dunn, counselor, New York City, made a notable contribution to convention literature. He devoted his time to brief discussion of several of the more important legal problems which are confronting the macaroni and other industries.

Prohibition of Color in Pastes

At the suggestion of Henry Mueller, president of your association, we communicated with Congressman Williams the past winter to have introduced into Congress a bill to prohibit use of artificial color in all alimentary pastes. The federal food and drugs act provides that color is prohibited only where its effect is to conceal inferiority, damage, etc., and sometimes it is very difficult to establish that the addition of color has any effect; so that the only remedy is to enact a federal statute which shall be so effective.

Mr. Williams died the past few months but we hope to have the bill introduced by another member of Congress, and a strong effort will be made to enact such a federal law.

Macaroni Tariff Status

You are familiar that this organization caused a petition to be filed with the U. S. tariff commission about a year ago asking that the tariff on macaroni products be increased. The commission has not made official response to our petition, but we know that the response would be unfavorable, owing to the relatively small amount of alimentary pastes being imported into this country as compared with the prewar period. So that as the situation now stands our petition is before the commission dormant in character and can be revived at any time. We are simply awaiting the favorable opportunity to press that petition. It would be futile and idle and unwise to press it at this time because you would only receive a sharp and unquestioned rebuff.

Sales Price Agreement Unlawful

As you know the federal law prohibits a manufacturer from entering into agreement with his dealers designed in effect to maintain resale prices on his products. You may suggest a resale price and decline to sell to those who do not observe it. That privilege is embraced in the general privilege of a manufacturer to select his own customers and to decline to sell to any for any or no reason within his discretion, but the difficulty is in exercising the so-called refusal to sell policy a manufacturer is apt to use methods which go beyond the simple refusal to sell and do involve illegal conduct; so that it is extremely dangerous and hazardous to use the refusal to sell policy unless you do so with discretion and with a clear understanding of the law.

Beneficial Legislation Proposed

Consequently, if a remedy is desired to remove this hostile law it is to pass a law in Congress which shall be effective

to repeal the present law in denouncing resale price maintenance agreements. Such a law has been proposed in 4 bills pending before Congress during its last session. They were the so-called Williams bill proposed by the American Grocery Specialty Manufacturers association; the Kelly bill; the Wyant bill and the Merritt bill. The Kelly bill was quite objectionable for the reason that it provided for government supervision of the whole practice of resale price maintenance, which was permitted by its provisions. In other words, the law in effect was a government price fixing law, empowering the government to fix the price on the private sale of private property.

That was a distinctly undesirable statute.

In other words, if we are only to secure the privilege of maintaining resale prices at the cost of the power in the government to supervise those prices and fix them for us, the cost is too high and we proponents of the practice have opposed the enactment of any such federal statute and will continue to oppose it.

Unite Behind One Bill

At the recent meeting of the U. S. Chamber of Commerce, the special committee upon resale prices gave a hearing to representatives of American business interested in this subject and it was decided first to have a single bill introduced into Congress at its next session in lieu of these 4 bills in order to unite the effort of the proponents of the practice behind a single statute which is a very desirable thing; and, second, to eliminate from this bill all provisions that have to do with government supervision or government regulation. We are all opposed to such a provision.

At a subsequent meeting in New York last June, it was decided to take the Williams bill as the basis for this new and single bill and to have it introduced by Congressman Kelly. So there will be a single bill before Congress at the next session which will have the unanimous support of all interested in this subject.

Little Hope for Bill

I think it would be fitting for your organization to take cognizance of this situation and by resolution endorse enactment of such a federal statute and direct its legislative committee to cooperate to bring about the enactment of the law, because a strong and general effort will be made to obtain enactment of such a law at the next session of Congress.

In saying that I do not believe that a law will be enacted. In fact, I doubt very much whether any such federal statute will ever be enacted in this country. I don't think public opinion is up to the point of supporting the enactment of a law permitting a dealer to fix a resale price on his product. But,

nevertheless, we should, if we believe in the practice and principle, support the enactment of such a law, because it all tends to educate Congress and tends to educate the public officials in Washington to the merit of the practice and will finally bring about the solution, which I think will be the solution, namely, through judicial process.

If we can clear up the legal status of the refusal to sell policy with all of its necessary incidental methods, then we will have secured all that we want in this field and I believe we will secure that result if we educate the government officials in Washington to the merit of this practice and we continue to press forward by repeated test cases until a final clarification of the refusal to sell policy is had.

A Typical Case

In that connection, you may be interested to learn of the recent decision of a highly important test case in New York state. It was the so-called Barr-Parker case. A dealer in surgical instruments sued the Barr-Parker company because of its failure to sell to it and the reason for the refusal to sell was the price cutting practice of the dealer. The dealer sued under the so-called Donnelly anti-trust law of New York state and the injunction asked was an injunction against a refusal to sell by the company to the dealer. In other words, what the dealer asked was an order from the court to compel that manufacturer to sell to it regardless of the fact that the manufacturer did not care to sell to this price cutting dealer who was an unfair trader in his opinion.

It was similar to the Colgate case. The distinction was that it arose under the state anti-trust law. The New York state supreme court handed down a decision two weeks ago to the effect that the Donnelly anti-trust law does not prohibit a manufacturer from refusing to sell to any dealer for any reason or from refusing to sell to a dealer because he is a price cutter. It was similar to the Colgate decision, only arising under the state law, and it will be a landmark in the development of a law upon resale price maintenance.

So that manufacturers in New York state who desire to pursue the simple refusal to sell policy may do so freely and without question under the New York state law, provided you keep that policy within its proper legal limits.

Status of Trade Associations

I next desire to touch upon the subject of the recent decisions by the U. S. supreme court in the cement and maple flooring cases.

You know the legality of cooperative action in an industry directed to disseminate trade statistics has been challenged for many years. About 3 or 4 years ago there arose in the supreme court the so-called Linseed Oil case and that was followed by another case, the

October 15, 1925

THE MACARONI JOURNAL

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The Proof of the Pudding—

The final results are what count. Good ingredients style, form and the best intentions all count for nothing when the finished product fails to fill the bill. Fancy promises mean but little.

The careful business man counts his eggs after they are hatched,—after they are delivered. He knows that his customers like well delivered goods better than salesman's promises.

And that is why the experienced shipper favors Anderson-Tully boxes. They stack up well in the final reckoning. Back of them is a thoroughly equipped plant that does the job from start to finish. Back of them is thirty-five years experience and satisfied customers.

If you do not know how well Anderson-Tully boxes will fill the bill and solve your packing problems, it will pay you to drop us a line. You will find that they are the cheapest in the long run. Let us quote you.

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Lumber Manufacturers case. In both of these cases there was a concerted effort, coordinated effort by manufacturers in an industry to distribute statistics as to the prices, costs, etc. In order that all the members of the industry might know what the other members are doing. This cooperative scheme was in each instance denounced by the court.

In the Lined Oil case there was an agreement among the manufacturers to maintain the reported prices. That is to say, the manufacturers not only reported their current sales prices to the central bureau of the organization, but they entered into an agreement with this so-called Armstrong bureau of Chicago to maintain these prices and as a result, of course, the court condemned this agreement, because if the Sherman act means anything when it says an agreement in undue restraint of trade is unlawful, it means that an agreement among competitors in the same line of industry to maintain a uniform price is unlawful.

In the Lumber case the manufacturers went much beyond mere reporting of trade statistics. The secretary of the organization was very active to see that production was decreased. He suggested the prices that should be charged by the industry. The whole effort of the organization went beyond the mere interreporting of statistics as to prices and costs, was directed to keep down production and was effective to see that a uniform price was charged in the industry. And because of this extra effort on the part of the organization to keep down production and to maintain a uniform price in the industry the whole plan was condemned.

Then along came the Cement and Maple Flooring cases, decided only in the last few months. The question was squarely presented to the United States supreme court for the first time as to whether the collective effort of an industry merely to interchange statistics as to prices and costs, etc. was illegal. Because of the Lined Oil and Lumber cases most industries (and I believe this industry was one of them) had really discontinued all dissemination of this kind of information, because the attorney general had so construed these prior decisions as to really condemn all dissemination of statistics relating to prices, so that the manufacturer was driven from this distributing effort.

