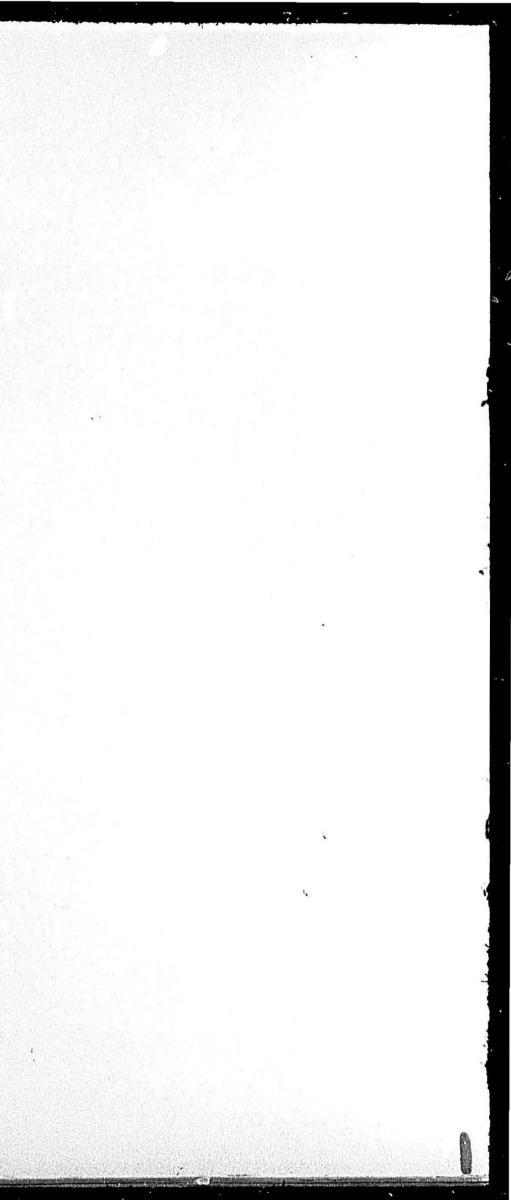
# Vol. 1, No. 4 August 15, 1919





Minneapolis, Minn AUXURE 15:1919

VACATION TIME, a period during which we withdraw entirely from the business world and its sordid worries and heavy demands on mind and body, to enjoy a care-free and invigorating rest.

Since last summer we have looked forward to this event, and what a strenuous time we have all had during the months intervening!

But with the Boys home again, and business conditions returning to normal, how we will enjoy, more than ever, the change from cares and worries to rest and pleasures.

And what a variety of enjoyment there is for us!

The roads are fine for motoring; boating, fishing, camping, hiking, swimming, golfing, mountain-climbing, and other pleasures too numerous to mention, all will afford us profitable recreation.

How happy we should be that we can have these pleasures, when we realize that in the other half of the world there are millions of people left homeless and penniless, their possessions destroyed and their country devastated.

We in the United States have much to be thankful for, especially our national, respectively, which enables us to so thoroughly enjoy life.

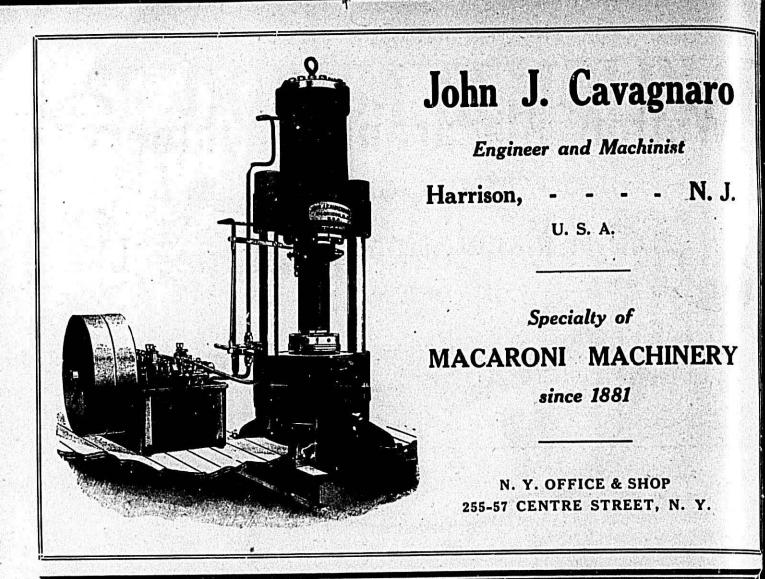
The NEW MACABONI JOURNAL certainly wishes every reader a very happy and enjoyable vacation, and hopes that all will return to their various activities with renewed vigor and enthusiasm, determined to still further add to the wonderful prosperity of this wonderful country by more successful application to their

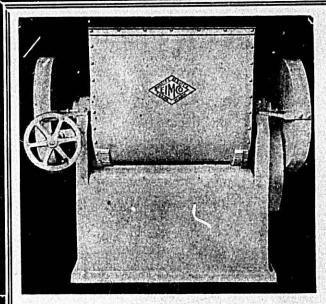
A Monthly Publication Devoted to the Interests of Manufacturers of Macaroni

# Vacation Time Is Here

aroni ournal

**DW FOR A WELL-EARNED AND MUCH-NEEDED VACATION** 





**Complete Installations** 

of "EIMCO" machinery and equipment mean wonderfully efficient plants. It means getting features of real value that can be had only by using "EIMCO" products.

Better Write for a Catalog Now.

# The EIMCO Macaroni and Noodle **Dough Mixer**

is the result of proven principles and progressive ideas in the designing and construction of mixing and kneading machinery.

The fact that it is unusually efficient is not an accident; it is the natural result of scientific improvement over conventional designs and construction.

It represents the ideas of engineers and designers who have spent many years studying the needs of macaroni and noodle mauufacturers.

The specially designed agitator insures just the right amount of kneading action to produce a perfect mixture of absolute uniformity.

## The East Iron & Machine Co., Lima, Ohio.







Good Cheer-Good Work ook on Bright Side of All Manufacturing Problems - Smile Always and Dispel Misery.

Volume 1

One of the first prerequisites of a successful leader is while he was at work used to sing either hymns or else erfulness. 'He who forms the habit of continually looksecular songs. As he had a loud, clear voice his neighbors needed nothing else to wake them of a morning. Now, upon the bright sides of things will enjoy a big advane over the fellow who always carries a grouch, refuses close by the place where this weaver worked there lived a wealthy merchant who frequently did not retire to rest see any good in others and who spreads a spirit of gloom until long past midnight, and consequently was much ong all with whom he comes in contact. Cheerfulness add to your personality, lends clearness to the very annoyed at being disturbed by this man and awakened from ies, more beauty to your surroundings, and helps materihis sleep at an early hour every morning. He could not forbid him to sing, so he bethought himself toward making you a bigger and more likable fellow. of another means of making him quiet. He sent for the All who are managing a manufacturing concern should weaver and asked him at what price he rated his singing. a closer and a better slant at the workmen. Make them .The man replied that it was as much to him as a day's that they are working with you and not FOR you. Be wages. The merchant then promised him that if he would kindly and human and let your mental attitude be ected in your acts and general appearance. An infusion refrain from his performance for a whole month he would pay him as much as he would earn in that time. In fact cheerfulness into your work helps a lot when the other he put the amount down before him then and there. lows are inclined to be miserable and grumpy. Talk The weaver was delighted at earning so large a sum so erfulness, circulate cheerfulness, be cheerful and others casily, and gladly agreed to the merchant's terms. Every ill get the habit.

All manufacturing concerns can be classified into one three great groups-ordinary, good and great. The sition of each is decided by the fellow who runs it. He akes it what it is.

The poor ones hardly last long enough to be considered. The ordinary ones are composed of men who work for so much a day, make ordinary goods, live and feel way.

The good ones are men who produce the ideal and perarticles, do things regularly and according to all rules procedure. It goes without saying that these good ones and feel that way about it.

The great ones perform great deeds, do wonderful work produce almost impossible things. Their minds are ays on their efforts, their hearts are cheerful and they guided by eyes, clear and gay, that see only the bright gs in life.

It's the spirit of the men that counts. To instill this init among your workers is to assure the success of your siness, as on this is established the fundamental principle on which all great and eminently successful business ganizations are built. Therefore, create and foster this friendly, cheerful spirit by being yourself big, friendly cheerful. Only big fellows can do this as only big lows can do big things.

Remember that the spirit that builds and the spirit that success is the spirit of cheerfulness equally disbuted from the boss of the industry down through the lous ranks of workers. Take them into mental partner-

## THE NEW

#### AUGUST 15, 1919

#### Number 4

ship and create in them a pride for good work done and appreciation of their leaders.

The Weaver Who Sang at His Loom

We get on with our work much better if we are cheerful when about it, and take recreation afterwards. There was once a weaver who got up very early to begin work, and

night before going to bed he counted his treasure over and over again, he sat up gloating over it, and finally put it under his pillow lest he should be robbed of it. In the night he lay awake thinking what he should make of it. how he could spend it to the best advantage, so that when the time came to get up he felt tired and unrefreshed.

And since in addition to this he could no longer sing at his work, he could not get on with it as well, in fact it

## Excellencies of a Sunny Disposition

The merchant, manufacturer or other man of business who is the fortunate possessor of a happy disposition finds it an asset that makes hardships endurable, that turns obstacles into trifles and transforms the raging rival into a fast friend.

Life is such a serious proposition to most of us that we are grateful for the relief of scasonable humor; the persistently cheerful man who is neither a grouch nor a professional jester is made welcome everywhere. The habit of the cheerful visage has a high medicinal value, both for its owner and for those with whom he is brought in contact.

An even temper should be cultivated just as assiduously as any other business asset. Smiles help more, when things go wrong, than many things which cost more in effort and time.

A good disposition makes living so much more comfortable and joyous. The man with a naturally happy expression is always sure of a welcome and a hearing. -The Optimist.

became quite distasteful to him. Never had the hours passed so slowly; the day seemed an eternity to him. At last he resolved to give the merchant back his money. Without losing a moment he hastened to his residence and laid the money down before him. Then he hurried away without speaking a single word. Once more free to sing at his work, the first song he struck up ran thus:

"A cheerful heart and mind at rest, What better thing can be possessed ?"

All manufacturers and their general managers might than appreciation.

## **RESTORE ECONOMIC LAW**

Operation of Easic Rule of Supply ard Demand Desired to Resume-Elimination of Federal Paternalism Demanded by Business Men.

There are many evidences of a marked growth of sentiment among business men favoring a "hands off" policy by the government so l'ar as commerce and business are concerned, that the basic economic law of supply and demand again begin to operate.

Some weeks ago an association of manufacturers of the country, including makers of a most varied line of products, undertook a canvass of its membership to ascortain their opinions as to a number of fundamental problems of the period of readjustment, says the Twin City Commercial Bulletin.

"One of these queries had to do with the proposition of the most desirable way to arouse business from the lethargy which marked the period introduced by the signing of the armistice.

"A surprisingly large number of replies were fevorable to elimination of paternalism so far as governmental interference or control of commodity prices were concerned, the belief being that resumption of the operation of the law of supply and demand would soon bring prices to a level normal for existing conditions.

"The same thought was credited to A. W. Douglas, chief statistician for the Chamber of Commerce of the United States, in newspaper stories of his address to members of the association at the annual convention in St. Louis this present week:

"The operation of the law of supply and demand loes not mean that prices would revert to levels of the pre-war period. Various factors have entered into the situation to bring about a new price level. Currency inflation is responsible for the existing price levels to a larger degree than any one thing. Currency inflation is still with us. It is a world wide reality. Until such time as the normal relation between merchandise supply and purchasing power is restored, it is futile to talk of a return to general price levels even approximating those of 1913-14.

"Does this mean that the operation of the law of supply and demand would have no effect upon commodity prices? By no means. While it would have little appreciable effect upon the general level of prices, it would have marked effect upon the prices of individual items.

short supply and large demand would carry prices correspondingly higher than would. commodities in larger supply and smaller demand. Each kind of merchandise, each industry, would be an entity with prices the normal level higher than in days gone by owing to inflation and other causes, nevertheless responsive to the forces of merchandise supply and consumer demand.

"During the war we had paternalism in great degree. That this was made necessary by the conditions which faced us is generally agreed. Without priorities and other artificial measures it would have been exceedingly difficult if not impossible for Uncle Sam to have marshaled his forces for the one objective of the period, the winning of the war.

"Without price control the unparalleled conditions of the war period would, under the operation of the law of supply and demand, no doubt have carried prices on many commodities to the point where they would have been prohibitive for many of our people or, to avoid their becoming prohibitive, still larger wage increases and still greater inflation of currency with still greater depreciation of the buying power of the dollar would have been required.

"Things have changed with the close of the war. The signing of the peace treaty will add still more to the change. Instead of straining every effort to the production of war supplies of all kinds, we must now strain every effort to the stimulation of normal business. Greater consumption of our different industrial products is needed that our enlarged output resulting from our wartime factory enlargements may be assimilated and our labor may be employed.

"The deadlock between the Railroad Administration and the Industrial Board has brought sentiment to a focus. While there were many who felt, when the creation of the board was announced, that it was not exactly a wise move thus to continue governmental interference with business, there were others, possibly a majority, who felt that under existing conditions such action as this board might take would tend to create confidence in prices and would afford the stability which seemed essential.

"The clash between these two governmental agencies on the question of steel prices has resulted in the conversion of many who formerly held this view to the belief that the sooner the government adopts a 'hands off' policy, eliminating paternalism so far as business is concerned, the more quickly will business really get going and the more rapidly will prices in all lines reach a level

well cultivate this spirit of light heartedness and satisfac. tion with their line of business efforts to the end that, he example and precept, this spirit of contentedness be passed on to their employes. Nothing will tend to make employee happier than the thought that their services are appreciated as indicated by the cheerful expressions on the faces of the owners and managers, rather than the feeling shown by the grouchy, fault finding manners of those surly bosse whose every action indicates a spirit of toleration rather

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higher wage scales and increased living expected and many fields are showing very costs. 'I'hat the stabilized prices sought by the Industrial Board are already with us, not as a result of the board's action but rather as which point forcibly to the statement we the result of the working of natural eco made at that time, using Mr. Barnes' figures nomic forces is the belief of many students as a basis, that there would be no shrinkage of the situation, their views being well sum med up in the expression recently made by T. S. Holden of the economics section of the situation points not only to government Department of Labor, that 'economic forces appear to have already acted to stabilize price, wheat having advanced very material-prices at a level below which they are not by during the last few days, when the wheat likely to fall by any appreciable amount is during the last few days, when the wheat

self best when economic laws are permitted 1.00 per barrel and it does not look like any to operate. Paternalism crushes and de immediate decline could take place in view stroys initiative. Why not, therefore, per of the serious condition of the wheat crop, mit the early and free resumption of operation of the basic economic law of supply and demand?"

Application was made to enjoin the Call-brinkage of 160,000,000 during July. fornia state board of health from proceed. We base this opinion upon information ob-ing under the state food law against certain thired during the last three weeks from ing under the state food law against certain and during the last three weeks from shipments of "noodles" on the ground that both the winter wheat and spring wheat sec-such noodles were misbranded thereunder, dons; for instance, an eminent authority in as alleged, in that they contained but 2 per Kansas told the writer personally that he cent of egg, whereas the state standard for did not believe the Kansas crop would now cent of egg, whereas the state statute statute the status of egg above more than 150,000,000 bushels, which ingredient, and such noodles should have as a tremendous shrinkage from their been labeled. "Plain noodles" or "water original calculations. This condition is more noodles." The application was denied, the or less true in the other large wheat raising court holding that food shipped into Call-states in the Southwest. Nebraska, we fornia to the wholesaler, sold by the import-ing wholesaler to the retailer, removed from trop but when we get north of Nebraska, the cases in which shipped and placed on alto the purely spring wheat states, we find the shelves of the retailer for sale to the Montana has practically a complete crop failconsumer, is in the course of intrastate are; western North Dakota and western commerce and not interstate commerce. South Dakota estimates run from 50 to 60 commerce and not interstate commerce which Dakota estimates run from 50 to 60 when so sold at ratail, and is subject to the per cent loss; eastern South Dakota and state statute; the California food law and ratern North Dakota, also Minnesota, are regulations thereunder are not in conflict howing extensive damage by blight and with the federal food and drugs act; the amples of new wheat which have recently with the federal food and drugs act; the subject of new wheat which have recently state law is reasonable; and it was competitive taken show the weight from 45 to 53 tent for the state to provide that the federal bounds, indicating a highly shrunken condi-standards of purity for food products shall ion of the berry, accounted for by the wheat be the standards used for the enforcement staturing so much carlier than anticipated. of the state food law. (Cleveland Macaroal Black rust has appeared in North Dakota Co. v. State Board of Health, 256 Fed. 376.) and Minnesota and has developed guite

## **REVIEW OF DURUM CROP**

Adverse Conditions Reduce Crop Prospects-70,000,000 Bushels Shrinkage Reported in June-Semolina Higher-Durum Crop Probably Less Than Last Year-No Price Shrinkage Probable.

In a trade letter recently issued by Yerxa, andrews & Thurston, close students of the wheat, particularly durum, situation, there appears a little anxiety about the realiza-"Those kinds of merchandise which are in hort supply and large demand would carry rices correspondingly higher than would

> the near future.' "Individual initiative explains the record that the deterioration is shown much great-established by American business in years or than anticipated it could be a month ago. gone by. Individual initiative manifests it is senolina prices have advanced practically immediate decline could take place in view especially in this section of the country.

#### Considerable Shrinkage

As to the wheat crop in general, the govemment report giving the condition up to Noodle Standard Valid in Calif. July 1 shows a shrinkage of 70,000,000 bushels during June, and the deterioration A decision by the California courts held since the first of July has been much greater valid the state laws governing standards of than during June, and we shall not be at all egg noodles, the court deciding the law not surprised to see the government figures on to be in conflict with the federal food and the first of August showing not to exceed drugs act as averred by the complainant.

rapidly, especially on the low ground, and of June.

On the first of July the government showed the four spring wheat states as follows:

Minnesota .... North Dakota. South Dakota. Montana .....

and on looking back at the December government report showing the actual production of wheat in those four states in 1918, we find same to have been as follows:

Minnesota .... North Dakota. South Dakota. Montana .....

What the deterioration has been since the first of July it is impossible to state, but with 55,000,000 bushels less in prospect the first of July than actually raised last year in these four states it certainly looks like a small crop, not even up to normal. Of course there is considerable spring wheat raised in other states, such as the northeastern and central states, also Wisconsin, lowa, Missouri, Nebraska and Kansas, together with all of the western states, but of them all Nebraska is the only one which raises a considerable quantity of spring wheat and, although their prospects are very good this year, yet it is not possible for them to make up any appreciable amount of the loss in the four principal states.

In 1918 the durum crop was somewhat in excess of 40,000,000 bushels. The increase in the durum acreage for this crop is estimated at approximately 10 per cent which would, under normal conditions, forecast approximately 45,000,000 bushels, but with the very serious shrinkage throughout the northwestern states it is entirely problematical how much will be raised, but it is sure to be less than last year and probably will be much lighter weight wheat, heuce requiring more bushels to make a barrel of semolina. which naturally will result in a relatively higher prices of semolina as compared with the price of a bushel of wheat. Macaroni manufacturers who have kept

themselves well stocked for their full 60day supplies of raw material have made no mistake and it does not look as if they would make any mistake for some months to come, and as the millers are compelled under their agreement with the Grain corporation to sell for not more than a 60-day shipping period,

STREET, STREET

## THE NEW MACARONI JOURNAL

it looks as if we were going to have a very much smaller crop in the three states than would have been believed possible the first

#### **Comparisons** Not Favorable

													Bushels
1	•	•	•	•••	•	•		•		•	•		60,956,000
•	•		•	•	•	•	•	•	•				86,918,000
•			•	•		•							52,385,000
•	•		•	•	•	•	•	•	•				11,522,000

													Bushels
•			•	•	•	•		•	•			•	78,330,000
													101,010,000
													69,350,000
													17,250,000
	•	::	:::	::::	::::	:	:::::	·····	·····	·····	::::::::::		 

#### Durum Crop Decreases

it is easy to perceive the possibility of higher prices as we get onto the new crop, due to the actual loss in wheat produced and in the weight per bushel.

On July 23 the U.S. Grain corporation announced that the receipts of wheat from farmers for the week ending July 11 amounted to 17,493,000 bushels, an increase of 12,505,000 bushels over the previous week, and against receipts for the same week in 1918 of 22,771,000 bushels. The stocks of wheat in mills and elevators on July 11 were 40,961,000 bushels as against 28,732,000 last year. The increase in the amount of wheat delivered by farmers was, of course, due to the new crop in the southwest and central states, and there should be a considerable increase each week until the height of the grain movement is reached, which will probably be in September and October; but notwithstanding any amounts which may be delivered by the farmers, there is no over production and the demand is so great and prices so high that in all probability the Grain corporation will for months have no opportunity of buying any wheat as, of course, they cannot purchase wheat and pay more than the government price for it.

## Marquis Leading Spring Wheat

The Marquis variety of wheat has gained on other varieties of spring wheat, year by year, until in 1918 it was more than one-half of the spring wheat crop. As estimated by the bureau of crop estimates of the United States of America, the Marquis variety was 59 per cent of the spring wheat crop in Minnesota, 47 per cent in North Dakota, 58 per cent in South Dakota, and 47 per cent in Montana.

Durum wheat, in demand for regions of low rainfall and with a special market as a material for such products as macaroni, was second in popularity in 1918 in North Dakota, South Dakota, and Montana, where it produced 29, 20, and 15 per cent, respectively, of the total spring wheat crop. This variety of wheat has the advantage of large productivity per acre, a quality possessed almost in equal degree by the Marquis variety.

The Velvet Chaff variety had second place in Minnesota with 22 per cent of the total. third place in North Dakota with 9 per cent. third in South Dakota with 12 per cent, and fourth in Montana with 2 per cent.

Third place was taken by Blue Stem in Minnesota, and this variety produced 12 per cent of the spring crop; it was of small use in North Dakota, South Dakota, and Montana, as were Fife and other varieties.

