

**THE NEW  
MACARONI  
JOURNAL**

**Vol. 5, No. 2**

**June 15,  
1923**



*The New*  
**Macaroni Journal**

Minneapolis, Minn.

June 15, 1923

Volume V

Number 2



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

1923

**Convention Number**

Contains the proceedings of the enthusiastic conference of Macaroni and Noodle makers held June 12-14, 1923, at Cedar Point, Ohio.

Amly termed a "convention with a purpose" and a "distinctive gathering," it developed fair play and cooperation that will be most beneficial if disseminated and adopted throughout the industry.

May its actions inspire you to assume your share of the responsibility for the progress and advancement that unity of purpose insures.

Read the proceedings and be enthused.





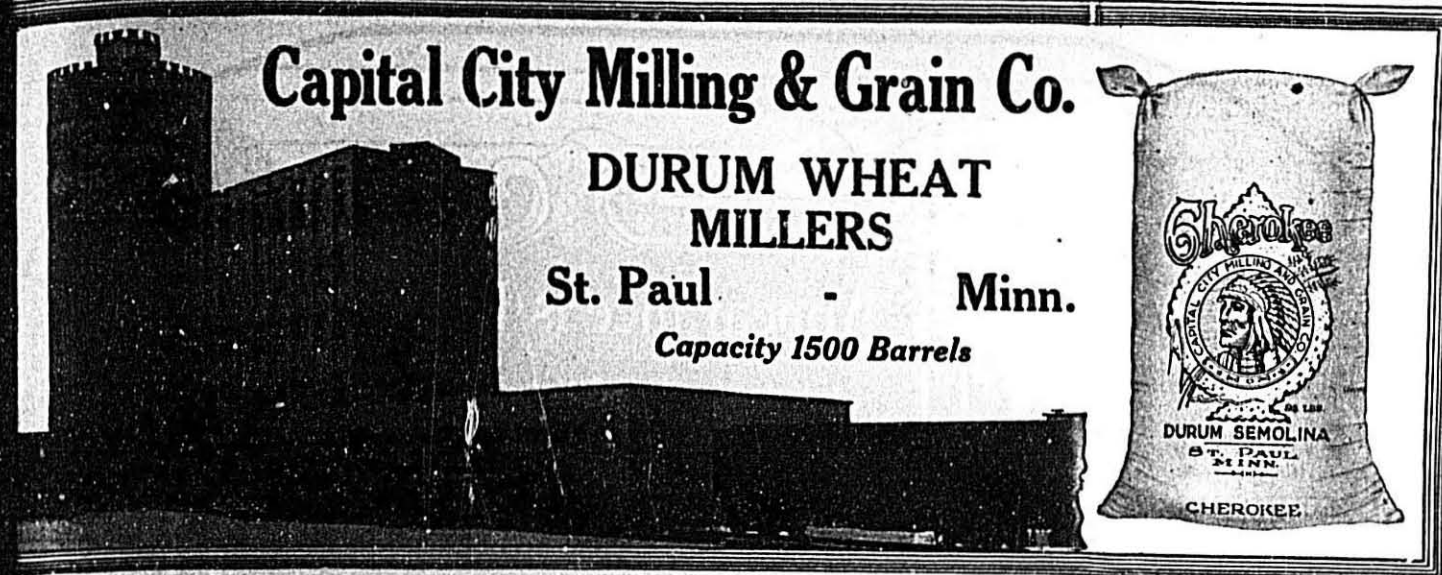
# Sell more MACARONI

**HOW TO DO IT**

Send for new pamphlet "How We Nail Wood Boxes." It sets forth the best nailing practices. Copies will be mailed without cost to you.

The secret of success of many a food industry is good quality, good advertising, and good packing. "Those who know" pack in CHICAGO MILL Boxes.

**CHICAGO MILL AND LUMBER COMPANY**  
CHICAGO



**Capital City Milling & Grain Co.**

**DURUM WHEAT  
MILLERS**

St. Paul - Minn.

Capacity 1500 Barrels



**EXCLUSIVE MILLERS OF**

*High Quality  
Durum Wheat*

# SEMOLINAS

**All Granulations.**

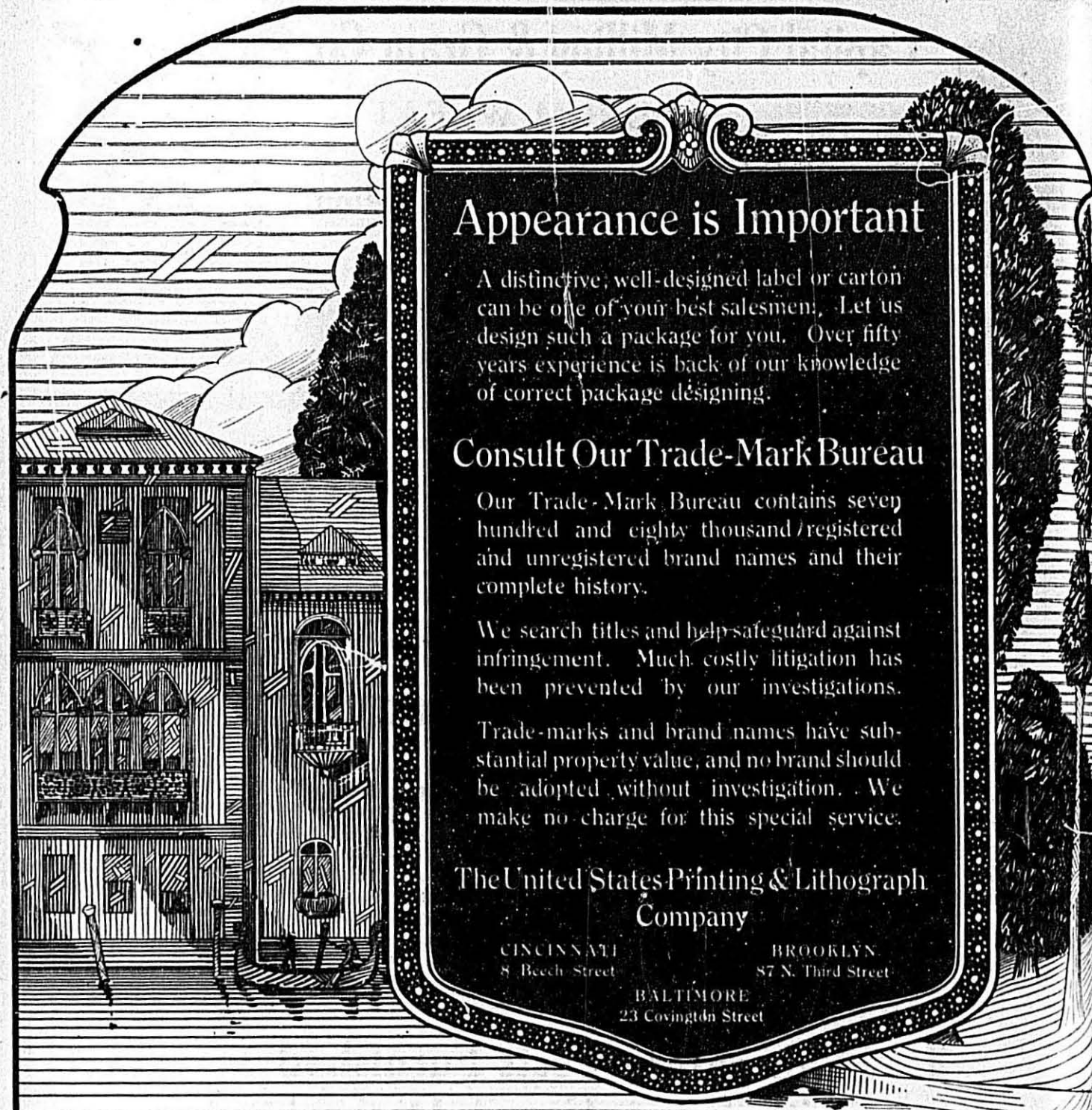
**Laboratory Tests Furnished  
with Every Car if Desired.**

Members { *Minneapolis Chamber of Commerce  
Duluth Board of Trade*

*We want your business on the basis of satisfactory quality and square business dealing.*

**Capital City Milling & Grain Company**  
ST. PAUL, MINNESOTA





### Appearance is Important

A distinctive, well-designed label or carton can be one of your best salesmen. Let us design such a package for you. Over fifty years experience is back of our knowledge of correct package designing.

### Consult Our Trade-Mark Bureau

Our Trade-Mark Bureau contains seven hundred and eighty thousand registered and unregistered brand names and their complete history.

We search titles and help safeguard against infringement. Much costly litigation has been prevented by our investigations.

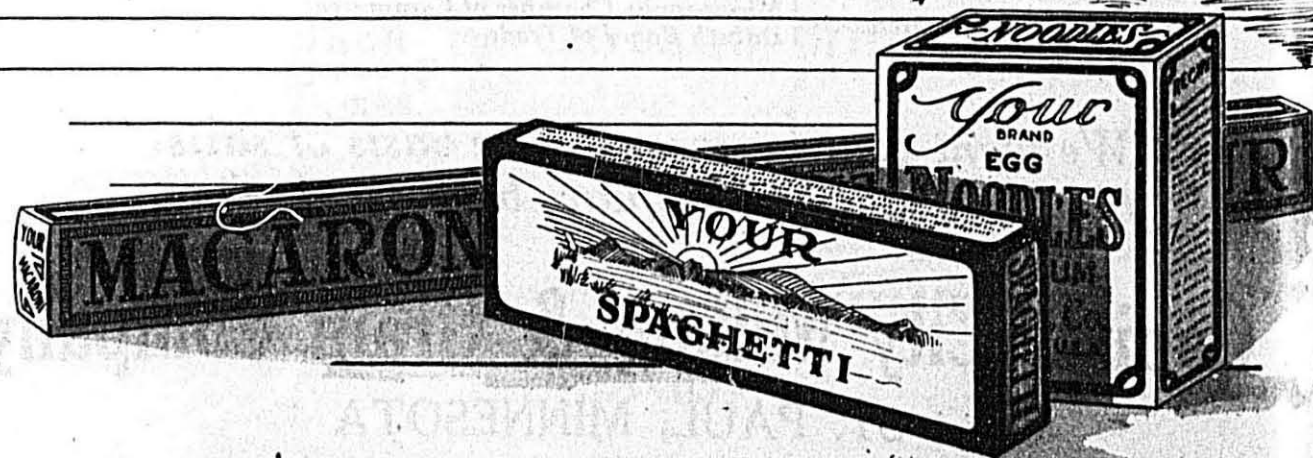
Trade-marks and brand names have substantial property value, and no brand should be adopted without investigation. We make no charge for this special service.

The United States Printing & Lithograph Company

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# COMMANDER

## SEMOLINAS

## DURUM PATENT

and

## FIRST CLEAR FLOUR

Milled from Selected Durum Wheat Exclusively. We have a granulation that will meet your requirements

*Ask For Samples*

### Commander Mill Company

MINNEAPOLIS, MINNESOTA



Theodore Roosevelt used to say that the only effective way for any group of men or athletes to get what they were after was thru Teamwork—and that Teamwork was the coordination of effort of every one of a group of men or athletes working together toward the achievement of their common goal.

Let us then get together and join the great

nationwide **EAT MORE WHEAT** campaign

a coordinating and equally vigorous campaign of

**EAT MORE MACARONI**

so that by this teamwork the Macaroni Manufacturers may join with the bakers, farmers and allied workers in receiving their share of the benefits of this great movement.



**QUALITY**

**SERVICE**

**EAT MORE WHEAT — THE BEST AND CHEAPEST FOOD**

**MINNEAPOLIS MILLING CO.**

MINNEAPOLIS, MINN.

## It's Up to You!

The 1923 national conference of the macaroni and noodle makers of this continent is now a matter of history.

Attended by the Big men who do Big things in a Big way, Big results are to be expected as a future development. In the hands of the progressive men in the industry lies entirely the question whether or not the action taken at this annual convention of the National Macaroni Manufacturers Association, Inc., is to accomplish what all of us hope for.

If there is anybody in the industry who feels that there is not a need for educational work within the industry and that a general increase in the consumption of macaroni products is not only a possibility but an urgent necessity, we have failed to find them.

With the opinion practically unanimous let there be the same unity of purpose and our objects will easily be attained.

History in our industry will record the 1923 convention at Cedar Point as one of the most progressive ever held under the banner of the National Association. More than a score of interesting problems were considered, all of which are of interest to some individual or group.

Selecting the more important ones, the industry went on record as favoring the following essential activities with the knowledge that they will bring the greatest good to the greatest number:

Promote campaign of "Eat More Wheat—Macaroni—A Good Wheat Food."

National Consumer and Educational advertising.

Compilation of dependable statistics covering the industry.

Introduction of a Uniform Cost System.

Elimination, entirely, of use of coloring matter in macaroni products.

Here is a big task. Its success depends on what cooperation the leaders will get from the rank and file. Very true, there will be some expense, but those who will ultimately benefit should not hesitate to invest a few dollars in a venture that will bring sure returns in the way of better business, larger demands, reasonable profits and business contentment.

Planned by a group of real thinkers, it's now up to the macaroni men of the country, large and small, to help put effect the advanced policies adopted and which can

be successfully applied only through combined effort, with all striving for the same end.

The National Association is in a state of high efficiency, thanks to years of experience and wise guidance. It is now on a sound financial basis, thanks to the farsightedness of its leaders and unselfish promoters.

Its official staff numbers men of the highest standing in business, men who give freely and willingly of their time, their money and their experience.

Its policies are ideal from every viewpoint. If carried out as the sponsors hope for, much will have been done to pull the macaroni industry out of the rut of lethargy into which it has unwittingly been permitted to fall and remain.

The National Association does not yet contain all the big and worthwhile firms in the macaroni industry. Not that it would not like to, but because a few of these otherwise big fellows have not as yet seen the light.

To interest those still on the outside is the real big and overshadowing problem of this organization. The day is rapidly approaching, we hope, when to be outside the National Association will be considered an unforgivable sin of omission.

Among those still on the outside are many who readily admit that

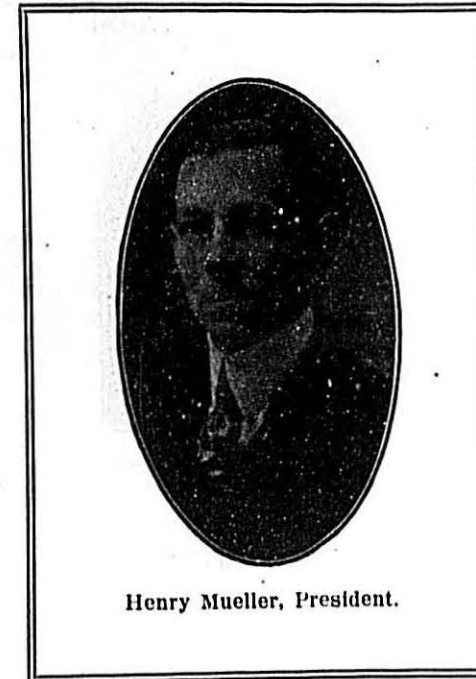
there is a need for a strong centralized force like the National Association unselfishly striving for the industry's welfare, but have consistently refused to shoulder their share of the work, the responsibility or the expense incident thereto.

As the industry progresses, so will the individual. One firm or one section cannot prosper without all benefitting some.

To carry out the badly needed educational work to increase macaroni consumption among all classes of Americans, plans must not only be prepared but their execution should be the work of a combined industry unselfishly aiming at this desired objective.

A few suggestions as to how this purpose may be accomplished:

1. Reconcile all differences.
2. Drop the "Let George Do It" spirit—lend a hand, and see how different things will look to you.
3. No matter how big or how small you are, Mr. Macaroni Manufacturer, you need organization.



Henry Mueller, President.



4. Big things can be done—Big Problems solved by Big People who act in a Big Way.
5. Don't find fault—advance constructive ideas.
6. Your Association can do no more than you, yourself, are willing to do.
7. You have enough to do to worry about your own business—Get a strong national organization to worry about the general affairs of the industry and then BACK IT UP.
8. Don't squeeze pennies—Make them work for you. Dollars spent in uplifting the macaroni industry will pay you many fold.
9. Support your National organization—morally and financially.
10. Your National Association is what YOU make it.
11. Are you not BIG enough to rise above the petty

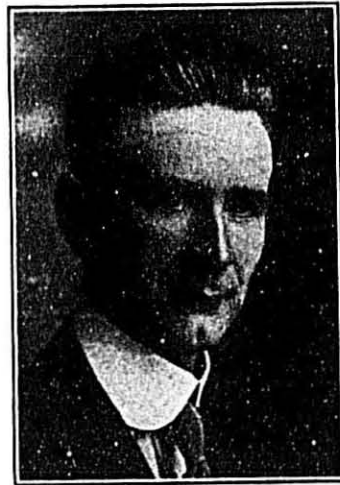
strifes and personalities that may have prevented you from doing your full duty to yourself and your industry?

12. If the association dues or policies are not what you would like, come in and fight for a change.
13. There is no questioning the necessity of having a strong National Association. We can have one if the manufacturers are determined to have it.
14. Don't pull down from the outside—Build up from the inside.
15. Your future, are you interested in it? The time to decide is now. Let's all get into the band wagon and pull strong and steady for the betterment of the macaroni manufacturing industry in this country.

## OFFICERS FOR 1923-24



M. J. Donna, Secretary.



H. D. Rossi, Second Vice President.

**1924 CONVENTION**  
Cedar Point (Sandusky), Ohio, June  
30, July 1, 2, 1924

The suitability of Hotel Breakers, Cedar Point, Ohio, as a satisfactory point wherein to hold the annual conference of the Macaroni Manufacturers of this country and Canada so appealed to those in attendance that it was voted to hold the 1924 gathering there a little later in June in order to insure the weather being a little more reasonable.

When you attend a convention at Cedar Point, you really and truly attend a convention. Away from a business center, the conventioners are there for one purpose and one purpose only, and they become better acquainted and work more harmoniously for the very purposes for which the gathering is called.

Mark these dates on your memory's slate: June 30, July 1 and 2, 1924, at Hotel Breakers, Cedar Point, Ohio.



James T. Williams, Director.



Fred Becker, Treasurer.



William A. Tharinger, Director.

## A National Macaroni Slogan

Good suggestions for a national macaroni slogan are still coming in. Has the right one been received?

Most of those submitted are necessarily lengthy, to give the meaning intended. What the industry needs is a short, strong, pithy, snappy and suggestive slogan that will appeal equally through the eye and the ear.

In order to tie up with the nation wide "Eat More Wheat" campaign, the macaroni industry will tem-

porarily make use of this phrase in conjunction with its products, macaroni, spaghetti, noodles, etc., as the case may be. The use of this combined slogan should not discourage those who are seeking one strictly adaptable to our food. It may take longer than we at first thought possible. This is a matter that should not be hurried and our campaign for a national macaroni slogan will close only when a suitable one is suggested.

### Here are a few newest slogans submitted:

IT'S NOURISHING—EAT MACARONI AND SPAGHETTI.  
FOR NUTRITIOUS AND HEALTHY FOODS—EAT MORE  
MACARONI AND SPAGHETTI.

F. Lombardo, Union Macaroni Co., Beaumont, Texas.

FEED THE NATIONS ON MACARONI RATIONS!

EAT DURUM WHEAT, OF MACARONI THE MEAT!

IN MACARONI WE EAT, MORE WHEAT—LESS MEAT!

E. Ziegler, Jos. Baker Sons & Perkins Co., Chicago.

MACARONI INCREASES THE VALUE OF YOUR DOLLAR.

MACARONI—HEART OF THE WHEAT—BETTER THAN

MEAT.

MACARONI TASTES EVEN BETTER THAN IT LOOKS.

MACARONI MAKES THE FOOD PROBLEM A SIMPLE

MATTER.

Harry R. Owen, Chicago Mill and Lumber Co. New  
York.

SWHEAT MACARONI! SWEET MACARONI!

Ben Kelluer, Rep. C. F. Mueller Co., Portland, Me.

EAT MACARONI FOR VIGOR—VITALITY—ENERGY—EN-

DURANCE!

UNEEED SUM MACARONI.

R. Littlefield, Rep. C. F. Mueller Co., New York.

FOR YOUR HEALTH'S SAKE—EAT MORE MACARONI—  
ECONOMICAL AND APPETIZING.

THE MASTER OF GOOD HEALTH—MACARONI—DELICIOUS  
AND NUTRITIOUS.

THE STAFF OF LIFE—MACARONI!

LIKE THE THREE WISE MEN—THE THREE WISE  
FOODS—MACARONI, SPAGHETTI, NOODLES.

J. Moessner, Rep. C. F. Mueller, New Haven, Conn.

MACARONI—FOOD FOR THOUGHT.

MACARONI FOOD PRODUCTS—EVER IN SEASON.

MACARONI—THE FOOD WITH NO WASTE.

MACARONI FOOD PRODUCTS—THEY TELL.

MACARONI—ALL FOOD—NO WASTE—NONE BETTER—  
MAKE HASTE.

V. E. Fermier, National Macaroni Co., Dallas, Tex.

How do these appeal to you? Can you suggest a rearrangement of words and ideas to make these slogans more emphatic and "catchy"?

The macaroni manufacturer who suggests a slogan that will be as effective in calling attention to our products as that well known slogan, "Say It With

Flowers," has for the florists will get undying fame among his fellow craftsmen.

The right one may still be suggested. Let us have your ideas on this subject which is of vital interest to every man who has a dollar invested or a friend associated in this business.



# MACARONI MEN'S 1923 CONFERENCE HUGE SUCCESS

"Unity and Progress," "A convention with a purpose," will probably best described the macaroni manufacturers' conference held June 12, 13, and 14, 1923, in the Hotel Breakers, Cedar Point, Sandusky, Ohio. This beautiful summering place on Lake Erie, ideal convention center, was a mecca for the macaroni manufacturers from various sections of the country who gathered under most auspicious conditions and pleasant surroundings, that made it possible to attain the laudable purposes for which the convention was scheduled.

The 1923 convention of the National Macaroni Manufacturers association was by far the most widely, wisely and thoroughly advertised convention ever held by the industry. While the attendance could have been larger, greater enthusiasm could hardly have been expected.

## Open and Closed Sessions

It was remarkable for the intense interest manifested in the open sessions during which representatives of the allied trades vied with one another and with macaroni makers in suggesting, planning, recommending and adopting remedial activities for the general trade betterment—the spirit that generally permeated the convention atmosphere.

The two closed sessions were easily the most progressive and worthwhile moves of the entire gathering, permitting macaroni men to handle the industry's and individual problems peculiar to the trade "without gloves," as it were, for the best interest of all concerned.

## Peach of Program

A real constructive program replete with interesting discussions, held the close attention of the enthused gathering and imbued all with renewed interest in the welfare of the macaroni industry and of the trade association so ably and progressively promoting and elevating the business.

Without even a ripple to mar the harmonious program planned by the leaders of the organization and carefully executed by the convention, this thoroughly representative body of association members and guests are proudly and unanimously acclaiming

the Cedar Point convention to be easily the most satisfactory gathering ever held by this industry and its actions augur well for future progress.

## Eats Eatable

The annual banquet on Wednesday evening was one of those cheery and really social affairs that tend to bring out all the sociability that one possesses, and the dancing party that followed added the final touch needed to bring the day to a fitting close, a perfect day of business and pleasure, a delightful combination that won the plaudits of all participants.

The 1923 dinner was a gala event, a real credit to its sponsors and to the chef. An especially pleasing feature was that part of the menu made up of macaroni products, a food altogether too seldom served at macaroni manufacturers' gatherings. Delightful dishes of well prepared spaghetti formed one course of the menu and a tasty dessert in the way of a noodle pudding served to prove to even the doubtful macaroni manufacturers that noodles can so pleasingly and effectingly be used in this manner. The dinner will long be remembered as one of the brightest spots in a real bright gathering of the most brilliant men in the industry.

## Back "Eat More Wheat"

Recognizing an opportunity which presented itself the macaroni manufacturers voted unanimously to get behind the "Eat More Wheat" movement, cooperating with every agency to bring about home consumption of American grown wheat. That the macaroni manufacturer stands to gain most through this movement was apparent to all, with the result that the convention forcefully expressed its views in a strong resolution favoring cooperation as far as it is possible to bring about the realizations of those sponsoring this move.

In keeping with that thought, a strong committee was appointed to represent the Macaroni industry at the National Wheat Conference to be held June 19 and 20 in Chicago as arranged by the governors of 7 states.

## Cooperative Advertising

Being more especially interested in the welfare of the industry particularly

and appreciating the fact that increased consumption of our products can be possible only through an educational and an advertising campaign, the convention set the machinery in motion that will within the next few years bring about a healthy increase in macaroni consumption, through judicious publicity and cooperative advertising. This is unquestionably the best step forward ever taken by this group of food manufacturers and which should have more effect on the future prospects of this industry than any other possible activity. A strong committee headed by C. F. Yaeger of the A. C. Krumm & Sons Macaroni company will study the matter fully and report to the directors of the association soon as its plans are completed.

## Anti-Color Laws

The convention went on record strongly opposing the use of color in macaroni products and urged the laws be adopted in the nation and various states looking toward complete elimination of this abuse that serves only to hide inferiority and affords the unscrupulous manufacturer the opportunity of selling his foodstuff for what it is not.

Cost accounting as a means of counteracting the tendency to sell produce below cost when business is slow is considered as the most effective natural way to combat this tendency. The work of the cost accounting committee was given the hearty approval of the convention and by resolution was asked to continue its good work until its proposed system is given a trial under every possible condition of production.

## Several New Members

The National association reaffirmed its stand on the schedule of dues ranged for membership, restating policy that to get somewhere sufficient funds are required and those who by organization should pay the dues. Several firms applied for membership and were accepted.

The appearance of such renowned personages as Charles Wesley Dunn, New York city, recognized as the leading authority on trade and business practices in the country; Susa P. Moore of Chicago, associate editor of the

June 16, 1923

on's Health," and an authority on health foods for children and adults; Winifred Stuart Gibbs of New York city, associate editor of The American Food Magazine, looked upon as the leader in this country on food and health work among school children, women's clubs and in the home; Professor H. L. Walster, agronomist of the agricultural college of North Dakota, the home state of durum wheat, and several representatives of the leading durum mills of the country, made the 1923 convention program one of the strongest and most progressive ever heard by this group of food manufacturers.

## Now Do Better Next Year

To those who attended the convention report of the proceedings given herein will serve to refresh their minds with the beautiful and useful things heard and said, proposed and adopted at this wonderfully progressive meeting of men vitally interested in the welfare of their own business and of the macaroni industry. To those who did not or could not attend the proceedings may bring them to a realization of what they missed and an inspiration that in the future they will become determined to pull shoulder to shoulder with their fellow manufacturers, unselfishly working for the good of all and sure to gather part of the prosperity that will surely fall to them if general conditions are bettered through united group effort.

## Among Those Present

Among those who attended the Cedar Point Conference were: Henry Mueller, Jersey City; C. F. Yaeger, Philadelphia; J. H. Woolridge, Washington, D. C.; W. A. Schmidt, Jersey City; M. J. Donna, Braidwood; W. E. Onsdahl, Minneapolis; C. B. Schmidt, Davenport; A. L. Ruland, Chicago; J. V. Capa, Chicago; Fred W. Becker, Cleveland; T. L. Brown, Minneapolis; D. Rossi, Braidwood; M. Luther, Minneapolis; F. A. Hamilton, Chicago; Michael La Marea, Boston; Chas. La Marea, Boston; F. W. Blackford, Birmingham; C. Ambretti, Brooklyn; J. H. Nelson, Minneapolis; Alex Gallerani, Pittsburgh; C. M. Leib, Pittsburgh; Alph Nevy, Cumberland; C. A. Bunnell, Chicago; Alex Ross, Pittsburgh; Fred Becker, Cleveland; W. E. Derick, Minneapolis; Andrew Ross, Chicago; A. Van Vlissingen, Jr., Chicago; Wm. A. Tharinger, Milwaukee; Theodore Molinari, East Boston; W. A. Lit-

THE NEW MACARONI JOURNAL

11

tle, Boston; H. K. Becker, Chicago; Ira W. Hewett, Minneapolis; B. R. Jacobs, Washington; Edw. J. Vernylen, Brooklyn; Dwight K. Yerxa, Minneapolis; Herbert Thada, Washington; P. F. Vagnino, Denver; F. H. Minnis, Pittsburgh; A. J. O'Berg, Minneapolis; J. C. Caley, White Plains, N. Y.; Chas. L. Miller, Chicago; C. M. S. Langtone, Newark; A. J. Bamford, New York; Max Kurtz, Philadelphia; P. C. Meelfeld, Sandusky; D. A. Mahoney, Buffalo; F. R. Keigher, Joliet; B. S. Scotland, Joliet; B. F. Huestis, Harbor Beach; W. C. Heuser, Fred C. Henning, Dunkirk; Carl Gammel, Cleveland; M. A. Gray, Minneapolis; Joe Lowe, New York city; L. H. Bailey, Washington; H. H. Squire, Sandusky; H. L. Walster, Fargo, N. D.; Mrs. Wm. A. Tharinger, Rita Mae Tharinger and Louise Tharinger, Milwaukee; Mrs. C. M. Leib, Pittsburgh; Susa P. Moore, Chicago; Ella Stuart Gibbs, New York; Chas. W. Dunn, New York; T. W. Howard, Washington; R. S. Smith, Cleveland.