It is gratifying to read this complete and heartening finding in the Maple Flooring case. This language of the United States supreme court lays down the law which is now effective in the United States:

"We decide only that trade associations or combinations of persons or corporations which openly and fairly gather in disseminating information as to the cost of their product, the volume of production, the actual price which the product has brought in past transactions, stocks of merchandise on hand, approximate cost of transportation from the principal point of shipment to the points of consumption, as did this defendant, and who as they did meet and discuss such information and statistics, without, however, reaching or attempting to reach any agreement or any concerted action with respect to prices or production, or restraining competition, do not thereby engage in unlawful restraint of commerce."

Reporting Statistics

In other words this organization may today institute a system of having each member report to the central bureau of office of the secretary or Mr. B. R. Jacobs in Washington your past prices, costs, stocks on hand and all of the other statistics relating to your business, and Mr. Donna or Mr. Jacobs may in turn send out this information to all the members of the industry and may report either the actual figures submitted or may report the average or the maximum or the minimum; in short, he may report anything that is received, and you may subsequently gather together in your organization meetings and discuss

these statistics and these prices. You may do all of these things legally but you cannot go beyond that and enter into any agreement directly or indirectly to maintain prices.

Blind Competition Ruinous
I consider this almost the Magna Charta law of trade associations. We all know that the efficient competition in the macaroni industry and in all industries today is intelligent competition; that a manufacturer is a better merchant and a fairer competitor if he knows the facts of his competitors; if he is accurately informed of their volume of production, of their volume of sales, provided you desire to disclose this information.

In other words, blind competition is the worst kind of competition in the end and it gives rise to all of this disastrous kind of competition which results in ruinous price cutting, low profit and no profit.

So that if an industry can make itself through some central agency a bureau for intelligently disclosing all the facts relating to the industry, the prices charged, stocks on hand, cost of production, cost of sales, etc., you are going to have better competition in the end and you are going to have a more profitable business for each of you.

I don't think that this organization can do anything that will do more to meet the problem of overproduction and unfair price competition than to take advantage of this decision and to systematically disclose all the facts of the business for the information of all, all the accurate facts of the business for the information of all, so that you may meet competition intelligently and not blindly.

Recommends Middle Ground
There is a middle ground between absolute blind competition on the one hand and a price fixing among the members of the industry on the other. This middle ground is the ground of intelligent competition when you are all informed about the facts relating to your business and you act intelligently with respect thereto.

Consequently, I would recommend that your organization take cognizance of this decision and devise a systematic effort to bring about a complete reporting of all the facts of the industry through your central office, so that you may all have these facts within your knowledge.

Our Unfair Practices
The next subject for consideration is that of the Federal Trade Commission act; probably the most important act relating to your industry today and in the future is the Federal Trade Commission act. That act broadly condemns the use of any and all unfair methods of competition in interstate commerce and sooner or later every manufacturer in the country will feel the hand of the Federal Trade commission upon his shoulders unless he takes very active cognizance of this statute and of its application.

The purpose of the act, of course, is to prohibit broadly those methods which are a shock to conscience which all good merchants know, instinctively know, are inherently wrongful, for example misrepresentation of product is an unfair method of competition. We all know that. A man who employs deceptive forms of advertising; a man who is not subject to the Federal Food and Drugs act; by the way, is using an unfair method of competition and comes within the condemnation of this act. The problem of slack filled packages sooner or later is going to be met by the commission and your industry is going to be very much interested in the solution of the problem. I have seen packages of macaroni products which were certainly slack filled and did not seem to me to constitute a fair method of competition and the government is going to take very serious cognizance of that situation.

In that situation, I might state that at the next session of the Congress the government will again promote the enactment of the Anti-Slack-Filled Package amendment

of the Federal Foods and Drugs act. That amendment specifically prohibits the use of a food package which is deceptively slack filled, regardless of the fact that it states upon its label the actual contents. With the bureau of chemistry looking into that subject and with the Federal Trade commission sooner or later looking into it, this industry is going to find that it will have a real problem on its hands to meet and therefore your interest in the Federal Trade Commission act and the Anti-Slack-Filled Package bill is real and I think your association should direct its legislative committee to cooperate with the American Grocery Specialty Manufacturers association when this bill comes up at the next session of Congress as it will.

We are all in favor of this declaration against unfair methods of competition in interstate commerce. We could not be otherwise. We are all in favor, I believe, of the administrative endorsement of this declaration by a trade commission. The alternative is a penal statute with prosecution in the courts and a penalty of fine or imprisonment for the violation of the statute.

At the present time the act is administered by the Federal Trade commission and the commission is authorized to issue an order which forbids the use of the practice condemned and then if that order is disobeyed the commission is empowered to appeal to the court for its enforcement. But the commission will appeal to the court for the enforcement of the order only in the event of its being disobeyed.

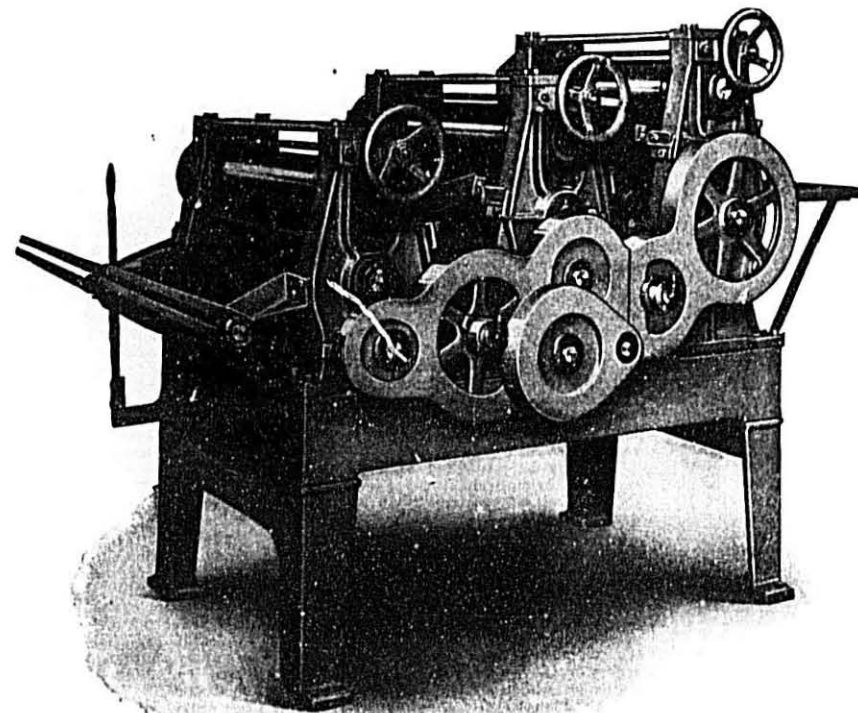
In other words, there is no penalty for the violation of the statute. This is a very desirable state of the law, but the policy and procedure of enforcing the Federal Trade Commission act has been subject to just criticism.

Recommends Change in Practices
For example, prior to the last few months the commission enforced the act invariably by a proceeding which was in the nature of a formal prosecution. In other words, as soon as the commission questioned the use of any practice it issued a formal complaint and held a formal proceeding, whereby testimony was taken and the commission finally decided whether the practice was illegal and a formal order was issued. But prior to this formal proceeding, there was no privilege of an informal hearing granted to the trader using the practice in question whereby he could iron out the difficulty with the commission without a formal proceeding.

This informal hearing prior to formal prosecution, was a very desirable thing. For years, the American Grocery Specialty Manufacturers association has advocated that informal hearing. We felt that 75% of the cases which arose under the Trade Commission act could be eliminated by that procedure. We are still of that opinion, and an enormous expense could be saved, both to the trader and to the government which would be reflected in a final saving to the taxpayer.

Taking the Beechnut case, for example, and the National Biscuit Company case. Those 2 cases could have been eliminated entirely through this informal hearing procedure and the 2 companies would have been saved upwards of a quarter of a million dollars in expense and the government would have been saved a very large expense that was necessarily entailed in the attorney fees and taking testimony, etc. All of this expense was unnecessary, but you see the Beechnut Packing company and the National Biscuit company could have no recourse. When the proceeding was instituted they had to go through with it and defend themselves and had to take testimony all over the country and this terrific expense was involved.

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inestimable benefit to the members of this organization and to American business at large in the long run.

Another objectionable feature of the commission's practice was the publication immediately upon the issuance of a complaint, or the institution of a formal proceeding, of the name of the party complained of. The commission used to give a notice to the Associated Press (in fact it does not today) to the effect that John Jones company was today cited for violating the Federal Trade Commission act and was charged with using an unfair method of competition in interstate commerce.

