

The Tribune Institute Tested Foods Tested Tools

Two Peaceful and Profitable Victories in the Competitive Food Field

Specialty Food Manufacturers Hold a Classic Convention, Showing Constructive Good Will

By Anne Lewis Pierce

THE victories of peace never get much publicity. The flags don't wave and the bands are not marched out when men get together and work out a solution to their difficulties with a sweet reasonableness and self-restraint. Such doings do not seem to make copy or afford material for headlines—more's the pity.

As a part of the Institute's mission in life is to interpret the manufacturers of foods and the consumer to each other, we want to say that at Atlantic City last week an epoch-making convention of the makers of specialty packaged sanitary foods was held. Their formal name is the American Specialty Manufacturers' Association, but back of this blank white beam the well known faces of Jamina, the Beechnut Boy, the Drummer bearing coconuts and all the rest of 'em.

I said a friend to us: "I shouldn't think you would ever want to see this again." She evidently pictured a "string bag" convention where you went to accumulate samples. No more foods were in evidence than at a bankers' convention that really happened was this: Some three hundred food manufacturers and distributors of the country gathered together to discuss the economic problems of distribution involved in serving the public. They called in two government experts, Chairman Gaskell, of the Federal Trade Commission, and Mr. Paull, of the Joint Agricultural Inquiry Committee, dealing with food prices and overheads. These two gentlemen did not mince matters; they went right to the heart of the rather sore subjects under discussion, and talked about what they found there. They did not talk around the matter.

The Law and the Ladies

Charles Wesley Dunn, the counsel of the association, discussed the three Supreme Court decisions that have been rendered on Resale Price Maintenance. Did the hall empty

among the food men. Never since the days of lace ruffles on men's cuffs has such old-fashioned deference been paid to the ladies. And on the program the importance of domestic science and its workers to the food manufacturer was represented by Miss Winifred Stuart Gibbs, from "The American Food Journal."

A Good Word Even For the Middleman

A crowd of men who even like their own wives might be expected to have a good word for any one, and would you believe it, they invited to talk to them the presidents of the two wholesale grocers' associations—those much suspected middlemen, and a leading jobber—and the president of those profiteering (?) retail grocers who furnish all the individual service, stand on the end of the line and hold the bag with the final waste in it—and get "cussed" by all hands for their pains and small average net profits, however wide the spread may seem to be.

And all of these came from North, South, East and West; and they told their troubles and what had to be done, but they also recognized the public and the manufacturer as having rights and needs. They really did. And they spoke of the old days, when such bitter enmity existed between different branches of the trade, as one talks of the age of the Ichtheosaurus. They bravely dragged out the chain store problem and decided it had come to stay and they just had to be "sold."

A Working Code of Ethics

All this was not merely words. Practical suggestions and programs were made and outlined. The good feeling was not anti-Volsteadian backslapping. It was real good fellowship wrung out of meeting mutual difficulties together and surviving the struggle good humoredly.

The spirit and practicality of the association are well illustrated in the code of ethics drawn up to define the responsibilities of food manufacturers and distributors to each

other and to the public. The summing up of the code embodies the whole spirit of the food law, and without this spirit a law is inoperative. It reads:

"Ever to be mindful of and guided by the fundamental principle that [we] are engaged in a business affected by a great public interest and serving a paramount public purpose, wherefore [we] should constantly and earnestly strive at all times to elevate it to the highest plane of efficiency, integrity and usefulness."

Very definite, detailed, practical suggestions follow for achieving this end in all three branches of the food distribution. It is not a mere sentiment. Like the preamble of the constitution, it is something to fight for.

Business Integrity the Life Of the Democracy

We have always felt that a man who goes into the food business assumes a responsibility to the public. Food is a public health matter; it is not a matter like making perfumes or grand pianos.

The distribution problems of the country and the interrelations of

trade are all gone wrong, we hear, and distribution costs are more than production costs, arousing much misunderstanding and suspicion.