## **Biblical War Bread**

The Scriptures give us many lessons in thrift, according to a writer in Thrift Magazine. Ezekiel warned the children of Israel that during the slege of Jerusalem they would have to be thrifty. He said: "Take thou also unto thee wheat, and barley, and beans, and lentils, and millet, and fitches, and put them in one vessel, and make thee bread thereof."-Ezekiel 4-9. The Bible shows that Ezekiel ordered the children of Israel to eat their meat by weight, and even thus only "from time to time."

CONTRACTOR OF CONTRACTOR

## LABOR SITUATION

All Classes of Industries Affected-Closer Study of Relation Between Capital and Labor Needed-Less Government

**Regulation Demanded.** 

The labor unrest that has prevailed throughout the world during the late war and since the armistice was signed has made itself felt among nearly all classes of industry, the macaroni manufacturing concerns included. The eastern section of the country was first affected and many of the demands were granted, and now the middle west is wrestling with the many problems brought to a head by the ever increasing high cost of living.

#### Great Problem Presents Self

The readjustment of labor conditions to a peace time basis, devoid of too much government interference, is so great a problem as to call into use the brightest minds in the country. The situation is ably summed up by one of the greatest students in the country in the following recent statement:

The war has undoubtedly set men everywhere to thinking about the justice or injustice of our present industrial system. The liberal and thoughtful man, whether employer or employe, has come to the conclusion, first, that every reasonable demand and requirement of labor, whether economic or humane, must be satisfied; second, that the present system of property ownership must be conserved. Such humane questions as child labor, minimum hours of labor, minimum wage, etc., must be properly settled so as to protect the future of our race and allow for the development of a strong, healthy and virile people. From an economic viewpoint, the laborer is entitled to a fair and reasonable wage, to the essential requirements of life and to a decent chance to earn a fair living and maintain a proper home for himself and his family. He is entitled to the benefits of a free public school system, such as exists in this country, where his children may receive the best education available to anyone. Then, under the democratic government and equal opportunity for advancement, the future is open.

#### More Harmony Necessary

On the other hand, the employer is entitled to a fair return and full protection of the business which he has created, directs and maintains, fully commensurate with the risk involved and the skill, judgment and capital employed to make it go. Every proper incentive should be given to both capital and labor to reap the reward of intelligence and industry.

To create a greater degree of contentment on the part of the employe it may be well to encourage as much as possible, and where conditions permit, stockholding on the part of the employe. Many concerns are going much further by providing for some form of division of prolits after a fair payment of wages to the employe, on the one hand, and after a fair return upon the capital invested, on the other.

'i'o encourage and maintain the business initiative and constructive commercial

commercial nation in the world business should be freed from every unnecessary governmental restriction and left to its head, provided it proceeds fairly in a competitive field.

#### America Against Bolshevism

It is directly repugnant to a democratic form of government for any class to dominate. Capital is no more entitled to a complete domination over society, under a democratic form of government, than is labor. The attempt on the part of the Russian Bolsheviki government to establish dictatorship of the protelariat, that is to place the working class in complete control of society and to reduce all other elements of society to that class, is not only directly repugnant to a democratic form of government, but is contrary to every dictate of a normal and sound society.

America stands today as the bulwark against the spread of Bolshevism throughout the world. Here, under a democratic form of government, it is proven that capital and labor can exist and grow side by side, each mindful of the just rights of the other, the whole being controlled by the wishes of the majority. Such a condition of peace, security and prosperity can be brought about under any democratic government, wherever placed.

And to secure the efficiency and more definitely to realize the blessings of our democratic government, it is necessary for business men collectively and in their own circles to reexamine their relationship with their employes and to ascertain whether or not their employes are receiving fair and just consideration; it is necessary for the government to encourage and aid business and labor equally.

### Argentine Wheat

Wheat is sown as early as May 15 and as late as Sept. 15. The greatest quantity is seeded during July and August, which is the middle of the Argentine winter. In the center of the wheat belt the harvest usually begins in December, depending on the time of sowing and on the weather conditions throughout the growing season. During the crop year of 1914-15 the harvest did not begin until January and in some parts not until February. This, however, was an exceptionally late season.

The flaxseed grown in the northern part of the cereal zone is usually harvested earlier than the main part of the oats or wheat crop. The harvesting of oats takes place at about the same period as wheat, the seeding being done in May, June, July and August.

#### Old Style of Harvesting

Harvesting is by means of headers, binders and Australian combined harvesters and threshers. The latter are sometimes called "stripper harvesters," from the fact that the heads are stripped from the stalks without cutting the plants. The machine is equipped with a comb having fingers, which are set just far enough apart to permit the plants to be drawn through until the heads are reached, at which time the latter are stripped from the straw by the aid of beaters, revolv-

genius that has made America the greatest ing within a drum situated above the rear of the comb. While passing through the machine the wheat is separated from the heads, cleaned and finally deposited in a bo having a capacity of several bushels, which is attached to the machine. From this bo the wheat is sacked and left at convenient points in the field. Some machines an equipped for sacking the grain as it i threshed, the bags being deposited in the field as they are filled. From six to eight horses are generally used to draw the machine and the operation may, under favorable conditions, be done by one man, although at times an additional man or boy is required to assist in driving the horses.

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#### Wheat Varieties Grown

Although the wheats of Argentina are gen erally classed as soft wheats, they more near ly resemble our varieties of hard red winter The principal varieties are Barletta, Russ, Italiano, Frances, Rieti, Tuzela, and Saldom These varieties have been grown for many years; and it is an unfortunate fact that very little attention has been paid to the selection of seed wheat, so that the wheat have become very badly mixed, it being al most impossible to find pure types. Barlett is practically the only variety recognized in commerce, the others being shipped simple as wheat, or "trigo de pan," meaning wheat for bread. The "Bolsa" of Rosario 'ha designated a special type of wheat as "R safe," which is simply a commercial nam given to the better wheats grown in the Ro sario district and sold to Europe under the name.

## American Wheat in Cartagena

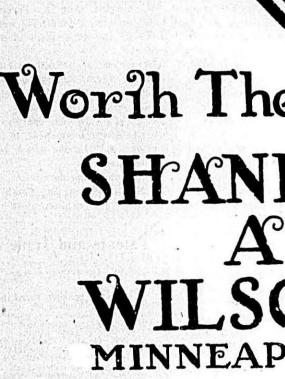
The American consul at Cartagena, Colom bia, reported recently that the flour mill there in normal times imports 40,000 to 50, 000 bags of wheat, 2 bushels each. Excerpts from the report read:

"American flour recently imported from Panama is selling in bags of 125 pounds at \$17. Colombia flour is not obtainable owing to impossibility of shipping from the interior down the Magdalena river, because erceptional dry spells, not navigable fo freight to that point.

"The La Heroica flour mill produce about 2,000 bags of flour monthly in normal times These bags contain 5 cotton bags of 2 pounds of flour each. It has been the practice of this mill to import wheat from the United States in bags; when emply they are employed to pack the 5 col ton bags of 25 pounds each. When the sup ply is not sufficient to pack all the 25-pound cotton bags, loose bags are imported. Th duties on the empty wheat sacks are 3 cents per kilo (2.2046 pounds), with surfaxes of 2 and 5 per cent on the total amount of duty.

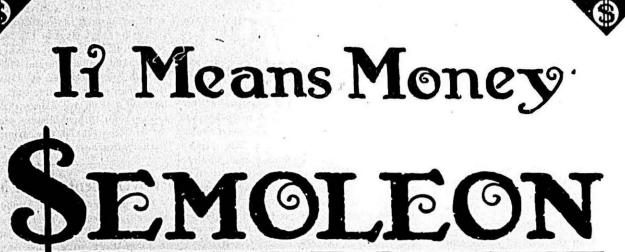
"The high price of wheat in the United States, to which must be added a duty of 5 cents per kilo, with surtaxes of 2 and 5 per cent on the total duties, makes it impossib to employ American wheat. The duty on flour is 10 cents per kilo, with the surtaxes of 2 and 5 per cent on the total duty."

See notice in this issue of removal association headquarters Aug. 25, to Brain wood, Ill.











# Worth The Extra Price SHANE BROS. AND WILSON CO. MINNEAPOLIS. MINN.



## NORMAL BUYING

Curtailment of Orders Causes Reduced Production With Relatively Increased Cost of Manufacture-Retailer Must Buy Befcre He Can Sell.

"I believe that it is desirable for all of us to influence, so far as we possibly can, normal buying," said one of the leading speakers at the recent convention at Salt Lake City of the National Association of Retail Grocers in an interesting discussion of the question of food prices. There is no immediate prospect of any reduction in cost and conditions do not justify the expectation of general price recessions, according to this speaker.

#### No Prospect of Immediate Declines

"The opinion on the part of the retailers in general that they should wait a decline in prices before replenishing their stocks is fallacious and injurious to all concerned. Manufacturers do not anticipate lower prices. There may be reductions in some instances, but as a general condition there is nothing to warrant the expectation of general downward quotations for some time to come. It is a detrimental policy for anyone to urge the trade to buy in smaller quantities and to await a reduction in prices which will not eventuate in the near future. The retailer must be continuously aware of this fact.

"Reduced production on the part of the manufacturer means a higher cost of prodution and a consequent continuance of higher prices. The producer names the price he must receive for his goods and his business judgment prevents him from naming a price which will yield him an excessive profit, which would only invite competition with destructive results. Nor can he make quotations which will not yield a fair compe isation for the capital and labor invested in his product. If the retailer will only realize these indisputable facts, the normal flow of business will result."

#### Future is Bright

Manufacturers and jobbers should take an equal part with the retailers in spreading this information. The public today is consumand with this normal consumption there should be no hesitation in buying in normal quantities. The man who expects to sell must also buy, and if this reciprocal action is entered into with the proper degree of judgment and not influenced too much by overcaution, business will soon in a few months resume its normal and profitable condition.

We find ourselves at the close of the war more prosperous than ever. We have been taught thrift-many people have saved who have never before laid aside any money. We possess Liberty Bonds and War Savings Stamps, and capital will now become more and more available for development of industry, domestic and foreign trade.

#### Spending Power Continues

There is no real reason to be pessimistic about the future. We should all preach the doctrine of optimism. Our conditions are nowhere near as bad as in other countries compared with our enormous wealth-esti-

mated as probably not less than \$200,000,-000,000. All that we lack is the spirit, the feel of prosperity. We retain the momentum of war expenditure which has given the country a spending power never before realized, and which still continues.

#### Japanese Rice Problem

Rice is the staple of food in Japan, being both bread and meat for a large part of the population. It has been their national and individual dependence to such an extent that it is almost venerated. To waste it is to commit a crime against tradition and popular feeling. There is a national belief that living on rice has sacred significance and privilege. Rice is the food of the Japanese gods and under the old order of things rice farmers outranked every one in social caste except persons of princely estate.

Even in ordinary times rice, being as yet product largely localized in the Orient, has more erratic price than wheat. The markets for wheat get stabilization from the widely scattered areas of important production. The centers of rice production more nearly come under uniform climatic conditions, with no chance for drouth in one quarter of the world to be offset by a favorable apportionment of rain and sunshine in an opposite quarter.

#### Rice a Political Issue

In the latter part of the war period the price of rice became a matter of political importance in Japan, where rice constitutes 80 per cent of the food of a workingman. Last August it stood about 250 per cent higher than in 1914, after being lower in 1915 than it had been since 1910. Rice forthwith became the question of greatest economic importance in the Japanese empire. It got attention from the emperor, government officials, political leaders, courts of justice, banks, stock exchanges, farmers, railroads and steamship lines; in a word, from everybody in a population of 60,000,000. The "rice crisis" was on.

The crisis had for months been gathering head. Imports of wheat from the United States had been stopped and rice from India and French China was controlled by European belligerents. In January of last ing the same amount of foods as formerly, year the government had sent emissaries to consult the rice exchanges. All sorts of halfway measures were taken. Speculation was rife. The exchanges were repeatedly closed and as often reopened. By August fishermen's wives began to form mobs and demand redress. Later, over 200,000 people joined in demonstrations.

#### Siberian Wheat Promises Relief

By September the cabinet was overturned and a new one formed with a commoner, for the first time, as premier. Toward winter "riceless" days were inaugurated by the people themselves. Temples opened rice stores. Rice queues became common and people kept places in line all night after providing themselves with blankets for the long watch. Feeling rose so high that even the speculators divided into "honest" and "dishonest" groups and on one occasion the former were attacked for their honest dealing. Rice was once more demonstrated as the most important thing in all Japan.

The rice problem still remains w Japan. The Japanese agriculturist, with h average "farm" of 2.64 acres on which h practices intensive cultivation, may get as sistance through improvement of seed, bett, irrigation methods and the like, and Kore and China may supply more rice. On th other hand Manchuria and Siberia may 500 furnish such supplies of wheat as to lea the Japanese to abandon part of their tim honored diet of rice. Meanwhile, in the final analysis, all things Japanse continue to cer ter in important degree around rice.-Th Nation's Business.

August 15, 1919

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## Government to Sell Macaroni

The government has announced a ph whereby the surplus food owned by the wa department will be sold at cost in an effo to force down what some of the congress men term "abnormally high food figures." It plans to sell direct to the consumer through the post offices of the country and on a cash basis. Several hundred thousan pounds of macarcal and other alimentar paste products are to be thus disposed at a price set by the government of ten and half cents (101%c) a pound. The notice do not state what grade of paste this is, but evi dently it will be macaroni made from wa four as the government was a heavy bure of this grade of food products during th war. Most of the material on hand is bul goods and must be purchased in quantiti contained in the original cartons.

#### Crop Report

Washington, Aug. 8 .- Forecast of crop based on Aug. 1 conditions were announce today by the department of agriculture a follows:

Winter wheat, 715,000,000 bushels, Spring wheat, 225,000,000 bushels,

All wheat, 940.000.000 bushels.

Corn, 2,788,000,000 bushels.

Oats, 1,266,000,006; barley, 204,000,00 rye, 64,600,000; buckwheat, 16,100,000; white potatoes, 357,000,000; sweet potatoes, 10 000,000 bushels.

Condition of spring wheat: Minnesot 56; North Dakota, 53; South Dakota, 55 Montana, 20; Washington, 64.

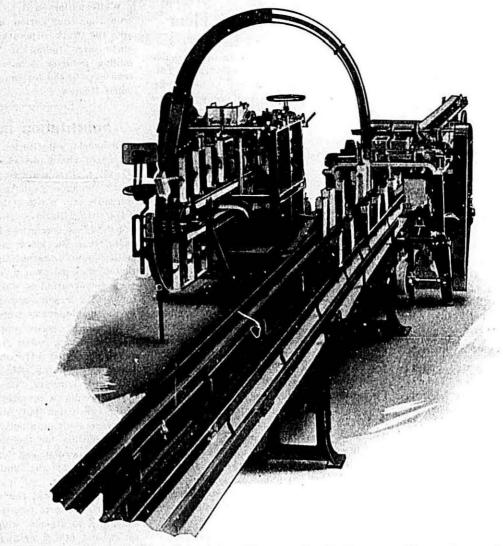
#### Patents and Trade Marks

The following patents were granted in July: No. 1,307,785—Drier for macaroni, etc. Huil De Martini, Jamaica, N. Y., patentee. Granted June 24, 1919. TRADE MARKS PUBLISHED The following application to register trade marks are of interest to macaroni manufac-turers. Notices of opposition should be field within 30 days of publication. Serial No. 118,350. Class 46 Foods and In-gredients. P. and M. Glardina, Ensley, Al-Filed May 12, 1919. "FIORE DI SICILIA" a design showing a woman in a wheat field. For

Filed May 12, 1919. "FIORE DI SICILIA" design showing a woman in a wheat field. For use on macaroni products. Claims use sinc October, 1917. Published July 8, 1919. TRADE MARKS GRANTED No. 125,972 to the Buckley Macaroni Co., Inc. Kensington, Conn. Filed Feb. 17, 1919. Sets No. 115,900. Published April 8, 1919. "L'AQUILA ALPINA BRAND" for semolia macaroni by the Cumberland Macaroni Mfs. Ca. Cumberland, Md., No. 21,325. Filed April 2 1919 and registered July 1, 1919.

See notice in this issue of removal association headquarters Aug. 25, to Braid wood. III.

# **PRODUCTION** and EFFICIENCY **GOVERN YOUR PROFITS**



This machine gives you production and efficiency. It seals and delivers 60 packages of macaroni per minute. Neat, clean packages. Operating costs reduced. Minimum floor space required. Motor driven.

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The best of MATERIALS, WORKMANSHIP, and MECHANICAL PRINCIPLES are combined in JOHNSON AUTOMATIC SEALERS.

Catalog Upon Request



## 60 Complete Packages Per Minute.

# Johnson Automatic Sealer Co. **BATTLE CREEK, MICHIGAN**

#### August 15, 1919 August 15, 1919

## MANUFACTURER SLIGHTED

Given No Representation in National Conference to Consider Industrial Problems as Proposed to Congress-Founders Association Urges Amendment.

Manufacturing interests of the country are not represented in the proposed plan for a national conference on industrial problems and the relationship between management and labor, reads a statement of the National Founders association, through President William H. Barr of Buffalo.

Referring to the measure introduced in congress providing for such a conference and naming the conferees, the statement reads: "To understand the proposed personnel clearly it may be segregated as follows:

"Representing labor-Frank P. Walsh, Samuel Gompers, Andrew Fursueth of the Seamen's union, John Fitzpatrick of Chicago, W. H. Jobaston of the Machinists union, A. B. Garrotson of the Order of Railroad Conductors, Charles H. Moyer of the Metal Mine Workers, Frank J. Hayes of the United Mine Workers, William D. Mahon of the Street Railway Employes.

"Representing capital-Charles E. Hughes, John D. Rockefeller, J. Pierpont Morgan, J. Ogden Armour, E. H. Gary, Willia: K. Vandervilt, Daniel Guggenheim, Francis S. Peabody and E. T. Stotesbury.

"Representing government: William B. Wilson, Secretary of Labor, and Franklin K. Lane. Secretary of the Interior.

Small Manufacturers Backbone of Industry

"There is not a representative of the manufacturing interests of the country named in this personnel. Union labor is represented by eight officers of unions, by Frank P. Walsh, and also by the secretary of labor. The government is directly represented by the secretary of the interior, and the other nine men are identified with gigantic financial operations, with the exception of Charles Evans Hughes. The backbone of our industry is the comparatively small manufacturer, and the great corporations do not properly represent the prosperity of the country.

"Furthermore, John D. Rockefeller, J. Pierpont Morgan, J. Ogden Armour, William K. Vanderbilt, Daniel Guggenheim, Francis S. Peabody and E. T. Stotesbury are not in actual touch with manufacturing. E. H. Gary is directly concerned in an active way with a great corporation, but he is chairman of the board only and is a lawyer by profession.

#### Urges Protest

"The manufacturers of the country, who are represented in the great employers assoclations, have no representation whatever. It is imperative, therefore, that manufacturers should take a direct interest in these resolutions and should submit a most emphatic protest against any conference which excludes those who are vitally concerned with the result of the conference.

"This resolution is another evidence of the fact that our manufacturers are ignored in matters in which the government proposes to interfere in industry. Due defer-

ence to the financiers mentioned in the resolution, who are patriotic citizens, does not alter the fact that they are not representatives of the manufacturing interests. This is particularly opportune time for registering the views of the manufacturers with the government and stating plainly that the findings of any such conference will not be tolerated. It is a case of pseudo legislation and interference upon the great body of industry which has been given no representation."

#### **Ready for New Crop Flour**

They're polishing the brass in the operating departments as well as in the sales and other branches of milling plants. This more or less functional duty is being carried out with greater vigor and with more cheerfulness than in preceding years, for millers see better times ahead. The industry has experienced in the past two months one of its most stagnant periods, marked not only by a virtually lifeless demand for flour, but abounding with obstacles and ruts that have been difficult to overcome. There is about to open, on the other hand, a crop year which promises to be one of the most active in milling history. Therefore the vigor and cheerfulness accompanying the "polishing of the brass."

#### More Settled Tone

Millers over the entire producing sections and particularly in the winter wheat belt where the wheat harvest is progressing on a rapid scale look forward with confidence to a sharp broadening in the demand for flour. With the announcement of new crop plans for handling wheat just issued by the United States Grain corporation much of the uncertainty in connection with the flour trade has been cast aside, and a more settled tone pervades the market. Stocks of flour in consumers' hands are generally reported as extremely light, such a belief being based upon the prolonged stagnation in the market and the almost general desire to enter the new crop year with practically ex. hausted supplies.

#### Buyers Await Lower Prices

Buyers, from the small baker to the large jobber, having a knowledge of the contract or agreement with the Grain corporation under which they will operate, are beginning to display interest in the market for flour. Inquiries for new crop flour being received by mills are numerous and indicate more than a desire to get a line on prices. The trade is in earnest and is likewise eager to make purchases. Already an increase in the bookings for new crop flour are reported by mills, with buyers paying around \$9.75 to \$10.25 a barrel, bulk, basis Kansas City, for 95 per cent or standard grades. Some quotations as low as \$9.50 have been received, but this figure is out of line with the general range of quotations.

#### Demand Awaits Recession

It is not expected that a great demand will develop until wheat prices recede to the guaranteed minimum basis or until mills reflect such a figure in their quotations on flour. This view is based upon the indemnification clause in the contracts between

the United States Grain corporation ar millers, jobbers, brokers and bakers, which provides no insurance for losses where put chasers were made above the \$2.26 a bushe basis. And there is a probability that bur ers will exercise caution even on the min imum basis, for there are occasional period in the year when millers are anxious to dis pose of flour at a discount to maintain a tivity at their plants. The attitude of hu ers will be determined in a measure spring wheat crop and international price developments.

While millers will be restricted to sale within a 60-day period, under their contract with the Grain corporation, this will not preclude large selling of flour. In fact, th milling industry is now more accustor than ever to shorter time contracts .-- Ros baum Review.

## Substitution in Macaroni

Dishonest substitution of a serious an extensive character was reported recently by E. J. Brennan, secretary for the s Louis vigilance committee (Better Busines Bureau), says a report from the Associate Advertising Clubs of the World, of which the St. Louis committee is a part.

