

**THE NEW
MACARONI
JOURNAL**

Vol. 4, No. 3

July 15, 1922

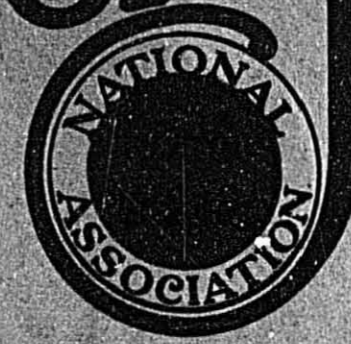
The New
Macaroni Journal

Minneapolis, Minn.

July 15, 1922

Volume IV

Number 3



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

Read in this issue

Q A Detailed Report of the proceedings of the Conference of the Macaroni Manufacturing Industry in this country held June 22-23-24, 1922, at Niagara Falls in conjunction with the Nineteenth Annual Convention of the National Macaroni Manufacturers Association.

Q Comments on any of the addresses or papers and their discussions are welcomed.

LET'S HAVE YOUR VIEWS



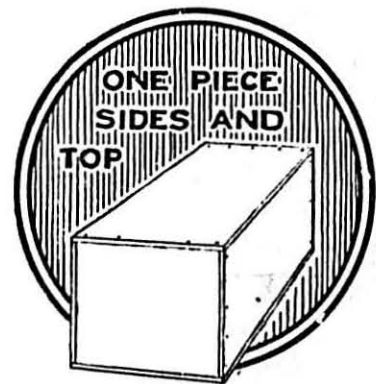
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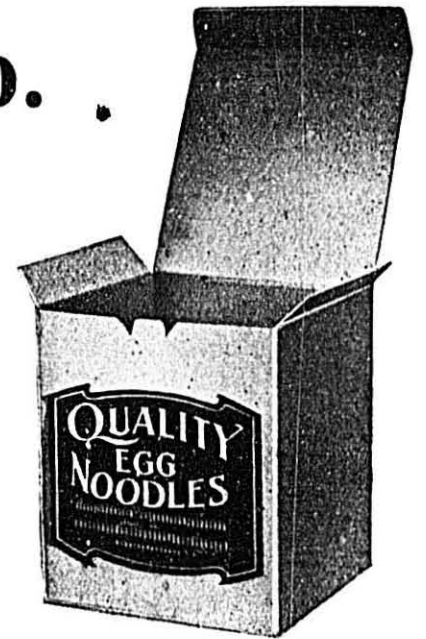
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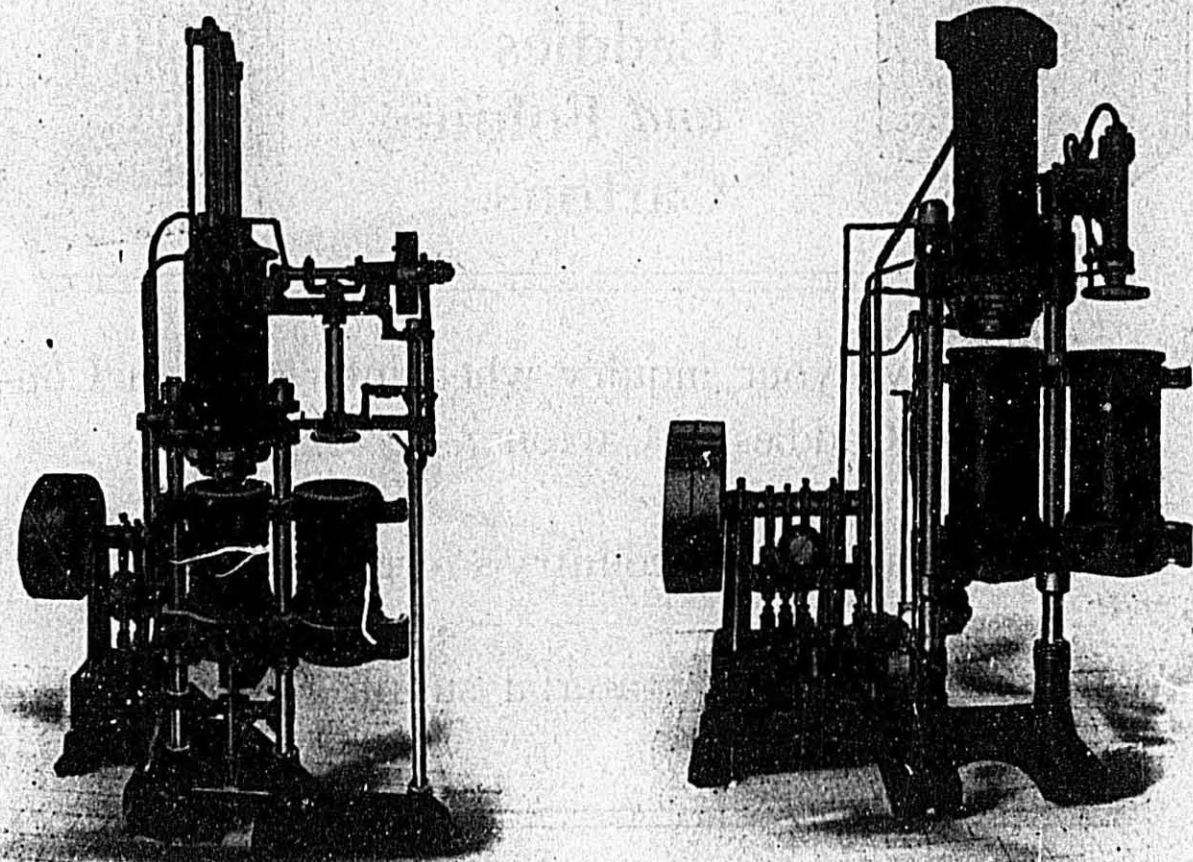
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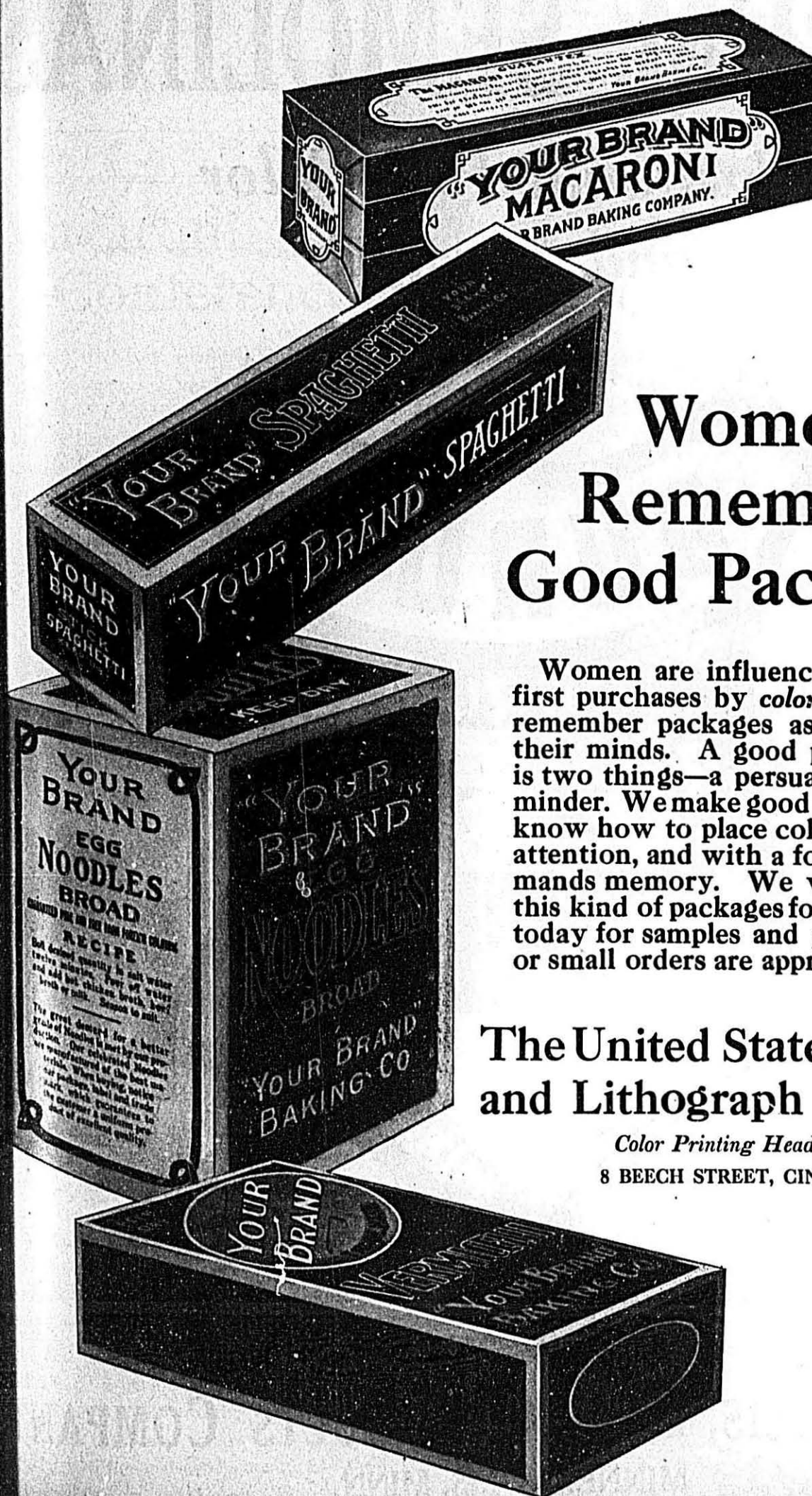
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MACARONI JOURNAL

Macaroni Industry Holds Successful Conference at Nineteenth Annual

THE ANNUAL conference of the leading interests in the macaroni and noodle manufacturing industry in the United States and Canada held at Clifton Hotel, Niagara Falls, June 22, 23, 24, 1922, in connection with the nineteenth annual convention of the National Macaroni Manufacturers association was especially noted for the enthusiasm of those in attendance and for the progressive activities placed well under way by unanimous consent.



Henry Mueller, President.

The conference was thoroughly representative of the industry. Representatives of the leading firms from all the producing centers between the Atlantic seaboard and the Rocky mountains deliberated with owners of smaller concerns and members of the allied trades for the betterment of the industry.

A feature particularly noticeable in the 1922 gathering of the manufacturers of macaroni and similar foods was the willingness of each to subordinate his own ideas and inclinations for the general welfare of the industry. National views replaced local and individual inclinations with the result that the machinery was set in motion for the carrying out of chosen activities along harmonious lines that should result in much good to the industry on this continent.

The new staff of officers chosen to lead the association, and indirectly the whole industry, for the next year is thoroughly representative of the most progressive element in the country. All sections of continent and all groups in the industry are represented on this staff, which insures a unity of action that augurs well for its good.

The excellent program prepared by Secretary M. J. Donna gave general satisfaction and won for the speakers the plaudits of a thoroughly enthused gathering. The social features, the almost endless sight seeing opportunities combined with the businesslike handling of the convention made it possible for the delegates and visitors to enjoy every

moment of their stay in the wonderful convention city of Niagara Falls.

Another notable feature was the large attendance of good genial fellows representing the durum millers, the machinery builders, and similar allied trades whose interest in the welfare of the macaroni manufacturing industry is natural and predominant. They mingled freely with the manufacturers, entered heartily into all discussions in which they are vitally interested and renewed their promises to give every assistance to the association, financial and moral, that will help bring about that longed for condition in the industry whereby every press will be busy supplying an ever increasing demand for our 100% food.

Complimentary expressions were heard on all sides commending Secretary Donna on his activities in making the 1922 convention of the industry a success. As a "bureau of information" he was always "on the job." Such little things as introducing manufacturers and trade representatives to one another, looking after advanced hotel reservations, arranging for the different sessions of the gathering, making preparations for the annual banquet, reserving cars

ASSOCIATION OFFICERS 1922-1923	
President	Henry Mueller C. F. Mueller Co., Jersey City
1st Vice President	E. Z. Vermilyen A. Zerega's Sons, Brooklyn
2nd Vice President	Lloyd Skinner Skinner Mfg. Co., Omaha
Treasurer	Fred Becker Pfaffmann Egg Noodle Co., Cleveland
Secretary	M. J. Donna Braidwood, Ill.
DIRECTORS	
Robert B. Brown	Fortune Products Co., Chicago, Ill.
Henry D. Rossi	Peter Rossi & Sons, Braidwood, Ill.
Wm. A. Tharinger	Tharinger Macaroni Co., Milwaukee.

for the wonderful and inspiring sight seeing tours, keeping tab on the various speakers and assisting the reporter in taking notes of the convention, marked the secretary as a man with a real job on his hands. He was the first to enter the convention room each session and left only when all the program of each gathering was completed. His assistance to the president was particularly appreciated.

Do Your Duty to the Industry's Leaders

The macaroni manufacturing industry of this country and Canada at a conference last month at Niagara Falls completed one of the most progressive and successful gatherings ever held by this group of food manufacturers. A program of more than ordinary merit attracted a goodly percentage of the production capacity of the industry and resulted in the adoption of a most progressive plan of action, the fulfillment of which will mean much to the industry and the individual manufacturer, whether he is a member of a club, group or association.

At this conference there was chosen a staff of officers after due consideration of their ability to fill each respective position. On them devolves all the work and every responsibility of putting into immediate and telling effect the many progressive steps agreed upon and inaugurated at this annual gathering of the cream of the macaroni manufacturing industry.

The National Macaroni Manufacturers Association, speaking and standing for the industry on this continent, now has a new president and board of directors ready and willing to promote any movement that will better conditions in our business. Theirs is, at best, a thankless job, yet it is one that will make heavy demands on their time, deep thought, considerable worry and some expense. The least that they can expect of you is your strong moral support without which their work becomes a burden and with which success is certain.

Trade association work is cooperative effort. The strongest individual in the industry may be chosen as leader and a well meaning and efficient staff may be selected to help him realize his ambitions and our hopes for a successful administration of affairs of the industry, but without the cooperation of the full membership of the National Association and the good will and steady support of the entire industry, their efforts will be miserable failures and their ambitions fall far short of realization.

Most of the members of the industry's leading group, being big business men, need not be reminded of their duty to these officers. The big majority of them has always been willing and ready to assist at every opportunity and on every occasion. To the few who have neglected their fundamental duty and solemn obligation to their leaders, it is urged that they study and appreciate the need of cooperation with the president and the board of directors, through whom it is possible to solve many of the industry's puzzling problems, to get into direct contact with government officials and other business interests whose good will always means so much.

Nonmembers are particularly appealed to in this matter. While it is true that they had no voice in the selection of the present staff of officers on whom falls the none too welcome task of elevating the macaroni manufacturing industry and promoting its interests, still their readiness to lead the fight for the betterment of the general business conditions affecting our industry morally binds you to aid them in every way in this self sacrificing work.

Cooperation from within is expected and from without it is earnestly hoped for. If the progressive members are willing to pay the expense you should be at least willing to help with words of encouragement. Members are expected

to do their duty and nonmembers should realize that through concerted efforts alone can we accomplish for the industry what we all hope for. As benefits accrue to members because of the efforts of the association as a whole, so will they in about the same degree fall to those who do not share any of the expense nor any of the responsibility. No one begrudges them this benefit but they do wish for and expect your cooperation in any way possible for nonmembers to give it.

The National Macaroni Manufacturers Association, while inviting all manufacturers of this food product to join with it to form a strong, interest compelling group, cannot expect to number in its ranks all of those engaged in this industry, but it does expect and should get support and assistance from the rank and file in the industry that any organization established for so worthy a motive is properly entitled to and should get.

Individual firms have their special puzzling problems, communities and districts have vexing questions all their own, but over and above these are matters of national or general interest that interest all manufacturers, large and small, and for their solution it is but natural that appeal be made to the National Association, which is in a position to handle these universal and general problems more expeditiously and efficaciously.

The National Association is in thorough accord with the aims and ambitions of local or special organization, knowing that there exist special reasons for their being. No opportunity will be overlooked by the Association officers in helping to bring about the realization of the purposes for which these smaller groups are organized. On the other hand it feels and knows that there is an urgent need for a strong, centralized body capable and willing to look after the affairs of the industry on this continent in general, and, therefore, hopes that the individuals and the local groups stand just as ready to promote its welfare.

While officially the head officers of the National Macaroni Manufacturers Association only, the President and his staff are nominally recognized as the leaders in the industry and looked upon as such by government and trade bodies in all matters of a national nature. For this reason alone they are deserving of the undivided and whole hearted support of every manufacturer of this foodstuff.

It is surprising to know how many nonmembers come to the National Association for information and advice. It is astonishing to realize the number of problems presented to this group for solution by those who in no way contribute to its existence. But it is pleasing and encouraging to know that the National Association in its broadmindedness welcomes every opportunity to show its true worth, its willingness to be helpful for the industry's sake. It welcomes this opportunity to help as freely as it would welcome the privilege of numbering these nonmembers as coworkers.

The industry has chosen its leaders. All are now morally obligated to uphold them in their activities and to give them their unstinted and unlimited aid.

Advise with them, consult them about your needs and join with them in their efforts to put over their well prepared plans that have in them so many possibilities for good for this growing industry.

Uphold the hands of your President and the Board of Directors.

IMPORTANT MEASURES VOTED

Annual Convention of Macaroni Makers Marked by Forward Steps—Views on Tariff and Enforcible Standards Wired Senators and Definitions Committee—Cost Accounting and Financing Study Planned—Sectional Meetings and Local Auxiliaries Favored—Strong Ticket Elected to Guide Craft.

The convention was called to order at 10:30 a. m., Thursday, June 22, 1922, in the convention hall of the Clifton Hotel, Niagara Falls, by President B. F. Huestis, who bid the representatives of the macaroni industry and the allied trades a hearty welcome, soliciting them to join freely in the work of this annual conference and inviting all to assist in every way possible toward making the 1922 convention of the National Macaroni Manufacturers association the most progressive and farreaching ever held.

Perfect Setting

No gathering ever opened more auspiciously—amid beautiful surroundings, with weather that was ideal and with a delegation thoroughly representative of practically every section of the country. Mr. Wilkinson, representing Mayor Charles T. Newman of Niagara Falls, Canada, extended a

plenteous supply of water around here, but nothing to drink."

Legislation Proposed

Owing to the untimely death of C. F. Mueller of Jersey City, who was chosen to lead the association activities at the 1921 session, Mr. Huestis was elevated to the position of head of this organization. During his short term of office the association activities were so limited that he was not prepared to give an extended account of the work done by the association during the past year. He did make a very interesting oral report and recommended some progressive legislation that was afterwards adopted by the convention and which will be put into effect during the new year.

First Miss for Mr. Becker

When the report of the treasurer was called for it was



M. J. Donna, Secretary.



Lloyd Skinner, Second Vice President.



Fred Becker, Treasurer.

cordial welcome to the macaroni men to a convention that would accomplish the greatest good for the industry in general and inviting some of the manufacturers present to make Niagara Falls their permanent home, because electrical power for operating plants was so cheap though labor was measurably high. He urged all to feel right at home among friendly folks and in the same hotel and city that so pleasantly entertained them two years ago.

"Water Everywhere"

E. Z. Vermylen, vice president, expressed the thanks of the national association for the cordial welcome so warmly extended and assured the people of Niagara Falls through the representative of the mayor that the visitors would take every advantage of the opportunities for pleasure and business which the renowned resort offers. He stated that he was particularly interested in the remarks of the welcoming official regarding the food products produced in that locality and in the vast amount of power and water that surrounds, adding, "We agree with you that you have a

learned that Fred Becker, who has served this association in this capacity since its organization in 1904, was in Europe on business, and that this compelled him to absent himself from a meeting of the association, the first missed by him since its establishment nearly a score of years ago. His son, Fred W. Becker, Jr., gave a brief report of the financial standing of the association and stated that the balance on hand was slightly less than that reported a year ago.

