

**THE NEW
MACARONI
JOURNAL**

Vol. 2, No. 3

July 15, 1920

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The New Macaroni Journal

Minneapolis, Minn.

July 15, 1920



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

Volume II

Number 3

IT

The Convention Number

It contains a complete report of the Seventeenth Annual Convention of the National Macaroni Manufacturers Association held at Niagara Falls, June 22-23-24, 1920.

It should be read thoroughly and carefully by every macaroni manufacturer as well as by all others interested in this Industry.

It will put you in close touch with the general conditions now affecting the manufacture and distribution of alimentary paste products as reflected by the resolutions adopted, the talks delivered and the excellent papers discussed.

It will give an excellent idea of the far-reaching and effective work done for the Macaroni Industry by the National Macaroni Manufacturers Association as indicated in the annual reports.

It points out the advertisers who supply so large a percentage of our manufacturing wants.

It represents considerable work on the part of the Association to make the 1920 convention a success and also some worry on our part to report its proceedings to you in this readable and interesting form.

It may be needed for future reference. PRESERVE IT.

July 16, 1910

THE NEW MACARONI JOURNAL

3

"Breakage? Down to nothing since we've used these new containers, Mr. Martin!"



Andrews Containers are Light—Sturdy—Durable

GOODS packed and shipped in them invariably arrive safely at destination. When they don't—and that's seldom—somebody has disregarded the warning: "Use no Hooks!" or there's been exceptionally rough handling *some-where* along the line. **Andrews Containers** are the safest, therefore the most economical corrugated shipping cases you can use.

That's why the shipping clerk can report to the general manager that since using **Andrews Containers**, there's been practically no breakage—no returns of goods damaged in transit—claims from this source eliminated—losses shaved close. And that's why it pays to use **Andrews Corrugated and Solid Fibre Containers**.

Owning our own timber-lands, saw mills, pulp and paper mills and factories

means that we control our raw materials from field to shipping platform. And that insures uniformity and dependability of the finished product—and **deliveries on schedule**.

Andrews offers the co-operation of capable artists and designers—in developing new designs in cartons and containers for you, or in perfecting your own ideas. Ask us for details of this service.

O. B. ANDREWS COMPANY - Chattanooga, Tenn.
Cartons and Shipping Containers for the Macaroni Trade



ANDREWS

The only concern in the world manufacturing every kind and style of wooden, wirebound, corrugated fibre, solid fibre and pasteboard cartons and containers.

SEMOLINA

FROM PURE

DURUM WHEAT

Coarse Medium Fine

Ask For Samples

Our Location Enables Us to Quote
Attractive Prices

Our Representatives Are Always Pleased to Go
Into Details With You.

Get in touch with

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

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

CROOKSTON MILLING CO.

CROOKSTON, MINN.

JoLo PRODUCTS SERVICE Best

For
Noodle Manufacturers!



SPRAY process YOLK. Immediately Soluble, Dependable, Dark Color—always Uniform. Offered to you in original cases.



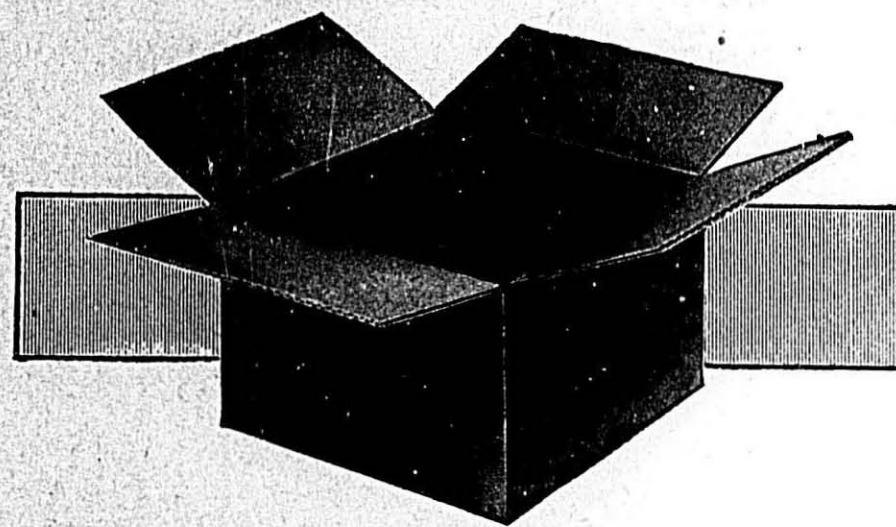
Fresh Selected Whole Eggs Dried in their Entirety—Full Egg Value; Perfect Results—Original Cases as Imported.

SAMPLES AT YOUR COMMAND

JOE LOWE CO., Inc., New York City, N.Y.

ALSO AT

LOS ANGELES BOSTON CHICAGO TORONTO

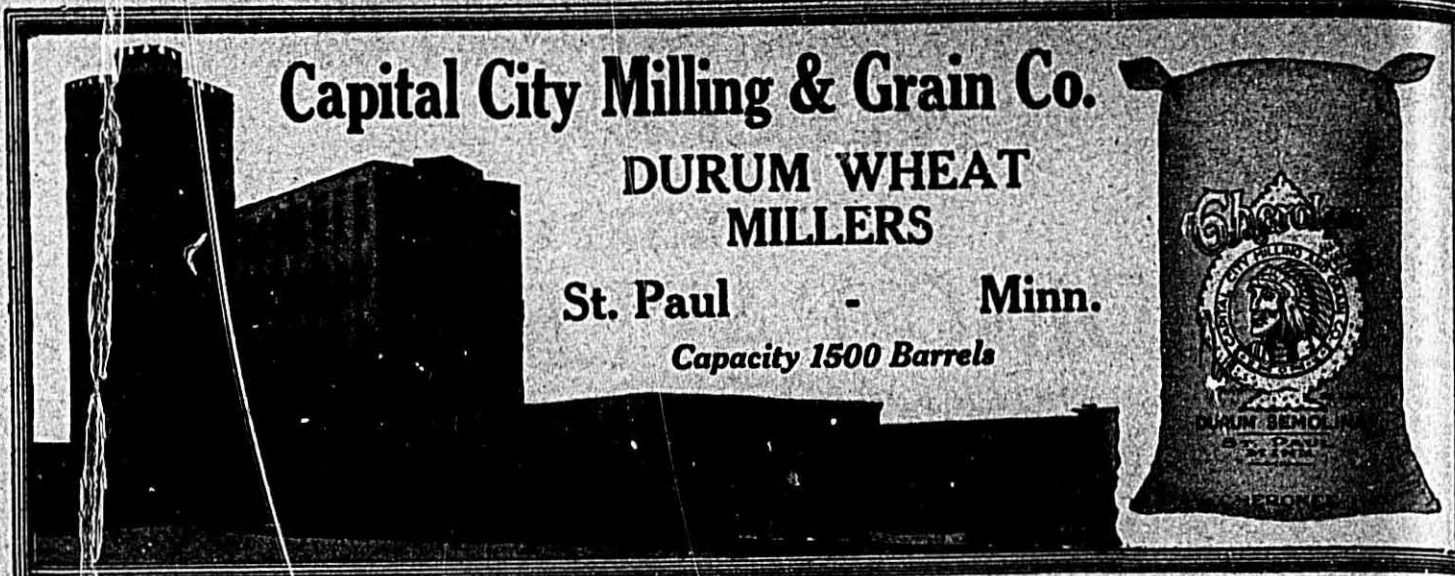


H & D Corrugated Fibre Boxes—now, as always—

—cutting costs, saving labor, eliminating breakage, facilitating transportation—and creating good will in big industries—

—everywhere

The Hinde & Dauch Paper Co.
220 Water Street Sandusky, Ohio
Toronto, King Street Subway and Hanna Avenue



Capital City Milling & Grain Co.
DURUM WHEAT MILLERS
 St. Paul - Minn.
Capacity 1500 Barrels

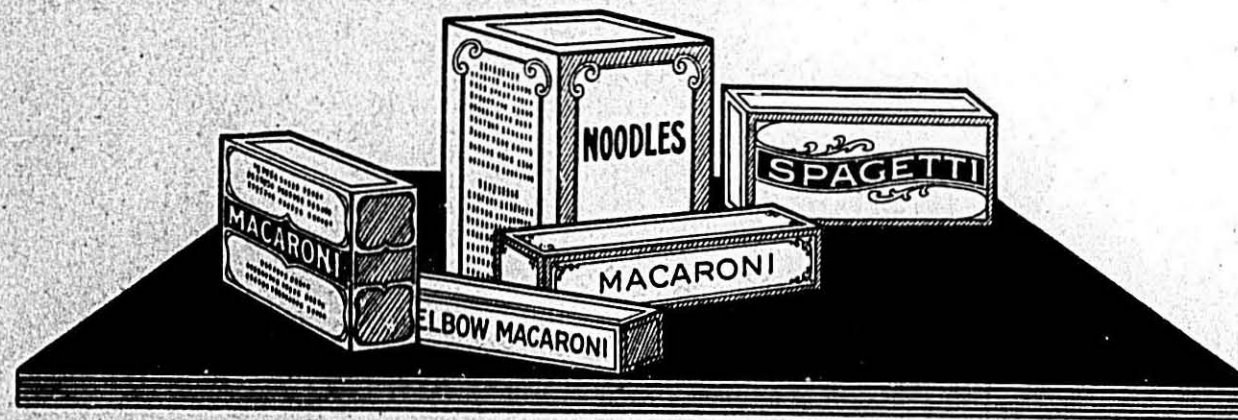
This new mill is located at the Gateway of the Great Northwest, where the best Durum Wheat is always available.

We offer
SEMOLINA and DURUM PATENT FLOUR
 Made from
DURUM WHEAT

We want your business. Ask for Samples and Prices.

Capital City Milling & Grain Company
 ST. PAUL, MINNESOTA

TITELOX BRAND
FOLDING PAPER BOXES
 ARE KNOWN AND RECOGNIZED THROUGHOUT THE TRADE FOR
QUALITY



Quality like blood tells in the long run.

You can advertise all you want, send out all the salesmen you can employ, but unless the quality is there to back up those efforts, you eventually will lose out.

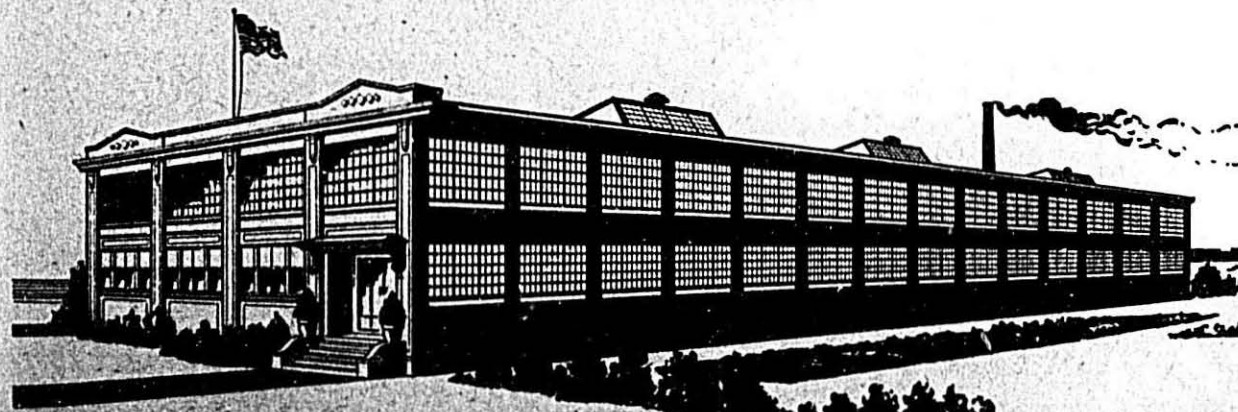
While price is an essential factor, it is *Quality* that makes the lasting Customer—the biggest asset in any business.

That's why we are always trying to make each order a little better than the previous one.

Your inquiries solicited.

If you are not regularly getting our color suggestion cards write us at once.

THE GLOBE FOLDING BOX COMPANY
 CINCINNATI, OHIO



USE DURUM SEMOLINAS

For Macaroni and Noodles

Unequaled in Color and Strength



YERXA, ANDREWS & THURSTON

MINNEAPOLIS, MINN.

MACARONI JOURNAL

Trade Abuses

Indications point to early abolishment of some of the worst trade abuses that competition and greed-in-business has in the recent past fostered in the Macaroni Industry. From the signs it appears that this will be accomplished through cooperation and legitimate understanding, but, if not, it will be compelled through government intervention.

That much good will come from a move of this kind is shown by the willingness of many of the manufacturers to condemn themselves for the part they took in the trade abuses now condemned and their voluntary abandonment of practices that have cost manufacturers thousands of dollars in profits and an inestimable amount of self respect.

A step forward was taken when the Industry in general and the National Macaroni Manufacturers Association in particular took part in a friendly submittal before the Federal Trade Commission at Washington, D. C., the last week in June where the trade conditions affecting the industry were calmly and deliberately considered with the sole point of view of enumerating some of the unfair practices most prevalent in manufacturing and distributing methods.

It is an old but true saying "where there is smoke, there must be some fire." Complaint after complaint have reached the ears of government officials and macaroni manufacturers of the unbusinesslike methods often used in disposing of manufactured goods. The offenses complained of have been varied and they came from various sections of the country. To eradicate these evils would mean a great step forward for the entire industry and if done willingly and spontaneously would reflect to the everlasting credit of the manufacturers.

Nearly a dozen of the leading manufacturers in the country attended the hearing and all except one firm went on record as willing to work harmoniously toward elimination of all the practices considered in the least bit shady. That there should be even one firm ready to condone abuses that have so frequently been proven as harmful in every way and to every one affected, is a surprise. What excuses could have made can be learned only when a transcript of the proceedings is made public, and this is awaited with interest.

While the abuses mentioned affect mostly the package-goods manufacturers, officials hint that those prevailing among the bulk goods manufacturers are soon to be given airing. The wise ones in this class should now prepare the way by eliminating all "unfair competition" which they have been accusing one another of practicing, and which they have repeatedly tried to discontinue only to have the use break out anew in an unexpected quarter. Some of the chief complaints against this latter group is "price

cutting", use of coloring matter in goods, manufacturing pastes out of low grade products and calling it macaroni, trying to create a demand for their own products by belittling those of their competitors and in other ways damaging the reputation of fellow manufacturers.

Among the evil practices charged against the industry and particularly the package goods manufacturers are the following: Slack-filled packages; gradual reduction of package contents; subsidizing the jobber salesmen and the offering of premiums. The Federal Trade Commissioners heard the views of those in attendance, made some pointed suggestions for the good of the Industry in general, and on adjournment of the sitting promised the macaroni manufacturers a fair deal and their sincere cooperation, looking toward total elimination of the abuses discussed.

This is a matter of vital interest to all manufacturers of alimentary paste products, whether they be connected with a large or with a small concern. Some of the smaller manufacturers are guilty of some of the greatest abuses of trade and this is equally true of some of the large producers. There appears to be no legitimate middle ground. Either a firm or individual is fair and square or is not. Many carry on unfair practices unknowingly while others do it deliberately. Wonderful would be the credit to us all if we could agree to a cessation of these evil practices and great would be the benefit to the industry. Let's get together on this important proposition for our own welfare and in fairness to one another.

Macaroni manufacturers should give this matter serious thought and when the next hearing is held at Washington, and this is promised within the next few months, all should be in attendance ready and willing to give the true facts and join with the government officials in a general "house cleaning" that must necessarily result in great good for all concerned. A little expense incurred in making a trip to the city where this hearing is to be held may save considerable expense to those who continue to use practices that will be universally condemned.

Other lines of business have been made to "toe the mark" as it were and in doing so have found it beneficial and profitable. This should be equally true of the alimentary paste manufacturers industry. Getting together on matters of general interest is not a very difficult matter when you rub elbows with your competitors and find that they were not anything like the "devils" in business we have permitted ourselves to imagine they were. Let the call from the Federal Trade Commission be the cause of a general get-together meeting that can not help but have an influential effect for good.

Patents and Trade Marks

New Noodle Kneader

Patent rights were granted to Richard Raymond Tybout of Philadelphia on a new dough compressor invented by him and assigned to Guano & Raggio Inc. of the same city. Claim for patent was filed Aug. 11, 1919, and was given Serial Number 316,853. The patent was granted May 11, 1920, and is numbered 1,339,637. It is thus described in the official records:

"In a dough compressor, the combination of a fixed inclined dough feeding table, adjustable compressing rolls between which the dough is fed from said table, one of said rolls being corrugated, a second set of adjustable compressing rolls spaced a distance from the first set, one of said rolls being corrugated, and an endless conveyor extending between said rolls, whereby the dough may be fed from one set of rolls to the other and compressed to the desired degree with the use of only two sets of rolls."

The new machine will be useful in preparing dough for noodles. Seven claims have been filed (C1.107-12).

U. S. Macaroni Company

The United States Macaroni company of Los Angeles has petitioned the patent office for a trade mark covering its macaroni goods. This mark is a picturesque scroll or shield-shaped design, the tip on the left holding several straws of wheat with well filled heads, with space on the design for one of the 38 specially named styles of macaroni and spaghetti it plans to cover. The claim was given serial number 107,208, was filed Nov. 6, 1917, published June 1, 1920. This company claims its use since Aug. 1, 1905.

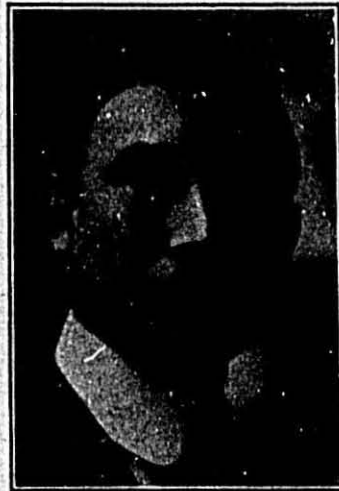
Fortune Brand

The Fortune Products company of Chicago has filed claim on use of the word "Fortune" as its trade mark for use on macaroni, spaghetti, noodles, etc. The claim is a double header, No. 127,805 being on the word "Fortune" in fanciful letters and claim No. 127,806 being on the same word with heavy black typed letters for use on different labels employed by the company. Both were filed Jan. 31, 1920, and published

May 4. The company claims use since early in January, 1920.

Spirit of Cooperation

The spirit of cooperation that has always existed between the durum millers and the macaroni manufacturers was never more clearly manifested than by the activity of the representatives of the former group in the preliminary arrangements for the 1920 convention. The association officers are loud in their praise given to Messrs. Joseph Bellanca and F. G. Krueger of Buffalo, representing the Pillsbury Flour Mills Com-



F. G. Krueger, Buffalo, Pillsbury Flour Mills Co.

pany and to Theodore S. Banks of the same city, representing Yerxa, Andrews & Thurston, Inc., whose likenesses appear on this page.

As soon as it was definitely decided to hold the 1920 convention of the as-

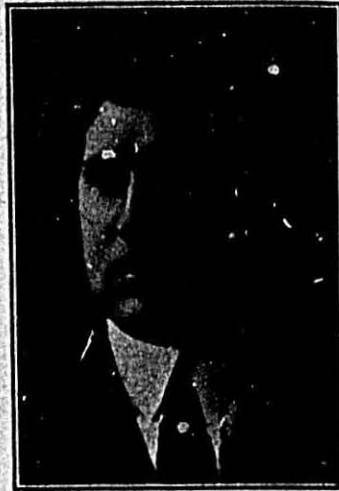


Joseph Bellanca, Buffalo, Pillsbury Flour Mills Co.

sociation at Niagara Falls and acting on orders from the home office of the durum mills represented, these three untiring workers schemed and planned with the result that the social side of

the convention proved a treat to those who had the pleasure of attending this meeting.

Appreciation of their good work was



Theodore S. Banks, Buffalo, Yerxa, Andrews & Thurston, Inc.

indicated by the appropriate resolution of thanks adopted by the convention.

Report of Auditing Committee

To National Macaroni Manufacturers Association:

Owing to the greater number of details entering into the keeping of the records of this association a complete revision of the system has become necessary. This change cannot be made in time for a complete report at this meeting. We recommend that the executive committee appoint a special



Leon G. Tujague, second vice president.

committee to suggest a proper system and if necessary procure the services of an accountant to complete the audit for the period ending June 1, 1920, and if practical to have a certified audit prepared annually before the conventions.

Respectfully submitted,
—C. B. Schmidt,
—L. S. Ross,
—T. Busalacchi.

Report was by motion accepted and the following special committee was appointed to look after the establishment of a complete system: F. W. Foulds, Wm. A. Tharinger and H. D. Rossi.

We have observed that the man who spends the most time hunting for faults in others, squeals loudest when somebody discovers a fault in him.

Seventeenth Annual Convention

The seventeenth annual convention of the National Macaroni Manufacturers association June 22, 23, 24, 1920, at The Clifton hotel, Niagara Falls, was the peer of any event ever held under the auspices of this organization. Never before has there been such a representative gathering of the leaders in the industry and never before has the attendance been so "national" in scope. Representatives were in attendance from Boston on the Atlantic to San Francisco on the Pacific; from New Orleans on the Gulf to Montreal on the St. Lawrence.

The program was one of the heaviest ever attempted for a three day session, the important topics, papers and discussion, insuring a steady attendance and rapid attention and a ready and willing exchange of ideas on the various problems under consideration.

No Macaroni Made There

One of the features of the entertaining end of the program was that it was self arranged and self sustained. Meeting in a city in which there were no macaroni manufacturers the National association financed one of the best banquets and entertainments that that body ever had the pleasure of attending. Thus it was shown that the association was strong enough to "stand on its own bottom".

The convention was honored by the almost continuous attendance at its sessions of Fred Mason, president of the Shredded Wheat company and president of the American Specialty Manufacturers association, a life long friend of President James T. Williams whose handling of the convention was in keeping with his reputation for fairness established during the past three years as executive head of that growing association.

The new system of registration inaugurated by Secretary M. J. Donna made a hit with the representatives, as did the general conduct of the convention by those in charge.

TUESDAY MORNING, JUNE 22

The convention opened at 11:00 a. m., Tuesday, June 22, on the call to order by James T. Williams of Minneapolis, president, who introduced Mayor Henry P. Stevens of Niagara Falls whose invitation, pointed and brief, struck a popular chord among those in attendance. To this was added

ASSOCIATION OFFICERS 1920-1921

President, James T. Williams, Minneapolis.

1st. Vice President, B. F. Huestis, Harbor Beach, Mich.

2nd. Vice President, Leon G. Tujague, New Orleans.

Treasurer, Fred Becker, Cleveland.
Secretary, M. J. Donna, Braidwood, Ill.

EXECUTIVE COMMITTEE

F. W. Foulds, Foulds Milling Co., Libertyville.

C. F. Mueller, Jr., C. F. Mueller Co., Jersey City.

H. D. Rossi, Peter Rossi & Sons, Braidwood, Ill.

the rousing welcome on the part of Colonel George G. Shepard, president of the Chamber of Commerce of that city, who stated that the city fathers "had lost their mythical keys in the surging waters of the turbulent river that attracted thousands annually" and that the city welcomed the visitors with open arms, ready and willing to do everything within reason to make the gathering here a success. In the absence of Frank L. Zerega of Brooklyn, whose attendance to the convention was prevented by death in his immediate family, Wm. A. Tharinger of Milwaukee responded to the welcome so royally extended by the officers and assured them of the loyal cooperation of all the officers and members of the National association.

PRESIDENT'S MESSAGE

After the opening ceremonies, the business of the convention was opened by a report on the affairs of the National Macaroni Manufacturers association during the past six months. President James T. Williams was first to make his report. It was as follows:

When elected your president three years ago in Cleveland, it was the ambition of your president and members that the National Macaroni Manufacturers association should have a complete working machine, its own offices,

NEXT PLACE OF MEETING

New York and San Francisco invited the National Macaroni manufacturers association to hold its 1921 session in those cities but the convention saw fit to leave the matter in the hands of the executive committee to act as conditions warrant when time draws near for that gathering.

a secretary to handle the affairs of the association and an official trade journal, in which the officers could present matters of interest to the organization and through which the members of the National Macaroni Manufacturers association could in turn voice their views on matters of interest to the industry.

Expressed in other words this ambition was to have an active organization working to elevate the standard of the industry by elimination of evils; to encourage enactment of legislation that would enable its members to develop their business at profit to themselves; to cooperate with national, state and city food authorities; and most of all to give a service to the consuming public that would merit its highest respect and place our industry on a level in the public mind with other food manufactures.

Now what has been accomplished? While the goal may not have been reached yet several milestones have been passed toward the realization of these ambitions.

We have now what may rightfully be called a working organization.

We have a secretary giving all his time to the work of the association.

We have a trade journal.

Of the latter two we may say they are giving great service to the industry, and are self supporting.

While there is a great deal yet to be accomplished through this organization, we may well feel satisfied that we are doing our part to develop the industry and to elevate its standing in the business world.

Now as to these matters more in detail. As to cooperation: Until a little more than a year ago the entire work of the association, or practically so, was given to cooperating with the Food Administration. Then we began active work on the other lines.

We employed M. J. Donna as secretary. We devoted much time to the establishment and development of the New Macaroni Journal, which we had proposed to be the official publication of the association. The executive board having been authorized to incorporate the association, we did so on Jan. 15, 1920, under the laws of Illinois, after having considered carefully in which of the several states we should find laws best adapted to our association.

Your officers have worked closely on all matters pertaining to the welfare of the association and during the past year have put forth every effort to bring to the attention of the readers of the New Macaroni Journal the benefits of organization, through closer cooperation and interchange of ideas as to how better conditions can be brought about in the macaroni industry. In fact this Journal has become a great factor in

development and strengthening of our organization and in obtaining proper recognition for our industry in the industrial and economic life of the nation.

We believe the work of the officers has had some effect and influence upon such manufacturers as are not members of our association as well as upon those who are members, and this is evidenced by the increased membership which we show for the association, for the past year. During the year we have had four directors meetings, at which time matters of importance to the industry were discussed and work was outlined from time to time for the secretary.

Your president has given every cooperation possible to the Bureau of Chemistry and the Department of Agriculture, to the food departments of the different states, in their efforts to standardize and stabilize the industry not only for the benefit of the manufacturer, but for the consuming public as well.

Your president has cooperated with the manufacturers of semolina in their efforts to develop a product best suited for the manufacture of high quality goods. He has also given considerable support to the grain industry in its efforts to induce the farmer to produce a more uniform grade of durum wheat by eliminating the mixture of other grains and by sowing pure durum seed.

It is customary on these occasions to pass a great deal of credit to the officers of an organization, particularly when a great deal has been accomplished, but I want to say as president of this organization for the past three years that if it had not been for the cooperation your officers have received from progressive members of this organization and from those of allied interests who have given us unsparingly of their time, influence, advice and financial assistance very little could have been accomplished.

In fact I would mention the names of those who have been the real factors in the building up of our organization except that I might inadvertently omit some of them. This prevents me.

In making some recommendation for the attention of this association let me say of the present unsettled condition of the industry as a whole that there is nothing to fear. Business without problems would be tame. Business has always had its problems. And if we had lived from the beginning of this country to the present, carrying along in our minds the business conditions of each generation, undoubtedly we should remember that business thought its conditions were without precedent, and insurmountable, just as now the unstable business man looks at the immediate future. The inflexible business man fails. The business man who adapts himself to every condition of the game of life wins out. We shall win out.

Let me urge the advantage of the dis-

ussion box at conventions. This is the new name for the old "Question Box". Some of the recommendations that I wish to make for your consideration at this convention may well be brought out in the discussion box.

Careful consideration should be given to the following matters that are of vital importance to the macaroni industry. Standardization of packages and shipping containers; recommendation to the Department of Agriculture as to the definition of semolina and flour as



James T. Williams, Minneapolis, president

now there is a great difference of opinion as to what should be labeled macaroni and what should be labeled flour macaroni; the cost of manufacturing and selling macaroni; the question of better advertising; the effect of weight of package upon consumption of macaroni; how we may make better business for the advertisers in our New Macaroni Journal; how we may learn more fully in our business that to give service for others is the true measure of our own success.

In closing I wish to thank the members of our association and all who through their loyal support have made it possible for the association to accomplish so much.

Wishing you and this association continued success and assuring you that it is my greatest desire to be of service to this organization and the industry at all times I close this brief address.

TREASURER'S REPORT TO JUNE 4, 1920

Regular Account (Journal, Membership, Etc.)
 Balance on hand June 4, 1919. \$ 1,184.19
 Receipts 11,158.80
 Total \$12,342.99
 Disbursements 10,523.86

Balance on hand June 14, 1920. \$1,819.13

Traffic Account

Received from advertising fund. \$ 2,000.00
 Disbursements 1,834.87
 Balance on hand June 14, 1920 \$ 165.13

Total \$1,984.26

ADVERTISING ACCOUNT

Receipts \$44,371.28
 Disbursements 42,165.73

Balance on June 14, 1920 \$2,205.55

Respectfully Submitted,
FRED BECKER
 Treasurer

SECRETARY'S REPORT

At the brink of the thunderous Niagara, mightiest of cataracts, we are gathered on the threshold of a new year to review the activities of the past and to plan for our future, armed with the knowledge and experience gained in the year just completed.

Our president has just given a complete and interesting report, ably depicting the situation confronting the association and the macaroni industry and making many opportune recommendations for the welfare of both, so it is my duty to give you an outline of our activities and accomplishments, the knowledge of which will serve you well in preparing your plans for the coming year.

The past year has been one of progress and advancement. Every problem assigned by the St. Louis convention of a year ago, with one exception, and such others as presented themselves spontaneously during the year, have been handled and disposed of with benefit to the association and the industry and, we hope, with credit to your officials who have been untiring in their efforts elevate the association and the business it represents.

The newly created office of permanent secretary has been on trial for its first year and it is one in which you are vitally interested and whose use should be more generally recognized. During the year your secretary has tried with considerable success to keep you in touch with the many ways in which this office can be of service to individual manufacturers, the National association and the industry, in general.

The office work has been abnormally heavy the first year because of the need of establishing a suitable and efficient system to safeguard the welfare of the association, the numerous worries attending preparation of copy and obtaining both subscribers and advertisers for our New Macaroni Journal, and the need to be ever watchful of the best interest of the industry. Office hours have frequently been from 8 a. m. to 10 p. m., but in saying this I do not wish to leave the impression that I am overworked, but rather to show that there are many duties that tend to confine your secretary to his office, when many would have preferred that more attention be given to field work for association's good.