Mr. Brennan found many grocers wer selling bulk macaroni upon representation that it was the product of a factory whose package macaroni is widely advertised. H found that in some stores, the signs issue by the manufacturer were placed above th bulk "elbow" goods and in others people were informed, when they asked for the goods under the advertised name, that the bulk goods were made by the same company and were, therefore, "the same."

Mr. Brennan's investigation brought him to the conclusion that the man who stocked the grocers with the bulk goods was partialresponsible for the deception. Grocen ly said the salesman had told them the goods were made by the manufacturer of the branded product.

The situation was found to be so seriou that Mr. Brennan issued a special report. sending it to grocers, wholesalers, manufac turers and others calling attention to th practice and warning grocers against violating the law, while at the same time showing them that such practices do not pay.

"Remember," says the report, "that yo make your money out of the customer who comes back. Aren't you foolish to give him any reason for staying away?"

#### SCOTCH THRIFT

A Highland gentleman on the point of starting for the United States by accident left his purse, containing \$500, at the rallway station. On his return to his native land the purse was brought to him by clerk, who expected some slight recognition. The laird took the purse and counted the money, and then looked inquiringly at the clerk, who asked, in astonishment:

"Isn't it right, sir?"

"Right? No," was the quick response "Where's the interest?"--Grit.

See notice in this issue of removal of association teadquarters Aug. 25, to Braid wood, Ill.

# MACARONI DRYING **MACHINES**

# **ROSSI MACHINES** "Fool" the Weather

Labor Saving, 50 per cent. Saving of Floor Space over other Systems, Absolutely Uniform Products-Hygienic

> Write or Call for Particulars-IT WILL PAY YOU

Macaroni Machinery Manufacturers SAN FRANCISCO, CAL.

322 Broadway

## THE NEW MACARONI JOURNAL



August 15, 1919 August 15, 1919

## Who's Who in Macaroni Trade

One of the most successful macaroni manufacturers as well as one of the greatest boosters for the National Macaroni Manufacturers association is William A. Tharinger, a past president. His meteoric career in this business at once marks him as one possessed of instinctive ability in the manufacturing line.

He is the product of the sturdy state of Wisconsin and claims Milwaukee as his, home. Like many other young lads he was lured by the railroads and he began what he thought was to be his railroad career away back in 1892 when he assumed a position as



William A. Tharinger

shipping and billing clerk for the Chicago & North Western railroad at the ore docks at Ashland, Wis., a position he held till 1896.

The grocery business next attracted him and in company with his brother opened up a business in Milwaukee, their combined business ability musing the venture a great success. His first introduction to the macaroni business came in 1912 when the brothers acquired some stock in the Lorenz Brothers company of Milwaukee, and within a year purchased the controlling stock in this enterprise. His success may be judged from the fact that between 1913 and 1916 the business of the concern was increased 14 times through able management.

Mr. Tharinger had no sooner entered the macaroni field than he realized the benefits to be derived from acquaintance with his fellow manufacturers and early joined the National Macaroni Manufacturers association, attending his first convention at Milwaukee in June, 1913, and at this meeting his ability was recognized and he was honored by election as second vice president of the association. He was re-elected in 1914 and in 1915 he was elevated to the office of first vice president. At the convention held June, 1916, in McAlpin hotel, New York, Mr. Tharinger was chosen as president of the National Macaroni Manufacturers association.

Two distinct features marked his official activities, the lowering of macaroni freight rates and the organization of the Italian manufacturers in the middle west into an association that afterwards was gradually

assimilated by the National. At the expiration of his term he was chosen as a member of the executive committee where the association had the benefit of his long experience in macaroni matters and at the recent convention in St. Louis he refused further. honors, leaving the official field for newer and younger manufacturers, though he is still retained as chairman of the important traffic committee as freight rates are surely a hobby with Mr. Tharinger.

The Lorenz Brothers company, has been changed to the Tharinger Macaroni company of Milwaukee and the capital of the concern has been annually increased till it now has stock to the amount of \$250,000 and the company is enjoying an enviable business.

**CLEAN UP AT NIGHT** 

Morning Work Unsatisfactory While Factory Is Running-Less Spontaneous Firing If Daily After-work Plan Is Followed-Remove Debris at Once.

Danger in morning cleanups instead of removals of factory and warehouse debris at night is being suggested for the sake or fire protection. This better method is suggested by a fire protection engineer, who speaks at length on the subject. In effect the statement is as follows:

Dangerous Collections

"Many of factory, loft and mercantile occupancies have adopted the practice of doing their cleaning up in the morning instead of later in the day as the plant shuts down for the night. This permits dangerous collections of any scraps, oily waste, lint, papers and other rubbish susceptible to spontaneous ignition that collect during the day to remain on the premises overnight.

"Morning cleanings while the plant is in operation are unsatisfactory at best. Not only are many parts of the premises inaccessible to the sweeper, such as under operating machine tables, in motor boxes, belt ways, engine rooms and enclosures and under cutting and work benches, but there is a persistent tendency to hurry, slight and generally neglect the cleaning in an effort to avoid disturbing the workers and quickly release the sweeper for other work.

#### Sweepings Accumulate

"Consequently, in many instances, morning cleanings are little better than no cleaning at all. It is not uncommon for accumulations of sweepings to remain on the premises of manufacturing tenants several days at a time. In a great many instances no rubbish is removed between Friday and Monday of each week.

"The New York fire department records indicate in startling manner just what results from such neglect and carelessness. During 1916 the fire loss in Greater New York attributed to spontaneous combustion and non-ascertainable causes (probably largely spontaneous ignition) amounted to about \$4.600.000. In 1917. Greater New York's fire loss from these causes amounted to about \$6,500,000, showing nearly a \$2,000,-000 increase over that of the previous year.

"Undoubtedly most of this fire loss on cured on the premises of factories, lofts and mercantile buildings. It is a peculiar fact that a large proportion of our manufactur ing, loft and factory fires start at night, or when plants are shut down, and the import. ant physical operating hazards are pran tically eliminated. This indicates in measure how much of our fire loss is du to inefficient housekeeping.

"The above facts are significant and point out a course of procedure that, if backed by persistent organized effort, will undoubt. edly bring about a gratifying result. If the Fire Prevention Bureau, which is doing such excellent work in the elimination of un necessary physical working hazards, could devise a system that will lead to the thor ough cleaning of manufacturing and mercantile establishments at the close of each working day and the prompt removal of refuse from their premises, the number of fires and the consequent loss of life and property will be greatly reduced."

## Cows to Get Barley Now

"The closing of the market for barley in the brewing industry, as well as the present high price of corn, is resulting in many inquiries concerning barley as a dairy feed," says C. H. Eckles, new chief of the dairy husbandry division at University of Minnesota farm, St. Paul.

"Barley has long been a standard part of the dairy cow ration in north Europe and has been fed to some extent in parts of America. The reason it has not been used more for feeding purposes is that the brewers wanted it and were willing to pay enough for it to keep it out of the feed trough. As a result corn has been the cheaper feed but barley will undoubtedly be fed to a much greater extent in the future.

#### Food Value Compared

"In feeding value barley is slightly below corn, but so little that for all practical purposes it should be put in the same class and considered as the equal of corn pound for pound. At current market prices barley is cheaper than corn.

Barley supplies 79 pounds of digestib food to the hundred pounds and corn 86 pounds. With corn at \$1.40 a bushel, a pound of digestible food in corn costs three cents. With barley at 85 cents a bushel pound of digestible food in barley costs two and a quarter cents. When corn is worth \$1.40 a bushel, barley is worth about \$1.10 a bushel.

#### Grain Mixture Preferred

"Barley for cows should be fed ground and may be used with advantage up to half the grain ration. A good ration, containing barley, would be as much sliage and clover hay as the cows will eat up clean and \$ grain mixture of four parts barley, two parts wheat bran, and one part oil meal or cotton. seed meal. The grain mixture should be fed at the rate of one pound to each four pounds of milk produced by a Holstein of two to each three pounds of milk produced by a Guernsey or Jersey."

See notice in this issue of removal of association headquarters Aug. 25, to Braidwood, Ill.



## WHY THEY COME TO WALDORF

Many manufacturers who use immense quantities of cartons and shipping containers get them from Waldorf Co. Why? Because they must deal with a firm who not only can make good containers, but is big enough to fill large orders promptly.

> The Waldorf plant is the largest of its kind in the U.S. The entire process of manufacture from raw pulp to finished product is all carried out in one plant, under one management, our own Manufacturing Plant and our own boxboard mill with a capacity of 135 tons daily. Miles of switch track right in our plant eliminate delays in shipping. There's no order

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THE WALDORF DAILY PLAN WALDOR PRODUCE the BEST that MORTALS CAN

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16

AN OFFENSIVE TACK

**TO PUSH MACARONI** 

Whole Industry Should Co-operate for Good of Entire Business-First Step Needed

Is to "Put On New Front Door". Murray Springer of Chicago addressed the St. Louis National convention in June the

second afternoon on business co-operation. He said he is no orator, but he does like to talk business and the delegates were entitled to some sort of a dividend on the time spent together with him. "You can't talk business to a man, but you have to

talk business with him." He desired to lay down a few, fundamental elements, but in

doing so might say a few things that might

Who Mr. Springer is He proceeded to lay a foundation of

credence for what he was to say. This was in response to an implied question: "Well,

who is this man Springer; where does he come from; what is his ticket; what is his license to stand up before us and talk about

Briefly Mr. Springer said his experience in this line had covered operation of 20 different industries, from linseed oil to southern cypress and down the line, so he had

discovered fundamental economic conditions

that affect all lines of business alike, that

How to Win Profits

How to Win Profits Supposing, as a starting point, we consider this one fact: The purpose of all business is profit. No one in any industry can make as much money as he should if conditions in that industry are bad. No one in any industry can single handed and alone remedy bad condi-tions within the industry. The war has taught us one great fundamental lesson. Until there ware united command and united action there were four separate armies fighting four sepa-

was united command and united action there were four separate armies fighting four sepa-rate wars against a united foe. The principle of cooperation as applied to warfare, won the war; and I claim if it is good enough to win the war it is good enough to win better busi-ness and better profits for any industry that will undertake it.

ness and better profits for any industry that will undertake it. Now what do I mean by cooperation? First of all, a recognition of the fact that however bitter may be your competition within your industry, you have a common interest funda-mental to and superior to your individual in-terest. There is one common affliction visible in almost every line of business in this coun-try. It is a heritage of the past. I refer to buyer domination. What causes it? The fact that the competitive conditions within most industries cause the members of those indus-tries to lose sight of their real opposition and develop all the waste and loss that comes from applying cutthroat competition. Now what causes that? We might just as well sink the man who runs his individual business has his nose so close to his own grindstone that he doesn't get any perspective or any horizon. So far as he is concerned, there are just two product, except as some competitor may force himself upon his borizon through an effort to take away some of his trade. That condi-tion is a general one, based upon the lack of has product, in all borizon through an effort to take away some of his trade. That condi-tion is a general one, based upon the lack of has product, except as some competitor may for the past. Whole Industry Speeded Up

Whole Industry Speeded Up

Whole industry Speeded Up But since the war is over, we are facing new conditions. There are a lot of men who would like to slip back into the old, easy, if you please, cutthroat days, but it can't be done. Not only are we on a new price level for raw materials and for labor, but the whole process of industry has been speeded up, and that speed will not lessen nor will the conditions change for a number of years. So let us face the problem squarely and con-sider together what might be done specifically for the macaroni industry to bring it up to the new price level, to help it get rid of the waste and lose the cutthroat competition with-in itself.

Every man who is responsible for the suc-

be disagreed with sharply.

business co-operations?"

cannot be dodged.

cess of any commercial enterprise would like to do business on a better basis; he would like to make more money; he would like to run his business on a broader, sounder plan, and yet somebody is always pushing him, somebody is always crowding him. Why is that? I guess it is because old human nature works all the way through. And yet there is a way out; and I have yet to see the industry which, when it has once discovered the way out and real-ized the simplicity of it, the ease with which those conditions can be overcome, failed to take advantage of it. I have cited to you some industries, that are actively cooperating today. industries that are actively cooperating today, but the list could be summed up to nearly a hundred, and while there are some failures, there are more successes.

What Retards Turnover

What Retards Turnover So, what is the thing we have to look at: where do we start this idea of cooperation? Well, let us get back to what we said a while ago about why everybody is in business-to make money. Now how do you make money? You make money by turning over your capital investment. How can you do that? First of all, by finding out what retards the speed of your turnover. Here is a given amount of money; the faster you can turn it, the more profit it will throw off. As some one truly said, "The best way to make money is to move the dollar." That is a basic fact. Now, how can, you move the dollar faster in the macaroni business? I should say, gentlemen, by first of all getting together and finding out the actual conditions within the industry and then taking the lid off. Trade extension, co-operation will solve the problem of any industry in America today.

solve the problem of any industry in America today. I don't know anything about the macaroni business except what I have heard in casual conversation, but I can draw you a picture of another industry, that I think would apply to yours. The industry largely centered in New England, some having inherited their business from their fathers and grandfathers; the capital turnover of the industry being about one and one-eighth times per annum, and no-body making any money. There were two fundamental reasons for that condition in that industry: First of all, the pin-headed stubborn-ness of a lot of men in the business, as to the adoption of new and sound methods; second, the clogging up of the line with a lot of use-less and unnecessary patterns. less and unnecessary patterns.

#### Gave This Industry the Cure

To digress a minute, I will tell you of another industry, amounting to about \$65,000,000 a year, wherein we reduced the number of styles of its product from over 1,000 to 34 saving the in-dustry \$2,000,000 a year in invested capital, in stock and outstanding credits by that standard-ization; identifying the 34 standard styles under a master trademark, registered at Washington, and the basis for a strong national advertising campaign.

and the basis for a strong national advertising campaign. To get back to this parallel case I told one of these New England manufacturers of some of the things that he could reasonably expect from cooperation, and he said, "Mr. Springer," —he was a good, old Yank, too—"Will you answer me this one question? If I can make my product and sell it for \$31 a dozen, why should I sell it for \$33 a dozen, so that this som of a gun over here can get in and make some money?" Now that is rather an ex-treme case, but it illustrates a condition, a condition which is fairly general in American condition which is fairly general in American

condition which is fairly general in American industry. I must commend you gentlemen for getting together here, because every time you look each other in the eye, every time you talk with one another, you realize that a man isn't necessarily a liar just because he is your com-petitor; and yet that is what buyer domination would lead you to believe.

#### Buyer Domination Evil

Buyer Domination Evil Ordinarily the buyer is the only man who sees all the cards that are dealt, and he plays you against each other for a bunch of suckers, and you know it—yet what do you do? If the 10 cents a case which you cheerfully cut from your price in order to meet real or fancied— and often fancied competition, were put into a fighting fund to get your industry together and instead of having it with its back to the wall fighting for its life, smash it; then you will get somewhere.

The French, who are the military strategists of the world, have proclaimed this great and fundamental truth, which will apply to busi-ness: "The best defense is an attack." And yet what do we find today in the macaroni in-dustry? We find a normal average consump-tion of four pounds ner person per consumpdustry? We find a normal average consump-tion of four pounds per person per annum, u-against 95 pounds of meat. And why? As Mr. Youngheart truly said, the world may not beat a path to your door; the world is very busy nowadays, but you have seen the world file through the door that is conveniently placed, with a nice little boxwood tree on each side, and some nice curtains fluttering in the windows, and an air of welcome and good cheer within. Why not put a new front door on the macaroni industry? Why remain on the dofensive? Why fight each other? Why not go out and fight your common enemy?

#### Get Off the Defensive

One of the things you have got to fight is the three million odd dollars a year that the meat packers are spending to convince the

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American public that they are on the square and therefore the American public ought to ear more meat. But first of all take this germ of cooperation that you have started in you association, extend it to the point that you are no longer on the defensive when you face a buyer, but by the lawful, free and truthul ex-case to the movement of product and prices. "You may say, "Well, our industry is differ-ent." Every industry is different, and yet no industry can dodge the fundamental e- nome haw that rules all industry. The time has serve the man who is not earning an alequat come when, if industry is to survive, wo mut cut out all subterfuge and face the fact they are not difficult to face because ever problem implies an answer. I think possibly some of you are commenting to yourselves, "Well, this gentieman is talking in think about the macaroni industry, he admit it, and yet he is standing up and writing up a prescription which he would have us take to some one and have it filled, and then take to make the subter fuge and then take to some one and have it filled, and then take to some one and have it filled.

three times a day until we get cured." You are going to get your chance to come back a me in a minute.

#### Let Macaroni Industry Swarm

Every hive of bees makes honey, but before it is a hive it has to swarm. Now, where can the macaroni industry swarm? What conveni-ent tree holds out a welcoming limb for your little honey-gatherers to cluster on and then be transferred to an orderly process of piling up your profits and increasing your dividends There are many obstacles in the very charac-ter of your industry toward the immedian adoption of any plan of market exchange, on what is known as open price cooperation, but ter of your industry toward the immediat adoption of any plan of market exchange, of what is known as open price cooperation, but there is nothing that stands in the way of your uniting for the purpose of an offensiv campaign to extend the belief in and the us of the common product which you all make. The concern of which I am a member has a basic contract with the lumber industry. The is as though I told you we had a contract with the steel industry—not the United Stutes Site corporation, or Bethlehem, or Midvale, or an of those, but the whole industry, for the pur-poses of trade extension work. At the pre-ent time we are directing the activities of it kinds of lumber products. The one thing that had to be brought about first was a recogn-tion on the part of every producer of any kind of lumber, that he was interested in the is-creased use of all kinds of wood and, whet that point was reached, the rest was easy. Extend Use of Product

#### Extend Use of Product

Extend Use of Product If you gentlemen, whether you manufacture your product and sell it in bulk or whether you make it and sell it 'under your respective brands, can realize that the basis for your on your product, as a product, you can begin to build what I might term a back curtain or which to paint the broad picture of your in dustry, and on that big background those in dividual manufacturers who desire to extend the use of their respective brands can fill in their high lights. Tou may say—and truthfully—that condition it outle any considerable portion of your is dustry on such a campaign. I am inclined to think that if the matter were approached with a careful analysis of conditions to be met, careful consideration of the best and most that the way for meeting those conditions.

## Loses 13 Sons in War

Paris,-Thirteen sons killed on the fit of battle, three discharged with grave in juries, one wounded four different time the father and one daughter summarily shot by the Germans for going to Lille celebrate the centennial anniversary of relative and another daughter killed by German shell at Dunkirk, is the record the family of M. Vanhee, a French farme of Reminghe near Ypres.

M. Vanhee had 36 children, 22 sons al 14 daughters, all of whom were living whe the war broke out. One of his sons w valet to Pope Plus X; he returned France to fight and was wounded in est of four different engagements. One of the sons lost both legs, another returned from the front blind and deaf, and another unde went the trepanning operation.

Better than money, because they ef added money-War-Savings Stamps.

## THE NEW MACARONI JOURNAL

17

# **H&D** Service **Insures Safety in Shipping**

The service rendered by your shipping boxes depends upon the The Kind of Service put into their construction, by the box maker. This photograph shows a corner of the Service Department of the Hinde & Dauch Paper Company, devoted wholly to designing and testing

## H & D Corrugated Fibre Shipping Boxes

After every scientific test has been applied, first, to every sheet of material and then, to the finished H& D box board, this Department plans boxes and packing to meet the requirements of each individual case and then applies the final test of service in actual use.

The experts in this Service Department have spent years in solving the packing probblems of H & D box users. Through their hands pass, annually, thousands of trial shipments, for experimental packing. They study the special requirements of these, individually, repack them and return them to the

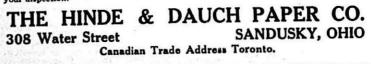
sender, free of all expense, simply to *insure* that Hinde & Dauch Shipping boxes shall carry their contents safely.

This packing system is also a money-saver, from first to last—H & D boxes are more moderate in first cost—easier to handle and pack than old style packages. They save 80% to 90% in storage space, and reduce freight charges, both inbound and out-bound.

It is impossible to rob these boxes without breaking the seal and exposing the theft. "HOW TO PACK IT" is an illustrated forty page manual we send free on request. You should have a copy.

**308 Water Street** 

Send a sample of your goods, freight collect. We will repack and return it prepaid, for



## MACARONI PRODUCTS

## SUFFER IN RATES

Not Cooked Product But Cereal Preparation -Distribution Cost Hampers Manufacturers' Sales in Places.

## By Bert L. Benfer On Freight Rates and Classification

Classification The general schedule of a freight rate man is that he meets with about four men and they sit down to a table and talk over our situation. That is what I will try to do now on the freight rate and classification subject cov-ering macaroni and cereal products. The maca-roni in itself belongs strictly to the cereal food preparations. We find from the group of class and commodity tariffs and classifica-tions that the two are not confused there. A classification and a class tariff are together and a commodity tariff operates entirely indi-vidually. vidually.

macaroni and cereal products are classi-The macaroni and cereal products are classi-fied in the classification on the same basis. That is the general rule. There are, I believe, two exceptions, one being in the Southern class-ification and the other in the Florida classifica-tion. The Florida classification no doubt will be eliminated this year as a classification en-tirely. The supreme court of that state has ruled that the railroad administration has jur-isdiction over all rates and all classifications. Therefore, if upheid, all state classification must be eliminated and we will then work to the uniform or consolidated classification and the ratings will be general on the commodities throughout the United States.

#### Macaroni is Exception

Take the cereal and macaroni versus other ommodities. We find that the cereal rates for

Take the cereal and macaroni versus other commodities. We find that the cereal rates for commodity purposes have taken your entire cereal group and moved it out of the classifica-tion and set it over into the commodity tariff, excepting macaroni. Macaroni, as far as the records show, is the only cereal food prepara-tion that is classified individually and specifi-cally in the classified individually and specifi-trate your commodity group and set that by itself and you will find that the rates vary from 20 to almost 100 per cent less in the cereal group than those applying upon the macaroni product. By the macaroni products, understand, we mean all of that allied group-macaroni, noodles, spaghetti, vermicelli and Italian paste. By the cereal products we mean the entire group of grain products we mean macaroni.