## TUESDAY MORNING, JUNE 12

The convention opened at 10:45 a. m., June 12, with a welcoming message from F. F. Eubank, former manager of the Sandusky Chamber of Commerce. He made enthusiastic mention of the use of macaroni in his own home. "I can truthfully say it is the only dish we know anything about that on the second day is better than the first." Wm. A. Tharinger of Milwaukee made the response.

President Henry Mueller in introducing Secretary M. J. Donna for his report discussed briefly the condition of the association and said that inasmuch as the secretary would give a report and the committee would report there was no use in a duplication of what they would have to say. He touched on the work of the finance committee and his association with Chairman C. F. Yaeger, and the working out of the financial plan. He complimented the board of directors highly and the work of the officers. Secretary Donna and the committees have worked, attended a lot of meetings and spent a lot of time, energy and money. The majority of the directors agreed to pay their dues for the whole year and to keep things running.

"I wish to express appreciation and thanks to the millers of the country," Mr. Mueller added, "for the work they

have done in trying to make this a successful convention."

The first item of business was the report of the treasurer.

By Fred Becker, Pfaffmann Egg Noodle Co., Cleveland

Serving you as the custodian of your funds has been an honor and a pleasing duty to me for many, many years. During my term as treasurer, I have seen the funds of the National association grow annually from a few hundred dollars in 1904 to nearly \$15,000 expended for general and useful organization work in the year just ended.

Before rendering figures covering receipts and expenditures for the fiscal year, June 1, 1922, to May 31, 1923, I wish to quote the United Banking and Savings company of Cleveland, O., in which institution the National association funds are deposited:

Cleveland, O., June 5, 1923.

Fred Becker, Treas.,  
6919 Lorain Ave.,  
Cleveland, O.

Dear Sir: The balance on your savings account No. 22115 in the name of the National Macaroni Manufacturers Association on June 5, 1923, is \$2,751.55.

Very truly yours,

The United Banking and Savings Co.  
R. Goetz, Savings Department.

You will note that checks Nos. 286 to 205 inclusive had been issued by the secretary but had not cleared through the bank on date statement was issued—totaling \$1,487.19—leaving an actual balance in the funds of the National association of \$1,264.36.

My financial statement follows:

\$2,731.83 balance on hand in bank on June 20, 1922.

405.73 disbursement checks Nos. 194, 198 and 199 not cleared at time of 1922 convention.

2,326.10 actual balance at time of 1922 convention.

13,574.18 receipts from all sources.

15,900.28 total.

14,635.92 disbursements.

1,264.36 actual balance as of June 6, 1923.

1,487.19 disbursement checks (itemized below) not cleared.

2,751.55 balance on hand in bank as of June 6, 1923.

## Checks Not Cleared June 6, 1923

No. 286, Apr. 14, 1923, Pacific N. W. Press Clipping Bureau.....	\$ 25.00
No. 295, May 3, 1923, Dahlke Stationery & Mfg. Co.....	10.75
No. 296, May 31, 1923, M. J. Donna	473.10
No. 297, May 31, 1923, Northland Press, Inc.....	318.03
No. 298, May 31, 1923, B. R. Jacobs.	157.90
No. 299, May 31, 1923, B. R. Jacobs.	436.68
No. 300, May 31, 1923, Illinois Bell Telephone Co.....	4.35
No. 301, May 31, 1923, Luce's Press Clipping Bureau.....	5.00
No. 302, May 31, 1923, Consolidated Press Clipping Bureau.....	5.00
No. 303, May 31, 1923, Pacific N. W. Press Clipping Bureau.....	20.50



No. 304, May 31, 1923, Business Cartoon Service.....	16.50
No. 305, May 31, 1923, F. E. Mason & Sons .....	14.38
	<hr/>
	\$1,487.19
Balance shown in bank report as of June 6, 1923.....	\$2,751.55

Outstanding checks— not cleared. 1,487.19  
 Total worth of association funds, June 12, 1923.....\$1,264.36  
 A little more money has been spent this year, said the president. We were a little more active and the secretary traveled a little more. We decided the

directors should hand in their expense accounts for actual railroad fares. Mr. Donna and Mr. Jacobs have traveled a little more this year in trying to increase the membership.  
 The next order was reading of his report by Secretary M. J. Donna.

## Secretary M. J. Donna's Report

In obedience to law and custom, I must impose on your time and patience to present a report covering the activities of this office during the past year and to make such suggestions and recommendations as I deem timely and pertinent.

The National Macaroni Manufacturers Association, Inc., has quite naturally assumed and most ably filled the position as spokesman for the macaroni manufacturing industry in this country in all general and national matters, with, I fervently hope, the recognized and appreciated credit of all real progressive thinkers in our industry.

A trade association, while not an absolute essential to any industry, is as necessary and as useful as the trade itself makes it. Our organization could probably disband tomorrow and the macaroni making business would continue to run along smoothly, but could hardly be expected to make the united progress for the whole as is possible under the supervision of this centralized body as it is now functioning.

The national organization in our industry differs but little from the trade associations in other fields. All have their pet worries, their troublesome problems and, fortunately, a few unselfish and sacrificing leaders who help make its continued existence possible and profitable.

Conditions during the past year have not been conducive to the best interests of this industry or of this association. Lack of united action and insufficient interest on the part of many who should be more directly and vitally concerned in this national organization, its aims and objects, naturally placed us under a handicap that made it difficult to realize our hopes. However, while we may not have accomplished spectacular things and, perhaps, failed to "play to the galleries" as some might expect us to, we have plodded along methodically, sure of our every step, building up a general service and gaining the confidence of government bodies, of other trade organizations and of those in our own industry that may mean so much for us in the future.

Our National association serves one exceptionally good purpose, in that its conventions and sectional meetings bring out the hidebound, hard-bolled and self centered macaroni makers from behind closed doors of offices and factories into the open where occasionally at least, we meet face to face with our competitors, grasp their hands in good fellowship and brighten our business lives by learning the other fellow's viewpoint.

Unfortunately there are still in this industry many who should display more freely

this spirit of cooperation but who still hold themselves aloof. It may be that among these are the very ones who would profit most if they would come "out of their shell." Meeting in this pleasingly combined social and business manner at such a time as this, when selfishness is generally subordinated to the general interest of the trade, should and does benefit both the individual and the industry.

Annually we assemble in conventions like this one, listen to good talks, and excellent, timely suggestions, make many promises and then go to our respective homes, only to forget. May this one be different. For these reasons things planned at previous conventions have had to wait because of lack of time, interest and determination on the part of the sponsors. I am happy to report that our association in a general way has made considerable progress the past year, proving to the satisfaction of business in general, government agencies, the macaroni industry and the allied trades that there are good and sufficient reasons for our existence as a trade body. Cementing this business relationship is in itself a laudable movement, best carried on through this centralized body, dedicated to the policy of promoting all activities for common benefit.

Since our last convention at Niagara Falls the National association has endeavored to enlarge its scope of usefulness by increasing the funds available for this purpose. As a result the association dues were greatly increased, effective April 1 of this year. Sufficient time has not elapsed to enable us to determine definitely just what effect the new dues plan will have on our membership or on our income. Suffice it to say that we are now receiving from one member more per year than was contributed annually by the whole association under the old system.

It's but natural that a big change of this kind would disturb the membership conditions. Many are undecided, willing to allow others to experiment; some have resigned for one reason or another and others are hesitating and awaiting developments. Whether or not the move was a good one time and results only will tell. From those already classified under the new schedule our income per quarter will greatly exceed our annual income under the old flat rate dues plan.

Judging others may be considered a cheerful task, but being judged is different. Judging conditions in the macaroni manufacturing industry from my unbiased viewpoint it appears that the chief ill of this

trade today is that so many have not yet learned to practice the golden rule in business as religiously as they do in every day life. In short, we do not apply with sufficient force the ordinary progressive business ethics that would make for better business conditions everywhere.

An unbiased review of existing conditions and business facts shows that to meet requirements of economy, competition and other trade demands it is necessary to combine more closely for the general good of the industry and literally "to lift ourselves up by our boot straps," raising all to a higher level. That is what we need most. That is what most of us want. Then that is what all of us must do.

### Review of Year

Permit me to review briefly the activities of the past year and what has been accomplished through them. In this way only can you judge their merits and determine whether or not they are to be continued, enlarged or cast aside for something better or more essential.

### Our Official Journal

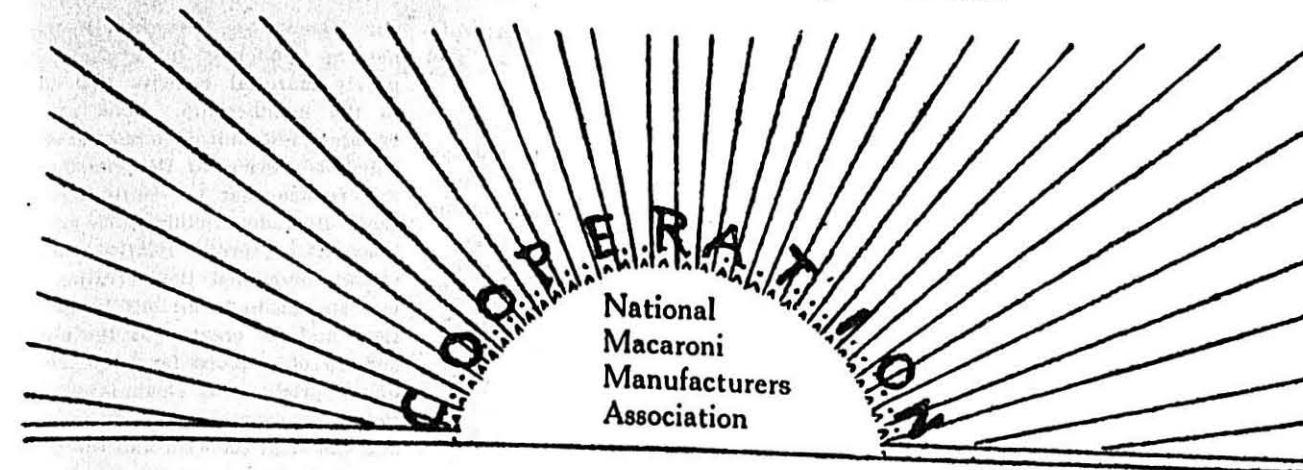
One real pleasing yet exacting duty assigned your secretary is that of editor-in-chief, advertising manager, subscription seeker and general overseer of our official trade paper, the New Macaroni Journal. It's a big job, yet one that few appreciate the scope of.

Without attempting self praise I wish to say that everywhere we are being congratulated on the excellence of our trade organ. In fact, it is a matter of general surprise in business circles that an industry like ours is so well represented by so high class a news medium, sponsored and ably handled by this association.

Our steady advertising accounts, thanks to the good will of the allied trades, stand as fine testimonials to our policy of fairness to them and to the trade. The subscription list is being gradually enlarged. The messages we convey to macaroni manufacturers and associated interests are now being read on four continents, including such countries as Italy, France, Switzerland, Germany, Holland, South Africa, China, Japan, Argentina, Central America, Mexico and Canada, besides practically every state in the Union.

The establishment of this trade paper as an association activity has proven a beneficial and a profitable venture. Besides giving to the industry news of interest and proving a valuable medium for our friends and well-wishers in the allied groups.

(Continued on page 14.)



National  
Macaroni  
Manufacturers  
Association



Mac-Dough says:-

STOP, my friend, STOP.

Look where you are headed for, see where you are going.

There's danger at the end of the road.

It's unsafe to travel dark and crooked roads all alone, the "Booger Man will git yew".

"Jine yore Asowsheeshion" where you can always have company and get advice.

"Yore ole Asowsheeshion" is mighty fine to fall back upon when the days are dark and cloudy.

Ef yew havvint awlreddy dun so, jine yore asowsheeshion at once. jine every thing that is related tew yore biznis ef conducttid by reeliabile peepel.

It will pay.



## Secretary M. J. Donna's Report

(Continued from page 12.)

financial returns are more than sufficient for its upkeep and its future prospects brighter than ever.

There is only one dark side to this rosy picture—the apparent lack of interest therein on the part of a goodly number of the leading macaroni men who could, if they would, make its news columns more interesting and educational by contributing occasionally their views, opinions and suggestions on matters of timely interest. A more friendly concern in this publication would help to make our New Macaroni Journal as interesting and as helpful to others as you wish it might be to you.

### Uniform Cost System

The proposal to adopt a suitable plan of uniform cost accounting for general use in the industry and to enable all to talk the same language when considering costs will best be handled by those placed in charge of this necessary activity and who will report later. Suffice it to say that this is an essential move in the right direction and considered strictly legitimate under laws governing business as representatives will state later.

### Simplification of Containers

Under the leadership of that remarkable business man, Secretary of Commerce Herbert E. Hoover, the business interests of the country have been brought to a realization of the truth that millions are lost annually through the use of unnecessary sizes, shapes and kinds of containers that might profitably be eliminated. Your association, like hundreds of others, readily responded to his call for a conference and was represented at a meeting held last January in Washington where this subject was given general consideration and where the machinery was set in motion for a thorough survey that would bring out facts concerning the container conditions, individual and shipping package, in this industry. It is hoped that an acceptable arrangement will be reached that will reduce shipping losses, handling costs, eliminate unnecessary sizes and make for more uniformity.

### Sanitary Code

Like the buzzing fly the insignificant, one-unit, yet so-called macaroni manufacturer who supplies a purely neighborhood trade is more annoying than harmful to the legitimate producer of macaroni products. Greatest harm comes from the unsanitary and unhealthful conditions under which these little fellows produce their goods, which leave with a class of buyers and consumers an entirely different impression than clean, well cured, properly distributed and sanitary products made by macaroni men of high standing and good repute aims at.

Your association believes that this "fly in the ointment" can best be eliminated by strict enforcement of a fair sanitary code which every food manufacturer should obey consistently and religiously. Such a code has been adopted. Its enforcement is more a local than a national movement and those who obey this code should see that the health authorities strictly enforce it on

those "small fellows" for the betterment of the trade generally.

### Tariff

Through associated effort we have succeeded in getting an adequate import duty placed against foreign made macaroni products. While we have not been called upon to act on tariff matters during the past year, we have continued to exercise close supervision over the activities of the tariff commission because of the enlarged powers granted it by the flexible provisions of the new tariff act. While action has been taken to modify the rates on other commodities those on macaroni products have, as yet, been unmolested. But it behooves us to be ever watchful and this your officers have tried to be for the welfare of the entire trade.

### Fraudulent Expositions

Perhaps the most important and far-reaching activity of the past year was our successful fight against fraudulent expositions that have mulcted macaroni manufacturers out of thousands of dollars annually. This has been particularly beneficial to the Italian manufacturers who were naturally aimed at, since most of these fraudulent affairs originated in Italy, the home of macaroni.

Last fall agents representing the so-called "Reunited Exposition of Labor" at Milan, Italy, became most active and succeeded in duping a goodly number of macaroni men. Investigations were started through this office early in the year, using American and Italian government and business mediums for this purpose, which reported the "exposition" to be a first class fake, and the diplomas, certificates of quality, and gold medals with which the country was flooded, were spurious and worthless.

Prizes were awarded to any and all firms who were incautious enough to loosen their purse strings. The greater the monetary contribution, the bigger or higher the award. It is regrettable to note that firms that should have known better and many firms that have never in any way contributed for the advancement or betterment of the industry in this country contributed liberally to this fraud.

The National association, after exposing this and other similar frauds, is now ready and willing to cooperate with the department of justice in prosecuting those who attempt to capitalize these so-called "awards" for the furtherance of their business. Several firms are now under investigation and it is hoped that the activity of the National association will forever put an end to this menace to our progress. To the individual manufacturer, especially the Italian firms against whom these schemers concentrated their attacks, this work of the organization is worth many times the amount that any one of them would be called upon to contribute in the form of dues. Thus once more we prove that we are guided by no selfish motives but that we are solely prompted by our desire to do the greatest possible good for the industry, members and nonmembers notwithstanding.

### SUMMARY

Briefly, that is a review of the principal activities of the past year. In considering

our association work kindly overlook the natural tendency to over-emphasize the purely material benefits that may accrue to the membership. Look at it from a broader viewpoint of industrial stability and efficient service to the consuming public and realize that far more important functions of trade organizations are the establishment of cordial relations between individual companies, the elevation of the ethical standards in all our business transactions and the creation in the minds of consumers of a more favorable consideration of our products as clean, wholesome, nutritious and economical foods for the healthy and the sick, the rich and the poor, the old and the young.

To me it is a pleasure and a privilege to be at this gathering wherein we hope a kinder feeling toward one another will be engendered and during which we will better understand our duties to our own business and to the industry, our obligations to each other and the many benefits that will result through organization, good will and sincere cooperation.

It has been an even greater privilege to me to work with and for the officers and members of this National association. I am particularly grateful to our esteemed and respected president, Henry Mueller, who has always been willing and anxious to aid, advise and counsel, cautious and farsighted; and to the directors, who have always been so considerate and ready to share every responsibility. Nor am I mindful of the good will and helpfulness of the other members of the association and of the representatives of the allied trades for their businesslike relations with just enough of the personal touch to make one feel that behind it was that worthwhile friendship that means so much in business. To these, each and all, I am most grateful.

I have always endeavored to perform my duties within the broad field of constructive usefulness so far as ability, willingness and opportunities permitted. If I have failed in some instances, success in others has happily counterbalanced, with, I hope, the result that there has been a steady and appreciable improvement, not in my work, but in the work being done by the National association for the macaroni manufacturing industry on this continent and for the world.

In conclusion, I plead with those who are here and with those who should be with us for greater loyalty to the industry and the trade association, a more general desire to give equally as much as one expects to receive. Many willing hands will remove a condition or a situation that one alone either will not or cannot overcome.

Let's all fight for honest business through honest and open competition, doing individually all that is possible and collectively everything that can best be done by organization and cooperation through what is generally recognized as the leader and spokesman of the macaroni industry in this country, the NATIONAL MACARONI MANUFACTURERS ASSOCIATION, INC.

C. F. Yaeger was introduced as a gentleman who has spent a lot of time

(Continued on page 16.)

# President Henry Mueller's Address

Sometime ago the secretary asked me to help out in making up the program of the convention. I told him that he knew more about it than I did, and told him to go ahead with it, and so he did. So well has he attended to this duty that, we have a program that would be a credit to any trade organization in the world.

It is usual for the president to give some part of a report. Last week I attempted several times to put it down on paper, and it didn't work out right. It didn't suit me, so I wrote it up. I am empty handed. I just thought I wouldn't burden you with a lot of reports. The secretary will give a report for the year, and the various committees will report, and there is no use of me duplicating what they will have to say. They are all such willing workers, they have relieved me of a great deal of work.

I simply want to say that I am pleased to see you all here. I am sure if we all grasp the opportunity we have here for the next few days by being together and unselfishly discussing the matters that all are interested in, we will go away well repaid for the time and money spent in coming to this convention.

At last year's convention the big subject was which everybody was greatly engaged in was the idea that the National association ought to do bigger things. Everybody realized that nothing could be done unless we had a certain amount of finances to do it with; that \$25 a year wasn't sufficient to carry on an association, and all approved the idea of increasing the dues. A finance committee was appointed and I assure Mr. Yaeger, its chairman, has done a fine job. He and I spent many hours together discussing the schedule, and when I thought we had it right we had a meeting at Atlantic City to pass on it. That we adopted it stands to our credit and was a complimentary tribute to the finance committee.

Everybody felt it was right and everybody was enthusiastic about it. We did what we could to bring it before the manufacturers of the country and tried to get them to become members and pay their share of dues. I must say with a great deal of regret that it has been a mighty discouraging job. A few stood firm and it was the same faithful few who have kept the association going this year.

We reduced our membership, it is true, but yet we were fortunate at least to open this year on 4 times the receipts in dues we have ever had before. There are 24 members so far—it is a disgrace to you think of the industry, the size that has got to and the number of manufacturers and the fairness of the schedule. A man pays only according to the size of his business, and the majority of manufacturers would pay only from \$25 to \$100 a year, and they wouldn't even pay that. Some have to pay \$25, which is no more than they have to pay, yet they have sent in their resigna-

As president of your association I have been many times discouraged with the results we have had. I must say that you have a wonderful board of directors and officers excluding myself—I did the least. Secretary Donna has been wonderful and so have the various committees. They have worked this year and have attended a lot of meetings and spent a lot of time, energy and money. Besides that the majority of the directors agreed to pay and did pay their dues for the whole year in advance, to keep things running. Any time I called on them they were willing and enthusiastic. If they hadn't been full of enthusiasm they wouldn't have kept going with the discouraging conditions we have had to contend with this year.

I hope before this convention is over we can develop an enthusiasm among the manufacturers of the country to realize the necessity of having a stronger national macaroni association. As Mr. Eubank said, it is in service that we benefit ourselves and our fellowmen. We can't take in unless we give. The man who holds a tight fist can't receive anything, because his hand is closed. You have to give to receive and the manufacturers who have been putting their time and energy in on this are the men who could be better off without an organization than perhaps those outside.

We have decided to have a closed session this year, an executive session to which only regular members of the association will be admitted. I think we made a mistake in the past; everybody was welcome, and they came and took all they could and went back and never put a dollar into the association. This association is working and we want everybody in it, and it is going to be for the benefit of the members. That is the only way we can get the people to come in and join us.

Personally I wish to take this opportunity of expressing to the directors and men who worked on the committees my sincere thanks and appreciation for the wonderful cooperation they gave me during the year, and in particular I want to say that Secretary Donna has done wonderful work. I know he didn't do the work he did in 8 hours a day or in 6 hours a day. I know he has worked 16 hours a day. He certainly has done all he could do in giving this convention publicity, and if you haven't the numbers it is not the fault of the secretary. The Macaroni Journal I left entirely to his care. I told him to go to it, and he certainly went to it, and I believe that every month our Macaroni Journal has developed into a better paper. I think we ought to extend our compliments to Secretary and Editor Donna for the Journal he has been publishing monthly, particularly that of May, one of the best he has ever put out.

I also wish to express appreciation and thanks to the millers of the country for the work they have done gratuitously, to make this a successful convention. Let's pull together to make this convention a big suc-

cess and our national association a most helpful organization.

In my report I meant to bring to the bigger ideas we ought to try to carry out this coming year. One of them is the question of the manufacturers of macaroni in the country getting together to see what we can do to capitalize and cooperate with the campaign of "Eat More Wheat" that is being carried on by the millers of the country. Several of our officers were with the millers in Minneapolis and discussed the question of how we could put it over. I had our advertising agent make up a few sketches and I sent some of them around to the directors to get their ideas and pick out what they thought was the best of the lot, and of course all those things take time for them to go through the mail, but finally we got a more or less larger vote on one than on the others.

I have had our advertising agency make our various sketches of that in various ways for different uses. I also went so far as to have one of the representatives come here that he might be able to give better thought and plan it for you. There is also another man connected with that organization, Mr. Bennett, who expects to be here this afternoon. We will try to give him an opportunity to present his idea to us. We ought to do all we can to tie up with the campaign of "Eat More Wheat."

I believe there is a great opportunity before us, and the millers are doing a lot, and we can just go along and make a big showing and it will put the idea of "Eat Macaroni" into the public's mind. That, to me, is one of the big things.

Another thing we should do. It should be thought of a great deal. We ought to gradually work along the lines of developing a code of ethics for this association, something that we can have as our banner, that members may know what we stand for, and that there is a responsibility behind it. Do this gradually and then develop it as occasion needs.

There is another thing we ought to do, and that is to have a reliable statistical department worked up by our organization. I think if we would know where we stand in this individual manufacturers could act more intelligently for the benefit of the public, of ourselves, the country and our business.

Take, for instance this year for one month—March. The month of March is usually one of the largest months in sales of the year, but this year it sort of fell down. In the middle of March I was noticing the slacking up in orders, but I didn't get excited over it. We studied it and tried to find out the reason for it, and before the month was out I realized it was a general condition and one that most likely affected every other manufacturer in the country. As I got in touch with other manufacturers, I found they had had the same condition.

If a man gets frightened the first thing he would do is to change his selling policy,

(Continued on page 17.)



## Convention Report

(Continued from page 14.)

and money and who has done a lot of work, a gentleman who never gets discouraged and who deserves a lot of credit, the chairman of the finance committee.

In response Mr. Yaeger outlined the work of the committee, discussed the finances of the the association, the dues plan of raising money and the returns that are given for that money. In brief he said: "The paramount thing before us is this membership proposition and I appeal to you who don't belong to the National association to get an application blank today and sign it. If you will do that your interests will be taken care of in a manner you never realized possible. Whatever the amount of the dues it is so little and it means so much to the association that you certainly will derive the benefit from the money you spend. There is so much work to do. The men

who are staying out and allowing those few who are here to hold the umbrella for them are not fair to themselves or fair to the national movement, and certainly while we are doing this other food products with which we are in competition are going ahead."

Referring to part of the report, President Mueller said: "There is one thing Mr. Yaeger brought out that is important, and that is knowing the things you make your money and profit on. Find out what you make your money on and then push that article. There are lots of things being done in the industry on which the manufacturers lose money, or lose the profit that should be made on some article."

W. A. Tharinger, speaking in the absence of James T. Williams of the committee to cooperate with the durum millers, said he was in favor of the association doing whatever it can to cooperate with the millers and expressed the hope every manufacturer when getting out will see that the "Eat More

Wheat" campaign is properly endorsed.

Mr. Mueller summarized this and other movements the association should take up carefully, including developing a code of ethics, formation of a statistical department, employing a counselor.

Secretary Donna said the reason the department of commerce does not publish macaroni statistics is because it does not know where to get them. The survey includes practically all the business of the country except macaroni.

The afternoon was set aside for reception and the evening session closed, for regular association membership only.

### WEDNESDAY MORNING, JUNE 13

President Mueller appointed on resolutions committee Messrs. Yaeger, Schmidt, Kurtz, Blackford and Fred Becker. He appointed on the nominating committee Messrs. Tharinger, Vagnino, Vermeylen, Rossi and New

# DURUM MILLERS' SESSION

## "Increasing Macaroni Consumption"

The first address was by Thomas L. Brown on "Eat More Wheat":

By Thomas Brown, Washburn-Crosby Co., Minneapolis

The "Eat More Wheat" movement is the biggest thing since the Liberty loan.

It hardly seems possible that there is a man in this room who does not know all about it, but in case there may be some few among you who may not be entirely familiar with this great movement, let me start at the beginning.

The "Eat More Wheat" movement had its inception from the very beginning along the broadest economic lines in the mind of a man above all petty and selfish considerations with a view solely to the betterment of business conditions in the whole country.

### Wheat Is the Basis Food

Since the beginning of recorded history, it has been the principal grain food of the white races of the earth.

It is the greatest carrier of other products of our times, its volume and rise and fall in price indicates the comparative prosperity of over 2,000,000 farmers—55 per cent of the buying power of the United States is still in the hands of our farmers—therefore, the success of every merchant and manufacturer who caters to the needs of the farmer, directly or otherwise, depends on his prosperity.

At the present time this country raises

about 170 million bus. of wheat more than we consume.

### Has Been Exported

That excess of wheat has to compete in the open markets of the world against cheap



Thomas Brown, Washburn-Crosby Co., Minneapolis.

wheat from South America, India, and Australia, and the farmers of this country today are scarcely able to obtain the cost price of their wheat crop.

They are receiving approximately 20% over prewar values for their crop and paying 60% over prewar values for what they buy.

If, therefore, we can induce the consumers

of the United States to eat about 2 oz. of wheat per meal per capita in some or other, we can consume this entire plus of wheat and place ourselves in a position of economic and financial independence making our farmers self respecting independent and doing away with the cause of their discontent which is even now pointing to serious political reactions.

Theodore Roosevelt said, "Nations go to pieces when their farmers fail."

You cannot afford to fail in supporting this movement.

If, however, the farmer were the beneficiary of this plan, it is possibly conceivable that we all might not be hectoring this subject, but stop and think a minute.

The farm machinery manufacturer, banker, country elevator, railroad manufacturer, steel mills, yeast manufacturer, bakers and a long list of others, including ourselves, will receive direct benefit from this movement in proportion to individual effort we put into it.

If the 170 million bus. surplus wheat all made up into bread by commercial bakers, it would require 162,500,000 bus. of wheat to feed the 4,375,000 hogs to make the required.

It would require 1,500,000 bus. of wheat to produce the necessary yeast.

In addition it would mean the use of 533,000 lbs. of fluid milk, 140,000,000 lbs.

(Continued on page 18.)