During this first year your executive committee was prevented from carrying on too elaborate a program because of the limited and uncertain income and, as good business men that they have frequently proved to be, they proceeded carefully and cautiously, feeling their way but making steady progress. As a result no assistant or stenographer has as yet been hired, the whole work of the office falling to the lot of your secretary, ably and willingly assisted by officers and members of the association.



It MEANS MONEY to you, because it produces delicious Macaroni and Spaghetti with that rich, golden color you want.

It MEANS MONEY to the dealer, because Macaroni and Spaghetti, made from SEMOLEON satisfies, strengthens, and builds up his trade.

It MEANS MONEY to the consumers, because the high Quality induces them to eat more Macaroni and Spaghetti—the most Economical of all foods.

Shane Bros & Wilson Company

Minneapolis - - Minnesota

No. 2 Semoleon
 Imperial Rome



No. 3 Semoleon
 Amberole

With our expected extension in membership and a rapidly growing list of Journal advertisers and subscribers, a larger income is insured and some needed office help will be obtained, when even more efficient service along present lines and on some new ones as suggest themselves will be guaranteed.

During these days of unsettled conditions and business turmoil food manufacturers especially have fully realized the need of a closer union whose prime purpose is to conserve and protect the vital foundation on which industries like ours rest.

Organization is in the air. It's the order of the day. Everywhere and in every line of production progress is being made through unity of effort. It is an absolute necessity if we are to attain the power, the prestige and the position in the business world that our founders intended for us. Macaroni manufacturers should learn and appreciate that in organization alone lies the betterment of their business and self-protection.

After all the many good reasons are named for our existence as a National Organization of macaroni and noodle manufacturers, the one real fundamental reason is the creation of a better and more friendly spirit of sociability among manufacturers that will result in beneficial cooperation for the whole industry at the expense of no one individual or group.

Coordinated activity is now more essential than ever to meet new conditions and new opportunities that are daily confronting our business. While small problems need only our individual attention, the more difficult ones can be handled properly only after a conference of those interested in which the ideas of all are heard and, after culling out the unnecessary points, the essential ones are assembled in bringing to bear directly on the problem a weighty and convincing argument, aided by determined and decisive action guaranteed to produce the result agreed upon as the most beneficial to the industry in general.

With a membership to furnish us a diversity of ideas from all classes of manufacturers, a membership truly representative of our business, there should be no task too difficult nor problem too intricate that should dampen our determination to face the world as honest and upright business men, ready and willing to fight to the bitter end for a cause or principle which, after due deliberation, we or our properly chosen officers decide as honest and just. Thus armed we will guarantee our would-be oppressors a lively tussle.

Our efforts to extend our membership list to include practically all the important and influential macaroni and noodle manufacturers on this continent culminated in a BIG DRIVE launched about April 15, and which brought us some very satisfactory results.

Urgent and insistent appeals were made to non-members through the columns of our Journal and by direct letter to seriously consider the advisability of affiliating themselves with this progressive body. Able and appreciated assistance was freely given us in this move by the durum millers and their representatives. The value of organization and the need of cooperation among producers of our class was made plain to them with the result that a goodly number saw the light.

In order to give due credit to those



M. J. Donna, Dralwood, Ill., secretary

who aided us in this drive, the list of the new entrants since the opening of the St. Louis convention, together with the names of their proposers, is given at the end of this report. I feel that I express the real sentiment of all the officers and members when I say to these kind assistants and boosters, "I thank you".

Never in the 17 years of its continued existence has the National Macaroni Manufacturers association given its members and the macaroni industry the service and attention that it is now giving. Never in our history has there been a more cordial relation between the allied manufacturers and the alimentary paste makers. Never has there been so urgent a need for cooperation among ourselves and with the producers of our raw materials, machinery, etc., and with our wonderful array of jobbers, wholesalers, retailers and consumers whose treatment of us will be but a reflection of our conduct towards them.

We have recorded a healthy and a steady growth during the past few years and, judging from the pent up enthusiasm that is known to be in you from the occasional bursts manifested, it is evident that all that is needed is the proper touch at the opportune time to convert it into an almost irresistible movement. I view the future with much optimism and see within a very small span of years an association greatly strengthened in numbers, more efficient in service and universally recognized as the real heart of the essential business we are engaged in.

It may please you to know that after 16 months trial the New Macaroni Journal has been found a good paying venture, considered from three very important viewpoints:

1st. Paying to its advertisers, whose messages it carries regularly and consistently every month to every macaroni manufacturer on this continent at a very reasonable cost.

2nd. Paying to its readers, who are kept in close and constant touch with one another, with the affairs of the industry and with the allied trades, through its editorial and advertising columns.

3rd. Paying to our National association, in that it provides revenue necessary to render the efficient service it is so anxious to give its members and to all who are interested in our welfare.

Don't forget the New Macaroni Journal is your trade paper; that it is your property and not that of its editor or the printer. Give it the active and enthusiastic support so often promised and it will become truly representative of our industry and the important and essential factor in our business that its founders intended for it. To those who have been giving our official organ some thought and an occasional lift we are truly thankful, and to those who have overlooked this duty we pray that they seriously consider the advisability of helping this good thing along.

In conclusion I wish to extend my sincere thanks and appreciation to our worthy and deserving president, James T. Williams who has always willingly and graciously aided, advised and counseled me in all matters pertaining to association work. He has been most liberal and unselfish in time given to the duties of his office and has during the last year again proved himself the ideal executive head of this growing and prospering organization. He is deserving of the highest honors that this body can confer on a good and faithful officer. To the other members of the board of directors, whose confidence I have enjoyed and who have always given me their loyal and unstinted support and assistance, I also express my thanks and appreciation.

We should be justly proud of our association and we are justly proud of our officers who have ever striven to make the National Macaroni Manufacturers association most helpful to all. May we never tire in our efforts to help them and it. Like good optimists let us proceed along the theory that if we can't actually get what we want, let us enjoy what we have. With this feeling prevailing among our officers and members, the work will be more pleasant and the result more satisfying.

Our Financial Condition

I am pleased to report that our financial condition is apparently sound.

When You Want Quality
and Service

Buy

NOMCO

Durum Products

Farina
Semolina
Flour

Write or wire for samples and quotations.

Northern Milling Company
Wausau, Wisconsin

thanks to the able policy and the far-sightedness of our president and the board of directors, who have ably supervised and directed this feature of our association work. There is an apparent and welcomed steady growth in our income and a corresponding percentage decrease in our expenditures that bodes well for the future of the association. In our budget for the coming year it is probable that we will plan for things that lack of funds has heretofore prevented us from putting into effect.

Herewith is presented a financial statement covering all the receipts and expenditures for the fiscal year beginning June 1, 1919, and ending May 31, 1920. Your auditing committee will find these figures correct on comparing them with the accounts of our faithful and trustworthy treasurer, Fred Becker, who has paid all the voucher checks drawn upon him in a prompt and satisfactory manner.

FINANCIAL STATEMENT

General Fund

| | |
|---|--------------------|
| Balance reported June 10, 1919 (St. Louis Convention) | \$ 1,184.19 |
| Receipts for year, (June 1, 1919-June 1, 1920). | |
| For association dues | \$2,165.00 |
| For Journal subscriptions | 305.05 |
| For advertising in New Macaroni Journal | 8,688.75 |
| Total | \$12,342.99 |
| Expenditures for same period: | |
| For Association | \$2,963.59 |
| For Journal | 7,560.27 |
| Total | \$10,523.86 |

Balance in General Fund June 1, 1920, \$1,819.13

All outstanding bills have been paid to date. We have on our books accounts receivable on June 1 as follows:

| | |
|---------------------------------------|-------------------|
| Unpaid subscriptions to Journal | \$ 72.00 |
| Unpaid advertising in Journal | 1,151.00 |
| Unpaid dues (1920-1921) | 750.00 |
| Total | \$1,973.00 |

A goodly portion of the above amount has been paid in since the closing of the books.

Traffic Fund

| | |
|--|------------------|
| Received from F. W. Foulds, chairman advertising committee | \$2,000.00 |
| Paid B. L. Benfer, traffic expert, per diem and expenses | 1,834.87 |
| Balance in traffic fund June 1, 1920 .. | \$ 165.13 |

Membership Report

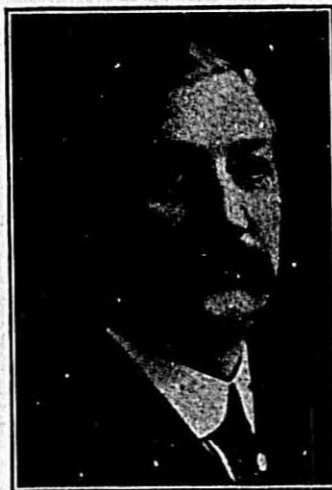
| | Reg. | Asso. | Total |
|--|-----------|-----------|-----------|
| Members in good standing at opening of St. Louis convention, June 10, 1919 | 49 | 17 | 66 |
| New members 1919-1920 | 18 | 6 | 24 |
| Total | 67 | 23 | 90 |
| Withdrawals for same period | 0 | 5 | 5 |
| Total membership at opening of 1920 convention, June 22 | 67 | 18 | 85 |
| Increase in all classes 30 per cent. | | | |

- NEW MEMBERS
- Regular Membership
- Columbia Macaroni Co., Lethbridge, Alberta, recommended by James T. Williams.
 - Excelsior Macaroni Products, St. Boniface, Manitoba, recommended by James T. Williams.
 - R. DeAngella & Co., Philadelphia, recommended by Pillsbury Flour Mills Co.
 - Abruzzi Macaroni Factory, Philadelphia, recommended by Pillsbury Flour Mills Co.
 - Central Macaroni Works, Buffalo, recommended by Yerxa, Andrews & Thurston.
 - A. Gioia & Bro., Rochester, N. Y., recommended by Yerxa, Andrews & Thurston.
 - California Macaroni Co., San Francisco, recommended by Arthur Ross.
 - Schulze Baking Co., Chicago, recommended by Joe Lowe Co.
 - Beech-Nut Packing Co., Canajoharie, N. Y., recommended by M. J. Donna.
 - Campanella & Favaro Macaroni Co., Jersey City, recommended by M. J. Donna.
 - The J. Cadieux Co. Ltd., Montreal, recommended by M. J. Donna.
 - John G. Elbs (Woodcock Macaroni Co.) Rochester, N. Y., recommended by M. J. Donna.
 - Pablo B. Ponce, El Paso, recommended by M. J. Donna.
 - Western Union Macaroni Mfg. Co., Denver, recommended by M. J. Donna.

- West Philadelphia Macaroni Mfg. Co., Philadelphia, recommended by M. J. Donna.
- West Virginia Macaroni Co., Clarksburg, recommended by M. J. Donna.
- New England Macaroni Co., New Haven, recommended by M. J. Donna.
- Millwaukee Macaroni Co., Milwaukee, recommended by Wm. A. Tharinger.

- Associate Members
- Commander Mill Co., Minneapolis, recommended by James T. Williams.
 - Universal Paper Products Co., Chicago, recommended by F. W. Foulds.
 - Bay State Milling Co., Winona, recommended by M. J. Donna.
 - Northern Milling Co., Wausau, Wis., recommended by M. J. Donna.
 - Peters Machinery Co., Chicago, recommended by M. J. Donna.
 - O. B. Andrews Co., Chattanooga, recommended by Birmingham Macaroni Co.
- Voluntary Withdrawals
- Werner & Pfeiderer Co. associate, out of business.
 - Universal Products Co., associate, resigned.
 - Pneumatic Scale Corporation, associate, resigned.
 - Claro Milling Co., associate, out of durum business.
 - Baldwin Flour Mills, associate, out of durum business.

Stupendous as has been the work accomplished by the industry in the past few years, it is but a prelude to the



Fred Becker, Cleveland, treasurer

far greater work it must do within the next decade. The best and most highly equipped men of the business must lead. They must dream and plan and work as never before to meet the new and heretofore unthought of conditions that will be inaugurated in the natural course of events concerning the industrial affairs of the nation. They must be fearless men, ready and able to act promptly and with precision. New lines of public education must be formulated and put into operation, because the old ideas and the old arguments will be found wholly inapplicable to the new conditions of the new day. The hard headed and too often hard hearted manager who has had little concern except for the dollar to be made out of the the industry must be replaced by those who broadly comprehend the world's needs.

The day has arrived when the success of an organization like ours can no longer be measured in dollars and cents, but it must be measured by the benefit it brings to humanity in general. Upon that basis alone can the business of macaroni making hold the great place it deserves in the affairs of mankind. The failures of the past can

mostly be laid to the inefficient, extravagant and wholly unsatisfactory manner in which business has been conducted and now we can expect better results from the experiences gained.

Watch your steps. Look upward. Plunge forward firmly but cautiously and success will be assured.

MR. MASON'S ADDRESS—ORGANIZATION

Fred Mason, president of the Shredded Wheat company of Niagara Falls and president of the American Specialty Manufacturers association, which has a macaroni section, made an interesting talk on "Organization" and invited the macaroni manufacturers to become members of that body. His talk follows:

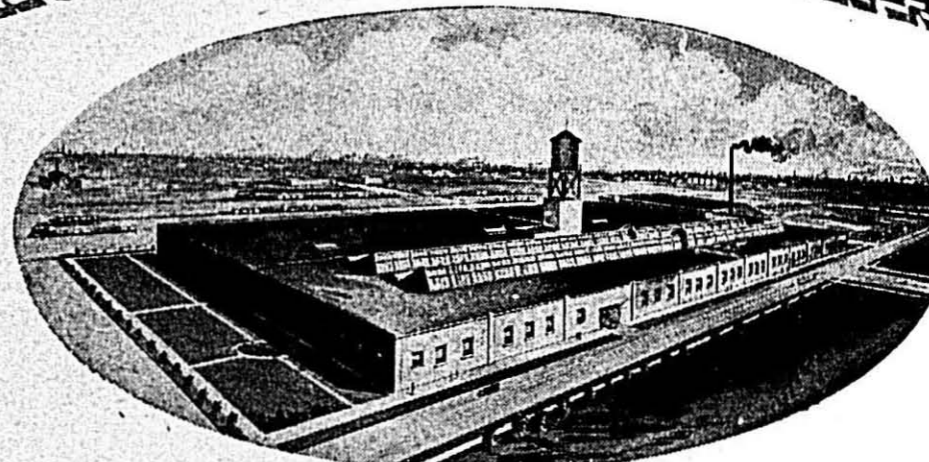
It would take a man with less red blood in his veins than I have not to appreciate this wonderful introduction, especially when it comes from so dearly beloved a friend as your president, James T. Williams. I knew Jimmie when he was in a grocery store and the reason he got out of the grocery business was because he had to work so late at night that he used to meet himself coming down to work in the morning.

Mr. Williams is not only a self made man, who started in a small way in a retail grocery store in Minneapolis, later getting into the macaroni business, but through your splendid organization and the work of the men in this room, you have put macaroni on the map as a food product until today it is recognized as one of the best foods that Americans can eat. But in those early days it was not. It was remarkable, wasn't it, for an Irishman to go into the macaroni business? Why Mr. Williams in his modest way even claims that macaroni was first discovered in Ireland by the Irish.

But I will tell you what I like about this fellow. Lots of boys grow up to be self-made men through their own efforts; but you show me another man who can show the record that Jimmie has in taking care of a widowed mother and three or four brothers, and always keeping them with him and making them good business men, too. Jimmie Williams is not only a self made man but he has always been the father of his father's children.

I see many in this room this morning who are associated with me in the American Specialty Manufacturers association. I have been around since April and have talked with about 75 per cent of the wholesale grocers—your customers—and I have felt the responsibility of representing 175 other manufacturers, like ourselves, who are trying to build up a business on nationally advertised goods, none of which is a necessity of life. There is not a thing that you people make and there is not a thing that we make, and I do not believe there is a thing that any member of the American Specialty Manufacturers association makes—except perhaps sugar—that people could not get along without; and they can get along pretty well without sugar most of the time; so you see it's a peculiar business we are in. We are trying to "cash in" with the consumers of United States, Canada and even Europe, through years of advertising, through dressing up of our child in what we consider a proper gown or suit; through cooperation with and trying to formulate and comply with the pure food laws of the country. The child is known as your product and our product. Our strongest objection to the present food laws is they are not uniform in the various states. A manufacturer who is honestly trying to comply with the national

CHICAGO CARTON COMPANY



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CHICAGO

TELEPHONE
Lawndale 906

- BRANCHES
- NEW YORK CITY
516 Fifth Avenue
 - DENVER, COLORADO
1526 Blake Street
 - SALT LAKE CITY
312 Felt Building
 - DALLAS, TEXAS
601 Elm Street

DESIGNERS - PRINTERS
MAKERS FOLDING PAPER BOXES

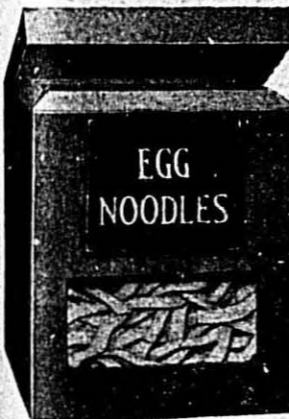


FIBRE SHIPPING CASES
SPECIALTY PAPER PACKAGES

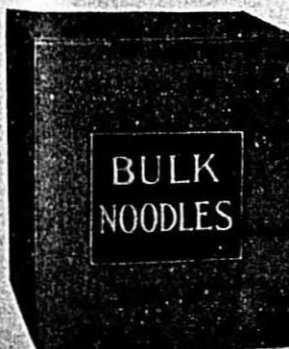
Manufacturers of

MACARONI, SPAGHETTI AND NOODLE CARTONS

Of Superior Quality, Artistically Designed to Sell Your Product



EXCEL-ALL DISPLAY CADDY



PERFECTION BLIND CADDY

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.

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

Ours is one of the best equipped, most modern and up-to-date 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

pure food and drugs act of 1906 puts on a label to conform to the law and then distributes it throughout this country. Here it bumps up against local state laws making continual trouble for manufacturer, distributor and retailer. Our specialty association strongly favors the Calder bill, not because it is perfect but because it's a start towards uniformity throughout the country. It will save us all much embarrassment and we hope that the macaroni manufacturers will help us by endorsing that bill, as I know that you gentlemen will stand for a uniform national food law. Anything that is pure enough to eat in New York should be just as pure to eat in Arizona. Let us get behind this movement and do something constructive for your organization and for ours.

Considering the most economical channels of distribution, I can truthfully say that there are none more so than the wholesale grocers whom some manufacturers have been accused of trying to eliminate. I know I voice your opinion when I say that it is an insult to our business judgment for them to think so. It would be suicidal for any one even to attempt it; therefore, in my opinion making use of the wholesalers and specialty men combined will result in the most good for all concerned.

Organization proved its worth during the recent war. Where would our government have been, when it came to gathering together food to feed our boys across the seas, if it had not been for such organizations as this; and where would the macaroni men themselves have been during the war if you had not had such an organization as this and your closely allied interests with the flour men? One thing that can be said to the credit of our executive at Washington was that he had the common sense of knowing that he did not know as much about macaroni, for instance, as you people do; that he did not know as much about shredded wheat as I do; that he did not know as much about the gathering of groceries FROM ONE END OF THE WORLD TO THE OTHER as the wholesale grocer does; that he did not know as much about manufacturing flour as the people in Minneapolis, but knew enough to surround himself with experts from the ranks—men experienced in each line of business. When we were called to Washington we then had the pleasure of doing business through men who had practical knowledge of the problems they were trying to solve. So that when they told us that they were going to take from us 50 per cent of our business, established only after some years of hard work and expensive advertising, we realized the great need for taking such a step and we yielded willingly for the good of a common cause, and made the big sacrifice demanded of us. As that great executive Herbert Hoover put it to us "I am very sorry to ask you in the name of our government to make a great sacrifice in your business—and I realize that it is a great sacrifice—but the president of the United States has put it up to me to send so many millions of bushels of wheat to France on a certain date. If there is any way that you can work it out with the practical men who know your business so as to hurt you the least and still give us the wheat, your plan will be followed." You can't fight a fellow like that to save your soul. And when a man can take from 30 to 50 per cent of your business away from you and still make you like it, he's some duck, is he not?

Now what does this all teach us? What could the government or Mr. Hoover have done without these organizations? How could they have cooperated with your industry except through your organization? Therefore the whole thing seems to me to be the greatest tribute to organization in business that has ever been paid to us. We must all admit that the men who have spent all their lives in building up railroads and telegraph and telephone lines, to the mak-

ing of macaroni and shredded wheat and to the distributing of these through this country all these years, know their business better and are more competent to run it than the government. We all made sacrifices. The war is over and we have done our full duty. Now you owe it to your sons and daughters, to the people who are going to succeed you, in fact, you owe it to mankind—to remember that this war being over, you must run your business in a way that enough money can be made to meet the income tax and to insure you an honest living and that in so doing you are doing your full duty to your Uncle Sam and that this is about all that he should ask of your business in the future.

The government has tried its hand at running private business and after a fair trial had to hand back the railroads, telegraphs, telephones, etc., to private enter-



Fred Mason, president American Specialty Manufacturers Association and Shredded Wheat Co., Niagara Falls, N. Y.

prise, not only heavily burdened with debts but millions of dollars of deficiency in equipment. Don't you think that we should now be allowed to run our own business in our own way? We demonstrated that we were at the government's service when needed and we should now be permitted to return to those good old days of 25 or more years ago when we were not hampered by that law named after General Sherman who said "War is Hell" and if the Sherman law is not hell, I don't know what is. All that we have been doing the past 25 years is to find lawyers smart enough to keep us out of jail and to find out what things we could do as well as things we could not do.

To prove that organization pays let me call your attention to the recent Colgate & Co. case, which apparently has settled for all time the right of manufacturers to choose their own customers, to sell or refuse to sell of our own free will, provided this is done individually and of your own accord and without any understanding among competitors. The more recent Beech-Nut Packing Co.'s case went a step further in a friendly trial that cost that company thousands of dollars. In a recent decision we were given the right to suggest a fair retail selling price for our goods. You now have a perfect right to suggest that your macaroni be sold at such a price and if a retailer cuts that price, you can cut off his source of supply. None of us wants to cut off any buyer but neither shall our goods serve as footballs for some of the

unscrupulous retailers to play with at their will.

I wish that all you people, every macaroni manufacturer, belonged to the American Specialty Manufacturers Association. I see many of our members sitting here this morning. Our organization was started to overcome the great loss caused by unfilled specialty orders. After introducing our products in our own way, we expect and insist that the jobbing salesmen shall be as willing to take an order for our goods as anything else on his list and turn it in properly. That is the cooperation that we planned to promote and in the 12 years of our existence have succeeded in reducing loss orders from 70 per cent in city of Chicago to less than 8 per cent last year. Is not that worth while? Is it not worth something to your business to know that practically all the orders for your goods have been placed with you? Your organization has and is doing wonderful work and I hope that it will grow till you have every macaroni manufacturer on this continent with you and any assistance to bring this about that I am able to render is at your command.

There is one little thought which I want to leave with you. In talking to business men like you there may be someone who says, "That guy thinks he can tell us how to run our business." I want to give you a little thought. No matter how much your business benefits as a result of your being a member of this organization, you are never going to give this organization the credit due it, unless there is a love in your heart for your fellow men and unless you have a desire to run your business on a higher plane.

While your organization is not going to make any money for you and while the eighteen hundred odd dollars as reported in the funds by your officers can hardly be considered as cigar money for most of you who are successful business men, still this balance and this organization represent the largest and the greatest bank in the world to you. It is subject to check without fear of protest by any member of your association—that is the Bank of Friendship. These little eighteen hundred dollars you have left this year in your treasury should be a fund of friendship and I hope that it will cement you together and that the bigger the fund grows, the greater your friendship will be.

ENTERTAINMENT

Following the morning's business session, adjournment was taken to permit those in attendance to partake of entertainment provided by the officers of the association, ably assisted by a special committee of flour men from Buffalo who had the preliminary arrangements in hand. They were Joseph Bellanca and F. G. Krueger representing the Pillsbury Flour Mills company and Theodore S. Banks representing Yerkel, Andrews & Thurston, Inc.

Mr. Bellanca announced that the afternoon would be given over to a tour of the famous Niagara gorge on specially chartered cars and a ball game at Niagara beach. Two cars were necessary to carry the visitors around the gorge and to the bathing beach and all thoroughly enjoyed the unsurpassed scenery along the route. The ball game between the millers and the macaroni manufacturers proved a walkaway for the former with a score that was unprintable. A light misty rain somewhat marred the outing but it served

WASHBURN'S
BILL
DURURUM
SEMOLINA

*Fine
Medium
Coarse*

Eventually Why Not Now?

WASHBURN CROSBY CO.
MINNEAPOLIS, MINN.

arouse the sociability between manufacturers that made the convention more pleasant and more interesting as well as more beneficial.

SPECIAL EVENING SESSION

The call for a submittal of trade abuses before the Federal Trade commission on Friday, June 25, as a result of numerous complaints made to that board relative to the macaroni industry was the reason for holding a special evening session to discuss matters pertaining to the charges made and to decide what abuses, if any, should be stamped out by unanimous approval.

The secretary read a long telegram from Mr. Colver of the Federal Trade commission asking for a submittal and urging upon all manufacturers the need of attending the hearing so that the commission would be given all the facts. At the meeting it was voted that as many as possible arrange to attend and that they go fully authorized to represent the National Macaroni Manufacturers association. About a dozen signified their intention to attend to which non-members had been specially invited directly by the commission.

After a lengthy and interesting discussion of some of the trade abuses, it was unanimously voted that those in attendance go on record as absolutely in favor of the following:

- 1st. Against subsidizing of jobbers salesmen.
- 2nd. Against slack filled packages.
- 3rd. Against giving of premiums.
- 4th. In favor of standard weight in packages, the minimum to be 8 oz.

No agreement could be reached on the matter of the "free deal or quantity price to buyers" and no action was taken thereon.

It was agreed that the action of this special section should be reported to the regular convention and that the National association go on record as strongly in favor of cooperating in every way with the Federal Trade commission and all governmental bodies to promote the best interests of the industry.

WEDNESDAY MORNING, JUNE 23

Julien Armstrong of the Armstrong Bureau of Related Industries of Chicago, which has recently interested itself in the macaroni industry by the establishment of a macaroni section led by a few pioneers, was the first speaker at the morning session of the second day of the convention. His talk on "Business Cooperation" was as follows:

What I want to talk to you about today is the advantages to you of business cooperation. I do not want to reflect on cooperation as you understand it; but the cooperation we see here today is what I call social cooperation. Men come down here to rub elbows with each other and get some pleasure from such contact, and go back and run their business according to their own judgment. I think the time has come today, gentlemen, when no business can succeed unless it is coordinate, unless

the factors in that business are in daily contact with each other. I do not think any manufacturer can succeed at the expense of his competitors. I think the time is past when a manufacturer can climb very high on the shoulders of his competitor. The success of the industry is what he has to look to for the success of his business. He may temporarily build up a big business, but unless he operates it on that principle, sooner or later the business goes down with the trials and problems of the industry.

Now what I am devoting my life work to is the study of business cooperation in the different industries, where men of the type that have the vision and the imagination to see the possibilities of coordinating their affairs with their fellow competitors, for the



B. F. Huestis, Harbor Beach, Mich., first vice president.

benefit of the industry. We have the social form of cooperation; but unfortunately a good many associations are getting into trouble because they are starting wrong. The trouble with business men, when they go into a form of association cooperation is that they go in with the idea that they can fix prices. Now, I am not going to take the American business man to task for that because he has been through a good many lean years. It is evident from statistics that the average business is just about paying. The manufacturer look for bigger profits, and rightly so; and he thinks that he can get them by getting together with his competitor and fixing prices. He forgets that the economic law of business will always prevent the fixing of prices.

Now what the Armstrong bureau advocates is business organization for carrying out business cooperation. What we advocate is that business men get together through this cooperation and commit themselves to nothing whatsoever. What I mean by that is that we advocate that they do not definitely agree on anything, irrespective of the fact that they may be permitted to agree on it. Give them the greatest latitude, so that they can use their own judgment and keep the bureau posted on what they have done.

We have questions come up as to the size of packages. We recommend that certain sizes be used as standard sizes, but we do not bind our members to that agreement; however, if they do not conform to those sizes they have to defend whatever action they take; and when you get a manufacturer to a meeting and submit him to a grilling you will get coordinate action before you get through, because a man wants coordination with his fellows.

Now the trouble with the present situation in the so-called profiteering market is that we are confronted with manufacturers who, I feel, have been financially starved for several years. That has been true with the hardwood manufacturers. The hardwood manufacturers, in reviewing their history,

have had nothing but lean years. The average lumberman has been ground close to his cost. Now, during the war times he was permitted to get almost any price he might ask for his product like the other manufacturers, because it was a seller's market.

Now a man who has been starved financially, so to speak, for a number of years, hasn't got the moral courage to stand out against that. On the contrary he goes out and gets the top price for everything. Now if these manufacturers, in their case before the court, had simply made a clean breast of it and said, "Yes, we have been getting these prices; but we have been through several years where we have not got much money and the industry was in such shape that we had to have them," I believe that court would have been more lenient. Unfortunately the hardwood companies case represents a case where the manufacturers got together and fixed prices. The records show that that is the purpose of their association. They started wrong.

Now what we want to emphasize is that a stabilized market is a public service market. What we want is a fairly uniform return for our products. We want to get away from the high and low prices. That is what is wrong with the macaroni industry. Suppose the macaroni industry had been organized so as to give service to the public, you would not find yourselves in this condition. Instead of giving something for nothing you would have given the public a full weight package and you would have gotten your price for it; but you were pulled down in your price to this level. A public service result is what you should attain. You must have a stabilized market. You have delivered a good product and you want a price that is fair for it. I think that is the result of a stabilized market, that ought to go home to every one of you; and I think that any government official will bear me out.

We cannot get a stabilized market or a public service result unless we introduce business cooperation; and that means daily contact with your competitor through some system of cooperation that is lawful and constructive. I have nothing to sell you except the thought that you should build your business through cooperation with your competitors; then you can afford to go ahead on your own hook and put out any package you want.

Some of your members have been working through the Armstrong bureau since Nov. 1, 1919. There is only a handful of them, but they were pioneers in this constructive work which they have undertaken for the industry. They decided that a good many merchandizing practices were destructive and ought to be eliminated and they want to eliminate them; but, I am frank to say, they did not get the support of the rest of the industry. We are trying to get that support by bringing about a conference with the Federal Trade commission and if you will endorse collectively the necessary changes to eliminate these evils and get together against those who try to tear down your policies, you will accomplish wonderful results.