In the rate situation it has been said that while personal rate discriminations were not wholly abandoned, even after they were prohib-lited in the original interstate Commerce Com-mission act of 1887 and under subsequent amendments to that up to the Cummins amend-ment of 1916, however, they have largely elim-inated this wholly unjustifiable method of ad-justing rates and developing traffic. The rela-tion between rate making and traffic develop-ment has, in recent years, been of a more gen-eral and of a less personal character.

#### Groups On Same Basis

Now, let us see if this is true. If it was of a general character then you would have your basis of rates all uniform, that is your groups, your various commodities would be on the same basis of rates and carried under the same re-

your various commodities would be on the same asis of rates and carried under the same re-strictions, if any. The general order promulgated in June, joint rates, that became effective with few exception, setting a minimum, I believe, on the products, general 25 per cent increase or all rates, that became effective with few exception, setting a minimum, I believe, on the products, generally speaking on the food prepa-rations and macaroni, the 25 per cent was al-lowed to go into effect. The regard to the personal equation of rates— take for instance the oil industry, that is, the fore the director general and they have a mix-ing shipments from Maine to California. That is not true with the general commodities, those is already prohibitive j1.25 act. That nat-urally carried the full 25 per cent increase. With the consolidated classification, (and speaking on that generally when the subject was taken up before the committee at New York, the American Iron and Steel Institute, through their general traffic department, made is the specified conditions that were prohibi-tive in the point of cost. They boxed about 40,000,000 boxes of timplate a year and they put on to that an excess charge under the classifi-cation that would have amounted to something is the st\_2000,000 per year. In their petition before the general committee that restriction was eliminated, taken entirely from the classifica-tion. **Beace Basis Sought** 

#### Peace Basis Sought

Now take the public and most officials who have a part in the regulating of rates; they are

satisfied that the rates which are established in normal times, that is prior to the war, fail cost during the war. Efforts will be made to readjust these rates upon a peace basis, but this will not be an easy task on account of operating conditions." The the made to operating conditions of the made to the many changes which have been made in operating conditions." That they are not operating at the present time on the same basis of cost that they operated on in the or prior to the war period. The 25 per cent increase in freight rates, and from 25 to oper cent increase in Dessenger rates, is not meeting the demand. The records show for the rist three months of 1919 a deficit of \$123.-on,000 in the operating account of the railroads. Therefore in the adjustment no doubt the rates will be increased and decreased to bring up and commodities in their specific groups. The the tariff called No. 14-D. We will desire the the tariff called No. 14-D. We will desire the the tariff called No. 14-D. We will desire the increased and solvens. This carries in that tar-iff under, supplement items 581-A and 583-A. the first item reading as follows: Descinating Rates

#### Discriminating Rates

the first item reading as follows: Discriminating Rates "Cereal foods, flaked, putfed or toasted, not including cereal coffee in barrels or boxes, mini-mum weight 20,000 pounds", and in the same tariff under item 825 we carry macaroni prod-ucts. Those are the five items mentioned and for comparisons we will use, the destination of Butte, Mont., and on the cereal products from Chicago, St. Louis, we will carry a rate of \$1.00 per cwt, from St. Paul, Omaha, Kansas City, a rate of 87½c per cwt.; from Denver, 70c per cwt. Now take your group of macaroni. We carry a rate from Chicago and St. Louis of \$1.34 per cwt. against your \$1.00 on your cereal products; from St. Paul, Omaha, Kansas City we carry a rate on macaroni of \$1.17¼ against the rate of 87½c on the cereals, and from Den-ver a rate of \$1/2c on the cereals, and from Den-ver a rate of \$1/2c on the cereals, and from Den-ver a increase there, that is almost prohibi-tive, comparing the transportation distance. The cereal products, it is stated, carry a minimum of 20,000 pounds. Macaroni products carry a minimum of 30,000 in the same tariff, or an increase over cereals of 50 per cent in the inter the. If there is to be a discrimination or a difference, it should be in favor of maca-roni. Macaroni should have a rate correspond-ingly lower because the car mile earnings are yeater. That would, be a comparison of two to thre.

greater. to three.

#### Difference in Minimums

to three. Difference in Minimums We will use Transcontinental Tariff 4-0. This last tariff covers rates from the eastern coast and all intermediate points and which have the same commodities as specified previously in the 14 series. Those rates are made up by groups—A, B, C, D, E, F, and so on, and A be-ing the New York group covering to inter-mountain points and the Pacific coast terminals. We have a comparison on these rates from New York to Pacific coast and intermountain points on the cereal food preparations, that is the flaked, puffed and shredded, of \$1.56% a cwt, against 31.59 for the macaroni product. However, your minimum weights in those in-stances are 24,000 on the cereal products and 30,000 on the macaroni. In the following item, which is 2845, a new funder date of Jan. 22, 1919, they have a rate from the same point to the same points of \$1.31 a cwt, on a minimum of 30,000. That is gener-ally throughout this tariff on the two commodi-ties. Take for instance your Chicago and St. Louis group; the rate is \$1.11 and from the same point. I should say the rate on the cereal products is \$1.11 and on the macaroni product the the same points, that is Chicago and st. Louis to intermountain and Pacific coast terminals, it is \$1.25. I should say on that \$1.44. The original rate was \$1.15 plus the 25c which make \$1.44 a cwt, with a discrepancy in the minimums on the cereal products of one-fith less for your loading minimum.

#### 36-Foot Car Basis

On macaroni, as I understand, they can load the minimum at a little better than 30,000, probably 35,000 to 40,000 in a standard 36-foot

the minimum at a little better than 36-foot car. The subject has been up before the group of southern committees covering the rate situation, and it was my pleasure to appear at Chicago on March 28 before the Chicago eastern district committee at which time I met our secretary, M. J. Donna, and there were present, I believe, four manufacturers, and there has never from my experience been any contention that maca-roni did not belong in the cereal product group. However the grain committees did not know that macaroni was not a cooked preparation. That question has been put at the meeting of each committee before which I appeared—that we were shipping a food preparation, that is a cooked product. That, of course, is absolutely untrue and if the committees understood that no doubt it would have an entirely different effect upon the rate adjustment. Of course that would be brought out before any committee to which a proposition would be presented for a reduction in freight rates. In reply to the

to the committee under date of April 1, one paragraph reading as follows: Not Cooked Product

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Not Cooked Product "It no doubt is valuable first to explain that the macaroni products are a coreal preparation, that strictly speaking this prod-uct is made from durum wheat flour or semolina and as there are no other com-modities used than water, flour, mixed into dough and then kneaded. After such kneading and preparing it is formed into the hollow for the macaroni and the solid round tube for the spaghetti." That situation covered only the ratings from this territory, that is St. Louis, Chicago, Mil-waukee and C. F. A. points, which would be Ohlo and Indiana, to Memphis, New Orleans. The proposal was to eliminate all commodity rates in that territory, and for reference we use an issue of Mr. Morris' being 16-K and quoted as follows:

an issue of Mr. Morris' being 15-K and quoted as follows: "We will use Chicago for our basis to New Orleans, and on this a fifth-class or a 50c raie per cwt, on a 30,000 minimum. That will give a car mileage earning of 19c per mile." Next we referred to Southern classification, paying 115 items, 9 and 10 covering food prep-aration and cereal N. O. S. (not otherwise specified. You will note from that group that N. O. S. will take in all cereal preparations not covered specifically in the classification. Sixth Class Rate

#### Sixth Class Rate

covered specifically in the classification.
Sixth Class Rate
Such Class Rate
Macaroni being covered would be outside of that group, and they have a sixth class rate of the group, and they have a sixth class rate of the group, and they have a sixth class rate of the group, and they have a sixth class rate of the group, and they have a sixth class rate of the group of th

#### is Cereal Preparation

We filed a protest with that committee on May 17 and covered the items specifically, using as our argument that macaroni products are a cereal preparation, as we use the term "looked. That is a general term used in the commodity tariffs throughout the South. Under date of May 12 the St. Louis eastern district freight committee of St. Louis sent out a general letter, the lost paragraph reading as

a general letter, the last paragraph reading a follows:

a general letter, the last paragraph reading as follows: "Carriers claim proposed reduced rates are not justified and that commodities should and can move on class basis." That is true in this respect: That all com-modities can move on class basis if that were the general application of all rates, with a re-duction in the cereal products rates of 50 per cent or thereabouts over the macaroni rates of under the macaroni rates. In other words it is a hardship to market against those because they are all good preparations and come in gen-eral competition. No doubt your macaroni products are your general products and may not compete so extensively with the food prep-arations for our breaktast cereals. However as that may be the freight rate, the freight charges, are an item against marketing your considered. considered.

#### Cost of Placing Product

Cost of Placing Product We find one of the items apparently over-tooked by the general manufacturer, that of dis-markets. There are certain territories that any manufacturer probably is prohibited from reach-clusion has been that production and its princi-the same is true of seiling, but distribution, ap-parently of either the larger, making your valiable market has not, up to the present time, been exploited to any material extent er-facturers, controlled of course primarily by the Standard Oli corporation, and they do have ather favorable rates between most all point throughout the United States, that is the defensive in rarketing and distribution of products but for marketing and distribution of products but it the one main point is to get those rates where you can market under those conditions, you

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when they propose to make some change that is detrimental to the interests and on the of-fensive when you believe you have comparisons that are favorable for a reduction. The idea of transportation is one of the ele-tion rates necessarily involves a large degree of guesswork, even though it is entrusted to capable men. By the justice and the degree of and the established rates are observed the car-riers may profoundly affect or even absolutely industry. If the rates are made prohibitive they can keep you out of a market to a mate-tial extent, if not entirely. Entitled to Just Rate

#### Entitled to Just Rate

As previously stated under the act to regulate ommerce every industry is entitled to a just ad reasonable rate. However rate structures and reason and reasonable rate. However rate structures are built not in a day but in years of consistent effort. You will find that true with the cereal preparations. It is not possible, in my observa-tion, to take any general rate group and exam-ine the group of tariffs without finding cereal food preparations specifically provided for un-der one of four descriptions—food preparations, cereal products, grain products, or some of those allied terms covering specifically grain and grain products.

those alled terms covering specifically grain and grain products. In appearing before rate committees and be-fore some of the traffic officials of our local roads the question has always been brought up in connection with the rates on cereal food preparations. There has not been, to my know-ledge, any state but made that rate such that macaroni would not have been in the cereal group provided they had used the same con-sistent effort that was used by the cereal food manufacturers. We have as our group, for instance, Battle

manufacturers. We have as our group, for instance, Battle Creek, Mich. I have had the pleasure of being in conference with Mr. Nettles and at hearings which he appeared before, and he has rather established rates all over this country from Battle Creek that are 25 to 50 per cent lower than the macaroni rates. I mean by that that his rates, in many cases, are nearly one-half of those applying upon macaroni.

#### Some Comparisons.

Some Comparisons. I will just give you a few comparisons here on the case referred to in connection with the South for illustration. We will use Chicago to New Orleans: Macaroni is carried at 51%c a cwt.; food preparations and cereals not cooked are going forward at 30c. Take the same from Chicago to Memphis and the Memphis rate on macaroni is 46%c and the food preparations have a raiing of 22%c, that is 2%c under the charged on the macaroni products. We give these figures for comparison and in general I would say that the general rate situation throughout the country is that cereal products ifed", but they are carried in the commodity tariff vs the class tariffs at an average of 20 to 50 per cent and in some instances you will cent and in some instances you w office greater than 50 per cent reduction over

notice greater than to per call the macaroni rates. In conclusion I should like to state that some action should be taken in aligning the rates with the cereal products. That should be done, of course, collectively by the association, and make the association probe the situation.

## PUBLICITY THAT PAYS

#### Example of Minneapolis Manufacturers Might Well Be Followed in Large Cities --- American Made Macaroni Products Coming Into Their Own, Says Journal.

In its Home Section of July 13, the Minneapolis Journal, with the evident intention of boosting, that locality as a manufacturing center also gives macaroni a great boost and points out one other way in which publicity can be given this important food product. The manufacturers of that city apparently know how to obtain free publicity. The write-up is so full of good points that it is here reprinted in full as a hint to the manufacturers of other large cities to do likewise.

#### What Journal Carries

Minneapolis made macaroni, which already has found its way to Rome and Naples, promises to rival the Italian product in its native land. It already has been approved by the Italians, and Italy is to be worked out as a trade area for the Minneapolis factories.

When America sent food supplies to Italy after Italian reverses, the consignments contained many cartons of Minneapolis macaroni. It was seen in the public booths at that time and Italians cheered when the cartons were opened, returning relief workers hing

Not only Italy but all Europe likes to twirl the Minneapolis strands about their forks and now the nobility is getting it, according to distributers. Already London is a heavy consumer of Minneapolis macaroni, spaghetti, noodles and vermicelli, it was pointed out.

#### Product Worth \$2,400,000

The making of macaroni and macaroni products, which was a comparatively unimportant industry in the city until a few years ago, is now estimated at more than 1,200,000 pounds in output annually at a retail value of more than \$2,400,000. The industry is only in its infancy, according to the manufacturers, and a few years more will see Minneapolis forging to the front, the rival of New York as one of the great macaroni making and distributing centers of the world.

Minneapolis is strategically at an edvantage, they said, for the making of this important item in the world's bill of fare. It is only in the Northwest that the ideal wheat for macaroni is grown. The best macaroni is made only from the semolina, or hard, granular parts of durum wheat, according to James T. Williams, president of the National Association of Macaroni Manufacturers. This wheat, he said, was grown only in Minnesota and North Dakota.

The rich product of the Northwest has qualities not possessed by other brands, local dealers declared. It is full of gluten, it withstands the ravages of time and produces a rich creamy mixture when cooked.

Nobility Praises Product

One Minneapolis, manufacturer recently received a letter from his London agent saying one of his customers, a member of the British nobility, had tried Minneapolis made macaroni and had found it so edible he had recommended it to his titled friends.

Because of its adaptability to easy transportation, macaroni making here has grown by leaps and bounds since 1904, when it first began to be manufactured in earnest in Minneapolis. It has now come to be one of the leading food products made here, and it stands a fair chance of becoming as widely known as the flour. for which the city has long been famous.

Macaroni products, it was pointed out, are compact and take a minimum amount of shipping space. They are so packed as to be virtually impervious to atmospheric conditions or bad shipping facilities. All waste material has been extracted in manufacture and only the vital properties remain, according to the manufacturers.

Three Companies Busy Here

At present there are three companies in Minneapolis making macaroni and its products. The output of these factories surpasses the products of those of many other cities which have from three to five times the number of factories that Minneapolis has, it was said.

"We have laid the foundation for an im-

portant industry in the Northwest," said on manufacturer. "I call it the foundation, for the manufacture of macaroni is still in its infancy here. When we get going as w plan, the businessmen of the city will h astounded at the volume of business it w bring.

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"Every factor for its successful minute ture is to be found here. We are nearest th great wheat fields of the world that produc the ideal grain for the product. We have the equipment and the power for manufa ture. So great has the demand become fe products of Minneapolis firms they have de cided to begin night shifts to keep up wi their orders. Labels Show Quality

"With the application of a federal h requiring the labeling of packages of ma roni and its products indicating whether is from semolina or wheat flour, a gr impetus is expected to result to the busine of local firms. We are going out to get good hold on the world's business in ma roni making. It will be worth your whi to keep your eyes on the macaroni indust in Minneapolis."

#### Wheat Producer Guaranteed **Proper Price**

One of the first attempts ever made settle that age old dispute between t farmer and the grain buyer as to a prop price basis for wheat is the contrast white has just been entered into by the Unit States Grain corporation and the grain be ers.

In one clause of this agreement a meth is provided by which the buyer agrees reflect properly to the producer the gover ment guaranteed price for the vario grades of wheat offered for sale. Thus, i the first time, the government is stand behind the producers to see that they a a proper price for their wheat. Part of t contract provides that either farmer grain buyer, if disagreeing with the pri reached in sale and purchase, is privile to submit a sample of the wheat in dis to the nearest zone vice president of the Grain corporation and obtain from him review of the method of determining th price. If such a review is not sat.sfacto the case may be further appealed for i decision to Julius H. Barnes, United Stat wheat director.

In issuing this notice the corporation e phasizes the fact that it is hoped buyer a seller will wherever possible harmonized ferences by mutual agreement and will b increase the burden of the corporation trivial dispute.

When samples of wheat under dispute forwarded to the Grain corporation the ganization will advise both buyer and sells of its opinion as to proper grade and doc age. In case of sample wheat on value there is a dispute as to the proper price corporation will express an opinion as the relative value of such sample wheat compared with the guaranteed basis st ard No. 1 price. Such sample will then held for submission to the wheat director case of appeal within 10 days, as provi in this clause of the contract.

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HELP SELL GOODS

# CONSULT OUR TRADE MARK BUREAU BEFORE ADOPTING **SNEW BRANDS OR TRADE MARKS**

THE UNITED STATES PRINTING & LITHOGRAPH CO. 8 Beech St - Norwood, Cincinnati, O.

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21

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22

\$300.000 Subscribed-Time Opportune for Increased Co-operative Paid Advertising in Public Prints-To Be Similar to Other National Association Propaganda.

At its convention held in Congress hotel in Chicago the last week in June, the Chicago Jewelers association considered the need of an extensive advertising campaign, and plans were laid for a publicity propaganda that will mean many per cent of increased business along this line for both wholesaler and retailer.

It was announced at the meeting that a great publicity bureau had been organized to begin an educational advertising campaign of national scope to place before the public through paid advertising in the press the beauty and permanent value of jewelry. The proposed advertising campaign will be conducted on the lines of the national advertising put forward by the National Florists association, the California Fruit Growers association, and others. One of the speakers stated that the advertising copy would be impersonal as to lines featured, but would cover headings such as the following: The necessity of jewelry; jewelry as an investment; its enduring character, as a gift; its beauty and artistic merit as an article of personal adornment. It is proposed to spend at least \$300,000 on this advertising campaign and a large part of the necessary fund was subscribed at the meeting on Tuesday.

Government Urges Advertising "Indications from every quarter," said President Hardin, "point to the fact that this is the time to push out with maximum effort to put the jewelry industry and the city of Chicago as a distributing center therefor on the most prosperous basis possible. Authorities at Washington have emphatically stated in the public press that the present is the most opportune time for largely increased advertising investments in every line of business and the argument applies with peculiar force to the jewelry trade. Co-operative paid advertising in the public prints is a cure for all ills, real or imagined, prevailing in the business world -prosperity ultimately depends upon the consumer. Therefore with this \$300,000 fund we propose to reach the consumer and educate him to a larger use of jewelry products, not only because such products, are valuable as an investment, but because they possess an artistic and enduring merit. This national advertising campaign should add further prestige to the already full measure of our great city of Chicago, the greatest central market of the world."

Officials chosen were: President, John H. Hardin, president of F. A. Hardy & Co., and president of the Lincoln Park commissioners; vice president, S. Y. Ball, president and general manager of Norris Allister-Ball; secretary and treasurer, Charles T. Ross, Waterbury Clock Co.

"Extravagance rots character; train youth away from it. On the other hand, the habit

of saving money, while it stiffens the will, also brightens the energies. If you would be sure that you are beginning right, begin to save."-(Theodore Roosevelt.) Buy W. S. S.

## Oualities of an Executive

The Chamber of Commerce of the Borough of Queens. New York, recently conducted a novel experiment to determine what are the qualifications of a successful executive. A list of essentials prepared by some of the leading businessmen of New York City was sent to groups of salesmanagers, advertising managers, general managers, purchasing agents, auditors, treasurers, lesser executives, young business men and several members of an employment managers association with instructions that each indicate in a space opposite the respective qualities just the degree of importance he attached to that particular quality. Two hundred seventy-six answers were received and all contained so much good common sense that they were tabul .ted as follows:

- Judgment (Reasoning 2.
- Judgment (Reasoning ability, accuracy in conclusions, ability to profit by experience.) Initiative (Alertness, imagination, originality, inde-pendence in thinking.) Integrity (Truthfulness, honesty, sincerity.) 3.
- Organizing Ability (Systemizing, classifying according to func-tions, planning and delegating. Health
- (Bodily vigor, good sight, hearing, etc., in-cluded.)

- cluded.) Perseverance ((Industry, ambition, concentration.) Aggressiveness (Energy, courage, domination of will.) Open-mindedness (Reasonableness, teachableness, openness to new ideas.) Co-operativeness (Unselfishness, kindness, cheerfulness, tact, lovalty.)
- yalty.)
- 10. 11.
- Competitiveness (Interest in playing the business game.) Control of Emotions (Freedom from outbursts of anger touchiness.) Refinement from outbursts of anger or
- 12. Courtesy, manners, general culture.) 13.
- Appearance (Well-groomed appearance, go pleasing facial expression, etc. Sense of Humor. ned appearance, good carriage. 14

How does this table agree with your views on this matter? An executive manager of a macaroni manufacturing concern is an almost indispensable adjunct, and the New Macaroni Journal will be pleased to publish the views of any in a position to speak for the trade.

### Standards Again in Force

Prewar standards for macaroni, spaghetti, vermicelli, and similar products are now in effect, say the officials of the bureau of chemistry, United States department of agriculture, in charge of the enforcement of the food and drugs act.

During the period of the war substitutes for semolina of hard wheat were permitted for the manufacture of these products because of the urgent necessity for conserving wheat. Since this necessity no longer justifles substitution, all macaroni, spaghetti, and similar products shipped within the jurisdiction of the federal food and drugs act must comply with the standards as published in United States department of agriculture circular 136.

The standards define macaroni and kin-

dred products as made from the semolina of hard wheat and containing not more than 131/2 per cent of moisture. Products made from flour or from a mixture of flour and semolina may not be labeled as "Macaroni" or "Spaghetti," according to the standards, but should be labeled as "Flour Macaron" or "Flour Spaghetti," etc., as the cast may

Real macaroni made from the semolina of hard wheat when cooked has different qual. ities than those of flour macaroni. It is much preferred because of these qualities by those who know what real macaroni is, although flour macaroni and kindred products have merits and are excellent foods. Flour macaroni being inferior to real macaroni should be cheaper in price. The enforce. ment of the standard enables the housewife to know in each instance whether she is obtaining a product made from semolina or one made wholly or in part from flour.-Twin City Commercial Bulletin.