For this reason such a convention, with its sane outlook, wise methods, co-operative spirit, good-humored comradeship and ability and will to grapple with the real problems, not skate around them, is one of the most cheerful spectacles one can witness.

One of the biggest stumbling blocks in the progress of all half-baked socialistic programs or red-headed Bolshevism that we know of is a sound working contribution to our industrial integrity, and especially to the distribution of the food supply.

So when you buy your next specialty food in a sanitary package, whether it be oatmeal or gelatine, grapejuice or baking powder, soap or salt, remember that, besides standardized, guaranteed quality and cleanliness, there goes into the package also a subtle principle, a sort of "industrial vitamin" that is helping to make the business world "safe for democracy" in a practical, effective way. And give it a hand up!

Back in 1907 it took hard work to get a few cranberry growers to give up 10 cents a barrel to operate the union exchange. Now 7 per cent for selling expense and 6 cents a barrel for advertising are cheerfully contributed, because it means prompt and vigorous selling and new markets. Last year a refund of 2 per cent went back to the growers. For this is the classic type of co-operation, one man, one vote; no stock bearing interest, no outsiders allowed, just a selling organization for the benefit of the growers run at the least cost compatible with progress. Seventy per cent of the cranberry crop is handled through the exchange and though ten men may grow half the crop, each man has but one vote (unless he heads several companies).

Five hundred and fifty thousand barrels of cranberries are going to eat this year and cry for more! New York is not very much at eating cranberries. We are letting even faraway California, with all its native fruits, take a hundred cars of cranberries away from us. Fruit eatings is a good habit and you either love it or you don't. California has it. We need to cultivate it.

Selling Co-operation To the Growers

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The Co-operative Cranberry-- Of Course, You "Eatmor"

THERE are local fashions in cranberries as there are in eggs. Kansas City and the Middle West must have theirs a light red, but for New York the blacker the better. The manager of the American Cranberry Exchange threw up his hands. "New York is the limit," he said; "any cranberry, good or bad, will sell if it is dark enough."

Another entry on our list of those who eat with their eyes instead of their palates. Out West no one would touch the big, black, glossy ripe olive which we pay double for here! The favorite is the small, brownish olive which has the flavor, the most oil and has not been lysed so long. So it goes.

But to get back to the cranberries; it was with joy that we found a real co-operative in the East, with the fresh vegetable shortage

handling a perishable, short seasoned food with neatness and dispatch. We were quite set up over it, but it developed that this co-operative exchange movement among the cranberries of Cape Cod and New Jersey originated in Wisconsin—the other big cranberry bog! Trust co-operation to come out of the West, where difficulties and distances force men to trust each other and pull together to succeed.

A Quick Step

It was a lively afternoon in the manager's office—the long distance and telephone wires were working overtime. The season is only from September to December as far as placing the crop goes, though we eat them into January, and a new interest in the tart, red berry springs up with spring fever and

Health for the Consumer, Grower and Industrial Conditions in the Cranberry Game

Like all good co-operatives, the exchange stabilizes the market. Buyers are not afraid to order at long distance; they know that quality and grade will be delivered, and that prices will not go wild. This reflects on the grower and means extending acreage. So co-operation proves a practical way to encourage production, insuring increasing sales and extending the market in a way that the isolated growers would never imagine.

The Consumer and The Cranberry

The consumer it means that the brand of "Eatmor" on a cranberry, like Sunkist on an orange or Sun-aid on a raisin, guarantees standardized, graded, quality products. There may be many varieties and sub-brands of berries, but whatever their variations, to be Eatmors they must be "dry, sound, free from frost, green and wormy berries, reasonably uniform in size and solid and clean in packing."

You will probably serve "Howes" for Christmas, they carry such appropriate brand names as Santa Claus, Mistletoe and Holiday—Honker is another less alluring name for this variety. These berries are deep colored and good travelers, which usually means that they are quite acid. Centennials are another fine variety and "John Alden" and "Priscilla" brands certainly should sit at the Thanksgiving feast!