FINANCIAL AND BUSINESS CONDITIONS

An interesting address was made by George W. Whitehead, former mayor of Niagara Falls, N. Y., and president of the Peoples bank of the city. He said as follows:

World problems are in the process of being solved. A great war, more destructive than any other in history, has imposed a burden of tremendous proportions upon the peoples of the earth, especially upon those who were engaged in that conflict. The loss of man power vast in itself, carrying the most profound and overwhelming sorrow

U.S.

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CONSULT OUR TRADE MARK BUREAU BEFORE ADOPTING NEW BRANDS OR TRADE MARKS

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

millions of homes, we shall never forget. And as we remember it becomes a solemn duty for us to join with other liberty loving nations, while maintaining our national independence, in measures to preserve the future peace of the world.

In the work of reconstruction, now well under way, the capacity and power shown by the people over sea is quite unprecedented as was the destruction of wealth by the war. A notable example is that of the Belgians. With one-third of the Belgian factories destroyed; more than 1,300 miles of standard-gauge railway and about 1,400 bridges made useless; and in large part their machinery carried away for use in Germany and Austria, today Belgian factories are said to be producing three-fourths as much as before the war; her railroads reclaimed and repaired are operating 80% of the normal number of freight trains and about 60% of the passenger trains; the output of coal is said to actually exceed the rate of production prior to the war; production of agriculture has gone forward by leaps and bounds till according to recent statistics the average of prewar years is surpassed; and finally, it is estimated that a continuance of the present relative growth of her export trade will give Belgium an excess of exports over imports before the close of 1920. And so I say all honor to the brave, industrious and capable Belgians; their amazing progress is an inspiration to all mankind.

Other similar illustrations, though perhaps not so impressive, might be cited as proof of the spirit and energy of the peoples of devastated Europe. Nearer home, here where we meet today, the splendid people of the Dominion of Canada with whom we of the United States have most intimate and cordial relations, have with characteristic energy made progress along lines which insure continuance of the growth and prosperity of prewar years. As to the countries of Europe with whom we were associated in the war, I do not hesitate in expressing my conviction that they are solvent and sound, and entitled to be so considered in our trade relations.

Not forgetting what we gladly do for humanity and enlightened civilization—and the records in this regard form many lustrous pages of America's history—we should also be mindful of the fact that it is good business for the United States to aid in the work of reconstruction in Europe. Next to our own welfare that of our neighbor's is of the highest importance. We cannot isolate ourselves. Distance is no longer an obstacle not to be overcome in business; and as other nations get on their feet and into normal strides, we shall prosper as they prosper, possibly in greater degree because our condition is vastly better today than that of any other nation on earth and the world's trade is at our command.

We have problems at home; a spirit of unrest confronts us; a huge debt—thirty billions of dollars—is to be paid, and the annual interest upon our indebtedness now equals the entire cost of maintenance of the government just prior to the war. We have been wasteful and extravagant as individuals and through the administration of public affairs. We are paying the penalty of high living as we struggle with the high cost of living.

But optimistic as I am in every fibre of my being, I believe our country is entering upon an era of the greatest prosperity we have ever known. We are in a strong financial position; all the fundamentals are sound, and the problems before us will be solved, and solved rightly, for that is the American way. It is my positive conviction, beyond a shadow of doubt, that hereafter we are to enjoy looking back over a period of great achievement in agriculture and industrial growth, with capital and labor at peace, contented with the results of their joint efforts, while as a nation we shall occupy the proud position of leader in the industrial and commercial world.

It is then, my friends, that the pessimist of today may upon reflection find comfort in the explanation of the good woman who persisted in worrying about something. A friend said to her, "Why do you continually worry? It never did anybody any good." The woman promptly replied, "Yes, it does—indeed it does—because the things I worry about never happen."

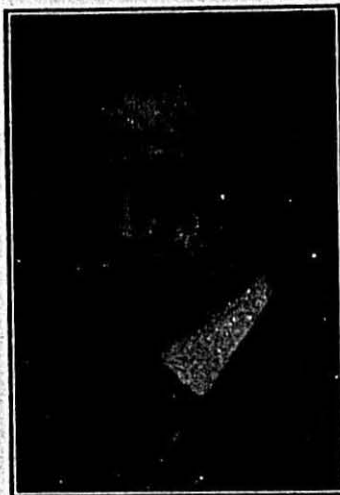
FAIR PRACTICES IN TRADE

William B. Colver, member of the Federal Trade Commission was the next speaker. He said:

I am glad to be with you today. I appreciate the honor and the courtesy carried in your invitation.

You have asked me to take for my subject, "Fair Practices in Trade."

Fair practices are the normal. Unfair practices are the abnormal and they are



W. B. Colver, Federal Trade Commissioner, Washington, D. C.

symptoms of a business disease or disorder. Unfair practices divide themselves, generally, into combinations and monopolies on the one hand and unfair competition on the other hand.

From your own industry have come evidences that there are customs and practices which you would be glad to be freed from. But one concern or one group of concerns cannot, in competition, very successfully turn over a new leaf and keep it blotless.

Pretty nearly unanimous action is necessary in order to clean house and one or two unscrupulous or unwise men can keep a whole industry upset and exasperated by wasteful and harmful practices.

You seem to be bothered, just now, by the practice of slack-filled packages and odd—(usually decreasing) weight packages; improper labeling; substitution of inferior materials and various schemes for special discounts, and premiums which are claimed, in some forms, to amount in fact to rebates. All these things are costly both to your industry and to the public which pays the bill. The greatest asset your or any other industry can have is good will. That is something that cannot be stolen, nor burned, nor lost except for cause.

We have invited such of you as may care to come, to meet with us in Washington later this week, to see if we can help you to get rid of some of the practices which you say are hateful to you. A little later I will describe the proceeding we propose to offer you. We call it "trade practice submittal."

Before coming to that, however, I wanted to attend a bit closer to the subject you have assigned me and run over, briefly, a few of the principal unfair trade practices that have been passed upon by the commission, and perhaps some others whose fairness has been challenged but as to which determination has not yet been made.

Generally speaking, unfair practices may be said to fall into classes as follows:

Some Unfair Trade Practices

Misbranding of articles as regards the materials or ingredients of which they are composed, their quality or their origin or source.

Adulteration of various products, misrepresenting them as pure or selling them under such names and circumstances that the purchaser would be misled into believing them to be pure.

Bribery of buyers or other employees of customers, with money, valuable presents, etc., to secure new customers or induce continuation of patronage. The payment of specified percentages of the purchase price of commodities to employees of customers who practically control the purchases through their recommendations, has been and still is deplorably prevalent in some industries. The total amount of these commissions runs into enormous sums. If the practice can be prevented it will save much money to the sellers of the goods, making price reductions possible or rendering further increases in prices unnecessary, and tend to better business morals. A variation of this practice is found in the practice sometimes indulged in of bribing an employe of a customer to introduce foreign substances into the product of a competitor, spoiling its usefulness and thus procuring the business of the concern. The commission has suggested to congress that a federal criminal law against commercial bribery should be passed and this suggestion has been vigorously approved by many great associations of business men. No voice is heard against the proposal but congress has not yet found time to consider the matter further than favorable committee reports.

The payment of bonuses by manufacturers to the salesmen of jobbers and retailers, with or without the knowledge of their employers, to procure their special services to push the goods of the manufacturer has likewise been condemned. This practice has long been in disfavor among the jobbers and retailers and the commission has been assisting in ridding the trade of it. Akin to this practice is that of making very large contributions of money to conventions or associations of customers, though this practice has been prohibited only when associated with other practices all tending unduly to restrict competitive advantage.

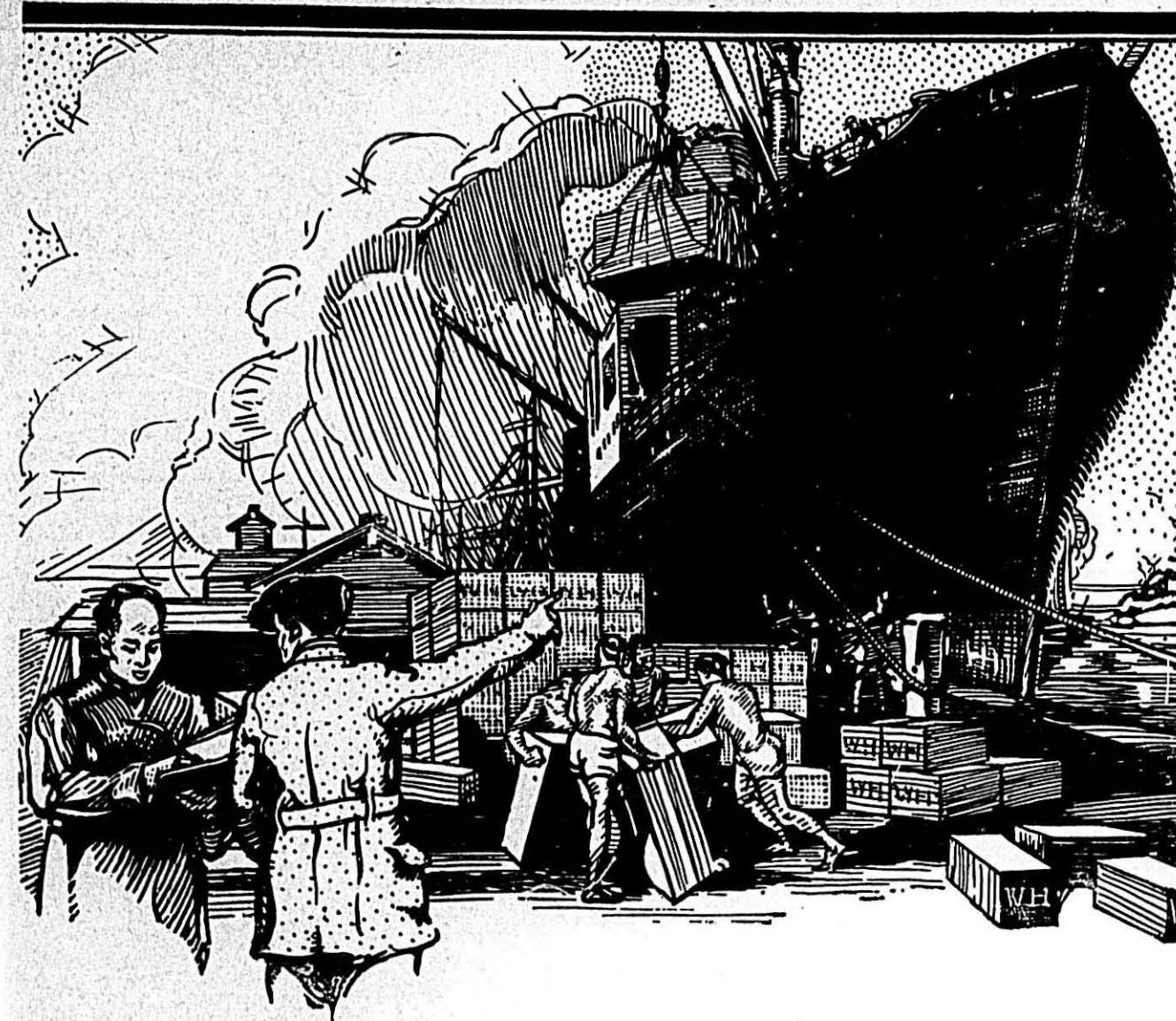
Procuring the business or trade secrets of competitors by espionage on their plants, by bribing their employees, or by similar means. Procuring breach of competitor's contracts for the sale of commodities, by misrepresentation or by other means.

Enticing away of valuable employees of competitors in such numbers as to disorganize, hamper or embarrass them in business.

Making of false or disparaging statements respecting competitor's products, his business, financial credit, etc.

False or misleading advertising. There are obviously many varieties of this practice. A few of the statements condemned have been those respecting prices at which goods are sold, methods employed in the advertiser's business, which if true would give it advantages over competitors in the matter of prices; misrepresentation that goods are sold at cost; false claims to government endorsements of products; and advertising special cut price sales at which goods are sold at the usual or ordinary prices.

Widespread threats to the trade of suits of patent infringement for selling or using alleged infringing products of competitors, such threats not being made in good faith, but for the purpose of intimidating the trade. False claims to patents or misrepresenting the scope of patents. Statements of this character have been at times sufficiently broad to give claimants a monopoly of an industry. In one instance a manufacturer procured a patent on a variation of a well known and long used process of manufacturing a product and thereafter claimed to



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127 North Dearborn Street,
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have a monopoly of the product, threatening all competing manufacturers and the trade with suits for infringement. The intervention of the commission finally freed the industry from the restraining influence of these threats. A further unfair practice of patentees has been the making of vague and indefinite threats of infringement suits against the trade generally, the threats being couched in such general language as not to convey a clear idea of the rights alleged to be infringed but nevertheless causing uneasiness and fear in the trade.

Tampering with and misadjusting the machines sold by competitors for the purpose of discrediting them with purchasers.

Trade boycotts or combinations of traders to prevent certain wholesale or retail dealers or certain classes of such dealers from procuring goods through the usual channels.

Passing off of the products of one manufacturer for those of another by imitation of product, dress of goods or by simulation of advertising or of corporate or trade names.

Misrepresenting the materials of which competitors products are composed, and the financial standing of competitors; preventing competitors from procuring advertising space in newspapers or periodicals by misrepresentation respecting their financial standing or other misrepresentation calculated to prejudice the advertising medium against them.

Misrepresentation in the sale of the stock of corporations. The more money that is kept out of blue sky and fake stocks, the more money there is left in legitimate business. (Applause.)

Sale of rebuilt articles of various descriptions—for example rebuilt automobile tires, and old motion picture films slightly changed and renamed—as and for new products.

Harrassing competitors by fake requests for estimates on bills of goods, for catalogs, etc.

Giving away of goods in large quantities to hamper and embarrass small competitors.

Sales of goods at or below cost to accomplish the same result.

Sales of goods at or below cost as "leaders," coupled with statements misleading the public into the belief that they were sold at a profit by reason of the seller's superior facilities for manufacturing, purchasing, etc.

Bidding up the prices of raw materials to a point where the business is unprofitable for the purpose of driving out financially weaker competitors.

Loaning, selling at cost, or leasing to dealers, at nominal considerations, storage and merchandising outfits such as pumps and tanks for gasoline and coffee urns for coffee, on the condition that they be used only in the distribution of the products of the manufacturer. The effect of the widespread use of this method is to render it very difficult, if not impossible, for competitors coming into a field to find purchasers among the trade since the equipment of dealers must be used only in the distribution of products of particular manufacturers. To illustrate the consequences of the practice, in one instance a very large corporation which had been engaged in foreign trade, sought after the opening of the war to go into domestic business and found itself practically unable to sell, because of outstanding equipment contracts. The expenditure of hundreds of thousands of dollars was required in purchasing the business of concerns with outstanding leases or contracts for the use of equipment before any substantial business could be done. Only the great financial strength of the corporation enabled it to enter the business at all. Of course, in the end, the public paid the bill. Such loans or leases of equipment has been prohibited in several industries.

There is the use by monopolistic concerns of concealed subsidiaries for the carrying on of their business, such concerns being

held out as not connected with the controlling company.

Intentional appropriation or converting to one's own use of raw materials of competitors by diverting shipments, etc.

Giving and offering to give premiums of unequal value, the particular premium received to be determined by lot or chance, thus in effect setting up a lottery.

Any and all schemes for compelling wholesalers and retailers to maintain resale prices on products fixed by the manufacturer. The commission is seeking, with the sportsmanlike aid of the Beech-Nut people, to have this question settled by the United States supreme court in a test case. Meanwhile the commission has urged upon congress a law that will recognize and protect, with proper safeguards, the good will prop-



F. W. Foulds, Libertyville, Ill., director

erty right which a maker of identified goods may have after he has parted title to the goods themselves.

Combinations of competitors to enhance prices, maintain prices, bring about substantial uniformity in prices, or to divide territory or allot customers.

In addition to the practices already enumerated, there have been cases where a number of practices associated together were condemned because of their combined effect unduly to restrict competitive opportunity and where it could not be said probably that any single practice standing alone would have been condemned. A clear idea of these can probably only be had by reading the findings and orders of the Commission in the particular cases.

Though the commission was organized in the spring of 1915, only one decision of the supreme court of the United States has thus far been had interpreting the provisions of Section 5 of the commission's organic act. This decision actually determined only a point of pleading that is the court held that the commission had not pleaded that the particular practice had a dangerous tendency actually to restrict competition. It appears from the opinion, however that the court is inclined to establish two classes of practices as being in violation of the act—

First: Those practices which have heretofore been regarded as opposed to good morals because characterized by deception, bad faith, fraud or oppression, and—Second: Practices regarded as against public policy because of their dangerous tendency unduly to hinder competition or create monopoly. Apparently if a practice have this dangerous tendency it will be regarded by the court as in violation of the act, even though not heretofore declared to be an unfair method of competition.

By far the greater part of the practices thus far condemned by the commission fall within the first class described by the court. Some of them depend for their unfairness, however, on their tendency unduly to hinder competition. Whether such a practice has

this tendency depends on the proof in the particular case.

Trade Practice Submittal

Through the use of what the commission terms a Trade Practice Submittal a number of practices have been declared by the members of particular trades and industries themselves, meeting with the commission, to be unfair methods of competition, harmful to the trade and to the public and their use eliminated by common consent.

When a large number of complaints come to the commission touching a given industry or when a complaint is made alleging an unfairness of some practice which is either an ancient practice or one almost universally employed, the commission feels that a single case may not present all the facts and that a decision upon the facts involved in an individual case would tend to be harmful rather than helpful, it employs a procedure which it has called trade practice submittal. This procedure has also been employed by the commission in several instances at the request of the industry itself.

The proceeding is to invite as complete a representative body of men as possible in the industry to meet with the commission and there discuss frankly and fully any and all practices which the industry, and not the commission, may have questioned as to whether they are fair and good or bad and useless; or whether they are unfair. Open and free discussion is invited and in the end the commission makes no decision or ruling nor any expression of opinion, but asks the meeting to say, out of the experience and technical knowledge of the members of the industry, what are good things and what are bad things. This decision of the industry itself is taken by the commission as a guide.

A typical trade practice submittal was had in the creamery industry. A great many complaints had been received by the commission respecting practices alleged to amount to unfair methods of competition and some investigation had been made. It was apparent that a number of practices might be eliminated by common consent, if the concerns in the industry would in good faith simultaneously discontinue them.

Accordingly an invitation was issued to the trade by the commission to have representatives meet with the commission's representatives and determine what practices they regarded as unfair and which they were willing to eliminate. The convention assembled with 125 representatives of the industry from 14 states. A large number of practices alleged to be unfair were brought up for discussion and voted on separately by the industry and in the end eleven of them were condemned by men of the industry as being wasteful and unfair.

Similar trade practice submittals have been had in a number of other lines of trade and, as I have said, this is the proceeding that is offered to you if you think you can use it with benefit.

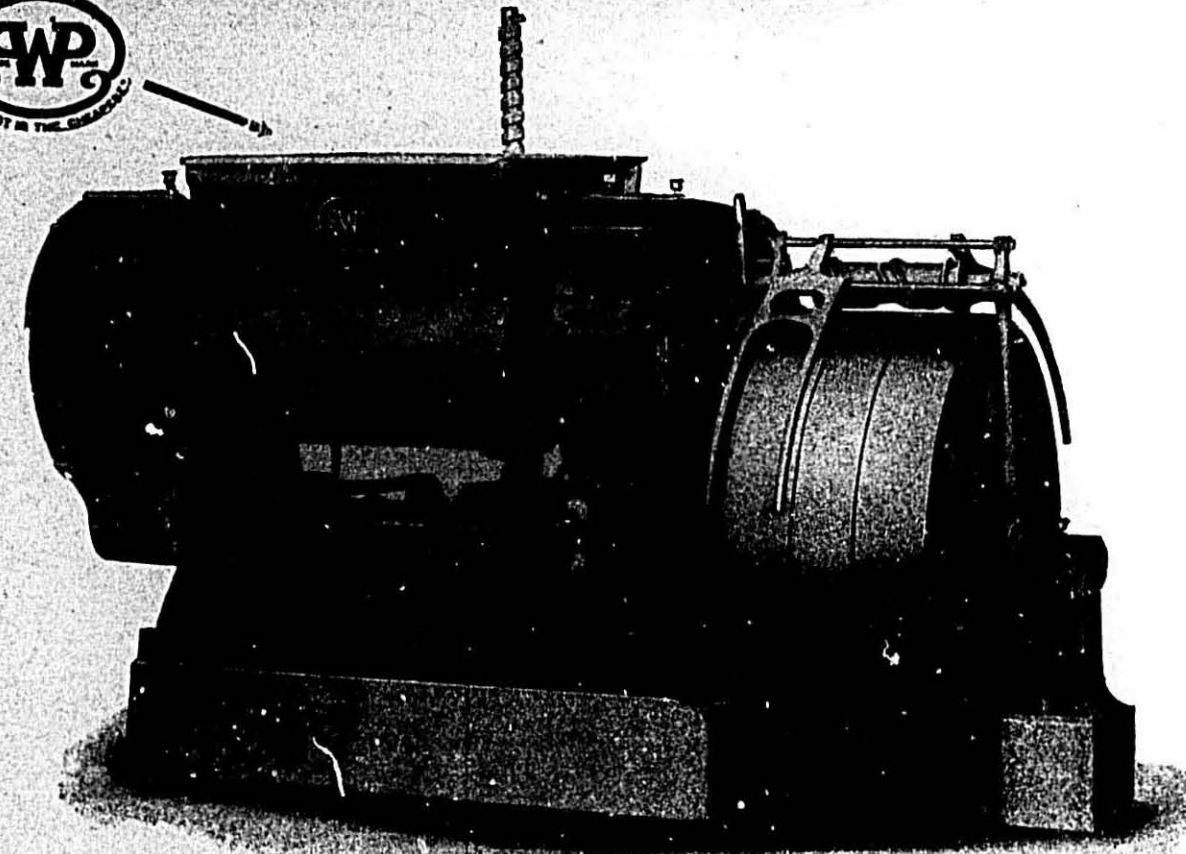
Trade Commission and Business

In creating the Federal Trade commission the congress wrote a single sentence which seems to me to sum up the ideals of American business and to be at once the constitution, the bill of rights and the Declaration of Independence of American business. These are the words:

"Unfair methods of competition in commerce are hereby declared unlawful."

This declaration means that in commerce there shall not be trickery or chicanery; that there shall not be the rule of might as opposed to right; that unfairness, meanness, ruthlessness and dishonesty, have no place in American business.

In administering this law the Federal Trade commission follows scrupulously a procedure carefully laid down by the congress. When any one believes that unfair practices are being indulged in to his injury, and he addresses the Federal Trade commission with a brief statement of the facts



Uniformity—do you get it?

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The "Universal" Kneading and Mixing Machine combines the painstaking thoroughness of the skilled hand worker with machine speed.

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

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Kneading AND Mixing Machines
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as he understands them, the commission makes a preliminary investigation and if in the end it has reason to believe that it is to the interest of the public that the matter be formally inquired into, then it issues its complaint in writing, directed to the concern against whom the accusation has been made. This issuance of the complaint is no judgment of guilt but a resolution for an orderly trial of the matter.

The accused is then given 40 days in which to prepare his reply in writing and thereafter a full hearing is had, the respondent being present in person or by attorney with every opportunity to cross-examine witnesses and examine documentary evidence.

After that there is placed at his disposal all the processes of the commission so that he may produce his own witnesses and compel the production of books and papers or any other documentary evidence which he may wish to employ in his defense. In the end the commission may find either that the acts complained of have not been committed or, if committed, may not properly be said to be unfair. In which case the whole matter is dismissed.

If, however, it is found that the things complained of have actually been done, and that they are contrary to the public interest, the commission's order to cease and desist from the practices complained of is issued. But thereafter the respondent may, if he believes that the decision is unfair to him, appeal to the circuit court of appeals of the United States and thence to the supreme court of the United States; so that every possible safeguard of law is thrown about the proceedings.

Experience has shown that about two out of three of the complaints which are brought to the commission's attention are not such as to warrant any formal proceedings and those matters are dismissed of without annoyance to the respondent, without publicity and without public knowledge.

In the five years of the existence of the commission there have been 1978 of such applications for complaint made. These cases have passed through or are passing through the procedure which I have outlined, and with the following result:

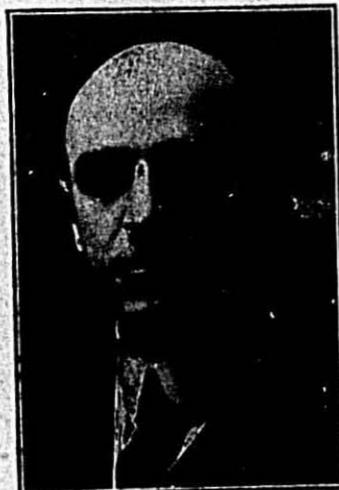
On preliminary examination and without publicity or embarrassment 954 of these cases have been dismissed; 570 are still in the process of such preliminary investigation and in the remaining 454 cases the commission has instituted formal proceedings, resulting in the issuance of 603 formal complaints—the excess being due to the fact that in some applications there were a number of respondents who were proceeded against individually. Of these 603 adversary proceedings 294 have been disposed of while 309 are still pending. Of the 294 disposed of 56 were dismissed, the government, on full hearing, having failed of preponderating proof of the respondent having made a sufficient showing of defense. Of the remaining 238 cases the order of the commission to cease and desist was issued, and here comes what I believe to be one of the greatest examples of the inherent fairness of the American business man, for out of the 238 cases where the business concern after trial and hearing and after having had brought home to it the consequences, often unsuspected, of its conduct upon competitors, 194 of the respondents have voluntarily agreed to accept the order to cease and desist and to stop the bad practice.

In the remaining 44 cases the concerns complained against by other business concerns resisted to the end and the order to cease and desist was nevertheless issued.

Thus we find that the Federal Trade commission, seeking to administer a fair and just law and dealing with fair and just people in a spirit of fairness and equity, finds a minimum of controversy and a maximum of accommodation.

Business is suffering under a very real

hardship. It is the same hardship that President Roosevelt saw when he secured the creation of the bureau of corporations. It is the same hardship which President Wilson recognized when he advocated the broadening of the functions of the bureau of corporations by the creation of the Federal Trade commission. It is this: Laws made to apply to business are of necessity inflexible, while business changes day by day. What is good for one industry is bad for another. What amounts to a mortal sin in one industry may be actually a virtue in another. So it is that we have a body of antitrust laws drawn to meet certain known business sins, but, in the very nature of their drawing, so inflexible as to work hardship. There is agitation for repeal of the



C. F. Mueller, Jr., Jersey City, director

antitrust laws. I am certain that public sentiment will not consider this, and I am just as certain that it would not be wise if it were possible to be done.

These antitrust laws are not only inflexible, but the multitude of decisions which have been handed down have, of necessity, created a zone of doubt through which business has to pass and yet, where each step it takes, it fears a pitfall.

Business men consult their attorneys; the best that are to be had. They state their case. They say what they would like to do, and about the best advice they can get is "try it, and if you get into trouble we will do our best to get you out."

So it is that there has been a suggestion, repeatedly urged, that the Federal Trade commission should attempt to give what are called "rulings in advance." That means that a business concern about to embark upon a line of conduct might come to the Federal Trade commission, explain its intent and purposes, and ask whether or not such line of conduct would be within the law.

Now such a ruling in advance is an impossibility. To begin with no man can say what his conduct is going to be for the next year, or the next month, or the next week, or the next day, or the next hour. He thinks he knows what he is going to do but he does not.

But even if he did, experience shows that no man knows what the reflex of any act which he may do, may have upon some other man. He looks at his line of conduct from his own point of view. He is sincere and honest. He believes it is a good thing. But does not know,—he can not know,—how, in the complex web of modern commercial relations, that act will react upon another.

For the Federal Trade commission or any other body, public or private, to attempt to rule in advance upon the effect of any unperformed act or acts would require both the gift of prophecy and of clairvoyance. I may modestly say that the Federal Trade commission, as now constituted, may have many gifts, but not those.

That seems to bring us to an impasse. We can not repeal the law. The lawyers can not tell you what it means, and the Federal Trade commission can not prophecy. That leaves business in doubt, and doubt breeds suspicion and fear and despair. Sometimes it breeds defiance of law.

A bill which was introduced in congress at the last session, and reintroduced in the present session, has appealed to me as offering a reasonable solution. The author of the bill is Mr. Steele of Pennsylvania, a lawyer and a business man. He proposes in his bill that any concern about to embark in any course of conduct may come voluntarily, (he need not come unless he wants to), to the government and set out clearly just what he intends to do. This expression of intention is to be received, and the business concern is to be given an acknowledgment of the receipt of his declaration. He may then go back and carry on his business in accordance with his expressed intention, and until some citizen shall come forward to complain either that the public interest or business institutions are being definitely and probably injured by that course of conduct, the fact of this publicly filing his declaration shall be a complete defense in any court of law or before any government agency against any charges of breach of law.

It provides further, that if such charge is made, full and complete hearing shall be had, and if it shall be found that the course of conduct is against public interest, then the indulgence may be withdrawn and thereafter the business concern shall file an amended plan of conduct or shall be amendable to the antitrust laws. The decision may be appealed for review to the U. S. circuit court and to the U. S. supreme court.

That means then that if a business concern finds and feels that the inflexible rules of law are working undue hardship upon it, it may escape those rules of law so long as it does not hurt another. It means that this device is not forced upon business, but is sought voluntarily. It means that the very worst that could happen would be that business concern would be put back in the same position as it was before it had invoked the aid of Mr. Steele's device.

I believe that some such arrangement that would bring to American business that flexibility and understanding of individual cases as would permit it to expand and go forward and continue the giant strides that its boundless energy indicates that it should take.