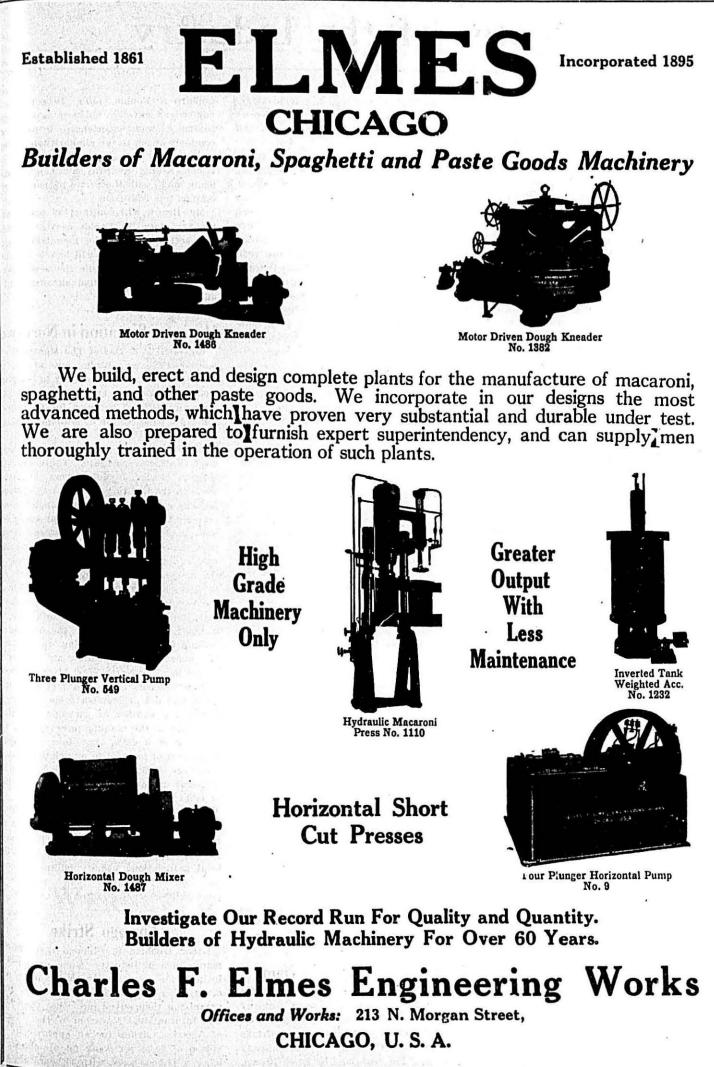
### Chocolate in the War

What chocolate did in winning the war will never be fully realized. In all the lexicon of the Red Cross and other war relief activities probably no word spells so much of comfort, and nourishment, and cheer to wounded men and well men in the trenches In solid and liqid form, on the field, in the trenches and back of the lines, chocolate was the first demand. Its popularity over coffee as a drink was largely due to the superior food value in the chocolate, to the greater ease with which it was prepared, and to its more lasting nourishment. A Red Cross field worker writes in his dairy: "For one week I made from 250 to 300 gallons of chocolate daily, besides helping to serve the boys with socks, cigarets and treat their various ailments with the drugs we had on hand." Again a chaplain writes: "I talked, read and prayed with them, wrote letters for them, and left them chocolate."

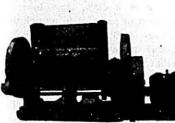
#### The Old Homestead

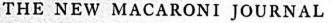
No greater privilege could have been given American doughboys of foreign birth or parentage than the permission to visit their old homes before returning to their units and America. If a boy wishes to visit the "old country" and can be spared from France he is given leave to go back again to where the old home stands. In the near East, in Greece and Italy, the Yank is becoming almost as familiar a sight as the Tommy and Polles On the Island of Mytilene in the Aegean sea, there are several Greek-born Americans from United States army units. One is from Sprinfield, Ohio, and wears the Italian insignia of the Lion of St. Mark on his left shoulder. He fought with the 332d Infantry in Italy, and was born in Mytilene. While visiting the old haunts of his childhood he is working at the Apano Scala orphange where more than a hundred refugee orphans are being cared for by the Red Cross, and taught to sew on American sewing machines. Greece was one of the 24 countries in vited to join the Red Cross league.

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THE NEW MACARONI JOURNAL

# Notes of the Industry

## St. Paul Traffic Hearing

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Rates on macaroni and kindred products shipped to Montana points were considered at a conference with the railroad officials. July 15, at St. Paul. The National association was represented by traffic expert, B. L. Benfer of Cleveland, who was assisted in presenting the manufacturers' side of the case by James T. Williams of Minneapolis, president of the association, and by F. X. Moosbrugger of the Minnesota Macaroni Co. of St. Paul.

administration representative against the proposed reduction was that freight rate reductions rarely were reflected in the price to consumers. The association answered that the abnormal freight rates in existence compelled the manufacturers to reduce the weight of macaroni, etc., in packages shipped to these points, and showed that if rates were reduced to normal the reduction would be reflected to the consumer in increased weight per package.

Due to the chaotic conditions prevailing in the railroads situation in reference to their return to private control, some delay is expected before a decision is given, which, in the opinion of our officials, should be favorable.

The proposed tariff carries specific rates from the junction points and others are inade on a through basis or a combination of rates on Chicago, Mississippi river or St. Paul. The rates from Cleveland for instance, to be reduced from \$1.44 to \$1.15; from Chicago from \$1.34 to \$1.00; from St. Paul from \$1.171/2 to \$.871/2. These rates are given to Butte. Mont., only and the other points would be correspondingly affected. Final decision is awaited with interest by many of the concerns shipping to this section as action in this case is construed as having a great bearing on future hearing of like character.

#### Labor Situation at Fulton

Theodore D. Foster, assistant secretarytreasurer of the Massaro Macaroni company of Fulton, N. Y., sends the following statement relative to labor conditions seriously affecting the manufacturers there and Mr. Foster is greatly concerned about the industry elsewhere.

"Inasmuch as labor is holding the attention of our country to a large extent you may be interested to learn what conditions exist in this section.

"Three weeks ago the various industries found it expedient to make radical changes in working hours and wage scale of employes with the result that the mills and factories are now running on an 8-hour day basis. The industr i of Fulton are in the main: Paper making, woolen cloth, firearms, cutlery, canning and candy manufacturing, the latter being the Peter's Chocolate company. We also are on an 8-hour day basis

and are paving employes the same wages for 48 hours per week as we did for a 60hour week of a fortnight. Time and a half is paid for all over time.

"We would appreciate advice from you if it will not trouble you too much stating what other macaroni manufacturers are contending with in regard to labor and if any others have come to a shorter working week basis, etc. It is in the air and we believe that we must all come to it sooner or later."

Labor is becoming more and more restless throughout the country though there is The principal point made by the railroad 31 no information on hand showing definitely what effect this is having on the macaroni industry at large. From various sections comes requests for information along similar lines and those in a position to give this information should, out of regard to their fellow producers, furnish it to the Journal for general distribution.

## No License Required

The United States Grain corporation through its second vice president, Watson S. Wood, has announced to the National association that at present the macaroni manufacturing concerns are not required to take out license under the presidential proclamation governing users of wheat and flour. The price protection to bakers, millers, etc., is the carrying out of the congressional act which requires that, in the event of a lower resale wheat price, that price should be reflected to the consumer through the product. The whole idea, according to this official, is that the consumer shall get the benefit of any price reduction. "We understand from your letter-which is in accord with our own views- that it will be practically impossible to see that such reduction be made to consumers of macaroni," is the reason advanced for not requiring macaroni manufacturers to take out a license at this time.

When asked whether something could be done to protect the American macaroni industry by prohibiting import of alimentary paste products, this official answered: "The Grain corporation has no power to interfere with the imports or exports of other grains. except insofar as storage is concerned, in order that there may be sufficient room for wheat. We are not authorized to interfere on any other basis, either export or import. domestic or foreign. The particular point on which you desire relief will have to be presented to congress. We regret that w are not in a position to be of greater service to your industry."

#### Announces Change in Name

According to announcement by President R. B. Brown of the Foulds-Briggs company of Cincinnati, the corporate name of that firm will be changed Sept. 1 to "The Briggs Cereal Products Company." This company was formed five years ago by R. B. Brown,

Colburn S. Foulds and C. Briggs and has enjoyed an enviable business career. Some confusion was experienced by this new company owing to the similarity of its name to the older and better known firm, The Foulds Milling Company, and this change is being made with the prime purpose of elim inating this confusion.

Mr. Brown will continue as president c the firm with Mr. Foulds as vice president and active head of the manufacturing de partment. Mr. Briggs will handle the finances of the concern while the remainder of the personnel of the management will be unchanged.

## Macaroni Situation in Northwest

President J. L. Day of The Macaretti com pany of Tacoma, Wash., one of the lin wires of the macaroni industry in the North west is a booster not only for the New Macaroni Journal but also for the association. He sums up the conditions existing h that section as follows:

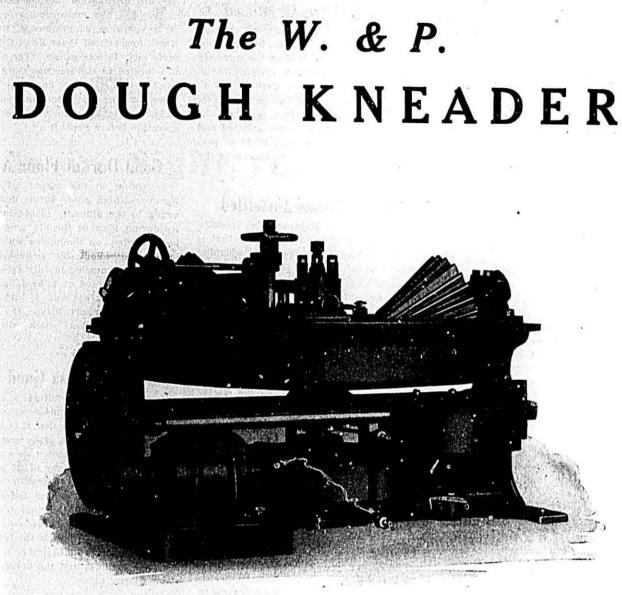
"Reviewing the situation in the North west the facts are these. There are 10 c more factories manufacturing alimentar paste in the territory immediately surround ing this city while there is enough business for only two. The result is that goods have been made in a slipshod way out of very poor material and the products have been sold at about cost or even a little less for several years.

"About two years ago I endeavored to get the people together to form an association with the idea that we could talk over our troubles, both concerning the method o manufacture and marketing the product We succeeded in forming an association known as The North West Macaroni Manu facturers association. We met once in while and did accomplish some good in reducing the number of packages and sizes But roost of the manufacturers in this sec tion are of a class that does not take t great deal of interest in associations. A. F Ghiglione & Sons of Seattle belong to the National association and ere long we pla to make application also."

Mr. Day is of the firm opinion that strong National association interested in the macaroni industry as a whole will be mol effective than many small and conflicting local associations usually pulling at cross purposes. This same belief prevails practically every section of the country.

## Chicago Strike

Labor troubles in Chicago that affected many lines of industry were extended to include the macaroni manufacturing col cerns when the macaroni employes, after organizing themselves into what they term The International Macaroni Workers Union of America, struck for an approximate in crease of \$3.00 per week for all classes labor, a 48-hour week with 60 hours pay an



Just one illustration of our complete line of up-to-the-minute Macaroni and Noodle Machinery





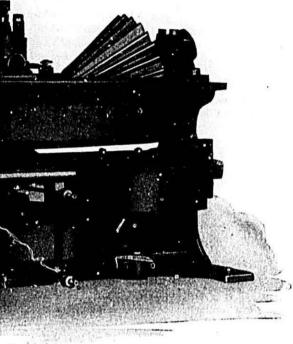
mould growthat.

New York

Woolworth Bldg.

**1224 North Niagara Street** Saginaw, Michigan, U. S. A.

Philadelphia Drexel Bldg.



## WERNER & PFLEIDERER COMPANY, INC.

Cleveland Hippodrome Bldg. San Francisco Pacific Bldg.

a closed shop. Rather than grant all these demands the owners closed their factories. At a conference between manufacturers and employes the question of a raise in wages was discussed and the two factions are apparently not very far apart on that issue, though the policy of a closed shop is meeting with great opposition on the part of the employers.

## Growth of K. C. Macaroni Co.

The Kansas City Macaroni Co., with factory at 556-62 Campbell street, recently moved into its new office quarters and warehouse at 401 Grand avenue. Switching facilities at the new building will better enable the company to handle a trade that has outgrown the means at hand in the former location, which was completely lacking in trackage.

Started in 1912 in a small room and employing only four men the company now occupies a total of 95,440 square feet of floor. space, employs in the busy season from 75 to 100, and has increased capacity of the plant to 120 barrels daily. Local Italian merchants organized the company to supply the local trade. Sales, however, have increased, and the company now ships to all parts of the United States. Chicago is the largest single distributing point.

The bulk of the sales is in 20-pound packages for the Italian trade. Local advertising is building up a demand for smaller packages and the officers intend to push this class of goods strongly. Durum wheat is bought in the Northwest, as there is little wheat suitable for use raised in the Southwest. A small amount is bought from eastern Colorado.

It is the opinion of R. Sarli, president and manager, that the war hurt rather than helped the macaroni and spaghetti industry. While the importation of foreign goods was stopped this benefit, he says, was more than offset by the "save wheat" campaign .-- North Western Miller.

### **RochesterConcernChangesHands**

According to recent announcement the Woodcock Macaroni company has undergone reorganization and is now owned by John G. Elbs of that city. This company is the producer of the widely advertised Woodcock brand and according to the plans of the new manager an even greater advertiging campaign will be conducted in the next year that will benefit not only the Woodcock brand but also all macaroni products.

### **Build Large Addition**

Enjoying a brisk business in semolina products and looking forward to a larger demand this fall and winter, Henry D. Rossi of Peter Rossi & Sons of Braidwood, Ill., writes that plans have been completed for a large addition to the present macaroni factory. A fire proof extension, 40x150, two stories and basement, is to be erected and a capacious storage room is to be constructed on the railroad spur in which the finished products are to be stored awaiting orders and cars. This concern is doing some

foreign business and with the added machinery and shipping facilities will be in better position to expand this export nucleus.

#### New Concern Organized

A new macaroni manufacturing concern has been formed at Canton, O., incorporation papers having been granted by the secretary of state to Leonard Fortune, Joseph Cincelli, Giovanni di Gerelomo, E. K. Reedy and J. E. Kennison. Capital stock to the amount of \$50,000.00 has been subscribed, the organizer taking it all. A site has been selected and installation of machinery will begin as soon as it can be had. It is to be known as the Canton Macaroni Co.

## **Damage Claims Unsettled**

The Youngstown Macaroni Co., Youngstown, O., is one of several concerns that is being affected by the contemplated widening. of East Federal street in that city and the building of an approach to the new East End bridge. Several conferences between city officials and property owners have failed to bring about an agreement affecting the macaroni concern. The city has offered \$90,000 for damages to the property, but the Youngstown Macaroni company claims \$210,000. A committee representing the city and the property owners are considering the matter with hopes of reaching an agreement.

#### Macaroni Maker Marries

Arthur W. Quiggle, assistant general manager of The Creamette company, Minneapolis, was married last month in Minneapolis to Miss Anna E. Peck, a high school teacher of Hastings, Minn., and they are now on their honeymoon among the lakes of that state. Both are graduates of the University of Minnesota. They will be at home Sept. 15 at 1031 Fifteenth avenue SE., Minneapolis. Mr. Quiggle has been with the Creamette company since his graduation and has actual charge of the office work. His activity during the 1918 convention of the macaroni manufacturers in Minneapolis made him many friends in the industry, all of whom join in wishing him and his beautiful bride a long and happy wedded life.

## **Exports to Cuba and Brazil**

The Gooch Food Products company, Lincoln, Neb., one of the big macaroni producing concerns of the middle West is planning to extend its business to Cuba and Brazil and is studying the exportation problem from every, angle. One of the problems under consideration is the government regulations, if any, covering sizes, shapes and kind of boxes, barrels and packages in which alimentary paste can be shipped.

Foreign trade experts are unanimous that American manufacturers are not as thoughtful about their method of packing and labeling as are some of the European countries with the result that goods reach foreign ports in poor shape and naturally appear inferior. Macaroni should be shipped in strong cases, well protected by sufficient and

proper lining, and shipping directions show be in type the largest possible on each ca

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### About Ready for Business

With installation of machinery almo complete, a new macaroni factory will soon be in operation at Braidwood, Ill. Stephen Rossi, formerly of Peter Rossi & Sons of the same city, is sole owner. The new factor was located in the spacious Old Commercia hotel building, which has been thorough remodeled for manufacturing purposes. is planned to have the new concern in fo operation before Sept. 1.

## Good Durum Flour Agency

According to the durum millers of t Northwest high grade durum flour is scare owing to the difficulty to obtain high qu ity durum flour of the old crop. This ha had its effect on the prices which show a increase of about 25c a bushel over th prices that prevailed in July 1918. No. 1, A durum was quoted at \$2.50 a bushel in the Minneapolis market Aug. 1, with little propect of a decrease before the 1919 cro reaches the market which will be abo Sept. 15.

### **Business** Good

Henry Rossi of Peter Rossi & Sons, Braid wood, Ill., reports business is very good in the macaroni line and that it is getting bet ter, especially for high grade semolina prod ucts. "There is an inquiry for export to the amount of 100,000 boxes of 22 pounds net part of which we will try to land. Only semoline goods are wanted and shipment i to be made within the next four month Payment will be made as soon as good reach New York." This is the tone of man letters received and indicates a revival o the good business that the industry enjoyed about a year ago.

#### New Semolina Mill

The Semola Milling company has been or ganized under the laws of Minnesota with the following as incorporators: E. B. Swy gart, L. M. Ebbey, L. R. Wolfe, Kay Todd and C. D. Russell. The capital stock is \$500; 000 most of which was subscribed by the in corporators. A mill is being built at Wood ward and John streets, St. Paul, and will manufacture macaroni flour exclusively. is expected to be in operation in early fall.

### Bomb Shatters Macaroni Plan

Labor troubles is assigned as the reaso for a bomb attack made the night of Augus 1st, against the John B. Canepa company o 310 W. Grand avenue, Chicago. Unreason able demands made by some of the strikin macaroni makers, pressmen and kneeders who are on strike in nearly all the factorie in the Chicago district, caused the man facturers to close down their plants instea of granting the demands.

About a dozen sticks of dynamite we used, but two of the sticks failed to plode. The front of the building was

We Are Located in the Very Heart of this District and Are in Position to Furnish Quality

Our courteous representatives are always pleased to furnish information and samples of our goods.

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PHILETUS SMITH O. F. HARTMAN CORBIN FLOUR CO. CORBIN FLOUR CO. CORBIN FLOUR CO. CORBIN FLOUR CO. **BREY & SHARPLESS** 



## THE NEW MACARONI JOURNAL

# **A Wonderful Crop Durum Wheat** Is in Sight for the Northwest

# SEMOLINA

Coarse Medium Fine

Get in touch with

Produce Exchange Board of Trade Lytton Bldg. Union Arcade Williamson Bldg. Pierce Bldg. Bourse

New York, N.Y. Boston, Mass. Chicago, Ill. Pittsburgh, Pa. Cleveland, Ohio St. Louis, Mo. Philadelphia, Pa.

ly damaged and windows for many blocks around were shattered. Fortunately no one was injured. Investigations are being made by the police with the thought that the attempts may have been aimed at some negro residents due to the race riots then prevailing.

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John B. Canepa, Jr., manager of the company, is having the damaged walls repaired and the company is about ready to resume operations. This company makes the wellknown Red Cross Brand of macaroni.

## **Consumption Increasing**

Reports from various markets are that macaroni products are being bought in increasing quantities and that the stock on hand has been moving gradually into consumption, at a fair rate. The one disquieting feature of the trade is that buyers throughout the country are not anticipating requirements to the extent that should lend the needed firm tone to the market. Some foreign shipments have been made the past month and some of the larger concerns are making inquiries about the needs of macaroni, products in other countries, especially in South America.

The prices prevailing during July average about as follows:

Extra quality in bulk, box of 22 lbs. \$2.05 Domestic, extra quality, lb. ..... .101/4 

Market reports indicate that little or no inferior quality macaroni is being offered and that the general trend is toward a higher quality, the various manufacturing concerns being interested in meeting foreign competition that will soon be felt, not on a price basis alone but by offering a product equal if not superior to the imported allmontary pastes.

### **Export Trade for Macaroni**

"It seems that practically every industry except the macaroni industry is making some arrangement to co-operate for export trade," writes Llovd Skinner of Omaha, "As there is a great demand abroad for wheat and flour there should be some demand for macaroni products. No doubt this demand could be stimulated if it could be shown that durum flour could be manufactured into macaroni in this country and that the macaroni could be shipped abroad as economically as the flour could be shipped and the macaroni made up in Europe or South America. If macaroni manufacturers do not make some effort to co-operate in regard to handling export business the foreign demand for macaroni will be of no benefit, in fact will work an injury on the industry, as factories that are not able to sell their entire output at home or find themselves with large stocks, will name an unprofitable price because of the competition that export buyers will be able to get on this class of business. Macaroni manufacturers can obtain from the Federal trade commission at Washington, D. C., a pamphlet giving details of the export trade act known as the Webb-Pomerene law. It would seem that macaroni manufacturers should form an export association to operate under this act. Certainly such an association

would benefit the market at home by at least keeping up the price abroad."

#### Siberia Wants Macaroni

According to information in the report of the Canadian economic commission just issued, macaroni is one of the urgent needs of Siberia. Among the other things needed are agricultural implements, tools, hardware, household utensils, clothing, food stuffs, paper, etc. The list was prepared on the basis of reports submitted by private individuals, firms, officials and co-operative organizations covering their requirement of goods for this market. Judging from other reports there will be no scarcity of wheat in that country though the war has devastated many of the leading manufacturing plants and the macaroni demands will have to be supplied by importations for several years, pending reconstruction of the destroyed plants.