Well, of course, the unthinking people immediately assumed that John Jones company was an unfair trader and therein was branded with the most odious brand that can be placed upon the forehead of any trader—the brand of an unfair trader. This information was given out through all the United States that the John Jones company was branded as an unfair trader by the United States government.

Now, mind you, the Federal Trade commission, when this notice was given out, itself did not know that the manufacturer had violated this law. The respondent had not yet had an opportunity to make his defense and to clear his name. The question was still open whether he had violated the law and in 50% of the cases actually brought the commission itself dismissed its own complaint. That was very unfair. There was no reason for the publication of the name of the trader unless and until a final order was issued against him under the act condemning the practice questioned. Of course, when the final order was issued, then there could be no objection to the publication of the whole proceedings, the name of the manufacturer and the practice itself.

Well, the food manufacturers of this country protested against that publication year in and year out without effect and finally about two or three months ago the Federal Trade commission in revising its procedure provided that there shall be no publication of the name of the party complained of until the formal proceeding has been terminated. In other words, there is no publication at all of the informal proceeding itself, so that if a manufacturer satisfies the commission at the informal proceeding that the commission is wrong in its charge that the method questioned is illegal, there is no publication of the proceedings.

If the manufacturer in that informal proceeding agrees with the commission to quit the practice challenged, the whole matter is dropped and there is no publication of the proceedings at all, but if there is a formal proceeding then his name is published to the world only upon the termination of that formal proceeding.

That isn't quite what we asked for, but it is certainly a great improvement over the prior practice of publishing the name of the trader immediately upon the institution of a formal proceeding and before it was terminated and the government learned that the practice was illegal.

During the past winter and before the commission revised its policy, the so-called Wadsworth-Williams bill was introduced in Congress at the instance of the American Grocery Specialty Manufacturers association. Senator Wadsworth introduced it into the Senate and Congressman Williams in the House and this bill was directed to revise the policy and procedure of the commission in these 2 respects, among others which I have mentioned. Apparently, as a result of this bill and the great publicity given to it and to what it sought to accomplish, the commission voluntarily revised its policy in these two respects.

The Wadsworth-Williams bill provides much more than the revision which the commission has already made. For example, it eliminates the whole complaint form of procedure, which is unnecessary and unduly harsh, and substitutes in lieu of it a simple administrative hearing. In other words, a formal proceeding will amount to nothing

more than a notice to the manufacturer of a hearing upon the question whether or not the practice he is using is unfair under the statutes. Then, after the hearing, an order will be issued either dismissing the proceeding or forbidding the practice, whatever may be the case.

That will be a great improvement over the present form of proceeding, because the public believes (and properly so) that a complaint form of procedure has something to do with a criminal or penal procedure. It has a harsh sound and it is unnecessary and directly opposed to purely administrative character of the act itself.

Moreover, the Wadsworth-Williams bill provides that whenever the commission institutes a formal proceeding, and whenever it issues a formal order to a trader, it shall advise the trader in a formal statement of the reasons for the proceeding and of the reasons for that order. At the present time the commission issues orders without any statement of the reason for them.

When an order is issued to a manufacturer demanding him to cease and desist from using a particular method, he is entitled to know the reasons for that order. It seems to me that is fundamental. That is common sense. And then the trader and the public at large and the courts will know whether the order is founded on fact and law or not. The fact that the commission has issued its orders heretofore and does today without any statement in justification of them has led, in my opinion, to the issuance of many arbitrary orders which have ultimately been found to be unwarranted law.

You may be interested to know that of the cases arising under the Federal Trade Commission act on appeal to the courts over 50% have been reversed. In other words, 50% of the orders of the commission have been reversed and I believe that the reason, or a major reason for the issuance of these unwarranted and illegal orders, has been the failure of the commission to sit down and write a reason statement in support of the order, because I don't believe the commission could justify some of these orders if they were compelled to write a statement which would appeal to the intelligence and reason of the American people in support of the order.

Another thing that the Wadsworth-Williams bill provides is that immediately upon the institution of a formal proceeding the respondent shall have the right to file a motion to dismiss the proceeding upon the ground that it is without legal justification. In other words, the moment a proceeding arises under the act the first and important question is whether the proceeding is legal or not in itself. And if it is not then a manufacturer should not be compelled to go to the expense of taking testimony and having arguments and so on and so forth. He should have that right of immediately challenging the legality of a proceeding if he believes that it is unwarranted.

Take the National Biscuit Company case, for instance, which consumed several years in prosecution. It cost the National Biscuit company well over \$100,000. Testimony was taken all over the country. It cost the government a great deal of money; yet when the case was finally decided the decision was that the complaint against the National Biscuit company should never have been issued because it had not charged a violation of the law.

Now the manufacturer, the National Biscuit company, should have had the privilege and right as soon as that complaint was issued of filing a motion to dismiss it upon the ground that it had not charged a violation of the law. That privilege and that right is denied under the present statute and when a formal proceeding is issued, you must go through and foot the expense of trying out the whole case with the result that you may in many instances have the proceeding dismissed upon the ground that it never should have been started in the first instance.

So that the Wadsworth-Williams bill pro-

vides that there shall be this privilege of a motion to dismiss at the beginning of a proceeding. It is in the nature of a demurrer and you all know that in our Anglo Saxon form of procedure a demurrer is a very common legal practice. You find it in every branch of the criminal law. As soon as an indictment is filed against a manufacturer in the Foods and Drugs act, you can immediately demur to the indictment upon the ground that it does not charge a violation of the act and raise that very question which is first presented, whether the government is authorized to proceed under the circumstances.

The Wadsworth-Williams bill will be presented at the next session of Congress. You may at once ask this question: If the commission has partially revised its procedure to meet the provisions of the Wadsworth-Williams bill why press the Wadsworth-Williams bill further? The answer is very clear. The revision of the commission's procedure which has been made may be revoked at any time. There will come a change of politics in due course of time. There will come a change in the personnel of the commission and the present majority members of the commission will pass on and the commission will be able, in the absence of a mandatory statute, to revert to the old and obnoxious form of proceeding.

If this revision of procedure which the commission has made is sound as a matter of public policy, which the commission itself says that it is, the majority of the commission says that it is; if it is in the public interest; then certainly it should not be left to the uncertain exercise of administrative discretion. It should be required by positive statute.

In the second place, the commission's procedure should be further revised beyond that revision which the commission has made and this further revision requires in many instances an amendment of the statute itself.

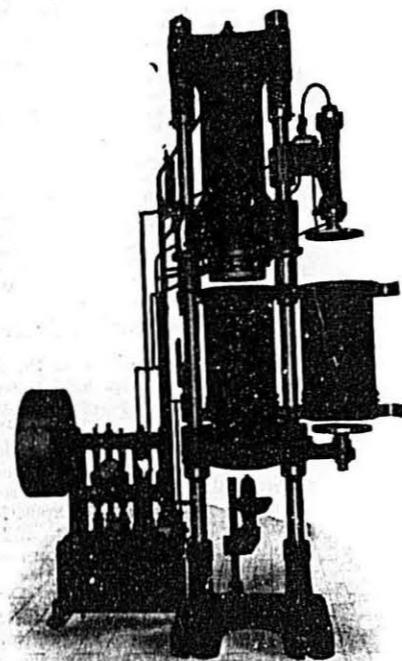
For example, the commission isn't authorized under the present act to eliminate the complaint form of procedure. It has no authority to permit this motion to dismiss at the beginning of the proceeding. And to do a number of the other things which this bill provides for.

So that this statute is necessary, it seems to me, in order to clear up this whole situation and to put the Federal Trade Commission act upon a sound basis and the enactment of the Wadsworth-Williams bill will not detract one iota from the effectiveness of the act, but will simply be effective to make it more effective, more economical and more just in its application.