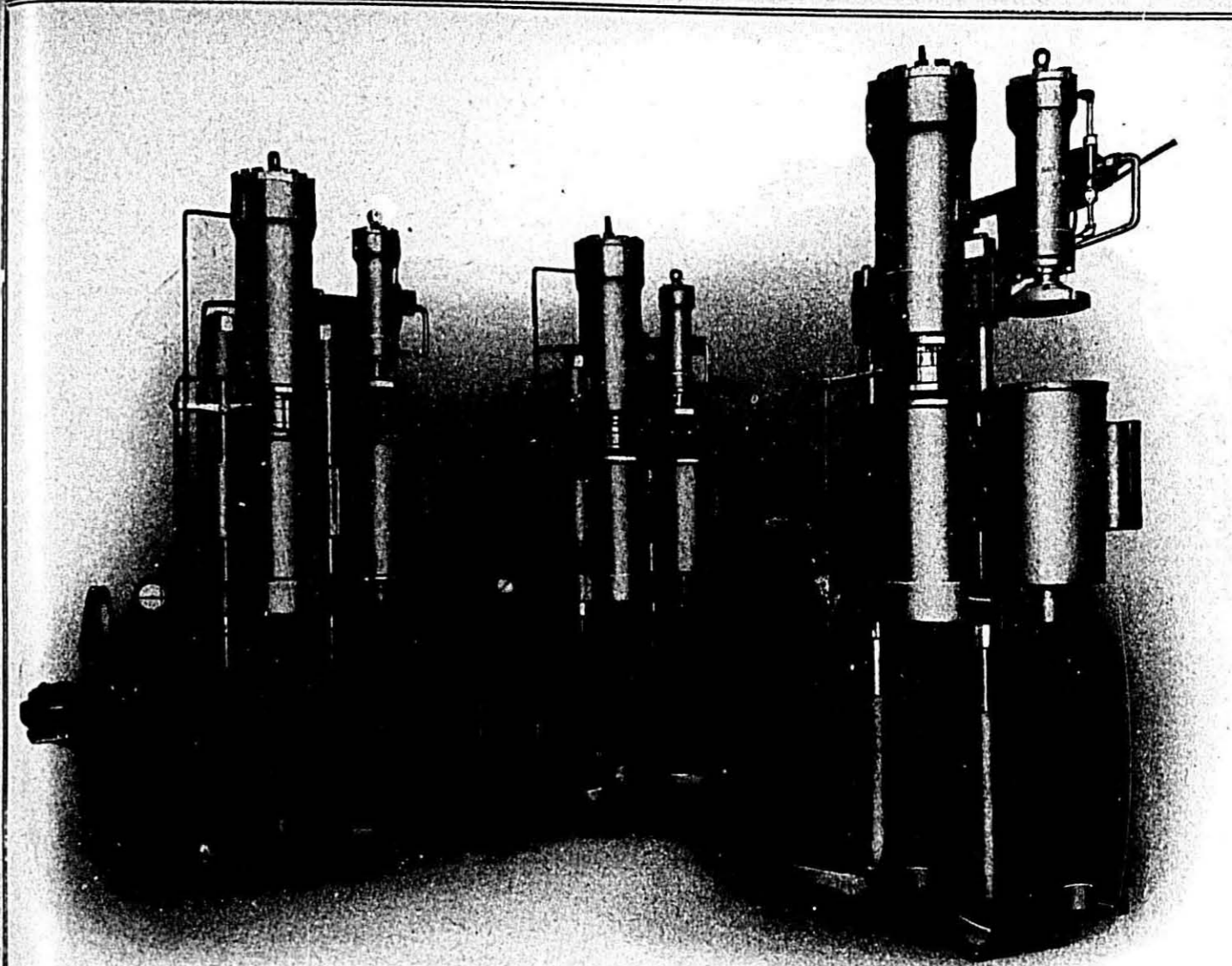
ELIMINATION OF WEEVILS, ETC

Dr. R. N. Chapman, professor of entomology at the University of Minnesota, gave an interesting talk on macaroni "bugs" which follows:

There are so many of these insects which cause losses here and there that our total loss is estimated at somewhere between two and three hundred million dollars a year. That loss is pretty well scattered. It is borne by almost every one. The housewife knows of it when she brings home a package of breakfast food and the insects go from this package to everything else, and in a short time the whole house is infested. She writes to me to find out what to do. It is very difficult to tell her what to do. She wants to know if she had not better stop buying a certain brand of macaroni. That has nothing to do with it.

Practically everything the grocer has is infested. When it gets to him, he wants to know what he had better stop buying. He has nothing to do with the question of the brand of the products. Then the wholesaler is called upon and then the manufacturer. The manufacturer is usually the "goat."

If the householder has some trouble it is traced back to the grocer; the grocer traces it back to the jobber and the jobber to the warehouse or manufacturer, and the blame



Three Modern 13½ inch Macaroni Presses

The above presses were recently installed by us in a large macaroni factory and are the latest in hydraulic presses. In addition to the above, we also furnished this plant with kneaders and one of our improved 13½ inch horizontal presses for short pastes.

The machines which we furnished this plant were all equipped with motors for direct drive, but we can also furnish them with tight and loose pulleys for belt drive, if desired.

We also build this type of machine with cylinders 17 inches in diameter and with double the capacity and production of the 13½ inch presses.

We will be pleased to furnish further particulars upon request.

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Investigate Our Record.

Presses, Kneaders, Mixers, Noodle Machinery, Etc.

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is placed on him, and he usually guarantees his goods and makes good. He usually stands the loss whether the insect got in at the warehouse or in the store.

Now in the consideration of this subject we must understand exactly what we are dealing with. Unfortunately there is a great deal of mystery connected with something that we do not know anything about.

When I was a boy, it was a great mystery to me to understand how the hole got into the macaroni, simply because I did not know the facts. It is the same with insects. The mystery is how they get from place to place, how they develop. But when we know the facts it is no longer a mystery.

You cannot have an insect without an egg any more than you can have a hen without an egg. That is a principle that is absolutely true. I have had people doubt me and bet me different sums of money that they will develop without eggs but that never happens because they cannot develop without eggs any more than chickens can.

Another fact is that the insects which work in stored food products are of two general groups. One group is the beetles and the other is the moths. The beetles feed both in the "worm" stage and in the adult stage. The moths feed only in the "worm" stage. We will start the life history with an egg. The "worm" comes out and feeds and grows. All of the growing is done in the "worm" stage. (An adult insect never grows.) It then passes to a resting stage. There is no crawling about or feeding there. It is simply transformed from a "worm" to an adult insect. Now this adult beetle will feed, but never grow. Its main function is to distribute the species and lay eggs, if it happens to be a female, of course. A single beetle may lay thousands of eggs. The moth lives a very short life, but may lay many eggs.

With these things before you, I will tell you how insects work. There are certain insects which infest the unmilled wheat. There are others which work in the milled product, in flour and meal. Those which work in wheat are able to start into a hard surface and work in, starting on the outside of the wheat berry and working their way in. These have no legs or very small ones. They simply eat around themselves and, when they are ready to emerge, they come out through a hole, leaving a hollow shell. The insects which work in wheat can work in macaroni, because it is a proposition of eating their way into it. They eat themselves in, emerge and leave a little hole and a hollow shell, such as I have described.

Those which work in flour have legs. Their mouths are such that they cannot start on a hard surface. They must start on something which is small enough to bite into; so those which work in milled products can very rarely work in wheat. There are some exceptions. When the insect has attacked the whole wheat berry and crawled out, then any other insect can start in there, where they came out, and eat around the shell. So if you take wheat and let it become infested with insects which can work in it, then any other insect can come along and work in the shells. I am told that the insects which work in flour can work in wheat, but I have never found a case where the wheat was not first infested by these other insects.

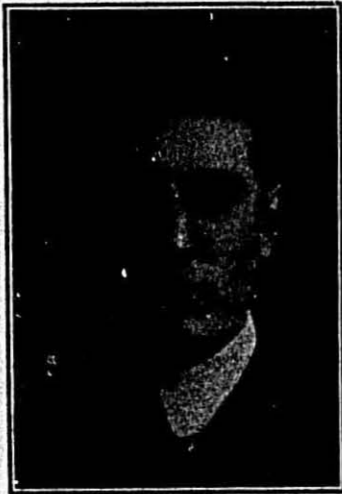
As I say, there are two classes of insects, the beetles and the moths. Of these there are some which can work into the grain and some which can work only in the milled product.

As to macaroni, most of you people buy a milled product. The insects which are in there are those which work in a milled product. They cannot attack sound macaroni. The macaroni must be broken enough so that there are edges on which they can work. If any macaroni has become infested, they can start and eat in. If these things are true—and I give you my word of honor that they are true—and insects cannot start

in a hard product, what is your problem?

First of all it is possible to kill either the insects or insect eggs. One way is through temperature. At an ordinary temperature—say the temperature of this room at present—insects will increase and develop at a certain rate. The flour beetle will hatch in 10 days at a temperature of 70 degrees; at 15 degrees higher it will be only half that time. The fatal temperature for all insects is about 125 degrees Fahrenheit. That figure is safe for most of them. Insects can be killed by varying moisture; that is, at our ordinary moisture—70% of relative humidity—insects will develop at a certain rate. Increase that and they will develop more rapidly. But humidity can be made too high or too low. These are two ways of killing insects, temperature and humidity.

Another way is pressure. In the manufacture of macaroni you use pressure. If



Professor R. N. Chapman, Entomologist, University of Minnesota, Minneapolis.

there are insects present they can be killed by that pressure. If you buy products which are grouchy, such as flour, the insects may be killed and you may have a product which is absolutely free from insects, and if insects never get at it again, there will be no insects in that flour; but let that product become exposed to insects and they will start laying their eggs on it and start spreading into the whole line of goods. I have visited a number of factories where they told me there was not chance for insects getting to their goods, but they took back half a dozen packages, possibly from a country store, and put them in among their goods and thought nothing of it, and the insects spread from them all over their factory. It is of great importance to be careful about taking in goods in this way. It is as dangerous to allow a package to come from such a place into your factory as it would be to allow a smallpox case to enter this room. If you keep your factory entirely free from insects and put your product out absolutely free from insects and put your product in a package which insects cannot enter—for instance, a fruit jar—you will have no trouble.

There are certain insects which eat their way through pasteboard or paper; so if you put your products up in a good package, and they are absolutely clean at the start, and you send your products out to a warehouse, it may become infested by insects from other goods, and your goods may go into a wholesale grocery from that warehouse. The grocer may then connect the presence of the insects with your particular brand. It may go on to the jobber; or, if it succeeds in getting by both of these, it may go to the country store and go into the back room of the store—which I can tell you is not always a sanitary place—and may be placed alongside of some infested breakfast food, and will be infested from it. Insects in this way get from other products into

your product, and the grocer will send it back and demand his money back on the grounds that you guaranteed your goods to be free from insects—and you have to pay it back.

The worst thing that can happen to your product is to have it reach the market with insects in it. The housewife gets it and says that your particular brand is infested with insects, and that you are to blame for it all. But your product was a perfectly clean material and free from insects when you sent it out.

Now with these facts before us and the knowledge that you can produce a product free from insects; that if the insects get in, they must do so in the ways named, how are you going to prevent them? There are some insects that go through certain packages. A professor at one of the universities told me that there was an insect that ate its way through the aluminum rims of jars. When I examined those jars I found that there were insects in them, but I also found that there were holes in the jar. These holes were in the top and examination proved that there was absolutely no chiseling in those holes, but that they had been corroded by acids. Insects never ate those holes. There was nothing but corrosion. But I do know that there are some insects which can eat through almost any package. There is one—usually called the cadelle—which eats into packages. I have here the adult insect. It happens that this one that eats through the package is about the biggest of all. The result is that if it makes a hole into anything, everything else can get in, which is the unfortunate thing about it. I will pass this around so that you can see it. That one, however, does very little damage to the hard products. That is primarily an insect which damages the milled products. I have two others here, the wheat weevil and the drug store beetle. This one (the drug store beetle) is in macaroni. I did not make this up for this particular meeting, but I happened to have some macaroni which had the drug store beetle in it. Both of these may infest a hard product. The other one that I have here is a Mediterranean flour moth, one of the worst insects about mills, another one is the Big Horn flour beetle. These may be present in your macaroni, but they cannot live there. They may crawl in however.

I inspected a grocery store a short time ago in which I found that even the cayenne pepper and corn starch had been infested, and many other things which I did not believe they could feed on. That grocery store had so many insects that they simply had to go somewhere for standing room. The grocer wanted me to fumigate his store. That is a dangerous thing to do because some of the products absorb the fumigation gas. I told him that fumigation was too dangerous and advised him to clean up; but I could not convince him that it was less dangerous to clean up than to fumigate.

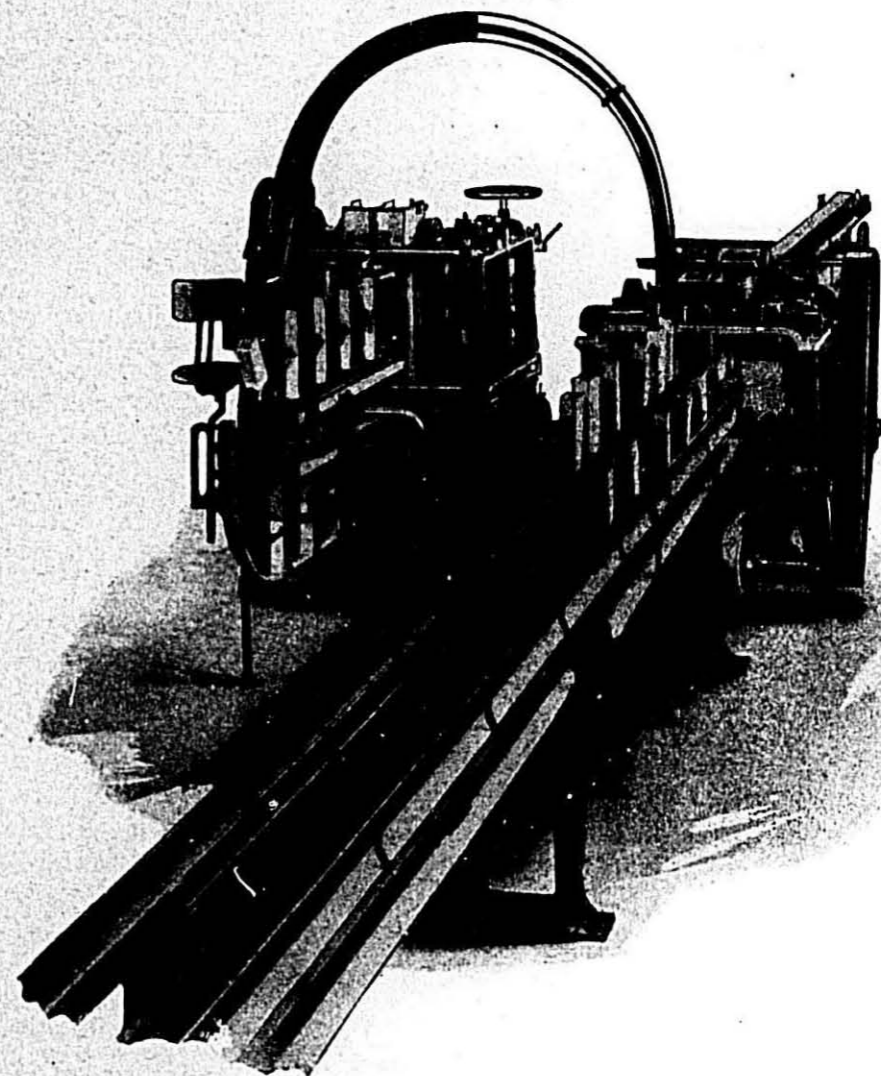
I have been instrumental in interesting the American Specialty Manufacturers association in this question. They can sterilize their products, as I have said, and most of them do; they can put them out in good packages, and most of them do; but what can they do with the warehouse or the jobber and with the retail grocer where things eventually are going to be exposed?

I do not believe that any kind of food products ought to be placed in a store which is infested with insects. It should not be allowed, because that is destruction of property. I believe if all the manufacturers would band themselves together and see that everything in their factories is as clean as it can be, and guarantee their product, and then say that they will not store their goods in a warehouse that is not regularly inspected and found free from insects, that would be a great thing. It would result in a certified warehouse.

Then come down to the retail grocer and

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there is the hardest problem of all. There are some specific laws in some states which prevent the sale of goods infected with worms—"worms" there probably meaning "insects"—and if there were a similar law in every state, the grocer could be compelled to clean up, and thereby I believe a great portion of this loss, amounting to more than two hundred million dollars in the United States could be eliminated.

It's a big job to do that. I do not say it is easy, but that it is possible. I may say that I know of no better thing that the manufacturers can do than to band themselves together and put things on the market which are absolutely clean. Then they will have better business, and that better business is worth something. Keep your food clean all the way down the line and this loss will be eliminated.

In the questions and discussion that followed, Professor Chapman brought out the following points:

That a thousand pounds pressure will kill almost any insect.

That a temperature of 125 degrees for two or more minutes will kill all insects but to make sure that all are killed a temperature of 180 degrees for a half hour is advised.

That the eggs are hard to detect being small and white.

That very little pressure destroys the eggs.

That the Mediterranean moth is best destroyed by use of temperature though hydrocyanic gas is sometimes used though dangerous.

DURUM SEED

Dwight K. Yerxa of Yerxa, Andrews & Thurston Inc. read a paper prepared by James C. Andrews, who did not attend the convention owing to illness in the family. The paper on "Durum Seed and Its Effect on Production" follows:

This is a subject that could perhaps have been better assigned to some expert from the North Dakota or federal agricultural departments, as it would almost seem to be largely a technical question with which I am not familiar. Probably, however, the practical side is what appealed to our genial secretary when he asked me to give a paper on this subject. Therefore, looking at it from that viewpoint, I am glad to give my opinion as a result of my observations along this line.

Durum wheat is a comparatively new product in the United States, the first seed having been brought to this country by Professor M. A. Carleton of the United States Department of Agriculture, by direction and under the authority of Secretary Wilson. Professor Carleton spent a very considerable period in the effort to locate a wheat that would grow in the so-called semi-arid districts in this country and so make them productive and, after a long and arduous investigation, the "Kubanka" variety of Russian durum wheat was considered by him the best for this purpose, and the first lot of this seed was brought to the United States under his direction, and distributed to the farmers in North and South Dakota in 1899, and, from the small amount of seed which he was authorized to import, the first crop of approximately 100,000 bushels was raised. This, of course, amounted to but little except for further propagating, and about the same time the "Arthnautka" variety was brought to this country, and be-

tween these two varieties and this very small beginning the territory in the northern part of South Dakota and southern part of North Dakota was reclaimed from a semi-arid, poor cattle country, to one of the most productive wheat belts in the United States, and is now producing by far the largest percentage of the total durum produced in this country, the crops of which are running from 30,000,000 to 50,000,000 bushels per year, varying with the seasonal conditions of growth and harvesting.

The farmers who started raising this wheat suffered many losses and hardships until there was a market for this variety of wheat established, and as it was found impracticable for breadmaking purposes, new uses had to be found if the crop was to be of any value. Of course it always had the export buying power behind it,



James C. Andrews, Yerxa, Andrews and Thurston, Inc., Minneapolis.

but the price per bushel was so much discounted under the price of breadmaking wheats that it was a discouraging proposition for several years. The millers in the northwest would not use the wheat, and it was only after experimenting by the Foulds Milling company of Cincinnati that a product was made from this wheat which was found highly desirable for the manufacture of macaroni, and from this experiment has resulted the tremendous growth in the milling capacity for this wheat for use in this country as well as for export.

Up to about 10 years ago the quality of the wheat—both varieties—was very fine, as it came into the markets almost free from admixture with other grain, and produced as fine an article of semolina as any produced in the foreign countries. The farmers raising this wheat and selling it at a considerable discount under the price of other wheats naturally believed they could raise other wheats on this ground, and as a result of such agricultural efforts on their part a very considerable stretch of the territory where durum was grown was found to produce durum with a considerable admixture of other spring wheat; this being largely caused by so-called "volunteer" wheat, which is caused by the shattering of the wheat during harvest and then, when durum is planted on the same field where formerly was planted spring wheat, an admixture will surely follow. Had the farmers taken the care to see that their seed each year was absolutely pure they would not have had the present difficulties with the sale of their produce, but now a very considerable percentage of the durum wheat which is coming to the Minneapolis and Duluth markets grades "mixed," and the grading of the wheat has been gradually allowed to deteriorate so that when the federal grades were established, allowance had to be made for a certain percentage of other wheats that would be permitted in the 1 Amber, 2 Amber and 3 Amber grades.

About five years ago the millers of durum became alarmed at the increase in mixed wheat and, as the amber grades only were those which could be used by manufacturers of semolina, it seemed that something must be done to reduce this continuous increase in mixtures of other wheat.

Prof. Bolley of the University of North Dakota had given a great deal of study to the question of pure seed and, upon consultation with him, it was deemed advisable by the durum millers to aid the North Dakota agricultural college in the production of purer strains of durum wheat, and an annual subscription has been made for this purpose to the North Dakota Agricultural College, and is producing some real results. The final figures for the last crop have not been received, but everything indicates that when the final figures are compiled it will be shown a larger percentage of the durum produced on the last crop will grade "Amber" durum than on the two or three crops previous, which indicates that steps thus far taken have proved of benefit and that we are gradually going to work back to very nearly pure strains of durum and so be able to produce a pure durum semolina.

United States Department of Agriculture Bulletin No. 557, in comparing classes of wheat, states that the protein content of Amber durum is the best of all hard wheats, averaging 14.3 per cent, the next lower being the hard red Spring, and the lowest of the hard wheats the hard red Winter. The baking results as shown in the same Bulletin show durum producing the lowest loaf volume, but the finest texture. The color is quite yellow, and makes an extremely palatable bread which holds its moisture even for four or five days, which cannot be done with bread produced from any other flour. Notwithstanding the efforts of the federal government to make durum a bread producing flour, it has met with little success, as the yellow color and the lower loaf volume works against its popularity, not only with the baker but in the home, so the use of durum in this country practically has resolved itself into the manufacture of semolina and flour for use in manufacturing alimentary pastes.

The growth of the macaroni business is phenomenal, and can be attributed to the use of durum wheat, and the day of the imported macaroni is past so long as the mills in this country can produce high grade semolina, and this means that high grade wheat must be ground; hence the necessity of pure durum seed is of the utmost importance, and the effect of the seed upon the final product as it comes onto our tables is of such importance that I am proud to say every durum mill in the northwest has joined in the subscription for the benefit of better seed in North Dakota, and, furthermore, are every one of them using their best efforts with farmers associations and every other means to educate the farmer himself to plant only the best of seed and therefore produce the best of wheat.

I would recommend that every macaroni manufacturer write to the Department of Agriculture at Washington and ask for Bulletin No. 70, issued by the Bureau of Plant Industry, which is devoted entirely to the study of durum wheat and its commercial status, and I hope further that every macaroni manufacturer will, wherever opportunity is presented, urge upon farmers associations or others interested to bring additional educational data before the growers of wheat to get them to use only the very best of seed and to take pains to see that their wheat is clean and is not allowed to be mixed with other wheat when they take it to the elevators for shipment.

I do not believe there is a subject of such importance to the macaroni industry as a whole as the quality of the raw material which goes into their products, and good seed is the foundation of this good raw ma-

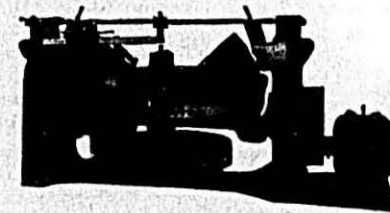
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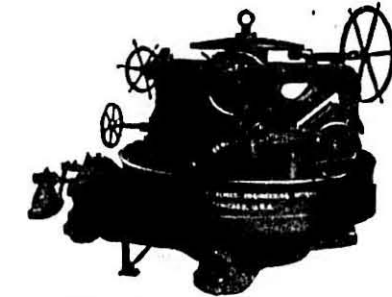
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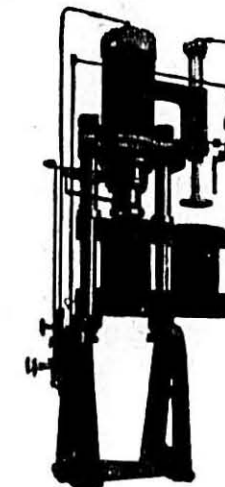
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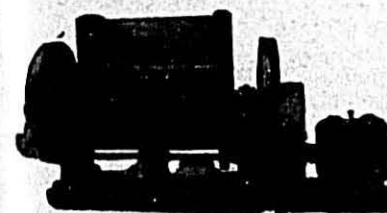


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terial, so never let an opportunity slip where any good seed education can be passed along where it will do the most good.

Regretting my inability to attend the convention this year, and hoping this paper may be of some value, I respectfully submit it.

"MILLING OF DURUM WHEAT"

A very able paper on this interesting subject was prepared by William E. Coles of the Capital City Milling and Grain company of St. Paul. It follows:

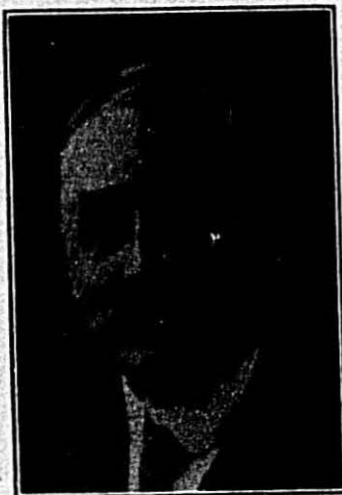
Durum wheat milling began in the northwest back in 1904, about the time that durum wheat was first introduced in this country from Russia. It was first thought that durum wheat could be ground by the mills into flour that could be used for bread making. While some few mills succeeded in making a start at this, after giving the matter a tryout in the American market, the attempt was finally abandoned and hereafter durum wheat has been milled in this country almost exclusively for semolinas for the manufacture of macaroni and other forms of edible pastes. Durum wheat is, however, used to a very small extent by spring wheat millers for mixing with their grind. Usually such a mixture does not contain over 5 per cent of durum wheat.

The actual beginning of the milling of durum wheat in this country, I think, can be fairly credited to the Pillsbury company of Minneapolis, which began grinding this grade of wheat in about 1905, followed by the mill at Oakes, N. D., and also by the Crookston Milling Co. at Crookston, Minn. No doubt a very large part of the semolina that was milled in the early stages of the industry was exported to Europe. The grinding of durum wheat has very materially increased during the past few years, until now fully two-thirds of the thirty million bushels of durum wheat, about the average amount that has been grown in the northwest, is ground in this country. The balance of the crop finds a ready market abroad. In fact the export demand for this wheat is now so keen that we find the unusual condition prevailing in our cash markets of the exporters competing with the millers for the cash wheat.

I will say right at the beginning of this article that milling durum wheat for semolina is not an easy task. The miller has first to select durum wheat that has the necessary gluten content. Not all durum wheat is suitable for milling semolina. Even with the utmost care, by having the wheat tested for gluten, it is not always possible to get just the right quality of durum wheat. After the wheat has been selected, it must be very thoroughly cleaned of all foreign materials such as oats, seeds, etc. It requires a very complete line of cleaning machinery to clean wheat properly and the durum miller must be prepared to give his wheat a thorough cleaning before the process of actual grinding begins.

After the wheat is cleaned and thoroughly tempered it is ready for the grinding rolls. In the process of grinding durum wheat for semolina the gradual reduction system is used. From the time the wheat is first broken by the first set of rollers, great care must be taken that as little flour as possible is made. We have found in our experience in milling durum wheat that one of the most difficult parts of the operation is in eliminating the flour entirely from the semolina. After the process of grinding the wheat is finished and the bran entirely separated, the semolina must be thoroughly purified and freed from all branny specks. At this stage of the process of milling the miller is called upon to use more than usual care in milling wheat so to govern the flow of his mill that the semolina can be purified of all foreign particles, that is always made on the break rollers at the beginning of the process.

With the right number and kind of purifiers he can manufacture about 70 per cent of what is known as No. 2 semolina. This is the grade most required by the macaroni manufacturers. The next step in the process is to take care of the finer semolina, known as No. 3 grade. This grade will represent about 10 per cent of the whole and must be handled by the miller entirely separate from the other grades. After taking off 70 per cent of the No. 2 Semolina and 10 per cent of No. 3 Semolina, there is about 20 per cent of durum flour remaining. What to do with this 20 per cent of durum flour is a problem that the millers have up to this time not fully solved. Their only outlet for this grade of flour is for export. I believe that macaroni manufacturers should consider the advisability of using a small amount of durum flour in their process of manufacturing macaroni and if this can be



W. E. Coles, Jr., Capital City Milling and Grain Co., St. Paul.

done it would very materially aid in bringing down the price of the different grades of semolina.

In closing this article may I call your attention to the fact that durum wheat of suitable quality for the manufacture of semolina is grown in only three of our northwestern states. As the macaroni industry continues to grow it will be more and more difficult for the miller to obtain the necessary quantity of durum wheat and if some way could be worked out whereby the miller could dispose of this durum flour in his own market it would no doubt work out to the material advantage of both the macaroni manufacturer and the miller. I feel that this macaroni industry is bound to grow and is one of the most important food requirements of the country. More and more people are finding out that macaroni as a food is gaining the good will of the public. They are learning to use it and the demand without a doubt will continue to increase. I feel quite certain that at our next annual meeting the macaroni manufacturers will all report a very material increase in their business.

DURUM WHEAT SITUATION

An address was given by Howard W. Files of Pillsbury Flour Mills Co., Minneapolis, which reads in full as follows:

All present and others connected with the milling or macaroni industries will grant without hesitancy that since last September we have experienced and met with a combination of conditions in business, not only ours but every business heretofore believed impossible. We have faced critical crises in labor, car shortage, transportation difficulties, embargoes, coal shortage, curtailed output, government regulations and restrictions, and many others, each one serious enough in itself, but taken together, almost disastrous at certain times. Without ques-

tion it has been the most difficult and anxious year ever experienced by millers and we believe equally as anxious for macaroni manufacturers. Still, very few, if any, have failed. Why? Because men with ability, foresight and bold determination have learned through costly experience and the exchange of big business how to meet emergencies. The spirit evidenced throughout this country during the period when we were actively engaged in war trained us to realize the importance of obligations and the necessity of combined initiative. Real cooperation between industries has done much to solve our difficulties.

We can look back over the past three to four years of our own business experiences and smile now at the things which then seemed insurmountable. We have grappled with such big issues the past year, and in most cases, on out, that insignificant and minor business troubles of five years ago seem trivial. We speak of this year's business difficulties for two reasons; first, to recall the troubles we have experienced and are experiencing, and to remind you briefly of the anxieties and obstacles attending present day business; secondly, but more emphatically, to warn you against the future.