Get acquainted with your cranberries. Look at the box and see if they are good co-operative fruit!

GOODMAN'S PURE EGG NOODLES

Made of selected eggs and wheat, blended to produce a most appetizing and home-like flavor.

GOODMAN'S PURE EGG NOODLES

Dishwashing in a Metal Hatbox on the Water-Wheel Principle

THE old mill wheel which went round and round because a powerful stream fell on it in just the right way might easily have been one of the ancestors of the new water-power dish washer. The stream which turns the dish washing spray, however, comes from a very modern faucet instead of a woodland creek, and the revolving spray itself comes from a shining metal tube, perforated on four sides, through which the washing spray spurts on to the dishes.

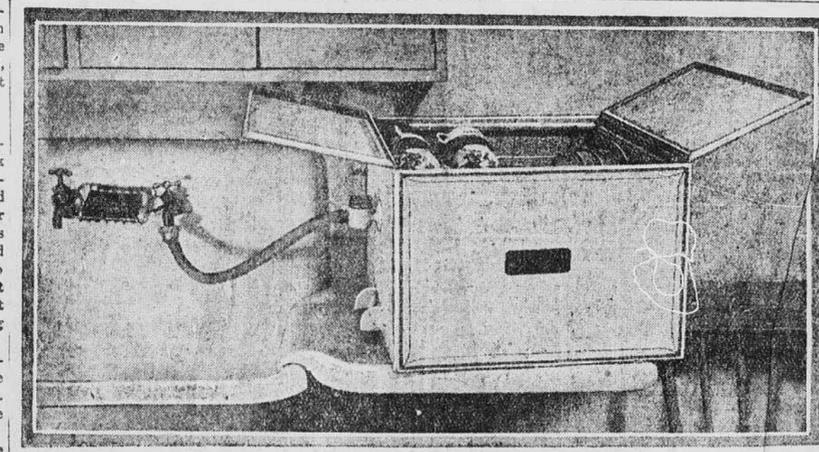
The entire machine is not more bulky than my lady's hatbox—24 inches long, 20 inches wide and 13½ inches high—a square, galvanized sheet metal cabinet, enameled white outside, the galvanized finish inside. The two panels of the cabinet top are hinged at either side and when closed their adjacent edges interlock so that there is no leakage while the washing is in progress.

To Be Used on the Sink

When dishes are to be washed, the Otomatik is set upon the sink drain board, with the rectangular opening for draining off the water over the sink's edge. Above this drain, attached to the outside of the cabinet, is a small cylindrical container with a nickel thumbscrew cover and a white rubber hose extending from its side. A small piece of soap placed in this nicked, capped container, furnishes the suds for the washing. A finely perforated shield surrounds the soap to prevent its being washed into the spray tube inside the cabinet with the stream of water from the faucet.

At the other end of the rubber hose (which when not in use is hung on a clip at the back of the cabinet) is a connecting joint to be clipped over any faucet. A faucet water meter may be purchased with the machine. This is a nicked brass telescoping device, having rubber lined connectors at either end to slip over the faucet mouths. The telescopic feature allows its adaptation to faucets as much as seven to eleven inches apart. The proper temperature of water for the washing is then obtained by regulating the relative flow of hot and cold water from them.

The inner workings of this handy washer are really very simple—correctly arranged and fitted snugly together. Perhaps the most important is the spray tube—a square, enameled brass tube, with perforations along four sides. This is arranged



This metal box is 24 inches long, 20 inches wide and 13.5 inches high, and sits comfortably on the sink drain board.

It grips the hot water faucet snugly and the hose carries the water (at the rate of four gallons a minute preferably) through the soap box into the washer, where its force turns a finely perforated round the dishes are washed. It does a good job on difficult dishes in 6 minutes—four or five will answer for an average load. The initial cost is very low, but the heating of the large volume of water must be counted.

erly arranged that when water under pressure enters the tube (from the connecting rubber hose) the spray tube turns round and round, throwing four sprays of water as it goes.