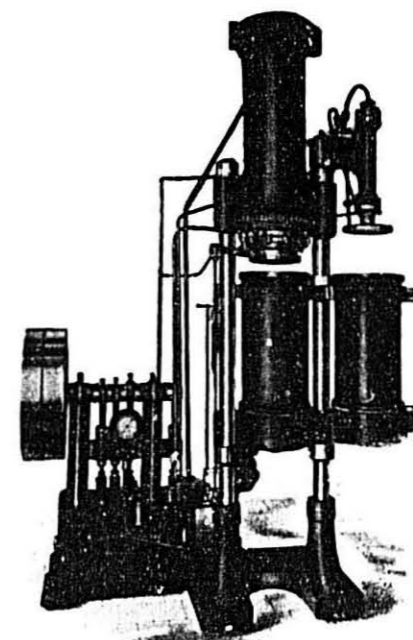
I sincerely hope that your organization will pass a resolution directed to endorse the Wadsworth-Williams bill and to place your organization in cooperation with the American Grocery Specialty Manufacturers association in securing its enactment at the next session of Congress. Your president, Mr. Mueller, has cooperated very effectively during the past year in all that we have done with respect to this bill and his cooperation has been of great value to us. The bill has been endorsed by boards of directors of the National Association of Retail Grocers, the American Wholesale Grocers association and by the American Grocery Specialty Manufacturers association. It has been endorsed by trade associations and chambers of commerce throughout the United States.

We sent a letter to all of the chambers of commerce and to all of the national trade associations directing attention to this legislation and its importance and we have been gratified to receive endorsements from all over the country and we have yet to find any one who really challenges the merit of this legislation. Only a couple of weeks ago the New York Board of Trade adopted a very extensive report endorsing this legislation. I think that it is one of the most important pieces of legislation before the industry and if you will look ahead and realize how closely it is going to affect you and you anticipate the time when you will

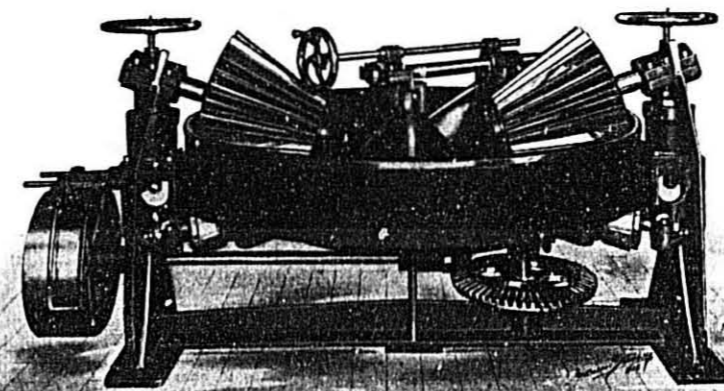
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have a case under the Federal Trade Commission act, you will see how much you will want the revised procedure and how much more economical and just it will be for every other manufacturer who will be affected by it.

The next question I wish to discuss briefly again is the question of the state taxation of a foreign corporation. That is looming up as one of the great problems that the specialty manufacturers must meet today. As you know every state in the Union has a law which provides that a corporation organized in another state, what we call a foreign corporation, coming into its border to do business must qualify under the state law and pay a local tax. This tax is becoming very considerable in some states. In the state of Georgia it runs up to \$1,000 a year, if I remember rightly. It is based upon the capital stock of the foreign corporation. I recall last winter computing the tax which a very large specialty manufacturer would have to pay under the various state corporation laws and I was amazed to find it ran over \$50,000. Every manufacturer in this room who does business outside of the state in which his corporation is incorporated is subject to these laws and sooner or later you are going to be called upon to pay these taxes. Every year these taxes are being increased. During the past winter I should estimate that at least half of the states of the Union were revised and the tax to some extent exchanged, always changed upward. So that you will have to give very careful consideration to this subject in your organization and in your business.

You are subject to these laws if you carry a local stock from which you make local sales. If you take specialty orders from the retailer to be turned over to the local jobber to be filled by him from his stock. That is local business in any state in which you do it and makes you liable to the laws of that state, foreign corporation and other laws. If your business in any state is restricted exclusively to the taking of orders therein for goods to be shipped from without that state, that is interstate commerce and you are not subject to the state law. But your business would have to be confined exclusively to that in order to escape the local foreign corporation laws.

On the other hand, if you are a New York manufacturer and you carry stock in New York for the filling of New York orders or if you go around and take specialty orders from New York retailers to be filled by New York jobbers, then you are doing a local business in New York and you will have to comply with the foreign corporation laws of the state of New York.

The question is how are you going to meet this taxation problem? One method, of course, is to reduce these taxes to a minimum. Through the legislative committee of the American Grocery Specialty Manufacturers association we are using, whenever these bills are proposed to increase these taxes or to change these laws, our best effort is to see that taxes are not increased. At the present time we are introducing a bill in the state of Georgia, where the tax is excessive, to reduce that tax to a large extent and we have organized a committee down there of manufacturers representatives who represent manufacturers doing business in Georgia and we are cooperating with the Georgia jobbers and with Mr. Kemper, who is a very prominent retail grocer in Atlanta, and through them with the general business organizations of Georgia, to revise the Georgia foreign corporation tax law, to reduce that tax very largely.

You are all going to be benefited by this movement if you do business in Georgia; so that we will advise Mr. Mueller of what we are doing there and we would like to have every manufacturer doing business in Georgia cooperate with us in this movement. That is the one way of meeting the situation. Of course if you do a national business and these taxes mount the only solution I can see is to organize a subsidiary sales company, which has been done by a number of the larger concerns with a limited

capital stock and a limited profit, which will sell your products throughout the country.

Let me illustrate. Suppose you are organized under the laws of the state of New York. Then you would organize a subsidiary sales company which would also have its office in New York but which would buy the entire output of the manufacturing company in New York and sell it throughout the country. The state foreign taxation laws are based either upon the profits or the capital stock of a foreign corporation. If you have a subsidiary sales company with a capital stock of \$50,000 and a profit of a minimum amount you can readily see that the tax is going to be lower than it would be if the tax were based upon the larger capital stock of a manufacturing corporation or the larger profits of a manufacturing corporation.

These are about all the problems I have in mind which are particularly alive at the present time in which you should be interested.

When I started to practice law years ago in New York among my first and earliest friends were your president, Henry Mueller, and his beloved brother, C. F. Mueller. I will never forget the relationship that we have had all these years and especially in those earlier years, a personal relationship and a relationship that was directed throughout the macaroni industry to bring about higher standards of products and better business methods. And because of my very warm regard for several members in the industry and for the industry itself I have sort of made a resolve with myself that whenever this association invited me to attend its annual meeting I would lay aside my own personal desires and try to be with you.

I don't know of any industry in the general food industry which is in need of a greater organized effort than your industry. You are grappling with a terrible problem of overproduction. Undoubtedly that is the biggest problem you have to meet. The question is how to meet it. You can't meet it by agreeing among yourselves to limit production. I was talking at Lake Placid a few days ago with a director of one of the great cement companies of this country about this very subject. He said that the great problem facing the cement industry a few years ago was the problem of overproduction and it loomed very large and threatened to wreck the whole industry. The question was how to meet it.

They met it constructively by promoting the building of concrete roads in this country. They formed a bureau in their industry which would promote the building of these roads. They cooperated with the municipalities in showing them what materials they should use, in drawing plans for them and in doing everything they could to help the municipalities of the states throughout the country build good cement roads.

As a result, as he tells me, the surplus cement in this country is being consumed and they have built up a new use there amounting to very nearly 100 millions of dollars a year. It seems to me that in an industry that is in its infancy, such as your industry is, in this country, as I see it, when the per capita consumption of macaroni and the other alimentary pastes is so small, the thing to do if you look at your problem way ahead in the years to come and broadly is to increase the consumption and to increase it by cooperative effort in some way. You can't do it alone, except very laboriously and very slowly. Of course, you are all doing a good business, at least you are selling a lot of goods—whether you make money, I don't know, but you are selling goods. Now the question is to increase that output and meet the problem of fair competition and fair prices in these other ways that we have mentioned.

As I see it the only way you can do that is by some national cooperative effort among the manufacturers. You have got to be very broad minded in this matter. You have got to be willing to pay for it, but I think in

the long run you will more than benefit by it. As I see it from an outsider's standpoint that is the problem. The solution to your great problem is a cooperative effort intelligently made under the supervision of the best experts you can get to increase the consumption of macaroni and other edible products in this country. This industry needs and is urgently in need of a strong organization and you are especially to be congratulated upon having with you in your organization such a man as Dr. Jacobs, whom I have known for so many years and who is in a better position than any one I know of in the country to advise you upon the technical side of your industry, and above all you are to be congratulated upon having as your president and secretary such men as Mr. Mueller and Mr. Donna. I don't think that any one in the industry has higher ideals than Mr. Mueller has or has been more conspicuously successful in showing that idealism properly applied is very successful, and under his leadership and with the inspiration of his guidance and counsel, the American macaroni industry can become one of the great food industries of this country, a source of profit and pride to yourselves and a great national asset.