Five years ago wheat was cheap and in consequence flour was correspondingly cheap; labor, sacks, freight, overhead was cheap. Macaroni was cheap, your cartons, boxes, labels, machinery and transportation were cheap. Profits were normal but reasonable. Where wheat fluctuated a quarter of a cent from day to day five years ago, today it changes 10c per bushel over night. Semolina a few years ago sometimes changed up or down 10c per barrel, today it is 50c or \$1.00 per barrel higher or lower than yesterday. Not long ago a carload of semolina cost the manufacturer \$1,000 to \$1,500, today \$4,000 to \$7,000. Labor was content, wages were satisfactory, strikes were uncommon and soon adjusted; today the general feeling of unrest and discomfort everywhere, whether in the mills or macaroni plant, is prevalent and disturbing. You all know this perhaps better than we, but back of it all some of you are expecting quick return of conditions that used to exist for instance \$8.00 semolina, \$1.00 wheat, restored and peaceful labor conditions, and it is the improbability of this which we wish to explain in this discussion.

The United States Food Administration Grain corporation has passed out of existence. Since last fall and up to June 1 this year, Mr. Barnes and his associates controlled the wheat in this country. They guaranteed every producer \$2.23½ per bushel for No. 1 Amber Durum wheat Minneapolis, and only once on the whole did the market price go as low as the government guaranteed price. The average price of No. 1 Amber Durum from Oct. 1, 1919 to June 1, 1920, was \$2.54½ per bushel Minneapolis, the high point being \$3.08 on May 15 with Medium Semolina selling freely at \$14.00 bulk Minneapolis. The lowest price on Durum since Oct. 1 was during the first week of that month when No. 1 Amber sold from \$2.23½ to \$2.27 and Medium Semolina at \$10.50 to \$10.75 per barrel bulk Minneapolis.

We are approaching the end of the 1920 crop. If you recall a year ago at this time it was predicted (three months before the durum crop was harvested) that the 1920 crop of durum would surpass all previous crops, both as to quality and yield. We were expecting 50 million bushels as the probable yield. Later figures showed the actual yield to be not over 33 million bushels against 43 million the year previous. In face of a 50 million bushel crop predicted, some were bullish on prices account the situation abroad being such as would warrant a good and continued demand throughout the year. This demand was certainly a reality, as has been evidenced by regular buying on the part of exporters, they being the ones

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ly responsible for the high prices during the past four months. The 50 million predicted crop, however, proved a mistake. We harvested about 33 million, according to reports taken from sources considered reliable.

Of the 33 million bushels durum actually harvested last fall, approximately 12 per cent remained on the farms and in country elevators June 10 this year. This means less than 4 million bushels. A year ago 5 per cent remained on the farms alone June 10. If growing weather continues favorable, new crop durum should be on the market this year in volume about Sept. 20, which leaves fully three months of the present crop year to go before we can figure on new wheat. The June 8 government report of crop estimates predicts a material decrease in this year's acreage. The wheat acreage in the three northwestern states—Minnesota, North and South Dakota—shows a decrease of 10 to 20 per cent from last year.

Of all the wheat produced in Minnesota this year, approximately only 3 per cent will be durum, in North Dakota 22 per cent, in South Dakota 20 per cent and Montana 10 per cent. The figures for last year are practically the same with the exception of Montana, whose per cent was only 8. These four states produce annually over 90 per cent of all durum grown in the United States. Keeping in mind that only 9 per cent of this year's crop, or 3 million bushels, was available for purchase June 10, that new wheat is fully three months away, that exporters' representatives are still actively bidding for durum in the Minneapolis and Duluth markets, that elevator stocks of durum wheats, as well as the visible supply, is very much lower than a year ago, present indications do not warrant the belief that mills will be able to secure good milling durum wheat in quantities sufficient to operate all mills during the remainder of this crop. There will be a decidedly small carry-over, if any, this year. Remember, too, that the durum wheat still available for purchase during the closing months of a crop year is not all of a quality that can be used in the manufacture of high grade durum flours and semolinas. All durum loses its color with age, as do the semolina and kindred products made from durum wheat, so that only the best quality harvested last fall is suitable for a durum miller's requirements at this season of the year. Even the best grades of durum carried in elevators from six to eight months are not always desirable on account of having lost some of the yellow color through exposure to light and air. You can appreciate from this, perhaps, why good quality milling durum will invariably bring good prices during the summer months and we do not anticipate that this year will be an exception.

It is not definitely decided how next year's crop will be handled, although it is generally believed that future trading will be resumed about July 15 for delivery in December. Since the war there has been no trading in futures, consequently no hedging of wheat against flour sales. Millers have been obliged to buy cash wheat on track, unload into their own or public elevators and gamble on market changes. Grain men are divided on the question of further restrictions. One element thinks that open trading which existed prior to the wheat guaranty act should be resumed, while other more conservative traders favor adoption of definite restrictive measures, such as limiting the trading to two months future contracts. If open trading is resumed, foreign exchange probably will be a big factor and may encourage fluctuations as much as 3 to 10c per bushel per day.

There is very little at this time we can tell of conditions abroad as applied to next year's crop. Russia in the past has contributed very liberally to the world's needs. She has undoubtedly some wheat in stock, no one knows how much or when she will

be able to liberate her supply account blockades. Even though the allied and warring countries of Europe are making rapid progress to rebuild their devastated areas and sow the fields, labor, lack of money and condition of the land are greatly retarding any approach toward normal resumption of crop productions. For many years this country will be the main source of supply and all American products will command good prices until the foreign demand is in part supplied. The best example we have of this is the active demand for durum and rye created by export buyers since Jan. 1 this year, who still seem willing to pay top domestic prices for any grade of durum received at the terminals. Their buying has been the main factor in establishing new top prices for durum on this crop, and each



H. W. Files, Pillsbury Flour Mills Co., Minneapolis.

day's market has felt the effect of their bidding or lack of bidding.

The winter wheat crop is estimated in the government report of June 8 at 504 million bushels as against final report of 731,636,000 bushels for last year. The Spring wheat, including durum, is estimated at 277 million bushels against a final crop of 209,351,000 bushels a year ago. The condition of the crop under cultivation at present on June 8 was 78.2 per cent normal for Winter wheat. Spring wheat for the same date was 89.1 per cent normal. Last year Winter wheat was 94.9 per cent and Spring wheat 91.2 per cent. From the total estimated Spring wheat crop this year, probably 40 million bushels will represent the total durum. This, of course, is only a prediction and many things, such as drouth, rust, early frosts, excessive rains and hot wind, may combine to interfere with these figures at time of harvest.

Prices have been on a high level throughout the past year. Lack of proper transportation facilities and the foreign demand have, for a large part, been responsible for high prices. Greatly improved transportation for the remainder of this crop, with an abundance of cars for conveying wheat in congested terminals to the seaboard or continued lack of cars, making it necessary for exporters to resell their contracts locally, might temporarily lower present prices, but with flour stocks decidedly low all over the country, with mills running only part capacity account lack of cars and labor shortage and a good demand for spot wheat in order to get cars for reloading, it is hardly probable that prices will be considerably lower. The 4½ million bushels of durum wheat in Minneapolis and Duluth are practically sold for export, making it impossible to draw on public stores for supplies. This means that millers are obliged to supply their requirements from daily receipts and assures us again that there will be very little, if any, carryover into new crop. We believe the average macaroni factory has not yet purchased its August and Sep-

tember requirements. What quantities of durum wheat are available for August delivery will be needed to supply the August demand for semolina and beyond that, even though the growing crop meets with no misfortune before harvest, it is our opinion that the average prices paid for durum wheat and semolina next year, from September to September, will equal or be higher than those we have seen this year.

If facts bear out this prediction, it will be some time before wheat sells again for \$1.00 per bushel and semolina for \$8.00 per barrel and we suggest that macaroni manufacturers prepare themselves for another year of high prices.

In closing we would like it understood that statistics and information on durum wheat are most difficult to obtain for the reason that the government and individuals in compiling their reports generally include durum as a part of their Spring wheat estimates. The figures given, however, we believe to be reasonably accurate and are based on the best opinions of grain experts.

WEDNESDAY EVENING

The banquet and entertainment given at The Clifton hotel under the auspices of the National Macaroni Manufacturers association on Wednesday evening, June 23, will go down in the organization's history as one of the most brilliant social events ever sponsored by the association.

Covers were laid for 125 macaroni manufacturers, the allied trade representatives, their ladies and guests. The service was above reproach and the food most appetizing. The chef did himself credit and the diners did ample justice to his preparations.

Following the dinner, Mrs. Williams, genial wife of our popular president, James T. Williams, pleased those in attendance by singing several vocal solos in her melodious voice that brought her deserved rounds and rounds of applause.

Acting as toastmaster, President Williams then called on several to make short after dinner talks, the speakers confining their remarks to stories and anecdotes of a more or less humorous nature that kept the audience in a happy mood. Among those called on were Messrs. Fred Mason Fred Becker C. F. Mueller, Jr., Col. George W. Whitehead, Robert T. Beatty, editor of the Northwestern Miller, and M. J. Donna.

The guests then adjourned to the ball room where the younger folks, or rather all those under 80 years of age, enjoyed dancing with a flock of pretty Canadian and American lassies that some of the "Beau Brummels" of the convention had induced to grace the occasion with their lovely presence.

The success of the banquet and entertainment is all the more gratifying to the association officers in that it was sponsored and wholly financed by the association in a way that it brought no burden whatever on any individual or group.

MORNING SESSION, JUNE 24

The first part of the morning session on June 24 was given over to trans-

Another Revolution

is taking place slowly but surely. The fibre box is revolutionizing shipping and we are helping it along with our

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Do you know what this means to you? Write for information as to how we can save you time and money in your business.

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tion of official business of the convention.

Secretary Donna read the application of the following for membership in the National Macaroni Manufacturers association:

Regular—S. R. Smith Co., Grantham, Pa.; Dunkirk Macaroni & Supply Co., Dunkirk, N. Y.; Bellanca Macaroni Co., Buffalo, N. Y.

Associate—Washburn-Crosby Co., Minneapolis; W. J. McDonald Co., Brooklyn.

Applications were accepted by unanimous vote.

Following communications and telegrams were read:

1. From Alimentary Paste Manufacturers association of New York stating that a committee from that organization would attend the convention and hoped that united action be taken on establishing standards on macaroni, noodles and semolina and also consider the employment of a representative of the industry to be located at Washington, D. C., to look after our interests.

Convention voted to cooperate fully on these matters.

2. From Frank L. Zerega of A. Zerega's Sons, Brooklyn, expressing regrets at not being able to attend the convention and respond to the mayor's welcome, a death in his immediate family making it impossible. He also made several suggestions about establishment of standards of macaroni, slack-filled packages and increased tariffs on imported macaroni.

Convention instructed resolution committee to bring in resolutions of sympathy and referred his suggestions to the newly appointed representative of the industry and to the delegation that was to represent the national association before the federal trade commission.

3. From P. Pastene & Co. of New York reviewing the probable importation of macaroni from Italy, opining that nothing need be feared from that source for the next year or two.

4, 5 and 6. Communications covering important suggestions from various sections of the country. They were ordered printed in full in the New Macaroni Journal. They follow:

Standardizing Weight of Packages of Alimentary Paste

Approaching this subject with all clarity of thought it is evident and indisputable that the prevalent practice of reducing the contents of a package of alimentary paste is unfair and closely allied to deception. It has been the practice in this country of late years to offset the increasing cost of package goods brought about by the high cost of the raw material labor and cartons by decreasing the amount of paste in the packages.

The practice is wide spread and prevalent today of selling package goods as No. 1, No. 2, or No. 3 packages. This is misleading in itself, as it conveys no message to the consumer as to the amount of paste therein. Some years ago the standard package was 1 lb. net, then by successive stages the contents were cut down to 12 ounces, then to 10 ounces, then to 8 ounces, then to 7 ounces, and some manufacturers today are selling No. 1 packages containing only 6 ounces. A consumer is not aware of this practice, he sees the contents of the packages that he buys dwindle year by year, month by month, but does not understand the reason therefore, and naturally the housewife pur-

chasing the package goods under such conditions becomes a little bitter over the continual decrease in the amount of paste, which she buys for 10c or 15c—as it may be.

The whole practice is unethical, is based on evasion and deception and for the benefit of the industry in America should be eliminated—it is not in accordance with high standard of business principles and should be corrected as soon as possible. It is not a practice on which a permanent business can be built up—the foundation is weak.

The paste manufacturers of this country should by mutual agreement, without awaiting the compelling force of federal legislation in this respect, agree to pack only standard weight packages. Our experience would teach us that alimentary paste should



W. A. Tharinger, Milwaukee

be packed in 8 oz. packages, 1 lb. packages and 2 lb. packages—that these should be standard sizes, not to be deviated from.

We advise elimination entirely of the mislabeling of packages under the name of No. 1, No. 2, or No. 3 packages. As it is obligatory at the present time to print the net weight on the cartons that you manufacture, the same rule should apply to the container. A container should state on the top thereof 24 8-oz., 24 1-lb. packages or 12 2-lb. packages—whatever the case may be. Egg noodles would naturally take a different weight package and an agreement should be arrived at whereby they should be packed in either 4 or 8 ounce packages. I know of no manufacturing industry in the United States today that is guilty of the deception that is being practiced in the paste industry.

We are probably all guilty alike. Our experience has been that whereas before the war we packed 1-lb. packages net; we gradually reduced the size of our packages and today in alimentary paste we are packing 7 ounces to a package and egg noodles 4 ounces to a package.

I think this matter could be settled by agreement without the necessity of having the federal authorities promulgate a law covering the situation. We would be very willing to agree in unison with the members of your association to pack in uniform weight packages as stated above and eliminate all variations of weights. We think, however, that the ½-lb. and 1-lb. packages should be staple.

We are all naturally interested in the development of our industry in this country and the cleaner cut methods we pursue and the more legitimate basis on which we base our industry the greater will be the consumption and the higher we will be able to elevate the industry.

California Macaroni Company, San Francisco, Gay Lombard, vice president and general manager.

As we cannot personally be present at

the convention we extend most hearty greetings from the Pacific coast, and assure you that we will read with interest the report of the convention in the Macaroni Journal.

We would like to call your attention and the attention of the convention to two important matters, which we deem will go a long way towards advancing the interests of the Macaroni Manufacturers, as well as the consuming public. First, the question of eastern manufacturers "Dumping" their over-production in territories, regardless of the detriment to the local manufacturer. Such dumping and unbusinesslike methods of the eastern manufacturers have done more to keep the coast manufacturers from affiliating with the National association than anything else, and it should be stopped.

Second, Standardizing of the package goods. In our opinion, if this can be brought about, we believe that if the government should take up the question of standardizing the package goods, it will be a big step forward, for the manufacturers and an economical step forward for the consumer, especially now, in these times of the high cost of material. We believe, that the No. 1 package should carry 16 ounces, and the No. 3 package should carry 48 ounces, regardless of what each package would have to be sold to the consumer.

As you are probably aware some manufacturers are packing 6 ounces in a 16 ounce carton, while others are packing 7 ounces, which causes unfair competition, besides an enormous expense to the consumer. If the government should standardize the packages, competition would then enter upon the quality of the goods and not the short weight, as it does at the present time.

We do not feel that it is necessary for us to enlarge upon this subject, as every manufacturer will see clearly the economy—both the manufacturer and the consumer.

Yours very truly, United States Macaroni Co., Inc., Los Angeles, per John B. Cornwell, manager.

The writer has very recently entered the macaroni field and the things that I do not know about the business are certainly too numerous to mention. This lack of experience more than anything else is the reason why I should without doubt have attended your convention.

As stated above there is a great deal I do not know, but there are at least one or two things in connection with the macaroni business that I feel I have learned and these are the things that I was very anxious to hear discussed by the members of the association. It seems to me that the macaroni business in the last few years has not been handled as intelligently and as economically as some other lines of business. We do not seem to have met the unusual conditions which now exist and which have existed for two or three years, as we should have done.

All foods have greatly advanced in price and everything that goes into the manufacture of macaroni has doubled or trebled in price yet I believe practically all manufacturers have felt that they had to stick to the 10 cent package. Instead of figuring costs and basing our selling price accordingly we have held on to the 10 cent package and gradually reduced the quantity of macaroni in the package until the biggest thing we are giving the consumer at this time is a lot of unnecessary carton and container and useless labor with very little macaroni. It seems to me that this is an economic waste that should be corrected and I am firmly convinced that we would not only get on a more reasonable profit basis but would greatly benefit the industry generally, if we should pack a more liberal package and have it go to the consumer at a higher price. I believe we are mistaken in thinking that the public demands a ten cent package. The public is more interested just now in getting full value for money expended and if we can

Walton Macaroni Machinery

Minimizes Manufacturing Expense

Our line of Presses, Kneaders and Mixers

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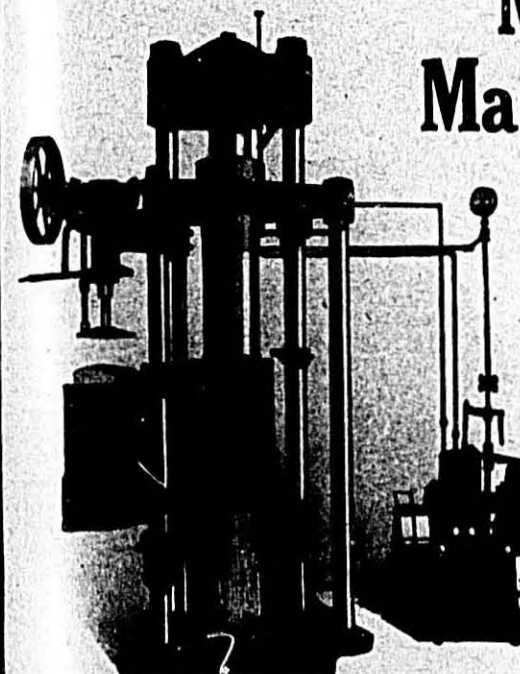
We make both Screw and Hydraulic Macaroni, Vermicelli and Paste Presses in sizes to meet all requirements. Complete machines or parts furnished promptly.

We also build paint manufacturing equipment and saws for stone quarries.

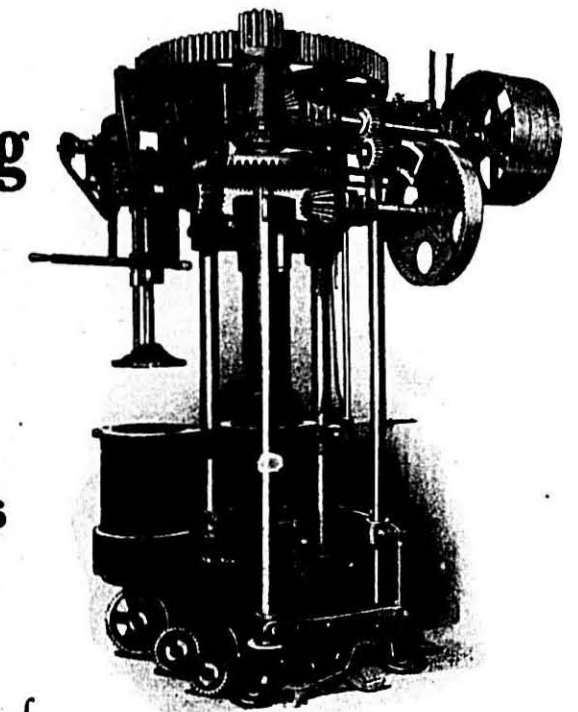
Write for catalog, stating the line of machines in which you are interested.

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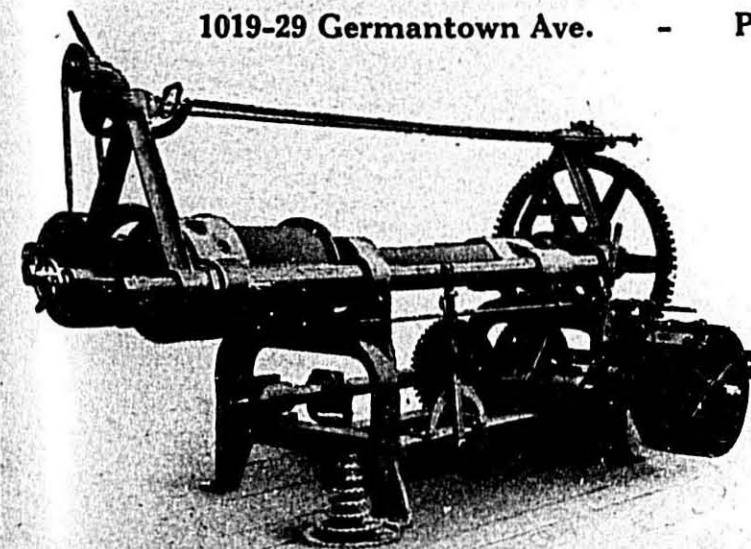
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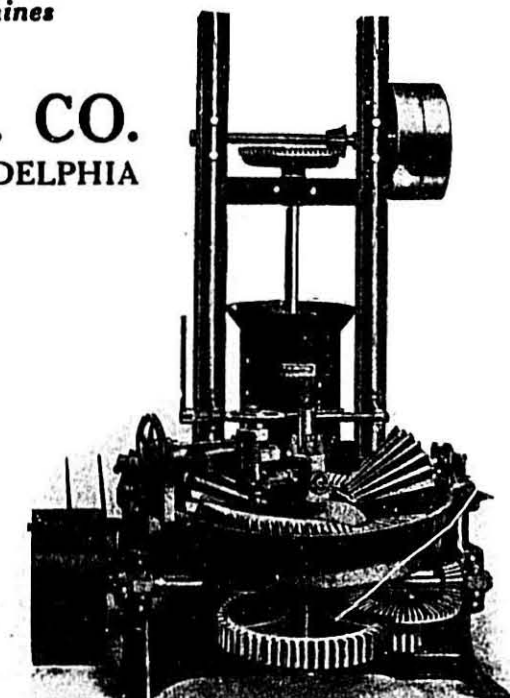
STYLE K HYDRAULIC PRESS



STYLE F SCREW PRESS



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IMPROVED KNEADER WITH PLOVER

give them a third more macaroni at a fourth increase in cost, there will be no difficulty in getting them to buy the larger package.

I am strongly in favor of putting out two size packages, one to retail at 12½ one at 20c, the saving that can be made in carton, container and labor will enable us to give the consumer a great deal more macaroni and at the same time will allow the manufacturer to make a profit. I may be wrong as to these sizes and prices possibly 15c and 25c is nearer correct, but I do believe that something along these lines should be done and I hope the matter will be brought out at the convention and some positive stand taken. Whatever is done along these lines will be satisfactory to the Birmingham Macaroni company and we will be very glad to follow the advice of the majority of the association in these matters.

With best wishes for the success of the convention I am,

Yours very truly, The Birmingham Macaroni Company, by F. W. Blackford, general manager.

7. Telegram from Second Vice President, S. Savarese of Baltimore:

Regret very much being unable to attend convention owing to sickness. Had hoped that physician would permit me to leave tonight, but he absolutely refused. Feel very confident that the convention will be the largest ever held and also the most successful. Please extend to all officers and members my kindest regards and best wishes. Am mailing you D. Kerr's signed application, and check.—S. Savarese.

8. Telegram from A. L. Randazzo, St. Louis.

Sorry cannot attend convention. Would like to very much but have been away from business too long and now my partner and my brother are both on their vacation.

President Williams then appointed the following committees:

Resolution

R. B. Brown, Briggs Cereal Products Co.
H. D. Rossi, Peter Rossi & Sons.
George Dohle, Cleveland Macaroni Co.
J. F. Desmarais, C. H. Catelli Co.
Joseph Seminara, Prince Macaroni Co.

Auditing

C. B. Schmidt, Crescent Macaroni & Cracker Co.
L. S. Ross, Jefferson Macaroni Co.
Tony Busalacchi, Busalacchi Bros. Macaroni Co.

Nominating

E. Z. Vermylen, A. Zerega's Sons.
Wm. A. Tharinger, Tharinger Macaroni Co.
R. Sarll, Kansas City Macaroni Co.
D. Cowen, A. Goodman & Sons.
A. S. Vagnino, Denver Macaroni & Noodle Co.

In the matter of the elimination of trade abuses now under consideration by the Federal Trade Commission, it was voted that the delegation going to Washington, D. C., for the submittal on Friday June 25 be authorized to act for the Association.

MAKING MACARONI SHIPMENTS SAFE

J. T. Smith of the Eastern Freight Inspection Bureau of Buffalo gave an interesting talk on "Making Macaroni Shipments Safe", which follows.

The Classification committee, as you probably know, is organized for classification of freight and prescribing rules and conditions under which freight is accepted for transportation by the carriers, the railroads. For

five years we have been engaged in an educational campaign, soliciting the cooperation of manufacturers throughout the United States in the matter of better containers. I must say, to the credit of all concerned, that manufacturers are responding liberally and intelligently. I want to assure you positively that I have not come here this morning in the spirit of criticism, but I have come here in the spirit of true friendship, to ask your cooperation in turning out a better container for your product.

I appreciate that the average macaroni package is not bad if you give your carload the proper doorway protection and thus prevent the damaging of the packages en route. If you do that, the present package is not bad; but even in that case the present situation should be improved from all standpoints.

I do not know whether you understand what I mean by doorway protection. If you



Frank L. Zerega, Brooklyn

gentlemen load a car to full capacity, as the present rules require, you will load it plumb to the door, as close as you can. Now, without placing bars across the doorway up to the height of your packages, some of those packages will shift, and as soon as one shifts the others follow, and the contents are spoiled, and the result is a claim against the railroad, for which it is absolutely not responsible at all, because every shipper of carload freight is required to properly protect himself. The carrier gives him the car and it is up to him to give the necessary protection to that car. The rules require doorway protection.

You will find that many manufacturers argue that doorway protection is not necessary. I attended one gathering where a gentleman said that doorway protection was not necessary. I listened to every statement he made and then I said "With all due respect to you as specialist in your own line—and I am sort of an all-round railway mechanic—your statements here are not according to the facts. I have figures showing that cars have reached destination in deplorable condition, indicating that your packages arrived broken and wet, and the result was that claims were made for damages, varying from six or seven dollars to four or five hundred dollars per car, just because the necessary precautions were not taken by the manufacturers and shippers to protect those doorways."

Now I want to remind you that your business is not a game of pinochle. Those freight trains must be pulled. They must be assembled. They pass over grades and curves, and that necessarily shifts the contents of every car in the train. There is a certain amount of jolt and concussion among those packages, that will break and destroy them unless they are properly protected. The railroad rates and conditions are based on that fact. You yourself have established conditions in your business.

I do not imagine the macaroni traffic is very great to Europe, because it would be like carrying coals to Newcastle; but every manufacturer who ships for export takes into consideration the fact that his goods must be loaded onto a car and must be lifted into the hold of a vessel and unloaded in the same way on the other side; and he builds his packages stoutly. He builds his package according to the usage to which it is to be put; but he forgets, on domestic freight, the present conditions which exist, and he does not build his package to meet present day requirements. A railroad car necessarily undergoes rough usage. It has to. It is the nature of the business. It is physically impossible to handle it otherwise; and so long as there are grades and curves and stops and so long as cars are assembled and shifted, so long will there be breakage unless the package is properly protected.

Now then coming down to your packages: do not think for a minute that you are the only ones. You are only one of thousands. We have approached every side of the question in this campaign of education, and every manufacturer of food has been asked what I am going to ask you, to increase the quality of your packages. When the macaroni reaches the jobber he ships it out in small lots to various points. For instance a jobber in Buffalo gets an order for a thousand pounds of macaroni. He ships it to Geneva or Syracuse. It is packed in cars, possibly along side of a box weighing 600 pounds. If that box is moved six inches it will cut those packages. You say that that is the fault of the railroad. It is not the fault of the railroad because the railroad has no other means of transportation. Those conditions will exist as long as carriers adopt the present methods. They are endeavoring to improve transportation facilities every day. The greatest minds in the railroad business are devoting their thought to that subject; but at the present time their rates are based on present conditions, and you must not expect that packages loaded in a car will be absolutely safe unless you take precautions to put them into safe containers and take precautions to have them arrive in good, ordinary condition. I mean ordinary wear and tear from ordinary transportation.

Now your present macaroni box has sides tops and bottoms of about ¼ inch. The ends are about ⅜ inch. Now, gentlemen, that package is a nice package to handle in your stores. It is light and handy and clean—it is all that—but as a transportation proposition it is an absolute failure, because it is not strong enough to withstand ordinary usage.

Now you use, in preparing that package 4d nails, 3d nails and 2d nails. I have some of those nails here and I want to ask you that is the proper nail to put into a box which is to travel under those conditions which I have named. A package with ¼ inch sides, tops and bottoms and ⅜ inch ends is not secure. It is a neat package, a clean package, and is a package that has answered your purpose, so far as you are concerned; but I am asking you, in a friendship, to please take into consideration a proposition to make that package a little stouter; make it ⅝ inch sides and bottoms and the ends ½ inch.

I realize that the lumber market is a serious proposition. I realize that in a matter of this kind it means that you must spend dollars and cents; but the food proposition at this time is still more serious than the lack of lumber and every move you make towards conserving food is a patriotic move. It is a move in the direction of supporting the government and reducing the high cost of living.

Now, this package I am complaining you understand it just as well as I do. I am speaking as a practical proposition. I have seen the worst mess you ever looked upon in some cars—macaroni and soap and

Peters Package Machinery?

For the production of sanitary and protective packages in a variety of sizes for food products for the retail trade

Bridge the Gap between You and the Housewife



THE CRUCIAL period in the life history of your product comes when it passes out of your hands and control. From that moment until it reaches the housewife's kitchen it is subject to deterioration. Moisture, dust, and odors may corrupt all of that goodness which you have so painstakingly put into it, unless—

Its goodness is imprisoned in a dust, moisture and odor-proof package.

For years, foremost food manufacturers have preserved the appetizing qualities of their products in "Peters Packages." Branded with their own name, these packages have insured the satisfaction of the housewife and brought repeat business.

Peters Package Machinery will build up your business, meet your increasing production needs—insure your reputation.

The investment is small—the terms reasonable. Investigate!



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thing smashed into smithereens, due to the fact that some package in the car gave way and allowed others to shift. Just as soon as a space is created in a carload of package freight, just that soon everything in that car is going to be damaged; it is going to shift; and as soon as it shifts, breakage occurs.