Holds the Family Dishes

The sprays play on the dishes arranged in the removable wire rack set upon the cabinet bottom. Rectangular brackets of galvanized wire welded to heavy rods of similar construction are arranged in rows along either side of this rack and are given a slight angle of tilt so that when plates or saucers are set in between the supports they are at an effective angle for the revolving sprays to strike them.

Six of the racks in one row measure eight inches in height and the remaining six stand half this high. The other row of sixteen are three and a half inches high.

A coarse mesh, galvanized wire basket two inches wide, seven inches long and four inches deep is used as the container for knives, forks and spoons. Wire braces across the basket inside separate these and keep them upright during the washing. Loops on the bottom of this little silver basket support it three-quarters of an inch above the cabinet floor.

Two grid racks of galvanized wire are hinged to either side of the cabinet interior so that they may be swung out of the way when removing the dishes from the lower racks or folded inward, where they rest upon supports an inch above the revolving spray. Sections of these racks are arranged to hold the glasses and cups.

Hot Water, and Much of It, Needed for Power and Cleansing

A good average pressure at the water tap is necessary for a satisfactory operation of the Otomatik. A fairly accurate method of testing the water supply to determine whether the washer would operate when attached to it is to open the faucet wide and catch the water flow for one minute. The flow for satisfactory operation of the model tested in the institute was four gallons per minute.

Plenty of Hot Water Needed

In actual operation the washer was found to take 3.5 to 4 gallons of water a minute. Allowing about four minutes for a wash the total water consumption would be 16 gallons, or more than half the contents of a good sized water tank. For this reason it is necessary to have a hot water tank of at least 20 to 30 gallons' capacity and to have it heated sufficiently before

minutes the water was turned off and the plates examined. Most of them were clean, but a few showed streaks of food. After in additional two minutes all was clear and rinsed. They had dried themselves after standing another four-minute period.

Water at 146 degrees requires a longer running—at least six minutes—to wash clean. Also the dishes at this lower temperature are slower in drying. This required a total of six minutes, requiring approximately twenty-four gallons, or two-thirds of a thirty-gallon tank. The average wash would be nearer four minutes.

Use the Waste Water

While the dishes are being washed in the Otomatik the hot, soapy water is being exhausted into the sink. This can be utilized to wash pots and pans. Catch it as it comes from the washer, and with your protective rubber gloves and a scouring brush clean the cooking pots and pans while the dishes are being washed by the machine.

Its total weight is approximately eighteen pounds—not too heavy for a woman to lift from the floor to the sinkboard. Its handy size makes it especially appreciated in small kitchens, where one of the large

because of its bulkiness. The initial cost of this water-power model is more adapted to a small pocketbook. A few more gallons of water a day (if the water is metered), and the cost of gas for heating these gallons, covers the cost of operation.

The Otomatik Dishwasher
Made by the Automatic Dishwasher Company, 111 Fifth Avenue, New York City.

A Great Dessert for the Maids Day Out

HERE'S a dessert your maid can make the day before. Keep it in the ice-box, and it will be just perfect, ready to serve the next day when she's away. (This is just one of the many ways a supply of Knox Gelatine helps in household management.)

BANANA SPONGE

2 envelopes KNOX Sparkling Gelatine
1 cup cold water
1 cup banana pulp
2 tablespoons lemon juice
Salt
1/2 cup sugar
Whites of two eggs, beaten stiff
Finely chopped nuts

Soak gelatine in cold water five minutes. Put banana pulp, lemon juice and sugar in saucepan, and bring to the boiling point, stirring constantly. Add soaked gelatine, and stir until cool. When mixture begins to thicken, fold in whites of eggs, beaten until stiff; turn into wet mold or paper cases, and sprinkle with chopped nuts.

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