Baker Convention Success

The annual convention of the American Bakers association held in September in Buffalo was one of the most successful affairs of this kind ever sponsored by the industry. The attendance broke all records due to the excellent program prepared by the convention committee, the mammoth exposition of machinery and equipment and the friendly attitude of the bakers of the country to association activities.

Throughout the week of the convention the spirit of harmony prevailed, big and little bakers joining in the general object of the meeting, the uplift of the industry of which they are a part. Pleasure was interspersed with business in a way to make every baker feel amply repaid for attending the 1925 conference.

L. J. Schumaker of the American Cone & Pretzel company, Philadelphia, was chosen president; L. A. Schillinger of Gardner Bakeries, Inc., Baltimore, first vice president; Julian N. Livingston of the Livingston Bakery company, Chicago, second vice president; Lee Marshall of United Bakeries Corp., Chicago, treasurer, and Dr. H. E. Bernard of The Baking Institute, secretary.

New Plant for Savoia Co.

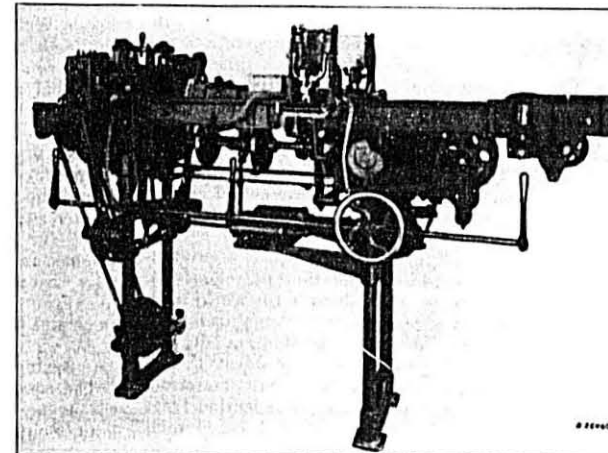
Permission has been granted the Savoia Macaroni Manufacturing company of Brooklyn, N. Y., for the erection of a plant on 63rd st. west of 16th av. According to plans submitted a 3 story brick factory will be erected, size 57x200 ft. A 1 story garage 15x100 ft. will be built as an extension. Total cost is estimated at \$96,000.

USUALLY THE CASE

Zoo Superintendent—What was all the rumpus out here this morning? Attendant—The bull moose and the elephant were fighting over their feed. What happened? The donkey ate it.



IT WORKS LIKE MAGIC!



The Peters Folding and Closing Machine illustrated above, actually wraps the contents of a package *within the package*. An unique operation and a great labor saving facility.

The Peters Automatic Package Machinery affords the means of producing the most protective and economical package goods for all the nationally known macaroni producers.

OUR CATALOGUE, ENGINEERING SERVICE AND QUOTATIONS ARE YOURS FOR THE ASKING

PETERS MACHINERY COMPANY

4700 Ravenswood Avenue
CHICAGO, ILLINOIS

Grain, Trade and Food Notes

United States Wheat Imports

According to figures released by the Department of Agriculture a total of 4,660,000 bus. of wheat was imported into bonded mills for grinding into flour for export from Jan. 1 to Sept. 12, 1925. This was slightly more than one half of the quantity handled during the same period last year, which totaled 8,303,000 bus. For the same period only 70,000 bus. of wheat were imported for consumption that being the quantity on which import duty was paid. In the same period last year there was imported for home consumption 7,327,000 bus.

Durum 1924-25

Government figures covering the durum and amber durum crops for the 12 month periods ending June 30, 1924, and June 30, 1925, show a reversal in quantity produced. Amber durum was scarce during the crop year just ended while durum was over 2½ times the previous production.

For the 12 months July 1, 1924, to June 30, 1925, the total carloads of amber durum of various grades inspected by the government was only 9334 as compared with 15,259 carloads. Happily the quality of the crop was exceptionally high providing a sufficient quantity of high grade semolina. Of the most recent crops 1479 carloads were graded No. 1. Duluth reported 726 carloads, Minneapolis 651, Chicago 52, and Philadelphia 21. This would indicate that little or none of the highest quality amber durum was exported.

A total of 5323 carloads graded No. 2. Of these Duluth reported 2119, Minneapolis 1254, Philadelphia 1408 and New York 389. These figures show that a goodly portion of the No. 2 grade may have gone into export.

The No. 3 grade totaled 1306 carloads. Duluth received 885 of these, Minneapolis 216 and New York 127; 1226 carloads were below grade No. 3.

Durum

The ordinary durum production for the 12 month period ending June 30, 1925, was nearly 2½ times that reported for the previous 12 months. The total was 15,752 carloads compared with only 6177 carloads for the 12 months ending June 30, 1924. The last year crop was proportionally superior to the durums inspected the previous year.

The No. 1 variety was not so plentiful, only 1374 carloads making this grade. Of these Duluth reported 785 carloads and Minneapolis 554. The No. 2 variety was very plentiful with 6032 carloads in that class. Duluth received 4648 carloads, Minneapolis 1336, Philadelphia 1404 and New York 437. This would indicate that a good portion of the No. 2 grade was exported. The No. 3 grade totaled 3071 carloads,

of which Duluth reported 2305, Minneapolis 386, New York 185 and Philadelphia 61. Of the inferior grade 3275 carloads were reported.

Russian Grain Situation

A Russian source estimates the 1925 wheat crop of that country to be nearly double the crops of 1924 and 1923, and only about 13% below the average of 5 years preceding the war. The 1925 rye crop is also said to show an increase over that of last year and also over the prewar average. It is quite likely that the soviet government will encourage grain exportation, but not without providing for reserves, a precaution not taken 2 years ago. Russian agricultural production is undoubtedly recovering from its postwar slump, but it has not yet regained its prewar volume with the possible exception of rye and corn. The consistent recovery in itself is more significant than the actual size of a current crop. With the return of exportable surpluses in Russia in a year of generally heavy rye production it is expected that the relatively higher value of wheat in the world markets will result in a tendency, in Russia to increase the consumption of rye thereby providing more wheat to exchange for imports of raw materials and machinery. A communication from the London office, of Sept. 4, based upon the latest information then obtainable indicates that the early collections in Russia of wheat for export have been disappointing, largely due to wet weather, whereas rye collections have been relatively better. If the situation that existed 2 years ago, when Russia exported considerable quantities of bread grains, is indicative of Russian export possibilities this year it is not improbable that a total of some 75 million bus. of wheat and rye may be sold abroad.

Cone Companies Amalgamate

Eight of the leading ice cream cone companies of America have been consolidated under the name of the McLaren Consolidated Cone company. The new concern is incorporated under the laws of Delaware and will have its headquarters in Dayton, O. The object of the consolidation is to reduce cost of manufacture and distribution of this seasonable product. It includes well known cone manufacturers from the Pacific, southern, central and eastern states and the newly formed company is unquestionably the largest concern in the cone manufacturing business.

Tobacco Men Cleared

Complaints against 9 Tennessee wholesale tobacco dealers were dismissed by the federal trade commission the middle of September when that body decided that there was no

grounds for action. The dismissal was without prejudice to future action and complaints will be acted upon if practices complained of are again resumed by the defendants.

Canned Foods Week

The National Canned Foods Week committee of the National Canners association has named the week of Nov. 9 to 21 as the date when a special and general effort will be made by manufacturers and distributors to popularize canned foods.

The committee has very wisely arranged for all interested parties to tie in with the successful "Phone for Food" movement this year and in this way hopes to make the 1925 Canned Foods Week the best ever enjoyed by the foods retail trade.

The committee hopes to have a special local organization in every city of 10,000 or more people, these organizations to aid in having "Canned Foods Week" properly observed in the smaller nearby communities. Posters for store and billboards use have been printed; muslin streamers will be provided for use on trucks and delivery wagons and a varied lot of additional advertising material will be supplied by various associated trade organizations and large food distributing firms.

Spring Wheats Show Lower

The condition of all spring wheat in the 4 spring wheat states, North Dakota, South Dakota, Minnesota, Montana, was much below that of last year on Sept. 1, but durum has fared better than other varieties, says the Department of Agriculture.