Wider Association Scope

In his report Secretary M. J. Donna gave an interesting account of the activities of the association during the year and showed that everything possible was accomplished with the small means at the disposal of the association. His answer to the query, "What has the National Association done?" by asking in turn, "What can the Association do with small dues collected annually?" brought about a later discussion that resulted in a plan of campaign being adopted that will increase the scope of the association activities by increasing dues, and this should make membership therein

invaluable to all the macaroni manufacturers on this American continent.

Busy Bees Named

The regular standing committees were appointed early in the session by President Huestis in order that their particular work could be taken up immediately and due deliberation given. The committees were as follows:

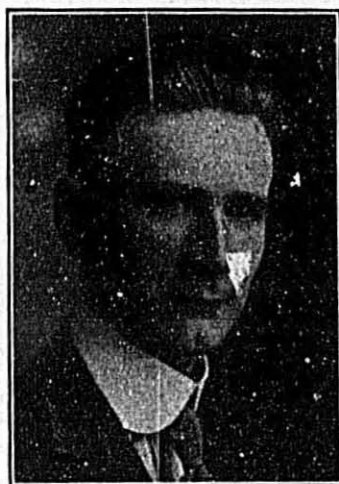
Resolutions—Wm. A. Tharinger, Henry Mueller.

Auditing—Robert B. Brown, H. D. Rossi.

Nominating—F. W. Foulds, J. T. Williams and Lloyd Skinner.

Sight Seeing and Baseball

The afternoon of the first day was given over to diversified pleasures that make the annual gathering of macaroni manufacturers so inviting and that provide for the establishment of closer acquaintances that help make the convention work more congenial. As arranged for and an-



Henry D. Rossi, Director.



Robert B. Brown, Director.



W. A. Tharinger, Director.

nounced by Secretary Donna touring cars awaited all visitors and guests at the entrance of the hotel for a tour of the many points of interest and a view of the many wonderful sights for which the Niagara river at this point is noted. The falls were viewed from all angles from both sides of the international boundary. The hydroelectric plants were inspected by those mechanically inclined. Some took in the rapids while many of the more daring ones "enjoyed" a thrilling ride across the famous whirlpool in the Spanish aero car. Two hours were spent in this sight seeing tour after which the convention guests went to Victoria park where the more nimble ones took part in the annual baseball fracas. Others amused themselves watching the battle for supremacy between two selected teams, or in wandering about this beautiful park studying the beautiful perennial flowers and the rare trees which abound there.

"CLOSED" EVENING SESSION

During the closed session of the convention held the evening of June 22 questions of specific and vital interest to macaroni manufacturers were considered from every angle. Two important resolutions were adopted after some discussion. The first stated the stand assumed by the industry toward the adoption of a sufficient and adequate tariff on imported macaroni, spaghetti, noodles, etc., that would tend to put the American manufactured products on equal selling basis with those made in the foreign countries

by cheaper labor. The second resolution placed the association on record as favoring the elimination of the word "whole" with reference to egg requirements in egg noodles. If the wishes of the convention are to be carried out by the committee of definitions of standards of the Department of Agriculture the regulations covering the manufacture of egg noodles will be changed to provide for 5% egg solids instead of 5% of "whole" egg. This amendment if adopted would permit the manufacturer to use either 5% of yolk or 5% whole egg or any combination provided that the egg used equals 5% of the mixture.

Jacobs at Helm

Dr. B. R. Jacobs, director of the National Macaroni Laboratory at Washington, D. C., took charge of the evening session as leader of discussions. In assuming the chair he addressed the members as follows:

"Before I start in on the discussion of the various topics

that we have here tonight, I want to announce that there are two very important things going on in Washington just now. One of them is the tariff and the other is the standards on macaroni.

"The senate is in session and will reach the agricultural schedule probably within a day or two; in fact it may have reached it today—but it was very near it when the argument was started whether or not the senators were going to discuss the bonus first. I think that they are going to work very fast and I would like to propose that the resolutions committee get together tonight and frame a resolution addressing it to Senator McCumber, who is heading the tariff, asking that he support the bill as it now stands. They increased the duty from one and a half cents to two cents a pound in the senate finance committee, and we at least ought to have two cents a pound import duty on it; and if the resolutions committee can get together and frame something tonight, so that you can send it off tonight in a night letter it will receive consideration. Another thing—any manufacturer who wants to, of course, can just duplicate this telegram and send it to his own senator, who might be able to help.

"The other subject is the standards on macaroni. The federal committee on definitions of standards has been meeting in Washington all this week. It began on the 19th and it will finish tomorrow night. It is considering the standards on macaroni. It is considering all material that we have been talking about the last year, and I think that

resolution ought to be framed and sent to A. S. Mitchell of the bureau of chemistry, who is secretary of the committee, showing just where the Association stands on the question of standards on macaroni. Now if you want to discuss this proposition before we start in with the rest of it, I believe we ought to do it now.

"What we have in mind is the letting down of the standards to the use of the straight grade of flour or better, or to a use of flour plus semolina, or to the use of semolina alone. That is what the committee is going to work on.

"I sent out a questionnaire some time ago, and on that subject I got a good many letters, practically all of them willing to reduce the standard so as to permit the use of flour. In one or two instances they were willing to use small quantities of something else, but I do not think we ought to go into that at all.

"The reason we asked for a change in the standard was not because we wanted to reduce the quality, but because we found the department was not enforcing the quality and could not enforce it; but it found it could enforce a straight grade better.

"There is no stipulation in the standard about color. The color will remain the same as now. When color is used it will have to be declared. That is the only requirement on the color. You always have had to declare it. That is not as important, though, as the proposition on the tariff. Every senator ought to hear from you tomorrow, I believe, that you want at least what the McCumber bill has given us. That is only about 55 or 60% of what we are entitled to.

We asked for 3½¢ for macaroni and 4¢ for noodles, and the Fordney bill gave us 1½¢. We are entitled to 2¢ on noodles and everything."

2-Cent Resolution

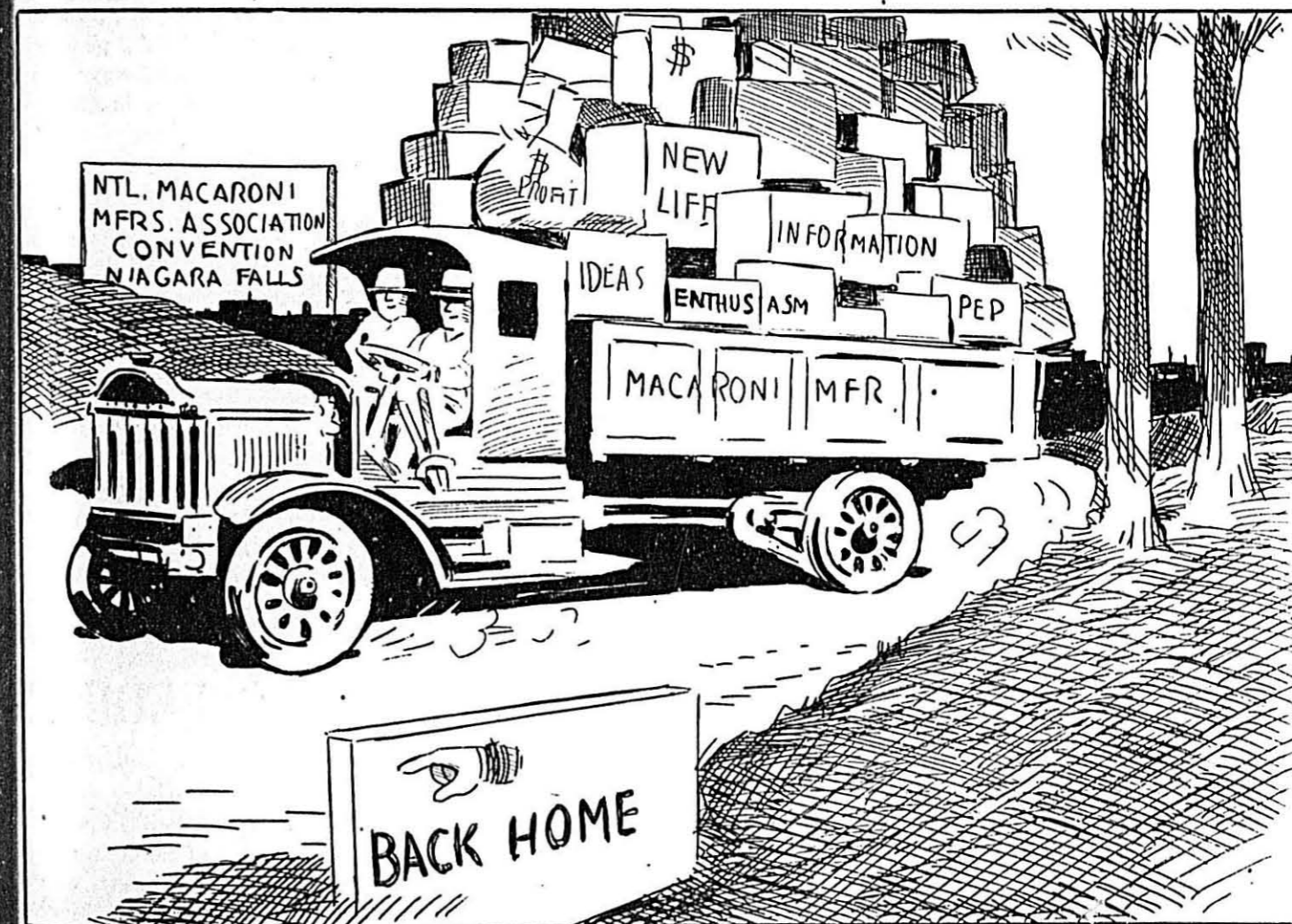
A general talk followed in which the leading macaroni manufacturers took active part and as a result the resolution advocating a duty of 2¢ per lb. was unanimously adopted and as a result a telegram was sent to Senator P. J. McCumber, chairman of the senate finance committee, urging action in keeping with the sentiment that prevailed at this convention.

"I am going to try to take these things in order. First of all we have got here the 'Standards on Macaroni' and I think that ground has been pretty well covered. Everybody knows just what the standards committee is going to do on that though there has been considerable individual difference of opinion about it. I think, though, that on the whole everybody realized that the department has not been enforcing these standards; and the standard as it is, although it is very high, has prevented the use of inferior grades of flour; so we might as well have a standard that is workable.

"What the department defines as 'Straight' is what the milling trade knows as straight."

To Define Flour

At this point Dr. Jacobs told of the pending ruling on bread standards and gave an interesting account of the efforts being made by another organization that has been



LUCKY FELLOWS!
Returning from Macaroni Convention Loaded to the Guards With Good Things.

present, thus failing to take advantage of the wonderful opportunity provided for the meeting of fellow manufacturers on a common ground where good fellowship prevailed.

Regrets By Wire

Telegrams were read by the secretary, regretting inability to attend convention this year but wishing the macaroni industry a year of unprecedented production and consumption. These came from Arthur Rossi of A. Rossi & Company, San Francisco, and from J. L. Ferguson and Company of Joliet. Letters along similar lines were read from Fred A. Hamilton of Chicago of the Minneapolis Durum Products company and from Joseph Freschi of Ravarino and Freschi Importing and Manufacturing Co. of St. Louis. The latter also suggested that action be taken looking toward proper classification of macaroni products in reference to freight. Invitations from various cities asking the pleasure of entertaining the 1923 convention were read, among which were San Francisco, Cleveland, New York, Chicago, St. Louis, Alamac Hotel, Arlington, N. J., and Quebec, Canada.

Higher Tariff Rate, Etc.

Telegrams expressing the views of the convention were sent to P. J. McCumber, chairman of the senate finance committee at Washington, D. C., urging adoption of the senate amendment to the Fordney tariff act calling for a Two Cents per pound duty on alimentary pastes instead of the one and a half cent provision in the original bill. Similar messages were sent senators of various states by individual firms. The concensus of opinion prevailing in the industry for the adoption of enforceable standards on macaroni products was conveyed by telegrams sent by the association to the Committee on Definition and Standards then in session at Washington.

Two Important Topics

Two topics of special and general interest that were continually before the convention during the two days were—Cost Accounting, and Proper Financing of Association. Practically every one present voiced his sentiments and stated his views, and as a result two special committees were appointed to study the subject particularly referred to each and to report their recommendations as soon as possible. Those selected to serve on these committees are as follows:

Cost Accounting Committee

R. B. Brown of Fortune Products Co., Chicago.
J. B. Hubbard of Prince Macaroni Mfg. Co., Boston.
H. D. Rossi of Peter Rossi & Sons, Braidwood.
F. X. Moosbrugger of Minnesota Macaroni Co., St. Paul.
H. D. Reed of Macaroni Foods Corp., Omaha.
Dr. B. R. Jacobs of National Cereal Products Laboratories, Washington, D. C.

Association Financing Committee

C. F. Yeager of A. C. Krumm & Sons, Philadelphia.
F. W. Foulds of Foulds Milling Co., Chicago.
Wm. A. Tharinger of Tharinger Macaroni Co., Milwaukee.
E. Z. Vermynen of A. Zerega's Sons, Brooklyn.
J. T. Williams of The Creamette Co., Minneapolis.

Sectional Meetings

A general opinion prevailed throughout the convention period that much good resulted from get-together meetings of this nature and more frequent gatherings of the industry

were urged. The board of directors will attempt to put this proposal into effect during the new term when sectional meetings will be held wherever and whenever convenient.

The convention also looked with favor on the organization of city or district clubs or auxiliaries destined to work out purely local problems under the supervision of the national association and every encouragement will be lent cities desiring to act on this plan.

Time, Place for 1923

The matter of time and place of the 1923 convention of the Macaroni industry and of the National Macaroni Manufacturers association was left to the decision of the incoming board of directors to choose such place and date as changing conditions might warrant.

Walkaway Election

The following staff of officers was unanimously chosen for the handling of the affairs of the association for the next fiscal year:

President—Henry Mueller of C. F. Mueller Co., Jersey City.

1st Vice President—E. Z. Vermynen of A. Zerega's Sons, Brooklyn.

2nd Vice President—Lloyd Skinner of Skinner Mfg. Co., Omaha.

Treasurer—Fred Becker of Pfaffman Egg Noodle Co., Cleveland.

Secretary—M. J. Donna, Braidwood, Illinois.

Directors—Wm. A. Tharinger of Tharinger Macaroni Co., Milwaukee; Henry D. Rossi of Peter Rossi & Sons, Braidwood; R. B. Brown of Fortune Products Co., Chicago.

Au Revoir Amenities

The convention closed with a vote of thanks to the retiring President Huestis and after short talks made by the new officers, who promised to do everything in their power to promote the interests of the National Macaroni Manufacturers association, the welfare of the entire industry, and to carry out the mandates of a convention that was voted the most successful and progressive in the history of the industry.

Macaroni Wanted for Near East

Captain J. C. Curran, social director of Near East Relief, in an address to the convention stated that approximately \$16,000 was spent last year in purchasing macaroni and similar pastes for shipment to the Near East to relieve the millions in want in Asia Minor. He stated that no other food was found so acceptable, so nutritious and so satisfying as macaroni. "Broken" macaroni would be acceptable for this relief work and any manufacturer wishing to aid a good cause might furnish this class of products to the relief committee.

How to Pack for Relief

Place broken or other macaroni in sacks. Give it to the railroads who will transport it free of charge.

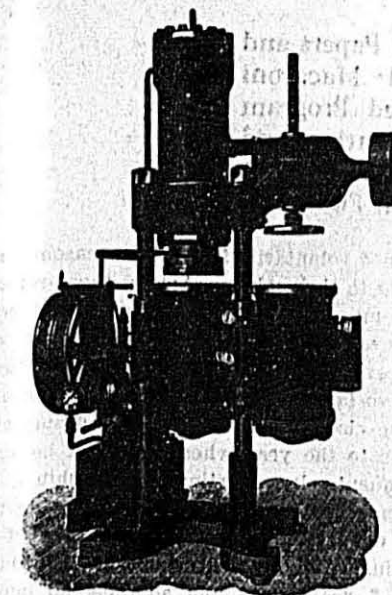
Bill it as follows:

Near East Relief,

U. S. Army Base, Brooklyn, N. Y.

Send duplicate of bill of lading to Dr. J. C. Curran, Social Director, 151 Fifth Avenue, New York City.

See Page 42 for Resolutions Adopted



Presses

Screw and Hydraulic

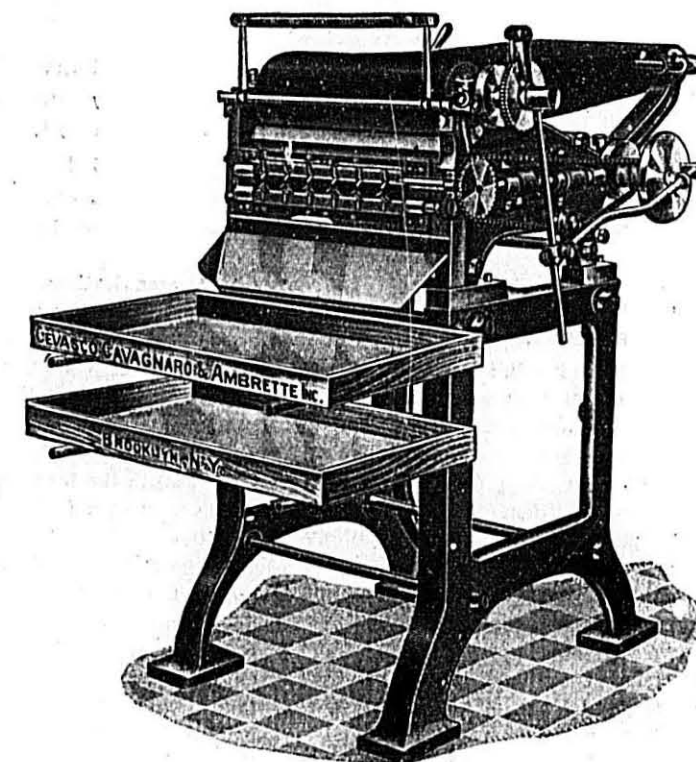
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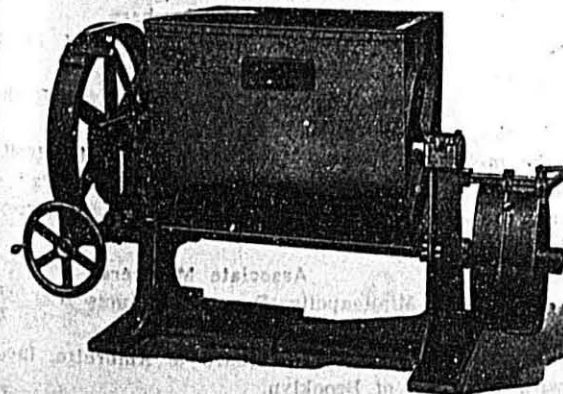
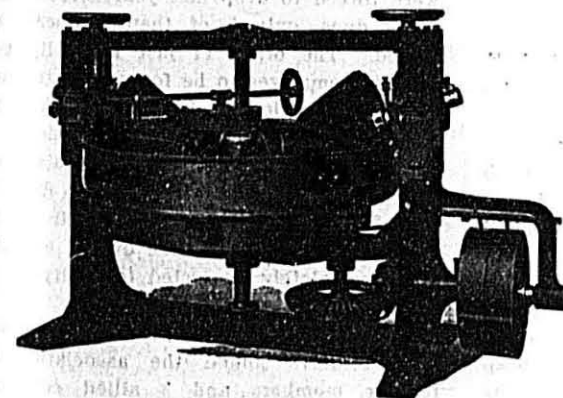
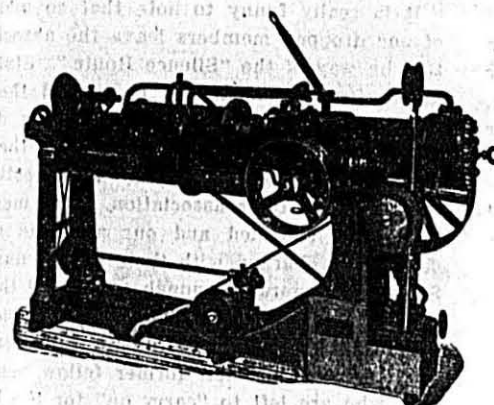
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BROOKLYN, N. Y.
U. S. A.