Now I do not believe you will accuse me of prejudice or of unreasonableness when I ask you to make your packages a little stronger, $\frac{3}{8}$ -inch sides and bottoms and $\frac{1}{2}$ -inch ends. That is not unreasonable. That request to you to make your packages that way is not unreasonable. We are asking all other manufacturers of food products to increase the strength of their packages. I want you to take this matter under consideration. If you will adopt my suggestion, you will refer it to a committee to draw up uniform specifications; have that committee draw up those specifications. Remember, I am speaking of wooden boxes. I do not want to drive you over to the fibre board package, and I do not want to say a word against the fibre board package, because it answers its purpose; but if you adopt the fibre board package for your goods, see to it that you get the best.

A poor fibre board package is absolutely worthless. A good fibre board package is a good package. There are grades in fibre board packages the same as there are in clothes or anything else that you buy; but the shipper who goes from the wooden package to the fibre board package should get the best that he can get; and I would advise very large manufacturers who buy fibre board packages to test it with the Mullen tester. That tester costs eighty-five or one hundred dollars, but it pays for itself ten-fold. You can see by it whether you have been imposed upon or not. I would advise you to draw up certain specifications. Perhaps you may object to the recommendation I made, of $\frac{3}{8}$ and $\frac{1}{2}$ inch; but I want to ask you to consider it carefully from your own viewpoint.

The roads are giving back every day millions of dollars in claims for breakage and damage, and the roads necessarily are compelled to protect themselves in that respect. The railroad business is just exactly the same as your business. When it ceases to be profitable, then it ought to go out of existence. Now the roads, at the present time, are paying out nearly all their earnings in claims. It would surprise you to see the claims that are paid every month, millions and millions of dollars; so the roads are operating at a loss instead of a profit.

Now business is business, and I am not here, as I stated in the beginning, to criticize you or to ask anything unreasonable; but if you draw up uniform package specifications for shipping macaroni and submit them to the Classification committee and get its approval you will find that the Classification committee is one of the most reasonable bodies in existence. It carefully considers every proposition which comes before it. Its headquarters are in New York and Chicago, and if you decide to place anything before it, in doing that you should have your committee go there and place it before the committee themselves; have this uniform package adopted and your troubles will be over. If the railroads approve of the package, your damage claims will be paid without protest or without difficulty. I ask you, therefore, to use better packages.

The $\frac{3}{8}$ -inch stuff is too small. The slightest jolt breaks it and the nails come out and the package falls apart. Any package that receives nails should be stout enough to receive those nails and to yield to the nail the protection it is supposed to. These little 2d nails are absolutely useless. You use enough of them, to be sure—I do not object to the number you use—but they are too small for anything but less-than-carload shipments.

Now, gentlemen, this is the proposition I make to you, and I ask you to give it reasonable consideration. It is no demand, but simply made with the most friendly motives. I assure you that in improving your packages, you will not only be bettering railroad conditions; but you will be improving your own business. Your packages will reach the customer in better shape and it will be more satisfactory to use.

The macaroni trade as you know is steadily growing. It has become an important factor in the food situation of this country, and I know that it will still grow. We want to make railroad conditions agreeable for you. We want to meet you in any shape, manner or form possible; but we ask you to improve your packages so that they will withstand ordinary transportation hardships, and transportation hardships are numerous, as I explained. We have endeavored to eliminate them, but it is physically impossible to do so with assembling and switching and handling cars—they have to be moved—and notwithstanding the fact that we have skilled engineers and trainmen, jolts will occur, and if the packages are not strong enough to withstand those jolts, the packages will be broken.

A lengthy discussion followed on the relative merits of wooden and fibre containers for macaroni shipments. All agreed that a substantial wooden box is preferable, but that a good quality paper container gives some very fine results, and is a very acceptable container of package macaroni, though wooden boxes gave better satisfaction for bulk goods.

ADDRESS BY DR. B. R. JACOBS

Dr. B. R. Jacobs of the bureau of chemistry, who has frequently attended the conventions of macaroni manufacturers the past few years, gave a talk on "The Relation of the Food and Drug Act to the Macaroni Industry". It follows:

I thank you very much for your welcome. I am going to tell you in just a few words something of the workings of the pure food laws as it relates to the macaroni industry.

I was much interested in the talk of Mr. Colver, of the Federal Trade Commission, because it forms sort of a background for the talk I am going to give you today. The pure food law has to do not only with the protection of public health, but it also has to do with what are known as illegitimate trade practices or unfair trade practices, so that the same points that are taken up by Mr. Colver will have to be repeated by me, only a little in extenso.

The proposition of misbranding of packages is referred to in one of the sections of the pure food law. This offense is a sin of commission. There are sins of commission and sins of omission. In other words, if the product that is packed contains something which is deleterious to health it is a violation of the law if it is not stated on the package. There can be a violation of the law just as well if a false statement is made on the package about the contents. So that you see you can be wrong if you state a thing that is not true, and you can also be wrong when you fail to state a thing which is required.

The question of the adulteration of food products in reference to the macaroni industry is a question of whether the color—the addition of color—conceals inferiority, or the substitution of a poorer grade of material than the grade represented on the label. Artificial coloring in macaroni is not permitted except where it does not conceal inferiority; and where there is no concealment of inferiority there is no necessity of color. So if you were to use the highest

grade semolina then color is permitted; but under no other circumstances. If one were to use, for example, a No. 1 amber color wheat for making the highest grade of semolina that could be made artificial color might be permitted in that case; but it would not be permitted in any other grade of semolina, so as there is not enough of that particular grade of wheat to make semolina for the whole industry, all the manufacturers who are using artificial color and are not making this particular grade of semolina are violating the Food and Drugs act.

Under the food law the department has been given authority to formulate certain rules of action and certain standards as a guide to the officials who are to enforce the Food and Drugs act. These rules are for the benefit of the inspectors in the first place; for the benefit of the analyst in the second place; and for the benefit of the manufacturer. I have here a manual of instructions for the inspectors under the Food and Drugs act, which has recently been gotten out by the Department of Agriculture and besides this, there is also a Manual of Methods of Analysis, indicating the analyses that are to be used by the analyst who examines the samples of food products. In this manual you have the standard methods of analysis from which the analyst is not supposed to deviate without making special mention of it in his report.

We also have a standard for food products. Now those standards for purity of food products are not a law, because the Department of Agriculture has no authority under the law to establish standards; but it is merely as a guidance for the analyst and food manufacturer, to know just what he can do before it will be considered that his product is manufactured or transported in violation of the Food and Drugs act.

Under the title of "Alimentary Pastes" the department formulated, after a hearing with the manufacturers and after approval by the joint committee on definitions and standards of the American Dairy, Food and Drug Officials and the Association of Official Agricultural Chemists, some standards. Now the standards for macaroni, spaghetti and vermicelli are as follows:

"Macaroni, spaghetti and vermicelli are dried paste made of the semolina of hard wheat. They contain not more than 13½ per cent of moisture. Flour macaroni, flour spaghetti and flour vermicelli are dried paste made of flour, or a mixture of flour and semolina. They contain not more than 13½ per cent of moisture."

Now the department, as I said before, adopted this standard after a hearing, and after several hearings, with the manufacturers of macaroni. It did not, however, define semolina; and in the last few months we have had a great many questions to answer along that line, as to just what semolina constitutes, or just what constitutes semolina.

The chief of the bureau gave a hearing to some of the millers of the northwest and promised that the department would investigate the problem and make some sort of definition, or some sort of standard for semolina. In that connection I sent a man to the millers in the northwest, and he went through some of the macaroni factories both in the northwest and in the east. He gathered a certain number of samples and we made the separations in Washington. I have here a result of the separations of these particular samples of semolina that were gathered from the manufacturers of semolina and of macaroni. I want to pass these around to you because I want to discuss the results; and if I may impose on some of you gentlemen to pass these around we can see a little bit more clearly the results of this investigation. These results are just preliminary and they only indicate the way. I do not believe there are more than 40 samples that have been separated so far.

Before we could formulate any particular standards of course besides the experimen-

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work, which would include a much larger number of samples than these, we would have to look at the question from the angle of the miller and from the angle of the manufacturer, and we would probably have to make experiments on what the manufacturer needs and what the miller is able to put out. Now, I want to tell you what that means. We will turn over to page 2 and I will show you how we made these separations.

Several years ago we had occasion to investigate the manufacture of graham flour, and in the manufacture of graham flour,—of course as you know graham flour is just merely the wheat ground into a meal and disposed of in that way—but there were some manufacturers who were putting out an imitation graham flour, because it was a mixture of bran and other offal of the wheat mill which could be mixed very much more cheaply than straight graham flour; and it occurred to us that the only way in which we could differentiate between the two was to make a separation. We found that in the mixed product there was no gradation of sizes. You had a coarse grade on the one hand and on the other had a fine flour. We took a bolter and we put four bolting cloths one on top of the other, the finest one being a No. 10XX, which is about the grade that is used for sifting flour. The next was a No. 70XX, about 70 meshes to the inch. The next one was a No. 40XX, about 39 or 40 meshes to the inch; and the other was a wire sieve, about No. 20, which picked up most of the bran. With the true graham flour a large per cent would stay on the intermediate sieves. On the imitation a lot would stay on the top sieve and the rest of it would go through the lower sieve, and there was a big gap between the two.

Now we used that same system of differentiating between the different grades of semolina in this particular piece of work. We used the same sieves except we did not use the No. 20, because any semolina would go through a No. 20. Instead of four sieves we started out with three, the first a No. 40XX, the next a No. 70XX—your will find that in the first column, running from left to right—and the last was a No. 10XX. All of these figures given here are in percentage. You will note that in that first table, Durum Semolina No. 1, there is but a small percentage of material shown in the last column, that goes through the 10XX. There is only a small amount of material that stays on the 10XX, 0.90 per cent; an average of 20.04 per cent that stays on the 70XX and an average of 78.2 per cent that stays on the 40XX. 96.8 per cent stays on the 40XX in one sample. Now that is practically all of it. Of course Semolina No. 1 is not used very much by manufacturers of macaroni.

Now, Semolina No. 2 showed a larger number of samples. That was easier to collect. You will find here that the maximum amount of material going through the 10XX was 6.5 per cent the last figure on the extreme right; and the lowest amount on the No. 2 was 0.4 per cent, while the average was 1.91 per cent. You will notice that the largest percentage in that middle column is a maximum of 84.4 per cent, and a minimum of 48.4 per cent, or an average of 75.03 per cent.

If we turn to the next page, on Semolina No. 3, you will find that the amount that stayed on the No. 40XX was very small. A great many of them had none at all that stayed on the No. 40XX, while a larger percentage stayed on the No. 70XX; but a very large amount stayed on the No. 10XX. We got one sample there that shows 10.13 per cent, that went through the No. 10XX. Now, you see that the average amount of flour in a No. 3 Semolina, as we found it in these particular samples, was 7.39 per cent. The minimum was 3.6 per cent.

At the bottom of page 3 you will find a summary of tables 1, 2 and 3.

It is quite probable that if we had used, instead of a 40XX and 70XX, 50XX, 80XX and 11XX sieves, that the line of demarcation

would have been very much sharper and the percentages remaining on any one of these sieves—on the 50XX, 80XX and 11XX—would have been larger. I do not believe that a variation of 30 is too much to expect in any one grade, but I believe that most of the material in any one of these grades should stay on a 50XX for the No. 1, 80XX for the No. 2 and 11XX for the No. 3, with certain allowances for abrasion in transit, methods of manufacture and so forth.

This, as I said before, is only a preliminary piece of work. It is not anything that the bureau has made up its mind about; but I thought it would be interesting if I could just show you the results of this particular separation; and that is as much as the bureau has done in defining semolina.

Of course, I know that we have had that question asked us a great deal, what semo-



Dr. B. R. Jacobs, bureau of chemistry, Washington, D. C.

lina is, and we have always contended, in a general way, that semolina was a purified middling. That was not a satisfactory answer to the manufacturers. They want a more definite definition than that, one containing a differentiation between the grades. Now, so much for the standards on macaroni.

The standards on noodles are as follows: "Noodles and egg noodles are"—noodles and egg noodles are considered synonymous—"dried alimentary pastes made from wheat flour and egg. They contain not less than five per cent by weight of the solids of whole, sound egg, exclusive of the shell."

"Plain noodles, water noodles, are dried alimentary pastes made from wheat flour without egg, or with less than five per cent by weight of the solids of whole, sound egg exclusive of the shell."

Standards for moisture on these last two classes of products are under consideration.

You will note, in this particular case, there is nothing said about artificial color. There is no difficulty about proving concealment of inferiority in the use of artificial coloring in noodles. There is more difficulty in proving the use of artificial color in macaroni.

The committee on agriculture has had before it an amendment to the Food and Drugs act that will take care of slack-filled packages. First of all the law says that if the package contains a statement, design or device which is misleading, then the product is misbranded. If the package contains a statement, design or device—some of the officials who enforce the Food and Drugs act believe that the package itself is a design or device which might be misleading—and that question was presented to the solicitor of the department and he ruled that the package itself was not a design or device, but that the package must contain a statement, design or device which would be false or misleading. So it is necessary to amend the law and under the ruling of the solicitor

eliminated, we would have authority to take care of the slack-filled containers; but under the law and under the ruling of the solicitor, the law must be amended before we can take care of that; and in the last congress there was an amendment submitted to take care of this matter, but it was not accurate. It will be, though, because the food law has already been amended three times that I know of and I do not think there will be any difficulty in getting an amendment to include slack-filled packages. Some of the manufacturers—take, for instance, the national canned food manufacturers—are not waiting for the law to be amended, but they are cleaning house now, so far as the slack cans are concerned, in order to be prepared for this amendment to the pure food law when it is enacted.

In the serious discussion that followed in answer to questions propounded it was brought out that noodles need not be made from semolina, as rules merely say wheat flour. The reason that semolina was not insisted upon by the rule makers is because in noodles there is a binding material of the 5 per cent of eggs used. The eggs have the same binding quality that exists in the gluten of semolina; that practically all cases of artificially colored macaroni, etc., must be so labeled.

The convention went on record as favoring the passage of a law or ruling "absolutely and entirely prohibiting the use of artificial coloring in alimentary paste manufacture".

R. L. GROFF'S PAPER

R. L. Groff representing the Commander Mill company of Minneapolis then read a paper on "Food Value of Durum Products Compared With Other Foods". It follows:

First of all let us consider the value of durum wheat compared with other wheat raised in this country. For convenience we will place the different varieties into five groups, namely spring, hard winter, soft winter, Pacific coast and durum wheat. There are several different grades of each variety but in making the comparisons we will consider only the top grades. In reducing samples of each variety of wheat to flour and then baking out these samples we find that the bread produced from durum wheat contained 388 per cent more soluble carbohydrates than its nearest contenders which were spring and hard winter wheat. The soft winter wheat contained about three eighths and the Pacific coast wheat about two-fifths the quantity of soluble carbohydrates as the durum. The soft winter and Pacific coast wheat do not have within 2 per cent the gluten content of durum wheat consequently are of little value, comparatively speaking, for macaroni purposes. The spring and hard winter wheat, under favorable conditions, contain nearly as much gluten as the durum wheat, however, the character of the gluten is not the same. True its name durum wheat is strong, in fact the gluten shows greater strength than in any other wheat produced in this country. Bread baked from durum flour produces loaf unlike the other varieties in that the crust is thin and very tough. It is also a fact that the natural amber color cannot be obtained in macaroni by the use of any other wheat.

Now let us take into consideration the nutritive value of macaroni. There are three essential elements of nutrition which are carbohydrates, protein and fats. Eliminate either fat or carbohydrates from the diet of an individual and you have an unbalanced food; this is true of protein.

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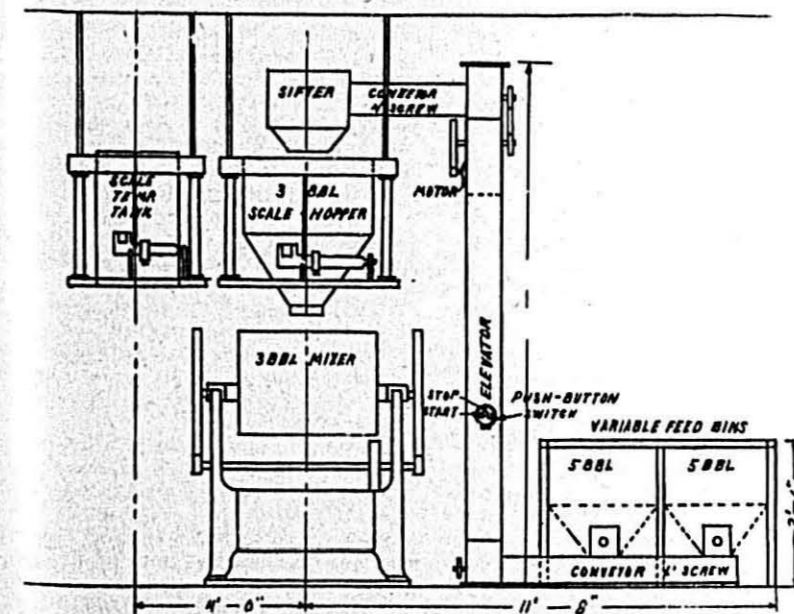
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protein in sufficient quantity will give the human body nourishment to maintain life over a long period. Therefore the ideal food would be one combining these three elements in the correct proportion and macaroni meets these requirements to better advantage than almost any other food. In fact the composition of durum macaroni makes it most suitable for use in a large proportion of the diet. To make this more clear to you we will compare the three essential elements, protein, carbohydrates and fats, as found in durum macaroni with a few widely used foods. Bread is used more than any other item in our diet and we find that bread contains slightly over 9 per cent protein, 53 per cent carbohydrates, 1½ per cent fat and uncooked macaroni contains 13 per cent protein, 16 per cent carbohydrates, 1½ per cent fat so it will be noted that bread and macaroni are very nearly on an equal basis if all of these elements are taken into consideration. On the other hand potatoes which



R. L. Groff, Commander Mill Co., Minneapolis.

are used to such a large extent do not compare at all favorably with macaroni as potatoes contain one-sixth the amount of protein, one-fourth the amount of carbohydrates and one-tenth the amount of fat as macaroni. Uncooked macaroni will show the same percentage of protein as eggs but a great deal less fat. However, there are no carbohydrates in eggs as compared with 74 per cent in macaroni. Therefore eggs are not a well balanced food compared with macaroni.

We hear a great deal nowadays about calories and from this standpoint macaroni will show up very well when compared with other foods that are widely used and put up in such a manner that they can be prepared quickly. As you are undoubtedly aware calories represent the actual amount of heat which would be produced if the food were entirely digestible. A wheat product like macaroni is almost completely digestible. I have prepared a chart which indicates the number of calories per pound in macaroni as compared with other foods. Please bear in mind that these figures are not based on macaroni combined with any other product like cheese, tomatoes, etc., but simply the macaroni itself. We find that there are in ham 1564 calories, in dried beef 757 calories, in canned salmon 657 calories, in potatoes 324 calories, eggs 720 calories and in macaroni 1600 calories. It will be noted that potatoes, the consumption of which far exceeds that of macaroni, contain about one-fifth as many calories; therefore, it would seem that macaroni should be a most excellent substitute for potatoes.

I have a chart to show you that has to do with the cost of macaroni as compared with several other foods. With this chart I can demonstrate the strong relative position that your product occupies. At the time I left Minneapolis a package of macaroni containing seven ounces could be purchased for 10

cents in a retail store. For the same amount of money one could buy

- 3½ ounces of cured ham.
- 2½ ounces of dried beef.
- 3½ ounces of canned salmon.
- 17 ounces of potatoes
- 6 ounces of eggs.

As indicated on the chart, for 10 cents one could buy

- 691 calories of macaroni.
- 110 calories of dried beef.
- 131 calories of canned salmon.
- 345 calories of potatoes.
- 342 calories of cured ham.
- 270 calories of eggs.

So it would seem that by far the greatest energy value is obtained from macaroni than from any of the other items mentioned. In fact to get the same value in potatoes as could be obtained from 10 cents worth of macaroni it requires an expenditure of 20 cents. With present high food prices, which will undoubtedly continue for another year and possibly longer, it would seem that this subject if given proper publicity would make a strong appeal; but now I am getting into advertising which is another subject. If any one of you desire the figures contained in this article I would be glad to furnish them to you.

AFTERNOON SESSION, JUNE 24

Substituting for John A. Ulmer, president of the National Association of Retail Grocers, who was unable to attend, J. Meyers, secretary of the New York State Grocers association, gave a talk on "Retailers' Suggestions to Manufacturers". His talk was as follows:

I will excuse my presence here today by saying that it is a pure accident that I attended this convention. Was making a friendly call on my friend, Mr. Mason, of the Shredded Wheat company, when my attention was called to this gathering, and here I am. I do not feel that I can give the subject assigned the justice it deserves, nor give you anything near as good as my friend, Mr. Ulmer of the National Association of Retail Grocers, would have given you.

If there is anything that is uppermost in the mind of the average retailer and one which was given the most serious consideration at the recent national convention at Atlanta, it was in regard to establishing buying clubs within the plants of the manufacturers themselves.

Now this thing did not seem to be a serious proposition until we finally discovered that some of the jobbers and manufacturers were making a direct appeal to the consumers pledging them to help them establish these buying clubs right within their own balliwick; in fact, I know some jobbers who made direct appeals. One jobber made a direct appeal in regard to supplying the police department of New York city. Today in New York city the police department has practically a complete commissary department in each station house, where the men can buy, not all goods, but a good many of them. If we go through the fire department and other departments we find that that volume of business taken away from the retailer, from the natural channels of distribution—as, of course, you can see—is going to eat into, very largely, the retail grocers' trade, and they will probably raise a kick about it. At the present time there is a letter being sent to the jobbers throughout the state with the idea of enlisting the aid of the manufacturers in cooperating to try to stop this practice.

It comes down to this as to whether there is any real necessity for the establishment of these cooperative buying societies. When you consider the fact that labor in its present condition is practically intoxicated with success, with the high wages it is getting—with prosperity, I may say—and when you come to consider that they come to the

grocer and say, "Here, Mr. Man, you are getting excessive prices on your product; you are making excessive profits," forgetting all the luxuries that they are indulging in, such as \$12 shirts and \$15 shoes, as we read in the papers, then it does not seem fair that these people should vent their entire gall upon the retail grocer as the fellow who should give up and sacrifice his profits, when the workingman himself spends his excessive profits on lines outside of the grocery business. When you take labor, which is getting its limit, so to speak—I do not know whether the limit has been reached or not—should we not naturally assume that after all they have no more right to come to us and demand that we should work for nothing any more than any other line of trade; and yet they go on paying excessive prices and increased rents; but the retailer is held up as the fellow who is the goat and they vent all their spleen on him.

Now the retailers are worked up over that,



John A. Ulmer, Toledo, Ohio, president National Association of Retail Grocers.

and very properly so. When you consider that the average overhead of the retailer is eighteen per cent, and he has to get that before he gets anything for himself, it does not seem fair. If you will permit me, I will mention in this connection a criticism in New York. The local authorities of New York issued a statement of practically thirty-one articles sold every day at an excessive profit; but really they were sold at a loss. It is not right. They think the retailer should give up everything he has in order that this high cost of living shall be taken out of his life. When you read about the dry goods stores and department stores and woolen companies getting away with two hundred, three hundred and four hundred per cent, we see that there are other people in the world besides the retail grocers who are taking more than their just allowance. We have come to that slowly, but lately there has been an indication on the part of the officials in New York city that they are letting up on the retail grocers and admit that, after all, they are not such bad fellows.

Perhaps it is within your province to carry on a campaign of education whereby the consumer will be educated as to macaroni and the rest of your products. Possibly you could get at him through a campaign similar to the one that is being carried on by the canners to educate the public up to a freer use of macaroni. I recall as a boy that macaroni was a mere side line. It was away back and was little used; and yet when I come here today and see this large gathering of representative manufacturers I find out the immensity of the macaroni industry. I was agreeably surprised to find that it has grown to the immense industry represented here.

I also want to express the good feelings of President Ulmer of the Retailers, and

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convey to you the good feeling of the grocers of the state of New York. If that feeling could be enlarged upon and taken back to President Ulmer, whom I hope to see in a few days, and there reflected again, so that that feeling of good fellowship expressed by the macaroni interests could perhaps get at our men, so that I could take back the object lesson which I have picked up here, and have a closer feeling of cooperation, whereby we could get back of the sale of macaroni, which I think has been neglected in the past, it would be a wonderful thing. Perhaps you have not had the energy back of it; perhaps you have not taken it up with the public strongly enough.

This morning I heard about calories and such things. In Boston a short time ago I looked at the bill of fare in a restaurant and I saw there indicated the calories in the different foods—four hundred calories in this and five hundred in that, and so on—and when I got through I believe I ate about 17,000 calories, and I wondered what I would do with them all (laughter). But, after all, I want to keep my feet to the earth and talk from the retailer's viewpoint, the man who takes your products in the chain of distribution and the man who eats your goods. I am at your service, not in advertising only, but in going around the country among the associations; if I could take that feeling of goodfellowship which I have seen displayed here, I should feel that my coming to Niagara Falls and just dropping in upon you without any notice at all has been a good thing, and that my time has been well spent.

ON "PAPER MANUFACTURE"

E. E. Seaver of the Robert Gair company of Brooklyn gave an instructive talk on "Paper Manufacture" and threw some light on cartons and containers in which all macaroni men are thoroughly interested. It follows:

Just for a brief history of paper making I might say that the first sheet of paper was made in Egypt, over six thousand years ago, on an inlet off the banks of the Nile. A workman made it on a model and laid the sheets crosswise and hammered them out. The hot sun of the Egyptian country dried out the moisture and he had a sheet of papyrus, which was the first sheet they used. In China they invented a system of paper making by using vegetable pulp, the water seeping through the cloth. That was the beginning of the process of making paper as it is made today.

In the fifteenth century there was a demand for paper greater than ever before on account of the publication of books and newspapers, and they began to use linen, rags and waste, mixing it with the pulp; and the demand became so great that they had to draw on foreign sections of the world to supply the ever increasing demand.

Early in the sixteenth century a German professor walked out into the garden one morning and discovered an uninhabited wasp's nest. He dissected it and found that it was made of wood; that it was very pliable and very tough. Without going into the detail I may say that a short time after that two brothers by the name of Frazenberg brought to England—and later to America—a process of making paper by the use of wood. That brings us, in a very brief way, to paper making as it exists today.

Now every good paper machine makes paper and box board in three plies. The sheet, or shell, that you use is nothing more than waste paper—newspapers and clippings from the mills. That is put into a vat and ground up and pumped into a chest and, after being refined, pumped down into a series of vats, one blanket of the machine running through each vat. In consequence, although this paper looks like one-ply stock, it is really three-ply. The first ply is the cleanest

stock. The second ply, or middle ply, gives strength; and it is a stock of less quality than the outside. In other words, I might describe the difference by mentioning that some box board is sold for less than others. It is like apples; some of the good ones are on top and some are on the bottom, and sometimes we have bad ones in the middle.

This class of sheet here, six years ago sold for \$6 a ton. The price today is \$46 to \$56 a ton, the prices run from 90 cents to \$1.90 and from \$5.00 to \$7.50.

How can we get cheaper blankets? I could read you an article of quite some length on the conservation of waste, but I will not take the time to do so. There are, however, two ways in which you can conserve waste and make this stock cheaper. If you have a baling press, get two presses—but be sure you have one—and sell the paper. Do not burn a single sheet of waste paper.

I was interested in the discussion on cutting down the size of your package. If I am correctly informed, one macaroni manufacturer puts up his product in one size of package and another manufacturer puts his up in another size package, and there are some packages which are but two-thirds full. Every time you use a larger package than is necessary, you pay from 25 to 30 per cent more than you need pay for it; and furthermore you are using paper that should not be used, and are raising your costs.

The market condition on box board today is purely and simply one of supply and demand. The demand far exceeds the supply. Over two million tons of stock for fibre shipping cases were used last year. That is one reason for high prices, the excessive demand now existing, which did not exist five years ago.

Now the other grades of stock are made from a combination of waste and ground wood, jute, or soda pulp, or kraft pulp. This piece that I hold in my hand is a piece of pure sulphite coming from Sweden. It is nothing more or less than spruce wood, stripped, ground and put through a process of refining. The first ply of a piece of stock that is used for a card of this kind is made on a blanket of pure sulphite. Being waste, it gives it a light surface. Sixty per cent of that stock is waste and the other 40 per cent is pure sulphite. Manila stock is made in the same way, except with soda. Kraft, which is the outside lining of a fibre shipping case, was discovered much as blotting paper was discovered, through a bad run of sulphite, which was made in Sweden. The mill tender went to sleep and in consequence they ran the stock too long; and as a result the stock looked as if it was no good. It was found, however, to be the toughest piece of stock that was ever made. It is used for wrapping paper and containers. If it were not for this, we could not have a liner that was tough enough on the outside.

The price of sulphite, which plays an important part in paper making, was \$60 a ton 18 months ago. Today it is \$200 a ton, and before the end of the year it will be \$300 a ton. That is all due to supply and demand.

Canada, as you know, has refused to supply the United States with sulphite and there is now a bill in the house, that has not been passed yet, refusing to supply Canada with some of the important materials which we have been supplying to it until such time as trade relations are arranged so that we can get a proper supply of sulphite and ground wood. The Canadian pulp and sulphite all goes to England. This is a difficult situation.

Now a fibre shipping case is chipped, as I have described, on the inside; and there is a difference in the grade of chips. One is the poorest kind of stock; the other is a tougher kind. The reason why you can buy a fibre shipping container case cheaper one place than another is—and I might say

that I am glad I follow Mr. Smith, who spoke this morning about using better wood cases and advised you to buy a better grade of shipping case if you possibly could—due to this cause: A good many people feel, in connection with a shipping case, that all they have to do is to follow the classification department of the railroads and they will have a shipping case that will be a right. Now, I want to impress you with the fact that the classification requirement in connection with both a corrugated and fibre shipping case—and I am entirely unprejudiced on the subject because I manufacture both of them—the classification requirement is nothing more or less than the minimum that the railroads will accept.

I had the pleasure of writing the first order for sugar cases used by the sugar industry—which, by the way, is now the largest user of fibre and corrugated cases, using mostly fibre, in existence today—and the first lot of cases which they could have used was a 60-point case—varying from 60, to 100 points—they could have gotten by the classification committee with a 60-point case and it was a pretty hard thing to pull them up to the 100-point case when the classification did not require them to use anything above a 60-point case; but I convinced them that they should use a 100-point case to get their goods from their refineries into the hands of the consumer; and that it made no difference whatsoever as to what the railroad would accept, that they should figure on a better package. And you men should figure, in buying fibre and corrugated cases, a case that will carry your goods to the retail trade in a proper manner and not bring about complaints from the railroad companies that will mean claims on you as claims by the ultimate users.