Durum wheat in the 4 states combined on Sept. 1 this year had a condition of 84% of normal compared with 94% last year; all spring wheat (including durum) 72% compared with 90%, and spring bread wheats 68% compared with 88% last year. The lower condition this year is attributed to rust and drought, but which have not affected durum as much as other wheats because of the marked rust resistance of that variety.

The condition of all spring wheat (including durum) in the United States on Sept. 1 is placed at 75% of normal compared with 82% last year, and of all spring bread wheats at about 73% compared with 79%.

Condition reported by states follows:

All spring wheat (including Durum durum)	
North Dakota.....	85% 76%
South Dakota.....	82% 73%
Minnesota.....	82% 72%
Montana.....	71% 60%

Trade Commissioner Reappointed

Charles W. Hunt of Iowa has been reappointed a member of the federal trade commission by President Calvin Coolidge. He is a republican and his appointment, when confirmed by the senate will be for a term of 7 years.

MALDARI'S INSUPERABLE MACARONI BRONZE DIES

with removable pins

Quality

Trade Mark
Reg.
U. S. Patent Office



Workmanship

Service

Satisfaction

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

Established 1903

SEMOLINA

FOR QUALITY TRADE

It's a Pleasure
to Send Samples

CROOKSTON MILLING CO.

CROOKSTON, MINNESOTA

"CROOKSTON MEANS-FIRST QUALITY"

cooking experts. The firms exhibiting were the Creamette company, the Minnesota Macaroni company and the Quality Macaroni company. The attendance was up to expectations and the whole affair was most successful from every angle.

Scarpelli Has Fire

Fire of unknown origin caused damage estimated at about \$1,200 to the macaroni factory owned by the Scarpelli Brothers of Spokane, Wash., the morning of Sept. 5. Prompt work by the firemen enabled them to confine the blaze to the top floor of the 2 story structure. Immediately repairs were made so that capacity production was not long delayed.

Macaroni in Politics

A novel scheme to interest the voters in his candidacy was resorted to by John Crescenti of New York, who is running as an independent candidate for the Assembly from the Second district. His particular objective was the women voters. On the opening day of his campaign in September he distributed 1000 packages of macaroni to housewives and 7000 cent pieces to the children. The scramble for the food was almost as violent as was the scramble for the pennies.

New Plant at Cudahy

A small modern plant for the manufacture of alimentary pastes is being

completed in Cudahy near Los Angeles, Calif., under direction of its owner, Joe Puleo of 1216 Mary st. A building 50x126 ft. has been erected to house machinery and other equipment which has been ordered. Production is expected to begin this month.

Mr. Puleo gained his macaroni making experience in Italy. He recently moved to California from Rochester, N. Y., where he previously operated a plant.

Organize Sun Gold Company

The Sun Gold company was organized in St. Louis, Mo., last month with a capital stock of \$10,000. The purpose of the new concern is to manufacture, buy, sell, import, export, and deal in noodles, macaroni and similar dough products. The organizers of the new macaroni firm are, F. E. Wilsdorf, E. Yaeger, I. L. Jochin, P. Hschner and C. Doyle. Definite plans have not yet been announced.

Seek Creditors' Help

In an appeal to its creditors early in the month the W. S. Creed Co., Inc., macaroni and noodle manufacturer of Huntington, W. Va., outlined its financial position and asked their cooperation. The statement shows liabilities in excess of \$9,000 but assets of more than \$14,000. The appeal is to prevent a forced collection of bills payable. The firm is of the opinion that business

within the 4 months will enable it to pull out of difficulties into which the poor selling season of the past summer has forced it.

A Spaghetti Dinner

A novel plan to provide all the essentials for a good spaghetti dinner in one purchase is being tried on the New York market by Ferrone & Co., manufacturers of Ferrone's Spaghetti Dinner. The housewife gets all the essentials in an attractive package. In it are found 12 ozs. spaghetti, a box containing the right quantity of good grated cheese and a bottle of sauce. Everything comes to her in just the proper proportions for a meal for 4 persons.

The combination package appeals to women who like to cook but who sometimes hesitate over making the individual purchases of the ingredients required to make a real Italian spaghetti dinner such as Ferrone & Co. advertise to offer in their combination package. Macaroni manufacturers will await with much interest the result of this invention.

Pueblo Plant in Ruins

The Fuschino Macaroni factory, 833 Boxelder st., Pueblo, Colo., was destroyed by fire last month, with loss estimated at \$50,000. The building was valued at \$25,000 and the machinery at \$10,000. In addition there was material in storage and other equipment

DRYERS

That will dry your macaroni perfectly

Stop all the waste—acidity—cracked and moulded goods

Save labor 75%

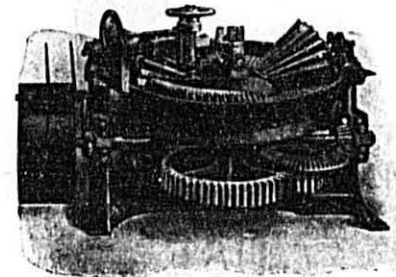
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BAROZZI DRYING SYSTEM

616-620 Clinton Street HOBOKEN, N. J.
New York City District

Make money and better macaroni

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

Buhler Brothers'

for Quality

The BUHLER PASTE GOODS PRESSES

Combined with the Chassis-Drying System is the most economical method for manufacturing Macaroni.

No Handling by Hand

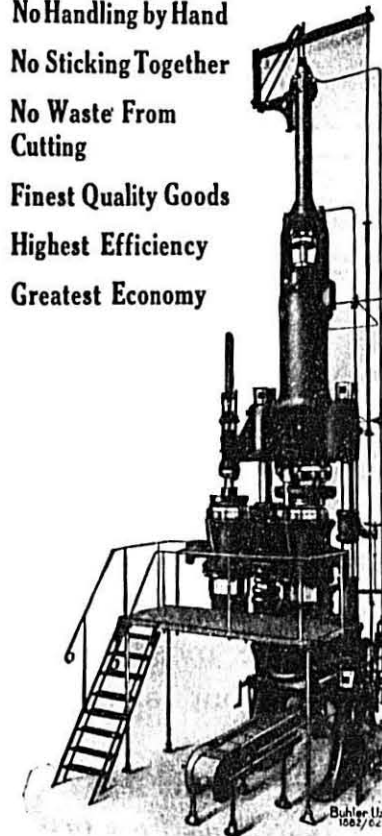
No Sticking Together

No Waste From Cutting

Finest Quality Goods

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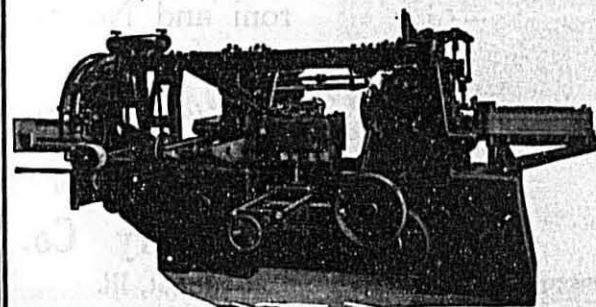
Meets Every Requirement of "The Ideal Container"

The Stokes & Smith Tight Wrapped Package



The Package

Stokes & Smith Automatic Package Wrapping Machine.
Capacity, 48-60 tight-wrapped packages per minute.



The Tight Wrapped Package, which has long been used for Flour, Cereals and other products, is now coming into use for Macaroni, Spaghetti, Noodles, etc. The many advantages of the Tight Wrapped Package, as wrapped on the Stokes & Smith Package Wrapping Machine, make it the ideal container for food products.

Let us tell you about the latest package and the machine for wrapping it. We will send samples if you desire. No obligation on your part whatever.

STOKES & SMITH COMPANY

Sumnerdale Avenue and Roosevelt Boulevard
PHILADELPHIA, U. S. A.

British Office: 23 Goswell Road, E. C. 1, London

figured at \$15,000, all of which is in ruins, partially covered by insurance.

A. Fuschino, owner of the factory, was in Colorado Springs on business when told of the fire. An explosion was heard but since the building was in flames when the alarm was turned in, it is not known whether the explosion was the cause of the fire or a result of the blaze. The proprietor is planning a new plant on the old site as soon as insurance adjustments have been made. This firm manufactures the A-F Brand.