## President Mueller's Address

(Continued from page 15.)

hurt himself and the industry at the same time, without profit or credit to himself, because he does not know the conditions. It is simply a general condition, and we simply have to sit by as manufacturers and waste our time until things readjust themselves. It came in April, and business has been good since then.

In that way if we have more information, and the association gathers all this information on production and consumption and can publish this in our Journal and keep the industry advised, our knowledge will be power, and if we have the knowledge to know what we are doing, we are not going to ruin our industry and we are going to run it right, if we have enough information and facts and figures to be properly guided. The better guided, the more economically the industry will be able to produce macaroni and the more it will benefit the public. We can't stay in business unless we treat the public honestly and squarely in every way. We should produce our product as a light, healthy food, cleanly made, and sell it and expect to make only a reasonable profit. If we get this information I am sure that it is time to come with our efficiency we will exert and carry on and be able to serve

the public better than the way we are going about it now.

Another thing, I think the association is getting to a point, and that is this: I think it would give more character and stability to our organization if we had some adviser or counsel. I think we ought to get, as soon as we can, a counsel to take care of the interests and guard the association's activities. We have been in touch with several counselors, and I know one who would consider it an honor if we would accept him, and we can get his services very reasonable. He is a high quality man and one, if connected with our association, would give us double the standing we have today. As president I feel we ought to have such a man connected with us, because during the year there are various things presented that I had to be very careful on, because we don't want to do anything that isn't right. I think we ought to consider that.

I hope in this coming year we will all try to give information to our secretary on matters of interest to the industry at large, so he can publish them in the Journal. Let's all help to make this Journal a real paper. It has been recognized; I have heard a lot of comments by people who are in other industries who have seen the Journal, and they certainly complimented us on it, and it is sure a credit to us, and let's make it better.

## MACARONI WHEAT CONFERENCE CALL

The National Macaroni Manufacturers' association has been invited to represent the macaroni manufacturing industry at a conference to be held June 19-20 in Chicago, in an effort to consolidate the various users of wheat products behind the "Eat More Wheat" campaign. The importance of this movement can be fully appreciated when it is noted that there are governors from 7 states and senators from 10 states on the committee on call, which has the preliminary arrangements in hand. The stated purposes are to bring about a larger home consumption of wheat products as a deferred relief from conditions confronting wheat growers of this nation.

In the opinion of the sponsors of this movement this country offers a more profitable market if the surplus could be consumed at home rather than shipped abroad. The national association will willingly cooperate with other industries interested to the end that the present "Eat More Wheat" campaign will be as successful as its promoters wish it to be.

Governor J. A. O. Preus of Minnesota, who extended the invitation, expressed himself to Secretary M. J. Donna that he was more than pleased with

the cordial reception accorded the invitation at the hands of the macaroni manufacturers. He announced that within 2 days after making known the purposes of this convention, requests for participation therein came from over 150 food producing groups, of all sorts, in all sections, through all processes from grower to consumer.

The governor tersely states the purpose of this vital conference to be "To help national strength and industrial activity through the increased purchasing power of the farmer. I know you will present this call with emphasis at

### OFFICERS—1923-1924

President, Henry Mueller, Jersey City.

1st Vice President, E. Z. Vermeylen, Brooklyn.

2nd Vice President, H. D. Rossi, Braidwood.

Treasurer, Fred Becker, Cleveland.

Secretary, M. J. Donna, Braidwood.

### DIRECTORS

Jas. T. Williams, Minneapolis.

A. C. Krumm, Jr., Philadelphia.

Wm. A. Tharinger, Milwaukee.

the Cedar Point convention to the durum millers and your association, who are mutually interested."

### JOINT CALL FOR A NATIONAL WHEAT CONFERENCE AT CHICAGO, JUNE 19-20, 1923

More than ten million men, women and children of the United States are directly interested in the production of wheat.

The dissatisfied condition of a large portion of our agricultural population today is very largely due to the price of wheat, which measured by the cost of production or by the purchasing value of the farmer's dollar, is lower today than in a half a century past.

Failure to bring relief to the farmer from his present situation will have a serious effect upon every other industry and upon the consuming public; for permanent prosperity of the whole nation depends upon conditions being satisfactory upon the fields and farms that support the nation's physical life. A fair price for the wheat crop means purchasing power to the farmer, smoking chimneys for American factories, and a full dinner pail for American workers.

The disparity between our land values, taxes and labor, our standards of living and those of other wheat-producing nations of the world makes it impossible for us to sell our surplus profitably in the open markets of the world. It is not a market we need for our wheat, but a profitable market. Realizing that higher prices for wheat can come only through increased demand, an outlet for our surplus production must be found in the United States by educating the public taste to consume more wheat and the companion products of the farm which accompany wheat in consumption.

To the end that we may find a satisfactory solution for the situation which now confronts the United States, seriously imperiling the structure on which our prosperity is built, we call a National Wheat Conference to be publicly held in Chicago, June 19 and 20, 1923. To said National Wheat Conference we invite representatives of organizations of agriculture, commerce, elevators, railroads, millers, bakers, retailers—also of educational bodies and of all other industries related to the production, manufacture and consumption of our wheat crop—together with individuals interested in the solution of economic questions affecting the nation.

### Committee on Call

J. A. O. Preus, Governor of Minnesota.  
Len Small, Governor of Illinois.

Jonathan M. Davis, Governor of Kansas.

Arthur M. Hyde, Governor of Missouri.

R. A. Nestos, Governor of North Dakota.

A. V. Donahey, Governor of Ohio.

John C. Walton, Governor of Oklahoma.

Arthur Capper, Senator from Kansas.

R. S. Copeland, senator-elect, New York.

O. E. Bradfute, President American Farm Bureau Federation.

Chas. S. Barrett, President National Farmers' Union.

Sherman J. Lowell, Master National Grange.

Geo. E. Chamberlain, United States Shipping Board.

Aaron Sapiro, attorney.



## Convention Report

(Continued from page 16.)

sugar, and 46,000,000 lbs. of cotton cloth, 40 in. wide, to furnish the sacks necessary to transport the flour.

If this 170,000,000 bus. of wheat were made into macaroni, it would mean approximately 5,000,000,000 lbs. of macaroni, 1,250,000,000 lbs. of cheese, 5,000,000,000 cans of tomatoes besides vast quantities of butter, salt, pepper, onions, and a long list of things that go with macaroni dishes—all of which the grocer sells, and makes him interested in your movement.

Now, What Are You Going to Do About It?

It is the opinion of the leading macaroni manufacturers of the country, with whom I have talked, that no industry connected with wheat has such a wonderful opportunity for expansion in increased production under this movement as have the macaroni manufacturers of the United States.

If every man here will do what he can, the forces behind this movement for increased use of macaroni will be tremendous.

If everyone of you will use the slogan "Eat More Wheat" in connection with your advertising, the consolidated force of many advertisers in the same business, working along the same line, will have tremendous effect.

Put it out on letterheads, billheads, envelopes, on folders, in packages and cases, in newspaper and other advertising that you may do.

Figures of the United States tariff commission show that while domestic consumption of macaroni has increased from 300,000,000 lbs. in 1914 to 550,000,000 lbs. in 1922, and imports dropped from 129,000,000 lbs. to 400,000 lbs., the total consumption has increased from only 429,000,000 lbs. to 550,400,000 lbs., or only 121,400,000 lbs. during the same period.

It is estimated that the total per capita consumption in Italy is 86 lbs. per year, in France about 80 lbs., in the United States only 3½ to 4 lbs. per year and as it is estimated that the American of Italian descent uses about 40 lbs. per year, it takes no mathematical genius to see the almost unbelievable opportunity for increased consumption of this wonderful food among American housewives, and let me say that while we are the greatest producers of wheat in the world, our consumption of wheat foods is extremely low.

### Query

Do you believe this thing is worth overlooking all differences of incidental opinion and going after unitedly or not?

If you do, and I most emphatically believe that you do, let me urge you to get action now.

Gentlemen, no one can take you by the hand and lead you to grasp the great opportunity presented to your industry by this movement.

It must come from our own initiative and united action.

There are men among you who have constructive ideas along this line.

Get them together, sift out their plans and follow those lines that your business intelligence indicates will be successful, but do it at this convention.

The reaction during the very short time

that this "Eat More Wheat" idea has been underway is almost unbelievable.

Governors have issued proclamations to their constituents, urging them to do their share.

The press all over the country has taken it up editorially and in their news columns, and many industries are now lined up on it.

On June 19 and 20, a great national conference is planned in Chicago on the subject. Your association has been officially invited. You are vitally interested and I am sure you will recognize the opportunity by the appointment of strong representation at this most important meeting.

The response from all parts of the country has been enthusiastic.

The National Wheat conference is broadly planned to bring together representatives

## DO IT WITH GOOD MACARONI

By W. E. Derrick, Pillsbury Flour Mills Co., Minneapolis

The subject assigned me for discussion at your convention was "Do It With Macaroni." I have taken the liberty, however, after looking over the topics to be discussed by other mill representatives, to alter it to "Do It With Good Macaroni."

The past European war was responsible for great changes in the macaroni manufacturing industry in this country. These changes were entirely beneficial to the American macaroni manufacturer. Figures compiled by the United States tariff commission on the domestic production and import of macaroni products showed a decided falling off during the years of the war and the period of reconstruction—that is, the 2 years following the Armistice, during which the demoralized countries of the Old World were struggling to regain their feet by settling their domestic difficulties.

In 1914 the domestic production was 300 million lbs., and the imports, 126 million lbs., or almost 30% of our consumption. In 1918 the imports were only 402 thousand ten lbs. This was due in a great measure to the government restrictions in Italy and the United States. The domestic production in the 8 years, 1914 to 1922, increased 83 1/3%. During this period the American macaroni manufacturer improved his machinery and methods of manufacture considerably to meet the demands of those who heretofore looked to Italy for their supply of macaroni. The question confronting the American manufacturer today is whether he will be able to maintain the commanding position he has reached in the past few years. Italy, the great macaroni exporter before the war, is dependent primarily upon Russia's supply of durum wheat. We are able only to guess at Russia's position in regard to her present wheat crop. However, Colonel Haskell, head of the American Relief Administration in Russia, was quoted by Russell's News upon his arrival in New York recently: "By October there will be no more need for American aid in Russia, as the closing harvest will put the people on their feet." This opinion is of great value and can be accepted as an indication that

in agriculture, labor, and industry to study the all important problem of the farm which must be solved before permanent national prosperity can be enjoyed and political unrest abated and the whole country taught to "Eat More Wheat."

### Opportunity

The opportunity is here for the macaroni manufacturers to place themselves in the fore front of wheat food manufacturers in the United States.

Are you big enough, broad enough, real American business men to put aside all petty differences of opinion as to methods and get right down to action?

You answer.

The second speaker was W. E. Derrick on "Do It With Macaroni":

It is but a matter of time when that country will again be exporting durum wheat to Italy, as in prewar days.

The following is an article, taken from the June 5 edition of the Journal of Commerce: "The American Relief Administration in Russia concludes that Russian crop this year will be at least 18% and perhaps 25% greater than last year, which was less than one third below normal; 'Normal' means from 1909 to 1913, when Russia was contributing so largely to the European larder. If the Russian foodstuffs situation improves in 1924 as it is improving this year, that country will be the leading European food exporter."

Now, evidently, Russia is rapidly getting back on her feet, and this means Italy's return to the field as the greatest competitor of America in our domestic macaroni trade.

Already Italy's exports of macaroni to the United States have increased from 40 thousand ten lbs. in 1918 to 1,991,933 lbs. in 1922, and for the period, July 1, 1922 to Jan. 31, 1923, the imports were 2,000,390 lbs. These figures show that Italy is today regaining a part, at least, of its former market.

What will happen when Italy is able to get durum wheat in abundance? To prevent macaroni from being imported in such quantities as to injure our domestic manufacturer it will be necessary for us to manufacture a product of such quality as will be preferred by American consumers to Italian products. We all know that in the past several years, and particularly during the last year, that the macaroni industry has taken rapid strides in improving the quality of macaroni and the methods of manufacture. This has resulted from the fine spirit of cooperation between most of the manufacturers. The increased competition in the future will necessitate even a closer union and a more rigid standardization of quality. In the United States the estimated consumption of macaroni products is approximately 5 lbs. per capita. In several European countries the consumption per capita is 50 or 60 lbs. The big question we face today is, "How are we going to increase the consumption in this country?"

I believe the present "EAT MORE



Teach people more ways to serve  
*Macaroni*  
and you'll increase its consumption

ONE way to increase the consumption of macaroni—and consequently increase your sales—is to teach people more ways to prepare and serve this delicious wheat food.

The great national Eat More Wheat campaign is focusing the public's attention on the nutritive value and economy of macaroni, but if people are to eat more macaroni they must know how to correctly prepare it and serve it in a variety of appetizing ways.

The Washburn-Crosby Company has gathered together more than half a hundred easy to prepare delicious macaroni recipes and published them in the two booklets reproduced above—which we will furnish at considerably less than cost to macaroni manufacturers or others interested in this product.

The booklet, entitled "Macaroni, The Divine Food," contains 38 pages, is beautifully illustrated and printed in three colors. It gives the history, food value, method of manufacture, and about 50 recipes for preparing and serving macaroni.

"The Story of Macaroni and How to Serve it" is a 16 page folder, attractively illustrated, telling briefly and clearly the economy and nutritive value of macaroni, together with a number of simple, easy to prepare dishes.

Let us send you a copy of each of these sales helps and quote you the price with your imprint on the front and back covers. Or write our Eat More Wheat Department for other suggestions and helps to tie you up with this great national campaign that is teaching America to eat more wheat foods.

## WASHBURN-CROSBY Co.

GENERAL OFFICE  
MINNEAPOLIS, MINN.

MILLS AT — MINNEAPOLIS — BUFFALO — KANSAS CITY — CHICAGO — LOUISVILLE — GREAT FALLS — KALISPELL





"WHEAT" campaign to be an immediate answer to this question; its success or failure, however, depends in the main upon the extent to which you macaroni manufacturers will support it.

The most important requisite to the success of any standard product is quality and this, coupled with intelligent efforts on the part of the manufacturer to popularize his products, will result in an increased consumption. Therefore in the enthusiasm to increase the consumption of macaroni, do not forget the quality of your products.

The essential elements that are necessary to the creation of a quality product are good raw material, proper equipment, and a careful, uniform process of manufacture, and tireless supervision of sanitation. Too much time and money cannot be spent toward this end.

The farmer is coming to the realization that to get top prices for his durum wheat he must grow pure durum of a variety suitable to the manufacture of macaroni. The millers, through the state agricultural colleges, have done a lot to bring the farmer to this realization. At all times are we millers seeking to better the quality of the raw product through improved processes

## COORDINATED ADVERTISING

By Martin Luther of the Minneapolis Milling Co.

This announced subject of "Coordinated Advertising" is, I presume, assigned to me by virtue of the advertisement which we ran in the Macaroni Journal last month. I know one of our competitors used the same colors, and I consider that a very great compliment. The advertisement, as it read, is somewhat on team work, and was inspired more by the fact that Miss Florence Snyder, who is running the advertising for the Macaroni Journal, sent a boy down and told me that I had just 15 minutes to get an advertisement into this issue, if I was going to run one, and having attended the executive committee meeting in Minneapolis, and having been instructed what lines I was to pursue in advertising, I thought it was up to me to write something which would speak of the team work that you macaroni manufacturers are trying to accomplish in the advertising or merchandising campaign which you are about to start.

My idea of coordinated advertising is the effect on the sentiment that advertising of any kind has. When I say "sentiment", I don't mean it in the ordinary sense of the word, but the inner consciousness upon which we try to impress a certain message we have to give in advertising.

The value of advertising was recognized by us as a nation in the recent war, which we entered into when the recruiting was going on full force. You know as well as I that we saw more flags than we had ever seen before, and they impressed their idea upon us. There were the flags and the bands played our national anthem, and we were inspired with the idea that we were Americans, first of all. That was coordinat-

and by careful selection of quality wheat. It is to the advantage of all connected with the macaroni industry, especially at this time, in view of the wonderful opportunities presented, to continue their efforts in producing a better quality.

The average American, unlike the largest consumer of macaroni, the Italian, has not been a discriminating user. However, with a more frequent and wide spread use the American will be able to distinguish quality and consequently good quality will be necessary to satisfy his demands.

In summarizing what I have said, I repeat—To compete with the gradual increase in imports and to take advantage of the "EAT MORE WHEAT" campaign, which means increased consumption—"Do It With Good Macaroni." When we review the accomplishments of the macaroni manufacturers, their splendid spirit of cooperation and their unselfish attitude, we cannot help but feel confident that they will be successful in their desires and undertakings this coming year.

The third paper was by Martin Luther on "Coordinated Advertising":

ed advertising, and everything was designed to impress upon us that we were first of all Americans. That has been recognized in recruiting, in our national movements of one kind or another, the great stress they have laid upon this national advertising, and today we are approaching our problems of naturalization in the same way.

The effect we are trying to gain is to put across and and impress upon the inner consciousness of others, and their buying consciousness in this case because we are commercial, to impress upon the imaginative consciousness the fact that macaroni is the food of the nation and that they should buy more macaroni all the time.

To do that we have got to hammer this message home in every way possible, and as frequently as possible.

Perhaps the best example of coordinated advertising we can find is our own government. You know that when a certain presidential nominee carries with him a great deal of prestige, the result over the country is that he sweeps in with him in a great landslide the majority of the party which he happens to represent. Wasn't that true at our last election. Harding was elected; there was a great landslide of republican candidates to our national capital. Why? Just because we had decided that the next president was to be a republican, and the representatives were put in with him—coordination.

Harding was nominated, and because he was elected all these various more or less unknown senators were elected. That was the result of coordinated advertising, by taking advantage of a proposition, a theory, and ideal by which we all favor any one who attaches their particular message to this thing which we are all in favor of, and

which is bound to carry, sweep to victory all at the same time.

This brings me to the application which we ourselves, as a National Macaroni Manufacturers convention, can apply for our own purposes coordinated advertising as is at facts us.

Your president and your secretary will tell you that some months ago I wrote them and told them we had enjoyed the favor of the macaroni manufacturers over the country to such an extent that we really felt it was only due we should acknowledge that by some work we might do in their behalf, and I asked them to submit to me certain designs we might put on the highways, and in other places to attract the attention of the public, impressing upon them that macaroni was a palatable food, and not a party dish for Europeans, but really a national American dish which we might enjoy and might be proud to have on our table.

While we were waiting the "eat more wheat" campaign came on. So far as the credit for the "eat more wheat" campaign is concerned, that is a question which none of us need judge. Whether or not Tom Brown or James Bell started this campaign isn't a question which we need concern ourselves with. It is a movement that stands on its own feet as far as merit is concerned, and we are willing to back it up. We have discarded the campaign we contemplated, and are going to get behind the "eat more wheat" campaign.

Why?

Because it is a national campaign for the good of every one concerned in the industry. The question of who gets the credit shouldn't enter into it. The fact that Tom Brown and James Bell were reared in the lap of luxury makes a difference in the benefits they might have reaped in the development of the hardships that Lincoln had undergone. They are simply the victims of circumstance and environment, or they might have had their place in the niche of fame with Abraham Lincoln.

When the macaroni manufacturers have an opportunity to ally themselves with a movement of importance of this kind, to reap the benefits of the great national campaign that is going to be carried out, wouldn't it be the height, or depth of folly for them to overlook this and pass it. If you are going to put this thing across, put it across so you get real results and your business and our business, and our business will reap the benefit, you want to side in on the landslide.

We are behind this campaign, and we are going to push it, and we think it is good for the farmer, for the carrier who handles the wheat, good for the miller who mills the good for the macaroni manufacturer, the baker, and good for the people who get it. It is going to accomplish a readjustment of the fundamentals of our national life, which are now sadly out of line.

You have a wonderful food and merit behind you, behind everything you say; you don't have to exaggerate, you only have to state the facts and put them before the public convincingly with this tidal wave that is going over the country, and you

# A Pure Durum Wheat Product Backed by the Guarantee of The "KING MIDAS" Name



## KING MIDAS MILLING CO.

MINNEAPOLIS

No. 2 SEMOLINA  
No. 3 SEMOLINA

DURUM PATENT  
DURUM FLOUR



bound to reap it in ten times as much as it costs you, because this is the time.

All you have to do is mop up on it—that is the idea. I can only hope that the men who are here gathered appreciate in its fullest the opportunity which is now given them. It is an opportunity of a lifetime, and one that you have never had before and I can't conceive of a condition which might present this big opportunity again. You have an organ which is functioning and

## VALUE OF A GOOD SLOGAN

By W. E. Onsdahl, Commander Mill Co., Minneapolis

To arrive at the real value of a good slogan is difficult, if not impossible. That good slogans have great value is an undisputed fact. I shall do my best to give you an idea of results that have been obtained, that are attributed to the use of slogans.

There is no expression that more fully covers my own idea of my abilities to deliver an interesting and valuable talk than the slang expression—"he's the bunk!" However, this expression in itself bears some relation to a slogan, in that it is a catchy phrase that by repetition has gained national understanding.

The value of any slogan is in its ability to impress or suggest. Were it not for a few such words originated by a famous French doctor I doubt whether I would now be able to stand before you gentlemen, who have previously heard such good talks, and even get by the introduction. But I keep saying to myself, "Day by day, in every way, I'm getting more and more nerve." This is a small example of what can be accomplished by a few words that have the power of suggestion, and also an example of the susceptibility of human nature to suggestion.

There are several outstanding campaigns based on slogans that have been of enormous value to the industries represented.

Take the florists' slogan—"Say It With Flowers." This slogan is now becoming nationally known as the "Million-Dollar Slogan" and for the purpose of historical record the Florists association has gotten out a story of the origin of this slogan, which they call, in their story, "an invaluable possession."

A little recent personal experience will illustrate what the result of slogans really is. A friend of mine and I were driving out to a greenhouse on the day before Mother's Day to get flowers. We both decided we were spending too much. I suggested we could use candy in many cases, which would result in quite a saving to us, but it was decided our wives and mothers were so imbued with the popular idea everything must be SAID WITH FLOWERS we could not get away with candy.

It occurred to me at that time that if the candy manufacturers had some such powerful slogan hundreds of thousands of dollars spent yearly for flowers would be spent for candy.

"Save the Surface and You Save All" is a good slogan adopted by paint manufacturers. That their slogan is directly responsible

through which you may act to seize this opportunity, and I say as an expression of personal feeling, the feeling which I believe all of the millers in the industry share, that I hope you will not fail to grasp this golden opportunity.

W. E. Onsdahl of the Commander Mill Co. followed this with a talk on "The Value of a Good Slogan":

ble for the increased use of paint cannot be denied.

What the Sun-Maid Raisin Growers have done with their slogan—HAD YOUR IRON TODAY?—is commonly known. In a letter Franklin Bell, advertising manager of the Sun-Maid Raisin Growers, says: "I am sorry I cannot give you statistical data. It is most expensive and difficult to check such effects, but from evidence at hand we feel quite safe in saying that the HAD YOUR IRON TODAY slogan has materially increased the consumption of raisins.

Another recent personal experience in connection with raisins will illustrate the effect of slogans on the average person. During the intermission at a dancing party one of my friends went into the cigar stand and bought a 5-cent package of raisins and came strolling outside chewing them. Another friend asked him what he was eating and he answered, "Raisins." "Well," said my other friend, "I haven't had MY iron today."

While on this subject of raisins—how many of us 10 years ago would have purchased 5 cents worth of raisins from a cigar stand?

The value of a slogan is not only in the appeal and the impression it will make on the average person, but also in the fact that it is so cheaply put across.

I believe that a good, lively, easily remembered slogan, one that tells something about the product in an interesting manner, will spread like wildfire with but very little advertising.

Some advertisers believe a slogan is only a clever, flippant phrase with which to identify a product. Others base their entire

## FRIDAY "MACARONI DAY"

By Guy A. Thomas, Washburn-Crosby Co. Minneapolis

Gentlemen, I have heard the papers read this morning on the subject of "eat more wheat". I have been in this work from its infancy, in fact since the name of "eat more wheat" stated. Now, none of us likes the term "eat more wheat", because in one way the people do not eat more wheat in its crude form, but in another way they do. You take, for instance, the campaign that is now being inaugurated on the "eat more wheat", which was started some months ago through an advertising agency in New York city, which conceived the broad idea that

sales efforts on slogans. Some use the phrase indefinitely throughout the life of their business, while others use the same phrase for from 5 to 10 years and then start in on a new one.

It is of course hard to estimate the value to the macaroni manufacturers of a good slogan. That it could be of just as great value to the macaroni manufacturer as has proved to be to other lines of business is very easy to understand.

I personally believe that macaroni consumption is nowhere near what it should or easily could be. I doubt that macaroni is used over one meal a week on an average throughout the country, and I do not believe that in the northwest it is used over one every 2 weeks. With 21 meals a week seems that if 2 meals out of each week were macaroni meals that this would be the least we could expect. However, in using macaroni for 2 meals per week, where they are now using it but once, it would result in doubling macaroni consumption, and you gentlemen can easily understand what that would mean to the macaroni industry.

I believe that the macaroni manufacturers have, in this EAT MORE WHEAT campaign, the golden opportunity for which they have looked for years, in fact an opportunity such as this one probably will never again present itself.

Now it is up to the macaroni manufacturer whether or not he is to derive the benefits possible in this campaign. Let me be like the lemon that made the best of opportunity and became a grapefruit.

If anyone doubts the power of slogans identify products he has only to repeat himself, "It Floats—Chases Dirt—Ask the Man Who Owns One—One of the 57." I see if in every case he does not immediately remember the product with which the slogan is associated.

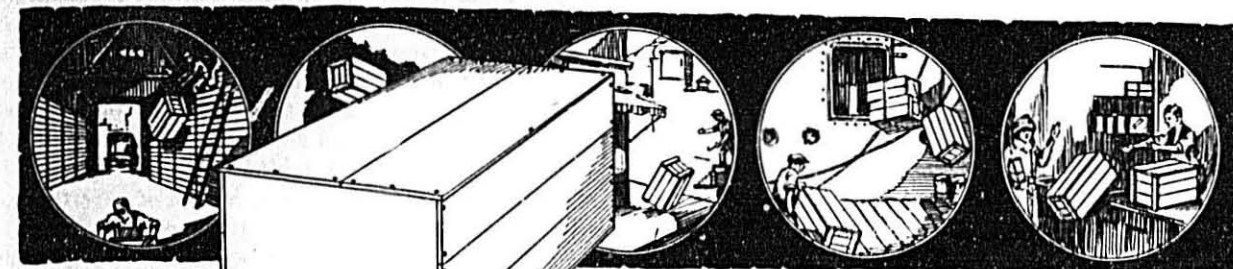
Women remember slogans more easily than men, and especially where a food product is concerned. We therefore are in a better position to derive large benefits from a good slogan than many other lines that are not food products. So it is up to us to get a slogan that is powerful enough to work as a constant reminder to the housewife to use macaroni.

Guy A. Thomas addressed the convention on "Friday—Macaroni Day"

"eat more wheat" would cover in fact kinds of wheat foods, and all industries pertaining to wheat in every form.

For instance, the millers of the south tried to adopt the phrase "bread is the best and cheapest food." That would not, however, fit the bill of the entire milling industry, for the reason that while perhaps bread is one of the best and cheapest foods we could not get the cooperation of the farmers down to the manufacturers and consumers to adopt a slogan of that kind. Consequently, the "eat more wheat" slogan was adopted.

During the war wheatless days education



# Accidents Do Happen!

All thoughtful men protect their families by accident insurance, so why not be just as thoughtful of your business welfare by protecting your shipments against "Accidents" that we all know "Do Happen" while the product of your factory is making the hazardous journey to your customer.

## USE Wood Box Shooks

The TRIED-AND-TRUE Shipping Insurance

"A Request Will Bring a Quotation"

# Anderson-Tully Company

Memphis, Tenn.



the public to the knowledge that "eat wheat" meant bread, and meant macaroni, sweet foods and various other things that were made from wheat. For instance, we have received today the endorsement of the National Federation of Bakers, and they are putting in every effort they can in this movement of making "eat more wheat" a great slogan and increasing the consumption of bread. The small bakers are back of it. There are various other organizations throughout the land which have adopted it, and they are today putting forth every effort they can to increase the call for sweet goods and bread in its various forms.

The cracker men adopted it at a recent Chicago meeting. Going down the line we have had the endorsement of almost every trade connected with it in any way. The General Motors company has endorsed it and sent out letters to their men all along the line. It means just this: If you can bring the prosperity to these 6 million farmers in the United States, who represent approximately 38% of the buying power of the country; if you can bring to them prosperity it means more money all the way along the line.

When you stop to think you realize that back of this movement are 7 governors of 7 states, and we have had the hearty endorsement of men like Senator Capper, who will attend the conference in Chicago. We have had endorsement from the senators in every state where it is brought out.

The dangers that confront the macaroni industry today are measured in plain dollars and cents. Unless you can get together and cement your 406 manufacturers in the United States, and put back of it your money and coordinated advertising, you are going to lose out on this proposition. It is going to be a detriment rather than a benefit, for the reason that the bakers are striving tooth and nail to get that extra slice of bread on the table at each meal time, and thus utilize 170 million bushels of wheat through bread or bread byproducts.