Feast of Good Ideas Offered in Papers and Addresses Given at National Macaroni Conference as Part of Prepared Program for Nineteenth General Convention and Reproduced in Following Pages—Reports of Secretary and Treasurer With Full Text.

Secretary's Report

By M. J. Donna

In conformity with the laws of the National Macaroni Manufacturers association and with the custom that has prevailed in this organization since it was established 19 years ago, I am pleased to give a brief report of the activities of the association during the past year, to review conditions as they appear to me to affect our industry and to make to you a financial accounting of the year's receipts and expenditures.

Just as a year ago I called your attention to the trying conditions that confronted business then; in my opinion the period just completed was just as discouraging, if not more so. The past year has been beset with difficulties and even today we are confronted with serious economic problems that affect us individually and collectively.

The macaroni manufacturing industry, like so many others, is suffering from the war period stimulus that brought about an increase in productive capacity. Production, as a result, greatly exceeds demand, and the principal problem for us to solve is what is to be done with this surplus.

When business is good everything is lovely. When the reverse is true criticism becomes rampant everywhere, as this appears to be the easiest thing to do especially during subnormal periods similar to the one we have just passed through. But not all criticism is harmful. That which is of the helpful, constructive kind is always welcomed and should bring about a change for the better.

During the past year the National Association has stood firmly and solidly for all plans, measures and suggestions that would, in the estimation of its officers, be beneficial to the individual as well as to the industry. It was out of the question to expect wonderful results under conditions we have just passed through but, as may be expected, we overlooked no opportunity to pull together, and through concerted action and united effort have done fairly well toward solving some of the vexing problems that confronted us during this disastrous period.

The purpose of this association, like of all similar organizations, is two fold. First, our association should be an educational institution, aiming to teach our members and the industry we represent to progress along agreed lines, to follow honest business practices, eliminate unnecessary waste of efforts and materials, facilitate distribution, lower manufacturing cost, and to advance the grade or quality of the goods we manufacture. Second, your association serves as a connecting link between manufacturers, and also serves to bring about a more friendly relation between them and the allied trades, government bodies and re-

search organizations that are often found so helpful in many ways.

Our field of usefulness is limited only by the degree of willingness with which the officers of the association and the individual components do their bit along the lines suggested. So far we have succeeded surprisingly well in the face of deliberate attempts on the part of a few to tear down the constructive work of the leaders.

At the Detroit convention a year ago you saw fit to call into even more active service one whose loyalty to the association was generally appreciated and one who served as a leader in this organization in its infancy, when every ounce of energy was expended, not in accomplishing wonderful things, but in forming a nucleus of the present high standing organization. I refer to our beloved and revered C. F. Mueller, whom the Angel of Death removed from our midst only a few months after his induction into office as president.

In spite of his impaired health, the first few months following his election were spent by him in studying the macaroni manufacturing situation and in laying out well defined plans, and had he lived to put them into effect great benefits might have accrued to the industry and to this association. But God willed it otherwise and with his departure all the good things that he had conceived for this association which he had fostered and fathered for years were lost to us.

Upon his successor, our President B. F. Huestis, fell the arduous duties, and without any knowledge of the plans and ideas formed by our departed leader he went at his task willingly and as a result much good for the industry was accomplished even under the trying conditions that confronted us during the short time that he was in this office.

Since the last convention this association has become a member of the Chamber of Commerce of the U. S. A. and has been working with the various department heads of that group for the betterment of general and specific conditions that have and are causing us so much worry. I feel that through harmonious cooperation with the officers of this well known business association the macaroni manufacturers of the country, and especially our members, are to derive some wonderful benefits in the near future. Intricate problems of the individuals as well as puzzling problems of the association may be solved with the help of this, the country's leading business group.

MEMBERSHIP

Our present membership is not quite so large as that reported last year. Several of the firms formerly associated with us have gone out of business while others have

resigned voluntarily for various reasons best known to themselves. Among those reported as members last convention were several that owed only a year's dues and whom we fully expected would pay up, but since they have so far failed to do so, their loss should not be charged to the year just closing but rather to the year when they first became delinquent. In reporting membership it is not, nor has it ever been my policy to report dead timber just for the sake of a showing. When a firm or an individual owes 2 years dues and signifies no intention to make good this arrearage, his name is immediately stricken from the list of members in good standing.

It is really funny to note that so many of our dropped members leave the association by way of the "Silence Route." Statement after statement can be mailed them without eliciting a reply. Hints, even demands, go unheeded. After carrying them in a forlorn hope that they may realize their duty to their association, their membership is canceled and our accounts receivable is charged with their unpaid dues. Some are honorable enough to pay all that is owed and then resign. That is the only businesslike way of withdrawing, a just and fair treatment of their former fellow members who are left to "carry on" for the industry.

Of the 16 regular members whom we were forced to drop last year for owing 1 years dues, only 2 of them properly resigned. The other 14 just naturally permitted themselves to be forced out through intentional neglect of just duty to their association. Of the 4 associate members being dropped, 1 sold out and duly notified us of this fact after paying dues in full; 2 told us of their intention to resign but did not pay dues then owing, and the other completely neglected to notify us of its intention.

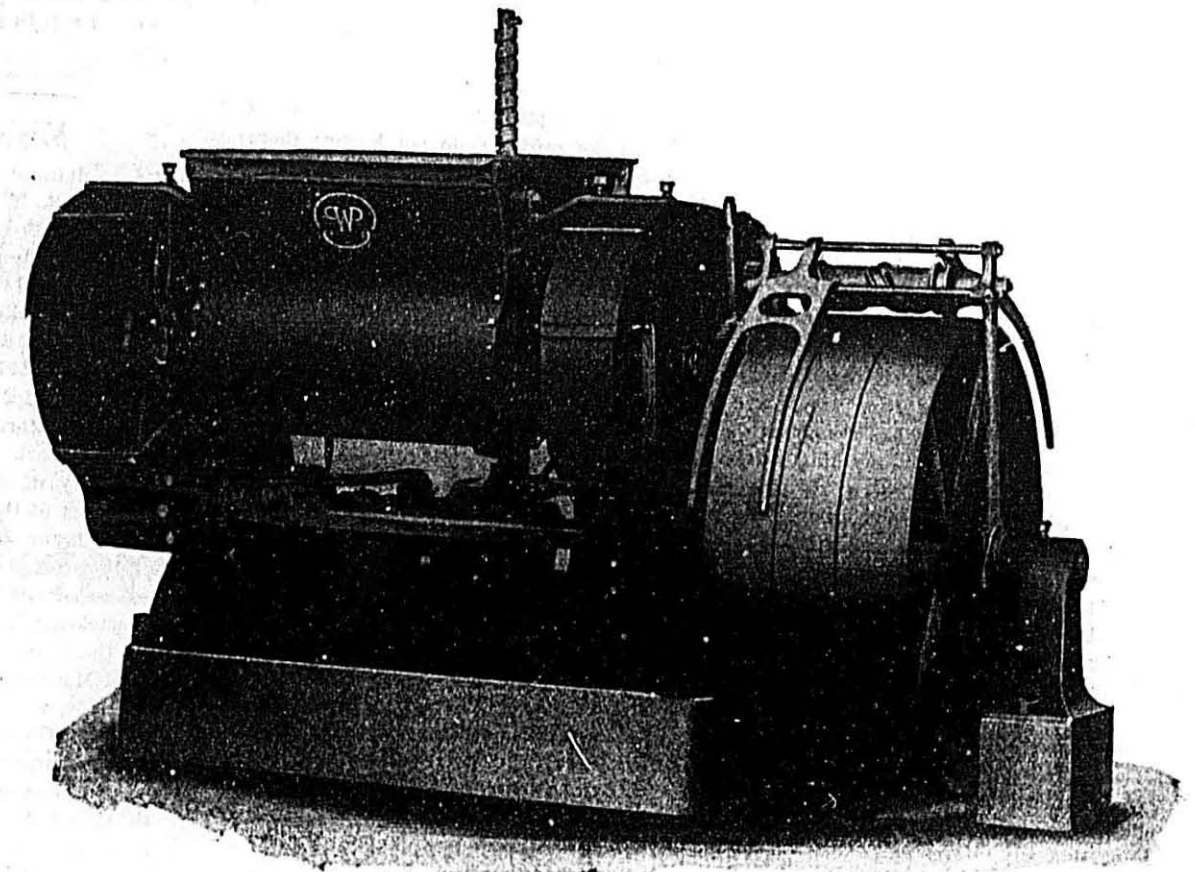
During the year just passed 4 macaroni manufacturers joined the association as regular members and 3 allied concerns affiliated themselves with us as associate members ready to operate for our common welfare. The new members are as follows:

Regular Members

The Atlantic Macaroni Co. of Long Island City.
The Woodcock Macaroni Co. of Rochester, N. Y.
S. Viviano Macaroni Mfg. Co. of Detroit.
Indiana Macaroni Co. of Indiana, Pa.
DeMartino Macaroni Mfg. Co. of Jersey City.

Associate Members

Minneapolis Durum Products Co. of Minneapolis.
Cevasco, Cavagnaro & Ambrette, Inc. of Brooklyn.
F. Maldari & Bros. of New York City.



A uniform "mix"— a uniform product!

You can't make a macaroni of fine color and even finish unless your mixing and kneading methods are RIGHT.

The Universal Kneading and Mixing Machine assures a uniform mix. The mixing action is swift and thoro. No particle of material can escape the action of the blades.

The water is incorporated perfectly with the flour and other ingredients into a dough of uniform finish and texture.

Universals are at work in leading macaroni, spaghetti and noodle factories. Let us show you why.

Write our nearest office for full information.

write for
New Catalog

Just off the press—our new catalog of W & P machinery for makers of alimentary paste goods. A copy should be in your file. Write us on your letterhead and we will send one, gladly.



Joseph Baker Sons & Perkins Co., Inc. - White Plains, N. Y.

Sole Sales Agents: WERNER & PFLEIDERER Machinery

NEW YORK PHILADELPHIA CLEVELAND CHICAGO SAN FRANCISCO

—just One item of—
Werner & Pfleiderer Machinery
for the MACARONI Trade

At the opening of this convention, our membership, both regular and associate, numbers 70. Of these, 42 regular members and 17 associate members have paid their dues in accordance with our laws, that is in advance to March 31, 1923. Among the regular members are 11 who still owe for dues for the fiscal year beginning April 1, this year. Just how many of these tardy ones will have to be reported suspended at our next convention only time will tell.

OUR OFFICIAL ORGAN

One of the most exacting as well as pleasant duties of your secretary is the editing of our official organ, The New Macaroni Journal, a trade paper that has done more to advertise our industry than anything ever attempted by this association or by the whole group of manufacturers in this country. If our association had accomplished nothing else since its organization than to launch this successful and helpful publication, that in itself should satisfy even the most critical. Our official organ is the recognized spokesman of the industry as well as the association. Government officials, members of the allied trades, business organizations of all kinds, and trade publications of all classes frequently refer to this publication for varied information in which each is particularly interested and also contribute freely to its columns, items of value and interest to our trade.

In spite of the none too encouraging business situation that confronted our industry and the allied trades during the past year our list of advertisers holds up surprisingly well, and our list of subscribers, naturally limited to this restricted industry, is proportionally large. The income from the New Macaroni Journal is sufficient not only to cover the cost of publication but to finance practically the entire expense of conducting the National Association. When it is noted that the entire income for association dues for the past year was slightly under \$2,000 the value of the official organ to our organization can best be judged and appreciated. The publication committee appreciates the help given to it by many of the macaroni manufacturers but it feels that a more hearty response, and readiness to help on the part of some who should do so, the income and the value of the New Macaroni Journal to the association and the industry would be greatly enhanced.

OUR FINANCES

Here is a brief statement of the financial affairs of the association for the year ending June 1, 1922:

Receipts, June 1, 1921, to June 1, 1922 \$10,926.75

These were made up as follows:

Journal advertising \$8,828.50
Journal subscriptions 348.25
Association dues 1,950.00

The expenditure for the year amounted to \$12,181.27.

They were made up as follows:

Association expenses \$3,784.24
Journal publication 8,397.03

Balance in funds June 1, 1922, was \$2,235.23 which includes an over remittance of FIFTY CENTS to treasurer by secretary.

I wish to express my appreciation of the help and good wishes of the officers of the

National Association and for the kindness of the members so frequently manifested in varied ways. It has been a pleasure to work for and with them. If the association has not accomplished all that you expect of it, do not criticize, do not blame; there may be and there are good and sufficient reasons why all that everyone expects, is not all done. Frequently the question "What has the association done?" changes into the more pertinent one of "What have you done for your association?" There has been much good accomplished and much more beneficial work is yet to be done and we cannot expect to bring this about without the harmony that should prevail in any well conducted successful business.

I earnestly hope that the spirit to prevail in this convention will be one of recognition of the viewpoints of others, and cooperation for the welfare of the industry and the association. With that thought in mind, all are invited to fully interest themselves in the various affairs to come before this annual meeting of manufacturers whose consistent and honorable actions in the past have made a name for the macaroni manufacturing industry and for this, a most representative association, that many thought was impossible of accomplishment.

In the language of our honored and respected President, Warren G. Harding, "We are on the brink of a new era. LET'S PUSH."

Treasurer's Report

By Fred Becker

\$ 3,536.01 Balance on hand in bank, time of 1921 convention.

136.35 Disbursement check No. 122 not cleared at time of 1921 convention.

3,399.66 Actual balance at time of 1921 convention.

11,129.27 Receipts from all sources.

14,528.93

12,202.83 Disbursements (not including check No. 122).

2,326.10 Actual balance as of June 20, 1922.

405.73 Disbursements, checks (itemized below) not cleared.

2,731.83 Balance on hand in bank as of June 20, 1922.

Checks Not Cleared June 20, 1922

No. 194 \$369.58

No. 198 3.65

No. 199 32.50

\$405.73

This report was read by Fred Becker, Jr., who said:

I am pleased to give this brief report in the absence of my father, who is now in Europe on business. He feels keenly his inability to be with you at this gathering, the first convention that he has missed since the organization of this efficient macaroni association, which he helped form 19 years ago. Though absent in person he is with you

in spirit, and in his behalf I desire to greet you and to give you his very best wishes.

(Continued on page 22.)

Misbranding

10245. Adulteration and misbranding of noodles. U. S. . . . v. 10 Boxes, 14 Boxes, and 28 Boxes of Noodles. Default decrees of condemnation and forfeiture. Product delivered to the Salvation Army for consumption and not for sale. (F. & D. Nos. 15417, 15417-a. I. S. Nos. 15428-t, 15429-t. S. No. E-3597.)

On Oct. 19 and 21, 1921, respectively, the United States attorney for the Southern District of New York, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district libels for the seizure and condemnation of 10 boxes, 14 boxes, and 28 boxes of noodles, remaining unsold in the original unbroken packages at New York, N. Y., alleging that the article had been shipped by the Cleveland Macaroni Co., Cleveland, Ohio, on or about Nov. 4, 1920, and transported from the State of Ohio into the State of New York, and charging adulteration and misbranding in violation of the Food and Drug Act, as amended. A portion of the article was labeled "Fine Egg Noodles." The remainder of the article was labeled in part: " * * * Excellence Brand High Grade Durum Flour Noodles * * * The Cleveland Macaroni Co. * * * Cleveland, Ohio Contain Egg * * * "

Adulteration of the article was alleged in substance in the libels for the reason that a substance, water noodles, had been mixed and packed with, and substituted wholly or in part for, the said article. Adulteration was alleged with respect to a portion of the article for the further reason that it was mixed in a manner whereby its damage or inferiority was concealed.

Misbranding was alleged in substance for the reason that the labels of the said article bore the statements, respectively, " * * * Noodles * * * Contain Egg" and "Fine Egg Noodles," which were false and misleading and deceived and misled the purchaser. Misbranding was alleged for the further reason that the article was an imitation of, and was offered for sale under the distinctive name of another article. Misbranding was alleged with respect to the portion of the article labeled "Fine Egg Noodles" for the further reason that it was food in package form, and the quantity of the contents was not plainly and conspicuously marked on the outside of the package.

On Dec. 16, 1921, no claimant having appeared for the property, judgments of condemnation and forfeiture were entered, and it was ordered by the court that the labels on the boxes containing the product be obliterated by the United States marshal, and that the product be delivered to the Salvation Army for consumption and not for sale.

C. W. PUGSLEY,

Acting Secretary of Agriculture.

There's something you can achieve without effort: Failure. Nothing else.

Your Package Problems

Can Be Solved Effectively
and Permanently by

Peters Package Machinery

The benefits of the Peters Package are not limited to the large Nationally Known Manufacturers who use our automatic Package Machinery. Many smaller macaroni manufacturers can and do use Peters Machinery very profitably.

Have you secured the figures for your Business? It may surprise you to know how small an output of packages a day can be handled more economically with Peters Machinery than by hand.

Peters Machinery Company

Factory: 231 West Illinois Street
CHICAGO, ILLINOIS



MILLING DURUM TO SUIT THE TRADE

Acme of All That Is Difficult as Applied to Any Grain—Outcome of Extensive Scientific Study and Experimentation—Care in Buying Wheat Essential—Choicest Raws Ground.

By Thomas L. Brown of Washburn-Crosby Co., Minneapolis

It is a great pleasure to attend another convention of your association, to greet old friends and meet new ones, whose names are so familiar to me. The honor your committee has extended in requesting me to address you is greatly appreciated. The subject assigned seems a peculiarly happy one, one in which the macaroni manufacturers and the durum millers are equally and vitally interested.

Milling durum to suit the trade is not a single, nor a simple process. On the contrary it is the acme of all that is difficult in milling as applied to any grain. The process of milling semolina today is, of course, the result of very extensive scientific studies, investigations and experiments. In addition to the actual milling of the grain, the manufacture of semolina involves numerous other important and difficult operations. Vast quantities of wheat must be purchased, and this must be done under the supervision of an expert. Every carload of wheat purchased must be tested and analyzed, and this necessitates a chemist and a laboratory. Every possible safeguard must be placed about the cleaning of the wheat that all foreign seeds and grains be removed, for in no other product milled from grain will foreign matter or careless milling so quickly be discernible to the naked eye.

The durum miller produces a very exacting product. For this reason, most durum millers not only find it necessary to use the utmost care in the purchase and handling of their wheat, but also find it advisable to send experts into the wheat fields as each new crop matures, that they may know from which districts the choicest and most uniform grades can be drawn.