"Q" Brokers Convene

Thirty-five food brokers from the leading cities of the country attended the annual meeting of the representatives of the Joliet Macaroni company, at Joliet, Ill., the second week in October. This annual event was presided over by President B. S. Scotland. A banquet and entertainment followed the business sessions, the entertainment features being broadcast through the local radio station. Addresses at the convention were made by Mr. Scotland; Harry M. Tooles, executive sales director; Ward Goodloe of St. Louis, W. A. Kennedy of Dallas, Louis Donelson of Memphis, and Chester F. Hogle of Chicago.

Tells Macaroni Story

The Clarksburg (W. Va.) Telegram of Sept. 26, 1925, carries a story of macaroni as manufactured by the West

Virginia Macaroni company of that city. The story is well written with an attractive 4 column heading. Besides describing the modern methods of manufacture of the Clarksburg firm, the article contains the legendary tale of origin of this palatable food.

Macaroni, according to this article, received its name more than 700 years ago in the town of Cortellari, Italy, from the mysterious Chico. As the old tale tells, the curious Jovenella spied on the inventor and stole the recipe for macaroni manufacture. As manufactured today macaroni is not only one of our cheapest foods, but one of our most delicious and nourishing foods, capable of endless ways of preparation to suit every taste.

Altering New Home

The Windsor Locks Macaroni Mfg. Co., of Springfield, Mass., which recently purchased a building at 650-654 Main st., has awarded the contract for alterations to make the building ideally suited to macaroni manufacture and work started immediately. It is expected to have the plant ready for occupancy Nov. 1. The alterations are being supervised by Leo Colopietro, the proprietor.

The shipping room at the rear is being planned to facilitate shipping by trucks. The manufacturing and drying arrangements are planned so as to make the movement from raw material to packed cases one continuous process.

The company will open a store in the front of the plant and will also rent 3 stores.

Seeks Spaghetti Bids

The Bureau of Supplies and Accounts of the Navy Department, Washington, D. C., is asking for bids on its spaghetti requirements for the United States navy to be opened at 10 a. m. Nov. 10, 1925. Its spaghetti requirements are estimated at about 220,000 lbs.

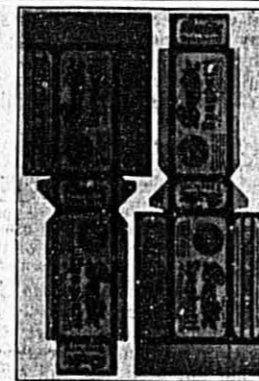
Bids are sought on deliveries to be made at 5 receiving points. It is estimated that about 10,000 lbs. will be required at the Navy Yard, Boston, Mass.; 45,000 lbs. at the Navy Supply Depot, Brooklyn, N. Y.; 15,000 lbs. to the Navy Yard, Philadelphia, Pa.; 35,000 lbs. to the Navy Operating Base at Hampton Roads, Va., and 112,000 lbs. at Navy Yard, Mare Island, Cal.

The navy requires that the spaghetti offered be of regulation size, solid or tubular stem and made from sound semolina or hard wheat flour or a mixture of both. It shall contain not more than 12% moisture and not less than 11% protein, calculating on a 12% moisture basis.

It is to be cut in lengths of approximately 11 inches and packed in full net weight paper packages of 12½ lbs. each. Two of these 12½ lb. packages are to be packed in tin cans hermetically sealed and two of these cans packed in a wooden case either called or of the "4-One Box" construction.

Spaghetti manufacturers who are interested in this business may obtain blanks from the Bureau of Supplies and Accounts, Navy Department, Washington, D. C., and bids are to be submitted on or before Nov. 10, 1925.

The colder you treat the people the hotter it makes them.



FLAT SHEETS or KNOCK-DOWN CARTONS

1 lb. or 5 lbs.—*net or gross* weighed— with a sift-proof *lining* inside, or a moisture-proof *wrapper* outside, the *National way*—always—the *rational way* to save materials and labor.

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170 GREEN STREET
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For Better Results and
More Uniform Products

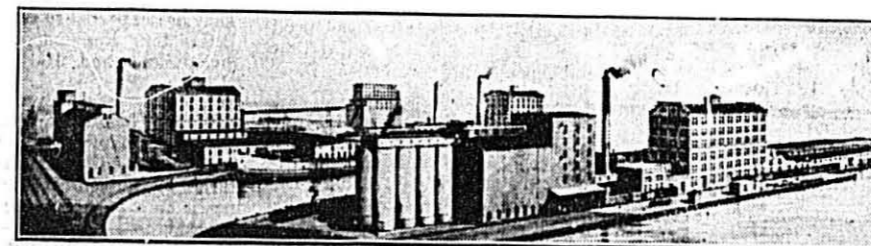
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PENZA'S Bronze Macaroni **MOULDS**

With Patented "Kleen-E-Z"
Removable Pins

A trial will convince you of
their superiority.

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788 Union St. BROOKLYN, N. Y.



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PURE DURUM SEMOLINA AND FLOUR
QUALITY OF DEPENDABLE VALUE

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The Macaroni Journal

Trade Mark Registered U. S. Patent Office
(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
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Vol. VII October 15, 1925 No. 6

July Imports and Exports

Imports of macaroni products for July 1925 show an increase of over 24% in quantity and more than 30% in value over the figures for the same month in 1924. According to figures released by the government the imports of July 1925 amounted to 503,054 lbs. worth \$35,407 as compared with 411,054 lbs. valued at \$27,243 in July 1924. The alarming rate of increase is shown by the figures covering the 7 months ending July 31. This year the total importations reached 4,052,833 lbs. valued at \$281,351. The increase is seen when compared with the figures for the same period in 1924 which were 2,504,403 lbs. worth \$148,735.

Exports

On the other hand the exports of macaroni products for July 1925 amounted to somewhat less than the exports of a year ago. Last July the total quantity was 590,704 lbs. The value, however, was greater, bringing American manufacturers \$51,168. For July 1924 the total exportations were 649,102 lbs. which brought only \$47,276.

The figures for the 7 month period ending July 31 this year, however, show that the exportation of macaroni products is increasing favorably over that of 1924. This year the total is 5,137,266 lbs. worth \$428,398. For the same period last year the exports totaled 4,235,850 lbs. worth \$328,658.

Specialty Men's Convention

The American Grocery Specialty Manufacturers association will hold its annual convention Dec. 9, 10 and 11, 1925, in Hotel Mayflower, Washington, D. C., according to an announcement by Secretary H. F. Thunhorst. The date

previously set was the week of Oct. 27 but it was inconvenient to meet then. The new date was decided upon by the board of directors which had been authorized to make known the proper convention arrangements.

Sales Value of Package

Manufacturers of packages and of products sold therein have always stressed the value of the package as a protector of its contents, insuring delivery of the goods from manufacturer to consumer in practically the same condition as packed. Stokes & Smith company of Summerdale, Philadelphia, Pa., however, is of the opinion that greater emphasis from the viewpoint of manufacturers and distributors should be placed on the sales and advertising value of the carton or container.

This firm has issued an attractive and interesting folder, the 6th of a series telling of the value of the tight wrapped package, similar to that which is put out by its machines. The folder bears the title "Four Ways To Push Your Package Products." The firm offers to send it to any interested manufacturer.

The 4 ways suggested for selling goods in packages at a profit are: Packages protect the quality of the contents thus holding old customers and attracting new ones; if properly wrapped in appealing colors, they will attract buyers; proper use of the valuable advertising space on the package surfaces and lastly, the reduction of the packaging cost when properly done so as to permit the offering of the products at prices that will attract distributors and consumers.

Cheap Containers Dear

There is a logical limit below which a wise buyer should not go if the best interests of the business are considered says T. J. Kuettler, purchasing agent of the Addressograph Company of Chicago, in addressing a meeting of the Purchasing Agents of Chicago of which he is a governor. His subject was "Buying Costs and Shipping Containers."

"We purchasing agents, buyers, or whatever the title may be, are all endeavoring to save money on purchases for two reasons: First, to enable our employers to make more money; second, so that we may increase our own earning capacity.

In our zeal to cut initial costs, we sometimes overlook the fact that the cheaper priced article may need additional labor or finishing to look or be as good as the higher priced article, and in the final analysis we have not saved a cent.

In the matter of packages or shipping containers, we are likely to want to cut costs to a minimum, but here is the place to go slowly. We can buy wooden boxes, solid or paneled, corrugated paper, fibre board, and chip

board, and even steel boxes, but in selecting any container, cost should be the last thing to be considered.