#### 一家春秋云之后的了。但 217 **English Distilleries Flourish**

It is officially announced from London that the Distillers Company, Ltd. (which has almost a world monopoly of the production of grain whiskey, which is essential for blending in all other whiskies), has absorbed the old business of John Haig & Co., of Markinch, in Fifeshire. The Distillers Company, Ltd., also acquired Preston's Liverpool Distillery Company, Ltd.-a distillery which devotes itself entirely to producing industrial spirits.

#### After Foreign Export Trade

The Huron Milling company, Harbor Beach, Mich., is seeking to land some of the foreign macaroni trade and must have a slice of this business in sight as it is anxious to get in touch with wooden box shooks manufacturers for containers to take care of the export. Several other companies are also after information covering trade with foreign countries and it begins to look as if the macaroni industry is coming into its own. This is one of the solutions of the conditions facing the industry the past few months.

## Another Factory Planned

Plans are under way for starting a small macaroni factory at Springfield, Ill. Local capital is being interested and some machinery is being slowly installed. Randazzo & Lopiccolo are the partners most directly interested.

## Organize Macaroni Concern

Several prominent businessmen of Franklin have organized the Franklin Macaroni Mfg. Co. with capital of \$10,000. A plant will be established at Franklin, Mass., and will begin operations about Sept. 1.

The Italian government has fixed the prices for home grown grain crops at \$16.00 per quintal for hard wheat and \$14.00 for other grades per quintal. (A quintal is 220.46 pounds, avoirdupois). This is a re- tension of this credit. .

duction of \$1.00 on the hard wheat and 80c on the other varieties on this year's guar antee. This bonus is extended to include the redeemed provinces as well as the islands. The premium on the hard wheat is an encouragement to the growers of macaroni wheat, an important staple in that country.

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## **Ouit Macaroni Manufacture**

The J. Vincent Labate company, Brooklyn, has discontinued the manufacture of macaroni, according to notice sent. No reason is given for discontinuance except that other lines are requiring its undivided attention.

## Sugar Tax Decreased

Decrees have been issued in Madrid lower. ing the tax on sugar and establishing provincial depots to do away with middlemen.

## United States Norway Natural Food Market

With her large merchant fleet, Norway can afford to scour the world market far and near for necessities of commerce. Other countries with more limited ocean tonnage might be forced to pay the high price for grain in this country. The Norwegian government, which is buying the grain and sugar in this instance, can save money by going to South America and the Antipodes, even if the freight is higher. The United States is Norway's natural food market. Norwegian commercial men say. They regret that their country has been forced to go to other and more distant shores for breadstuffs.

## **Brazil Against Boycotts**

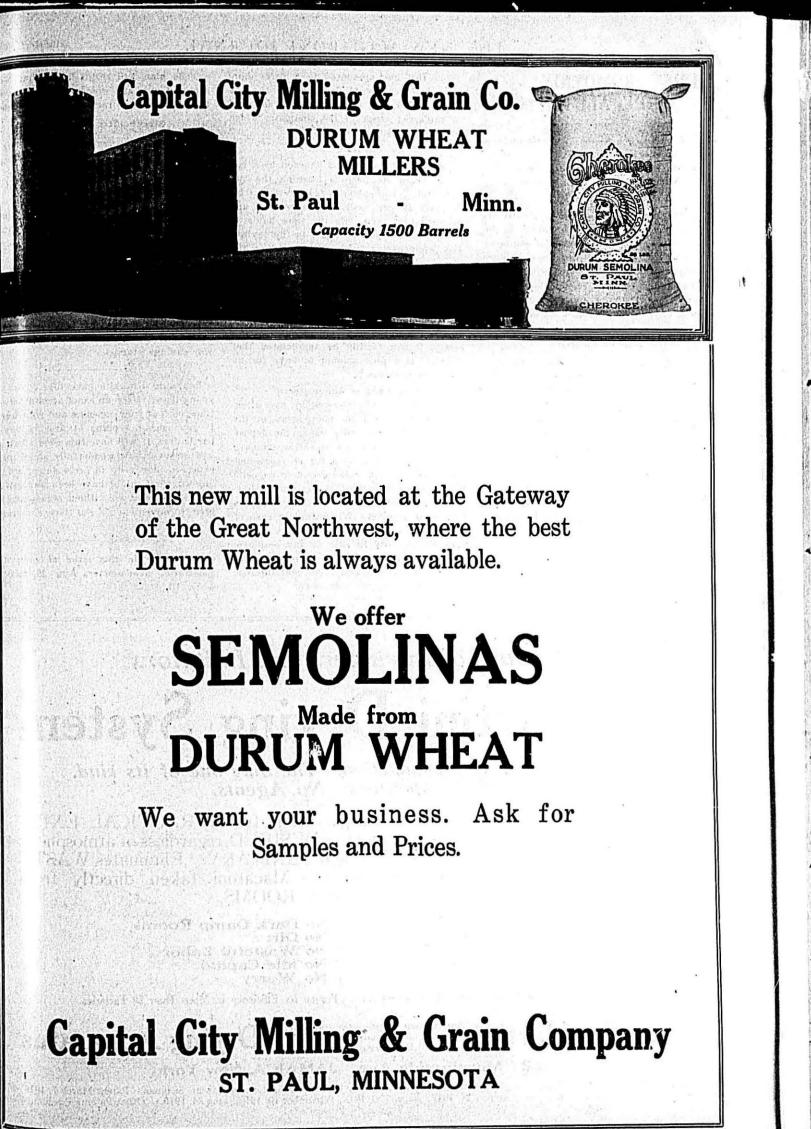
Any action deemed necessary to prevent boycott has been authorized by the Brazilian government.

## Antwerp New Feeding Base

Up to the present the revictualing of Germany has been carried on through the port of Rotterdam, with the exception of cargos sent direct to North Sea ports. Mr. Hoover has now arranged for all cargos hitherto sent to Rotterdam to be diverted to Antwerp, whence they will be shipped up the Rhine in Belgian river craft. Arrange ments have also been completed to make Antwerp the feeding base of the 3rd American army.

## Long Time Credits

Amendment to the War Finance Corport tion act has permitted the corporation during the next year to make advance to enable houses to extend long time credits Italy Reduces Wheat Guarantee to foreign customers. None of the loans however, may extend beyond a five-year period from the date on which originally made. The War Finance Corporation board has been formulating rules to govern the e



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#### Plan of Milwaukee Shoe Firm Successful-Each Worker Contributes Weekly Stipend From Pay Envelope Toward Savings Account - Company Donates Additional Deposits.

The attitude of the employer toward his employe has undergone radical change in the past few years and the successful employer now takes his employes into his confidence and encourages them by showing his appreciation of their efforts. The employe is now treated as a co-pariner and more and more is being done by successful firms to promote his welfare.

#### Notable Pattern

The plan adopted by the Nunn, Bush & Weldon Shoe company, Milwaukee, of establishing its "Employes Savings and Profit Funds," as explained by the Boot and Shoe Recorder, might serve as a basis for a similar plan among the leading macaroni concerns, whose need for retaining their employes, especially skilled laborers, is most urgent:

"The plan is simple. Any employe is eligible to join the fund. There is no advance fee of any sort. Whenever an employe joins he (or she) is obligated to deposit not to exceed 5 per cent of his salary each week in the fund.

"At the end of the year the company puts into the fund as a bonus 25 per cent. of the net earnings of the company. The last two

years this has amounted to a little more than \$2 for every \$1 deposited by the employes. The fund thus obtained is invested in preferred stock of the company, which pays 7 per cent dividends.

#### Concrete Case

"A practical instance is afforded by a boy of 20 years old, who is learning the cutter's trade. His salary is \$20 per week. He deposits \$1 per week in the savings and profit-sharing fund. By the time he is 40 he will have deposited \$1,040 in the savings and profit-sharing fund. But, based on the company's past donations to fund, he will receive \$7,181.43. A man earning \$40 a week would, by depositing \$2 a week, have \$14.-362.86 to his credit at the end of 20 years. "When it is borne in mind that the aver-

age man of 40 possesses only about a week's salary, it can readily be appreciated that \$7,181.43 is a nice amount to have for investment purposes.

#### How Fund is Administered

"The fund is administered by five directors-two chosen from the officers of the company and three from among the depositors. To obtain the full benefit an employe must deposit every week for 10 years, but the employes may withdraw their deposits plus 7 per cent interest at any time. However such withdrawals lose the company's additional deposits. Withdrawal in case of marriage of a girl employe, or death or permanent disability in case of any employe, entitles to withdrawal of their deposits, the company's deposits, and 7 per cent interest on the entire amount withdrawn.

"The plan will result in making a lar group of men and women independent whe they are ready to retire from active labor

#### Stockholders Approve Plan

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One interesting feature of the plan is th the stockholders in this shoe company heartily approve it, realizing that it wa good business to share earnings with em ployes, for if a body of shoe workers insid a factory are vitally interested in the profit of the company, the quality of goods of which profits depend must uniformly crease.

As the employe profiting by this plan required to deposit not more than 5 per ce of wages or salary, and average saving among thrifty people is fully 10 per cer this leaves a margin for individual thrift other directions, such as the purchase war savings stamps.

Benjamin Franklin gave this advice to young man: "Keep an exact account for som time, both of your expenses and your incom If you take the pains at first to mentiparticulars, it will have this good effect: yo will discover how wonderfully small trifi expenses mount up to large sums, and w discern what might have been and may f the future be saved without occasioning an great inconvenience." Put those savings in W. S. S.

See notice in this issue of removal association headquarters Aug. 25, to Bra wood, III.

# Beware of Infringers and Imitators De Martini Drying System

Reduces the cost of production. The only one of its kind. No competitors. No Agents.

Genuine only through Direct communication. Built from PRACTICAL EXPE-RIENCE, (not theory). Creates conditions as DESIRED, regardless of atmospheric conditions. Makes the factory IDEAL and SANITARY. Eliminates WASTE of material, labor, power, time and space. Macaroni taken directly from PRESSES to DRY ROOMS.

> **No Preliminary Drier** No Sweating Rooms No Waste No Loss of Time No Doubts

No Dark Damp Rooms No Dirt No Wasteful Labor **No Idle Capital** No Worry

Economical in Construction, Simplicity in Operation.

Proven Its Efficiency in More Than 50 Factories.

Paul De Martini Sole owner, constructor and distribu-De Martini Patent. Drying Apparatus 5121 Morningside Ave. JAMAICA, New York WARNING: The De Martini Drying System is Fully Protected by United States Letters Patent Sicignano Patent March 7, 1916. De Martini Patents August 21, 1917; August 20, 1918; September 10, 1918; June 24, 1919. Other Patents Pending. All Infringements of said Patents Will Be Vigorously Prosecuted.

Exhibited for the first time at the Convention of the Biscuit and Cracker Manufacturers' Association, at Chicago, July 29th, 30th and 31st.

By setting the pace for the factory organization, effecting material economies in time, labor and floor space, and placing fresh, attractive, labeled goods in the hands of consumers in protective packages, these machines offer an opportunity particularly worth while.



209 South La Salle Street CHICAGO



Three ingenious machines which form, line, fold, close, wrap, label and seal protective packages for food products.

> E ARE able to offer to the trade on unusually reasonable terms a complete line of automatic package machinery.

For years these machines have been used success fully by foremost food manufacturers.

Three machines comprise a complete unit, each working independently of the others. The first forms and lines the package and carries it to the packing table. The second folds and closes the package and seals it if desired. The third wraps, labels and places a seal on each end.

Three operators suffice for the unit, and its productive capacity (40 packages a minute) is equal to the best efforts of 25 or 30 hand operators.

The largest of the machines occupies only two square yards of floor space.

## PETERS MACHINERY COMPANY

## FOREIGN CREDITS

Uniform Action Needed to Capture Trade in Foreign Countries-Large Loans Made to to Allies Will Help-Necessity Seen

#### of Bank to Finance Credits.

"Markets are the motive forces in trade. Without them production ceases. But ultimate markets are in the human minds, for it is their decision that directs purchasing powers. So the question of finding a market in America for anything quickly resolves itself into getting from the collective American mind a decision that creates a demand." says H. S. Houstin in the Daily Market Record.

#### **Collective Mind is Market**

"Let us undertake to apply, if we can, a little intelligent consideration to this great question, now of such pressing importance both to this country and to the world, of making markets for American products abroad. For basic raw materials, food, steel, copper, coal, the need is so overwhelming that it clamors to be satisfied. The elemental appeal of necessity makes the unconscious appeal to intelligence. The, market is in the collective mind of peoples who have been harried and hurt by the scourge of war-a mind that reaches out almost instinctively for the things needed to sustain life, to repair destruction and to restore industry. It is, to use the coinage of trade, a seller's market. But as commerce is an exchange of commodities, or their equivalents, American sellers must receive for the things sold one of three things, either other commodities or cash, or securities to be paid later, such as bonds, notes or other obligations, or stocks which represent part ownership in foreign enterprises.

"It isn't possible to receive commodities in sufficient volume to even the trade score. at least until the crippled industries of the recently warring nations are able to supply their home demands: it isn't possible to find the gold necessary for that purpose, and if it were possible its use would still further disturb the already unbalanced mechanism of foreign exchange: so there remains only credit as the token of value with which to settle the trade balance in our favor.

#### European Plan Recommended

"What form shall the credit take, and how shall it be established in this country? On that point the financial doctors are so nearly in agreement that they seem to see eve to eye. They agree that commercial banks cannot finance these vast operations on a short term basis. But President Sabin of the Guaranty Trust company of New York said last week that England and Germany had built up their great foreign trade on the basis of six months credits, and that the United States must meet this competition by extending similar credits. He is right, and it is reasonable to expect that the banks will adjust themselves to these longer credits so that our manufacturers can trade abroad on equal terms with the manufacturers of the other commercial nations. But this will be a change in degree and not in kind, for the funds of banks will still be needed and used for the ordi-

nary commercial transactions that can be closed in relatively brief periods. These banks provide the liquid cash and credit that turn the wheels of trade, but not the great static reserves which are needed to stabilize exchange and settle the enormous. trade balances of nations.

"By elimination the conclusion is reached that we, the American people, must establish this credit ourselves. We must do it in our own interest and in the interest of the world. And astonishing as it may seem, that is what we have been doing for the past two years, scarcely knowing it, or at least without consciously realizing that we have been doing it. The government loaned ten billions to our allies in the great war, giving them a credit which they used in buying our goods, and then the government sold us its own bonds to cover the credit. That was sound finance and it helped mightily in winning the war. And it is sound finance after the war, in these days so full of the tremendous problems of rebuilding and reconstruction, but with this one essential and important difference."

## FAVOR PRICE PROTECTION

Eastern Manufacturers Advance Good Reasons-Flour Enroute Primarily Affected -They Also Favor Change in Macaroni Standard.

Price protection by the government as now in force concerning the millers, bakers and jobbers, finds favor with the eastern macaroni manufacturers according to Henry Mueller of the C. F. Mueller Co. of Jersey City. The U.S. Grain corporation has this matter under advisement and basing its views on a survey of the macaroni manufacturing concerns of the entire country, decided that at present these food concerns should not be licensed as it found that this was the prevailing opinion, especially among the package goods manufacturers. The eastern manufacturers demand protection on the ground that flour in transit may vary in price sufficiently to cause those concerns. a loss of many thousand dollars should flour prices decrease materially. Mr. Mueller's statement follows:

#### Pertinent Question

Manufacturers of bulk goods here in the East are in favor of entering into an agreement with the U.S. Grain corporation that they may receive the same protection as the bakers and the millers. They, of course, are in a position to reflect the price of wheat as promulgated by the Grain corporation in the selling price of their products. The manufacturers of package goods, however, are not in a position to reflect slight fluctuations in the resale price of wheat in the price of his products. For instance, how could a manufacturer of package goods reflect in the price of his products a fluctuation of say 25c or 50c in the price of a barrel of flour?

#### Advanced Buying is Reason

What the manufacturers most earnestly desire is to be protected against fluctuations of a dollar or more in the price of flour and in view of this it has been deemod advisable that a committee of the eastern manufac-

turers interview Mr. Barnes with the bar tention of ascertaining just how that mach roni industry will be protected. It has been suggested that Mr. Barnes be urge to approve a proposition which will insue protection and indemnification for macam manufacturers in the event of a reduction in the price of flour amounting to a doll or more per barrel.

August 15, 1919

This is a matter that does not so deep concern the western manufacturers as the are situated within a short distance of th wheat center, which enables them to obtain their flour shipments within a few day Hence it is unnecessary for them to have many shipments in transit and they er can allow their suppose of flour and faring to run low.

#### Eastern Situation Different

Manufacturers here in the East durin the past two winters were obliged to wat from six to eight weeks for shipments a flour and farina from the West and in a probability, they will be compelled to co tend with the same difficulty this year. 1 it requires from six to eight weeks for shipment of flour and farina to come from the West, a manufacturer who uses only 100 barrels a day will be compelled to have enroute continuously 5,000 barrels. In th event of a reduction in the price of flour only one dollar a barrel, his loss will amon to \$5,000, whereas, a western manufacture would be able to get along with 1,000 ba rels enroute and his loss would amount or to \$1.000.

#### Advocate Change in Standards

Many of the leading macaroni manufac turers in the eastern section of the count also favor, a change in the present stan ards concerning macaroni and kindre products as now promulgated by the depart ment of agriculture. The Alimentary Past Manufacturers association, through M Vermylen of A. Zerega Sons, Brooklyn, n cently mailed out a questionaire to the leading manufacturers of the eastern se tion of the country asking their opinion a to whether they favor the present standard and he reports a unanimous vote for change. It has been suggested by group of manufacturers to ask the bureau chemistry of the department of agricultur to amend its ruling on the standard of mac roni, spaghetti, noodles, etc. to read as fo lows: "Macaroni shall be a product of har wheat. The use of low grades of flour be forbidden." It was the concensus opinion that such a standard would com manufacturers to produce only high gra macaroni.

#### Change in Opinion

Resolutions were adopted at the J convention of the National Macaroni Ma ufacturers association approving the pr ent standards, not a firm present vold opposition. Since the convention, howeve there have been several middle west of cerns taking a position not thoroughly in cord with this ruling and the millers the selves are up in the air as to just what th standards established by the governm are as affecting their manufacture of s lina. Unquestionably the bureau of chi istry established the present standard T the intention of putting the macaroni l



ucts of this country on a par with the quality imported, though the leading manufacturers present at a recent meeting of the National association were at a loss as to when and on whose advice this standard was established. The question of the relative value of macaroni made out of durum and hard wheat has been an open one for many years, both having strong followers.

## Direct to Consumer Plan Fails

In discussing the high cost of living and its many causes the New York City Bank in its monthly publication cites the failure of the Interborough Rapid Transit company to serve its employes with goods at wholesale, an experience that covered a period of war and pre-war conditions. The bulletin rends:

"Apropos of the high cost of living in the cities, now at or still near the top notch, notice should be taken of the discontinuance of an interesting experiment in company stores by the Interborough Rapid Transit company, which was brought to a close about the first of this year. There was a time when it was common practice for industrial corporations, particularly in rural communities, to operate company stores as a source of profit but the Interborough, which operates the principal street railways of this city, did not establish its grocery stores for that purpose. Having regard for the rising cost of food supplies the manage ment considered that it would be doing a helpful thing to undertake to distribute the

common articles kept in a grocery store to its employes at wholesale cost.

"It inaugurated the policy several years ago, locating these stores as conveniently as possible upon its lines, to serve the employes. Passes upon the lines were granted ' to the wives of employes to enable them to visit the stores without cost. There was no delivery service and sales were for cash only but at wholesale cost. The company paid the rent and upkeep of the stores and salaries of clerks, etc., and supplied the required capital without charge so goods could be sold strictly at wholesale cost without figuring overhead expenses. The stores were clean, well lighted and well equipped. and manned by an efficient staff of clerks. It was calculated that the savings afforded to patrons were approximately 30 per cent, and to guard against outsiders taking advantage of the bargains a card system of identification was put into effect for employes and their families. .

"At first the patronage of the stores was large and the experiment seemed to be a success but gradually interest diminished and sales declined. The company was willing to bear the overhead cost involved in the investments, rent, etc., provided the sales were large enough to signify important benefits to the employes, but finally it was concluded that this was no longer the case. The stocks accordingly were sold out and the business closed up.

"The experiment seems to show that the small grocery stores scattered throughout the city serve the consuming population to

its satisfaction better than any system central markets can do. The small stor system is criticised as uneconomical and costly but apparently the consumer is will. ing to pay the cost for the service which I given."

August 15, 1910

ugust 15, 1919

#### **Banana** Bread

That wartime stress showed the many new and acceptable food ; oduct previously unknown is patent to invor familiar with the subject.

The West India Committee's creula (British) just issued contains par icular regarding banana bread which, it is stated represents a saving of about 30 per vent | the use of wheat flour.

Thorough tests have demonstrated a banana bread is quite as palatable as an equal in every respect to the usual whit bread, except possibly in the matter appearance. Green bananas just about turn are preferable and these should | peeled in water with a silver knife to pr vent discoloration, then boiled in salt wate mashed thoroughly, and stirred into the dough.

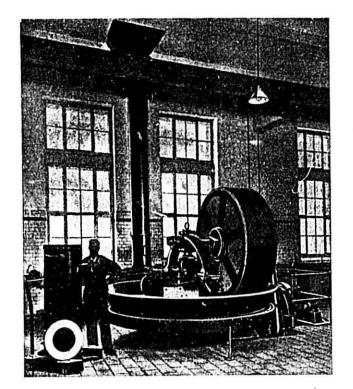
#### UNSATISFIED

"You can't complain of the price of who now."

"No," replied Tarmar Corntassel. they might go a lettle further and guaran tee us the money without puttin' us to s much trouble raisin' the wheat."--- Washington Star.

## BUHLER'S Dough Kneader---with cutters and turners

The dough is delivered from the dough mixers on the floor above through tubes to the kneaders on the floor below.