The macaroni manufacturers are becoming more and more exacting in their demands for quality semolina. There was a time when at least some of the macaroni fraternity found it expedient to compromise on their standard of quality and use ordinary wheat flour. There are a few who still pursue this policy, but their business is steadily receding before the advances of "quality" macaroni products.

It is very clear that the interests of the durum miller and the macaroni manufacturers are mutual. Both of us must base our operations upon the choicest raw materials we can obtain, compromising in our standard only when the ideal raw material is not available.

It is not my intention to dwell too long on the subject of wheat. The handling and manufacture of it into semolina to suit your requirements is more within the scope of my remarks, but before leaving this most important subject allow me to emphasize the fact that the securing of clean, high grade grain, is the big problem of the durum miller, and to get satisfactory durum wheat as needed, purchased on a basis that will not too much increase the cost of the

finished product to the macaroni manufacturer, is not a simple matter.

The buyer for a macaroni plant has a less complicated situation to deal with in the obtaining of raw material. At the same time he has his troubles. In the first place there is no generally accepted standard of granulation. Few millers or, for that matter, macaroni manufacturers seem to exactly agree on what is an ideal granulation. This probably is as it should be as it gives ample scope and opportunity to both industries to work out their own theories and processes. As a result of these conditions the buyer for a macaroni plant does not always find it



Thomas L. Brown, Minneapolis.

easy to obtain at favorable figures just the types of semolina he prefers. As soon as a miller purchases a car of durum wheat a sample of it is submitted to the laboratory for chemical analysis. If it does not come up to the expected or necessary standard it is not unloaded but is resold on the market the next day. Here the miller has quite an advantage over the buyer of semolina. I mention these things simply to emphasize the fact that we both have our troubles, and that we are both trying to do the very best the circumstances will permit. The wheat buyer is also confronted by the fact that too large a percentage of durum wheat offered in the market is badly mixed with spring wheat and other grains due, in a considerable measure, to the carelessness of the farmer both in storing and seeding his durum grain. The wheat buyers must judge accurately the color, whether the foreign seed will be easily separated from the good grain, its weight and plumpness, and its probable milling quality. Durum wheat that meets the conditions of the good grain buyers always commands a premium.

Having passed many searching tests the wheat is delivered at the elevator track. Let's follow it through. Did you ever stop to think how they get the wheat for a mill unloaded? A wide wooden scoop, like a dirt scraper, with two handles is fastened

to a cable attached to an electric motor driven drum which works on the principle of a window shade—a quick jerk releases the dog and starts the drum winding the cable up and keeps pulling as long as the weight of the wheat is against it. With one of these in each end of the car, worked by two husky men, the wheat literally pours out.

It goes through heavy screens between the tracks into big weighing hoppers. I don't want to bore you with tiresome details but I do hope, gentlemen, I can make you appreciate the wonderful ingenuity and speed displayed in handling this grain—electric signals flash when a hopper is loaded and weighed and when it is unloaded. Then the wheat is on its way to be ground for you.

All the conveyors in this elevator are great flat rubber belts, about 36 inches wide, which run so fast that the force of their speed holds the wheat in the center in a compact mass about 4 inches deep and 11 inches wide. These belts travel at over 950 feet per minute.

The conveyors take the wheat to the elevator legs, great upright belts with steel pockets on them which carry the wheat with great rapidity to the top of the elevator to a receiving bin from which it is spouted by gravity to the floors below and the cleaning begins.

Grain cleaning is based on three principles and all cleaning machinery works along one of these lines, difference in weight, difference in size, difference in shape. All three principles are used in cleaning durum for the manufacture of semolina.

The first machine it hits is a screen separator which takes out a portion of the spring wheat that may be in it on account of the difference in shape and lighter stuff such as part of the oats, strings, sticks, etc.

Then it goes to the cockle cylinder, an ingenious device in the shape of a large hollow drum full of triangular indentations. The drum is set at an angle and slowly revolves. As it goes around the cockle, which is just the shape of the indentations in the drum, sticks and is elevated on to a tray or conveyor in the top of the machine, the wheat passing through the center and dropping down to the next machine minus the cockle. One of these machines will handle over 1000 bushels of grain a day.

Next comes a machine which to me is the most wonderful and fascinating arrangement I have ever seen. It is astonishing in its simplicity but most positive in results. It is a steel cylinder about 6 or 7 feet long about as big around as a half barrel and horizontal. In the center is a removable shaft. On this shaft, at intervals of about 2 inches, are mounted aluminum disks (they look about like stove lids, only they are white instead of black). These disks are revolving (about 240 revolutions per minute) and over their surface are indentations and the size and shape of these indentations anything can be gotten out of the wheat—oats, barley, cockle, mustard, broken bits of wheat or odd sized wheat (stray kernels of spring wheat which are smaller than durum) or any seed or foreign grain which the other cleaners have missed. Gentlemen, when that china gets through with the wheat, it is

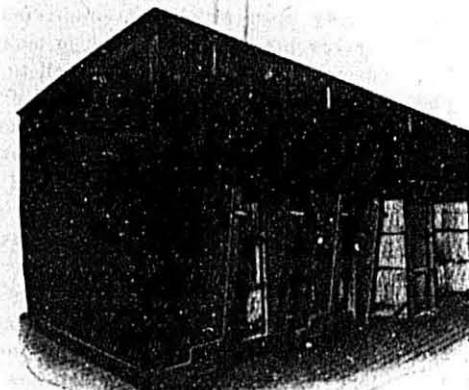
Barozzi Drying Machine Co.

400 Columbus Ave.

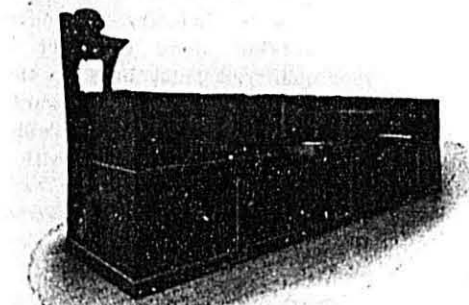
San Francisco, Calif.



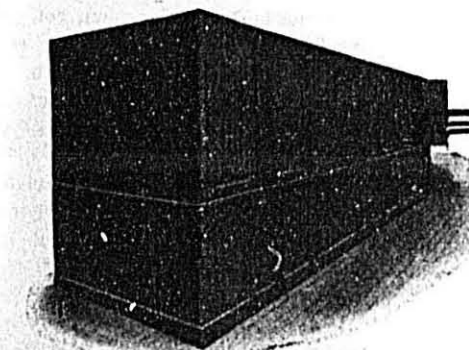
BAROZZI Preliminary Drier for Long Paste



BAROZZI Finishing Drier for Long Paste



BAROZZI Drier for Cut Goods



BAROZZI Drier for Curly Paste

The only firm that takes care of your Macaroni Drying in a scientific way.

We Dry your Paste long or short in 60 hours

No Acidity—Mould or Waste

We install—operate and guarantee results

Catalogue and Information

New Branch Office
498 West Broadway
New York City

ready to make the kind of semolina you want, I can assure you.

Now the wheat is ready for the mill and it is carried over on another great belt conveyor.

The wheat washers are the first machines in the mill. When necessary, your wheat is washed in tempered water and dried in steam heated machines carefully regulated to the right temperature to deliver the wheat to the first break rolls at the exact temperature and percentage of moisture, according to weather conditions, necessary to permit the rolls to break it up into the largest granulations possible and to remove the bran to the best advantage.

The manufacture of semolina is more a process of purification than of grinding, there being only 5 reductions or grindings of the wheat in the process, but it passes through many sets of silk bolting cloths to purify and reduce it to proper and uniform granulations. This matter of granulation is a subject of constant thought by the semolina miller and affords him ample opportunity for careful study.

You will, I am sure, agree that the essential thing in granulation is uniformity rather than size. For instance a certain No. 2 semolina may show through a careful sifting test that it is either coarser or finer than another, but isn't it true that the one which is most generally the same size and contains the least percentage of any other sizes (whether larger or smaller than the standard set for it) will prove the most valuable product, giving you more uniform results and a better macaroni day after day than a semolina which contains a certain percentage of several sizes? It stands to reason that a semolina all of one size of granulation will absorb water more equally and mix to better advantage than one that contains several sizes thus producing more nearly a perfect dough, which in itself is a big step on the way to the perfect macaroni.

I will not impose on your courtesy longer to go into all the details of the milling process. It will be enough to say that it goes through 22 different operations for granulation and separation and the final result is the finished product as it is delivered to your plants—beautiful, golden, amber in color, free from specks, and uniform in granulation, all ready for you to manufacture into the high quality macaroni for which you are justly famous.

Gentlemen, I feel that I have perhaps rather inadequately conveyed to you a most wonderful and fascinating subject that is most difficult to describe within the time available, but in which I could keep you intensely interested for hours if I could take you through a semolina mill. Then you would see the action and purpose of all I have tried to picture to you and you would realize what a wonderful thing it is to produce the semolina which many of you take for granted. All the semolina millers represented here, I am sure, will concur with me in saying that, if any or all of you should be in the vicinity of our respective plants, that we will be delighted to show you all these things and guarantee to keep you interested every minute.

I hope I have really shown you that the process of supplying you with the kind of semolina you require is not an accident or conducted under the rule of thumb, but a most exact science, requiring the constant attention of trained experts, exercising the greatest possible care. Our work is made

SEMOLINA MARKET TREND IN ANALYSIS

Durum Crop One of Too Great Importance to Be Held Down to One Industry—Wheat Will Find Outlet Some Way—Speaker's Hope That Hearers Will Take Care of Own Production—Millers Offer Help.

By M. Luther, Minneapolis Durum Products Company

I am beginning to suspect the motives of this macaroni group. The other night, when Fred Hamilton, who was scheduled to address you, accompanied me to the train at Chicago, he said, "Goodby, old boy; take care of yourself." I thought he was a very good fellow to wish me that. Your secretary tells me that at the same time he put in the mail a letter asking that I give this address in his stead. I understand now the full significance of his telling me to take care of myself. I am glad of this: that you did not tell me until today, that I had to speak on this subject. The sunshine and beautiful scenery cannot be taken away from me now; but if you had told me about it yesterday, I could never have enjoyed it.

I am so much of a newcomer in your midst that I feel somewhat like the man who had been convicted of murder and was being led to the gallows. The executioner asked him if he had any request to make and he replied, "Nothing only I would like to take a few practice swings." If you would permit me to take a few practice swings before I go into this, I might do better. If I can offer anything to the convention I shall be very happy to do it. Perhaps it would not be amiss to approach the subject, which I understand is "The Semolina Market." It suggests to us the approaching crop.

The only thing we can definitely say of the market today is probably the best we have ever had in the history of raising durum wheat. I cut a clipping from the newspaper this morning, which states that the durum acreage in Minnesota, the Dakotas and Montana, is 5,276,000 or 35.2 of the total of 14,999,000 acres of spring wheat in the 4 states, as compared with 4,890,000 acres of durum, or an average of 30.4 of the total spring wheat produced in these states during the previous year, which, of course, was the largest that the durum industry has ever known. If we go on and continue to be favored with such conditions we will probably have a bumper crop. We would naturally expect that this would lead to lower prices, but it is common knowledge that the spring wheat crops reach their decisive point after July 1. The damage caused by rust in the big crop of 1915 occurred after July 1. Up to July 1 there had been no indication of it. A few years ago we were sailing along on favorable winds, thinking we were going to have a bumper crop, and about Aug. 1 thought we would drop anchor in the snug harbor of the harvest time, without anything dis-

more difficult by the farmer, in his lack of care of his seed and of the storage and handling of his grain. Also that we are constantly alert to give you not only the best product that money and effort can produce but that kind of service in all details to which right and courtesy entitles you.

astrous; but in the three days beginning Aug. 2, the hot dry winds came on and the government reduced its estimate about 20% in about 3 days. Then we must consider the foreign demand for our wheat. We know there is going to be some. How much it will be we cannot tell. How much we will be able to get for it, we cannot tell; but these two factors must be considered in determining the procedure theory upon which men interested in the approaching crop will work in making their decision. It is not always well to wait until the right time. The right time is rather uncertain. The conservative man will cover his wants all the way down, from time to time, taking advantage of such opportunities as seem favorable in the market trend. The fellow who waits for the right time must remember that term "right time" is the same will o' the wisp that is mired in the swamp of lost opportunities which they passed at the time and can no longer secure many manufacturers not only in our line, but others.

I want to say a word of congratulation from the millers' standpoint to the nation's macaroni manufacturers for the steps they have already taken in furthering the interests of the industry. Undoubtedly they are working along the right lines, and your quality is being built up and you are working more and more toward the production of an article which will be too good some and not looked upon with contempt. A striking example of what can be done is the bread industry. It was only a few years ago that bakers bread was referred to with more or less contempt. We used to refer to the poorer classes of flour as baker's flour. That now goes for export. The baker now uses the short patent, and he has worked so that wherever we go today we realize that bakers bread is perhaps the best bread we can get. When we get to the point where people realize that macaroni is a toothsome dish, to be desired on any table, and not a doubtful paste—as I am afraid some people think who have not been educated in regard to it—then you will have accomplished something. I think that the problem you have is not only for you, but is of interest to the millers and farmers well.

From the figures I read to you about the durum crop, you can easily see it is a crop of too great importance to be shelved or held down to any one industry. It might be amiss to sound a note of friendly warning that the durum crop, on

of its rust resistant qualities, has to stay; and it is a crop that is going to find its outlet in one way or the other. It is to be hoped that the macaroni men will solve that problem by taking care of their own production of durum wheat. If they do not, some one will find an outlet for it, whether it is another competitor; but it will be bidding against you for the durum crop, or whether it works out some other way. The question itself is not only of vital importance to you fellows, but to all of the kindred trades; and we want to assure you of our help in solving this problem.

(Continued on page 26.)

Macaroni Imports

Imports

According to monthly summary of foreign commerce of United States for March issued by the department of commerce a total of 207,001 lbs. of various kinds of alimentary pastes was shipped to our shores in March 1922. The value is given at \$16,777. An idea of the rapid increase is given by comparing these figures with those for March 1921, when a total of 136,229 lbs. was imported, at a value of \$12,752. For the 9 months of the fiscal year ending March 31, 1922, a total of 1,757,212 lbs. was imported at a declared value of \$119,053, as compared with

974,072 lbs. valued at \$121,480 for the same period ending March 1921. While the increase in quantity has been considerable the increase in total value has been slight because of lowering value per pound that prevailed this fiscal year.

Exports

While there exists some concern in certain quarters over increasing figures on alimentary paste imports, there is much satisfaction in others over the rapid gains being made in exporting American made macaroni and spaghetti. According to report 951,353 lbs. of macaroni, spaghetti and noodles were exported during March 1922, worth according to schedule figures \$74,324. No comparison can be made with previous years since the department of commerce has begun segregating this food only since Jan. 1 of this year. During the 3 months of 1922 a total of 2,370,458 lbs. valued at \$185,415 was exported for March 1922, almost equaling the imports for the first 9 months of the fiscal year of 1921.

Decline In Exportation

According to government statistics covering April 1922 the quantity of various kinds of alimentary pastes re-exported during that period shows a

very large falling off as compared with the same month in 1921.

The decrease has been gradual and continual throughout the fiscal year. For the 10 months ending April 30, 1922, the total amount of alimentary pastes exported was 19,159 lbs. at a value of \$2,374. For the same period ending April 30, 1921, there left this country 66,675 lbs. valued at \$8,616. It will be seen that the reexportation this year is less than a third of that of a year ago. Just what is the cause of this falling off in the reexportation of foreign pastes is not given, but American macaroni manufacturers would be pleased to know that American made goods are being used to supply the market formerly depending on reshipment.

Warehouse Withdrawals of Macaroni

At the close of March 1922 the bureau of foreign and domestic commerce reported 14,797 lbs. imported macaroni, spaghetti, vermicelli, etc., as remaining in the various warehouses throughout the country. The invoice value of the goods on hand was \$349. During April not one pound of these goods was lifted by importers for reasons not given, leaving the quantity on hand at the close of April the same as at the close of the previous month.

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The machine illustrated here is the style most generally used by makers of boxes in which to ship Macaroni. It is not equipped with cleating attachment.

Descriptive circulars and prices can be had for the asking.

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EFFECT OF GENERAL BUSINESS CONDITIONS

Food Industry Not So Vitally Interested as Most Others—Should Study Larger Relationship and Work Together to Reach World Markets—Elevation of Character of Its Export Products World Benefit.

By Alexander J. Porter, President Shredded Wheat Company, Niagara Falls

May I first give you a message which came to me this afternoon by telephone from Fred Mason, who had hoped to be here to speak to you, but was unavoidably prevented from leaving New York? He asked me to present to you his best wishes and warmest regards.

The topic which was assigned to me to say a few words in regard to was the "Effects of General Business Conditions on Food Manufacturers." I have not attempted to write out anything and I am only



Alexander J. Porter

going to speak very shortly. My own impression is that the best thing to produce an effect such as we all wish to see in business generally would be to have a meeting with the surroundings which we have here today. It would be difficult to imagine any one assuming the role of a pessimist with this sunshine and this beautiful scenery that we have here.

Generally speaking my experience would lead me to believe that the food manufacturing industry is not as easily or as vitally affected by general business conditions as are many, and most of the other businesses of the country. I think here at Niagara Falls we have had an opportunity of studying that situation. We have here, on both sides of the river, the large electro-chemical industries which, during the war, were driven to a tremendous strain. Our food manufacturing industries were busy also during the same period. The time of operation, with the chemical and with the other industries along that line, has been reduced in many cases to no operation or very small; whereas, while the volume of business of the food manufacturer has been reduced, generally speaking, he has gone on very much more comfortably. Particularly is that true of a manufacturer of what might be termed a stable food product.

Of course the whole relation of the food manufacturing industry has been so tremendously changed in the course of not

a great many years. My mind carries me back to the time when as a boy I remember seeing the farmers come in with their loads to the grist mill, which they took back, coming in in the morning, having it ground and taking it back in the afternoon. The same thing was true of the producing of other things, like oatmeal grit and so forth. Now that whole situation has been changed. Thanks to the modern methods of machinery, the packaging of foods, the protecting of them, the delivery of them in compact units—the whole relation of the food industry—is changed; and it has become, it seems to me, much more stable as related to the other businesses of the country.

The attempt to regulate food manufacturing prices in any way by government control, such as was carried out during the war time by the wheat board and others, worked to a certain extent at that time; but I believe that experience shows us that it is impossible—practically impossible—to use any artificial means or to attempt to use any artificial means of controlling along such lines in a way which is effective, except in emergency cases, and which are not productive of more trouble

in the end. After all, the great regulator is the question of supply and demand. That, after all, is the thing which makes the prices and the general condition.

One of the things which does affect the food business and the food industry is speculative dealing in the base commodities from which foods are produced. I refer particularly to such things as wheat, options and futures and options in other grains. Certainly there are times when the general money and business conditions reflected in the ability to deal in commodities of that character, upon which is based after all food production, is a harmful thing to the country generally. It is difficult to know how it can be corrected. Probably it cannot be corrected altogether, but it does seem wrong in principle. The people should be able to gamble in the futures of crops, which means so much to these crops enter into, and which, in many cases, prevents the use of those products in countries where people are actually suffering for them and where the prices have perhaps reached a point where they are prohibitive.

One thing, it seems to me, that the manufacturer everywhere should begin to study is the larger relationship of the food industry. The war conditions and the war conditions have given us a new ability to understand ourselves and, with ourselves, other countries internationally. There ought to be, and there must be, some definite worked out scheme among our

national producers of food to work together in reaching the world markets. In other words, there is no reason why the Australian wheat people, as to their crop conditions and so forth, should not keep in closer touch than they do with the wheat people of the United States. The same with wheat people of other countries. By knowing the amounts which are required and the crop conditions a great deal can be done, it seems to me, to stabilize the general food producing situation and to help everybody in connection with it.