I do think, gentlemen, that this industry is losing a wonderful opportunity. We are sitting and listening to meetings in St. Louis and New York and Washington, and in various other places, and they have heard just what is going on throughout the country, the money that is being spent, and the millions more to be spent in this move to make the farmer more prosperous, and utilize his products in the United States and make a better price basis for him.

What is the macaroni industry going to do to get this benefit? It ought to go to work and adopt a phrase of some sort to bring out to the people that macaroni is wheat. Educate the public in some manner or other to make better macaroni in its finished product to the consumer. I mean by that, teach the people how to use it, in the chain stores, in the restaurants and in the groceries and in other ways. They ought to go to work and put money in restaurants that serve nothing but macaroni. They ought to teach the public how it should be used.

You have got the most wonderful chance in the world, gentlemen, of cashing in on these millions being spent, but you have got

to do it by coordinating together and pushing in harmony and unison, and putting the cold, hard cash back of it.

Five thousand dollars isn't going to do anything; fifteen thousand isn't going to do anything. You need a hundred thousand to cash in right. Why not go out today and make Friday a macaroni day? Eighteen million people do not eat meat on Friday. Macaroni is the meat food of the grocers—we all know that. You can go into the ordinary grocery store and ask him what the meat food is, and if he is the right kind, if he is educated he will tell you, "Macaroni". Why not make Friday a macaroni day throughout the land, and advertise it to the people so the people will know it.

Back of it all you have got to teach the people how macaroni should be handled. The subject has been thoroughly covered in the various papers read, but I want to say this.

That if you do not take advantage of this opportunity to cash in, instead of the con-

## THE GOLDEN OPPORTUNITY

By Dwight K. Yerxa, Pillsbury Flour Mills Company, Minneapolis

There is no question but what this "eat more wheat" campaign has tremendous merit; that it offers the macaroni industry, particularly, a chance of a lifetime, and I am sure that every member of the association, and I hope ever manufacturer of macaroni in the country realizes it now, if he didn't earlier in the game.

I am sure that the macaroni manufacturers as a body, are smart enough and bright enough to see this opportunity, and I hope they are going to do everything that should be done as quickly as possible to get back of this great campaign, this great opportunity, and cash in on it. I think all authorities agree that to have real prosperity in this country, which Mr. Thomas has just touched on so ably, we must help the farmers, and make the farmers produce. I think there are very few who will disagree on that.

In order to do that we must increase the consumption of wheat products. There is no better food in the world than wheat, and

### Los Angeles Shows How

Our California friends in Los Angeles can be depended upon to lead the way in making new uses of old things. Advertising with the people of that state is almost second nature, employing as much as they do in booming their state.

The macaroni manufacturers of Los Angeles, at least 5 of the more progressive ones, conceived the idea of advertising macaroni and similar products in connection with the general "Eat More Wheat" campaign and have banded for this purpose.

Their first aim at macaroni publicity was the erection of several large bill-

boards in that city and suburban territory, advising the people to get full behind the wheat campaign by increasing the use of macaroni products.

While it's too early to judge the effects of the campaign to get the population to consume more of the products the macaroni manufacturers according to John B. Cronwell, hustling manager of the United States Macaroni company, are now planning other cooperative moves that will have the same object in view. These Californians have set an excellent example for macaroni men otherwheres to follow.

Dwight K. Yerxa of the Pillsbury Flour Mills Co., discussed "A Golden Opportunity":

there is no better food manufactured than macaroni. The pity of it is that there are only too few people and consumers who realize that, and it is up to this industry to find a coordinated way of telling the American people the value of this great food, and making them consume it much more generally than is the case today.

It will be a great pity if the macaroni industry does not grasp this opportunity at this time, and not let the manufacturers of bread and other wheat products beat us out. I do not know as there is anything I can add to what has been said, so ably said, but I do hope you will take Mr. Thomas' advice and see to it that the whole macaroni industry is cemented into one body, and get behind this great campaign for "eat more wheat", and go over the top with a rest.

Andrew Ross, Armour Grain Co. Chicago, was the next speaker, and discussed "Cooperative Educational Publicity":

(Continued on page 26.)



Have YOU investigated the possibilities of shipping your product in Solid Fibre and Corrugated Containers?

Many of the leading macaroni manufacturers have found that the Fibre Shipping Case fills a long felt want for a container that will carry their goods to their customers efficiently. The Fiber Container is light, sturdy, and abuse resisting; it broadcasts your advertising in a way that cannot be equalled; and it "Delivers the Goods". Can you expect more? Let us tell you in detail how we have solved the packing problems of others in your field.



## Hummel & Downing Co.

Manufacturers of

SOLID FIBRE AND CORRUGATED SHIPPING CASES  
CADDIES, SHELLS, AND FOLDING CARTONS

Milwaukee, Wisconsin.

Service Offices—Chicago, Denver, Minneapolis.





## COOPERATIVE EDUCATIVE PUBLICITY

(Continued from page 24.)

By Andrew Ross, Armour Grain Co.  
Chicago

I attended the convention of the National Wholesale Grocers association in St. Louis, and later a meeting in Washington. In St. Louis I think there were about 15 manufacturers present. We had a general discussion at those informal meetings of this very topic, of finding some way for the macaroni men to hitch onto the millers' kite, and increase the eating of more macaroni. All of the macaroni manufacturers at St. Louis, after discussing the thing, felt that the opportunity was here to do something in the macaroni industry similar to what has been done in so many other industries, and that is to join in a cooperative advertising campaign to acquaint the people with the value of macaroni as a food, and increase the consumption of it, and that to be done independent of our regular advertising campaign that each manufacturer has as his object.

At the meeting in Washington it was felt that so much interest was displayed at St. Louis and again by the manufacturers in Washington that something definite should be developed to present to this meeting of the National Macaroni Manufacturers association, and the gentlemen at the Washington meeting urged me to serve as a chairman of a committee to bring something to this meeting.

Subsequently a meeting was held in New York, on the first of June. I think there were probably 40 at that luncheon, and probably 30 of them were macaroni manufacturers, and every one but one felt we should do this thing. One of them felt (I think he was a bulk manufacturer) and said he wouldn't come in. That was the only negative expression we had out of those three meetings. Following that and acting as the chairman of this temporary committee, which grew out of these informal meetings, I took the liberty of addressing a letter to all the macaroni manufacturers in the country, briefly putting before them something of what had happened at these three meetings. I asked them if they would pledge funds to a campaign for a year, conditional on a minimum of \$50,000; the pledges wouldn't be binding unless \$50,000 were raised.

I asked them to consider doing something of that kind, and to think it over, pending this meeting, and to come here prepared to act. I don't think I need to say anything about the wisdom of such a procedure after listening to the millers in what they have had to say on the subject. I have a better knowledge of what the millers are doing from this morning's discussion than I had before, although I knew they were doing a great deal.

I am persuaded that we can't have any real lasting prosperity unless the farmers produce and are prosperous. If the farmer is not prosperous, all our business is adversely affected. If we can do anything to help on that broad campaign we ought to do it, but above all things we ought to

selfishly grasp this opportunity, grasp the opportunity the millers are presenting to us. We are to go down into our pockets and get the cold cash and get busy on this thing.

I discussed it with our advertising agent and he said, while discussing it with me, that outside of a general advertising campaign to educate the consumer in the proper use of macaroni, and therefore increase consumption, once they learn to use it properly, that a tremendous amount of publicity could be forthcoming if a news agency were established, and one could be maintained for \$15,000 a year. He cited the Goodrich Tire company, which maintained a news agency and didn't call anything of value it got published through the newspapers and periodicals unless the word "Goodrich" appeared. The company didn't count anything unless its name appeared on it, and it got space that would have cost something over \$2,000,000 in a year's effort on that, offering news service to the editors of the country. That is one thing we could very easily do.

Above all we ought to begin a cooperative advertising campaign to interest the consumers in a greater consumption of macaroni. That "Macaroni Friday" is a great thing, fellows. There is a very big opportunity there. If we could get them to use the macaroni as fish two or three times a week, instead of meat we would do a big thing for this industry and for the health of the people.

The Portland Cement association began a campaign with \$48,000 for the first year, and

## GETTING MOST FOR MONEY

By A. Van Vlissingen, Potts-Turnbull Advertising Co., Chicago

There is no doubt as to what cooperative advertising can do. We are all familiar with what has been done in the food line by such people as the Walnut Growers, the Prune Growers, the Apple Growers, and all the rest of them. They have done a tremendous job, and it is close enough to home in the macaroni industry to see that something can be done.

But perhaps you are not as familiar with the quantitative results that can be obtained with the expenditure of money. My organization handled the advertising of the Portland Cement association, to which Mr. Ross referred. Most of the manufacturers didn't belong when the association started out doing these things. As the association got to doing more and more they found that the members came in, and while it was first largely the big manufacturers that got together, now most of the manufacturers are in. I don't believe there is a dozen small manufacturers who have not joined the organization.

The cement people had problems before them somewhat similar to those you have before you. Probably the one that is closest to yours was that of the use of cement for

that thing has grown until the present expenditure is near half a million dollars, and it is doing the industry a tremendous amount of good.

The sauer kraut fellows joined in a cooperative campaign, with an expenditure of \$25,000, and doubled the consumption of sauer kraut.

I said in the proposal I put on the macaroni industry, as chairman of this temporary committee, that we should raise at least \$50,000 among the manufacturers. I believe we can raise considerably more. I believe two thirds of it is in sight, and a lot of the macaroni men who are here haven't been heard from at all. I believe if you join this, and the small men will contribute the cost of one salesman's salary per month, and the larger fellows in proportion, we will do it. My company pledged itself to contribute \$400 a month, if \$50,000 is raised, and a greater amount proportionately. I hope by reason of that pledge we will have to contribute \$15,000 instead of \$5,000 because it means \$150,000 raised.

If we can start with a minimum of \$50,000 there is no question we will raise more the next year, and the next year still more, because the thing is practical and feasible, and we will only come together.

There are macaroni manufacturers who are not members of the Association. They ought to be members. I believe if the association will do this thing they will be members.

A. Van Vlissingen, Potts-Turnbull Advertising Co., Chicago, covered the subject of "Getting the Most for Your Money":

specialized purposes. Another one that is close to you, one that is closer to you than you may think, because you have the problem of stirring up in the public mind an interest in the belief of macaroni as a food. That doesn't exist in the ordinary housewife's mind today. If it did there would be a larger consumption of macaroni.

In the first place the Portland Cement association was faced with unfavorable public opinion. There was a grave belief that there was a trust, that prices were fixed, that prices were too high. For the past years a large proportion of the advertising funds of the Portland Cement association have been devoted to educational advertising for changing public opinion, which was getting the industry into everything that was unpleasant to an industry.

In principle, it is the same: If you can change the public opinion on the cement industry, you can change it on the value of macaroni.

In 1921, when this was started, 95% of the newspaper clippings which came to the Cement association were unfavorable to the industry, and that meant that practically all were inaccurate and based on misinformation. They laid the association open to all kinds of charges.

(Continued on page 28.)

## "OLD MAN WEEVIL"

Peril to Foodstuffs Shown in Total Destruction Each Year—Start at 45 Degrees—Keep Him Cool.

Foodstuffs to the value of more than 100 million dollars is annually destroyed by insects in stockrooms, warehouses, manufacturing plants and grocery stores, according to estimate by Secretary H. F. Thunhorst of the American Specialty Manufacturers association in his recent bulletin to jobbers, food manufacturers and distributors.

### Prolific Cuss

"Old Man Weevil" gets on the job as soon as the thermometer records heat above 45 degrees. Below that temperature he is inactive and harmless. The warmer it gets the more active he becomes until by the middle of June, the summer campaign of destruction is on in full swing. "Old Man Weevil" is a prolific cuss and brings to his reinforcement large families, reproducing themselves over a thousand fold each summer.

### How to Do It

Instructions for avoiding this insect pest and particularly applicable to the wholesalers and retailers is given in the following:

- 1—Turn out oldest stock first.
- 2—Keep stock rooms and warehouses clean by frequent sweeping, scrubbing, spraying and general cleanup.
- 3—Remove all broken or open packages and all insect laden goods.
- 4—Watch your cereal products closely during the warm weather.

Remember, if sterilized cereals are properly handled and stored they are safe from "Old Man Weevil" even during the hot weather.

### Stockroom Inspection

Macaroni manufacturers would be well to tie up with this campaign of attack on the weevil which annually causes the industry large losses. Attention should first be given to the factory stockrooms to insure goods leaving a plant strictly immune from weevil infection.

### Demand Clean Cars

This should be followed up by a campaign aimed at the railroads to provide clean cars for transportation of the products, then at the wholesale warehouses where cleanliness should be insisted upon and where removal of all old stock would be a first requisite; then at the grocer advocating the same procedure and suggesting that extra care be taken that none of the products

carrying a brand name are even slightly infected should be passed to the consumer. If this latter order is scrupulously adhered to, some of the objections to our products as summer foods will vanish.

## Seeks to Aid Railroads

Cooperation between the producing and consuming industries and the railroads of the country is most essential if the present rate of productivity and employment is to continue and the present wave of prosperity maintained, in the opinion of Secretary Herbert Hoover of the department of commerce. He seeks to encourage this harmonious relation, and in a recent statement cites the principal directions in which such cooperation may be extended by the various trades. In bringing this to the attention of the industries, he seeks cooperation of the various trade associations. Among the recommendations are:

- No. 1—Advanced storage of winter coal during the light consuming season.
- No. 2—Loading of all cars to full capacity and prompt loading and distribution.
- No. 3—Reducing of reconsignment shipments and restriction of to-order bills of lading.
- No. 4—Demands for no more cars from the railroads than can be promptly used.

If the maximum efficiency is obtained in these directions more effective commodity movement will be possible, as it will bring about a steady stream of freight shipments through the year and results in a full and smooth productivity which will tend to check inflation or increase in price levels.

In the opinion of Secretary Hoover unity of action between the shippers and the railroads will contribute much to the prosperity and full employment that capital and labor seeks to maintain.

Macaroni manufacturers everywhere should endeavor to carry out the suggestions so far as it is possible without disturbing the economic conditions affecting their plants.

## National Container Association Formed

Of great importance to the manufacturers and users of corrugated and solid fibre containers was the formation on May 22 and 23 in the Drake hotel,

Chicago, of the National Container association. There have been 2 associations in the fibre container industry, The Container club and The National Association of Corrugated & Fibre Box Manufacturers. The new association will comprise the membership of these organizations and other manufacturers who have not been identified with association work. It is expected that the National Container association will start with 75 to 80 manufacturers of corrugated and solid fibre containers, representing 80% of the total production in the United States.

The officers elected are: President, F. J. Kress, F. J. Kress Box company, Pittsburgh; vice president, John L. Barchard, Hummel & Downing company, Milwaukee; general manager, George R. Browder, Chicago; secretary-treasurer, B. C. Tamlin, Chicago. The affairs of the association will be directed by an executive committee, F. J. Kress, John L. Barchard, J. P. Brunt, James B. Fenton, George Gair, C. W. Gaylord, W. S. Goodwillie, Irving Hill, and Samuel Samuels.

Activities of the 2 associations will be continued, which will include research work with a scientific laboratory at the Mellon institute, Pittsburgh, and a testing and designing laboratory in Chicago, statistical service, inspection, traffic and classification matters, etc.

It is expected that having all association activities in one group will eliminate duplication of effort and make more effective the combined cooperative efforts of the manufacturers toward betterment of conditions in the industry, and afford an enlarged service to users of fibre containers. The members of the association are pleased with the prospects of harmonizing the relations of factors in the industry and the opportunities that are offered to develop the fibre box industry along all proper lines. It is felt that much can be done to assist not only the manufacturers themselves, but shippers, carriers and the public.

The executive offices of the new association will be maintained in the Transportation Building, 608 South Dearborn st., Chicago.

### A HOT TIP

When you abuse a competitor you bring him a class of advertising that he cannot buy at space rates.

Moral: Don't advertise your competitor; advertise your own brand and firm.



## Convention Report

(Continued from page 26.)

That advertising went into effect in the latter part of 1921, and in 1922 practically all of the advertising was on that subject, and in 1923 most of it has been. The management of the association told me Monday that of the clippings coming in this year 98% were favorable, and 2% unfavorable. One in 50 is unfavorable, or misinformed. The other 49 are accurate, based on the information passed on to them. That is one phase of it.

Observe the proportion of concrete roads under construction in 1915. I should say the promotional advertising of the association to induce people to use more cement has been built almost entirely upon the building of concrete roads. That is the one virgin field. There was a tremendous increase in concrete road construction between 1915 and 1922. That was not all due to advertising. In the meantime the government has gotten behind road building, and there are more roads being built. There was about \$45,000 in 1915 spent on road building. In 1922 close to half a million dollars was spent, but over \$350,000 has been spent on the educational campaign. If macaroni is intelligently handled and financed properly it can be brought up.

The chief commodity, the chief food product of which macaroni is competitor, is meat. You gentlemen are spending about

## MACARONI---GOOD WHEAT FOOD

By A. S. Bennett, Green Advertising Agency, New York

What is the situation regarding macaroni? It comes down to this: What do people eat and why? That is the whole thing. If you find out what they eat and why, and get it right, you can begin to talk macaroni. We are not talking to the individual. This comes down to a mass psychology and mass selling. That is what you men are up against, and as long as you work at the thing individually, and send out one man, or two men to sell to fifty men each, you are going individually and not working against the mass, and that is why the thing is going so slowly, because you have not as yet in a big way attacked this thing from the point of mass psychology.

In other words, you are too near the problem to see the broader aspects of it. It is nice to have these men come in here from allied industries and men who have made a study of selling to the mass come in and contribute what we can.

That is sometimes the situation the manufacturers find themselves in. They are so close to the problems that they do not see the bigness and the big message back of it. The big message these men have tried to bring to you is mass selling and mass psychology.

We all agree macaroni is an excellent food, and I will submit that macaroni is an excellent food little known and little used. Very little known and very little used! We have possibly 110,000,000 people in the United

States; we have 110,000,000 that eat bread, that eat meat, that eat fruit, and possibly that eat potatoes. Why is that? Simply because they are easy to secure, easy to prepare, and have no manufacturing problems. That is the whole answer.

Who prepares this food? Outside of the home we all know. I figure that we must have one, at least one little lunch counter for every 500 people. In that case we have 220,000 vendors of food in this country, in the restaurants, hotels and lunch counters. What are those 220,000 vendors of food going to put before their customers in the next 24 hours? How much macaroni and spaghetti are they going to offer their people in the next 24 hours?

To make a little practical test, I asked for the breakfast, luncheon and dinner menus for today in the hotel here. There are 50 articles listed on this one; 54 on this one, and 53 on this one—157 articles, and spaghetti appears just once, and macaroni not at all. You men know that 157 varieties of macaroni alone can be put into a good menu.

If that is fair example of what the 220,000 vendors of food are going to offer the people in the next 24 hours, you can readily see why there is no macaroni market developed. There are plenty of foods here that are highly advertised. They are put on the menu because of the immense mass psychology behind them.

We have wheat food; there is no better known food; it is the ancient food of civilized mankind. You wouldn't think a food

A. S. Bennett, Green Advertising Agency of New York spoke on "Macaroni—A Good Wheat Food":

that had been eaten through the ages could stand any advertising. Probably 20 years ago you would have said that nothing could be done by advertising apples. Is anything more ancient than apples—apples that have been eaten all these years and advertised only recently? But see what they have done! As soon as the cement men showed how you could use it they had a wonderful demand. That is the trouble with macaroni. I will submit that spaghetti is merely a plate of spaghetti with some sauce over it to 109,000,000 people. Macaroni is another product which to at least 109,000,000 people is simply the plain macaroni with a little sauce over it. You people know macaroni has a thousand and one uses. Cement was just plaster to 110,000,000 people, but when it became a medium to be used in a thousand different ways, it was a different problem altogether. When spaghetti becomes something that can be used in wonderful ways, and helpful ways, it becomes a different thing altogether.

That is mass selling. To sell one package is one thing, but to sell an idea is another and you fellows have an idea to sell. It seems to me if you crystallize all the efforts made here this morning in the appointing of a committee of 3 that will help to crystallize this desire and pull the trigger on the impulse, if it is not more than accept these ideas we submit. Your committee would standardize some slogan, and then those would be put in the hands of an artist and would be perfected, ready for printing. Color plates would be made and editions run which this publicity committee would have charge of and they could suggest how many prints, and you manufacturers could buy them in such lots as you desire, and not contribute any money to a pool but buy as many as you wish—you can suit your own needs.

Try it out and let it stand for a year. Let that thing be done for fully 12 months before you make any changes. On the newspaper idea, somebody could work with your committee to put over that newspaper idea and syndicate it to augment the sales of macaroni.

\$100,000 is not a big piece of money for an association of this kind, and if you are going to do any team work you have got to get hold of this rope. You can't pull anything from the other fellows with a 5-cent grip. They spend money to sell raisins, prunes, and a thousand and one different things, and when you have sold all those things they have not stomach room for spaghetti and macaroni.

If these fellows succeed, you fellows fail and they are succeeding. The only thing you can do is recognize this, as an association. The first thing, the whole industry has to get back of this, and it is going to take some wise guy who can go out and get the industry together. He has to be a superman, from what I hear. If you

On the special committee suggested by Mr. Bennett the president named Messrs. Ross, Vagnino, Thinger, Yaeger, Kurtz, Bennett and Schmidt.

Believing that the nation wide campaign to increase the consumption of wheat products presents to the macaroni manufacturers the greatest opportunity among the wheat food manufacturers for increased consumption of these products, therefore

Resolved, that the National Macaroni Manufacturers association adopt and approve of the "Eat More Wheat" slogan, so modified as to tie up with it our products, and that we cooperate fully with the various interested agencies in promoting the campaign now under way and diverting as much publicity as it is legitimately possible to our products.

Resolved, that the National Macaroni Manufacturers association approve an amendment to the act to regulate commerce which will authorize shippers who suffer loss and damage to bring suit therefore against any carrier party to the transportation movement and it is urged upon the Congress that such amendment be passed.

Resolved, that we take this occasion and this means to convey our appreciation to the allied trades, particularly to the durum millers and to tender them in return, every legitimate cooperation and service within our power.

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## CONVENTION RESOLUTIONS

### Eat More Wheat

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### Free Deals

Believing that it is not a sound or ethical business policy to leave the impression with the wholesalers and retailers that as manufacturers we offer them something free with every purchase through the means of the so called "free deal," therefore, be it

Resolved, that we condemn free deals as unsound, unnecessary and unbusinesslike, and urge every manufacturer now employing this device to abandon it because it is an insult to the intelligence of the distributor, and a generally demoralizing business practice.

### Macaroni Statistics

Whereas, the gathering of statistics covering the macaroni manufacturing industry can best be carried on through the office of the secretary of this association in conjunction with the various divisions of the Department of Commerce, therefore be it

Resolved, that the National Macaroni Manufacturers association thoroughly urge compilation of accurate and helpful statistics governing production, consumption, importation and exportation of all grades of macaroni products and that for this purpose we cooperate fully and openly with the various government bodies to the end that dependable figures covering this subject may be obtained.

### Commerce Act Amendment

Whereas, under the provisions of section 6, paragraph 5 of the act to regulate commerce, carriers are allowed 3 years within which to file suits for undercharges, and the same section of the interstate commerce act allows shippers only 2 years within which to file complaints with the commission or institute suits for the recovery of overcharges, and whereas it is equally fair for the same periods of limitation to apply to shippers and carriers, there, be it resolved that the National Macaroni Manufacturers association hereby approve an amendment to the act to regulate commerce which will allow shippers 3 years within which to file complaints with the commission for the recovery of overcharges and 3 months from the time the shippers are notified in writing that the carriers have declined payment of

the claims within which to file suits in courts of law; and it is urged upon the Congress that such an amendment be passed.

Whereas, under the provision of section 20 of the act to regulate commerce, shippers are authorized to bring suit against the initial carrier for loss and damage to freight, whereas it is frequently inconvenient and sometimes impossible for shippers to sue the initial carrier where as it is equally convenient and fair to the carriers to bring suit against any of the carrier's party to a transportation movement, therefore, be it

Resolved, that the National Macaroni Manufacturers association approve an amendment to the act to regulate commerce which will authorize shippers who suffer loss and damage to bring suit therefore against any carrier party to the transportation movement and it is urged upon the Congress that such amendment be passed.

Be it further Resolved, that copies of these resolutions be sent to members of Congress and United States senators from our respective districts and states.

### Eliminate Color in Macaroni

Whereas, this Association has always upheld the prohibition of the use of artificial colors in edible pastes, and

Whereas, this attitude of the Association has been expressed by resolution numerous times, therefore be it

Resolved, that this Association request Arthur McWilliams, chief of the Division of Food and Dairies, under whose supervision the state food laws are enforced, to re-enact the ruling regarding artificial color in edible pastes which has recently been abrogated by the state food authorities. This ruling is as follows:

Coloring Matter in Macaroni, Spaghetti, Egg Spaghetti, etc.—Until further notice from this Commission, the use of coloring matter, other than that imparted by the eggs used in the manufacture of the substances, will not be permitted in Macaroni or Egg Macaroni, Noodles or Egg Noodles, Spaghetti or Egg Spaghetti, Vermicelli or Egg Vermicelli and all kindred products.

Be it further Resolved, that B. R. Jacobs is authorized to proceed to Columbus, Ohio, and present this resolution to Mr. McWilliams and discuss with him the advisability of re-enacting the above ruling.

### U. S. C. of C. Cooperation

Whereas, the Chamber of Commerce of U. S. A., and particularly the Fabricated Production Department thereof, has so willingly and ably aided us in every way, but particularly in our important work of planning and preparing a suitable uniform cost system for general use in our industry to enable us to talk the same language on costs, therefore, be it

Resolved, that in appreciation of this cooperation on the part of this leading and necessary business organization, this Na-

tional association take this means to express our thanks for this helpful attitude and promise to reciprocate in every reasonable manner possible.

### The Allied Trades

Realizing the debt owed by the macaroni industry to the allied trades and particularly to the durum millers who have so freely and continually manifested their concern in the welfare of the trade and recognizing the exceptional services which they have and are rendering both the industry, the individual and the consumers of our products, therefore, be it

Resolved, that we take this occasion and this means to convey our appreciation to the allied trades, particularly to the durum millers and to tender them in return, every legitimate cooperation and service within our power.

### Convention Publicity

The press of Sandusky and of the nation has treated fully and accurately the pre-convention publicity as well as the convention proceedings, therefore, be it

Resolved, that the macaroni industry through the National association extend to the representatives of the press our thanks and appreciation.

### Hotel Comforts

Appreciating the general contribution to our comfort and convenience by the management and employes of the G. A. Boeckling company, owner of the Hotel Breakers and Cedar Point, therefore, be it

Resolved, that to them we express sincere thanks and the assurance that their treatment is the very best invitation that could be extended to us to return here for future convention purposes.

### Our Guests

Appreciating the honor paid us by our guests at this convention and especially those who favored us with addresses of timely interest and authoritative facts, therefore, be it

Resolved, that to each and every one of them be extended the thanks of the macaroni manufacturers of the country through the National Macaroni Manufacturers association, Prof. H. L. Waister, Agronomist, North Dakota Agricultural College; Thomas Brown and Guy Thomas of Washburn-Crosby Co.; W. E. Derrick of Pillsbury Flour Mills Co.; Martin Luther of Minneapolis Milling Co.; W. E. Onsdahl of Commander Mill Co.; Charles Wesley Dunn of New York city; Susa P. Moore of Chicago; Winfred Stuart Gibbs of New York; T. W. Howard of Chamber of Commerce, Washington, D. C.; A. S. Bennett of New York city.

### THURSDAY MORNING, JUNE 14

At the opening of the session T. W. Howard of Washington was called upon to read his paper on cost accounting, entitled "Insuring Profits Through Knowledge of Costs":



# Insuring Through Cost Knowledge

By Thomas W. Howard, Fabricated Production Department, Chamber of Commerce, U. S. A., Washington, D. C.

I bring a word of greeting from the manager of the department, E. W. McCullough, who wishes for you a most successful and profitable convention and who offers the fullest possible cooperation of his department in connection with the work your association is doing.

The price you receive for your macaroni is in a broad way made up of two general elements—cost and profit.

There is no doubt that we are now, and shall be for many years to come, in a period when profit will come to him who, by careful management and an intimate knowledge of what is going on in his business is able to decrease his cost and thereby increase his profit.

There is yet in this country a large number of manufacturers whose cost reckonings are of the crudest character. For example, I heard the other day of a manufacturer whose consistent practice was to arrive at his selling price by taking the cost of the raw materials and multiplying the total amount by 3. Another in the same industry took the cost of his raw materials, multiplied it by 2 and then added 30%. Although this will appeal to us all as being crude figuring, its existence up to recently might have been condoned, for until within the last few years knowledge of exact cost methods has been limited and there has been but little standardization in cost accounting.