Therefore, if you are about to make purchase, or are about to adopt the paper case in place of wood, which many of you are planning to do at the present time, do not consider those classification requirements; just figure out what kind of a case you require as far as quality goes, and do not fail to buy an 80-point or 100-point case if the trade demands it. Do not stick to the minimum requirement of the railroad companies, but give the trade proper service in delivering your goods in a satisfactory manner.

The fabrication of stock into boxes and shipping cases is one that hardly needs to be described. A shipping case is made four-ply. The board is combined. It is required to be a 20 on the outside and various plies in between. It is put together with silica of soda, just the same as any shipping case. Strawboard is used in the corrugated but it is always combined with silica which is used for sealing the cases.

Now, the manufacture of paper as I have described in a very brief way is purely a matter of bringing the stock from the mill to the fabricating plants, printing the sheet, cutting, creasing and gluing, and you know the carton that you are all familiar with.

The point that I want to leave with you particular is the simple point of the conservation of waste. Conserve it in any way that you can. The increased cost of board, as described, on account of the high price of raw material, is supplemented by an increase in the price of all labor and materials. The belts that used to cost \$90 a cost \$380, and it is estimated by the mills that the increased cost of papermaking the last four years—I mean now the last items in paper making—is a full 600 per cent. Now we will not get a lower price on stock. We will not get a lower price on sulphite for two years to come. There does not seem to be a possibility of it.

On account of the excessive demand on waste, there does not seem to be a possibility of a lower price of waste. We have to get a lower price for coal. We feel

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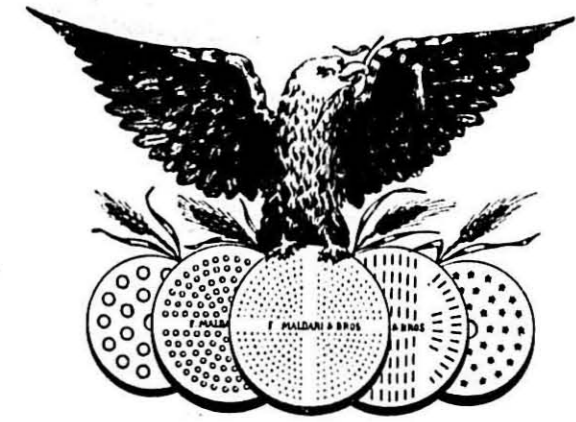
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TWENTY YEARS AGO when the American Macaroni Industry began to develop we realized its future, and that there soon would be a demand for AMERICAN MADE Dies of QUALITY.

TODAY the NATIONAL REPUTATION of MALDARI'S INSUPERABLE BRONZE DIES, with their distinctive feature of REMOVABLE PINS, tells the story of how successfully we met this demand.

The following letter tells what one of the largest Macaroni Plants thinks of our Dies, (we have many such letters.)

"Your shipment of two Macaroni Dies received, and we have tested them out under the GREATEST PRESSURE and find them standing up O. K. The pressure we tested them out at was SIX THOUSAND (6000 Lbs.) Pounds."

If YOU USE Maldari's Dies, YOU WILL BE EQUALLY PLEASED.

We have saved you one of our CATALOGUES and NEW PRICE LIST. Shall we mail it to you?

F. Maldari & Bros.

(ESTABLISHED 1903)

127-129-131 Baxter Street NEW YORK CITY

Makers of QUALITY BRONZE and COPPER MACARONI DIES for nearly TWENTY YEARS

we will get a lower price for labor when the present adjustments are cleared up, in the next two years, and there is a possibility of a decline in price during the coming year. I realize that a gathering like this you want facts and facts as to whether to buy or not to buy, and I feel that this information will be of benefit to you.

The situation as far as the printing market goes and as far as the buying market goes is simply this: there is hardly a manufacturer—and there are no shipping case manufacturers—today who is not loaded up with orders for four to six months—that is, no large manufacturer—and the advice that I would give you in conjunction with buying this material is to go to a manufacturer whom you have confidence in; place your fall and winter and spring business with him and get onto the schedules with the proviso that the price can be made every 60 days.

This winter it will be a case of service more than of price; and it is a matter purely of confidence on your part in the matter of corrugated and fibre cases and box board wrappers as to getting the goods that you want and to place confidence in them to make the right price. I think there are few folding box or shipping box houses who are getting prices today for next December, January, February and March; but there are many houses which are booking orders for that period with the understanding that the prices will be made at the time of manufacture.

The coal situation is a more serious situation as far as the mills are concerned. It takes a ton of coal to make a ton of paper. The certain scarcity of coal, or the probability of a scarcity of coal, is the great bugbear that the mill has to consider now. We anticipate full supplies for the fall and winter months and expect to give between 60 and 80 per cent full service, feeling that the situation regarding pulp and waste mills will clear up and the conservation of waste will certainly develop to an extent, this summer, so that in the fall and winter months we will have a supply that will mean running full time instead of half time.

There is this much to be considered, however, that during the last 18 months there have been nearly 100 new paper machines in process of construction and nearing completion. This means an increasing demand, such as is coming from the macaroni trade and other trades; and it is anticipated, as I said before, that we will have a 60, 70 or 80 per cent production, and it will be simply a question of supplying the demand in the best possible manner. Many of you are experiencing difficulties in getting delivery, and that is purely a matter of over purchase—I will not say "over purchase," but over requirement. We hope to be able to keep abreast of it, however.

"FREIGHT CONDITIONS"

As B. L. Benfer, the national association's traffic expert during the year just passed, was unable to be present, his partner C. H. Lampkin of Cleveland, gave a resume of the freight conditions as they affect macaroni products, as follows:

There have been a good many changes in the last year. Of course the government control has ended and, while there were a lot of things started during government control, we find it all sums up like the bill of lading case.

Recently the supreme court decided that on account of the new legislation on the subject it could not very well render a decision on it; so it decided to dismiss it and put it back to its original status; so it all has to be started over again. That is the way with most of the litigation between the carriers and the government during government control.

There have been some nice decisions handed down by the supreme court. There was the McCaull-Dinsmore decision, in which the supreme court exploded the carrier's contention that the value at time and place of shipment was the proper one on which to settle claims.

In the Jacob Decker case it decided that they must give you six months' notice before they can take advantage of that two-years-and-one-day clause.

The consolidated classification has finally been made an actuality; but it is really just a consolidation of the old classifications, with the exception of a little modification of Rule 10; therefore, it is really the same old classification we had before, only in one book.

In the Intermountain Rate case the carriers are trying to sum up all the rates to Montana and Nevada points, to the far western and coast points; they are trying to line them up on a combination base on Chicago and the Mississippi River, and of course they want to add a little to it, which is always the carrier's way of looking after its affairs.

You all know about the proposed advance in rates all the way from 30 to 35 per cent. I do not believe that anybody is going to object to it very strenuously, so long as you are kept on a parity with the rest of the fellows.

Furthermore the express companies feel that they ought to have a little more—everybody is taking a slice—so you see there is ample chance to make yourself heard before the various rate committees and the fellows who are making the rates nowadays.

Recently the commission decided to allow the shippers four days to pay their freight bills. That helps a little bit. We tried to get a week but the carriers were just as insistent that we leave it the way it was during government control; but of course, the commission had to take a middle stand on the subject.

The carriers attempted to cut out the various rates during government control, claiming that they had no traffic moved for a year. Of course, it did not move. It moved towards the seaboard and other coast points, across the water, for Uncle Sam's use and for the use of the armies across there, and for the use of our allies. Along that line I might mention the New Orleans rates. They thought that there was not any traffic moving there. We finally persuaded them that there might be some traffic and they decided to leave them for the time being.

In the matter of freight rates it practically resolves itself to this: Your classification is the basis of the whole thing, and your classification is wrong right now. Nobody can gainsay that your product is not a cereal product, and right here I want to impress on all of the members that I wish you would go on record and call your product a cereal product, and make some mention in your advertising of it being a cereal product. Every other cereal product in the classification is carried under one general classification of cereal products, cooked or not cooked. They still retain your product under several trade names, and they are not giving you the consideration they should. Our line of attack right now is to take out macaroni and its kindred products under each of the separate headings and put it under "Cereal Products." It is as easy for you to bill out so many boxes of cereal products as it is to say so many boxes of macaroni; and while the carriers are loath to fall into line on that, they have got to give it to us and we are going to beat them if it takes us all summer, as Grant said (applause).

I suppose all of you have been more or less discommoded because of the switchmen's strike, the car situation and deliveries. It is getting no better fast, to use a slang expression, and about the only way we can

help it along is to punch up those fellows down at Washington and tell them to get busy and give the boys a little rest. We may not feel that they are all entitled to it but that is about the solution of the problem; and in your own shipping and receiving, see that the cars are loaded just as soon as you possibly can load them; and unload them just as soon as they come in. That is going to bring us back, as soon as possible to normal, although it will take some years before conditions get back where they were before because all of you realize the conditions the government left our carriers.

WHEAT AND MACARONI RESEARCH

Harrison Howe of the National Research Council of Washington, D. C. told the macaroni makers how that body could be of help to these food manufacturers in a brief address which follows:

I only wish to give you some information to refer to your executive committee for further consideration. The National Research Council was formed during the war. In 1918, by executive order, it was made perpetual. It is not a government organization, although it does invite government cooperation. It has money to pay overhead expenses. It has no money for research.

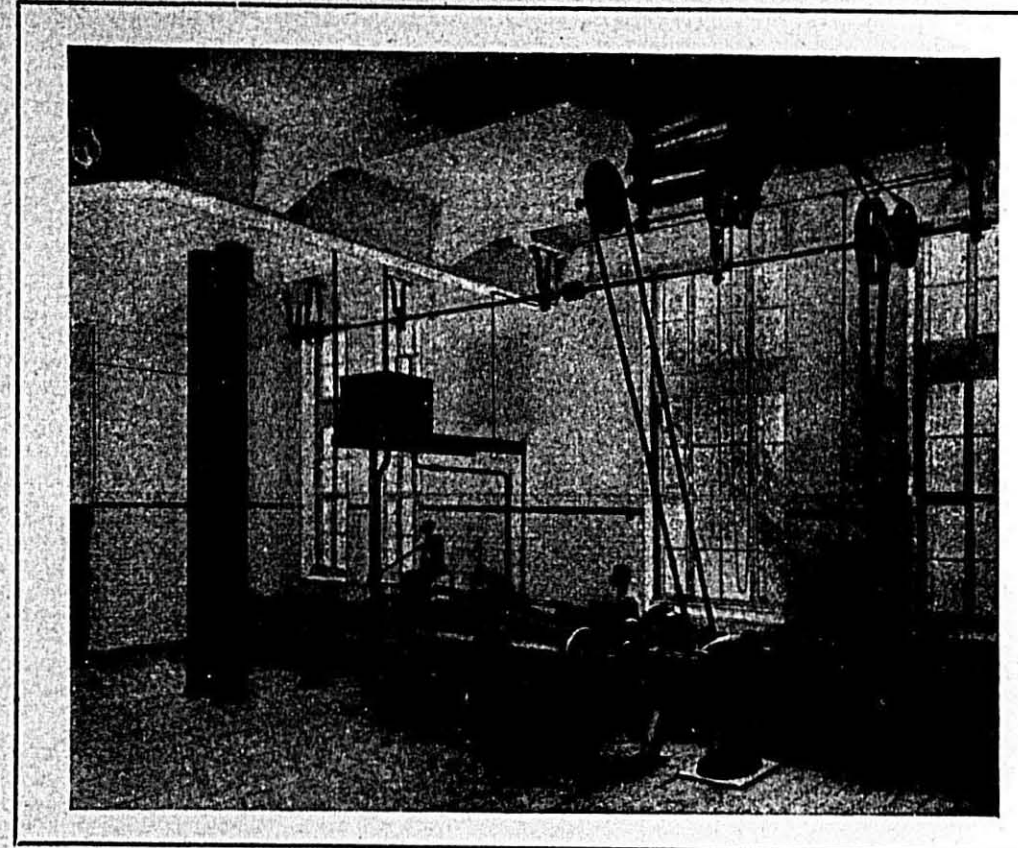
The projects which are backed by this organization were passed through the various divisions and finally to the executive board of our council; and we feel that a project that has gone through this process is worth of support. We have had several projects under investigation, but one of these—wheat—I would like to have you consider and refer to your executive committee. I am jumping over a great many details here with the idea of conserving your time.

It was through the researches of Dr. Carlton that both durum wheat and Kharke wheat were grown here. It was possible to grow the durum wheat in dry lands, where no other wheat had been grown, and to supply you with raw material and to provide an article for export, which had not existed before that time. One firm exported two million bushels of durum wheat, which was a new line. Until the Kharke wheats came in we had a great deal more winter wheat than since that time. There have been thirty million acres of winter wheat abandoned because it was not able to withstand the winter. A great deal of wheat was killed last autumn by the Hessian fly. I have heard something of the action of the wheat. The actual world situation on wheat, I think, is very much worse than most people are willing to admit. With rust and organization of transportation and other things we have what is really a deceptive wheat supply. We have in this country many areas where wheat is not being grown successfully because it is not growing in the right kinds.

Dr. Carlton is no longer with the department. You have heard how the various preparations for scientific work have been curtailed. The government is taking up study of symptoms, just like your physician who takes care of all his cases and has only little time for research. That is the reason for the Rockefeller Institute. So the Department of Agriculture, notwithstanding its approval of this kind of work, is not going into a thorough, world wide research of the wheats of the world, which we believe will take about 10 years.

To remind you of the types of wheat required in this country, I may call your attention again to the necessity of hardy wheats. We want early wheats from California or Arizona. We want more resistant wheats and drought resistant wheats. We want harder wheats.

Our division of biology and agriculture has gone into this matter thoroughly and have decided to try to find enough



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Make any kind desired. Stell supports for long or short macaroni. Bronze Leaf Moulds extensively used for Spaghetti, Vermicelli, Noodles, etc. manufactured to suit.

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among those who are interested, to manage this type of research. The plan is to send Dr. Carleton, who is the one best man experienced in this work, into foreign countries where, owing to climatic conditions or their methods, they have strains of wheat which can be imported to our country and which will fulfill our needs. He would send to us here the seed he finds and we would develop it in nurseries here, and afterward through the agricultural stations; and later by you gentlemen and by the bakers with respect to their own specialties. So there is no intention of bringing in a wheat that will be a great thing for the farmer, but which might not be adapted to any particular special need.

We have no delusions about the difficulties of financing things of this kind. While I believe a 10-year study will wind the thing up, we are not disposed to go to the industries and ask them for the necessary funds for such a campaign. We have decided to ask those who are interested to go in on a 5-year basis, believing that in that time enough will be shown to justify going on with the work. We have included the farmer among those who should be interested in this project. We have divided the classes into farmers, millers, specialty manufacturers, grain dealers and your own association.

I am interested in this matter. Out of 95 acres, last winter, I lost 70 acres because of the quality not being resistant.

I feel, also, that the mills and a number of the macaroni manufacturers in reality owe a small debt to science for what has been done thus far in developing all kinds of wheat—and especially the durum wheat—at public expense. There is an opportunity in this matter to repay a part of that debt which you owe to science; and there is also advertising value in being directly identified with a scientific movement which is aimed at public welfare. The work contemplated in no way conflicts with the good work now going on, looking toward the development of wheat in this country. This work contemplates supplementing that effort and bringing, from anywhere in the world where it may grow, the kind of wheat that we require for our special purposes.

I do not wish, Mr. President, to take any more time in presenting this matter unless there are any questions to be asked; but it would be very helpful if you gentlemen, without any financial obligation, would express approval, or condemnation, for the efforts we are making in this type of research; and if you feel disposed to direct your executive committee to take up such details as financial matters, it would assist us greatly.

I would say that the total sum of money needed will run about \$10,000 or \$12,000 a year; and if the executive committee upon careful consideration should be able to find a way to be responsible for \$1,000 a year from this association, towards that project, it would be all that we should in any way expect.

PRESENT AND FUTURE PRICES

E. F. Hale, representing Shane Bros. & Wilson Co. of Minneapolis, read an instructive paper on "Present and Future Prices" prepared by P. M. Marshall of that company. It follows:

In a normal year at this season it is not difficult to judge by proper consideration of usual trade factors the future trend of the market. It is usually just a matter of a large crop or a short crop; the former condition meaning that we will have a surplus for export, which will result in marketing the entire crop on an export basis, which is usually lower than our domestic basis; the latter meaning that with only a limited supply, bidding will be keen and prices high.

This year, however, we must go far beyond the usual sources of our information.

We must consider factors of world wide and striking influences, which could almost overnight overturn any price predictions based on a mere standpoint of crop out turn. To what extent these outside influences will function we cannot tell. There is for instance the present financial situation in this country and abroad and the fluctuating standard of foreign exchange. There are the almost continuous living cost investigations which have apparently accomplished nothing but their political purpose, but have had their temporary effect on commodity prices, causing rapid fire fluctuations, but which advanced as much as they lowered values. There is, more acute than all of these, the transportation situation, which is really the most serious and the most important problem that every manufacturer is facing today. It is a problem that we cannot attempt to discuss in this paper beyond calling attention to the demoralization of the railroads as being an absolute menace to business progress and as a bar against a return to normal conditions. Commodity prices on the farms may be low, but what good does that do the consumer if there is no motive power or no empty cars in which to move the farm products to consuming terminal markets? This car shortage has already been the controlling influence of our wheat and rye markets the past several months. It, more than actual crop prospects, may continue to govern the situation if relief is not found and steps taken toward a more regular flow of commodities from the farm to eastern terminals. However, this is a problem that we must put behind us, because it is a railroad rather than a wheat question. We can after all only look at the basic crop conditions in forming an opinion of next year's wheat and flour values, because these other conditions are but a gamble either way and had best be faced when they arise and not in anticipation.

New durum wheat seldom reaches the Minneapolis market before the first or second week of September, so we still have over two months to go until we are grinding new crop wheat. Of last year's thirty-three million bushel durum crop it is estimated that two and a half million bushels are still to be marketed. This should amply care for the demand as it is not expected there will be a very broad inquiry for durum products from the macaroni trade in July and August and the exporters seem to be, for the time being at least, fairly well covered.

WANTED TO BUY

Established Macaroni Business

We are interested in receiving proposals from companies desiring to sell. Upon receipt of same we will go into the matter in further detail. Our interest is in behalf of one of our clients who is desirous of obtaining a modern macaroni plant.

L. V. ESTES, Inc.
Industrial Engineers

202 S. State St.

CHICAGO, ILL.

Assuming that both trade and receipts come along evenly during the next six weeks the one should just balance the other. We look for little if any change in price during this period, but consider that what trend the market shows will be toward a slightly lower level following influence that favorable crop prospects always promote.

In the spring wheat territory the acreage in general is considerably below last year's but a number of grain men who have carefully surveyed the situation are of the opinion that the durum acreage has been increased 10 to 15 per cent and that with the splendid current prospects a forty-five to fifty million bushel durum crop may be expected. The farmer has found that durum was a more certain crop than some of the other varieties of wheat and is sowing more of it, but a larger proportion of this year's durum may be of the red variety. Relatively good prices have been paid for that red durum this year and as it yields very well it is an attractive crop for the farmer. It, however, is not available for macaroni, as it would not mill into semolina of satisfactory quality. There need be no fear, however, of insufficient supplies of the good amber durum, as it is estimated ten million bushels would be ample to supply the domestic demand for semolina and durum flours. There will be according to present prospects a goodly surplus, practically 75 per cent of the expected durum crop for export next year.

Our crop in the northwest went in the ground late, but the weather since seeding has been ideal and the result is a strong, vigorous, well-stooled plant which is in position to withstand a siege of dry weather or hot winds should either come later on in the season. Of course the northwestern crop is still a matter of scenery. Things are green and always look well in June. Our damage when it comes is in the first two weeks of July, but prospects at this time of the year have never looked better than they do today. It is likely that the country will have at least two hundred million bushels of wheat of all varieties to export. A large proportion than usual will be durum.

We have heard from all sides the reports of the world's shortage of bread stuffs and opinions that Europe would be in greater need and closer to an actual starvation basis next year than they were any time during the war. It would seem to us, however, that those who so figure do not properly interpret

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Special Constructors of
COPPER and BRONZE
MOULDS

For Macaroni and Fancy Pastes

Also Steel Supports with Copper Leaves
for Vermicelli, Noodles, Etc.

REPAIRING OF ALL KINDS OF MOULDS

We Guarantee the Best Material and Workmanship.

YOU MUST HAVE IT

Perfect Bronze Moulds with our Patented Removable Pins; holes and pins same size, firmly centered, giving uniform goods. Suitable for hydraulic presses as they take less pressure and are easy to clean.

Ask for illustration. Price will be quoted on size of mould and goods desired.

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OFFICE AND FACTORY

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SELECTED AMBER DURUM

Our Durum Semolina and Durum Flour is milled from the highest grades of selected Amber Durum obtained from the Macaroni Wheat Section of the Northwest.

Ground coarse, medium or fine as best suits your wishes. Superior raw materials for superior quality macaroni products.

Write or wire for samples and prices.

Sheffield-King Milling Co.
Minneapolis, Minn.

Europe's requirements under present conditions. They seem to be interpreting the amount of wheat and other cereals that must be imported elsewhere on the basis of what Europe used before the war, but Europe is not and will not be on the same per capita consumptive basis this coming year as she was in the prewar period. Take France for example, which was the largest buyer of our rye and durum this year. It is said on very good authority that she will be self supporting the coming year if her present crop prospects hold. France anticipates a wheat crop this year of two hundred and seventy-five million bushels. Her normal consumption before the war was three hundred and thirty million bushels, but French officials say this year's crop will be ample and it undoubtedly will be for we must not forget that the French mills are operating on a basis of 13 per cent longer extraction than they did in the prewar days. All other foreign countries are on the same economical basis. The more important nations of Europe are not starving, but they are economizing as a matter of national and patriotic duty. Even were world stocks more plentiful, these countries would import just as little bread stuffs as possible in order to help just that much to bring the rate of exchange on their own money to a normal basis.

Take England for another example. Their bread is better than it was during the war but nothing to compare with their prewar loaf. At the same time there is no disposition to better it because they are working with all their might to improve the exchange rate on the pound sterling and that can only be accomplished by minimizing imports. The British government is taking a loss on every bushel of grain and barrel of flour imported and accordingly have no desire to increase these losses and as a natural consequence just recently announced that the blended flour sold in England must contain no more than 20 per cent imported flour. Therefore, regardless of Europe's need, we must not lose sight of the measures that have been enacted for economy's sake; the fact that those countries which have been in the greatest need have the least money with which to purchase and the further fact that our own wheat crop will undoubtedly permit the exporting of two hundred million bushels aside from a good surplus of rye and barley.

Taking it all in all therefore the situation does trend towards a lower level of prices for durum products during the fall grain movement. We are not bearish to the point that we feel prices will simply go to pieces and the bottom drop out of the market. There is no likelihood of a return to five or six dollar semolina, but we do feel that for the long pull on the crop the market will be weak and gradually seek lower levels than have been paid for the past six months. If money is tied up at home and former accommodations cannot be given merchants and elevators whose purposes are entirely legitimate, it will certainly be withheld from any one whose intent is simply to accumulate stores and hold for advance.

Exports are difficult both from the standpoint of domestic handling and of foreign funds. This country's crop is considerably in advance of an average 10-year condition and anticipated yield. Some European nations that have been wholly dependent upon America for several years are now self supporting. The condition of others has improved.

In short it seems that the best advice that can be given at this time to the macaroni trade is to carry good stocks, not from consideration of what the market may or may not do, but to guard against railroad difficulties and transit delays, but beyond that point to buy sparingly and only as needed, watching the market closely for an opportunity in the fall to contract to good advantage. The situation is so complex, con-

ditions may change very sharply and the flour buyer should keep himself better posted than usual, staying close to shore until he has an opportunity to cover his requirements on a more favorable basis. There is far more likelihood if you contract largely to carry your bookings down on a breaking market than to profit by them on the advance and the millers will do the very best they can to keep you fully posted and help you protect your next year's contracts to good advantage.

IMPORT DUTIES

"Import Duties in Relation to Macaroni Manufacture in this Country" was the bases of a live talk by W. T. Leonard of the Wm. A. McDonald company of Brooklyn. With the prospect of early renewal of European competition the manufacturers listened with interest and determined to do everything within reason to hold the market that they had gained during the past five years. It follows:

I hope that this convention will not adjourn without taking some action on the tariff on macaroni. It would be foolish for you to feel that this question is not a serious question at this time, and that it should be put off till some other convention. The figures and statistics necessary to a proper presentation of this subject would take a long time to gather and I feel that this is the time—today—to take some action to insure our finding out where we stand.

It is of great importance to every manufacturer to find out his costs, between now and the coming session of congress which meets in 1921, in order that the committee that is to present this matter to congress will have an intelligent basis from which to work.

I want to say that we come in contact with manufacturers doing an export business to some extent, and we have only one criticism to make and that is this: That they are jeopardizing the reputation of American manufacturers by the "stuff" they are putting out for export and the prices asked. You would perhaps be surprised to know that great quantities of macaroni are being offered today on the New York market at \$2.00 per 20-pound box and the people taking the orders say that it is pure semolina goods.

Now, you and I know that it is not so. When that "stuff" goes into the European markets—it seems to be going to Belgium at present—it is not going to add to the reputation of the manufacturer. It does great harm. We are not interested in low prices. We wish to see the manufacturer get as high a price as possible because we feel—although many do not agree with us—that there is a chance to build up an export business if we give the foreign buyer a square deal; but during the past three years a great many manufacturers have taken advantage of the European buyer because they have made "stuff" to sell at a low price rather than on its quality; and they are still doing it today. It does no good to come to a convention and talk about the needs of the industry, unless we follow it up; and while you may think we are criticising, still we are in a position to criticise, because we come between the foreign buyer and the manufacturer, and we know that a great deal more business can be done if the manufacturer will give the foreign buyer a square deal when he sells him macaroni. In selling goods at \$2.00 a box, claiming it is pure semolina, you are not giving the industry a square deal. We want to see macaroni exported in a way to insure our retaining a good reputation for fair practice.

The question of the competition which will have to be met when the importation of macaroni again becomes a serious factor in the market and is one that vitally effects the future of each and every macaroni manufacturer in this country. It is in our opinion a time for every manufacturer to stop and think of the future of his particular plant and what will be his position when the foreign importation begins after Europe has found itself and has begun production upon a scale that will permit the several producing countries to sell their surplus production.

We think you will agree that if you will examine the progress of your industry during the past years you will have to agree that it has progressed because of a world shortage, and we think you will further agree that a great many manufacturers have not accepted the opportunity to build up a sound and permanent business because they too often overlooked the question of quality, and, in plain words, a great many have overlooked fundamentally sound business ethics.

Our concern itself is young but during our experience we have observed that no industry in which we came in contact is so careless of its future as the macaroni industry.

LIBERTY TAPE

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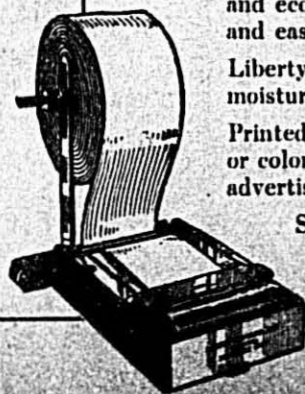
LIBERTY Tape (gummed sealing tape) protects packages against the hazards of transportation. It provides the most durable and economical binder for all corrugated and fibre cases. Quickly and easily applied.

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Samples and estimates will be sent free upon request.

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Package Macaroni Business FOR SALE

On account of needing the space now occupied by our Macaroni department, for our Bread business, we are closing out this department either as a going concern or in lots to suit the purchaser. The equipment is modern and in perfect condition. Among the principle pieces are the following:

- Johnson Automatic Sealer (Capacity 60 Boxes per minute)
- Alvey Mfg. Company Motor Driven Saw
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- Walton Hydraulic Press
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SPECIAL CONSTRUCTORS OF DIES FOR MACARONI, SPAGHETTI AND FANCY PASTES

Our dies insure uniform and well-shaped Macaroni, —Vermicelli,— Noodles and Fancy Pastes.

Our factory is conveniently located for prompt service to macaroni manufacturers in the central part of the country.

Our Repairing Service Is Unexcelled
Both Material and Workmanship Guaranteed

We build and repair Macaroni Machinery; also get our prices on Machines and Dies before placing your order.

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Is your Carton a Salesman?

To the prospective buyer, the carton is the quality standard of your product, therefore your service and the quality of your product hold the business.

An attractive quality-made carton has real sales value—why not get the best—let Waldorf make your cartons. Let our art department revise your old carton or make you a new design.

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ST. PAUL, MINN.

CORRUGATED AND SOLID FIBRE
SHIPPING CONTAINERS,
FOLDING CARTONS.



Trade abuses exist in the industry to a greater extent than in any other food packing line that we know of. A great many manufacturers appear to be in business for pleasure and seem quite satisfied with no profits, and in some cases actual losses. This condition is brought about by unnecessary cutthroat competition with a tendency on the part of some to seek markets quite distant from their scene of operation.

We believe that one of the difficulties of the macaroni manufacturers is a failure to properly study the subject of intensive salesmanship and a failure to have their neighbors know them and their goods. Another important defect, and we might say the most important defect of the industry as we see it, is that so many of the manufacturers are failing to properly supervise the production of their goods, resulting in serious complaint from the trade as to quality and packing.

The consumption of macaroni and kindred products is increasing daily and careful attention on the part of the industry in producing macaroni and putting before the housewife the advantages of the product from the standpoint of a wholesome food will so increase the consumption of this valuable food as to give every manufacturer now in business, and a great many who could yet go into the business, a very active and profitable volume of annual sales.

We would not have you think that we have come here to criticize needlessly. Our firm is as much interested in the future of the industry as any of you. We believe in the future of macaroni. We think that we give more attention to this product from the selling standpoint than any other similar organization in this country. We specialize in the sale of the article and we know the article, and because of our position we are able to observe the viewpoint of the trade as well as the viewpoint of the manufacturer, and, if we were not interested in the macaroni industry, we certainly would not have attended this convention, but we are following the progress of the industry carefully, and we are very glad to say that the efforts of the Macaroni Journal and the untiring zeal of your secretary is quite in line with what we think should be done to improve the outlook for the future.