There is another thing which always appeals to me in connection with the whole question, and that is the better development of the producing power of our country. What I mean by that is agriculture generally. It does seem to me that we must get a larger return by the acre. We must in that way reduce, first, the cost of great raw materials in the way of grains and other products, and by applying those

things which science gives us, as far as we are allowed to by Providence, keep equal, year after year, the result of the harvest.

One thing more; I believe that one of the great things which our war has brought to us is the opportunity for the Anglo-Saxon—the American people, the people of the United States—and carried with their opportunity is a duty. It seems to me that we owe it to ourselves, and we owe it to the world at large, that we shall, as food producers, as food manufacturers, endeavor to so improve, to so safeguard, so elevate the character of all food products which shall go from this country, bearing the stamp of the United States, that we may some time find that when a food is put out into the market and it bears the imprint of a manufacturer in the United States, the value will be just as great as the mark in silver. We cannot do anything more far-reaching for our own good than to keep our quality good, and we cannot do anything better for the world at large.

lb. for dried yolk to as high as 90c per lb. for whole dried eggs. It is apparent to all manufacturers that there must be a difference in the quality of eggs offered at these prices. It requires no mathematician to figure out that there will be a difference of at least 3c per lb. in the cost of the finished product, and I understand that all of these noodles will pass the standard as "real egg noodles." It can readily be seen, however, that noodles made from the cheaper eggs will not have the real egg flavor, and I have tried some egg noodles that were bitter and were inferior to plain or water noodles. Possibly this is the reason why the sale of egg noodles is not as large as in former years.

No doubt these inferior quality eggs accumulated during the war and it is hoped in the near future they will be used for the manufacture of products other than egg noodles. If these inferior quality eggs are to be imported regularly this association should go on record as opposed to the use of these eggs in food for the human consumption.

Egg noodles are staple food products in many homes, and if manufacturers will produce high quality goods the consumption of this article can be doubled in a few years.

In many states food laws pertaining to manufacture of egg noodles have been passed conforming to the national law which practically prohibits the use of coloring in noodles. Unfortunately some states have no legislation on this food and in these states some manufacturers make colored noodles that are sold in bulk. After head of barrel or other container is destroyed in the retail store there is no evidence to show that this article is not egg noodles. These goods look like high quality egg noodles, consumers see and buy them, but when serving find they are of inferior quality and will not purchase again. This refers chiefly to bulk goods. I am sure, however, sale of these colored noodles injures the sale of real egg noodles in packages.

Egg noodles are more or less of a luxury as compared to other paste products. Consumers purchase them because they like the real egg flavor as well as the dainty texture of a good egg noodle. If we do not manufacture high quality goods we cannot expect consumers to purchase our noodles in quantities.

EGG NOODLES—THEIR USES AND ABUSES

Government Standard for This Article Did Away With Objection to Store Goods—In Three Years Sales More Than Doubled in Some Factories—Danger to Industry in Use of Poor Eggs—Big Market for Quality Stuff.

By Wm. A. Tharinger, President Tharinger Macaroni Co., Milwaukee

Noodles were originally made by the housewife, who mixed sufficient flour with eggs to make a dough that could be handled conveniently. These noodles were usually consumed immediately after being made, although in some countries they were dried so that they could be packed away and used at some future time.

When macaroni manufacturers began manufacturing noodles they attempted to manufacture egg noodles that contained no eggs. They used artificial coloring in place of eggs, with the result that very few consumers would buy what they called "store noodles." The cooking quality and flavor would not compare with the homemade article.

About 7 years ago the Department of Agriculture at Washington at the request of this association adopted a standard that required 5% of the solids of whole eggs. Since that time practically all reputable macaroni manufacturers have been using

this mixture in the manufacture of egg noodles.

For a short period after this ruling went into effect the sales of egg noodles increased, so that in 3 years sales of this article more than doubled in some factories. During the last few years, however, most factories report a decline in the sale of "egg noodles."

The dictionary says "Noodle is dough served in soup." Another definition is "A simpleton, a blockhead, a stupid person." This definition does not pertain to the noodles our secretary referred to, but when you consider that egg noodles in bulk are sold by manufacturers at anywhere from 8c per lb. to 15c per lb. I feel that if this definition cannot be applied to egg noodles it might consistently be applied to some of us egg noodle manufacturers.

I have been told that during the past year dried eggs to be used in the manufacture of egg noodles have been offered to the trade at prices ranging from 15c per

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Ask For Our Price List.

WHEAT IMPROVEMENT FOR MACARONI USE

Real Constructive Work for Durum Betterment Under Way in Competent Hands—New Reliable Testing Method Discovered—Quality of Grain Vital to Industry—Farmers' Interests Conserved, Also.

By M. A. Gray of Pillsbury Flour Mills Co., Minneapolis

Some 30 years ago the Department of Agriculture sent Mark Carleton to Russia for the purpose of selecting new types of wheat. This was done solely to relieve a situation in North and South Dakota where, in the semiarid sections, the farmers were unable to successfully grow the bread wheats which have made the northwestern states famous. "Wheat was King" and the farmers' main crop then even more so than now; consequently Mr. Carleton's job was to find a type that would grow where Fyfe wheat would not. Previous to this, however, durum wheat had been introduced and grown in fairly large volume by Russian settlers in North Dakota from one of whom the Department of Agriculture purchased its first supply of Arnautka.

Incidentally a condition resulted that was not anticipated by those interested. This was the opportunity to build up a large and important industry, namely: THE MANUFACTURE OF MACARONI. As a matter of fact, considerable effort was made to convince the millers and consuming public that flour made from durum wheat was just as good, if not superior to any other kind, for bread making purposes. Unfortunately this idea has prevailed, not only in the minds of the agronomists connected with the Department of Agriculture at Washington but also in the minds of the men in the various states as well—hence all work in connection with the breeding of new types of wheat in the direction of rust resistance and better yields has been conducted more with the view to the bread making qualities than for macaroni purposes.

The original types brought from Russia were Kubanka and Arnautka, and it soon developed that these were well adapted to the conditions existing in the sections for which they had been selected. Because of this the production soon reached sufficient volume to interest the miller.

A large part of the macaroni consumed in the United States was imported. There were a few small macaroni plants using bread flour of varying grade and quality, but their products did not meet with much favor although the most progressive manufacturers were anxious to be placed on an equal basis with the foreign manufacturer as regards raw material. With this small market in sight the company with which I have the honor to be connected began milling durum wheat.

The quality of the wheat at that time was excellent and it proved so profitable to the farmer that its growth was soon extended to sections which had greater rainfall and were not so well adapted to its cultivation. In addition to this it was frequently sown on fields from which a crop of bread wheat had been harvested the previous year, with the result that it became mixed by the growth of volunteer wheat—a condition greatly aggravated by

carelessness after harvesting on the part of the farmers and elevators. Furthermore black seeds such as cockle, wild peas, buckwheat and other grain, and this year ergot (more or less inseparable) are proving a serious detriment, so that although half of the North Dakota wheat crop and 35% of the Northwest crop is now durum, the selection for milling purposes is more difficult than ever.

In view of the greatly increased production of this wheat, the agricultural colleges of Minnesota, and North and South Dakota



M. A. Gray, Minneapolis.

have for several years devoted a good deal of attention to breeding rust resistant and better yielding wheats. In this they have been very successful, but as before stated the preliminary quality tests were all made for bread making value without giving sufficient consideration for the possibilities as regards the manufacture of macaroni, and the result is that certain undesirable types have been grown in large volume before this has been realized. However, J. T. Williams, your past president, for several years past was fully aware of the state of affairs and many times we have discussed ways and means to correct the evil, but the feeling seemed to prevail that the matter would adjust itself, that is the undesirable wheats would have such a low value that decreased production was inevitable. Unfortunately it did not work out that way. As a rule there is no marked discrimination by the buyer at point of origin, for the reason that a large volume of any undesirable wheat can be absorbed by mixing; consequently it is not brought home to the farmer by a marked reduction in price before a vast amount of damage has been done. The agronomist has done his work so well, though, that a decided increased yield per acre of heavy, plump wheat will usually offset a loss of a few cents per bushel, so that if we simply wait for the matter to adjust itself the macaroni industry of this country will undoubtedly suffer material loss.

We who were situated close to the wheat fields possibly felt a greater responsibility than did most of you, but were undecided to the best manner in which to proceed. We first talked of publicity in the farm papers. We also considered the selection of the proper seed for the farmers, coupled with some plan to place it in their hands at a low cost, but very little money was available; consequently no progress was made until the past year when, on account of the difficulty in selecting the proper wheat for semolina milling, it became necessary to develop more reliable methods of testing than had been in use heretofore.

Early last fall we succeeded in finding a way to determine from small samples wheat the kind of semolina we could expect from each individual car. As proved of immense value we lost no time in demonstrating to R. C. Miller, supervisor of the federal grading in Minneapolis that much of the durum wheat coming to this market was totally unfit for macaroni purposes. He displayed a great deal of interest and shortly afterward advised us that R. E. Johnston, agronomist in charge of wheat investigations for South Dakota, was in town. A meeting was arranged which included J. T. Williams, Bert Ball, director of places for the Spring Wheat Crop Improvement association and others. The meeting lasted nearly all afternoon and we made a real start. Later Dr. P. F. Trowbridge of North Dakota and Prof. A. C. Army of Minnesota began to show keen interest, and from what we learn have started real constructive work in the direction of the betterment of durum wheat for macaroni purposes.

This work is being done by men who in business it is to find or develop seed wheat that will prove profitable to the farmer. They realize that in order to accomplish this they must obtain the types that will be in demand for some specific purpose the farmer is to get the highest return. Our correspondence and discussions have not advocated any special type. We do not care what it is as long as it has the characteristics necessary for the production of a high class macaroni, but we do care that, so far, the highest proportion of desirable wheat has been selected from Kubanka, Arnautka and Mindum; while Monaca, Acme, and Red Durum are absolutely useless for this purpose.

It was too late to accomplish anything so far as the farmer was concerned this year and there is a lot of hard work ahead. However, we believe these men are able to the situation and will put just as much energy and ability into the adjustment of the situation as they did in the development of certain types which unfortunately have not turned out well from a quality standpoint.

We who are on the firing line will do all we can, but must ask for your support and interest. Above all we want you to realize that the quality of the durum wheat which the miller is able to buy is vital to your business.

(A rising vote of thanks was given to M. A. Gray for his address and also for his operation and work with the association committee on the improvement of durum wheat.) (Continued on page 30.)

May Durum Receipts

A rush to market, particularly with reference to the higher grade of durum was noticeable in the reports covering the carload arrivals inspected during May under the U. S. grain standards. While the demand remained normal the desire on part of the holders of durum to place their grain on the market in advance of the harvesting of the 1922 crop is given as a reason for the heavy movement of this grain in May.

Amber Durum

The better grades of Amber Durum were quite plentiful on the various markets in May, a total of 1359 carloads being reported that month as against only 775 carloads in April.

No. 1 Amber Durum was proportionately plentiful, 58 carloads being given this high grade. Of these Minneapolis received 31 and Duluth 19. Over two thirds of the receipts graded No. 2, the total of carloads of this grade amounting to 876. That most of this was intended for exportation can be judged from the fact that 405 carloads went to New York and 323 carloads to Duluth and only 114 carloads to Minneapolis. The No. 3 variety was also plentiful, a total of 268 carloads of this grade be-

ing reported. Duluth inspected 148 carloads to 89 that were sent to Minneapolis. In all 157 carloads was of inferior quality and reported below grade.

Durum

The receipts of this variety exceeded that of the previous month, the number of carloads inspected being 343 in May as against 275 in April. The No. 1 variety was as usual very scarce, only 4 carloads of this grade being reported from 4 scattering points. A total of 90 carloads of durum graded No. 2 with 54 of them going to Duluth, 14 to Minneapolis, 9 to Omaha and 7 to New Orleans. The No. 3 grade kept pace with No. 2, total of 89 carloads being reported from all sections. Of these Duluth got 55 and Minneapolis 21. Of the inferior grade 161 carloads were reported, most of them going to Duluth.

Two Cents a Pound Duty Adopted

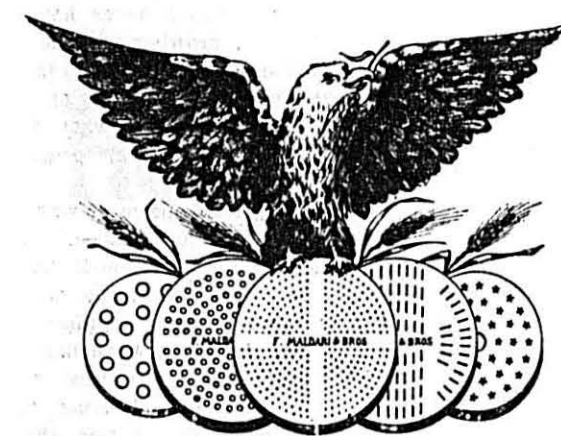
The Ladd amendment to the tariff bill now being prepared by congress providing for a duty of Two Cents per pound on all imported macaroni and similar products, was passed by the senate on June 30 without much op-

position. The bill as passed by the house imposed only a duty of 1½ cents but the senate amendment provides an increase in that rate of 50%. The bill when passed will go to a conference committee where it is hoped that the Ladd amendment will be adopted. While the prevailing opinion in the industry is that the duty on macaroni, spaghetti, etc., should be at least 3 cents and that on egg noodles 4 cents, in order to equalize domestic manufacture with foreign competition, the 2 cent provision is the very best that it can obtain from the present congress and it will be necessary to adapt the manufacturing and selling costs on this basis. It is not expected that the complete tariff bill will be acted upon in time for it to go into effect much earlier than September 1, 1922.

Resumes Operations

After being closed down for want of orders for the past year the Genesee Valley Macaroni company of Mt. Morris, N. Y., has resumed operations in a small way, putting out about a ton of finished products daily. It is planned to increase production as business demands.

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DISTRIBUTION AS NATIONAL PROBLEM

Subject of Widest and Most Intense Interest Today, and Expressed in Various Ways—Discussed in Legislative Halls and Investigated by Federal Commission—Hope of Solution Lies in Trade Organizations to Great Extent.

By Alvin E. Dodd, Manager Domestic Distribution Department, Chamber of Commerce of U. S. A., Washington, D. C.

I suppose there is not any topic in what we call business today that is of much more intense and wider interest than the whole problem of distribution. I think in this country we all have a pretty good idea of what it means to make things, because we are becoming specialists as producers; but while we have become specialized as producers we have become, without knowing it, users; so the scheme of distribution which a few years ago was so simple has become a pretty complicated piece of business.

Advertising has contributed to the distribution of all kinds of commodities. How many of you can avoid using telephones? You have got to use street cars; you have got to use the telegraph; you have got to use the city streets and all the things which have entered into making our everyday life what it is; and because distribution has grown up so fast—almost over night—we have not, in this country, a real sense of what it is; therefore we, the public, ask why it costs more to get an article from the factory than what it costs to make it.

We get this interest in distribution expressed in a variety of ways. We get it in forms of proposed legislation affecting all of us. Not so very long ago Senator Capper, down in Washington, asked why it was that, at the particular time he was talking, while the farmer got \$8.37 for 4½ bus. of wheat, and the miller got \$12.70 and the baker got \$18.70, it costs so much at the hotel. He figured out that when he ate it on the table of the Willard they got \$587.

We have heard a lot down at Washington about the problems of distribution. They are talking it not only in the national legislature, but you are hearing it talked of in the local and state legislatures, and great magazines are, as you have noticed, running articles on distribution. Some of them, like Senator Capper, are asking why this bucked brigade must exist. For example, I suppose your wife now and then has on your table some pineapples as a dessert or a salad, probably not as often as macaroni or noodles, but the public does not realize what is back of that pineapple. There is transportation and handling, and back of that all the machinery and planting of the pineapple in Hawaii and the gathering of it and the storing of it all the way through this bucket brigade that I speak of.

About a year ago Senator Capper created the Joint Commission of Agricultural Inquiry, which inquires into the distribution and why it costs \$2.00 to distribute a product. That commission has been making a fair and an able and impersonal investigation, and has been gathering information for the first time as to what it is that really happens in distribution and what these costs are; and the report is going to

be of a great deal of importance to you because this Joint Commission of Agricultural Inquiry is the farm bloc in Congress and upon it is going to be based the distribution and regulation of your products. The next 4 or 5 years is going to show us plainly what these problems of distribution are, because the public is not going to be satisfied until it knows what the most effective scheme of distribution in this country is, in comparison with the most



—Harris & Ewing, Washington, D. C.
Alvin E. Dodd

productive schemes; and business men and manufacturers are going to be advised of that. It is the greatest problem of your business.

The war, with its great peak of high prices and rapid deflation, brought the attention of the public to prices as never before and helped to bring up these questions. While we know about production none of us knows anything about what happens in distribution. If we could know as much about the stocks in storage and out and the rate of consumption, then we could gage our producing business. I understand you people have been going through a slump, like other businesses. You had this tremendously increased capacity for production during the war and then suddenly found that the demand had fallen off, and you are up against it now to correlate demand and supply and to keep goods moving through; because the more goods are blocked along this path of distribution the more expensive it is, because there are storage and financing charges all along. Therefore if we are to get these things it is absolutely vital in the next few years that we find some way of determining what the stocks are in suspension at the end of each month—the quantity—what are the stocks that go into consumption; what is the average price received by the producer each month; the average price

paid by the retailer and consumer and the ratio between expenses and profits in the spreads. Now, until in this country we know something about these matters you are not going to be able to gage your business. I came back on the steamship from Europe last summer with an English man of a very old and a very high grade company, which has in this country tremendous turpentine interests. They gaged turpentine in the south. He said the turpentine business had gone to pot and he had this tremendous capacity and did not know what to do with the stuff. So I made some inquiries in regard to his business and to my utter amazement I found he did not know the first thing about what was happening and had happened in their drug and chemical markets into which their turpentine went. I said, "It seems to me that the most fundamental thing you ought to know is what is happening in the markets around you, so that you can be ready for the changes and see them coming." And so all through distribution we find people. They do not know what is happening in the manufacturing end and do not know what is happening in the retailing end; and therefore, until we know what is going on in distribution, you are going to be up against, year after year, the same kind of problems that the business men have been up against during the past year.

The big and important question is: What are you going to do about it? There is a tendency these days to unload the problems on the government—and the government can help. Of course you know how very fortunate we are in having at the head of the Department of Commerce Herbert Hoover, who is getting information so vitally needed. The other day I heard Mr. Hoover say that, if a couple of years ago we had known about the situation, we would never have had the panic which is growing up; and he is getting information throughout the country as to the coal being used, so as to regulate the price and prevent what are pure panic conditions, that some people take advantage of.