The excuse of inexact cost accounting methods, however, no longer holds. Every industry may now arrive with certainty at cost accounting methods that will give at least reasonably satisfactory results. Four major results that should come from good cost accounting are as follows:

First, a profit and loss statement for the business as a whole, revealing the current profits or losses of the business and supported by similar information for major departments or main lines of product.

Second, a balance sheet showing currently the condition of the business in terms of its assets and liabilities, that is, on the asset side its cash on hand, its accounts owed by customers, its inventories of raw material and finished product, and on the other side of the balance sheet the amounts owed to suppliers, to the bank, to bond holders, and lastly and of greatest importance to the owners of the business, the net worth of the business, that is, the equity of the stockholders or of the proprietors if the business is a partnership.

Third, a statement of product costs, that is, the costs of different styles of macaroni, spaghetti, noodles, etc., revealing the current costs of these various products which may be compared with the selling prices obtained for the same products. Such a statement is an aid to those engaged in selling the company's goods, enabling them to push the profitable lines, drop the unprofitable ones, increase prices if necessary and desirable, and decrease them if justified.

Fourth, statement of current costs of

operation of the factory, of the sales department, and other departments of the business, including a statement of overhead expense classified according to departmental responsibility; figures on labor operation costs, losses due to shrinkage and scrap and so on.

These, as I have stated, represent the 4 fundamental and ideal results that should come from cost accounting and through these four many other desirable results should accrue.

Each industry should address itself to the problems of cost accounting within the industry and arrive at uniform methods of cost accounting. Let there be no mistake in what we mean by this expression "uniform cost methods." In the same industry there is a similarity of procedure, of production methods and of operating problems that make possible the determination of uniform principles along which the cost accounting of the industry should proceed.

The determination of the technical cost methods themselves is not all there is to the problem of uniform cost accounting for an industry. The most difficult part is securing of the adoption of the uniform methods after they have been formulated.

Possibly manufacturers in some industries have not seen clearly the difference between cost accounting as developed by individual application and cost accounting under uniform methods. There is also the fear that expensive and carefully devised systems of their own will have to be abandoned and further expense gone to to install the uniform methods, but the uniform methods usually can readily be adapted to really worthwhile systems already in use. There may be members of your industry, possibly not represented here today, who will say, "Uniform methods of cost figuring are all right for those who have no cost system, but our company has got a pretty good system and we are getting along well enough."

Here are a few of the reasons why an industry should figure costs along uniform lines. Uniform cost accounting:

1. Provides once and for all the "one best way" to figure costs, thereby eliminating expensive experimentation by all members of the industry individually and independently. This in itself is a clear statement and probably needs no amplification, but to apply it to your own line, as I understand its problems, you have a difficult problem to solve in connection with the application of overhead expenses. Surely a conference, discussion, and a final decision by the cost accountants of the industry will develop the "one best way" to handle this matter.
2. Results in a better informed competition on the part of the members of an industry.

Certainly the industry in which every member has a knowledge of costs is a fortunate one and under such conditions there is the least likelihood that prices will be set without relation to the cost.

3. Strengthens the position of the industry in dealing with governmental or regulatory bodies.

The manufacturer of food products is perhaps particularly likely to be subjected to control or examination by governmental or regulatory bodies. I recall

that during the war, for example, the wheat millers among others had to make production and costs reports to the Food Administration and many of the millers found it extremely difficult to do because their accounting and statistical methods were not uniform with others, nor designed to give up the information needed. Then also, there is the matter of the income tax. You all know what that means. Probably most of you have found it desirable to adapt your general accounting and perhaps your cost accounting more readily to supply the figures required by the treasury department. Take the matter of depreciation alone. The fabricated production department has obtained from the commissioner of internal revenue acceptance of the propriety of making cooperative depreciation studies. Such studies are made to develop typical rates of depreciation to serve as a guide or criterion to cover usual conditions of use and production for a given industry. Industries which have carried such studies to a conclusion have been much benefited thereby.

4. Tends to convince the manufacturer who otherwise would fall to see the advantages of good cost accounting of the desirability of adopting the methods which his competitors are successfully using.

We all know that in every industry there are those who are willing to operate their businesses by rule-of-thumb and are content therewith, largely because they believe that their competitors are doing it or that the prices set by their competitors properly reflect their costs as well. They are the ones who are only convinced of the advantages of cost accounting when they see the larger and more progressive members of the industry following uniform methods.

I must say, however, in this same connection that where uniform methods have been adopted there is an inclination on the part of those who have not availed themselves of the uniform methods to seek out and use average cost figures obtained from the members who do use these methods. This is a dangerous practice, for average costs are nobody's costs and the chances are great that the man who employs average costs is either materially too high or too low in his figuring. Certainly it is not the intelligent way to conduct his business.

5. Reveals lines of individual production within the industry which have been marketed by all members of the industry on an unprofitable basis.

Nearly every line of industry finds some time or other that there are individual products manufactured by all of the members and sold at unsatisfactory prices. Uniform cost methods reveal such conditions with certainty.

6. Makes possible comparisons of cost on specific items so that the accountants by comparing costs may discover errors in their methods of figuring and thereby further improve the uniform methods.

The use of uniform cost methods means that the cost men of the industry can talk the same language, that is, if they discuss the cost of a standard macaroni they will know that they all have figured the cost in the same way. Such cost comparisons are helpful in revealing errors in cost figuring not known to exist and in perfecting cost procedure in complicated situations.

There is a problem before nearly every industry with which we have been in contact that may or may not be present

your own. I refer to the necessity for a campaign of education, first as to the need for uniform cost accounting, and second, as to the technical methods that have been developed. It sometimes is difficult to convince the cost accountants of the industry of the necessity for change or innovation. This difficulty is overcome by the organization of a cost council comprised of the cost accountants of the members of the industry. For example, one industry has a cost council consisting of some 40 cost accountants and within this council there is a working cost committee of 10 directly charged with the development of the technical methods, assisted by a cost engineer from the outside. Cost councils of the character referred to are in operation in numerous industries.

We of the fabricated production department are convinced that cost accounting studies which are made to develop technical methods and obtain their adoption are wholly legal and in this view, in response to a question by Mr. McCullough, the former chairman of the federal trade commission, Nelson B. Gaskill, coincides.

When your uniform methods have been

accepted and adopted by a substantial number of members there will be a natural desire to compare the results of your cost figuring. Where the cost accountants of the industry come together to report their costs on a common product with the purpose in view of eliminating errors in cost figuring and in improving their uniform methods, there is no question as to the legality. Mr. Gaskill on this point says:

I have previously expressed my firm belief that cost accounting is a legitimate trade association activity and subsequent consideration has simply strengthened this conviction. Collective, analytical study of the results of cost accounting furnishes an invaluable supplement to the individual cost accounting work. Comparison of results, analysis of results, and the study and discussion of these results lead to the improvement of methods and the increase of efficiency. To prohibit collective studies of costs for the purposes of their analysis, the detection of errors, and the improvement of methods is to shackle educative progress.

Intelligent savings in overhead come only from a knowledge of what overhead expenses really are, and hence I strongly urge upon you, both as individual manufacturers and

in your work for your industry, that you give especial consideration to this matter of overhead so that your expense statements reveal clearly the items of expense in terms of responsibility. It is easy in any figuring of costs to overlook items of overhead expense or to minimize them. Depreciation is one such illustration. Maintenance and repair costs of machinery is another. So see that your estimates of cost of your products are based on actual figures for every item of expense.

I wish you much success with your uniform cost accounting work and again wish you to know that if the fabricated production department of the Chamber of Commerce can at any time be of service to you we shall be glad to have you call upon us.

Dr. B. R. Jacobs of the Laboratories at Washington said he would not speak on the subject, but would let Mr. Thada read the report of the work of the committee thus far. The cost system, he said, is practically completed.

## Advance Cost Accounting Report

By Herbert Thada, Washington, D. C.

Some manufacturing plants I have visited have a very definite and detailed plan of cost procedure, some an improvised method of ascertaining costs and several have made no efforts whatever at methodical cost keeping. In observing the existing cost keeping methods, what attracted my attention most was the lack or absence of similarity between any two plants.

One of the outstanding features was the lack of definite methods of obtaining production records. Of course the nature of the manufacturing processes in the macaroni industry makes it difficult to segregate the various stages. This can be done, I believe. The more we can localize our costs the nearer we are coming to a position where, upon the discovery of a weakness or excessive costs, an immediate adjustment or remedy can be applied.

Classification of our plant assets is, for obvious reasons, one of the important unification problems. Each member is not getting the necessary data in studying his investment in plant equipment when he has at hand only one total amount representing his investment. But, to have at hand figures representing convenient groups of such investment, a more thorough study is indispensable.

We all realize the necessity of including depreciation on our assets, and also the importance of depreciation in cost of manufacture. To derive the greatest benefit and show true comparative costs it is of greatest importance that a uniform plan should be adopted for the industry in classifying plant machinery and equipment so that uniform rates of depreciation can be established. Depreciation should also be carried into the current operating periods. It is only carrying out an established

rule in cost keeping, and applies to taxes, etc., as well.

It is found that much of the valuable information that a system should bring forth is lost in the tendency of grouping the elements of cost too generally. Proper segregations, however, will not take much time



Dr. B. R. Jacobs, Washington, D. C.

or work as we have already provided, in our accounting records, a definite classification of all expenditures as to the manufacturing divisions, and then further segregated within the divisions according to a definitely outlined plan of procedure. If we have our cost facts in a classified order, we have the basis necessary for any cost system. We should be able to allocate each cost or expenditure directly where it applies.

Generally most plants keeping cost records have taken steps toward dividing plant operations into departments and collecting costs for each respective department. Some

plants have gone much further in this respect than we have even attempted to bring out in our system. For those that have gone to such a great extent it must be said that each is so doing because he has found such efforts well repaid. But to some it will be quite difficult to see, at first, the necessity of plant division to any degree. To cover such a condition we have suggested an outline which we hope will not look too complicated but which will gain the approval of all. This outline will, however, bring out uniformity in the principle divisions, and will afford a basis for any extension. This will at least bring us all together at certain points in cost of production and as time goes on finer concentration can be worked out until the field is thoroughly covered.

Waste, I found, was handled in various ways, but it is not in all cases accorded with the importance that it actually bears in its relation to other costs. No definite plan is adopted in handling it on the books. We have covered this subject in our cost accounting system in detail. The plan we have offered there is based on the belief that it furnishes an exact method which can easily be adopted by all and at the same time accomplish the main object, that is to include all elements of cost. I would also add that the number of pounds of waste destroyed or otherwise disposed of should be kept as valuable information for future use. Such percentages of loss as mentioned in our system pertaining to wrappers in packing can best be established by making actual tests, then, using this as a basis to commence, making further periodical tests to prove accuracy and, if necessary, adjustment should be made.

It is quite impossible for members to intelligently understand one another when each speaks of his costs in a different lan-



guage. To make immediate changes toward uniformity in all cases is not necessary if we can all agree on the naming of a few of those accounts or cost elements which represent the major elements of cost, and the names of those accounts which are really the most confusing. Even though the names of the accounts are not identical yet each can be so modified that it can be interpreted by all and actually cover the same item. There are trade names which apply specifically to the various industries, but these can be worked out by degrees.

Freight, handling costs, a general classification of products, that is bulk, package and its subdivisions, and the basis of actual overhead distribution are all of such importance that they should be disposed of immediately. We have given methods of handling each but hold these open for discussion. The chief question involved is to handle them uniformly.

In considering overhead, its importance is brought out more distinctly when we realize that it comprises around 15% of our operating costs. If any one plant failed to recognize the importance of overhead and consistently ignored the necessity of including it in cost reports, radical differences in cost would be shown as comparing its with others which have included it.

A complete outline of the necessary forms

for adoption in collecting plant data would also be a great step toward unifying cost records. This subject also must be handled separately. It would mean a survey of present existing forms as related to the industry with the necessary records. Then we could build up a system of collecting these data in the most simple way. In conclusion, the results we should accomplish with the adoption of our uniform system depends to a certain degree upon the extent it is gone into.

The macaroni industry today is coming into its own and it is only a matter of a short time before the government will call on us as an organization to furnish statistical data and the better we are able to show true existing conditions readily the further recognition we will receive as an organized industry.

If we should desire to request tariff revision, as has already been done, nothing can be of greater help than to have our plans backed by an organization that can produce actual facts and is fully prepared to supply readily necessary detail.

Any manufacturer who sells his products without making a fair legitimate profit, cannot long remain in the field. He eventually eliminates himself and is only hurting the industry as a whole. A slogan that would be most fair to the public and a big step to-

ward stabilizing our industry could read as follows: "Know your costs and make an honest profit."

Finally, I am strongly impressed and deeply appreciative of the cooperation and help that we have received from a number of manufacturers. Most conspicuous of these have been Mr. Gaertner, chief accountant of The C. F. Mueller company; Mr. Yeager, chairman of the cost accounting committee; Mr. Vermeylen, A. Zeraga's Sons, and Messrs. Rossi, Hubbard, and Read, members of the committee. All these have furnished invaluable data, comments and criticisms, and the success of our work is due in a large measure to their help. We wish also to express our appreciation for the readiness with which we have been given access to plants, process of manufacture and the books, without which progress would have been impossible.

The address was followed by an extended discussion in which Chairman Yeager, President Mueller, Secretary Donna, took part.

The next speaker was Miss Winifred Stuart Gibbs of New York, who read a prepared paper:

## Macaroni and American Housewife

By Winifred Stuart Gibbs, Associate Editor, American Food Journal, New York.

Speaking as a former member of the faculty of Columbia University, I should like to say that, in my opinion, the food manufacturer is just as certainly helping to build a great American university as any college professor in the land.

The macaroni manufacturer is in charge of his own department in this university, the University of Commerce, and under his guidance information of incalculable benefit to public health and nutrition is being broadcast to American housewives.

Progressive soul that he is, however, the macaroni manufacturer is not satisfied to rest on past achievements in this regard, he wishes to keep on adding to his department so that it may play an increasingly important part in the stimulating business of feeding the American people.

How shall he best do it?

In the first place, since the American housewife is to be his student, should he not make it his business to find out what she already knows about his product?

The next step would seem to be to decide what the housewife should know about macaroni, in order to use it most advantageously, and the third, and perhaps the most difficult, will be to decide how most effectively to disseminate this knowledge.

**What Does the Housewife Already Know About Macaroni?**

As a nutrition specialist who has had first hand contact with the food problems and habits of several thousand homes, I should reply to this question, "Precious little!"

Not that there has not been considerable information of value sent out from various sources; nor is it that the housewife is devoid of intelligent interest in this and other foods.

Rather does it seem to be a case of failure to assimilate this knowledge? There are various reasons for this—food and diet information, with a popular appeal, is apt to stick in the public mind in proportion to its brevity. "They say, 'has a fatal lure about it' and often the housekeeper listens to only half of the story 'they' have to tell."

Speaking conservatively I should say that from the mass of valuable, but somewhat unorganized, material available on the subject of macaroni, the average housewife has actually digested the following facts:

1. That macaroni with cheese is a good meat substitute.
2. That macaroni should not, in the interests of a balanced diet, be served at the same meal with another "starchy vegetable," as rice and potatoes.

This may sound extreme, but I am firmly convinced that it is very largely true. When one reflects on the appreciable quality of information about the food value and preparation of macaroni that would be of service to the housekeeper or home dietitian he is not surprised to learn that the members of the National Macaroni Manufacturers association are seeking to increase this fund of information.

**What Should the Housewife Know About the Product?**

Our American housewife, then, should know something, or rather a great deal, in

regard to the chemical and physical composition of the product that she may rightly value macaroni as a food and intelligently use it in her meal planning.

She should know much of its manufacture, that she may appreciate the service rendered to clean food by public spirited macaroni men, and also that she may understand something of the economics of the question, including such nice points as reasonable costs and some of the reasons for these costs. Such information as this might go a long way toward removing consumer dissatisfaction over unavoidable increase in prices.

Finally the housekeeper should know much of the preparation of this valuable food, something besides the justly popular "macaroni and cheese," with its variations according to the size or form of the pasta used in preparing the dish.

She should know that plainly cooked or a long time what made a certain miller so popular during the convention. We investigated, tasted the reaction and he'll always be popular with us hereafter.

President Henry Mueller made an effort to please everyone during the convention, an almost impossible task. But Mr. Mueller comes nearest being a 100% leader and chairman and his handling of the convention was superb.

Combinations of macaroni and chopped beef and savory accessories; macaroni and eggs, or lima beans, or a mixture of spring vegetables; macaroni soup; macaroni with olives, or mushrooms, or bacon, or steak; the possibilities are quite endless.

The point is, that it is so easy to get something out of macaroni.

(Continued on page 36.)

## CONVENTION SIDE LIGHTS

Did you see this sign in one of the soft drink parlors near the wharf? Two pints make one quart. One quart a fight; one fight two cops; two cops one judge and one judge 30 days.

An incident during the convention caused one of the macaroni manufacturers to exclaim in the immortal words of that renowned actor, Taylor Holmes, who said: "It is better to keep your mouth shut and be thought a fool than to open it and remove all doubt."

C. F. Yaeger of A. C. Krumm & Sons macaroni company of Philadelphia may be termed the "shining light" of the convention. He blossomed out most pleasingly on all occasions and his lovely wife beamed becomingly at his side.

Wherever you saw Fred C. Henning of the Dunkirk Macaroni and Supply company one would see W. C. Hueser of that firm. They have become almost inseparable as "Macaroni and Cheese," "Spaghetti and Tomatoes," "Ham and Eggs," or "Pork and Beans."

Frank W. Foulds, president of the newly organized Foulds company, the reputed \$5,000,000 macaroni concern, was unavoidably detained because of pressing business connected with the new consolidation move. Those who have spoken to him lately say that he was enthused as a boy with a new toy. We don't blame him. To be at the head of an organization of this kind would make anyone cheery. You were missed, Foulds, but they were all with you. Go to it.

Curiosity killed a cat. We wondered for a long time what made a certain miller so popular during the convention. We investigated, tasted the reaction and he'll always be popular with us hereafter.

President Henry Mueller made an effort to please everyone during the convention, an almost impossible task. But Mr. Mueller comes nearest being a 100% leader and chairman and his handling of the convention was superb.

The "Funnybone" table in the main dining hall was regularly occupied by

a clique of hilarious diners who caused glances to be cast in their direction frequently. Funny things were made to appear and sound funnier than ever by this "funnybone" tribe whose names are withheld for diplomatic reasons, a matter of caution and as a guarantee of continued peace at their fire-sides.

Have attended practically every convention of macaroni manufacturers ever held by the National association, Fred Becker of the Pfaffman Egg Noodle company of Cleveland, the "watch dog" of the treasury, was there in good spirit, looking fine, fit and prosperous. He reports his company as thriving and his daily cares reduced in numbers and responsibility, Fred, Jr., helping to carry the load, he gives more attention to the pleasurable side of life. He looks it and acts it. Keep it up, Fred.

The absence of F. X. Moosbrugger, 2nd vice president, the smiling man from St. Paul, was most regretted and more so because of the reason for it, the illness of his faithful wife, who had planned to attend but was forced to forego the pleasure this year because of illness. Everybody missed these good folks and all are pulling for the rapid and complete recovery of the good spouse.

Looking hale and hearty, robust and cheerful, Mrs. William A. Tharinger and two daughters, Louise and Rita May, were there telling just why they accompany Mr. Tharinger of the Tharinger Macaroni company, Milwaukee, to the annual conventions. Would that more of the macaroni men had wives of this kind as the ladies add a gentle tone to the whole thing that is pleasing and, let us say, beneficial.

Fred A. Hamilton of Chicago and Minneapolis sent to represent the Minneapolis Milling company at Cedar Point did it creditably. His business-like conversation and general appearance make the business of selling both pleasing to his customers and profitable to his company.

Edward Z. Vermeylen of A. Zeraga's Sons, Brooklyn, is an all round convention. He was there renewing old acquaintances and forming new ones—as

if on convention schedule. It's a pity that the ingratiating smile of our popular 1st vice president should be even partly hidden in the shadow of the "awning" on his upper lip.

We were glad that we were not inhabitants of "C" wing of the Hotel Breakers. Occupants thereof were able to get only an occasional "cat nap" because of the hilarious occupants who conceived more diabolical ways and schemes for noise making than the ordinary brain is thought possible of planning. The poor manager of that section had his troubles during and after the convention. An innocent time by well meaning fellows—that's all.

C. M. Leib and most attractive wife, in company with Alexander Gallerani, owner of the Alexander Gallerani Macaroni company of Pittsburgh, were in attendance. Mr. and Mrs. C. M. Leib were frequently mistaken as "honeymooners," not entirely because of their actions but because of their youthful and happy appearance. Wonder how far wrong these guessers were? The triumvirate from Pittsburgh made a favorable impression.

A miller who thinks himself a "Beau Brummel" was "taken down a peg" when a young lady whom he was escorting from the dance Wednesday evening exclaimed in a loud voice "Paris has fallen." Lo and behold, numerous friends on the promenade saw her haughty escort's garter down over his shoe top.

Secretary Donna pulled a good one on the hotel bell hop who was new at the game and responded slowly to the insistent ringing of the bell. After having leisurely made his way to M-50, the bell hop asked "Did you ring, sir?" The secretary answered, "Hell, no! I was tolling; I thought you were dead."

J. H. Woolridge, popular representative of the Northwestern Miller, was there covering the convention activities in his pleasing and satisfactory manner. Combining business and pleasure, he was much in evidence in the lobbies, on the beach and among the amusement devices—in fact everywhere where the ladies were gathered. Versa-



tile and a pleasing personality. That's what gets 'em, eh Woolley!

An interesting spectator was Conrad Ambrette of Cevaseo, Cavagnaro & Ambrette of Brooklyn, who always appeared full of "press"-ing business, overlooking no opportunity to think, talk and motion about his "presses" as the real labor saving devices sure to reduce cost of production.

A beautiful and fitting tribute to the memory of the late C. F. Mueller, president of the National association and several times so honored, was that made in his honor and respect by having the representatives stand in solemn silence as a fitting tribute to one whose work for this organization will always be remembered. This action was taken at the suggestion of Charles Wesley Dunn, a life long friend of this man of revered memory.

Thomas Brown of the Washburn-Crosby Co., Minneapolis, was fittingly presented with a tiny pail and necessary garden utensils of the kind usually used by children on the beach. Just the why and the wherefore of this gift, Martin failed to state in making the presentation. The crowd evidently knew why as they applauded vigorously.

C. B. Schmidt, popular manufacturer of macaroni and crackers from Davenport, Iowa, was appointed official water tester and bravely accepting the duties of that distinguished office took a courageous dip into the frigid waters of Lake Erie. His bravery induced others to try and soon bathing became a popular sport.

Among other venturesome bathers were President Henry Mueller, C. F. Yaeger and wife, A. Van Vlissingen, whose shivering loyalty to their declared plans to bathe in Lake Erie while sojourning on a bathing beach won for them deserved applause for their bravery.

C. M. S. Langione, the Newark representative of Washburn-Crosby company, won his way into the hearts of the macaroni men and their guests through the acceptable route, via the stomach, by personally supervising the preparation of a real appetizing and satisfying dish of spaghetti at the

banquet. The real pleasing feature was the accompanying tasty, home prepared sauce whose concocting he personally attended to. It's now "Chef" Langione.

Guy Thomas, that forceful exponent of the "Eat More Wheat" movement, and for whose edification that beautiful aria from "Aida" entitled "I Dreamt That I Dwelt in Marble Halls" was so feelingly sung very frequently during the vacation periods, fittingly called attention to the need of educational work in the proper preparation of macaroni and spaghetti dishes, basing his opinion on the spaghetti furnished him at luncheon. Investigations deducted the fact that spaghetti was boiled one day, preserved in its boiled state till the next day, then reheated and served. Horrors!

Friends of Dr. B. R. Jacobs were surprised at his apparent lack of "pep" usually shown at conventions. Illness following a heat prostration sustained while reviewing the wonderful parade of the Shriners in Washington early in the month is the cause. One with less grit and determination might have chosen to miss the convention while recuperating, but not the Doctor.

How did you like the "Noodle Pudding" served during the banquet? That tasty dish should prove even to the most skeptical that this food fills in nicely as a dessert as well as the main dish of any meal. To Secretary Donna, who supervised the arrangement of the convention menu, must be given credit for the almost unheard of use of spaghetti and noodles at the macaroni makers' banquet. For fear of overdoing things at the start, that highly appreciated and well known "macaroni salad" was reluctantly eliminated.

Andrew Ross of the Armour Grain Co. of Chicago was an interested spectator and a timely participant at the convention. He was given a "glad hand" by those present when a speaker pointed him out as the first president and real organizer of the American Specialty Manufacturers association.

Martin Luther, not so religious as his name implies, was the life of several parties but shone particularly at

the ball where he soon ascertained the first names of a bevy of beautiful waitresses that are real good dancers. As a result those who were his guests in the dining hall during the convention period were doubly fortunate because of the extra attention given Martin's table by the favored attendants.

"Bill" Derrick of the Pillsbury Flour Mills company was made the official musician of the gathering and with his "uke" harmonized the song birds who kidded themselves into thinking that they could sing—the more unearthly the hour of the early morning, the more diabolical their song. The playing was grand—the singing well, excuse us.

During the banquet the conspicuous and popular director of the association, C. F. Yaeger of Philadelphia, pleasingly rendered that popular song, "Yes We Have No Bananas" to the edification and enjoyment of the music lovers of the convention. His lovely wife led in the applause that naturally followed.

Vice President Vermylen did not "fall from grace" but merely missed the chair after arising to address the banquet. The crash that followed was similar to that usually heard when a slump in the business makes some of the chicken hearted macaroni manufacturers practice their cutthroat tactics. Striking the end opposite his nose with a thump, he arose somewhat embarrassed and thanked Henry for his acrobatic stunt.

A. S. Bennett of New York, the after dinner speaker, proved the truth of his point in his talk on "The Psychology." At the outset of his talk it was quite difficult to get the attention of many, particularly of the "Funniboners," but he "sold" his talk as himself so well that before he concluded his talk, he had the interested attention of everyone in the banquet hall.

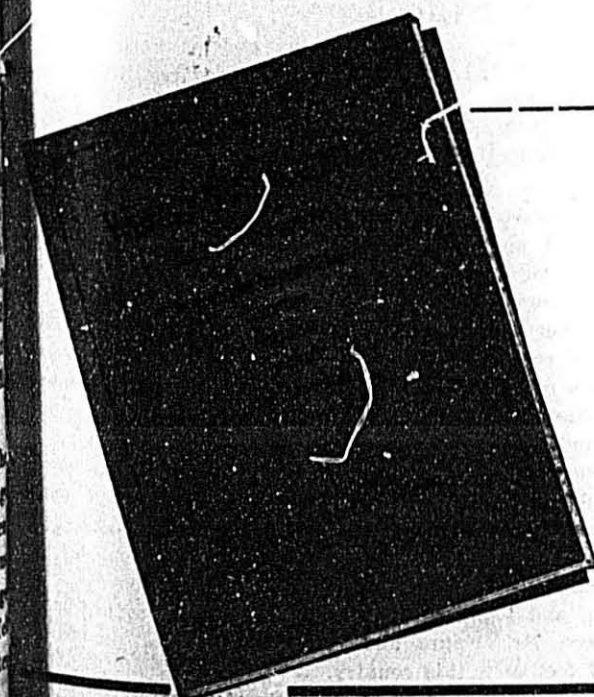
The popular John V. Canepa of the John B. Canepa company of Chicago was very popular during the convention and particularly between sessions. John says that he ate so much "any food cake" at the banquet that he felt "like the devil" for many hours afterwards.



here's how to get a copy of that new catalog of w & p machinery for makers of macaroni, noodles & alimentary pastes:



just fill out the coupon & mail



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gentlemen: if you're quite sure it won't obligate me a bit, i'd like one of your new catalogs of macaroni machinery

my name .....  
my firm's name .....  
address .....  
city ..... state .....



## Convention Report

(Continued from page 32.)

a rut in meal planning, and that macaroni provides one practical way out of the rut.

### How May We Best Broadcast This Information?

The children have a way of saying, "Last the best of all the game!" And in a sense this applies to our third and last question. For the story, your story, is so supremely worth the telling that it is truly inspiring to have even a small finger in making plans for putting your story across.

To begin with, you no doubt are aware that there is a great wave of popular interest and activity in the field of child and family feeding. Here, it seems to me, is your great opportunity, and I think you may easily ride in on the crest of this wave.

So, one way of answering the question would be by suggesting a plan whereby the macaroni manufacturer might cooperate with the domestic science departments of the schools.

Difficult to accomplish?

Not a bit, provided you know the rules of the game!

As an old home economics woman, I rejoice in the fact that the barriers, chiefly imaginary and of our own erecting, between the professional domestic science woman and the commercial worker are fast breaking down.