It will not be much longer before Europe realizes that she must work and produce and particularly produce food. The present abnormal exchange conditions will force Europe to work or to starve, and recent reports from various centers of Europe show that the present crop of wheat is much greater than that of last year, and that there is a gradual resumption of productive activity, which is sure to result in a lessened demand from this country for finished food products derived from wheat, and owing to the decimation of the Europe populations by the

war it will not be very long before there is a surplus of certain foodstuffs for export, and no manufacturer should put off for a day the importance of determining for himself whether he is doing all that he can possibly do to put out a first class product at a price that will justify him in remaining in business.

Selling efforts should be confined within an area that will enable the manufacturer to ship his goods conveniently and to points that will permit of the arrival of the goods in a reasonable time, as the turnover of the macaroni business is quite as important to the manufacturer as it is in any other line. Banks are scrutinizing credits to an extent that should cause all manufacturers and producers to so arrange their business as to get along in the near future with as little credit as possible, and one of the ways to do this is to turn your goods over as quickly as possible.

The question of packing macaroni, particularly bulk, is of prime importance, and if we were to make any recommendations to your convention, it would be that the macaroni manufacturers adopt, if possible, a stronger container for their shipments. No doubt the prohibitive cost of lumber will seriously interfere with such an arrangement, as the box question is an important element in the consideration of costs, but, if all the manufacturers would adopt the same kind of box, no one would be hurt by unfair competition. We think that the macaroni box should be made of at least a 3/8-inch side, top and bottom, which would result in a very satisfactory and strong container, suitable both for export and domestic shipments.

We believe that this is an opportune time for the resumption of the advertising program which the industry handled last year. We believe that the manufacturers should get together more closely and should realize the importance of putting the advantages of their product before the American public in order that macaroni may be made a staple article of food instead of a specialty product. The macaroni industry could learn much to its advantage from the National Canners association which is continuously putting before the public the several advantageous features of canned foods and also is informing the public fully as to what is being done to insure quality and safety in canned fruits and vegetables. We think that something of the same nature should be done by the manufacturers, and we are informed that the manufacturers are doing something along this line at present.

The secret of success of the big manufacturing concerns of the country and the several successful industries is very closely knit organization both in the plant and among the members of the industry. Meetings are frequent and useful, and competitors learn more of each other, which results in

a gradual breaking down of the competitive spirit of antagonism and is replaced by a genuine desire for the betterment of the industry as a whole rather than an undue advantage to any particular canner or manufacturer. Organization and cooperation were never so important to the success of industry and commerce as at the present moment. You need not refer to the serious unrest among labor which can successfully be met only by organization on the part of industry to the end that labor may have a square deal and that the manufacturer will receive a proper reward for his brain, energy and capital. We think that the time for the settlement of these various problems is now and that the manufacturers should think seriously of their program to meet foreign competition. You should not sit back and feel that owing to the unsettled conditions existing throughout the world that this danger is remote and something to be put off to a later day. We believe that imported macaroni will be seen within a period of months here, and the various agencies of your industry should work harder than ever before to properly prepare the industry as a whole for the onslaught of the foreign product.

In order to equalize competition and put the American manufacturer on a basis that will permit him to compete successfully with the foreign goods a concerted and organized effort should be made to have congress see the importance of a tariff to be put upon the imported macaroni, and that this tariff should equalize the cost of production here and abroad. In order to properly present this to the committee of congress that will consider this matter, a careful analysis of production costs in this country with accurate information regarding the conditions abroad should be gathered between now and the next session of congress, or at least the statistics should be ready for the session of congress beginning March 4, 1921.

No time should be lost in setting up the necessary machinery to obtain this information, as it will be a labor well spent and will benefit the industry as a whole and the manufacturer in whatsoever part of the country he may operate should feel uninterested in this subject. It is a matter that will interest the east and the west, the north and the south, and it is only by getting together to hold an opinion of the manufacturers, or at least a good share of them that any successful results can be had.

RESOLUTIONS

The general sentiment prevailing in the industry on matters of present day interest was expressed in resolutions prepared by the resolution committee

and unanimously adopted by the convention as follow:

Peace With Honor

WHEREAS, the uncertainty brought about by our semi-war relation to the world in general has a harmful effect on all business, therefore be it

Resolved, that the National Macaroni Manufacturers association voices the unanimous opinion of its members and of the trade in general that peace should be consummated without delay and with such reservations as will safeguard the interests and the integrity of the nation. The "Peace with Honor" for which we fought so valiantly with our Allies should enable us to work harmoniously with them in the peaceful ministrations needed throughout the stricken world.

Cooperation, Employer and Employee

WHEREAS, as employers of labor in our industry, we believe in loyal cooperation between employer and employe to the end that the production of life's necessities may be promptly and largely increased, and

WHEREAS, we feel that the workers are entitled to fair wages, reasonable hours and healthful working conditions and that they in turn should render efficient service to their employer, therefore, be it

Resolved, that as manufacturers we do everything in reason to promote the spirit of cooperation between these two classes.

Favoring Honest Packages

WHEREAS, it is still the practice of some macaroni manufacturers and distributors to pack their products in carton and containers that are over size and not well filled, and

WHEREAS, such cartons and containers are not only deceptive and misleading to the consumer but an unwarranted and unnecessary waste of material the price of which is constantly soaring, therefore be it

Resolved, that we favor a well filled package with the double purpose of being honest

with our consumers and being conservative in the use of packaging materials by eliminating unnecessary waste.

Reducing H. C. L.

WHEREAS, the macaroni manufacturers are placing on the markets of the world one of the cheapest and most substantial foods known, and

WHEREAS, we are desirous of aiding in every possible way the work of research and investigation to bring about lower prices in all the necessities of life, therefore, be it

Resolved, that we join with the various state and government authorities in all rulings, investigations and researches that have for their object a gradual reduction in the price of life's necessities and that we show our earnestness in this matter by continuing our past policy of demanding only a reasonable and legitimate profit on our products.

Favoring Fair Tariff

WHEREAS, American industries during the past five years have been called upon to fill the demand for goods formerly imported, and

WHEREAS, millions of American dollars have been invested in American plants, which with the coming of peace need the protecting hand of our government, and

WHEREAS, this is particularly true of the macaroni industry which heeded its country's call to the extent not only of supplying domestic wants but of exporting considerable quantities to aid our valiant Allies, therefore, be it

Resolved, that we urge all macaroni manufacturers to give special heed to tariff matters insofar as they affect our industry and that we join with the other American industries in claiming the protection which our loyalty to the government and country in time of need warrants.

Against Misrepresenting Goods

WHEREAS, there is still a tendency on the

part of a few unscrupulous manufacturers to misrepresent and misbrand their products for the purpose of misleading the purchaser to believe that they are of a standard that they never even attempt to attain, and

WHEREAS, this dishonest practice by a few tends to throw suspicion on the entire industry, therefore, be it

Resolved, that we acclaim our purpose to work in harmony with the government and with state food officials who are trying earnestly to eliminate this evil and that we favor the passage of a uniform national law that will make it an offense thus to advertise and sell goods whatsoever through misrepresentation or misbranding, and be it further

Resolved, that the National Macaroni Manufacturers association heartily favors the passing of a national law to bring about a uniformity of labels on goods manufactured for food purposes.

Against Excess Profits Tax

WHEREAS, the excess profit tax puts a penalty on thrift and economy and a premium on inefficiency and waste which is harmful and detrimental to the best interests of all classes of business, therefore, be it

Resolved, that the National Macaroni Manufacturers association recommend that congress repeal this excess profit tax and substitute for it a more scientific and less cumbersome form of taxation which will result in a minimum amount of revenue sufficient for the necessary economical operation of our government.

Patronizing Journal Advertisers

WHEREAS, the launching of the New Macaroni Journal a little over a year ago marked a new era for our national association and for the macaroni industry on this continent, and

WHEREAS, this new publication is made possible by the generous space contracted for by

(Continued on page 56.)

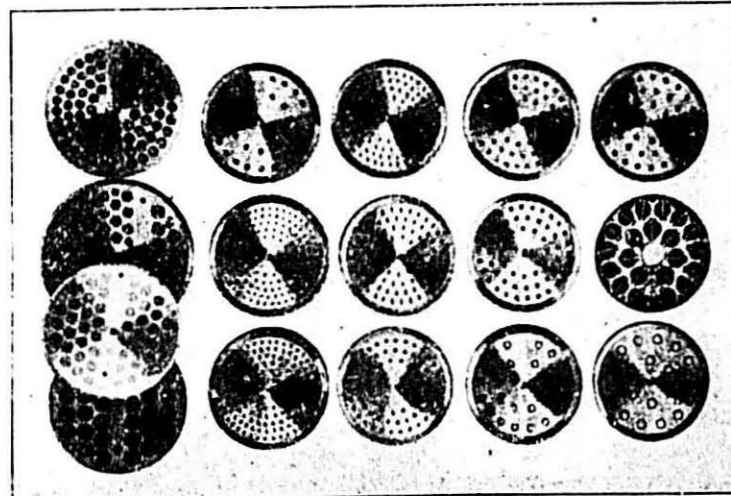
HIGH GRADE DIES

FOR ALL KINDS OF MACARONI

Dies of any diameter for Spaghetti, Bucatini, Mezzani, ribbon shaped, smooth and curled Macaroni. Dies for Ditali smooth and grooved, Conchiglie, Lumache, Etc. Supports with copper and bronze leaf for long, round and ribbon shaped pastes.

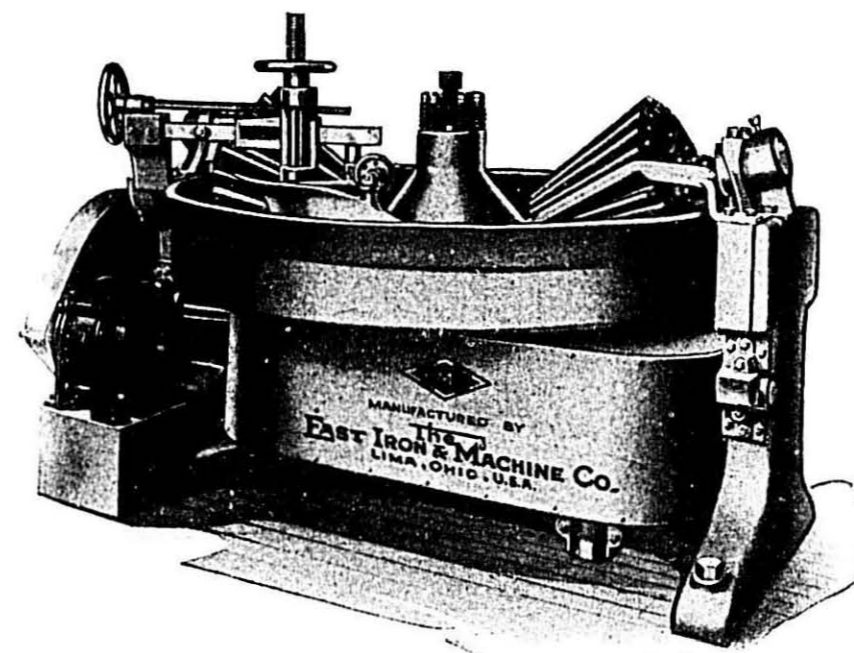
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MACHINES FOR FANCY NOODLES**

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The Kneader you need
to knead the dough.



A few of the reasons for its unequalled efficiency are: Extra strong frame; scientifically designed rolls and plow; scrapers at rolls to prevent dough from climbing; excellent lubrication system; design and construction. Experts say that it produces better doughs in less than half the time required by other kneaders.

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is the last word in modern mixing efficiency. It is a heavily built double-agitator machine, equipped with our patented agitators which insure just the right amount of kneading action to produce perfect doughs of absolute uniformity in color, moisture and temperature.

"EIMCO" Machinery:—Mixers, Kneaders, etc.—means up-to-the-minute equipment; the kind that reduces costs and improves the products.

If you want early deliveries, get in touch with us now.

The East Iron & Machine Co., Lima, Ohio. Chicago Office
Marquette Bldg.

The New Macaroni Journal

(Successor of the Old Journal—founded by Fred Becker of Cleveland, O., in 1903)
A Publication to Advance the American Macaroni Industry

Published Monthly by the National Macaroni Manufacturers Association

Edited by the Secretary, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE

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

SUBSCRIPTION RATES

United States and Canada - - \$1.50 per year in advance
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Back Copies - - - - - 25 Cents

SPECIAL NOTICE

COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

The NEW MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of the New Macaroni Journal reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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Display Advertising - - Rates on Application
Want Ads - - - - - Five Cents per Word

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Vol. 11 July 15, 1920 No. 3

Macaroni Sauce Boosts Sales

Anything that tends to increase the consumption of macaroni products is eagerly grasped by the progressive manufacturer and used not altogether for selfish interest but also for the benefit of the trade in general.

It is an admitted fact that the American housewife would use this nutritious food in increased quantities if she were able to prepare it in the appetizing way in which the Italian and French people do. That this can be done has been proven by the Workman Packing company of San Francisco, which after years of study and experimentation has succeeded in producing a macaroni sauce that makes it easy even for the inexperienced cook to prepare this food in a manner "fit for a king".

This sauce or dressing has been used for the past few years in the Pacific states and has given much satisfaction, as indicated by many letters of commendation sent to the manufacturer by women and retailers who have tried it.

This preparation is known as the IXL sauce. It is composed of 12 different ingredients, including mushrooms spe-

cially imported for this purpose, and is beyond a doubt the most perfectly blended and scientifically prepared dressing that ever has been offered to the public.

As an indication of just how necessary it is for macaroni manufacturers to get behind "business boosters" of this kind, we quote a few extracts from letters received by the company:

"My two boys who seldom ate macaroni now want it served twice a day since the use of IXL sauce gives it just the right taste," says J. Murphy of San Francisco, a grocer who has been selling macaroni for years.

"My little girl 21 months old is being served this delicious food under the direction of the family physician," says J. W. Trask of the same city in talking of macaroni prepared with this sauce. This is only one of the many cases where physicians recommend macaroni, spaghetti or noodles for growing children and sick people, especially when properly prepared, as can so easily be done with this appetizing and nutritious sauce.

In their advertising campaigns macaroni manufacturers should not overlook the advantages offered by calling the attention of consumers to similarly prepared and equally nutritious sauces that unquestionably will tend to increase greatly the consumption of their product. Teach the housewives how they can prepare macaroni and spaghetti in a way that it cannot fail but be appetizing, and then rest assured that each family so educated will immediately double or treble the use of this food as one of the essentials on the menu.

RESOLUTIONS

(Continued from page 55.)

the millers, the carton manufacturers, the macaroni machine builders and other allied trades, practically all of whom have renewed their contracts, some for increased space, therefore, be it

Resolved, that the macaroni manufacturers show their appreciation of the assistance given by the allied trade by showing them preference in the purchase of raw materials, containers, machinery, etc.

Thanks to Speakers

WHEREAS, practically all of the speakers appearing before this convention have come long distances at their own expense and have sacrificed their own pleasures and businesses to bring us the messages which have greatly appealed to us, therefore, be it

Resolved, that we offer our sincere thanks and appreciation to all of the speakers for their interesting and enlightening addresses presented during this convention.

Thanks for Local Entertainment

WHEREAS, this convention has greatly enjoyed the sincere hospitality of the people of Niagara Falls, its Chamber of Commerce and the courtesies shown us by the management of The Clifton Hotel, and

WHEREAS, we feel doubly obligated to Messrs. Fred Krueger, Theodore Banks and Joseph Bellanca, flour salesmen of Buffalo who aided materially in the preliminary convention arrangements, therefore, be it

Resolved, that we extend to all who kindly aided in making this convention a huge social success the sincere thanks of all the macaroni manufacturers and their guests at this gathering.

Thanks to Fred Mason

WHEREAS, our good friend, Fred Mason, president of the American Specialty Manufacturers association and president of the Shredded Wheat company, personally attended all of our sessions, arranged various entertainments and courtesies that unquestionably have made our convention more beneficial, profitable and pleasant, therefore, be it

Resolved, that the National Macaroni Manufacturers association extend to him hearty thanks and appreciation for his friendly attitude, his kind assistance and his genial cooperation.

Resolution of Sympathy

WHEREAS, we learn with deep regret of the untimely death of the wives of several of our members and representatives since our last convention, namely—Mrs. Frank L. Zerega of Brooklyn; Mrs. Tony Busalacchi of Milwaukee, and Mrs. Fred A. Hamilton of Cleveland, therefore, be it

Resolved, that this convention extend its sincere sympathy and deepest consolation to our bereaved friends.

RESOLUTIONS BY MOTIONS

That the National Macaroni Manufacturers association go on record on the following points of vital interest to the industry:

a. Favoring the establishment of a laboratory at Washington, D. C., where members of the industry may obtain expert chemical and technical advice; where researches may be made with the idea of establishing proper standards for macaroni, noodles and semolina; where arguments in favor of proper tariff rates may be prepared; and where everything

—FOR SALE—

Noodle Machines

On account of installing a new automatic motor driven noodle-cutting machine, we have for sale—

One Cavagnaro 14 in. combination roller and noodle cutter, with three sets of rolls—fine, medium and broad.

One Champion automatic reversible brake.

One J. H. Day brake.

All slightly used but in A 1 condition. WRITE FOR PRICES.

International Macaroni Co.
JOLIET, ILL.

Position Wanted

Manager, thoroughly competent in Macaroni factory, with best drying system, is open for engagement in States for August next. Presently manager in Canadian factory, able to reorganize any plant, will submit sample actually made. References. Write or wire to Box 16, Station N, Montreal, Canada.

John J. Cavagnaro

Engineer and Machinist

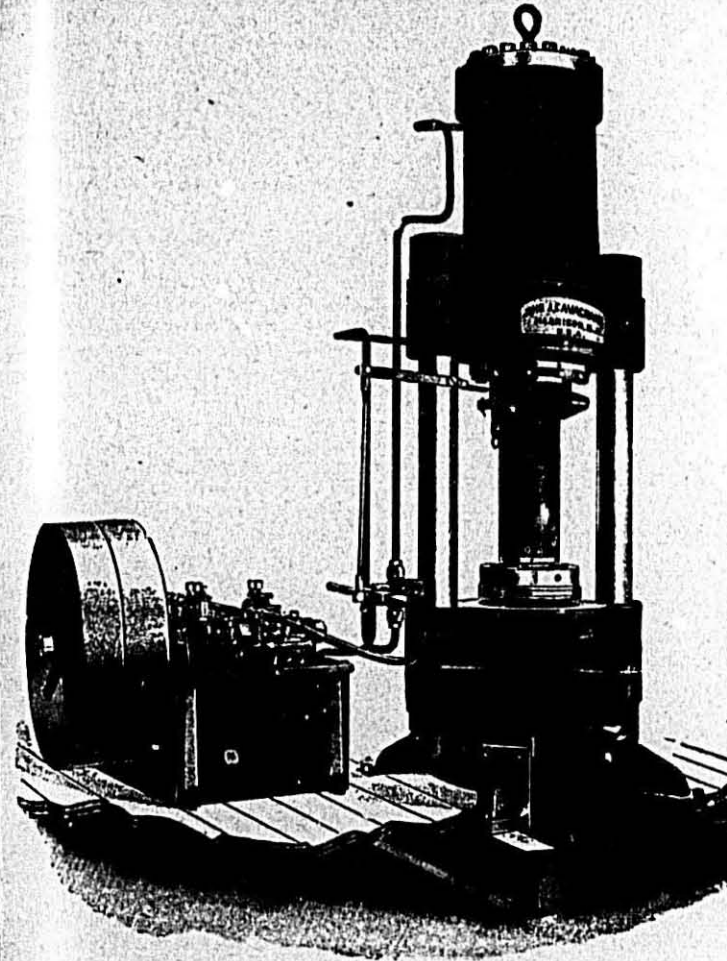
Harrison, - - - - - N. J.

U. S. A.

Specialty of

MACARONI MACHINERY

since 1881



N. Y. OFFICE & SHOP

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There are three requisites to be considered in buying

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

can be done to bring about a closer and more harmonious cooperation with government bodies and officials.

- b. Favoring laws that will do away entirely with coloring matter in all macaroni and noodles.
- c. Favoring a concerted fight on macaroni weevils.
- d. To work in harmony with the Federal Trade Commission to the end that some of the macaroni trade abuses be eliminated.
- e. Favoring an 8-ounce package as the minimum, with all cartons reasonably well filled.
- f. Favoring appointment of a special committee of three bulk goods manufacturers to study the question of best containers for shipment of macaroni in bulk, for both domestic use and export. (Will be appointed by executive committee, later.)
- g. Favoring further consideration by the bureau of chemistry at Washington, D. C., of the standards of macaroni, noodles and semolina before a final ruling is made, that the views of all manufacturers, east, central, south and west may be heard.

Women Who Were There

The ladies in attendance were royally entertained by Mrs. Fred Mason of Niagara Falls, N. Y., ably assisted by the genial and lovable wife of president of our association, Mrs. James T. Williams. Among them were: Mrs. James T. Williams and Mrs. W. J. Ryan, Minneapolis; Mrs. Leon G. Tujague and sister, New Orleans; Mrs. D. Cowen, New York; Mrs. C. F. Mueller, Jr., Jersey City; Mrs. C. Clarkson and Mrs. C. L. Cuthbert, Chicago; Mrs. C. H. Hooker, Wausau, Wis.; Mrs. P. G. Nicolari, New Haven; Mrs. Joseph A. Smith, Grantham, Pa.; Mrs. John S. Bellanca, Buffalo.

Will Build Large Addition

One of the oldest macaroni concerns in the central west, Peter Rossi & Sons of Braidwood, Ill., recently incorporated under the laws of Illinois, are planning a large addition to their present plant. Specifications have been prepared for a new machinery room that will cost about \$35,000.00 and permit them to use the space now occupied by the machinery for drying and packing rooms. Work on the addition started early this month and it is expected to be in readiness by the early fall.

A new macaroni company has been organized in St. Louis with Vincent Italian as its president, Dominick La Ferla as the secretary and Antonio Monticciolo as the manager in charge. A three story 40x80 foot building has been obtained for the factory which is at 5125 Bischoff avenue. Machinery is being installed and production is expected this summer.

AMONG THOSE IN ATTENDANCE WERE:

| | | |
|---------------------|------------------------------------|---------------------|
| Fred A. Hamilton | Yerxa, Andrews & Thurston, Inc. | Cleveland |
| F. A. Martocelo | F. A. Martocelo Macaroni Co. | Minneapolis |
| F. W. Becker | Pfaffmann Egg Noodle Co. | Cleveland |
| Henry D. Rossi | Peter Rossi & Sons | Braidwood |
| J. C. Caley | Werner & Pfelderer Co. | White Plains, N. Y. |
| James C. DeOre | Connellsville Macaroni Co. | Connellsville, Pa. |
| H. E. Gooch | Gooch Food Produce Co. | Lincoln |
| Peter Spina | Milwaukee Macaroni Co. | Milwaukee |
| Edward Z. Vermyley | A. Zerega's Sons, Consol. | Brooklyn |
| Leon G. Tujague | Southern Macaroni Mfg. Co. | New Orleans |
| Salvatore Viviano | S. Viviano Macaroni Mfg. Co. | Detroit |
| Tony Busalacchi | Busalacchi Bros. Macaroni Co. | Milwaukee |
| P. G. Nicolari | The New Haven Bread Co. | New Haven |
| J. G. Johnson | Pillsbury Flour Mills Co. | Cleveland |
| James R. Catanzaro | S. Catanzaro & Sons | Pittsburgh |
| E. F. Hale | Shane Bros. & Wilson Co. | Chicago |
| C. G. Maher | Waldorf Paper Products Co. | St. Paul |
| A. S. Leo | A. S. Leo Co. | New York |
| R. Saril | Kansas City Macaroni Co. | Kansas City |
| A. S. Vagnino | Denver Macaroni & Noodle Co. | Denver |
| George N. Doble | Cleveland Macaroni Co. | Cleveland |
| Joseph A. Smith | S. R. Smith Co. | Grantham, Pa. |
| Joe Lowe | Joe Lowe Co. | New York |
| D. Cowen | A. Goodman Sons, Inc. | New York |
| Louis J. Weltzman | Weltzman Flour Co. | Chicago |
| Wm. A. Tharinger | Tharinger Macaroni Co. | Milwaukee |
| F. W. Foulds | Foulds Milling Co. | Libertyville, Ill. |
| C. F. Mueller, Jr. | C. F. Mueller Co. | Jersey, City |
| E. L. Kelly | Warner Macaroni Co. | Syracuse |
| L. M. Fletcher | Joe Lowe Co. | Chicago |
| T. W. Fitzharris | Joe Lowe Co. | Chicago |
| Henry Constant | Excelsior Macaroni Co. | St. Boniface, Man. |
| W. E. Coles, Jr. | Capital City Milling & Grain Co. | St. Paul |
| W. H. Hungerford | Peters Machinery Co. | Chicago |
| C. W. VanOlinda | Pillsbury Flour Mills Co. | Syracuse |
| J. F. Desmarais | C. H. Catelli Co. | Montreal |
| B. F. Huestis | Huron Milling Co. | Harbor Beach, Mich. |
| L. S. Ross | Jefferson Macaroni Co. | Reynoldsville, Pa. |
| E. W. Hunter | Jefferson Macaroni Co. | Reynoldsville, Pa. |
| W. R. Morris | Washburn-Crosby Co. | Minneapolis |
| John L. Fortune | Fortune Products Co. | Chicago |
| Peter J. Rossi | Fortune Products Co. | Chicago |
| A. J. Fischer | Pillsbury Flour Mills Co. | Minneapolis |
| Arthur Rossi | A. Rossi & Co. | San Francisco |
| Wm. Newman | Crescent Macaroni & Cracker Co. | Davenport, Ia. |
| C. B. Schmidt | Crescent Macaroni & Cracker Co. | Davenport, Ia. |
| Howard W. Files | Pillsbury Flour Mills Co. | Minneapolis |
| H. T. Felgenhauer | Corbin Flour Co. | St. Louis |
| C. Clarkson | Corbin Flour Co. | Chicago |
| Dwight K. Yerxa | Yerxa, Andrews & Thurston, Inc. | Minneapolis |
| John G. Elbs | Woodcock Macaroni Co. | Rochester |
| James Thurston | Yerxa, Andrews & Thurston, Inc. | Minneapolis |
| J. A. Perkins | Warner Macaroni Co. | Syracuse |
| C. L. Cuthbert | Quaker Oats Co. | Chicago |
| Frank J. Haggerty | Peters Machinery Co. | Chicago |
| J. E. Babbitt | Shane Bros. & Wilson Co. | Cleveland |
| Frank J. Cappellino | Pillsbury Flour Mills Co. | Rochester |
| Joseph Bellanca | Pillsbury Flour Mills Co. | Buffalo |
| F. G. Krueger | Pillsbury Flour Mills Co. | Buffalo |
| W. V. Dickinson | George A. Zabriskie Co. | New York |
| E. D. Vanderhoof | George A. Zabriskie Co. | New York |
| V. B. Malay | Johnson Automatic Sealer Co. | Battle Creek |
| Henry B. Platman | John G. Elbs | Rochester |
| A. J. Wiltse | John G. Elbs | Rochester |
| R. H. Ingram | Workman Packing Co. | San Francisco |
| H. S. Leviston | Yerxa, Andrews & Thurston, Inc. | Boston |
| Joseph Seminara | Prince Macaroni Mfg. Co. | Boston |
| Filippo Marco | Boston Spaghetti Mfg. Co. | Boston |
| Theo. S. Banks | Yerxa, Andrews & Thurston, Inc. | Buffalo |
| A. J. Filliez | East Iron & Machine Co. | Lima, O. |
| Bob Beatty | Northwestern Miller | Minneapolis |
| C. H. Hooker | Northern Milling Co. | Wausau, Wis. |
| Walter Lorentz | Lorentz Macaroni Co. | Mansfield, O. |
| C. S. Foulds | Foulds Milling Co. | Chicago |
| R. L. Groff | Commander Mill Co. | Minneapolis |
| Walter C. Henning | Dunkirk Macaroni & Supply Co. | Dunkirk, N. Y. |
| Edgar O. Challenger | Yerxa, Andrews & Thurston, Inc. | New York |
| W. L. Hand | Weeks-Hand Corporation | New York |
| Hugh D. Graham | American Macaroni Co. | Camden, N. J. |
| Joseph Russo | Aeolian Macaroni Co. | East Boston |
| Dominick Capodilupo | G. Capodilupo | Boston |
| W. T. Leonard | P. Daussa Co. & W. J. McDonald Co. | Brooklyn |
| R. B. Brown | Briggs Cereal Products Co. | Cincinnati |
| John S. Bellanca | Bellanca Macaroni Co. | Buffalo |
| W. J. Ryan | Creamette Co. | Minneapolis |
| F. J. Allen | Bay State Milling Co. | Winona, Minn. |
| W. C. Arkell | Beech-Nut Packing Co. | Canajoharie, N. Y. |
| Dr. B. R. Jacobs | Bureau of Chemistry | Washington |
| James T. Williams | President | Minneapolis |
| Fred Becker | Treasurer | Cleveland |
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FOUND AT LAST!

A Stimulant For Your Paste Business

If you want to increase your paste business enormously and reduce your selling cost to a minimum, communicate with us at once. We are able to pack for you under your private brand a most delicious and appetizing ready prepared "macaroni sauce" at a cost you a handsome sauce is com-different ingred-i m p o r t e d perfectly blend-used in the home lifelong friend This sauce will in any climate settle, coagulate

which will show profit. This posed of twelve ents including mushrooms ed, and once will become a of the housewife. positively keep and will never or disintegrate.



Many of the largest macaroni manufacturers in the United States are marketing this sauce in connection with their products with great success. Samples upon request.

Address

Workman Packing Company

428-472 7th Street, San Francisco, Calif.,

U. S. A.

Durum
Semolinas



Durum
Patents

Pillsbury's Durum Products

Pillsbury specializes in Semolinas and Durum Patent flours and they are a big important part of the Pillsbury business. Special Durum mills—special equipment—a trained organization, all combine to hold the high place accorded Pillsbury Durum products throughout the country.

Pillsbury's Semolinas and Durum Flours insure an unspecked, full-flavored macaroni and spaghetti that will satisfy your most exacting customers.

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

Pillsbury's Durum Fancy Patent
Pillsbury's Durum Flours

Pillsbury Flour Mills Company

Minneapolis, Minn.