Consider carefully the following in selecting the proper shipping container:

First, the value of the article to be packed and shipped.
Second, the strength of the shipping container.

Third, the weight of the container, for transportation cost is part of the container cost.

Fourth, the necessary time involved in packing the goods.

Fifth, which package will carry the goods with a minimum of breakage. Last, but not least, can the package be opened by your customers without damage to the goods?

If one has trouble with shipping containers, he should get an expert container man and let him make his recommendations. . . .

You get only what you pay for, so why buy anything just because it is cheap. Low costs invariably mean false economy, and that is just as disastrous as the fellows' argument who tell me the reason they can make low prices is because they have no overhead expense.—September issue The Chicago Purchasing Agent.

Personal Notes

John L. Fortune, the well known president of the Fortune Products Co., Chicago, is enjoying a trip through Europe in company with his old friend and business associate, Frank Keogh. They are expected to return this month. In the tour England, Ireland, France, Switzerland and Italy were to be visited.

Walter Goodwillie, leading official of the Atlas Box company of Chicago and well known to the macaroni manufacturers of the central part of the country, is on a tour of Europe.

ANOTHER ERROR NAILED

Some people say that asbestos shingles do not burn, but one of the boys in the printing office says he never noticed any difference when father used them.—Masonic Home Journal.

WANT ADVERTISEMENTS

Five cents per word each insertion.
FOR SALE—One Johnson Top and Bottom Healer. Peter Rossi & Sons, Braidwood, Ill.

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Macaroni Drying Machines

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

Repeal to Be Urged at Congressional Hearings This Month—Unfailing Thorn to Business—Taxpayer Action Urged.

Tax reductions are of vital interest to all taxpayers. Business men pay enormous sums annually in taxes of various forms. They are naturally interested in the tax reduction propaganda that emanates from the nation's capital. In various industries and through trade associations there is a well defined trend toward uniformity of action on the matter of tax revision downward. The macaroni manufacturing industry as a whole pays millions of dollars annually in taxes to the federal government in the way of capital stock tax and corporation tax on income. Its support should be given to the movement on foot to bring about tax revision that will conserve the interests of the business men of the country.

Wilson Compton, secretary-manager of the National Lumber Manufacturers association, has done effective work in attempting to crystallize business and political sentiment on federal tax reduction. His objective is to arouse enthusiasm among taxpayers to the end that they will appeal to their congressmen and senators to vote the tax relief desired.

Surplus reductions, elimination or reduction of estate and gift taxes and downward revision of other features have been prominently exploited.

Taxation relief to corporations, however much warranted economically, is politically difficult. The present laws impose 2 forms of corporation tax, 12½% on income and 1-10 of 1% on value of capital stock.

THE CAPITAL STOCK TAX SHOULD BE ELIMINATED. The capital stock tax is in effect a capital levy, a tax on property and not on income, a nuisance form of taxation enacted for an emergency which no longer exists and producing revenue (approximately \$90,000,000 annually) which the federal treasury admittedly does not now require.

The capital stock tax has heretofore been administered largely by mere acceptance of taxpayers' estimates of the taxable value of the capital stock. The law provides that this shall include surplus both realized and unrealized. A recent decision of the supreme court has upheld the treasury department in its contention that the market value of the shares of capital stock has no necessary bearing upon their value for purposes of the capital stock tax.

Corporations owning property are now subject not only to the unnecessary inconvenience of making separate annual reports of tax liability under this special form of corporation taxation, but also under the law as now construed and as now being applied, they are subject to annual revaluation of their corporate assets with view to determining the asset value of their capital stock as distinguished from its market value or its capitalized earning power.

If now, as is apparent, the capital

stock tax is to involve periodic—perhaps annual—revaluations of corporate assets to determine the taxable value of the capital stock, the consequences in increased expense, annoyance, controversy with the treasury department and litigation are obvious. The memory of corporation taxpayers is not so short as to forget the years of incessant wrangling over March 1, 1913, values of capital assets to determine the basis for figuring income tax liability. If now, for the purposes of the capital stock tax, all corporations are to be subjected annually to these revaluations—and this is admittedly the prospective condition if this tax is actually administered in accordance with the law—these annoyances will be multiplied many times.

The revenue from the capital stock tax is equivalent to about 10% of the revenue from the corporation income tax. If a reduction in the corporation tax burden cannot be obtained, its burden can at least be materially reduced by combining the capital stock tax with the corporation income tax at whatever rate will provide the federal revenues necessary to be obtained from corporations.

Congressional committee hearings will begin this month. Many industries are now active in seeking the repeal of the capital stock tax. Its elimination is of direct interest to all corporations owning property. It is not confined to any business or line of industry.

The macaroni manufacturing industry composes a group of taxpayers directly and vigorously interested in the elimination of the capital stock tax as a separate form of corporation taxation. Every member in this industry should give due consideration the facts above outlined and if agreeable, they should communicate promptly with their respective congressmen and senators, soliciting their support of the tax revision program that is expected to come before congress this winter. Friends in other lines of business or industry should be encouraged to do likewise.

Prompt action is necessary. Work individually and unitedly for the tax relief to which business is fairly entitled.

IN MEMORIAM

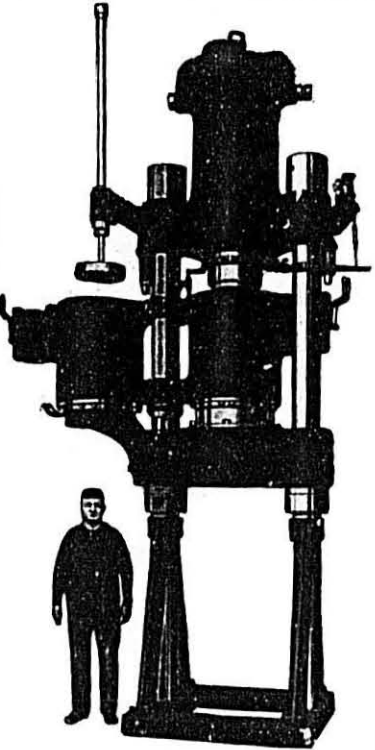
WHEREAS, relentless DEATH, the inevitable, has removed from this earth our most lamented friend, Mr. Carl F. Yaeger, and

WHEREAS, by his death the macaroni industry has lost a loyal supporter and the National Macaroni Manufacturers association a great leader and a former officer, therefore, be it

RESOLVED, that this, the Board of Directors of the National Macaroni Manufacturers association, speaking for and in behalf of all who knew the late Mr. Carl F. Yaeger and appreciated his many qualities and noble intentions, thus publicly acknowledge our great loss sustained by his untimely death, and be it further

RESOLVED, that we join in expressing our heartfelt sympathies to the bereaved wife and grieving relatives, hoping thus to help lighten the heavy burden which they must bear because of his sudden and unexpected death.

(Adopted by the Board of Directors at Chicago meeting September 25, 1925.)



John J. Cavagnaro
Engineer and Machinist


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

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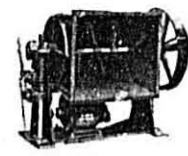
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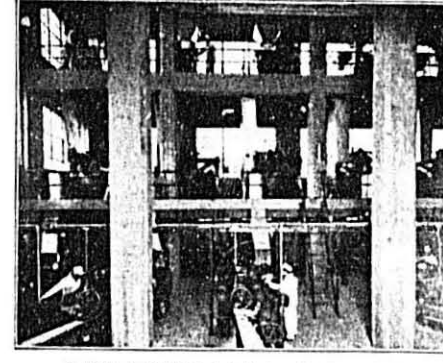
2 1/2 Hbl. Mixer
Belt Driven




15 Hbl. Mixer
Hydraulically Tilted



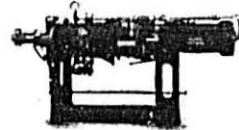
31-Inch Kneader
Capacity 2-3 Hbls.




A typical ELMES installation in operation.



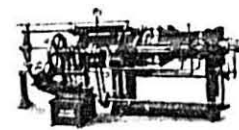
Inside Packed
Vertical Press.



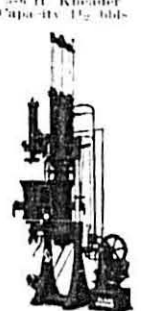
Inside Packed Short-cut
Press for Accumulator System.



The Washer.



Outside Packed Short-cut
Press and Pump.



Outside Packed
Vertical Press.

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