Today this professional woman knows that the progressive food manufacturer is one of her strongest allies in her great task of laying the foundation for healthy citizens in the future.

Besides, does not this same manufacturer provide the all important "shortest distance" between the "two points"—food and home?

So, now that the all important lessons are being taught largely through the children, I suggest that you put your splendid material at the disposal of the teacher.

This may be done in a number of ways, but one of the best is to work through domestic science women of accredited standing, and these women are coming into the commercial field in ever increasing number, making them responsible for surveying your

problem, for formulating a plan of action, for carrying it out and for preparing your subject matter.

As your representative such a woman can go to school superintendents, propose to work in cooperation with the regular domestic science teachers, offer her services as nutrition expert, as producer of plays about macaroni, as singer of songs about macaroni, and in short, as specialist in macaroni composition, food value and preparation.

The entire success of the plan will depend on securing one or two or ten, according to the number of cities you desire to teach, women of the very highest calibre.

Do you think for one moment that the children would fail to beg their mothers to buy macaroni?

Of course you don't!

And, by the same token, neither do I!

After additional remarks by Miss Gibbs and some discussion President Mueller introduced Charles Wesley Dunn, who said:

## Trade Associations==Trade Ethics

By Charles Wesley Dunn, Counsel American Specialty Manufacturers Association, New York.

### THE PROLOGUE

Mr. Mueller and members of the National Macaroni Manufacturers association, and Miss Gibbs; I assure you it is a great pleasure to be with you this morning. I really feel that I am back among friends. As I look over your faces I recognize many whom I have known many years, and whom I esteem highly. There is Dr. Jacobs, whom I met years ago when he was a member of the bureau of chemistry, and was doing such efficient work for the government in matters relating to this industry, and I consider that Dr. Jacobs' work on behalf of the macaroni industry the most valuable work performed by anyone in this country up to this time in the elevation of this industry.

There is Mr. Becker—I have known him many years. We have been shoulder to shoulder in many fights for the elimination of artificial colors and in the building up of this industry.

Your esteemed president, Mr. Mueller, and I are old friends. I don't need to go into eulogy of him, any more than to say that I think he is one of the highest principled manufacturers in this country.

Mr. Tharinger is a member of our American Specialty association, and back there I am surprised to see Andrew Ross, the first president of that association, who is back again as one of our fine members, through his affiliation with the Armour Cereal company, and I am glad to see him.

It is like a family reunion and as I look back over the years I must say that I am much pleased with your program. It didn't seem possible, Mr. Becker, 5 or 6 or 8 or 10 years ago that your organization would have such a fine, constructive pro-

gram as I have in my hand. It is really a great credit to the industry, and shows not only much progress, but it shows the right policy behind the management of the association, the whole object, I take it, being to elevate the industry and raise its standards in every way.

One thought, more than any other, has come over me as I sat here for a few moments this morning, and that was the thought of C. F. Mueller. Mr. Mueller was one of my close personal friends, and during the first period of my affiliation with the American Specialty Manufacturers association I was thrown into constant contact with him, and it was through C. F. Mueller, and Henry Mueller, that I came to know the macaroni industry, and to esteem it, because there was a man who was always animated by the finest conceptions of principle in business; whose sole passion in life was to see this industry, of which his company was such an important part, rise to the top rank of the specialty food industries in this country.

Unselfish, he gave of his time and gave of his money on every occasion, to build up this industry. I will never forget the period of 2 years that he and I went around from legislature to legislature and spent so much time in Washington on this color proposition, and I must say that his influence has left a deep impress on my life, and whenever I think of the macaroni industry I think of C. F. Mueller, and whenever I think of the objective before this industry I think of his ambition for it; and in your striving from day to day, from year to year, I do hope that you will have his memory and his example always before you, and I wonder if it would be out of place, Mr. President, just at this moment, as I feel so deeply upon this subject, if I might not ask

you all to just stand for a moment in silent tribute to him, in silent tribute to the memory of the man who has probably done more for this industry than any other.

I am one of those who believe those who pass on are more or less cognizant of what goes on in this world, and I believe that his spirit is with us today, and that he will be very happy by reason of this beautiful tribute to his memory.

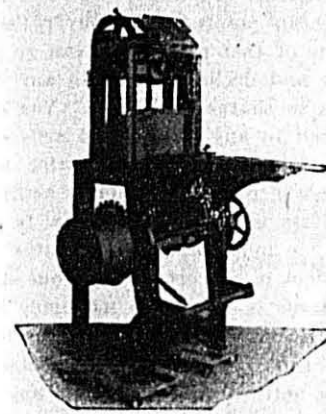
### THE ADDRESS

Now, the macaroni industry comes in contact with the law (the federal law) at two marked points. First, with the Federal Food and Drugs Act; and second, with the Federal Anti-Trust Law, the latter including the Federal Trade Commission and the Sherman Anti-Trust Law and the Clayton Act, in particular.

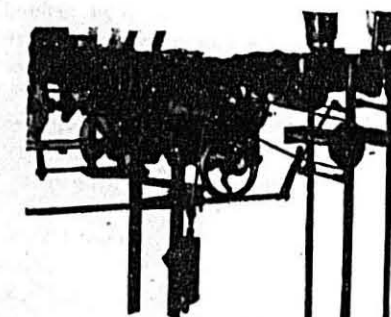
Insofar as the Federal Food and Drugs Act is concerned I need say little, because you are all familiar with that. That act prohibits the adulteration of any food product, and the misbranding of any food product, and in its application to this industry it has been intended to eliminate the fraudulent use of artificial colorings in alimentary pastes. It has been effective to standardize alimentary pastes, and to place the industry in its composition on a high level. It has been especially effective to eliminate the use of any label which would lead the consumers in this country to believe the product was of foreign origin.

This law, under the able management of W. G. Campbell, who I understand was your program and who has been in the department since its organization, is doing much to improve the food products of this country, and to protect the people from pure and improperly labeled products in this country.

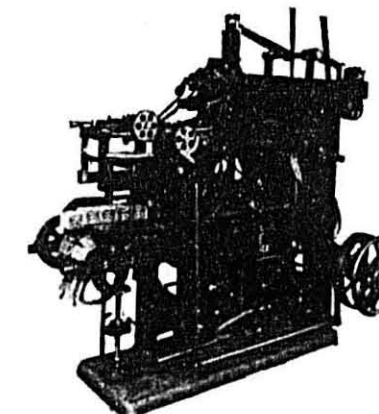
In respect to the Anti-Trust Act, it



Forming and Lining Machine



Folding and Closing Machine



Wrapping and Labeling Machine

## Peters Machinery Company

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CHICAGO, ILLINOIS

Name any nationally known Macaroni Manufacturer and you name a user of *Peters Automatic Package Machinery*.

The Peters Package nevertheless benefits the smaller manufacturers. It will surprise you to know how small an output of packages per day can be handled more economically with Peters Machinery than by hand.

Our Engineers will gladly furnish you with floor plans and special data to suit your requirements. Request a catalogue and further information.

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TRADE-MARK



hibits the use of any unfair method of competition. That is a very broad phrase. What is an unfair method of competition? You business men know better than anyone else, but the law is effective to strike them all down if they are unfair in fact. What are some of these unfair methods of competition? They include, for example, the using of false or disparaging statements regarding competitors. It is unlawful, an unfair method of competition, for any manufacturer to go amongst the dealers in the trade and utter false and disparaging statements about his competitors' business and products, and if that conduct comes to the attention of the Federal Trade Commission, you are courting certain trouble.

It is an unfair method of competition for any food manufacturers to conspire with the dealers to cut off the source of supply of the other dealers. I refer in particular to any merchandising policy which involves cooperation between the manufacturers and jobbers to cut off a certain direct buyer, such as the chain store, from securing goods. That practice, such conspiracy was condemned in the so-called "El Paso" case, in which the wholesale grocers combined with the representatives of certain specialty manufacturers to cut off a certain chain store in that district. It was also condemned in California, where certain wholesale grocers, again through the specialty manufacturers, conspired to cut off another direct buyer. You must always act independently in the sale of your goods, selecting your customers pursuant to your own independent discretion.

Of course you have a right to secure information if a dealer tells your salesman that he will not buy your goods if you sell to the man across the street. You can receive that information as information stored away in your mind and use it as a basis for your own independent conduct later on, but you cannot say to that jobber, "All right, you are a good customer, and I will cooperate with you by cutting off the supply of this other man." There you are entering into a direct conspiracy when you do that, when with that jobber you cut off the other man.

The question of subsidizing the salesmen of jobbers has come before the Federal Trade commission, and the commission is very much on the alert to prohibit that practice. At the present time, however, the law is established that where a money bonus, or a merchandise bonus, such as a premium or gift, is given to the employe of a buyer with the full knowledge of his employer, there is nothing illegal at all with the transaction. Where it is given without the knowledge of the employer of the salesman direct, then the transaction is illegal. That sounds like bad law, from a moral standpoint, but that is the law today.

False advertising is not covered by the Federal Food and Drugs Act, but it is covered in the Federal Trade commission, and any false method of advertising is an unfair method of competition and will be severely condemned. During the past week that has been brought to my attention, and I might say that during the past week it has been my privilege to act as counsel for the Fed-

eral Trade commission. It is a peculiar position for me to be in because I have been fighting the Federal Trade commission in a great many instances, ever since it was organized. They paid me the compliment recently of asking me to represent the commission.

Another unfair method is to go around among the trade and buy up your competitors' products from the shelves of the dealer and substitute your own. You must have a pretty long pocketbook to continue that very long, or have a very kind, eleemosynary friend who is willing to back you up financially; but in any event the practice is unfair. I have known of it being done. I have known of a manufacturer in this organization who went into a particular city not far distant from here, introducing his goods, and put them on the shelves of the dealer on a consignment basis, and his competitor went around, bought them up and took them off the shelves and put his own on. That is illegal, and that is all I have to say about that.

Now, there is the question of slack filled packages. That does not come under the operation of the Federal Food and Drugs Act, because it doesn't concern labeling or adulteration, but it does come under the Federal Trade commission. As I am the counsel for the Beech-Nut Packing company, and we put out a line of macaroni products, I have been rather curious to look into this slack filled package proposition, and I have taken the trouble to buy up packages off the shelves of the retailers of various manufacturers, and I must say that some of the packages strike me as being pretty well slack filled, and if some one makes a complaint and once starts the Federal Trade commission on the trail of this thing, they will probably have a case.

As a customer I eat macaroni, although I am a bachelor and will not buy it for my children, as Miss Gibbs has so eloquently described in the way of sale. I eat it in the club, alone, but I must say this slack filled package business strikes me as being a pretty bad thing. A consumer goes into a store and they very seldom look at the weight on the package, and they get a fine big package and they think they have a whole lot. They open it up and it rattles all around like a bunch of skeletons, and it is about half full, and it strikes me as being a practice that this association could condemn. I know you have worked on it and have been before the Federal Trade commission and all that, but at the same time there is much yet to be done along this line. You are never going to raise the macaroni industry any higher than itself.

You come here to these meetings for the enhancement of the industry and all that, but if you go right home and sell slack filled packages and indulge in unfair trade practice, your industry will receive a black name that will stand against it as long as those practices continue.

With respect to the application of the Federal Anti-Trust Act, that is an old friend of all of us. We have had the proposition of resale price maintenance, and it might be helpful to you if I might state in a few words what you can do in that direction to-

day legally. You can do this: As manufacturers you can name, suggest and recommend a resale price to your buyer, whether to trade or consumer. You can go further; you can point to the buyer the economic value of that price; you can go a step further and decline to sell to any dealer who falls to charge that price. You can decline to sell to any dealer who sells to a dealer who falls to charge that price, because the letters of refusal are simply nothing else but refusals to sell, and the law is established that so long as a manufacturer acts alone, and not in concert with anyone else, and his business is free from monopoly he may refuse to sell for any reason he pleases, but you can't go beyond the conduct which I have outlined and enter into any agreement or contract, whether express or implied, written or oral, with any dealer to fix, maintain or enforce resale prices.

You can't go to a dealer and ask him to cooperate with you to maintain resale prices—that is illegal.

You can't ask a dealer to report to you price cutters, and then on the basis of his report refuse to sell to the price cutters, because that is cooperation between you and those who do maintain your prices to cut off a third party, and therefore, you have a real, illegal conspiracy or combination in law.

Likewise you cannot report price cutters to wholesalers or retailers with the purpose of having them refuse to sell to such price cutting retailers.

Now the activities of a trade association are very severely circumscribed by the anti-trust law. That particular law provides that it is unlawful to enter into any contract, combination or conspiracy in restraint of trade, or to engage in any monopoly. As far as the monopoly part of the statute is concerned, we are not vitally interested here. We all know what a contract is, and any contract that is in restraint of trade is illegal. The great difficulty comes in understanding what is a "Combination" in restraint of trade.

All trade associations are more or less in the past and ultimately—got into the habit of prices. That is natural, almost normal, but the law says you can't do certain things. You can't, for example, enter into an agreement by and between each of you which is designed to fix a price. You can't do it by any subterfuge which is patently designed to circumvent the appearance of an agreement effective to accomplish the same thing.

You are all familiar with the decision of the United States Supreme Court in the Hardwood Lumber Dealers association case. That decision has been affirmed during the past week in a case of the Armstrong Bureau in Chicago. Knowing that I was coming to this meeting I wired the clerk of the supreme court and asked him to kindly send me by special delivery a copy of the opinion of the court in that case, in this American Linseed Oil company, American Linseed company, Ankeney Linseed Manufacturing company, et al., which is the Armstrong Bureau case, and I have it in my hand. I think the best way of understanding the case is to permit me to read an extract from

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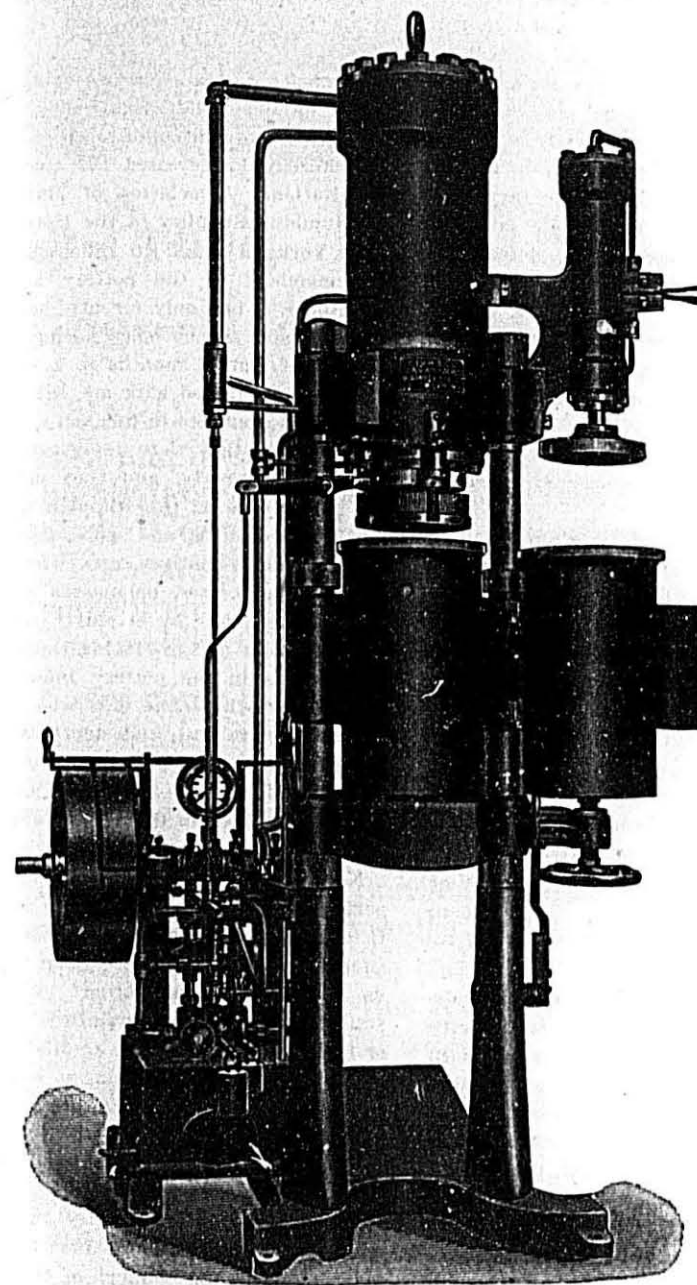
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it from the opinion of the court, which explains the grounds for the opinion, the opinion rests.

"In American Column & Lumber Company v. United States 257, U. S. 377, we considered a combination of manufacturers got up to effectuate this new conception of confidence and competition and held it within the inhibition of the Sherman Act, because of inevitable tendency to destroy real competition, as long understood, and thereby restrain trade. Our conclusion there cannot be reconciled with the somewhat earlier opinion and judgment of the court below. They are in direct conflict."

The hardwood lumber case cannot be reconciled with the somewhat earlier opinion of the judgment of the court below this case—the opinion of the district court in Chicago upholding the Armstrong Bureau plan. They are in direct conflict—the opinion of the district court and the former opinion of the U. S. Supreme Court.

The court further states: "Certain it is that the defendants are associated in a new form of combination and are resorting to methods which are not normal. If looking at the entire contract by which they are bound together in the light of what has been done under it the court can see that its necessary tendency is to suppress competition in trade between the states, the combination must be declared unlawful. That such is its tendency, we think, must be affirmed. To decide otherwise would be wholly inconsistent with the conclusion reached in American Column & Lumber Company v. United States."

"The record discloses that defendants, large manufacturers and distributors—powerful factors in the trade—of commodities restricted by limited supplies of raw material (linseed) located at widely separated points and therefore, conducting independent enterprises along customary lines, suddenly became parties to an agreement which took away their freedom of action by requiring each to reveal to all the intimate details of its affairs. All subjected themselves to an autocratic bureau, which became organizer and general manager, paid it large fees and deposited funds to insure their obedience. Each subscriber agreed to furnish a schedule of prices and terms and adhere thereto—unless more onerous ones were obtained—until prepared to give immediate notice of departure therefrom for relay by the Bureau. Each also agreed, under penalty of fine, to attend a monthly meeting and report upon matters of interest to be there discussed; to comply with all reasonable requirements of the Bureau; and to divulge no secrets."

This is the court's description of the Armstrong Bureau.

"With intimate knowledge of the affairs of other producers and obligated as stated, but proclaiming themselves competitors, the subscribers went forth to deal with widely separated and unorganized customers necessarily ignorant of the true conditions. Obviously they were not bona fide competitors; their claims in that regard is at war with common experience and hardly compatible with fair dealing."

That is pretty strong language.

"We are not called upon to say just when or how far competitors may reveal to each other the details of their affairs. In the absence of a purpose to monopolize or the compulsion that results from contract or agreement, the individual certainly may exercise great freedom; but concerted action through combination presents a wholly different problem and is forbidden when the necessary tendency is to destroy the kind of competition to which the public has long looked for protection. The situation here questioned is wholly unlike an exchange where dealers assemble and buy and sell openly; and the ordinary practice of reporting statistics to collectors stops far short of the practice which defendants adopted. Their manifest purpose was to defeat the Sherman Act without subjecting themselves to its penalties."

"The challenged plan is unlawful and an injunction should go against it as prayed by the original bill. The cause will be remanded to the court below with instructions to issue such an injunction and promptly to take any further action necessary to carry this opinion into effect."

The difficulty with the Armstrong plan is this: It went too far—entirely so. All of the manufacturers who were made parties to it were signed up and were under an iron clad agreement. It was subject to penalties, and it was systematized down to the last detail, so if you look through its machinery, down to its depths, the true conditions of affairs and conditions as measured by the results and effects of the plan, you will find that you have an actual combination of fixed prices. That is what it resulted in.

Does that mean that this association, or any association, is hereafter compelled to cease from doing anything in the way of reporting prices?

My opinion is: that the effect of this decision is not as broad as that. I talked with Mr. Hoover two weeks ago, when I was in Washington attending the annual meeting of the American Wholesale Grocers association, about this very matter, and it seems to me that it is perfectly legal, under both of these decisions, for an association to do no more than this—To simply report prices to be issued simultaneously to the industry and to the public—That is to say, through the agency of the United States Department of Commerce, and we should go no further than that, where you won't have all these side issues such as penalties, contracts and pledges to secrecy, and a hundred and fifty other things, all of which are clearly designed to bring about a real combination in restraint of trade.

So I feel myself that this association, or any association, wants to go no further than that, and work out a very careful plan which will not be beyond what we feel are the limits that you may go to get off the safe ground; that then the unorganized public, of which the court speaks, will not be uninformed and unadvised. They will have an ample opportunity to see these prices in governmental publications.

We are pursuing that plan now in the Association of Pharmaceutical Manufacturers of the United States, for which I am counsel.

Any organization such as this must be very careful how it operates. The tendency to get over the lines of legality is very, very great, especially in this industry. As I understand it you have an overproduction, and consequently you have a tremendous competition in price, fearful competition in price, and the desire, of course, in the heart of every one to break down that fearful competition is to try in some way to agree on prices.

It can't be done and we might as well make up our minds right now, because if you try it you are going to go on the rocks.

Yesterday I addressed the convention of the National Association of Manufacturers of Plumbing Supplies in the Hotel Astor in New York city, and in the audience were the members of the pottery industry in Trenton who had only recently been convicted, and most of the officers sent to jail for periods of from 6 months to a year. They came up and talked with me, the finest man you would ever care to talk with. They said they thought they were doing everything legally and properly, and they acted under the advice of what they thought was competent legal counsel, and were actuated only by the highest motives, men who had built up their businesses, businesses which were serving the public by employing large numbers of people and producing the finest kind of products in the pottery industry. And yet here are these fine men who are at one stroke sent to jail and deprived of their citizenship. It is a pretty serious situation and I must say that my heart went out to them as I talked to them yesterday.

So you must be very careful.

Now you have the alternative of having a perfectly legal association, or no association. It is unthinkable that the macaroni industry should not be organized. What would you do without an organization? What would you do if you weren't organized? I consider these annual meetings, as Miss Gibbs has so well characterized them, as more in the nature of a university, a graduate school in business, if you please, where you can learn. You come here and pool the best brains and long experience in the industry and you gather together for one lofty purpose, that of stating and realizing principles which must underlie the conduct of this industry to bring it to the plane where it should be.

#### THE EPILOGUE

An association is supposed to represent the best thought of the industry; it is supposed to promote the application of principles that should be applied in the industry and it falls short of its purpose if it does not realize the great object. As I look at this association or any other organization I feel like this—we go home (and it is true in my office as in yours) and we are awfully busy all day long. We work all day long, and go home at night and think about our business problems, and maybe long extremes we lose sight of a broader phase of our business, the broader principles which underlie all life; and when we come here we sort of think of the broader side of our business and get inspiration and we go back home resolved to make our business a little better in the lovelier conception.

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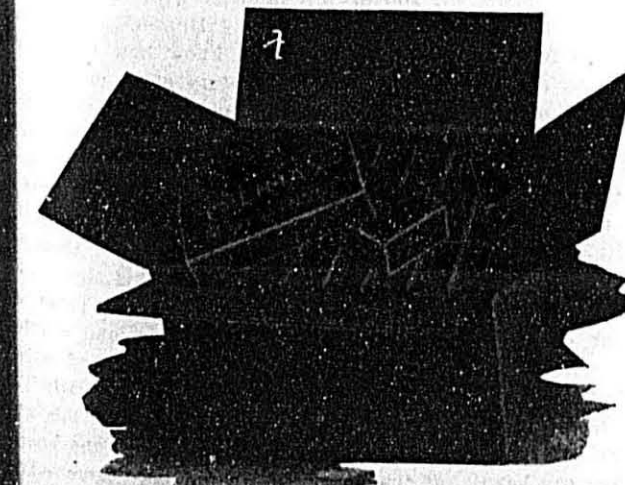
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ourselves a little bit happier by putting into application the principles and inspiration we again heard and received here.

I have often thought, and I have often said that the kaiser, when he was at the head of the German empire, never had a greater control over his people than a manufacturer has over his employes. They give you at least one third of their lives—8 hours a day, the best part of their lives; they look to you for their livelihood; each employe back home has a mother, or wife, or little child who is dependent upon your worker's pay, and you have it within your power to make that worker happy or unhappy, within the scope of your ability or as you please.

We in the Beech-Nut Packing company have the principle there of trying to be the best of our endeavor to make the surroundings and the lot of our employes as happy as possible. We try to have plenty of sunshine and plenty of air; we try to have flowers and ferns around the plant.

Nothing gives a nicer, brighter touch than a few flowers or ferns around a plant. They are wholesome, they are pure and they are inspiring and they make it seem more homelike. And we have music, a piano while they are at work, and everything is done that reasonably can be done within the effort of the company to make their lot happy, and I feel that a business fails unless it pays 2 dividends upon its year's business: first, a dividend to your stockholders, representing the profit of a successfully conducted business; and second, a dividend of as great a share of happiness as you can give to those who are employed by you.

And if we go away from this meeting and go back to our respective homes, and just think of this, and have this one thought before us for this coming here: "Can't I make my employes just a little happier?" Instead of meeting mistakes with words that cut us right down to the heart, if you will be human, be kindly, be helpful and sympathetic and try to make all those who are associated with you feel they are a part of a common family, and that their welfare is yours, you, as manufacturers, will get far more out of that policy than those who are the beneficiaries.

It is a fine conception, and I have always thought that a manufacturer has a great opportunity for service—a greater opportunity than the minister of the largest church in the land. Every day you can preach a sermon without saying a word; you can preach to the public by putting out the finest quality products that can be produced under the most sanitary conditions; you can preach it to the employes under you by showing them that America is a fine land, that there is an industry operated on the basis of humanity, and there is an opportunity for all boys who are coming up, the children of your employes who are coming up, to build up a business of their own and to enjoy the finest heritage of the greatest nation on the face of the earth.

The opportunities we have here in American life are really overwhelming. I went back not long ago to the twentieth reunion of my preparatory school class in Munson, Mass. We have a heritage of 119 years of

### A Perfectly Legal Association

It is unthinkable that the Macaroni industry should not be organized. What would you do without an organization?

I consider these annual meetings as more in the nature of a university,—a graduate school in business, if you please, where we can learn. You come here and pool the best brains and the long experience in the industry and you gather together for one lofty purpose, that of stating and realizing principles which must underlie the conduct of this industry to bring it to the plane where it should be.

An association is supposed to represent the best thought of the industry; it is supposed to promote the application of principles that should be applied in the industry, and it falls short of its purpose if it does not realize that great object.

Strict attention to purely personal business problems tends to make one forget the broader phase of our business, the broader principles which underlie all life.

We come to conventions of this kind to think of the broader side of our business and to get inspiration and we go back home resolved to make our business a little better in a lovelier conception and ourselves a little happier by putting into application the principles and inspiration we hear and receive here.

Lack of interest in your trade association merely indicates lack of knowledge of what it stands for and can accomplish.

continuous operation, and there were gathered together about 300 graduates of that school. Most of the men who had gone out had nothing when they left—nothing. They had nothing but simply their hands and heads and a little education they got from that school, and to see them coming back now, after 10, 15, 20 and 25 years and saying, "I am a doctor, a lawyer, a business man, or an accountant," and just to see what they had done, I tell you it is the most impressive thing in the world, and you realize what an opportunity there is in this country for our children and those employed by us, and if we can take an interest in the lot of our workers and see that they are receiving the very best of care and treatment from us, that the local schools are of the best and that everything is being done in our community that is reasonable to make their lot happier and their prospects in life happier, how much pleasure you will realize and how much you will do to make your own self happy.

Because, after all, happiness in life doesn't come from selfishness, it comes from giving out, altruism. You can have the best business in the macaroni industry, you can have a monopoly and sell all the macaroni in the country, and pile up a hundred million dol-

lars in the bank, but the time is coming when you are going to leave the whole thing. You can't take your money and your plan and your business with you, you can't take macaroni on the other side, and the only pleasure you have is to take what you have and try to make it serviceable and do good with it.

#### L'ENVOI

You are all familiar with the little poem "Let me Live in my House by the Side of the Road." Do you know how it arose? I am told this little story of its origin is the real one and I assume it is true. The author was going through the country on his bicycle, and he came to a little house by the side of the road, and he saw a sign over the gate inviting the passers-by to come in, the fresh water was in waiting for them, and he was rather struck by this sign and went in. He found a lovely well there, a bucket full of cool water, and a pile of fresh fruit picked from the orchard waiting and there was a sign on it "Just Help Yourself." He was rather struck with this thing, so he went to the house and knocked at the door, and an old lady came out and he said, "Madam, may I enquire what is the meaning of all this? It really is a very

usual thing." She said, "Why, yes, my husband and I live here alone in this little house, and we are getting along in life and we have more water than we can drink; we have more fruit than we can ever eat, and it is a great pleasure to us to invite our friends going along the road to come in and get share of our surplus."

He went away and wrote that poem, which is immortal. I have the last verse, which I shall read to you, framed in my room and I think it is a wonderful thing to have framed in your offices or homes: "Let me live in my house by the side of the road, where the race of men go by—the good, the bad, the strong and the weak—ren as you and I. When why should I sit in the scorners' seat, and hurl the cynic's ban? Let me live in my house by the side of the road and be a friend of man."