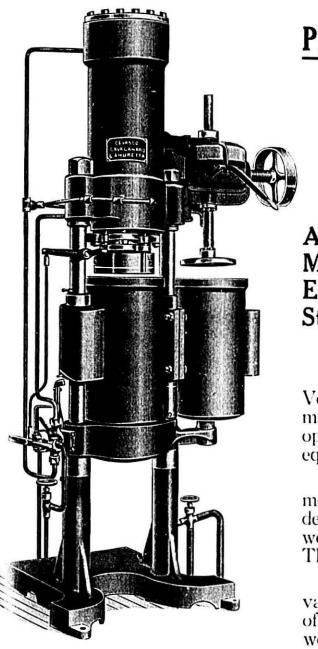
For thorough kneading of the dough no machine can equal Buhler's.

> A.W. BUHLMANN 200 Fifth Avenue New York

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# Cevasco, Cavagnaro & Ambrette, Inc. **DESIGNERS** and **BUILDERS**

# Modern Machinery for the Manufacture of



This illustration shows the machine equipped with belt driven packer, but we have since made a change in the same, and all our machines of this type are furnished with our independently controlled hydraulic packer. We construct this type of machine in two sizes, as follows:-131 inch and 17 inch.

Main Office and Works: 156 Sixth Street, BROOKLYN, N. Y., U. S. A.

THE NEW MACARONI JOURNAL

Macaroni, Spaghetti, Noodles, Etc.

PRESSES	Kneaders				
Hydraulic	Mixers				
Screw	<b>Dough Brakes</b>				
Vertical	Noodle Cutters				
Horizontal	<b>Mostaccioli</b> Cutters				

All Kinds of Bronze and Copper Moulds for Macaroni, Spaghetti, Etc. Copper Leaf Moulds with Steel Support.

The machine shown is our latest model Vertical Hydraulic Macaroni Press. This machine has been specially designed for operation with an accumulator, but can be equipped with pump for direct drive.

It has a separate compartment for the mould so that ene die serves for both cylinders, and need not be removed until the day's work is completed or a change is desired. The die compartment is heated by steam.

It is equipped with gauge, variable speed valve and attachment to prevent operation of machine until the cylinders are in proper working position.

> Branch Shop: 180 Centre Street, NEW YORK, N.Y., U.S.A.

# Grain, Trade and Food Notes

#### **Dun Market Review**

The really noteworthy feature of the business situation is not the fact that activities are enlarging, but rather that the expansion continues with so little sign of abatement during the summer period, when a distinct pause is usually witnessed. Yet dispatches from every section of the country and from nearly every trade and industry emphasize the absence of the customary seasonal halting and the week's advices remove all doubt, if any still exist, of the decisiveness and widespread scope of the after-war revival. Retarding elements, such as the disquieting labor unrest and a protracted wet spell along the Atlantic coast, have not been without influence but there is no general slackening of progress and new records in magnitude of transactions and in prices are not now uncommon. Where immediate wants have been largely filled by the recent vigorous purchasing there is less eagerness among buyers and some lines are quieter; yet few sellers are obliged to seek an outlet for their products, and not a few of them are booked ahead as far as they care to be, with the markets almost daily turning more sharply in their favor.

### Car Shortage Delays Shipments

Complaints of a shortage of box cars for moving grain from Illinois points are increasing according to an article on the freight situation by the Chicago Trade Bulletin More grain is moving and it is impossible for the railroads to have all the cars at the spots wanted The new box cars ordered by the government months ago and not accepted by the railroads are to be put into service shortly under a new arrangement. There is said to be 6,000 of them at Chicago. Total loadings on western railroads are increasing and with few exceptions are about even, to slightly over last years. Shipments to the East have been held up owing to the marine strike but prospects are that an adjustment will soon be made.

## **Cereal Importation Restricted**

Washington, D. C .- The United States government, acting through the department of agriculture under the plant quarantine act of Aug. 20, 1912, has promulgated regulations absolutely forbidding importations of seed or paddy rice, and, except under strict supervision, importation of all species and varieties of wheat, oats, and rye in the raw, uncleaned or unprocessed state from Italy, France, Germany, Belgium, Great Britain, Ireland, India, Japan, Brazil, and Australia. This action is taken because of the danger of further introduction into the United States of the destructive plant diseases known as flag smut and take-all. The quarantine becomes effective Aug. 15, 1919.

It is unimportant as affecting commercial importations because normally the grains mentioned are not imported into this country in quantity. Its object is to control and safeguard the occasional entry of such grains, either as minor commercial importations or for seeding purposes.

## **Trend Is Upward**

Chicago .- An impression among a majority of the best posted and deepest thinking men in the grain and business world that an era of high prices is to prevail for a long time. How high prices will go and how much the fluctuations will be from time to time no one can say. There will be plenty of changes in the speculative market but the trend for the time seems upwards. Overbought conditions will develop into sharp recessions but they are expected to be temporary and to be followed by quick rallies.

#### Await Price Announcement

Wheat dealers are awaiting announcement from the U.S. Grain corporation as to the price of wheat to prevail during the month beginning Aug. 15. No change was made from the guaranteed price within the last 30 days because conditions did not warrant either a decrease or an increase, the movement from farm to elevator being regular, according to announcement by wheat director.

## **Italy Wheat Crop Small**

Italy-Official reports state that the crop of wheat this year is smaller than last year. It is estimated the acreage to wheat is some 1,250,000 acres below the prewar average.

## **Italy Buys Surplus Equipment**

Rome.-The American army reaped a harvest in Italy when it disposed of its surplus equipment. Automobiles which sell for but \$900 when new in America brought \$2,000. Typewriters which sold for \$100 in the United States were bought for \$200. All the material was second hand, the automobiles having been used on the Italian front. The importation restrictions and the scarcity of material is the cause attributed for the high prices.

## Lower Production Estimate

A Sydney cable reads: It is estimated that the South Australia wheat yield for the next season was 23,000,000 bushels, the average yield being 1016 bushels to the acre against 28,000,000 bushels with an average of 12 bushels to the acre last year. The barley output is estimated at 2,500,000 bushels, which is an advance of 30 per cent on the previous record.

## **Control Restricts Competition**

J. Ralph Pickell, with J. Rosenbaum Gra Co., delivered an address entitled "Overser in a Sack Suit," to members of the Chicar Board of Trade, an impressionistic revis of his four months in Europe, following th signing of the armistice. The address wa a summary of his sightseeing with si lights on commercial conditions in England France and Spain.

Touching the general economic condition in Europe, he said: "I can see only depre sion in Europe for many weary months come. The situation is more serious t cause of universal high price of food. No that there is any world scarcity; for with the crops which are now being harveste and supplies already in hand, there is for enough and to spare with the one exception of meat."

Mr. Pickell was inclined to believe th American official control of breadstuff which of course, under the circumstances the case can hardly be now discontinued, at the root of a great deal of the Europe difficulty in the handling of the food que tion Naturally with Americans controlling wheat, it is impossible for private firms a individuals in foreign countries to enter in competition with Americans or to buy si cessfully from Americans, "so that by o continued control we have forced all and neutral countries to retain their offic bureaus, thereby incurring the enmityinternational business and retarding re justment the world around."

The speaker said that "supplies of wh are more than adequate to meet every mand. European requirements will be le this year than the highest figures of p war times. I repeat: The demand wheat will be less in Europe than the high est figure of pre-war times." The gene proposition which Mr. Pickell here empha sized conforms to the frequent statemen of Broomhall of Liverpool, the great Eu pean authority, on the same subject. M Pickell says that Spain will export 10,000, to 20,000,000 bushels of wheat; a part of th Balkan country is self-sustaining and even export a small quantity; the most pe imistic reports from India indicate sufficie wheat for home consumption; and Rus will export from the Black Sea district 25 000.000 to 50.000.000 bushels and also siderable rye from the north.

### The Worm Turns

The Ward Baking company brought action in the supreme court, Brooklyr, make permanent an injunction granted cently by Justice Kelsey restraining stri ing drivers and salesmen from committe various alleged unlawful acts. The C pany also has brought suit against the si defendants for \$100,000. The action, many respects, is similar to the fam Danbury hatters case, in which the st ers were sued successfully by the col

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Make them create desire by clean, crisp, convincing appearance---Pack your product in

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# **Downing Box Company, Milwaukee, Wis.**

Wooden Boxes LOCK CORNER HINGE CORNER Box Shooks MACARONI SHOOKS Made of Gum Veneer or Sawed Stock **OUR SPECIALTY Dunning-Varney Corporation** 99 Warren Street **NEW YORK CITY** 

## THE NEW MACARONI JOURNAL



Made to Your Individual Sizes According to **Downing Standard**  37

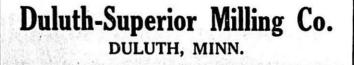
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# High Grade Durum Semolina and Flour

"GRANITO" Coarse Ground Semolina "2 SEMOLINA" Medium Ground Semolina "ORIENTAL" Fine Ground Semolina "DURO PATENT" A Fancy Macaroni Flour

Made exclusively from Pure Durum Wheat in our New Mill Equipped with the Latest Improved Machinery for Scientific Durum Milling.

Write for SAMPLES and PRICES.



and were forced to settle individually, some of them selling their homes to meet their share. The Ward Baking company runs an open shop, but employs union bakers. The drivers are union and non-union.

## **URGE SHARP CREDIT CURTAILMENT AS CURE**

#### Crowding by Manufacturer on Jobber and by Jobber on Retailer Makes Limited Credits Proper -- Indefinite Accounts Past.

During the war many so-called businessmen found it more profitable to conduct an honest business than to risk government investigation and probable arrest for violation of some of the war board orders. But with the signing of peace many are reverting to their old habit of "doing" the other fellow at every opportunity. Credit men and credit associations throughout the country have combined to put out of business any individual or concern whose business actions savor of the illegitimate. Legislatures in various states have been appealed to to pass most stringent laws protecting the honest dealers, especially against the bankruptcy evil.

#### Elimination of Credit

Though thoroughly in accord with the action of the credit men in trying to protect the manufacturers and wholesalers the retailer is anxious that something be done to help him in his dilemma, that of retaining

his business and cutting his credit losses to a minimum. Many ideas have been advanced through the various retail journals and though all agree on the need of some action along this line no definite plan has been perfected. The only remedy suggested by the leaders in the business world is elimination of prostically all credit to the consumers. W. T. Reynolds & Co. of Poughkeepsie, N. Y., tells the whole story in a nut shell, when they relate how a courtesy is usually prostituted into a serious evil, in the following statement.

#### Borrowing Goods and Money Same

"If a man should go into a store and ask the proprietor to lend him from ten to one hundred dollars in money he would probably risk being turned over to the police for examination as to his sanity.

"Yet the same man does go into a store and 'borrows' goods to an amount often exceeding many times the figures named and complacently walks out feeling that he has done the merchant a favor by according him the privilege of writing his name on the store's books and hoping that some time in the future the goods will be paid for.

"And the merchant is expected to be pleased with the opportunity of delivering his goods without payment or security, and without any understanding that payment will be made at a definite time.

"No man's credit is as good as his cash and when goods are sold the seller should either have the money in his drawer or have some definite time fixed for payment.

"And this is why some of the farseeing,

progressive business men are seeking bring about the adoption of the cash syst by retail merchants.

#### Cash Sales Only Remedy

August 15, 1919

August 15, 1919

HOME OFFICE

AND FACTORY

433 Ogden Avenue

CHICAGO

TELEPHONE

Lawndale 906

FOULDS

"The jobber, no matter how high his co mercial standing may be, is having h credit shortened almost to the vanishi point by the manufacturer, and, unless he prepared greatly to increase his investme the jobber cannot avoid shortening ) credit to the retailer in like manner, the retailer there is nothing left to do to either sell for cash-which is the logic and proper thing to do-or, at least, restn the credit privilege to those known to financially worthy of it, and have a defin time fixed for payment.

"The situation calls for the exercise of some grit and considerable diplomac on the part of the retailer, with the pos sibility that a few of the slow payers, through failure to appreciate the post tion in which the retailer is placed, may take offense, but such customers usually return after they have had time to thin it over.

"In any event, the long and indefinite bo account seems doomeu and no good chant will regret its passing."

#### RIGHT-ABOUT FACE

"Pa, what is a socialist?"

"A socialist, my boy, is a man who this he ought to have as much as you have?" "But supposing he is earning more th you are, dad?"

"Then, my boy, he ceases to be a socialis -Louisville Courier-Journal.

# **MAPCO HAND MADE TIRES**

## Direct From Factory to Consumer-Immediate Shipment.

#### RIBBED THREAD-SEMI NON-SKID

	only	-	\$10.70	33 x 4	Straight	Side	-	\$21.80
**	"	-	14.00	33 x 4	••	**	-	22.65
	**	-	20.15	$32 \times 4^{1/2}$			-	26.45
Straight	Side	-	14.85	$33 \times 4^{1/2}$	"		-	27.05
**		-	21.00	$35 \times 4\frac{1}{2}$	**		-	29.25
			NON-	SKID				
Clincher	Only	-	\$14.50	33 x 4	Straight	Side	-	\$23.25
		-	21.05	34 x 4	"	**	-	24.10
Straight	Side	-	15.60	$35 \times 4^{1/2}$	**	**	-	31.55
"	"	-	22.40					
F. 1	O. B.	New	Castle, P	a. Terms, 1	5% 10 Day	/8		
	" Straight Clincher " Straight	Straight Side	Straight Side - Clincher Only - Straight Side -	" " " " " " " " " " " " " " " " " " "	Clincher only - $\$10.70$ 33 x 4 " " - 14.00 33 x 4 " " - 20.15 32 x 4 <sup>1</sup> / <sub>2</sub> Straight Side - 14.85 33 x 4 <sup>1</sup> / <sub>2</sub> " " - 21.00 35 x 4 <sup>1</sup> / <sub>2</sub> <b>NON-SKID</b> Clincher Only - $\$14.50$ 33 x 4 " " - 21.05 34 x 4 Straight Side - 15.60 35 x 4 <sup>1</sup> / <sub>2</sub>	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{cccccccccccccccccccccccccccccccccccc$

Mapco Tires are hand made tires. Only the best of materials are used in making Mapco Tires.

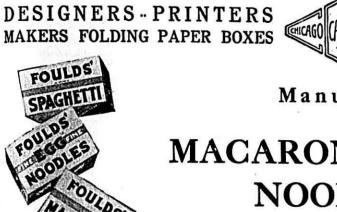
Every Tire is carefully inspected, is guaranteed perfect and first class in every particular.

Mapco Tires are shipped direct from factory to you, thereby eliminating the Middle Man's profit and expense in carrying a stock of various kinds and sizes.

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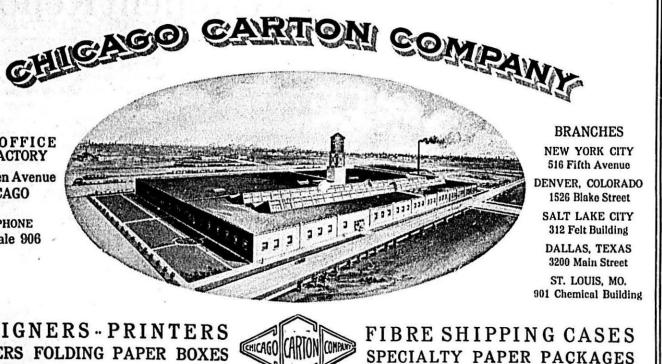


Our Excel-all and Perfection Caddies are the ideal containers for the shipping and displaying of bulk noodles. They will carry approximately ten pounds and can be shipped with absolute safety, packed in our fibre containers made specially for shipping in units of Two, Four and Six caddies to a container.

Ours is one of the best equipped, most modern and up-todate plants in the country. Our service is unexcelled and the superior quality of our products enables us to keep in front.

Write for Samples and Prices

## THE NEW MACARONI JOURNAL



Manufacturers of

## **MACARONI, SPAGHETTI AND NOODLE CARTONS**

## Of Superior Quality, Artistically Designed to Sell Your Product

## Excel-all and Perfection Caddies are carried in both the blind and display styles

39

# **Gleanings From Government Reports**

## **Estimated Exportable Surplus**

The estimated total exportable surplus of old and new wheat from the principal exporting countries of the world available for 1919 (July, 1919,-June, 1920) may be summarized as follows:

The second se	Bu.
Argentina	156,095,000
Australia	195,017,000
Canada	299,543,000
Algeria	1,152,000
United States	636,000,000
and the second se	

In this connection it is of interest to know that some of the foremost grain experts of the world have estimated the import requirements of Europe for the season of 1919 at a minimum of 560,000,000 bushels and a maximum of 640,000,000 bushels, and this appears to be in agreement with the estimates of the Inter-Allied Food commission of from 700,000,000 to 850,000,000 bushels of bread cereals, including both wheat and rye. It is estimated that the removal of Russia, India, and Roumania from the list of exporting countries reduced the world's export surplus of wheat about 300,000,000 bushels.

## **Grain Situation**

Grain prices are nearing a level where some students of conditions fear the period of price fixing may be at hand. The cause of this is found in the general business situation. Capital and labor are now engaged in a real controversy over wages. On the one hand manufacturers are confronted by the constantly increasing labor cost and are begining to go slow in granting the demands of the wage earners, while the latter look only to the persistent increase in the cost of living. Inasmuch as the high prices for foodstuffs are one cause of the unrest, sooner or later the politicians may be expected to act. The appreciation of prices has been going on for some years now, and while there have been setbacks, corn and oats futures have moved upward until they are now about the highest ever known, repeating the historical fact that the highest figures are made immediately after a big war rather than during the period of hostilities .- Price Current Grain Reporter.

## New Italian Cereal Trade Co.

It is reported that an Italian trading company is being formed for importation into that country of coreals after the conclusion of peace and the resumption of private importation of foodstuffs. This company will be capitalized at 30,000,000 lire, of which 20,000,000 lire will be furnished by the Banca Commerciale Italiana and 10,000,000 lire by the Credito Italiano. While the new corporation is organized specially to deal in grain it will conduct a general import and export business, seeking to balance cereal

importations into Italy by the exportation of Italian products to such foreign grainproducing countries as Australia, Argentina, Roumania, the Ukraine and the United States.

### Wheat Situation in Uruguay

According to the American counsul at Montevideo, under date of May 15, 1919, "The Uruguayan wheat market, which has an exportable surplus of some 100,000 tons, has been dull Last year's surplus, little of which has been exported, has been for the most part converted into flour. However, as mills are finding difficulty in disposing of their product to Brazil, which is the principal foreign consumer, they are showing little interest in new wheat. On the other hand, the Uruguayan producer refuses to sell his wheat except at his own price which is so high as to make the Uruguayan export price higher than what is obtained in Buenos Aires. The market is now awaiting international developments in the hope that the opening up of new markets in Europe will create a demand for Uruguayan wheat."

## Olive Oil and Wine in Tuscany

The increase in the prices of all kinds of wine continues so that one may assume that within a short time the markets of Tuscany will be without wine. The prices have ranged from a minimum of 120 to 130 lire per hectoliter (\$23 to \$25 per 26 gallons) for wine of a low degree of alcohol to 230 and 280 lire (\$44 to \$54) per hecoliter for extra-Chianti, "Montalbano," etc. Good wines today cost from 160 to 180 lire (\$30 to \$34) per hectoliter and wines produced from grapes grown on the hills cost not less than 180 to 220 lire (\$34 to \$42) per hectoliter. (The normal rate of exchange, 1 lire=\$0.193, has been used in converting the above amounts. The rate of exchange, as stated in the United States Mint Circular for July 1, is \$0.1253.) The prices for olive oil remain stationary and represent those fixed by the government. However, the producers anticipate a new increase in the prices, although the present condition of the olive crop is most promising.

Owing to continued cold weather and condition of the vines it is difficult to make any forecast as to the next grape crop, although the vines have been given the second treatment against peronospora. According to a report by Professor Lelio Gibertini, presented to the National Viticultural congress, almost half of the vineyards in 78 communities in the province of Florence have been declared diseased and beyond treatment for "filossera." These are the most important vineyard districts for quality and production. The culture of American vines goes on slowly.

The following data are taken from the report of Cav. Ettore Bramilla, president of the viticultural congress: In Italy the nornal production of wine is between 43,000,-

000 and 45,000,000 hectoliters, worth 1.50 000.000 lire (1,118,000,000 to 1,170,000.0 gallons, worth \$289,500,000, normal exchan rates). In 1918 the production was value at 5,000,000,000 lire (\$965,000,000). The m duction of wine in Italy represents abo one-fourth of the world's entire output a gives employment to 2,000,000 people.

## World's Crops

Last month the Bulletin of Agricultu and Commercial Statistics had already cluded forecasts from several governme as to the coming cereal harvest. The Ju issue of this Bulletin supplies us with c estimated in advance for some addition · countries, enabling us to tabulate beh data, not without importance, as to crops of 1919:

	Yield in 1919.	1262
1.5月19日1月1月1日日日	(Thousands)	
Wheat-	of quintals)	equals 1
Spain	37,666	102.
United States	336,360	102.
British India	75,259	74.
Tunis		78.
Rye-		
United States	27,179	120.
Barley-	A CONTRACTOR	
United States	43,979	78.
Tunis	1,200	60.
Oats-		
United States	209,887	94.
Tunis	500	89

Apart from Spain and the United Stat the yields in 1919 will probably be less th in 1918, and will show a still greater teriority as compared with the average the five years 1913 to 1917. Not alone the Indian wheat crop below those of vious years but Tunis returns of barley also below average, though the aggregate so small as to produce little effect on l world's markets. The wheat surplus in t United States outweighs all the other ficiencies and contributes towards making the season of 1918-19 a fairly suisfacto one for the world's needs, leaving out account the tonnage question, however.

In regard to the condition of the crops the several countries, which have furnish information to the Institute it may be s that on June 1, 1919, this was good in D mark and in Ireland, satisfactory in Engla and Wales, in the United States, in Egy average in Alsace-Lorraine, Scotland, Gree Italy, Switzerland, Canada and Japan, poor in Tunis.

In respect or extent of the areas sown ready ascertained in every country of portance, we have to add the figures of a of the wheat for Canada, estimated at 6. 968 hectares, or 98 per cent of that in 1 and 128.3 per cent of the average from 19 to 1917.-International Institute of Agrid ture.