Now, the great hope in solving this question—or these questions—if you know what is going on in distribution, lies in groups like these, in trade organizations. The government cannot gather the statistics alone. It has been definitely known what, while more or less trade groups have been under suspicion because they have been carrying on distribution which tends to fix prices or to restrain trade, associations may do in the study of what is going on in their business and exchanging the information, so that we may know what these flaws are, and you may then regulate your production by the supply and demand and see far enough ahead what is coming and what the condition is in your market. It was to deal with this very problem that the United States Chamber of Commerce organized itself recently into departments. Your association is a member of the United States Chamber of Commerce, the greatest and most effective business

organization in the world; and I want to tell you a little bit about why the United States Chamber of Commerce has divided itself into departments, about a year ago. I created a department of fabricated production, a department of manufacture, a department of finance, a department of development and distribution—the latter of which I happen to be the head of. These departments of the United States Chamber of Commerce make a cross section of American business, and we have established at Washington at your service these departments which are studying these problems in a national way. All the standardization work which you have read about recently, carried forward by Mr. Hoover, was instituted by the fabricated department of the Chamber of Commerce. Hoover found not long ago that there is about 40% waste in manufacture. If there is a 25% waste in manufacture, how much of a waste there must be in distribution. Nobody knows what it is, but it must be very much larger.

Now, some very extraordinary results have attended these studies of simplification and standardization in manufacture. Perhaps the most dramatic is one you have heard about, namely, the paving brick people. They had 65 sizes and styles of paving brick. They got together with the people who specify what bricks shall be used for the pavements, and in one day they reduced that number from 65 to 11; and the majority of those sizes and styles, aside of the 11 which they had to carry

and make, amounted to less than 10 per cent of their business. A few months afterward they reduced the 11 styles of brick to 7. There have been all sorts of equally dramatic simplifications carried on, in the manufacture of tools, in seats for farm machinery—reduced from something like 20 to 4—and standardization of all sorts were made. It only shows what a tremendous possibility there is where the people study these things as groups.

Now, how was it possible for the paving brick manufacturers or the tile manufacturers to bring about this great simplification? By simply sitting down with the architects who prescribe the tiles for the houses and, while each said it was impossible, when they got together they were delighted to find that they wanted the same thing. So we are coming into a new era, not only of trade associations like yourselves which are studying the problems; but we are coming into an era where the trade groups are getting together to study all the problems of common interest, where the manufacturers are going to sit down with the wholesalers, or where the wholesalers are going to sit down with their problems.

You must know what your problems are. Take the question of cost finding. The United States Chamber of Commerce has done a tremendous amount of work on that in a national way, and all over this country we are really getting into step with a great deal of rhythm in studying, through the central office of the trade association,

methods of keeping costs and a comparison of costs; the comparison of percentages and the exchange of information on those points has been of value beyond what it is possible to state. Now then, after a thing like that has been done, it is a very simple matter for an association to sit down and work with representatives of a wholesaling association, which takes your product, and work with them on such standards.

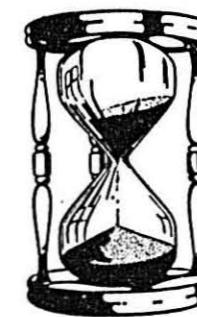
The merchant today is faced with two great national problems. The first problem is now he is going to keep his overhead down with the lowering prices. The volume of sales has got to be increased enormously to keep up the same income in dollars, and the question of expenses and reduction is tremendous in distribution today, because they are breaking or making concerns every day. So the merchant has, as his first problem, the question of knowing more about his stock and what his turnover is; and if you are going to know turnover you have to have stock control.

The second question is how the merchant, or retailer and wholesaler, is to bring back public confidence in his prices, because the public has lost confidence in prices. They are working together on that. I will not go into the details of that, but not so very long ago my department of the Chamber of Commerce, realizing that this whole question of merchandise turnover and stock control was of great importance, prepared a pamphlet on that. We thought it was important, but we did not realize

Discriminating Manufacturers

Use

Hourglass



Brand

PURE DURUM SEMOLINA AND FLOUR
RUNS BRIGHT, SHARP AND UNIFORM

Quality and Service Guaranteed

Write or Wire for Samples and Prices

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NEW YORK OFFICE:
F 7 Produce Exchange

BUFFALO OFFICE:
31 Dun Building

BOSTON OFFICE:
88 Broad Street

PHILADELPHIA OFFICE: 458 Bourse Bldg.

PORT HURON, MICH. OFFICE, 19 White Block

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

how great the response would be. Up to date we have had requests for 50,000 copies of this little pamphlet on merchandise and stock control. It has been said to be the simplest statement of that question, of how to control merchandise, that has ever been made; and a great many manufacturing houses that make products that are distributed widely are putting these into the hands of the distributors of their products.

Now, it is absolutely vital that an organization like this not only study these problems, but that it get together and, with other associations, study these problems, if you are not going to be faced with a perfectly enormous tax on the whole function of distribution brought about by failure. You know, the credit people have worked out mortality tables by which they can tell how many failures there will be at certain times of the year; and we have had this year the most colossal number of failures that this country has ever had. The reason we have not heard about them is because they were little failures. Let me tell you the reason why we have had so many failures. Your product goes into small corner groceries. There is a grocery store for every 200 people in the United States. There is a general store for every 710; there is a shoe store for every 745 people.

Now, it is possible for any man, over night, to start an establishment with such a lack of knowledge that the people who know anything about these matters know just how many months he is going to stay in business before he fails, and then you are up against the collections on the stuff that you have sold him. Until we get business knowledge of some of these important factors that are today working just as silently and effectively as the forces of electricity; until we get a knowledge of those laws, we are going to be faced with these enormous failures; we are going to have an absolutely unwarranted number of distributors, the failure of whom is a tax on you, and which is, therefore, operating to bring about a greater cost to the consumer, which the consumer is getting mad about. It is perfectly possible, in trade associations, to study these matters by themselves and in groups with representatives of other trade associations; and that is what Mr. Hoover is working for, so that a lot of this waste may be eliminated.

Of course the first steps of all are for you yourselves to know about costs and to have a standard basis for computing costs. If certain things are charged to rent and certain other things are charged to advertising and something else is charged in some other way, and the other man charges it up in another way, of course you have no common denominator for comparing; but all over this country trade associations have devised expense classifications and cost keeping classifications, by which they can compare notes.

Of course, we feel, down in Washington, very strongly about these matters, because we can see much better than you can in your individual cities just what is happening over the country, and the serious situation. If people are to keep in business these problems must be met; and the feel-

ing that they must be met is extending throughout the trade associations of the country.

If we business men do not do these things then we are going to be faced with the sort of thing that the packers have been up against; that the steel people were up against not long ago; that the railroad people have been up against. You are going to have legislation put over on you. No one can work out these affairs better than those familiar with the particular business involved.

Now, there is a lot of blind knowledge, or rather a lot of blind effort, going to be made by members of Congress and by others catering to the public vote, and by people who think that the middleman's function can be cut out and that that is all that is necessary—and we know that is not true and that the middleman's function has got to be performed, whether it is per-

WOMEN AND MACARONI—HOW GET TOGETHER

Plea Made for Leaders of Industry to Tell Women Story as It Is, Being a Good One—Hungry for Information How to Serve 365 Meals Per Annum With Two Minimums and Maximums—Macaroni Fills Bill.

By Anne Lewis Pierce, Director, New York Tribune Institute

As the preacher would say, there are three heads to this discourse—the nature of women; the nature of macaroni, and how to increase the entente cordiale between them. We think we know a good deal about macaroni in the Institute, but you undoubtedly know more. About women, however, especially in relation to foods, we have real in-



Anne Lewis Pierce

side information. The world has been moving rapidly of late and women have not stood still in it. The old idea that a woman was a sort of child who didn't know much, read little and couldn't think straight about what she did know, is passing. High schools, colleges, domestic science courses, the war, and suffrage, have all educated women and today you do not need to tell a woman a fairy tale to get her attention. Her problems of buying food on a rising market and no increase in salary; the servant question, combined with her new interests outside the home, make a straight story of how she can meet these problems more interesting than any fancy appeal. She is hungry for real information about how to serve those 3

formed by a manufacturer or a chain store or a legitimate wholesaler—you can transfer it, but that does not change the function any. But we do not know about that in this country, and that is why the agitator who is talking against the middleman is going to get support until we get some sensing to what is happening in production and manufacture.

So the plea I would make is that you get back of your trade association more strongly than ever before; that you get more members in and map out what your problems are, and that you work together on those as a first step; that you get your own house in order and then sit down and cooperate with the wholesaling groups, and others who have problems the same as yours, so that mutually you may work them out; in order that your business—and consequently all American business—may go forward as it should.

times 365 meals that she furnishes every year—with the least trouble and the least money, the most nutrition and satisfaction to her family.

For these reasons I want to make a plea that you tell the women the macaroni story as it is—it is a good one—you hit several of the fundamental food problems right between the eyes. Macaroni offers much for little money; it is a basic concentrated food demanding little room for storage, waste, no trouble in preparation, and short time cooking on the top of the stove compared with the bulky, moisture bearing foods, requiring preparation, such as potatoes; oven cooking and mixing like bread, etc.). And third, it is good to eat if properly prepared, but a sticky unattractive food poorly cooked and unintelligently served. This is where the domestic scientist and editorial publicity gives you special service. Every time a woman unsells her family serving a pasty, poorly seasoned dish of macaroni, you lose a possible series of sales.

Tell your own story. It is a good story but do not for instance try to drag in the over-popular vitamin. Macaroni is not a notable vitamin carrier, but it is one of the best backgrounds for a vitamin imagination and for cheese and tomatoes in particular which are notable vitamin bearers. If that is one thing that a vitamin needs more than another, it is a good substantial solid background. Served as such they are singularly unsatisfying. Macaroni, like bread, is a fundamental food and bread's war popularity has never waned.

Mr. DeWeese of Shredded Wheat gives away thousands of dollars worth of free advertising to milk and strawberries and bananas every year. That doesn't worry him if there is a sound foundation of shredded wheat under every one. Sell tomatoes and cheese with your macaroni. Granted that women have some in-

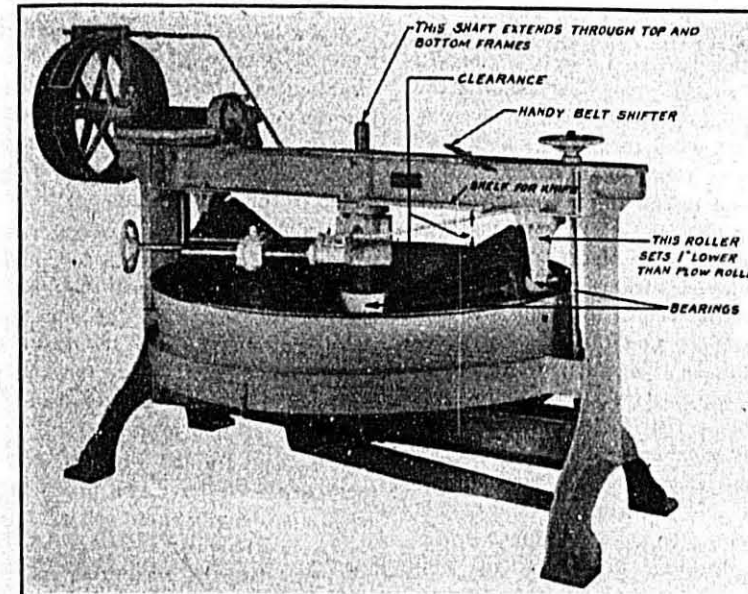
MACARONI DRYING MACHINES

Are in use all over the country.

Time of drying optional to the operator.

ROSSI MACHINES "Fool" the Weather

Do not require experience, any one can operate.



Double Action Kneader

The plow roller will first squeeze, the other roller being 1 inch lower; then the plow roller will give second squeeze. Rollers held on both ends will prevent giving.

Main pan shaft held at both ends will prevent giving.

Tooth of rollers partly omitted will prevent the dough clinging.

Clearance in top part of the rollers will prevent accident.

Belt shifter accessible from any part of the machine will prevent accidents.

Knife shelf will prevent accidents. Pulley placed in the top. Belt will be out of the way.

A. ROSSI & COMPANY Macaroni Machinery 322 Broadway, San Francisco, Cal.
Manufacturers



WE ARE specialists in the making of Bronze and Copper Moulds, using nothing but the best materials and workmanship.

Our Bronze Moulds with Patented *Kleen-E-Z* removable pins are second to none now on the market. They turn out smooth, uniform, velvety products. Once tried you will use no other.

We are efficiency experts in repair work of every description in this line. Are your moulds and pins giving you entire satisfaction? If not, look them over and give us a chance to repair them and put them on an efficiency basis. The ultimate saving to you in costs of wastes, etc., will be immeasurable.

Let us hear from you today.

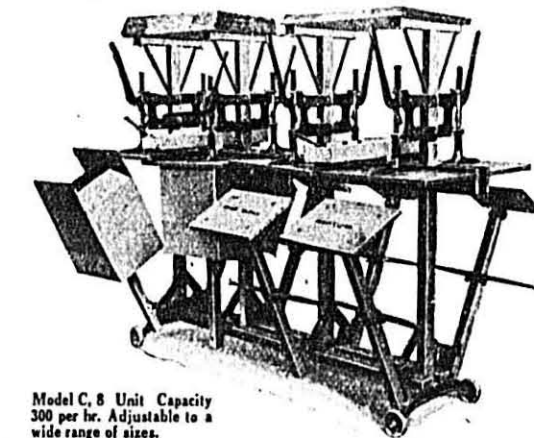
ALL WORK GUARANTEED.

Frederick Penza & Co.
285 Myrtle Ave., BROOKLYN, N. Y.

LIGHTNING BOX SEALER

Patented Nov. 5—1918.

Most Efficient, Simple and Economical Method of Sealing Corrugated and Solid Fibre Shipping Containers.



Model C, 8 Unit Capacity
300 per hr. Adjustable to a wide range of sizes.

Model C, 8 Units
\$210

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Prices Include Freight Prepaid to Destination.
Write us for Descriptive Literature, Etc.

McStay Machine Company
MANUFACTURERS
3040 East 5th St. Los Angeles, U. S. A.
Or Ashtabula Corrugated Box Co., Ashtabula, Ohio

gence today, even if it is recently acquired, and that macaroni offers basic advantages that many of them are overlooking, the next question is, how to get these facts over to them. What is the real selling value of talking to women about foods, their nutritive claims and how to serve them?

Here we need not theorize. I want to quote five specific cases—two governmental and three the testimony of food industries. These are accomplished facts—not the sales talk of publications with advertising to sell.

A recent government report states that spinach sales have gone up 60 per cent, and attributes the increased consumption largely to the sustained publicity in regard to its healthfulness, its iron content, etc., on the part of domestic science and health writers, the government and others. Now spinach is the meanest vegetable known to wash and prepare; you bring home a pack and it shrinks to a few saucerfuls on cooking; it is bulky and dirty, and it takes a surgical operation to get the average child to eat it. If educational talk to women can increase spinach sales to this extent, it ought to double or treble macaroni sales.

The food administration publicity during the war was directed almost entirely to women and it was without exception I think, the most direct and frank publicity employed, and it got the maximum of effective response. There was no finesse—facts were told even if they changed from day to day; there was no worrying about women's psychology; the vital facts were told and the women took action. It worked. It will work again if you prove your case.

Three notable food campaigns are the Sunkist orange and the California prune and raisin associations. These represent cooperative advertising just as your association does. The advertising manager of the California Fruit Growers Exchange told me that they had sold thousands more of their cataloged recipes this year than they gave away previously; that the teaching of girls and women as to the food values of fruit and vegetable eating—even if oranges were only incidentally mentioned—was of inestimable value—it seemed to have a reflex value on sales like a great gathering wave.

The campaign of the Sunmaid raisins is classic for its thoroughness, and the way in which the merchandising plans were tied in with local distribution and dealer display—and for the raisins it sold. The Sunsweet prunes were sold in fourteen selected cities—all they had—by the same kind of definite advertising and merchandising. Here again "the poor prune" like the spinach, scores (in spite of all the boarding house keeper has done to ruin its reputation) by telling the women of its special virtues and having them on the shelf to meet the demand. Your own non-perishable product could be fully stocked and merchandised in the same way, before advertising.

For an advertising fund should be an investment—not a gamble. The British soldiers in the Boer war had a phrase for the man who swung his gun around his head and shot wild—they called it "Pooping orf at nix." Don't do it. Be a sharpshooter, build a complete campaign that will sell macaroni over the counter. Do not stop short of

the actual sale. Make the woman want to buy macaroni for definite reasons. The newspapers tie in with a definite local sales campaign for definite results. Magazines create general national reputation and have wide attention value. Women have always read newspapers for their department store bargain sales—why believe that they will shut their eyes to a food advertisement in the same place? Especially as they read papers more than ever since the war and suffrage made them citizens of the world.

Don't plan your campaign like the Swede's effort to "make it in two yumps." You will only make a splash. You won't land on the solid bank of actual sales. Plan all the way through from factory to kitchen—and don't stop there—land right on the table. For it will do no good to sell the macaroni to the woman if the men and children she serves it to leave it on their plates. It must be eaten and enjoyed. And here is where the domestic scientist comes in again with her cooking knowledge, and the editorial publicity on the woman's page scores doubly.

The advance pages from the Sunday Tribune Institute on "Give a thought to Macaroni in the good old summer time" gives you an idea of one way to handle such "news" from a seasonable point of view and that is our strong point. Food values, fundamental methods of cooking, varied recipes, and menus into which the product fits—all should be covered. Avoid freak dishes. They antagonize. Desserts and cold salads of macaroni may do for casual mention, suggested for left overs, etc., but cold macaroni makes more foes than friends and you will sell more by teaching women what it saves them in time and money and how delicious it is when cooked properly, just buttered and salted and paprikaed—than you will by torturing it into a pudding or some such.

When the question of summer talk about macaroni was broached to me I didn't see it seasonably—and when some one said macaroni desserts, I groaned, because I love good food—it isn't mere theory with me. But I really sold myself on the idea of macaroni as a one dish meal, quickly cooked, nutritious, not too heavy and good to eat to balance the fresh fruits and vegetables. And then with good conscience and enthusiasm I wrote the article.

Anybody who can read about that canned boned chicken, tomato and macaroni mixture, with crisp bacon, or toasted cheese on top (only 30 minutes cooking on a grill and no preparation) served with a cold salad, and iced coffee, and not long to go out and get it—simply has no appetite for anything. Now wasn't that doing you a better turn than to fake up a cold salad, or pudding out of macaroni because it was summer time? (Applause) You can not sell many women any other way—and if you do it once you will never do it twice. What you want is repeaters!

Noodles are almost unknown. It is a pity. When well buttered and seasoned they are a delicacy. They go with broiled chicken as nothing else does. Make people long to eat noodles because they taste so good. There's a big market waiting for the real quality egg noodle. The only thing is to connect

with it. Health and nutrition publicity is important, but just as the vanity appeal sells cosmetics and soaps, so the appetite appeal sells food. Make your copy taste good.

No one could be stronger for purity in food values than Dr. Harvey Wiley. But once when we had analyzed a dried soup product that had much corn meal in it, and analyzed high, but tasted dreadfully and smelled like heaven, the doctor shook his head and said "After all, the first duty of a food is to be edible." And it is. A pasty mass of macaroni is a bad salesman. To teach the essentials of plenty of actively boiling water, draining, washing in cold water, and reheating; serving with attractive sauces and with variety, is the way to sell macaroni. And we can help you do it. Indeed we have been doing it for some time.