That is my conception of service. That is my conception of the service of a manufacturer. The voice of this organization to me is like the voice of a prima donna whom I heard last winter in "Aida" at the Metropolitan Opera House. You remember that wonderful scene where the warriors came back from successful battle, and the stage just filled with a multitude of singers, all wonderful singers, men and women, and the volume of their voices is simply inspiring in its magnitude and in its beauty, but up above the volume of voices is always floating unmistakably the voice of the prima donna, no effect, her voice just floats on top all that volume of chorus, true inspiring, leading and directing. And that, as I conceive it, is the voice of this and every trade organization and association, the voice of

the prima donna, leading the industry always upward and onward to the realization of the best and true things in life, and to the enhancement of the industry, and to the making of this world a better place for you and for your children and for all with whom we are associated to live in.

The convention will hold its sessions next year, June 30 to July 2, at Cedar Point, again. The report of the resolutions committee was adopted and the report of the nominating committee was put through with the reelection of President Mueller, who had made an attempt to be left off the ticket this year. The committee also suggested for the committee on publicity C. F. Yaeger, Mr. Vagnino, C. B. Schmidt and Andrew Ross, ex officio. Mr. Schmidt asked to withdraw on the ground his manufacture of macaroni is negligible. The meeting adjourned at 1 p. m.

### Macaronigrams

Codfish and tomatoes are delicious cooked en casserole with spaghetti, onion, pepper and bread crumbs. Try it yourself.

Good meat extractives in the roast-

ing pan can be converted into an excellent gravy that combines wonderfully well when served with macaroni, spaghetti and noodles. Don't waste the gravy.

When cooking macaroni or spaghetti for soups, try putting in cold water and bringing all to a boil.

A shipment started right is half way there.

A job is always pleasant to the interested workman.

Every big job is a bunch of little ones.

Some are born great and some are born ingrates.

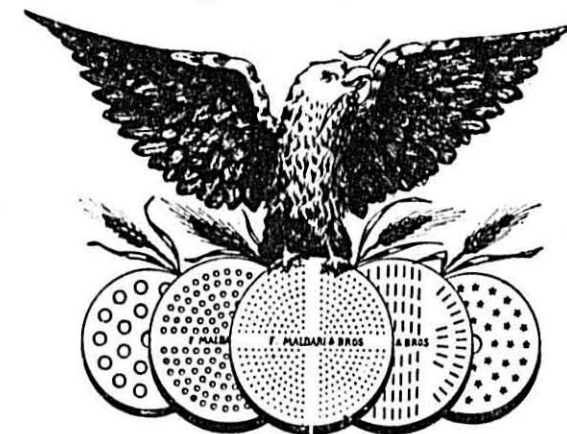
Speaking without thinking is shooting without aim.

Too much satisfaction is the starting point of decay.

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# Durum Wheat Production

By H. L. Walster, Ph.D., Agronomist at the North Dakota Agricultural College and Experiment Station, Fargo, N. Dak.

Both science and industry make progress through capitalizing the foresight of their men of vision. When the durum wheats were introduced into the Great Northern Plains of the United States, including North Dakota, South Dakota, Montana, and Minnesota, the tendency at first was to look upon these new wheats as merely another addition to the great variety of wheats already being produced for bread making purpose. Occasional men of science, however, saw clearly that the great value of these wheats lay in their climatic adaptability to the limited rainfall conditions of the great northwest and, what is more important, to the fact that the product manufactured from them is a product that is of special value for the making of alimentary pastes. Among the earlier investigators were James H. Shepard, late chemist at the South Dakota experiment station, and M. A. Carleton.

The earlier investigations into the quality of durum wheats at the North Dakota experiment station, as well as elsewhere, rather tended to stress their possible utilization for the production of bread, or at least the possibility of using them in the production of bread flour. During recent years, however, our investigators have begun broad scale investigation into the utilization for the manufacture of alimentary pastes. We have had the finest sort of cooperation from the trade, mills and laboratories.

We desire to make public acknowledgement of the splendid cooperation in our first macaroni making tests to the Creamette Co. of Minneapolis, and to the Pillsbury Mills of Minneapolis, and to the Commandar Mills for the splendid service in special tests as to macaroni value of numerous varieties of durum wheats, submitted to them for examination. In addition, we have had cooperation from the Allis-Chalmers Co. in designing machinery.

I come to you as a representative of the North Dakota Agricultural College and Experiment Station, a service organization of many branches whose duty it is to serve the farmer, but at the same time serve a much larger constituency through investigations which we hope may be so far-reaching in effect as to interest each producer of edible pastes in the source and history of the product he is manufacturing. We hope to be able to guide the manufacturer to the source of the best raw material; and to stimulate the consumer's desire for dainty Dakota durum products.

We see the durum wheat and macaroni problem somewhat as follows:

1. We must have a high quality of durum wheat; and by high quality we mean a durum wheat which will produce a semolina and byproducts utilizable by the trade at a profit, and so desired by the consumer that those profits may continue and increase. We have a limited fund of information at present as to what constitutes quality in macaroni and allied products. That information must be added to.

2. If there does not already exist in the

United States a durum wheat of high quality, our plant breeders must be called upon to produce it. Recent investigations by the North Dakota experiment station, cooperating with the United States Department of Agriculture, have produced a new durum wheat as the result of selection, called Nodak wheat. Preliminary investigations as to its macaroni value are very encouraging. Our plant breeders can produce, however, practically any desired combination of qualities, so that much may be expected from future investigations.

3. After the plant breeder has produced a given product, has increased it to a point where he is sure it is reproducing true to its kind, and after the laboratories have tested the product so that they may be sure it will be welcomed by the trade, there still remains a most critical concern, namely, this new plant must now be produced on the farms on a large scale, and must be produced there in pure form, undefiled by the presence of inferior wheats or other admixtures.

4. After the grower has produced the pure wheat there still remains the problem of marketing it at a profit and marketing at the same time in a properly graded condition so that the manufacturer may utilize it to his best advantage.

The North Dakota experiment station has its plant breeder, plant pathologists, agronomists, cereal chemist, miller, marketing agent, and home economics experts at work upon the whole general problem of durum wheat production and consumption. Although North Dakota is making every effort possible to produce a better quality of hard red spring wheat for the bread making trade, at the same time we recognize that we have a peculiarly favorable combination of circumstances for the production of a high quality macaroni wheat.

The introduction of durum wheat into the Great Plains states, into a region where hard red spring wheat was already being grown, immediately produced a practical problem of keeping separate the durum wheats and the common wheat. Through the activity of the pure seed laboratory of the North Dakota experiment station, active propaganda has been carried on for purity of production in order to counteract this tendency. During the past year the North Dakota Crop Improvement association was launched and is actively engaged in the business of producing high quality wheats or other grains in pure form. This organization has the hearty support of the extension division of the Agricultural college and its county agents are assisting in the selection of seed centers for the production of pure durum wheats and other crops. This fact, combined with the fact that North Dakota is now turning away from single crop or largely cash grain cropping to a more diversified system of agriculture, means that our farmers are eager and willing to seize upon a specialty which they can produce in pure form and that should command a premium upon the market. We believe that better macaroni and alimentary pastes generally can be made from high quality durum wheats than from any other kind of wheat, and every effort possible is being made to produce these wheats in quantity and in pure form.

Kubanka Wheat Best of Durum Wheats  
In 1905, James H. Shepard, in his bulletin

92, describing Kubanka wheat, as S. P. No. 5639, said: "This is probably the best of all the varieties of durum wheats for the Great Plains region. The seed was originally selected by Mr. Carleton (in Russia). The original importation was sent directly to the writer (J. H. Shepard) for propagation. It came from the Uralsk territory. When everything has been taken into consideration, and especially its bread making qualities, and delicately flavored macaroni, it is an ideal wheat for the farmer of the northwest."

Note his emphasis upon the delicate flavor of the macaroni.

Charts which I have with me show the farmers of the northwest, and especially North Dakota, have fully recognized the fact, and that an increasing percentage of the wheat grown in the spring wheat area is durum wheat. J. H. Shepard reports in South Dakota bulletin '82 and later publications many tests made on durum varieties. He made semolina on a small scale and used a small hand press for making macaroni. He tempered this macaroni in a tempering box to get proper curing and drying. These early experiments left significant conclusions that the best wheats make inferior macaroni and that the high quality Kubanka wheats make excellent macaroni. In his macaroni test report in 1905, presumably made upon a crop grown in 1903, the semolina made from Kubanka S. P. I. 5639 was rated 100% quality, and the flavor, texture and quality of the macaroni as 100%, whereas many other varieties of durum wheats were scored as low as 75 or 80%, or even lower, in respect to some of these factors. A careful study was also made of the different varieties of durum wheat by means of the Lebon's tintometer aiming to study the relative colors of semolina and macaroni from the different varieties. In all these tests the same superiority of the Kubanka wheat demonstrated itself. These South Dakota investigations, carried on as they were largely before durum wheat production reached its present scale, are highly significant and prophetic. Most of the Kubanka wheat now being grown is grown in North Dakota.

Kubanka wheat is far from being a perfectly definite thing in its heritable qualities. In other words, the Kubanka wheat which Professor Carleton introduced from Russia under the Seed and Plant Introduction Act of 1903 was what the Germans call "Landsorten wheat" (or farmers' variety). What in that mixed up mess, which we as scientists call a mixed population, are good fellows and bad fellows, durum wheats which will make good macaroni, and durum wheats which make poor macaroni; durum wheats which lodge, and durum wheats which rust. One of the earliest selections out of this original Kubanka wheat, known as Kubanka No. 8, has been long distributed in pure form in western North Dakota, and is a wheat which makes excellent macaroni. However, as durum

June 15, 1923

THE NEW MACARONI JOURNAL

45

production spread gradually to eastern North Dakota, entering a territory where disease resistance as a factor became more necessary in order to insure safe production, neither Kubanka No. 8, nor the old original mixed population of Kubanka would fill the bill.

As a result of this complication our plant breeders were called upon to get a durum wheat which would be resistant to black stem rust, a high yielder, and at the same time produce a semolina having desirable color values and cooking qualities.

In 1915 Ralph W. Smith, assistant agronomist, representing the office of cereal investigations, U. S. Department of Agriculture, and stationed at the Dickinson substation for cooperative work on cereals, made 143 head selections from Kubanka durum wheat. Selection No. 98 has been grown in the regular variety trials at Dickinson since 1918. These same pure lines have also been tested at Fargo under the direction of L. R. Waldron, our plant breeder. The United States Department of Agriculture and the North Dakota agricultural experiment station have in press at the present a bulletin entitled "Improvement of Kubanka Durum Wheat and by Pure Line Selection," which recites the results of these investigations. In general, I may say that these studies have indicated that Kubanka No. 98 is the most promising of the large number of selections made in 1915. When a variety of wheat shows sufficient promise it is customary to name it. For this reason the name "Nodak," derived from the abbreviation for North Dakota, has been applied to

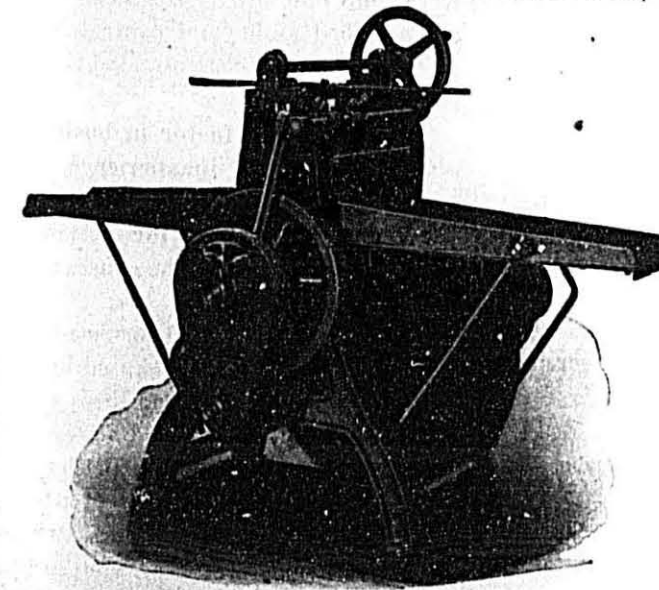
this new wheat. It shows most remarkable resistance to rust, high yielding capacity and desirable semolina qualities. The variety has been tested in the research laboratory of the grain division of the Bureau of Agricultural Economics for its semolina value, and for the gasoline color score of the flour. No. 98, for example, in a 3-year trial at Dickinson, showed a gasoline color score of 1.45, and in a 2-year trial at Fargo 1.46. Inferior varieties of durum showed an average gasoline color score of only about 1.04. In 1922 we had a commercial laboratory make an examination of all samples of durum wheat, and here again the K-98 scored up very well as to color. K-98 grown at Dickinson had a color score of 98, shade of light yellow, and a gluten content of 15.2. The same variety grown at Fargo had a color score of 97, shade of light yellow and gluten content of 13.2. Varieties grown at Fargo were lower in gluten content than those grown in the western part of the state. To show you that progress can be made through pure line selection and breeding and the development of a good Kubanka wheat suitable for macaroni making, let me point out the fact that some of our pure lines of Kubanka show some such undesirable semolina color as grayish yellow and brownish yellow, while others show such highly desirable shades as light yellow and pale yellow.

In 1921 the North Dakota experiment station, using the very crude equipment that it had at the time, made semolina from 19 15-bushel samples of durum wheat. Three hundred lbs. of this semolina were sent

to the Creamette Co. of Minneapolis, and through their courtesy each lot was manufactured into macaroni, samples being returned to our laboratories for study. I have brought with me samples. The milling equipment we had was not well adapted to semolina milling, and you will find there are throughout many specks of bran. Some lots unfortunately contain more bran particles than others, so that they may have hidden the real color of the macaroni. In general we may say that the outcome of the 1921 investigations indicates that Kubanka, Arnautka and Mindum varieties of durum showed satisfactory shade color values. These same samples of macaroni also gave very satisfactory results when tested for cooking in the office of home economics, U. S. Department of Agriculture, Washington, D. C. In this connection we should point out that the Kubanka used in these tests was the ordinary mixed population Kubanka such as has been popularly grown by our farmers since its introduction about 1900. Neither the Arnautka nor the Mindum varieties, and especially the Arnautka, has sufficient rust resistance to warrant recommendation to our North Dakota farmers as a safe crop. The Kubanka, as we have already pointed out, in its mixed form is still too rust susceptible to be a certain crop. Consequently, we felt that we must have something better than the ordinary Kubanka, hence our zeal in getting the pure lines.

In 1922 we had made on all of our samples of durum flour a slick or pekar test. In most of these tests the Kubanka showed very satisfactory color shades. There is

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somewhat a tendency for more of the grayish appearance when Kubanka is grown in the eastern part of the state than when it is grown in the western part of the state. Kubanka flour tested by the slick test showed shades ranging from deep creamy yellow through creamy to light yellow or light creamy yellow, in 1922.

Macaroni investigations made in 1921 so convinced us of the importance of further study of this particular durum wheat problem that we presented the matter to our legislature and they made an appropriation of \$1000 to enable us to better equip the laboratory for macaroni investigations. We hope to improve our milling operations so as to obtain a cleaner semolina and to develop a satisfactory type of small scale press and tempering chambers so that minimum quantities of macaroni may be made. How important it is that we have a small scale apparatus that will give accurate results may be emphasized when I point out to you that such service is absolutely necessary to the plant breeder. If the plant breeder has to work along until he increases a new variety up to the point where he has 15 bus. in order that a large scale test may be made, several years are lost in the prosecution of the investigations, for by that time he may discover that he has an inferior wheat from the technical point of view.

In the development of our better bread wheats we have small scale equipment at the present time that enables us to make a satisfactory run upon a minimum of about 3 lbs. of wheat, and can get a loaf of bread from the flour milled from that. We must have the same equipment if we are to make progress in the development of satisfactory durum varieties. The big start that we have is prima facie evidence that North Dakota has established priority in the production of desirable strains of durum wheat, and this work will be continued until we get durum wheats that present all desirable characteristics suitable both to the farmer and to the manufacturer.

We shall not stop with the production of these better wheats, nor with their laboratory testing, but aim to follow them through to their ultimate market. That is the reason why we have organized a Crop Improvement association, a pure seed laboratory, and have our county agents urging their constituencies to produce more high grade, well graded, Kubanka durum wheats grown from tested, satisfactory, pure line strains of that variety. In 1922 we made a distribution of 200 bus. of Nodak wheat. With reasonable increase of this variety, we should have available this fall at least 3000 bus. of that pure line, for seeding in 1924. If all of that seed is increased for seed in 1924 we may expect close to 45,000 bus. by 1925, and by 1926 a reasonable increase in the neighborhood of 600,000 bus. In other words, in 3 years time, we can replace fully 20% of our total production with a pure strain of wheat.

During the recent years much of the durum wheat marketed in North Dakota has been marketed at a discount below that paid for bread wheats. If we can demonstrate to the world that dainty Dakota durum products are a delicacy as well as a

staple, we feel confident that not only will our business prosper, but yours will also. Even the most casual investigations made in any restaurant or hotel in America outside of a few foreign restaurants, show us that macaroni and other edible pastes do not assume the importance in our dietary that they should when we consider that here is a form of foodstuff usually marketed in a most sanitary form, put up in a dried condition, one that does not readily spoil, is always fresh, and is easily prepared for the table. This is a day and age of advertising. One of my hobbies is reading advertisements and I am perfectly free to say that I have yet to discover in any of the leading mediums for advertising much of anything in the way of a large scale advertising of alimentary pastes. We have carried on a small amount of advertising in our own state, but you must be aware of the fact that we have but few consumers in a state having less than three quarters of a million population. The great consuming centers must be hit, and must be hit hard, and be awakened to the fact that in macaroni and allied products we have a foodstuff more worthy of their consideration than has been given in the past.

As manufacturers of this combined delicacy and staple you have an opportunity to reach both a national and an international market. The raw material is ready for your factories. Its quality is constantly being improved. Its dietetic value is unquestioned. Personally, I may say that I have long believed that there may be associated with the creamy, golden color of the durum wheats perhaps more of the growth promot-

ing or health giving dietetic accessories commonly known as vitamins than are found in the ordinary white flours used for bread making purposes.

One of the great bread making companies of the United States at the present time is fostering the production of a bread from the darker or more yellowish flours, on the presumption that it has a superior value. I can only throw this out as a suggestion in the hope that research workers, as well as those in the production of research, may be stimulated to determine the facts in the case.

Our durum wheat of North Dakota is already being used for the manufacture of such excellent foodstuffs as the breakfast food Cream of Wheat, and similar breakfast foods.

Our great opportunity lies in capitalizing that peculiar combination of sun, soil, and seed which permits the Land Where Durum Grows to deliver to the rest of the world a product which may be converted into a substantial foodstuff. Let's have done with macaroni made from soft, inferior flours that are starchy in character, lack consistency in cooking, and in general tend to incur the dislike of the consuming public. Let's have every pound of alimentary paste made from the pure durums of the north-west manufactured under the scientific guidance of capable manufacturers, thus providing a great national and international market for the products of a great inland empire naturally adapted to the production of cereals. Our opportunity is your opportunity. Let's get together. Better Durum—Better Macaroni Products.

### CAUSES OF BUSINESS FAILURES

Of all failures 32% are due to incompetence. The next 29.3% of failures is ascribed to lack of capital. Then inexperience follows with 5.7% as a cause of business wreckage. Following these prime causes we have such items as: Fraud, neglect, unwise extension of credits, extravagance and speculation outside of the business.

These causes constitute 74.8% of the reasons for business failure in the United States. It can be easily said that the whole 74.8% is really caused by incompetence as the other ascribed causes are but manifestations of incompetence.

As given by Bradstreet's for 1921 the table is as follows:

Fault of Person Failing	Number	Per Cent
Incompetence .....	6,404	32.0
Lack of Capital.....	5,855	29.3
Inexperience .....	1,142	5.7
Fraud .....	931	4.7
Neglect .....	257	1.3
Unwise Credits.....	230	1.1
Extravagance .....	82	.4
Speculation .....	66	.3
	14,967	74.8

Causes Beyond Control of Persons Failing	Number	Per Cent
Specific Conditions.....	4,638	23.2

Failures of Others.....	226	1.1
Competition .....	183	.9
	5,047	25.3

The importance of personal ability in business is shown by the failures in group one, all other causes, which are ascribed as beyond control of the person failing, constitute about 25% of the failures.

The human factor in business is the real factor. Inexperience, lack of knowledge of fundamentals, insufficient preparation for responsibilities are all reflected in the causes under personal reasons.

Reflection should be made on the ratio of 183 failures caused by competition against 15,000 failures caused by personal inability.

"It would seem that the lesson to be learned here is to pay less attention to your competitor and more strict attention to the study of your own business. You have a 75% chance of success by this method, when considering all you have to do is to properly and knowingly attend to your own business."

### Durum Wheat Resists Drought and Rust

There are 12 varieties of durum wheat commercially grown in the United States. They differ in their adaptation and yield ability, resistance to drought and rust, and in the quality of their grain, as well as in their appearance. They are all described by J. Alvin Clark and John H. Martin, of the United States Department of Agriculture, in Farmers Bulletin 1304, The Durum Wheats, just published.

The durum wheats are all spring varieties with thick, compact heads, long stiff beards and large hard kernels. They are grown principally in the northern Great Plains area, where they are best adapted because of their resistance to drought and rust, which enables them to outyield other spring wheats. During the past 10 years the center of the durum acreage has moved northward and westward.

Most of the durum varieties have white (amber) kernels, and the grain is used chiefly for the manufacture of granular flour called semolina, from which macaroni, spaghetti, and other alimentary pastes are made. There usually has been an active foreign de-

mand for this wheat but the flour mills in this country were not equipped for satisfactorily grinding these grains and there was little demand for the product on the domestic market. More recently, however, large mills have been constructed for grinding durum wheat exclusively. A considerable trade in semolina and durum flour has developed, and finally a large macaroni industry has been established. The industry now uses annually more than 20,000,000 bus. of durum wheat, or nearly half the average annual production in recent years.

Kubanka is the variety best adapted for all the varying conditions in the sections producing durum wheat. It is a high yield wheat, considerably resistant to rust, of good milling quality, and best adapted for making both macaroni and bread.

Acme and Monad are two similar amber durum varieties which are very resistant to stem rust. Acme is the highest yield durum variety in most of South Dakota, and Monad the best yielding variety in North Dakota. Both produce macaroni of a grayish color, considered by manufacturers less salable than that made from Kubanka

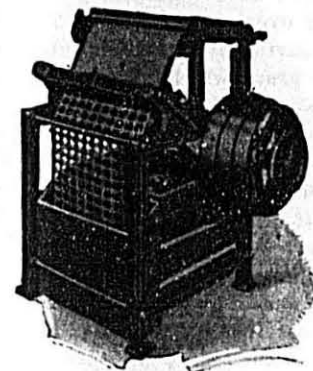
wheat. Mindum is the most productive variety in Minnesota.

### A PRACTICAL RECIPE

One of America's most successful business men recently summed up the 10 main reasons for his success:

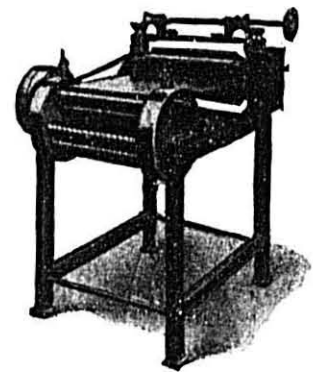
1. He kept up with the times.
2. He didn't try to do everything himself.
3. He took time for exercise and relaxation.
4. He maintained efficiency by developing able help.
5. He did not permit system to run into red tape.
6. He did not practice cheese paring economy.
7. He did the little things worth while.
8. He developed his capacity for large things by avoiding the pitfalls of detail.
9. He took frequent inventory of himself and his stock, and last but not least—
10. He was a regular and consistent advertiser.

Say it with moonshine—the flowers will come later.



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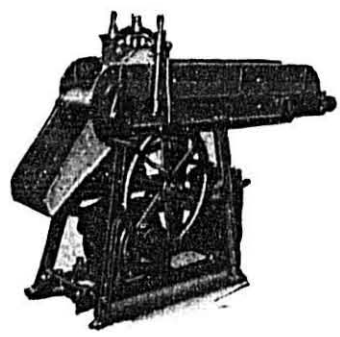
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# Macaroni and the Public Health

By Susa P. Moore, Associate Editor, The Nation's Health, Chicago

Health, except in the event of its disturbance, has received very little consideration on the part of the general public. It is a characteristic psychologic attitude toward medical matters as a whole that the very word health instead of conveying the idea of buoyant efficiency suggests rather the high points of pain, disease, and general defect. Health programs everywhere have as their initial step the taking of an inventory, not of physical assets, but of physiological debits which must somehow be reckoned with.

In fact health is not one of our national attributes. It is not even sensed with sufficient acuity to make its pursuit a popular objective. Physiological bankruptcy is taken so much as a matter of course that low health standards, early aging, susceptibility to infection, and premature death are regarded as inevitable and unalterable; so do prevailing conditions, however unfavorable, tend to become accepted as the best obtainable standard.

It is hardly possible to overestimate the importance of current notions in fixing health standards. The economic forces that segregate individuals into classes living under separate and distinct environments are responsible alike for untoward health factors and for indifference toward their correction. Somewhere close to the average of the group is the accepted norm, and any radical departure from this average is neither expected nor encouraged.

Undoubtedly the low average of physical efficiency accounts for the predominance of curative over preventive medicine and for the popular acclaim of the healer rather than the hygienist. Ever since September 1921 the committee on dispensary development of the Academy of Medicine in New York city has tried consistently to find a community sufficiently approximating a normal condition of health to enable them to conduct a health clinic—a center where mere guidance in matters of hygiene, sanitation, and diet would suffice to keep its clients in condition—where data on health conditions could be gathered and a technic of health conservation developed. Successively three centers were overwhelmed with acutely urgent medical problems. It was only after the widest and most exhaustive search that 872 supposedly healthy persons were recorded and only 20 of this selected group were found on examination not to be in need of medical advice.

When a population not physically degenerate is affected wholesale by disease and defect, the cause is to be found in certain evils deep rooted in the social organization and national habit. Social organization is not reformed over night, and no formula has been evolved for the rapid transformation of bad habits into good; nevertheless, hope lies in the direction of arresting the attention to these matters and arousing some degree of enthusiasm for health conservation.

If there is a single explanation for the physiological inadequacies of mankind it is to be found in dietary habits. If instead of

following the isms and cults, as is their wont, the whole people could be brought to an understanding that the gospel of scientific nutrition commands them to feed the machine in strict conformance to the demands made upon it, and that the laws of thermodynamics and of the conservation of energy apply to the human motor, a new health era would dawn. We have said that practically the whole race is inefficient. We may also state broadly that everyone who is physiologically inefficient suffers in some degree from disordered metabolism. Indeed on the basis of definite inquiry in many countries on food consumption, it is certain that the dietary of the average person is faulty, badly compounded, and generally not chosen for the physiologic purpose it is supposed to satisfy. Further, it is often insufficient. This being the case, we do not need to look further for explanation of the fact that the stature of the workman is as a rule smaller than the general population, and laborers in factories and workshops smaller than those who work in the open, and the poor smaller than the rich in the same country or town. The difference is quite appreciable in every case. Nor is it hard to believe that the human scrap heap of industry is recruited from the ranks of workmen who habitually live in the precarious region of the minimum ration.

Through some very interesting study conducted in French laboratories having as its object the determination of economical alimentation for the worker, it has been demonstrated as essential to supply one gram of protoid per kilogram of body weight, and enough carbohydrate to suffice for the muscular work. Minute portions of other materials, vegetable and mineral, are also necessary. With full appreciation of the correlations between food intake and energy expenditure, dietitians have worked out the precise dietary requirements for the working needs of the tailor, the book binder, the metal worker. The chief trouble is that the workman himself does not know it and inanition, with its train of body ills, is rampant everywhere.

Excepting a very limited proportion of the population who have achieved the social privilege of overeating, perhaps all suffer because of some failure of a proper balance between the organism's demands and its supplies. Poverty is usually incriminated in our horror at the universal prevalence of badly balanced dietaries. Ignorance is more often the underlying cause. Poverty coupled with ignorance is indeed a desperate combination, but perhaps no harder to combat than food idiosyncrasies. It is an interesting fact that problem children nearly always have an aversion for certain essential foods. Invalids are often the victims of their own food fads, and many disabling conditions of middle life date back to the food dislikes of childhood. The lack of some element vitally important for the normal function of the body underlies many pathologic states, mental and physical. People badly nourished become cantankerous, egotistical, and brutal. Chronic inanition is responsible for many of the more common

disorders: dyspepsia, general debility, loss of nervous stamina, depression, fatigability, neurasthenia, all flourish in the organism whose reserves have been persistently and insidiously sapped by an insufficient dietary.