See notice in this issue of removal association headquarters Aug. 25, to B wood, Ill.

CARTONS

1st Quality-Cartons which will help sell your goods. 2nd Service-Cartons when you want them. 3rd Price-Cartons at the lowest price consistent with first class work.

Our cartons are made to comply with these requisites. Macaroni and Noodle Cartons are our specialty. Send us your specifications, we will be glad to quote you on your requirements.

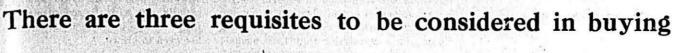
# The Richardson-Taylor Ptg. Co. **CINCINNATI, OHIO**

The only mill south of Minneapolis milling durum wheat exclusively.

TO Macaroni Manufacturers interested in improving the quality of their product we will be glad to mail samples of both the wheat and the flour, together with macaroni and spaghetti made from it.

Franzis Frank Harver Barris

## THE NEW MACARONI JOURNAL



41

# **Pure Amber Durum Wheat Flour**

## LINCOLN MILLS Lincoln, Nebr.

Now is a good time to write.

#### **General Business Conditions**

#### New York City Bank

Trade and industry have continued increasingly active the past month, and confidence in the maintenance of this activity and in the stability of current prices throughout this year has been generally strengthened. The volume of payments as shown by the reports of the federal reserve system has exceeded all records. The prominent factor in the situation is the great retail distribution of goods of common consumption, but along with this must be considered the export movement which is the mainstay of the price situation. With the present outlook for crops there would certainly be lower prices for all foodstuffs but for the great foreign demand. The double assurance of record crops and high prices has created an abounding prosperity throughout the agricultural sections, which reacts upon all industry. Along with the favorable crop conditions there is a feeling of relief and relaxation from the anxieties and restraints of war time. The war is won, the boys are arriving home, the last loan "drive" is over, prices of products are high, land values are rising, and a feeling of elation and confidence prevails. As a result the demand for dry goods, clothing, shoes, house furnishings, jewelry, silverware, musical instruments, automobiles and like commodities is such as to keep dealers busy replenishing stocks and more concarned about deliveries than prices.

The wheat harvest is now well advanced

over the winter sown territory and enough threshing has been done to confirm the accepted estimates of the yield. The government's June estimate was 892,822,000 bushels of winter wheat and 343,181,000 bushels of spring wheat, a total of 1,236,003,000. The spring sown crop in Montana and North Dakota is suffering from drought, but there is a likelihood that the shortage there will be made up in other states. The Kansas department of agriculture in the latest estimate for that state places it at about 220,-000,000 bushels, which raises the Washington estimate by nearly 28,000,000 bushels.

The total wheat yield last year was 917,-000.000 bushels from which, with a small carry over, 296,000,000 bushels in grain and flour were exported to May 31. It should be practicable therefore to export 600,000,-000 bushels in the coming year. Mr. Hoover has estimated that Europe will require to import from 700,000,000 to 850,000,000 bushels of wheat and rye. Including Canada, Argentina and about 200,000,000 bushels accumulated in Australia, it looks as though supplies would be ample, and that there might be a considerable carry over in this country next year. British authorities are counting on lower prices by October.

#### Try These on Palate

Tested recipes offered by food experts and manufacturers are as follows:

MACARONI AND CORN Break 1/4 of a pound of macaroni into inch lengths. Boil until tender in salted

water and drain. Season 1 can of corn p with salt, pepper and butter, add 11/2 cupta of milk, mix with the cooked macaroni, tu into a well buttered pudding dish and set hot oven to brown.

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#### LUNCHEON DISH

One pound of cold boiled macaroni, pint of stewed or canned tomatoes, one p of finely chopped beef or mutton and half pint of fine bread crumbs, three ont chopped fine and fried in four tablespo fuls of butter, one teaspoonfuls of salt a one teaspoonful of white pepper. Butter two-quart fireproof dish, put in a layer bread crumbs, meat, tomatoes, macaroni a let the last layer be crumbs. Sprinkle ea layer with the seasonings, then add one a one-half cupfuls of boiling water to the fri onions; pour them over the top and dot wi pieces of butter. Bake slowly for one ho or until well browned.

#### RAREBIT MACARONI

Break one-quarter pound of macaroni i two quarts boiling salted water; let co thirty minutes, then drain. Melt one tal spoon butter, stir in one tablespoon flo add one cup of perfectly fresh milk; in th melt one-quarter pound of grated theese, when smooth pour over the macaroni brown in the oven.

See notice in this issue of removal association headquarters Aug. 23, to Bri

Specialist Constructor of Moulds FOR ALL KINDS OF ALIMENTARY MACARONI AND PASTES CONTRACTOR OF YOU NEED IT Steel Supports for Fidel-lini, Vermicelli, Tagliarini, Noodles, Etc.

F. Maldari & Bros.

Repairing of all kind of Moulds at Moderate Prices. All work guaranteed.

Send for illustrated cata-

logue and prices.

ugust 15, 1919

We have perfected an all made interchangeable hard Bronze Die, strong as Steel, all holes and pins exactly same size firmly set in centre giving positively uniform results.

Patent Pending

OFFICE AND FACTORY

127-31 Baxter Street NEW YORK, N. Y.





# Save Freight, Save Weight, Save Space!

-just three of the economies of shiping your product in Hummel & Downing Co. Fibre and Corrugated Boxes.

Packing time is saved, too. And you safeguard your shipments against secret "sampling" en route. No wonder so many big shippers use

# Hummel & Downing Co. BOXES

"The Box That Stands the Nox"

Our experience in packaging and casing a wide variety of nationally distributed products is at your command-without charge.

Write us for recommendations and estimates, outlining your needs.

## HUMMEL & DOWNING CO.

Main Offices and Works MILWAUKEE WISCONSIN

SALES OFFICES CHICAGO, ILL., 1540 Conway Bldg. MINNEAPOLIS. MINN., 618 Andrus Bldg. DETROIT, MICH., 912 Dime Bank Bldg. DENVER, COLO., Chamber Commerce Bldg. ST. LOUIS, MO., 302 Advertising Bldg.

Hummel & Downing Cases don't expect to be "handled with care"

## The New Macaroni Journal

(Successor of the Old Journal-founded by Fred Becker of Cleyeland, O., in 1903) A Publication to Advance the American Maca-roni Industry

Published Monthly by the National Association of Macaroni Manufacturers of America Edited by the Secretary, 200 W. Edwards St. Springfield, Ill.

PUBLICATION COMMITTEE

JAMES T. WILLIAMS - - - President M. J. DONNA - - - Secretary

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The NEW MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly adver-tise 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. REMITTANCES:--Make all checks or drafts payable to the order of the National Association of Macaroni Manufacturers of America.

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August 15, 1919 Vol. 1 No. 4

## What One of Our Advertisers Thinks of Our Journal

Mr. James T. Williams, President, National Assn. of Macaroni and Noodle Mfrs. Minneapolis, Minn. Dear Sir:-

Taking advantage of the invitation appearing on the cover of the New Macaroni Journal for July, we dare do anything "onc't".

I am not going ahead with this like I did the first letter, but have taken the time to read what I consider the essentials of the Journal and want to extend congratulations "palms up" to yourself and your Colleagues.

The advertising is certainly above the usual standard. Naturally this appeals to me a little stronger than the news items in the Journal, inasmuch as those are intended primarily for the industry. It looks as though a great deal of thought and attention was placed in getting up the ads, having them arranged so as to create the best appearance and without being personally acquainted with the party in charge of this portion of the work, it would be my judgment that you have got a mighty good man on your staff, one that is alive to the opportunities offered by a trade paper of this character and is making the most of his opportunities.

The news items, while interesting primarily to the members of your Association. extend over the field thoroughly and with-

#### NOTICE OF REMOVAL OF HEAD. QUARTERS

On Aug. 25, 1919, new headquarters for the National Macaroni Manufacturers assoclation will be catabilished at Braidwood, Ill., a suburb of Chicago.

This change is being made persuant to the wishes of the association officers who desire that headquarters be situated in or near the great city of Chicago, as a matter of both economy and convenience.

All letters, etc., on and after Aug. 25, intended for either The National Macaroni Manufacturers Association or for The Macaroni Journal should be addressed to

BRAIDWOOD, ILLINOIS

Post Office Drawer Number 1. Association Members, Subscribers and Advertisers should make note of this change and act accordingly to avoid delays. By M. J. Donna, Secretary.

out intimate knowledge would judge that it is all anyone could ask, covering as it dces the problems of the Association as a whole, market conditions, which, of course are of individual concern to each member and trade conditions in general.

Summing up, the Journal is really creating a place of its own, not only in helping the members of the Association, but indirectly helping the buying public, in that it raises the level of the industry to a plane which, if maintained will make it one of the leading industries of the country.

Referring again to your invitation, this is just what I had in mind the very minute I read it, so as stated at the beginning, "we dare do anything 'onc't'."

Personally, we are glad to be one of the advertisers in this Journal, and our only hope is that each issue will be made as interesting as your July issue.

With kind personal regards, we are Yours very truly, -Downing Box Company, Per. E. F. Johnson

## What Is Red Tape

Won't some kind hearted and well informed manufacturer help John Mercurio. of the Mercurio Brothers Spaghetti Mfg. Co. of St. Louis out of a quandry over what is the exact meaning of "Red Tape"? He has evidently been made to feel that it now covers a variety of sins in the business world and seeks enlightment. Read his desires for yourselves, in the following letter. addressed to the New Macaroni Journal:

"Will you please let me know what Red Tape is? I see so much advertising carrying the words 'No Red Tape.'

"Now when a man makes a straight price to another man and the deal is closed on that straight price, calling for a special number of cases for a special amount, I would call this NO . RED TAPE, as this is a straight out and out transaction.

"But when a man sells to another man a certain amount of merchandise and when the buyer receives this merchandise he receives also a coupon calling for a refund of some money, if this coupon is properly. signed and sent to the factory, and so on

and 'so forth, now if this isn't a bunch Red Tape. I'm sure I don't know what I Tape is. Would you not call this Red Tap Please let me know because I am not a whether this is or not and I wish to h formed on this matter.

"I know that we are going into a era and that we are doing business a gether different from that which we twenty years ago, but that has nothing do with the merning of the words Tape'; because Red Tape is Red Tape. ways was Red Tape and always will Red Tape to the end of time. If there t been a change in the word 'Red Tape' if it has a different meaning from the struction placed upon it by me, I would to be shown."

Webster defines red tape as "a tape t in public offices for tying up docume etc., hence, official formality and dela However Mr. Mercurio is not always series and to quote him this serious meaning we not, perhaps, give him the information seeks. He possibly refers to some adv tising scheme. The particular scheme it would dictate the answer demanded. would like to hear from others on this po

## Still They Come

"We are pleased to inclose herewith check for \$1.50 in full to cover one subscription for The New Macaroni Jour until May, 1920. We take this opportu to congratulate you for your efforts in half of the New Macaroni Journal as we sider it one of the best magazines of trade paper."-Denver Macaroni and Nor Company.

## Appreciated "Side Lights"

"Allow me to compliment you on the g reading material contained in The Macaroni Journal, as I found it not only structive but the 'Side Lights' are amusing. Thanks for the nice little p graph on 'Miss Judice.' Will give you attractive ad soon." By Miss T. Guidle V. Viviano & Bros, Macaroni Mic. C. Louis

## WANT ADVERTISEMENTS

Five cents per word each insertion.

For Sale-Several thousand drying in for Macaroni or cut paste at one-lifth of Particulars on request. Samples sent if is cested. Italian Macaroni Company, 1 tica, 1 York.

WANTED-Correct address of EVERY Maroni and Noodle Manufacturer in the contry. Send same to M. J. Donna. Secret 200 W. Edwards St., Springfield, Ill.

Wanted-News Notes and contributions Macaroni Journal. Mail to Editor at S field. Ill.

Wanted-Every manufacturer to affiliate his with the National Association of Macs and Noodle Manufacturers of America his own and the Association's welfare.

Wanted-1000 subscribers for the New Mac Journal right away. Send subscription day.

Wanted-Some member of EVERY concern to act as correspondent for New roni Journal and to contribute items terest to Macaroni men regularly.

BPECIAL WANT-Every Macaroni Man turer and Durum Wheat Miller to a 1919 Convention of The National Assoc of Macaroni and Noodle Manufacture America to be held in Planters Hote Louis, Mo., June 10-12.

# The National Association of Macaroni and **Noodle Manufacturers of America**

Extends an invitation to ALL Macaroni Manufacturers and Allied Interests to affiliate themselves with this progressive and up-to-date organization.

## What Are Its Objects?

- relations and good fellowship.
- operatives.
- 5th. By Advertising our production as a Food Staple.

## Who Are Eligible?

Regular Members .- Any individual or firm in the macaroni or noodle manufacturing business in America is eligible to Regular Membership. Associate Members. - Any individual or firm conducting a line of busi-

ness allied with macaroni and noodle manufacture, is eligible to Associate

Membership.

## What Are the Fees and Dues?

Joining Fee. . . \$10.00

IF INTERESTED SIGN AND MAIL THIS SLIP:

To M. J. Donna, Secretary

Date.

200 West Edwards St., Springfield, Ill.

Kindly mail me application blank and full information concerning the National Association of Macaroni and Noodle Manufacturers of America.

> Firm. ..... Address.

THE NEW MACARONI JOURNAL

To promote the best interests of the Macaroni and Noodle trade. 1st. By Applying science and improved practices of manufacture.

2nd. By Meeting annually to discuss trade matters and cultivate friendly

3rd. By Uniting the members for the general good of the Industry.

4th. By Assisting manufacturers in securing skilled and experienced

Annual Dues. . . \$25.00.

#### EXPORT ORGANIZATION

46

National Association of Manufacturers Seeks World Trade-To Be Developed by Commerce Experts-Plan Proposes Expense to Be in Ratio With **Benefits** Derived.

Full details have been made public regarding the contemplated formation of export trade organization among the members of the National Association of Manufacturers. Various trade groups will be formed to include the different countries and the first to be put into operation is to be known as the Nasmuss. South American Organization which will be interested largely in the South American field.

Few of the macaroni concerns are affiliated with the National Association of Manufacturers though many are interested in this export feature. Whether any but those belonging to the association will be permitted to join the export organization has not yet been announced. As stated by the officers, there will be no attempt to interfere with individual efforts to develop export trade, though all members are advised to join. The following, which is being sent out, will give an idea of the scope of the organization:

#### Stock Company to be Formed

der the plan the ownership and controi of each corporation is entirely in the hands of its stockholders, the association acting purely in an advisory and service capacity. The business developed is, therefore, the manufacturer's own and its relationships are direct.

"The form of organization calls for a perpetual charter, with place of business in New York, the usual officers, a board of 15 directors, an executive committee of five. "It calls likewise for appointment of advisory trade group committees, where possible, to confer on matters touching export handling, sales promotion and sales promotion expense, distribution of orders, etc, in each specific line-thus effectually departmentizing the conduct of the business of each natural trade group.

"Only common stock will, be issued, nondivided and non-assessable, and intended solely to cover initial running expense.

#### Representatives to Develop Trade

"Each member of the corporation will have one and only one vote, must be an active member of the National Association of Manufacturers, and at the time of his subscription must execute a proper agreement with the corporation, covering matters of production and sales promotion expense.

"The export corporation will itself develop trade through permanent and expert representatives acting at all important foreign points, these representatives acting direct at all important foreign points. These representatives will be under immediate supervision of a competent and expert staff at home.

"The interest of any natural trade group is thus as effectively departmentized as though independently organized for export as a separate corporation. On the other hand, the individual member whose business does not fall within a definite trade group receives the expert handling of a trained and highly organized export staff. Expense, Equitably Distributed

"All shipments will be handled by the export corporation. The member, therefore, having produced his quota of a given order and loaded it, properly packed and marked on cars, will be freed from all annoyances of forwarding and shipping details.

"All trade exploitation expense will be borne by a special promotion sales fund. This fund is to be used exclusively for trade development in various lines. Each member's contribution to it will be equitably determined in accordance with the necessities of his particular line and his individual interest in its development. In lines susceptible of departmentized handling these matters will naturally be dealt with by the advisory trade group committees.

"All cost of operation will be covered by commissions charged on actual business done. The percentage will vary with the nature of the commodity, but will be at all times definite."

## **USE ANCIENT LAWS**

Italian People Employ Old Statutes Against - Profiteers-"Public Welfare Is Supreme" Shouts Mob of Shop

#### Looters in Florence.

Rome-"Salue Publica Suprema Lex," "the public welfare is the supreme law," the ancient motto of the Romans is being applied by the Italian government at this critical moment of the national life of Italy.

#### Government Awake

"The government closed one eye, indeed in some cases both, for so long that the people took the law in their own hands," said a leading Italian statesman. "They were aiming at giving a harsh but deserved lesson to profiteers. It was right that the people should punish those who made millions through the suffering of the entire population which for over four years strained every nerve in the face of greatest struggle of its history. With pitiless energ" however, as pitiless as its leniency heretofore, the government now intends to repress any attempt to transform a just protest into something more serious."

#### Florence Occupied

Florence has been occupied by the military forces and machine guns of the troops. It has been shown the mobs and robbers, were not taken there merely for show. The same thing has happened at other most rebellious centers, especially at Ancona and Brescia, where many persons were wounded.

In Genoa where the uprising against the cost of living took a most orderly form the people imposed a reduction in all prices, watched the carrying out of this order and prevented any violence against shop keepers. They intervened whenever attempts were made to ransack shops, putting down the disorderly elements with much greater energy than the police ever used. At Milan the people have presented an ultimatum. demanding that the prices of all necessities be materially reduced by Tuesday.

August 15, 1919

A mob ransacked nearly all the sh shops at Palmero, the troops being called too late to prevent pillaging. When the appeared they were received with applause the crowd shouting to the soldiers "No f ing boys, we are not at the front. He we are all brothers and against vampire who have starved us."

From all towns where disorders have o curred the same report is coming. A week ago everything could be bought at high prices but now the shops are closed, goods are lacking and nothing can be found. En tire families in many places are in despair of finding something to eat.

Count Oligiati, prefect of Florence, h been removed from office. He was tran ferred to that city from Milan during the war after he had been unable to prevent general strike in Milan.

## Lower Flour Prices

The United States Grain corporation prepared to divert from its flour purchases and to sell and deliver to wholesalers and jobbers straight wheat flour in one hundred and forty pound jute sacks on a basis of te dollars and twenty-five cents delivered in carload lots, in territory east of the Illinoi and Indiana line and east of the Mississip from Carlo to the Gulf, and at ten dollar delivered in carload lots on track west of that line, but not applying to Pacific Coast territory.

Jobbers and wholesalers who purchase such flour from the Grain corporation are required to guarantee not to sell it at mor than seventy-five cents additional. Whole salers and jobbers must in turn require that the retailer shall not sell at more than one dollar and twenty-five cents additional the wholesale price in original packages an at a price not higher than seven cents pound for broken packages of any size.

## **Reflection of Values**

Statement attributed to one of the world's acknowledged greatest suthorities on eco nomics and finances that Europe's credi is on the verge of collapse accompanled by the suggestion that the British American loan to the allies be canceled will hardly be conducive to the extension o further credits of any volume to Europe without which there is little or no possibility of stabilizing or retrieving the foreign exchange situation. With European countries compelled to pay on a basis of pres ent exchange premiums of from 12 to 8 per cent fcr products which can be pu chased in other countries at par the pros pect justifies the opinion that the time has passed, when American producers can de tate values. It also holds forth the promis that with export possibilities curtailed th period of deflation of values is not far dis tant. toria Manna M

## THE FLAG OF HATE

"How does ex-Kaiser Wilhelm of German resemble the old Hun flag?" "I give up; what's the answer?"

"His hands are red, his liver is white a his heart is black."

# DRYERS

The Mechanical Weather Man

# **MACARONI, NOODLES and all PASTE GOODS**

The Carrier System of Drying has been developed by years of research and experimentation. It is automatic, positive, independent of weather variations, and inexpensive in operation. It is built in Units, so that the capacity of the installation can be increased as necessary.

Some of the largest and most successful manufacturers of Paste Goods in the United States and Canada are using the Carrier System.

We are ready to quote on your own requirements, and we offer you, not merely a guarantee that the equipment is made of good material, that the fans will handle a certain volume of air, but a positive guarantee that the equipment will produce the results for which it is installed.

There is no charge for the preliminary consultation and layout. Simply tell us the kind of goods you are making and the quantity to be dried per day, sending us a sample in your regular package. If you have decided upon the space to be devoted to dryers, send us a sketch or blue print, otherwise we will suggest a layout in accordance with your requirements.

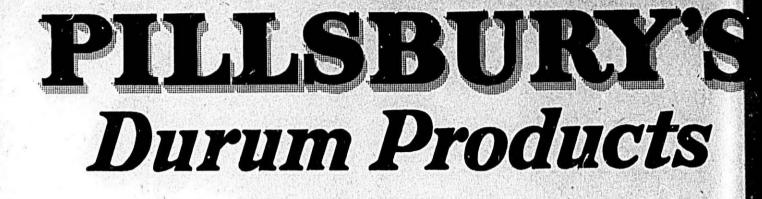
Why not

#### Carrier Fngineering Corporation BOSTON CHICAGO, ILL. **BUFFALO** PHILADELPHIA

39 Cortlandt St. NEW YORK, N. Y.



## Write Right Now?





Every macaroni manufacturer should know th superior quality of

# **Pillsbury's Durum Products**

and the advantages of using them. With these clean, strong, hi quality Durum Semolinas and Durum Fancy Patent you are sure of unspecked, gold yellow, flavory macaroni and spaghetti. The largest durum capacity in the wo facilities for selecting and grinding only the best of durum wheat, and a milling experie of half a century—all combine to offer you not only the best in QUALITY but the b in SERVICE. Whether you want a few sacks or a trainload—we can fill your dur requirements to your complete satisfaction.

# **Pillsbury Flour Mills Company**

MINNEAPOLIS, U.S.A.

Pillsbury's Semolina No. 2 Pillsbury's Semolina No. 3

No. 2 No. 3 Pillsbury's Semolina Special Pillsbury's Durum Fancy Pater and all grades of Durum Flours