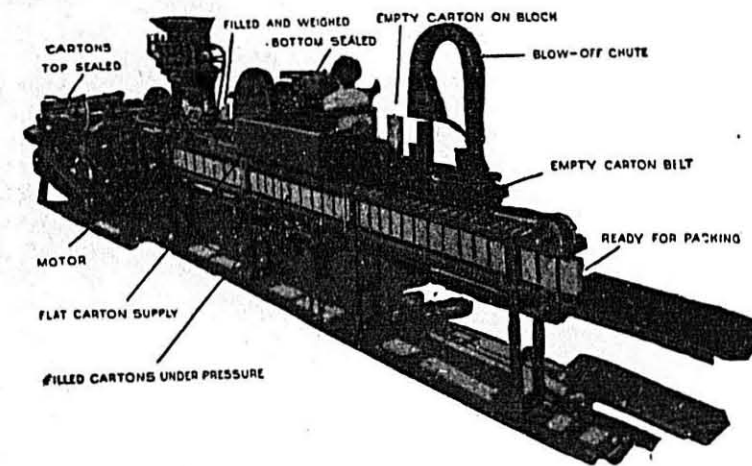
In the old days men ran women's pages with paste pot and shears and ignorance. The type setter dropped the line with the eggs in the recipe on the floor and left there, no one was any the wiser, till some poor woman tried the recipe and then she was sadder as well as wiser and she gave up trying printed recipes.

Nowadays, trained workers who know this work. We have two practical domestic scientists, despite their college degrees; an engineer, a chemist of repute, and two editors, both trained and experienced women, back the Institute pages. We cook and eat the results before we recommend that any one else follow suit. And you have food enthusiasm and imagination or you don't linger long in the Institute.

A man's usual idea of a domestic scientist seems to be a scientific old maid with horn spectacles and a big vocabulary, who couldn't make a muffin or an apple pie or a decent cup of coffee to save her life. This is an old fashioned notion. A woman can know what she is talking about these days and still be a human being and do something. Also the notion that women intuitively know all about housekeeping and child raising just because they are women is exploded. "Housekeeping as a profession" is the Institute slogan and it means something. A woman needs to be trained for her job and study it just as much as an architect or a doctor. She may get away with it by main force and awkwardness, mixed with devotion, but it is hard on her and the family. She needs to be shown.

The time is ripe for your educational work. Bartlett Arkell of Beech-Nut fame said to me once when we were discussing the Beech-Nut bacon in glass and paper cartons, that modern delicatessen methods, refrigeration, improvement in cartons, etc., had made the glass package that was such an asset years ago, a liability today, and the paper package was taking its place.

The success of the last decade is the failure of today. The food manufacturer must be a good tramp—always ready to "move on." Do not flatter yourself that you can stand still. You must either grow or shrink. Some one else is going to profit by the increasing growth in consumption of cereals unless you speak up and get your share. And organized, well planned publicity in the daily press and women's magazines



This is our carton sealing machinery with filling and weighing attachments.

Why purchase machines with a guaranteed capacity of 30 packages per minute when you can purchase our machines which will do the work equally as well with a guaranteed capacity of 60 packages per minute?

Johnson Automatic Sealer Co., Ltd.

Send for Catalogue

Battle Creek, Michigan

Send for Catalogue

NOODLES

If you want to make the best Noodles—you must use the best eggs.

We know your particular requirements and are now ready to serve you with—

Special Noodle Whole Egg—

Dehydrated Whole Eggs—selected—
Fresh Sweet Eggs—particularly bright color.

Special Noodle Egg Yolk—

Select a bright fresh yolk—entirely Soluble.

Samples on Request

JOE LOWE CO. Inc.

"THE EGG HOUSE"
New York

CHICAGO BOSTON LOS ANGELES TORONTO
Warehouses
Norfolk Atlanta Cincinnati Detroit Pittsburgh

To Noodle Manufacturers:

We understand your requirements of **Whole Egg Powder**, and can give you unexcelled quality.

WHOLE EGG POWDER—

Guaranteed to comply with Government regulations.

Manufactured by spray process, guaranteeing solubility.

Made from Spring laid egg, insuring dark sweet yolks.

TALCOTT, TURNER & CO., INC.
136 Liberty St. New York
29 S. La Salle St. Chicago

is the way to speak to the women food buyers of the country.

You have a sanitary, highly nutritious and concentrated food product of low price. It is easy to cook and offers great variety. It is basic—should be kept on the pantry shelf and used as bread and potatoes are used, but with less labor—not served occasionally as an entree. There is volume of sales in this idea.

Other industries have increased their distribution by educative advertising to women, tied in with intelligent distribution and merchandising. Why shouldn't you? You can, and the women editors of the daily press can help. "It is pathetic," said a food demonstrator who sees some hundreds of women a day, "to see how women believe every word you say in the Tribune Institute. You don't know what a responsibility you have." We do know. That is the reason we never guess and never print hearsay facts or statements from self-interested sources. We find

out first hand and then print. And we have the confidence of our readers. That is the reason that this educational editorial work puts confidence and pulling power back of your paid advertising.

The late general manager of the Sunkist organization, G. Harold Powell, said to me once, "Every word you say about the healthfulness and edible value of oranges is worth its weight in gold. You sell oranges; it is my business to sell Sunkist."

And this is the broad constructive policy you want back of your educational macaroni campaign. Others with not so basic a product as yours have done it. You are just as capable as they. Let your copy be as clean and as mealy as your product. Then all will be well and we can help you tell your story to the women for their good, as well as for yours.

Good luck to you and to your excellent foodstuff.

MACARONI CONDITIONS IN CENTRAL STATES

Steady Consumer Demand Indicated by Low Stocks and Frequent Orders—Overproduction Accounts for Low Prices and Cut Rates—Value of Advertising Cited by Manufacturer in Address—Millions of Homes Still Outside Fold.

By C. S. Foulds, Sales Manager, Foulds Milling Co., Chicago

Your secretary, Mr. Donna, has asked me to prepare a paper on macaroni business conditions in the central states.

I believe I am safe in saying that conditions in our industry, from a standpoint of nearly all manufacturers, have been quite satisfactory from the first of last September, up until the first of April of this year. The very fact that the wholesale and retail grocers have not stocked up heavily, but have ordered very frequently, seems to be proof that there has been a steady consumer demand for macaroni products. This consumer demand, I believe, is more like normal, and most probably up to the same consumption that we had prior to the late war.

It still looks, however, as though there is an overproduction of macaroni products, which accounts for the ridiculously low prices being quoted in all markets on both package and bulk products. This cutting of price, putting on extra large free deals, paying jobbers' salesmen, and fighting each other for business is doing nothing constructive toward the education of the consumer to use more macaroni products.

Sales of macaroni products will undoubtedly gradually increase through consumer demand—but why wait years for larger volume when it is possible, I believe, to produce this desired result in a comparatively short space of time and at a minimum expense?

Think what it would mean to all of us manufacturers if the consumer now using our products would use one pound more a year than she does at present. This would represent among American families alone, those who are now regular consumers of our products, about 15,000,000 lbs. a year, a very fair increase in itself.

The manufacturer of package goods under a trade mark and distinctive label must nec-

essarily make use of different methods of publicity to maintain his position, hold his trade and increase his business. Present day merchandising recognizes the value of advertising, its place in our economic system and the opportunities it offers for steady, healthy growth.

I mentioned a moment ago the increased use of macaroni products by the American housewife—but do you realize that there are millions of homes that are not at this time using our products at all? It will be comparatively easy to increase the demand of present users, but we have another problem, and a big one, to consider—to make macaroni as popular in the home as bread, meat or vegetables.

To do this requires something out of the ordinary; we can not sit back and wait for this added consumption, but we must go after it and endeavor through recognized methods to take the joke out of macaroni and make it a substantial item in our country's diet.

A recent survey made by the National Wholesale Grocers association shows conclusively that as a real factor in grocery merchandising macaroni is an "also ran." Sales are the same as gelatin—a once-in-a-while dessert—in the same class as spices and dried fish, in fact about three-tenths of 1% of the whole retail grocery business is made of macaroni sales.

This industry needs an alarm clock—it has slept too long—we are due for an awakening to the possibilities for business, an awakening to the benefits that legitimate business methods will produce, an awakening that closer business relations and harmony will secure, and more attention to our own business and less to our competitors.

The American Package Macaroni association is the result of a careful study of

present consumption and the publicity methods used by associations in other lines, and the one idea in mind—to give the American housewife a better idea of the food value and economy of macaroni and consequently to get from her a larger demand that will make our industry what it ought to be; one of the largest producers of food products in the world.

I want to say right here, gentlemen, that the organization of the American Package Macaroni association is no reflection on the National Macaroni Manufacturers association. The National Association has done a great deal of constructive, necessary and valuable work during the years of its existence and there is a place, and a big place in the industry for both associations. Whatever the American Package Macaroni association does will certainly benefit the industry as a whole.

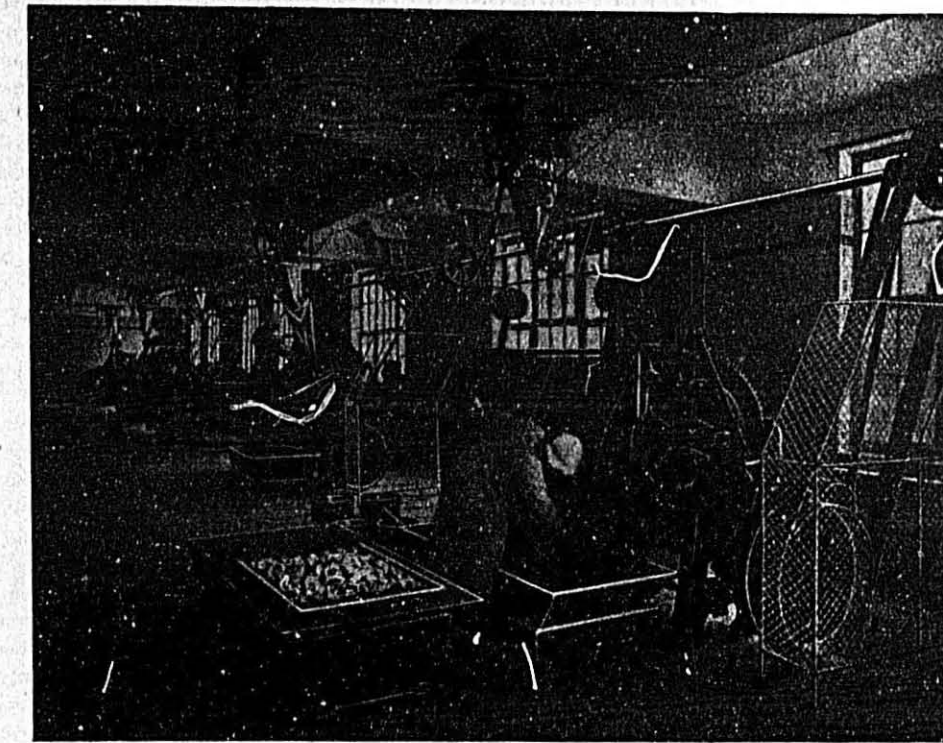
I want to congratulate the moving spirit—you all know who have given of their time and efforts to make it a success—the National Macaroni Manufacturers association, and to bespeak for our new organization the support and confidence of every manufacturer of package macaroni who really and truly believes there is greater opportunity and future awaiting us.

Market Conditions in West

By P. F. Vagnino, American Beauty Macaroni Co., Denver

The grounds covered in the present paper would cover generally the conditions in the western territory. In listening to the various talks, especially yesterday evening, in regard to the merchandising problems, it seems to me that something may be said in favor of the short weight package. Now, the millions of housewives who do not know anything about macaroni at all, it seems to me, would more readily spend a dime for something that they know nothing about rather than pay a large price for a pound package. We have to depend entirely upon the American consumer that we must pioneer our way in advertising and in helping the consumer. In order to do this we have to spend considerable money in advertising in proportion to production. If we attempt to market a pound package we would have to get at least 25c for that pound. It would be impossible to market it for anything less than that. That is something that should be taken into consideration. I believe that what we want in the macaroni industry is a man like the man spoke about, who put out the Gillette razor. If we could get the tentative consumer to pay about 25c for a pound package and spend about 10c to advertise it, we would have about 10 times as many factories running as we now have.

I believe that the problems of this association are chiefly financial. Here we are spending \$25 a year trying to get something for that \$25 and we spend about \$100,000 a piece to attend these conventions. We hear ideas shot back and forth and do not seem to have anything definite to work on. We are more or less sus-



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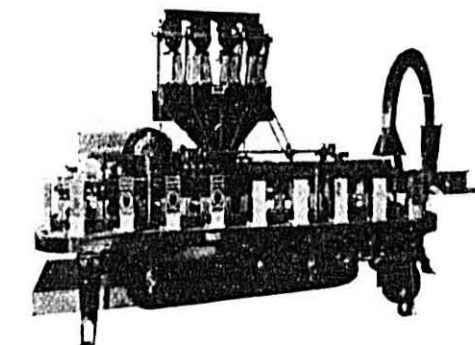
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Floor Space 3 ft. 0 in. x 10 ft. 0 in.

Speed up to 60 packages a minute. Seals carton either end or both. Requires 1 1/2 H. P. motor. Can furnish Auto Scales to suit.

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Joliet, Ill.

of, or rather misunderstand, the motives of the various members.

Now, it seems to me that if we would take \$100 per month for the average factory and put it into a common fund, with a nucleus of that kind, the right kind of men could be employed to further the efforts of the industry to get the proper recognition and respect which it does lack.

MACARONI WHEAT GROWING IN CANADA

Two Reasons for Propagation of This Grain in Dominion, From Agricultural Point of View: Its Drought and Rust Resistance—Review of Situation in Several Provinces as Durum Summary—Table of Varieties, Yields, Etc.

By Professor Robt. Harcourt of Ontario Agriculture College, Guelph

I cannot come before this organization as one who knows a great deal about macaroni, except that I know it appears on my own table quite frequently.

The two reasons we are growing the macaroni wheats in Canada are that they are more drought-resistant and rust-resistant than our regular varieties.

In connection with durum wheat grown experimentally, as compared with other varieties, the figures showed an average on some 8 or 10 years—a rust average—of 4 or 5%.

When we go west, to Alberta, we always thought Alberta was one of the provinces that perhaps grew durum wheats; but so far they have grown almost none of these varieties of wheat.

In the Province of Saskatchewan a great deal is being done to encourage the growth of durum wheat, partly because of the dry areas in the southeastern part of the province,

Market Conditions in New York

By E. Z. Vermyle, A. Zerega's Sons, Brooklyn

I find that most of the points have been covered in the discussions we have had up to this time. I feel that a great many of our troubles in the east are due in a way to ourselves.

I think that is all I have to say for the east except that business is rotten.

back to 1915 and put on the yield per acre and the amount of wet gluten. It shows very low in texture and the volume as compared with the good spring variety.

On the second page I have given the rainfall corresponding to these years through the growing months of the year; April, May, June and July.

The yields in every case—particularly through 1918 and 1919—where we had yield of over 40 bus. in 1919, were half the year before; and if we look to the rainfall of these 2 years, we find a very definite July—especially June and July.

In 1919, 1920 and 1921 we had very low yields. They are shown on the second page. I have given only the yields and the gluten; and the reason they were not the same as before, because of the excessive rain we had in July and the heavy storm beat the crops down.

Now that is about all the story I have to tell you regarding the growth of the durum wheats in Canada.

As I have intimated, some of the provincial authorities are doing what they can to encourage the growth of these varieties.

Table with columns: Year, Variety, Per acre bus., Wet gluten %, Volume cc., Texture cc. Includes data for 1915-1921 for varieties like Wild Goose, Sorentina, Medeah, Kubanka, Arnautka, Roumania.

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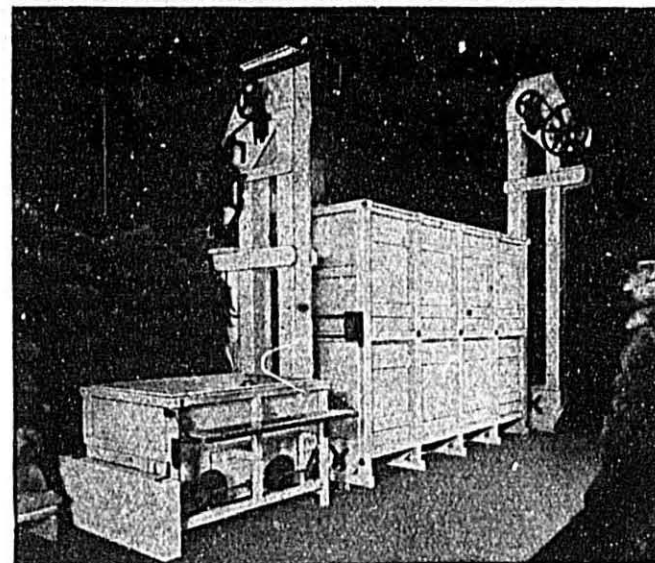
Two (2) Elmes Horizontal Macaroni Presses for 15-inch dies. Complete with operating valves, variable speed drives, etc.

Two (2) Elmes Motor-Driven Kneaders with 91-inch pans, 11 1/2-inches deep.

Two (2) Elmes Semolina Mixers.

These machines are new, having never been used and are offered at an attractive price.

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THE illustration shows one of our blending, sifting and storing flour handling outfits, which has a capacity of 100 barrels.

your flour, and thereby guarantees a dough that is free from all foreign matter.

With the Champion Automatic weighing hopper there is no guess work. It will weigh flour accurately.

We will cheerfully furnish Blue-prints or drawings of a layout for you requirements if you will send us a sketch of your building, giving the height of the ceiling, etc., also give the capacity desired.

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The New Macaroni Journal

(Successor of the Old Journal—founded by Fred Becker of Cleveland, O., in 1903)
 A Publication to Advance the American Macaroni Industry
 Published Monthly by the National Macaroni Manufacturers Association
 Edited by the Secretary, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE
 HENRY MUELLER President
 M. J. DONNA Secretary

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SPECIAL NOTICE
COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.
 The NEW MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of the New Macaroni Journal reserve the right to reject any matter furnished either for the advertising or reading columns.
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Vol. IV July 15, 1922 No. 3

Treasurer in Germany

Fred Becker of the Pfaffman Egg Noodle company of Cleveland and treasurer of the National Macaroni Manufacturers association, who has been visiting in Germany for the past few months, is expected home the last week in July. In a letter addressed to secretary of the national association he advises that the noodle plants in Germany are running full blast and that the surplus is being exported. Little or nothing in the way of foodstuffs or raw materials is being imported, the manufacturers making every possible use of home products in order to stimulate domestic industry. The exchange rate is also to blame for this condition. While in Germany Mr. Becker spent some pleasant weeks in the village of Bochingen, situated in the Voges mountain district about 20 miles west of the Rhine river, the place of his birth. Post-cards of the little place show it to be a thriving village.

Death of M. J. Horgan

M. J. Horgan, a brother-in-law of James T. Williams, president of the

List of Convention Registrants

- | | | |
|--------------------|----------------------------------|------------------------|
| Fred W. Becker | Pfaffmann Egg Noodle Co. | Cleveland, O. |
| Bartley T. Brown | Woodcock Macaroni Co. | Rochester, N. Y. |
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| Emil Cohn | A. Goodman & Sons | New York |
| L. E. Cuneo | Connellsville Macaroni Co. | Connellsville, Pa. |
| John G. Elbs | Woodcock Macaroni Co. | Rochester, N. Y. |
| F. W. Foulds | Foulds Milling Co. | Chicago, Ill. |
| C. S. Foulds | Foulds Milling Co. | Chicago, Ill. |
| J. L. Fortune | Fortune Products Co. | Chicago, Ill. |
| F. Hansen | Warner Macaroni Co. | Syracuse, N. Y. |
| B. F. Huestis | Huron Milling Co. | Harbor Beach, Mich. |
| F. J. Hopple | Massaro Macaroni Co. | Fulton, N. Y. |
| J. B. Hubbard | Prince Macaroni Mfg. Co. | Boston, Mass. |
| Patrick E. Innes | Dominion Macaroni Co. | Hamilton, Ont. |
| Wm. W. Jefferson | A. Puccini & Co. | St. Catherines, Ont. |
| C. E. Kidder | Dominion Macaroni Co. | St. Catherines, Ont. |
| M. C. Lombardi | Atlantic Macaroni Co. | Long Island City, N.Y. |
| Wm. F. Lipp | American Macaroni Company | Buffalo, N. Y. |
| F. X. Moosbrugger | Minnesota Macaroni Co. | St. Paul, Minn. |
| Henry Mueller | C. F. Mueller Co. | Jersey City, N. J. |
| H. B. Platman | Woodcock Macaroni Co. | Rochester, N. Y. |
| A. Puccini | A. Puccini & Co. | St. Catherines, Ont. |
| H. C. Read | Macaroni Food Corp. | Omaha, Neb. |
| Henry D. Rossi | Peter Rossi & Sons | Braidwood, Ill. |
| B. C. Ryden | Illinois Macaroni Co. | Chicago, Ill. |
| Salvatore Savarese | Savarese Macaroni Co. | Baltimore, Md. |
| Lloyd Skinner | Skinner Mfg. Co. | Omaha, Neb. |
| F. H. Sweet | | Battle Creek, Mich. |
| Wm. A. Tharinger | Tharinger Macaroni Co. | Milwaukee, Wis. |
| Thos. H. Toomey | De Martini Macaroni Co. | Jersey City, N. J. |
| Jas. T. Williams | The Creamette Co. | Minneapolis, Minn. |
| P. F. Vagnino | American Beauty Macaroni Co. | Denver, Colo. |
| E. Z. Vermyleen | A. Zerega's Sons | Brooklyn, N. Y. |
| C. F. Yaeger | A. C. Krumm & Sons | Philadelphia, Pa. |
| Conrad Ambrette | Cevasco, Cavagnaro & Ambrette | Brooklyn, N. Y. |
| Theo. F. Banks | Minneapolis Durum Products Co. | Buffalo, N. Y. |
| H. K. Becker | Peters Machinery Co. | Chicago, Ill. |
| Thos. L. Brown | Washburn-Crosby Co. | Minneapolis, Minn. |
| J. C. Caley | Jos. Baker Sons & Perkins Co. | White Plains, N. Y. |
| J. A. Carlisle | Capital City Milling & Grain Co. | St. Paul, Minn. |
| R. Carvutto | F. Maldari & Bros. | New York City |
| W. E. Coles, Jr. | Capital City Milling & Grain Co. | St. Paul, Minn. |
| N. E. Derrick | Pillsbury Flour Mills Co. | Minneapolis, Minn. |
| Wm. P. Duff | Jos. Baker Sons & Perkins Co. | New York City |
| A. J. Fischer | Pillsbury Flour Mills Co. | Minneapolis, Minn. |
| M. A. Gray | Pillsbury Flour Mills Co. | Minneapolis, Minn. |
| Dr. B. R. Jacobs | Nat'l Cereal Products Lab. | Washington, D. C. |
| A. L. Johnson | Nat'l Packaging Machinery Co. | Cleveland, O. |
| O. F. Kee | American Package Macaroni Ass'n. | Chicago, Ill. |
| P. F. Krueger | Pillsbury Flour Mills Co. | Buffalo, N. Y. |
| C. M. S. Langlone | Washburn-Crosby Co. | Newark, N. J. |
| Joe Lowe | Joe Lowe Co. | New York City |
| M. Luther | Minneapolis Durum Products Co. | Minneapolis, Minn. |
| Chas. L. Miller | Washburn-Crosby Co. | Chicago, Ill. |
| Henry A. Reitz | Austin, Nichols & Co. | Brooklyn, N. Y. |
| Geo. W. Ross | Huron Milling Co. | Harbor Beach, Mich. |
| A. L. Ruland | Washburn-Crosby Co. | Minneapolis, Minn. |
| H. B. Snider | Washburn-Crosby Co. | Pittsburgh, Pa. |
| Richard Sunderman | Johnson Automatic Sealing Co. | New York City |
| C. A. Surico | Clermont Machine Co. | Brooklyn, N. Y. |
| J. P. Weldenhamer | Keystone Macaroni Mfg. Co. | Lebanon, Pa. |
| Dwight K. Yerxa | Pillsbury Flour Mills Co. | Minneapolis, Minn. |
| M. J. Donna | Secretary | Braidwood, Ill. |

Creamette company of Minneapolis, with which deceased was connected as a manager for many years, died at the home of his sister in Duluth early in the month. Mr. Horgan was well known in the northwest, particularly in Duluth where he had served 2 years in the sheriff's office.

Miller a Railroad Director

A. C. Loring, president of the Pillsbury Flour Mills company of Minneapolis, was honored by election to the office of director of the Great Northern Railway company at a meeting of the

board of directors of that company last month in St. Paul. He succeeded E. Lindley, who resigned.

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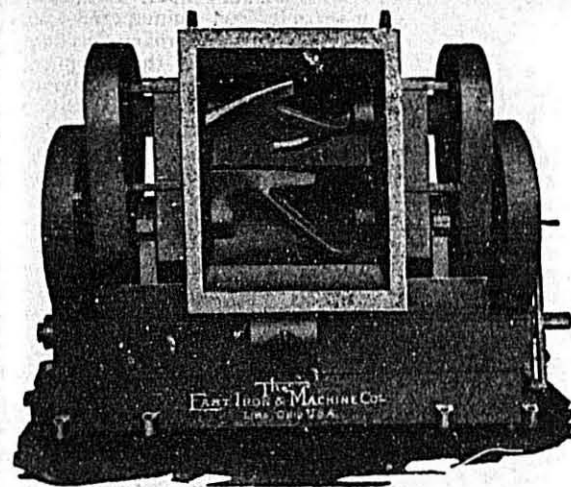
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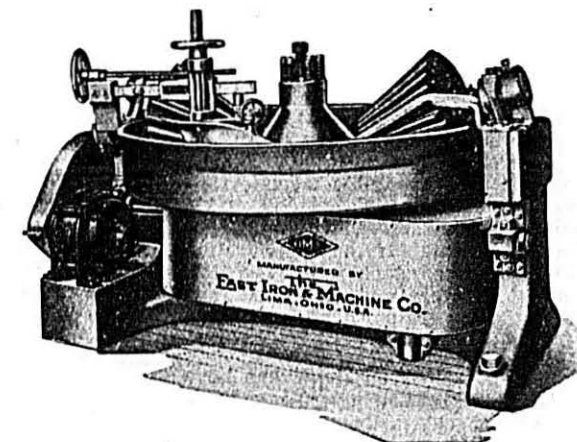


"Eimco" mixers develop the full strength of the flour and produce perfect doughs, absolutely uniform in color, temperature and finish, just like an expert would do it by hand but they do it many, many times quicker—also much quicker than ordinary machines—because they are scientifically designed and built.

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

Save time, labor, power, and make better doughs at less cost. "Eimco" mixers and kneaders will do it for you.

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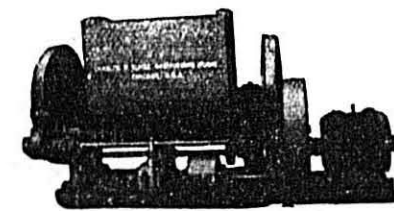
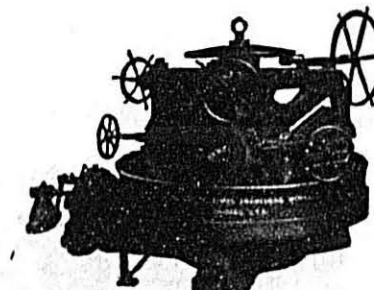
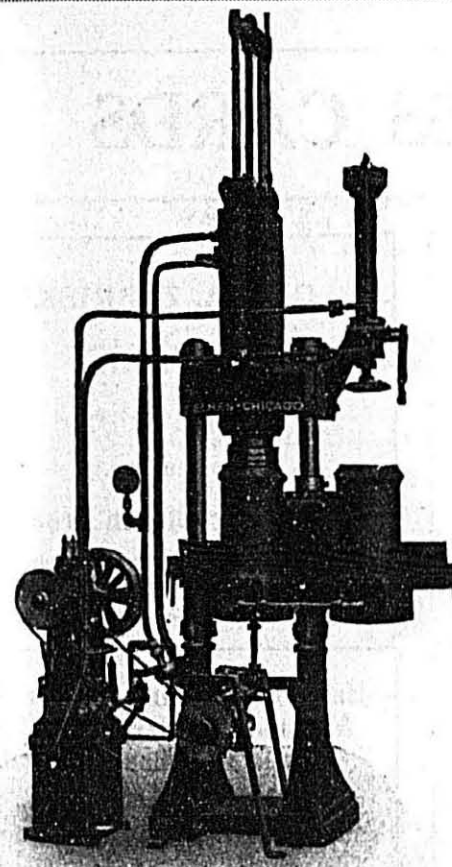
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 INC. 1895

RESOLUTIONS

Journal Cooperation

Whereas, the National Macaroni Manufacturers association, through its widely recognized spokesman, the New Macaroni Journal, is doing such good work in moulding favorable public opinion with reference to the quality and purity of American made alimentary pastes, and

Whereas, this trade paper is doing so much toward cementing proper business relations among manufacturers and between them and the various allied trades with which our business is so closely correlated and associated, and

Whereas, we feel that the attitude of the public to our business and that of the allied trades to our trade paper depends materially on individual interests in the official organ of this industry, therefore, be it

RESOLVED, that this association again strongly urge not only the members of this group but every one in the industry to subscribe for this publication and to submit to it items of personal or general interest, and be it further

RESOLVED, that we not only patronize the advertisers therein who are unquestionably the most reliable in the allied industries but also use every honorable means to secure as advertisers in this official organ, many firms from whom we now buy but are not now supporters of our publication through the buying of space in the New Macaroni Journal that covers the macaroni manufacturing industry 100 per cent.

Thanks to Speakers

Whereas, the various speakers who have addressed this convention have come to us with interesting and instructive messages and did so on their own time and at their own expense, therefore be it

RESOLVED, that we extend to them, individually and collectively, our thanks and appreciation for their sacrifices, in preparing and delivering such studied and learned addresses.

Thanks to Local Entertainers

Whereas, the macaroni manufacturers and their guests appreciate the pleasing courtesies of the manager and staff of the Clifton hotel as well as the hospitality of the mayor of Niagara Falls and the good people of this city, therefore be it

RESOLVED, that the thanks of this National association be herewith extended to all who in any way helped to make our stay in this city both pleasant and interesting.

Favoring Ladd Amendment

Whereas, the macaroni manufacturing industry in this country is a comparatively new one, though filling a niche in the business world that is appreciated alike by the producers of raw materials and the consumers of the nutritious and economical food, and

Whereas, the best interests of the local industry are conserved when the employes are paid fair wages for honest labor, and

Whereas, this condition cannot be promoted in the face of competition with similar goods made by cheap European labor when dumped into our markets, therefore be it

Resolved, that the National Macaroni Manufacturers association favors the adoption of the Ladd amendment to the proposed Fordney tariff act calling for a duty of Two Cents a pound on all imported pastes, and be it further

Resolved, that these sentiments be expressed in a telegram to Senator P. J. McCumber, chairman of the senate finance committee from this Association and that individual members be asked to send similar messages to the senators of their respective states.

Favor Change in Regulation

Whereas, the present regulation requiring the use of "five per cent of the solids of

whole eggs" in egg noodles place noodle manufacturers under a handicap because of the variety of eggs being offered the industry, and

Whereas, just as palatable and as nutritious an egg noodle can be made out of the dried yolks of eggs as out of whole egg, therefore be it

Resolved, that this association recommend a change in the regulations eliminating the word "whole," thus permitting the use of 5% solids of eggs, and that these sentiments be conveyed to the committee on definitions and standards of the Department of Agriculture.

Death of President C. F. Mueller

WHEREAS, Death, the leveler of all ranks, claimed our intrepid leader and beloved president, C. F. Mueller of Jersey City, N. J., who passed away on Dec. 13, 1921, in the very prime of his life, and

WHEREAS, His passing from this world robbed the National Macaroni Manufacturers association of its head officer, an active farseeing leader, who as a charter member of this organization strove earnestly and continually for its welfare and for the upbuilding of the macaroni industry on this continent, therefore be

RESOLVED, that the National Macaroni Manufacturers association suffered a severe and irreparable loss by his untimely death and that the sentiments expressed in letters to the bereaved widow by our secretary and in the editorials published in the New Macaroni Journal be and are the sentiments of the Association.

RESOLUTIONS BY MOTIONS

By James T. Williams—That, as an association and an industry, we deplore the conditions existing in the Near East and that as manufacturers of foodstuffs that contain the necessary elements to rebuild the bodily strength of these suffering people, our gen-

erosity be manifested to these needy folk by readily sending them whatever quantities of macaroni each manufacturer can easily spare, particularly broken products which the representative of the Near East Relief stated would be thankfully received.

By Lloyd Skinner—That the National Macaroni Manufacturers association view with alarm the condition at the present time as regards the production of durum wheat—particularly the admixture of foreign seeds and wheats of other classes together with the largely increased growth of types such as Red Durum, Acme and Monard that are not suitable for the manufacture of macaroni and are therefore becoming a serious menace to the industry; that this association stands behind any movement in the direction of the improvement of those conditions and that we express our appreciation to Messrs. J. T. Williams of the executive committee and M. A. Gray of the Pillsbury Flour Mills company for the invaluable work already accomplished, and also the following gentlemen for their splendid cooperation: Ralph E. Johnston, extension agronomist, Brookings, S. D.; Dr. P. F. Trowbridge, rector, Agricultural college, N. D.; C. B. Ball, cerealist in charge, U. S. Department of Agriculture, Washington, D. C., and the copies of this resolution be sent to them.

By Wm. A. Tharlinger—That the appreciation of this association be expressed to James T. Williams, chairman of the committee on cooperation with the durum millers, for the able manner in which this work was conducted during the past year. That this or a similar committee be authorized to continue this promotion work to the end that farmers will find it most profitable to grow only the very highest grades of improved durum wheats.

By John L. Fortune—Suggested by Mr. Fortune and moved by James T. Williams that a vote of thanks be given President B. F. Huestis for his able handling of the affairs of the Association since assuming the position as its head officer. A vote of thanks was given.

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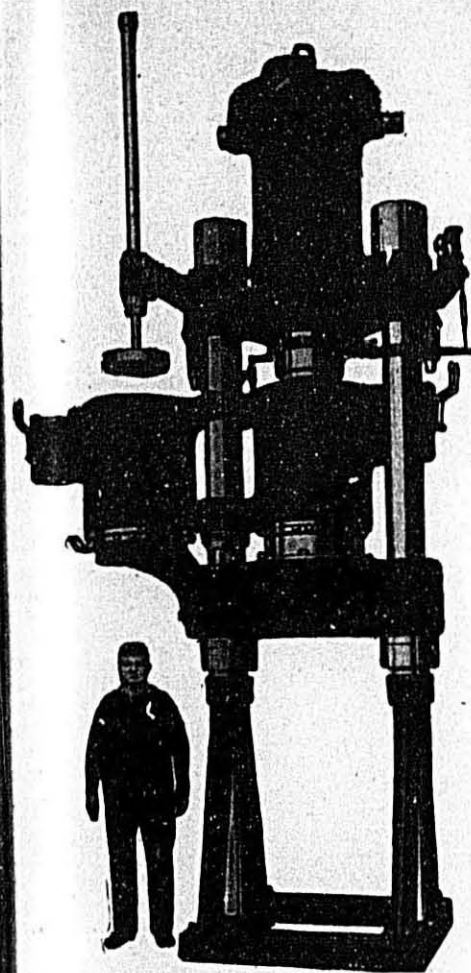
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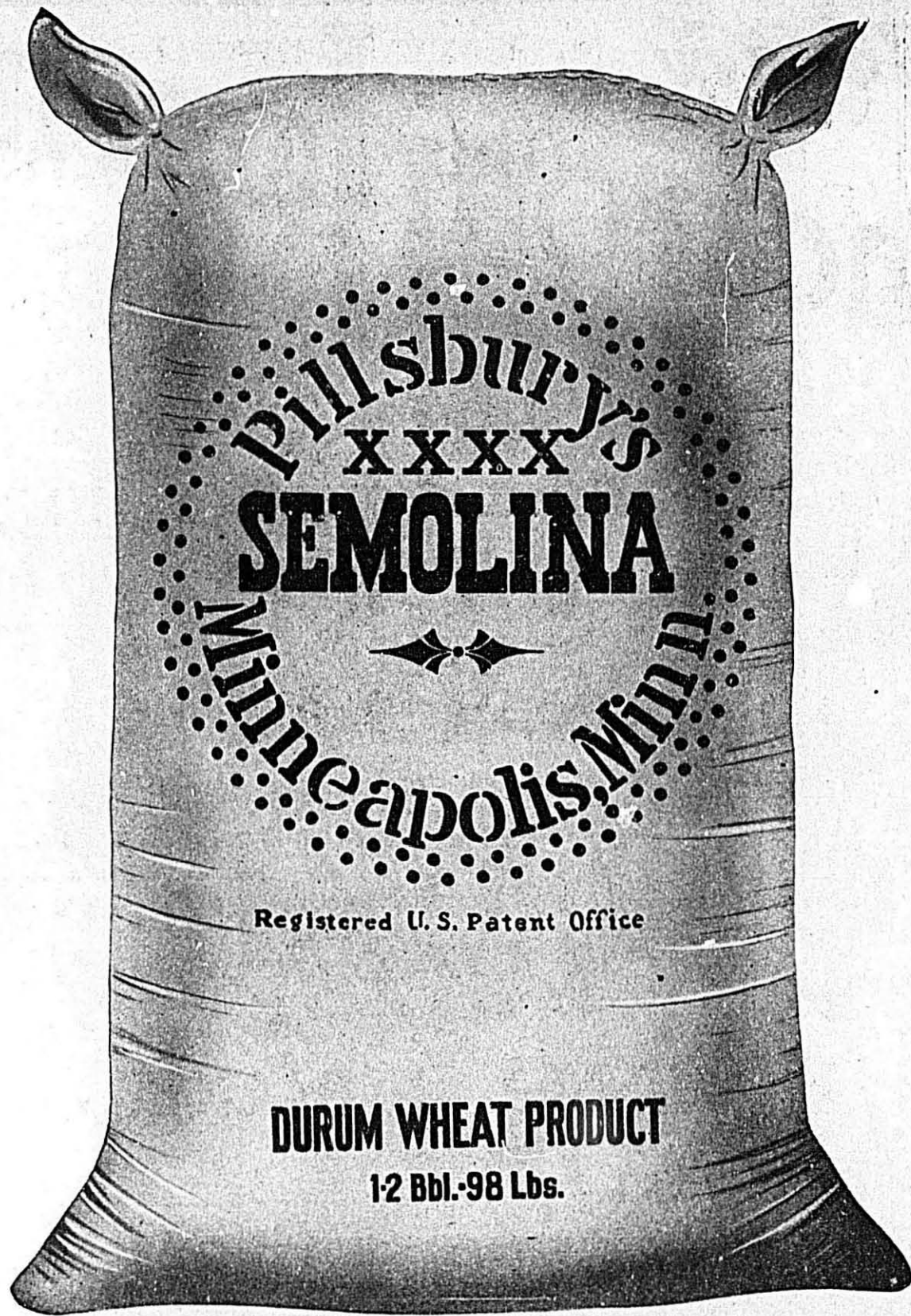
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Minneapolis, Minn.

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