Nor does pandering to the vagaries of whimsical appetite by highly diversified diets necessarily insure safety. It is to be noted that variety is not necessarily a virtue in a diet. The British working class diet is extremely varied, but is marked throughout by a shortage rather than complete absence of essential elements. Rapid disaster is thus averted, but the diet is not such as is consistent with good growth in children or with good health in adults. Hence the low average physical condition of the British lower classes.

One of the earliest signs of inadequacy in diet is lowered resistance to infection. Among laboratory animals, the control animals remain healthy while neighboring animals on deficient diets are swept by fatal epidemics. Hygienic conditions are the same for all, but infections do not spread from the ill fed to the well fed. Many diseases show a marked predilection for persons who subsist on an ill-balanced diet. When a shortage of supplies during the war made food rationing necessary for the Danish people, the prescribed diet, though restricted and very monotonous, was scientifically rationed and it had the unexpected result of reducing the death rate in Denmark 34% during the period it was in force. In cases of all kinds are most intractable persons who have suffered a partial dietary deficiency over a long period. This constitutes a particular menace in the middle aged, the group which is now causing large insurances like the Metropolitan so much concern.

Though deficient diet is the underlying foundation of more varied and mysterious diseases than any other causal agent in the whole range of pathology, there is everywhere the tendency to lock the stable door after the steed is stolen. The invalid is given nourishing food which if taken early might have prevented the illness. If it is worth while to get well, it is certainly worth while to keep well. While food fads have no place in a program which proposes to conserve health through supplementing diet, a really important byproduct of present day vitamin hysteria is that milk consumption was in 1922 increased 2 gallons per capita for all residents of urban communities. That this resulted primarily from milk dealers' and health workers' propaganda is sufficiently indicated by the fact that rural communities, not bombarded by their arguments, show but half that increase. Vitamin propaganda is also responsible in part for the consumption of ice cream to the extent of 30 million gallons in 1900 to 257,000,000 in 1920. The gain from 1910 to 1920 was 120 million gallons.

Far be it from me to suggest to purveyors of protein foods the dramatic possibility of playing up in the same manner problems as good, poor, or incomplete for nutritive purposes on the basis of their amino acid constituents; but they appear to have

June 15, 1923

THE NEW MACARONI JOURNAL

49

made the important fact that the growth principle is as truly bound up in "lysin" as in vitamin. Tryptophan (an indol derivative) is probably necessary for the maintenance of thyroid function, as is tyrosin for the formation of adrenalin by the suprarenal glands. Not only do the body defenses depend upon the thyroid gland but mentality itself hinges upon its integrity, and life may be saved by the emergency functions of the adrenals. If the glands of internal secretion—those chemical regulators of all bodily actions—are deprived of the essential protein derivatives, the very foundations of health are undermined.

We must conclude that what the ailing world needs is food; not a specific formula, but a balanced ration adequate to meet the expenditure demands. "The balance between health and disease, even between life and death, is actually under control through the dietary. The scales are so sensitive that they may be swayed in one direction or the other by the addition or subtraction of seemingly trifling quantities of certain food-stuffs. . . . Failures, indiscretions, fits of temper, tendency to complain, lack of courage and enthusiasm—all are a matter of diet." If the Arabs, ignoring all hygienic considerations, can experience entire freedom from diseases of nutrition and can escape the scourges other races suffer from in ulcer and cancer of the stomach, diarrheas and appendicitis; and if the Hunzas, subsisting on a diet monotonous but adequate because of its wheat-barley-maize-fruit-milk balance, are able to prolong their lives to an extent that the combination of longevity and fertility is a constant source of glory to the group, the lesson becomes imperative that we begin as a people to pay attention to the dietary.

Malnutrition is universal. The remedy is simple. Not milk merely, but solid food is required in the reformed dietary. No single element can be declared missing and its restoration heralded as the panacea for all nutritional disturbances. Far better is it to use a supplementary dish to include all the needed elements, and feed that to selected groups by way of demonstration. These, macaroni, and milk are better than anything else alone; soup with noodles is better than a cereal; and vegetables with vermicelli a food heralded as carrying the elusive vitamin as a cure-all. Both qualitative and quantitative aspects of the question require

attention. The national campaign against malnutrition affords the opportunity.

Macaroni stands high in its essential food characteristics. It can be compounded to incorporate every essential food factor. As a supplementary food it offers unlimited possibilities in combination with meat, soups, vegetables, and fats. That it has not achieved the use it should enjoy in corrective dietaries is shown by the fact that of two recent books presenting balanced dietaries designed both for economy and efficiency, one incorporates only three dishes with macaroni as a foundation, and the other indicates but two uses for the product. In view of such a condition perhaps the first point of attack should be do-

mestic science classes and schools of agriculture; but, wherever it begins, "a dish a day should drive malnutrition away" in the great army of the underfed. The problem of the macaroni manufacturer is to translate a public need into a public demand. Education on foods and food values through teachers trained in domestic science as well as in the economics of food demand and supply, is necessary on the one hand, but the foods themselves, when needed, and served to satisfy, constitute the demonstration demanded. Salvation lies in the direction of nutritional science.

The stern man isn't always behind in his business.

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## Trade Marks and Labels

### LABELS GRANTED

#### San Marco

The Roman Macaroni company of Long Island City, N. Y., was granted the right to use the label "San Marco" on its macaroni products. This label was first published Dec. 1, 1922.

### TRADE MARKS GRANTED

#### Star

The U. S. patent office on May 29 granted the John B. Canepa company of Chicago exclusive use of the word "Star" on its macaroni products. Application was made July 21, 1922, and trade mark was given serial No. 167-166.

#### Ronzoni Emanule

The trade mark "Ronzoni Emanule" was registered in the U. S. patent office Dec. 1, 1921, by the Ronzoni Macaroni Co., Inc., of Long Island City, which claimed use on its alimentary paste products since May 1, 1919, and was given serial No. 156,416.

#### Freedom

The trade mark "Freedom" was registered in the U. S. patent office May 22, 1923, to be used exclusively by the Liberty Macaroni Manufacturing Co. of St. Louis. Claim was filed Oct. 1, 1921, and trade mark was given serial No. 153,609. This company claims use since Aug. 1, 1921.

### TRADE MARKS APPLIED FOR

#### Egg Shells

The Tharinger Macaroni Co. of Milwaukee, Wis., filed application on Oct. 25, 1922, for permission to use the trade mark "Egg Shells" on its alimentary paste products. This company claims use since July 1, 1922. The trade mark consists of the words "Egg Shells" in outlined type. It was given serial No. 171,186. All objections thereto must be filed within 30 days of publication.

#### Eatmor

The Kansas City Macaroni and Importing company of Kansas City filed application for use of the trade mark "Eatmor" on all its alimentary paste products, with the U. S. patent office on Oct. 28, 1922, claiming use since March 15, 1921. The trade mark was

given serial No. 171,325 and consists of the word "Eatmor" in heavy black type.

#### Wheatlets

Peter Rossi & Sons, Inc., Braidwood, Ill., applied for registration of a new trade mark "Wheatlets" for use on macaroni and similar products. Application was filed Oct. 14, 1922, publication on May 8, 1923. The company claims use of this trade mark since Oct. 12, 1922. The trade mark consists of the word in heavy black type.

#### Ceres

The Semoulerie Pates Alimentaires, "Ceres" Doeks, Minoterie of Nice, France, has filed with the U. S. patent office application for registration of its trade mark "Ceres" for use on alimentary pastes, semolinas, etc. Application was filed Sept. 26, 1921, and was published May 8, 1923. Applicant claims use since April 1, 1921. The trade mark is a rectangle in the center of which appears the figure of "Ceres," mythological goddess of grain and agriculture, in a field of grain. Wheat strands appear throughout the design blending with the wording, which is as follows: "Societe Anonyme au Capital 3,000,000 de Francais—Les Grands Moulins of Nice (meaning the Grand grains of Nice)—Semoulerie Pates Alimentaires—Pates extra Fines—Bombolotti No. 24." The style of macaroni shown is bombolotto No. 24 followed by a drawing of what is known as elbow or shorts. The applicant disclaims any words except "Ceres."

### Four Regional Officers

At the annual convention of the Chamber of Commerce of the United States of America held last month in New York the recommendations of the special committee suggesting that 4 regional offices of the Chamber be established with a vice president in charge, was adopted. Details are to be worked out by the executive officers of the Chamber, to whom this matter was referred.

The objects which it is hoped to accomplish are:

- To bring the members of all classes in closer contact with the National Chamber.
- To provide an easier and nearer home channel through which members can voice their desires.

(c)—To hold divisional meetings annually as an accommodation.

It is hoped by this new plan to strengthen the National Chamber and indirectly aid the trade organization or the members thereof. While the locations of these regional offices have not yet been chosen, it is known that one will be in Chicago.

### Macaroni Maker's Responsibility

The great national appeal to the American people to **Eat More Wheat** can succeed only if the American macaroni manufacturer as a producer of wheat product will realize his responsibility and do his part, says Dr. R. B. Jacobs of the National Cereal Product Laboratories of Washington, D. C.

There is no doubt that every manufacturer of macaroni sees an opportunity to increase the sale of his products through this campaign. There is also no doubt that he wants to do so in the most effective and intelligent way possible.

How far this appeal can be made successful depends largely on the quality of products that the manufacturer makes. The appeal must be made through a better product. One that will commend itself by its superior quality to a greater consumption.

The people as a whole are not interested in whether they eat more wheat or eat more something else. They are interested in eating the food that makes the strongest appeal both to the palate and to the eye. There is a great competition between all the foods that are on the table and this competition is not, in the last analysis, one of price.

So long as the macaroni manufacturer buys flour and semolina on quality he will be able to satisfy and to put over this campaign. As soon as he begins to buy on price it is a certainty that his quality will deteriorate even to the point where customers not only not Eat More Macaroni cease to eat it altogether.

I am writing this open letter for a specific purpose of bringing to your attention the magnitude of this national campaign and to ask you as an individual producer of wheat products to help increase the consumption of wheat by making your products from the obtainable materials, in the most satisfactory and cleanly methods and to put them in a most attractive container

der that this great appeal that is now being made shall not be lost.

### COMPETITION

The more we compete along quality lines, trying to outdo each other in the production of really wholesome, nutritious products, the better the public will appreciate such honest endeavors and, as an inevitable result, the consumption of macaroni is bound to increase.

Instead of getting sore at your competitor who gets out a new and perhaps better product, you ought to be glad of the example he is setting you, and try to go him one better by making still better products. So don't lose your head when he markets a new one, but put on your thinking cap and do likewise. You will soon learn that such quality competition will be both enjoyable and profitable.

### Must Buy Part of Food

The average American farm is 60.3 per cent self-sustaining as far as its food supply is concerned, according to the official study just concluded by experts of the agricultural department. This means that approximately 39.7 per cent of the food consumed on the aver-

age farm is grown in a locality foreign to that farm and must be transported there by railroad, the study shows, taking the United States as a whole, says Current Opinion.

Farmers might be 9 per cent more self-sustaining than now, according to the agricultural department experts, who point out that, if this additional proportion of food were grown on the farms where consumed, a big saving in freight charges might be brought about.

The official study indicates the extent to which agriculture has become specialized. The farmer in New England sits down to breakfast with fruits largely grown and hauled from California and Florida. Potatoes eaten in the stock raising states are grown in New England or the Great Lakes region.

Roast beef consumed on the cotton plantation of Mississippi grows in another state and is slaughtered in Chicago, Kansas City or Omaha.

Farmers in some states are more nearly self-sustaining than in others. Virginia ranks high in this respect, farmers there being credited with growing 72 per cent of what they eat. Mary-

land farmers won a credit of 71.3 per cent in the official study, Ohio 70.2 per cent, Pennsylvania 61.8 per cent, New York 61.8 per cent, Massachusetts 49.2 per cent, Illinois 54.6 per cent, California 34.8 per cent, and Michigan 63.7 per cent. It will be observed that the leading fruit-raising state, California, is the least self-sustaining.

### BIG FOOT DOOLEY

There had been a slight accident in the stock room of the wholesale grocery house, and all that could be heard of Casey was a voice trickling from beneath a pile of bags and cases.

Callahan, the leader of the rescuing party, was doing his best to keep up the spirits of the buried one. "Kape aloive, Casey. We'll get yez out," he called; whereupon there came from beneath the mountain of canned salmon, sacks of salt, etc., a muffled voice: "Is that big footed Dooley up there wid yez?"

"Sure he is."

"Then, ask him plaze to step off the rooins. I've enough on top o' me without him."

Heads win every time—the right kind o' heads.

# PACKAGING MACHINERY

WHICH WILL

## REDUCE COSTS

They Will Handle

90 Packages Short Cuts Per Minute

SEALED AND WEIGHED

100 Packages Long Cuts Per Minute

SEALED—BOTH ENDS

30 to 35 Packages Per Minute if Greater Capacity Is Not Needed.

We believe we can help you make a *profit* in your packing room.

Let us show you what we can do for you.

## Johnson Automatic Sealer Co., Ltd.

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# GRAIN, TRADE AND FOOD NOTES

## April Durum Receipts

Receipts from the various durum wheat markets for April 1923 show a small falling off in the quantity received as compared with receipts for March. Combining the total receipts during the crop year, the figures show a large decline in carload receipts of the better grades. The northwest cities reported the bulk of inspections for the month, though a proportionately large number of cars reached the seaboard for exportation.

### Amber Durum

A total of 1083 carloads of all grades of amber durum were reported from various cities for April as compared with 1146 carloads the previous month. It is quite a coincidence to note that the No. 1 grade was exactly equal to the carloads reported in March, or 192. Of these, 89 carloads went to Duluth, 71 to Minneapolis and 11 to Chicago. The No. 2 grade was most plentiful, 690 carloads being reported as against 735 in March. Of these 331 went to Duluth, 187 to Minneapolis, 66 to New York, 60 to Philadelphia and 19 to Baltimore. Of the No. 3 variety 149 carloads were reported as compared with 127 last year. Of these Duluth received 85, Minneapolis 35. For the 10-month period ending April 30, a total of 13,553 carloads of all grades of amber durum reported as compared with 18,023 for the same period of the crop year. It is noteworthy that even in the lean year as that experienced in 1922 the No. 1 grade also has exceeded that of the previous year by about 25%.

### Durum

The durum movement was rather brisk during April when a total of 1861 carloads of the various grades was inspected as compared with 1993 of last month. The No. 1 variety continues to be scarce, only 84 carloads being inspected for the month as compared with 100 in March. Of these 53 went to Minneapolis and 17 to Duluth. The No. 2 variety was more than half of entire durum receipts, being 987 carloads for the month as compared with 1044 in March. Inspectors from Duluth report 285 carloads, from Philadelphia 170, from Minneapolis 165, from New York 112, and from Baltimore 87 carloads. The No. 3 grade amounted to 460 carloads and was the only variety that exceeded the March receipts. Duluth reported 223 carloads, Minneapo-

lis 82, New York 31, the same number for Baltimore, and 18 for Philadelphia. For the crop year July 1, 1922, to April 30, 1923, there were 22,007 carloads as compared with 6141 carloads for the same period the previous year.

### Importation of Macaroni Increasing

Figures issued by the department of commerce prove the contention of the wise macaroni manufacturer that foreign made macaroni products will soon become again a strong competitive factor on the American market. During January 1923, the last figures available, shipments to this country amounted to 312,368 lbs. at a declared value of \$23,382. This is more than 100% more than the quantity and value of the products sent us the same month in 1922, when 14,005 lbs. valued at \$159,936 were recorded. Importation has more than doubled for the 7 months from July 1, 1922, to Jan. 31, 1923, according to the same authoritative source. During this month period, a total of 2,066,390 lbs. of alimentary pastes reached our ports at a declared value of \$156,192. This is more than twice the business done along this line for the same months of the previous year, when only 988,522 lbs. valued at \$89,928 were imported.

### Exports Decrease

A decrease of over 40% in the exportation of macaroni, spaghetti, noodles and similar products during the past year is indicated by figures by the department of commerce covering March 1923. Only 40,726 lbs. of all kinds and grades of macaroni products valued at \$536,013 left our various export centers as compared with 74,324 lbs. valued at \$951,353. Though March shows a decrease in this business, the exportations during the year have been steady and regular, so that for 9 months from July 1, 1922, to March 31, 1923, a total of 4,451,543 lbs. was shipped out, netting American manufacturers \$362,050. Comparisons with previous periods are not possible because the department has been segregating these shipments only since Jan. 1, 1922. For the 3 months of that year a total of 2,370,458 lbs. was exported at a value of \$185,415.

### North Dakota Wheat Sent to Italy

Samples of the leading strains of durum and common wheats grown in

North Dakota, were sent recently to Italy, the world's largest consumer of durum wheat, following the receipt of Dr. H. L. Walster, agronomist at the North Dakota experiment station, of request from Dr. N. Strampelli, director of the experiment station for grain culture in Rieti, Italy. An extensive review of bulletin 149 on "Varietal Trials with Spring Wheat in North Dakota," published by the experiment station, North Dakota Agricultural College, which appeared in the International Review of the Science and Practice of Agriculture published in Rome by the International Institute of Agriculture, brought North Dakota's work in grain development to the attention of Dr. Strampelli, according to his letter.

### Australia Backs Wheat Pool

The Commonwealth government of Australia through the Commonwealth bank is guaranteeing the New South Wales Voluntary Wheat Pool (Ltd.), now a domestic corporation, an initial advance on the present season's wheat of 3/8d. (82½c) per bu., i. e., 3/ (67½c) per bu. to farmers on issue of certificates at country railway stations and further 8d. (15c) as expenses for freight and handling charges. This advance was made available on Dec. 1922, the earliest date at which an advance has ever been made in New South Wales in connection with any pool. The state silos, completed by the New South Wales government at the beginning of the year, have been leased to the pooling company.

### Wheat in Mexico

Wheat production in 21 states of Mexico in 1922 amounted to 8,300,000 bus., according to the Mexican Trade News. The only estimate made in 1921, 5,089,000, is incomplete, so that no comparison between the 2 years is possible.

### Pure Food Rulings

11173. Adulteration of egg noodles. U. S. v. John J. Meier (John J. Meier & Co.). Plea of guilty. Fine, \$25 and costs. D. No. 160627. I. S. No. 175-t.)  
On June 16, 1922, the United States attorney for the Eastern District of Missouri acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against John J. Meier, trading as J. Meier & Co., St. Louis, alleging shipment by said defendant, in violation of the

June 15, 1923

nd Drugs Act, on or about April 12, 1921, from the State of Missouri into the State of Illinois, of a quantity of egg noodles which were adulterated. The article was labeled in part: "White Cross Brand Egg Noodles • • Spaghetti and Macaroni John J. Meier & Co. St. Louis, Mo."

Analysis of a sample of the article by the Bureau of Chemistry of this department showed that it was artificially colored and contained little or no egg solids.

Adulteration of the article was alleged in the information for the reason that a mixture containing little or no egg had been substituted for egg noodles which the said article purported to be, and for the further reason that it was a product inferior to egg noodles, to wit, a mixture which contained little or no egg, and was artificially colored with certain coal tar dyes, to wit, tartrazine and orange I, so as to simulate the appearance of egg noodles, and in a manner whereby its inferiority to said egg noodles was concealed.

On Oct. 23, 1922, the defendant entered a plea of guilty to the information, and the court imposed a fine of \$25 and costs.

C. W. PUGSLEY,

Acting Secretary of Agriculture.

24. Adulteration of corn meal, chocolate, noodles, beef, shredded wheat, and spaghetti. U. S. v. Dennis Otis and George Passtras. Pleas of guilty. Fine, \$100. F. & D. No. 674-c.)

On Jan. 8, 1923, the United States attorney

ney for the District of Columbia, acting upon a report by the health officer of said District, filed in the Police Court of the District aforesaid an information against Dennis Otis and George Passtras, Washington, D. C., alleging that on Dec. 22, 1922, the said defendants did offer for sale and sell in the District of Columbia, in violation of the Food and Drugs Act, a quantity of corn meal, chocolate, noodles, beef, shredded wheat, and spaghetti which were adulterated.

Adulteration of the articles was alleged in the information for the reason that they contained bugs and dirt.

On Jan. 8, 1923, the defendants entered pleas of guilty to the information, and the court imposed a fine of \$100.

C. W. PUGSLEY,

Acting Secretary of Agriculture.

## Wholesalers' Meeting

The American Wholesale Grocers association, composed largely of southern jobbers, held its annual convention May 22-24 in Washington. Several macaroni manufacturers from the eastern states and from the middle west were in attendance, renewing acquaintances and forming new connections and friendships.

President J. H. McLaurin in his annual address advised against long time contracts, manufacturer bonus to jobber salesmen, opposed price fixing

combinations and expressed dissatisfaction with the "indefiniteness and uncertainty of the provisions of the general antitrust law and the act under which the federal trade commission functions."

Resolutions were adopted favoring a change in the laws suggested by Secretary Herbert Hoover so that they would "permit with only proper restrictions trade associations to function for the best interests of the business and the public."

J. H. McLaurin was reelected president for the fourteenth consecutive term; Guy V. Lewis of Lewis Bros., Cincinnati, was made 1st vice president and John D. Baker of Baker & Holmes company of Jacksonville, Fla., treasurer. E. L. Adams is secretary of this organization.

Mr. Henpeck had just received a note signed "The Black Hand," and the messenger stood waiting.

"Dear Sir," said the missive. "Send us one thousand dollars or we will kidnap your wife." Henpeck pondered a moment, then wrote this reply:

"Dear Black Hand: I haven't the thousand dollars, but I am interested in your proposition."

Dependable  
Quality

For Complete  
"Semolina Satisfaction"  
USE

Prompt  
Service

# NOMCO

## DURUM WHEAT PRODUCTS

FARINA  
SEMINOLA  
(one, two, three)

FANCY PATENT FLOUR  
FIRST CLEAR FLOUR

Ask today for samples and quotations

## NORTHERN MILLING COMPANY

Wausau, Wisconsin



# NOTES OF THE MACARONI INDUSTRY

## New Noodle Firm

The Kientzel Noodle company has been incorporated under the laws of Missouri for conducting a noodle manufacturing business in St. Louis. The capital stock is placed at \$5,000, all subscribed for by the incorporators: Jules F. Ehlinger, Albert Wiebe and Charles E. Kientzel. According to the articles the purpose of the new concern is "to manufacture, buy and sell flour and dried dough products, and to do all things lawfully incident to said purposes."

## Addition Being Built

The Quaker Oats company is building a large addition to its big macaroni plant at Tecumseh, Mich. The annex is of brick, 45x100, and will afford floor space which business demands necessitate. The manufacture of macaroni, spaghetti, vermicelli and noodles is an old established business in Tecumseh, the first plant having been built there many years ago. Later the Uncle Sam Macaroni company was formed and built the present plant. P. W. A. Fitzsimmons was president of the company which operated the plant, until several years ago the property and equipment was purchased by the Quaker Oats company that is now building the extension.

## "Marca Stella" Now "Oregon-Best"

According to announcement by the Oregon Macaroni Co. of Portland, Ore., it has discontinued packing its "Marca Stella" brand and in its place will introduce to the trade its new brand, "Oregon-best." The announcement further states that the new brand will be manufactured from "straight durum wheat." In this announcement much is said of the high quality that the makers plan to put in their new brand.

## Special Rates on Macaroni

The Southern Pacific and the Western Pacific railroads have announced special commodity rates on macaroni and other wheat gluten products to apply in both directions between Utah and Pacific coast points, according to dispatches from Salt Lake City. Heretofore, macaroni products have been listed in Class 5 having a rate of \$1.12, and because of this high rate there have been few or no macaroni products shipped from that section. The new

rate is a reduction of about 15% and macaroni men in Utah are hopeful of greatly increasing their territory of distribution because of the new rates. Local manufacturers are producing approximately a half million dollars of macaroni products annually in one large plant in Utah, and one in Ogden which ship their goods to surrounding states, and several smaller ones that depend on local consumption. The more favorable rates are looked to increase business in that section.

## Sell Hartford Plant

Sebastain Peppalardo of Plainville, Conn., and Salvatore Di Pace of Hartford have purchased the macaroni business, machinery, etc., formerly owned by Brancisco di Franceko at 26 Broad st., Hartford, Conn., and will continue a macaroni manufacturing plant on the site. Additional equipment is to be installed. The plant is a small one and its output is cared for by local distribution.

## Spaghetti Popular in China

Introduction of American machinery and methods of manufacture into China has succeeded in popularizing spaghetti among these people who have long been known for the manufacture of noodles. Most of the spaghetti and macaroni in China is made from the ordinary bread wheat flour, though the better grades are made from products of durum wheat. A leader in this development of the paste manufacturing industry in China is the Hing Wah Paste Manufacturing company of Shanghai, whose products have a wide distribution. The principal official of this large concern is Y. L. Siu, who has made an exhaustive study of the paste manufacture and milling. This company owns one of the most modern and perhaps the largest flour mill in China with a daily capacity in excess of 2000 bbls. Through the development of this infant industry in China noodles are to some extent being replaced by macaroni and spaghetti, the food of the Occident.

## Gets Building Permit

The Savoia Macaroni Manufacturing company of Brooklyn has been granted permission to construct a 5-story brick macaroni plant at a cost of \$70,000. The building is to be on the southwest

side of Second st., and the northwest side of Fifth av., on a plot of land 60x95. It is expected construction will begin immediately so the factory will be equipped for the heavy fall business which this company hopes for.

## Habeas Stops Deportation

Aldo Nocchi, 17-year-old son of the proprietor of the Noochi Macaroni Manufacturing company of Worcester, Mass., was saved from deportation to Italy by a writ of habeas corpus released on bail. Although this has been a resident of this country for over 5 years officials alleged that he was likely to become a public charge, which was indignantly denied by the youth's attorney and by his father. It is contended in the brief that the boy cannot be legally deported now because he has been in this country more than the 5 years specified by the immigration laws. Pending further hearing the boy has been restored to his family.

## Macaroni Estate to Charities

The filing of the will of the late Mrs. Anna B. Mueller, wife of Christian Mueller, founder of the C. F. Mueller company of Jersey City, the largest macaroni and noodle plant in the country, disclosed that most of the estate was willed to various charities. The bulk goes to the Bethany Home for the Aged at Irvington, N. J. The value of the Mueller homestead and adjoining land at Irvington go to the 3 children, Samuel and Henry Mueller and Mrs. Sophia Burrows. Several mission societies of the Methodist Episcopal church and homes for dependent children in this country, as well as several charitable institutions in the original home of the deceased, in Germany, were recipients of legacies.

## Seek Lower Tariff on Dried Eggs

Macaroni and noodle manufacturers who are heavy users of dried egg products in manufacturing their foodstuffs are chafing under what they now regard as an exceedingly heavy import duty on dried whole eggs, dried yolks and dried albumen. The tariff act calls for 18c per lb. duty. This extremely high duty went into the country along with other provisions on egg products with strong support from the dairy and agricultural interests. The food manufacturers dis-

June 15, 1923

THE NEW MACARONI JOURNAL

55

interested in the provisions of this act are handicapped before the committee of congress by lack of a complete organization to represent the entire group. As usual individual effort could not compete with combined, well organized and well directed attack presented by the opposing interests. Under the special provisions of the law there is opportunity to get an equitable revision of these duties through application to the tariff commission and as a great many users of egg products in various parts of the country already have indicated a desire to take action on this subject, the united support of the macaroni and noodle interests is being sought. That a move will be started within the next few weeks is almost sure. It is believed the macaroni industry will give the support that its interest in proposed adjustment justifies.

## Big Firms Merge

A big merger of four of the leading macaroni firms of the country involving several million dollars has been effected through organization of the Foulds company, with offices at 522 Fifth av., New York city. The various interests

involved have been consolidated for reducing overhead and cost of distribution. Some of the plants taken over will be dismantled and others, at strategic points, will be enlarged and modernized to insure the highest quality of products at the lowest possible cost.

The plants and firms involved are the Foulds Milling company of Chicago and its plant at Libertyville, Ill.; the Woodcock Macaroni company and plant at Rochester, N. Y.; The Warner Macaroni company and plant at Syracuse, and the Palisade Manufacturing company of West Hoboken, N. J. According to the plans being developed the Libertyville, Syracuse and West Hoboken plants will be operated to full capacity.

The officials of the new Foulds company will be: President, F. W. Foulds of Chicago; 1st vice president, C. E. Warner of Syracuse; treasurer, R. M. McMullan of McMullan Corporation of New York city. Among the vice presidents will be John G. Elbs, Woodcock Macaroni Co., Rochester, N. Y.; C. S. Foulds of Foulds Milling Co., Chicago; Fred Hansen, Warner Macaroni Co., Syracuse. Besides these the following

recognized successful businessmen will compose the board of directors, Wm. G. Lentz of Palisade Manufacturing Co. of West Hoboken, N. J.; J. M. Hills of Hills Brothers Co., New York; H. H. Mills, Wm. Watson and A. C. Wetmore of the R. M. McMullan corporation, New York, and Geo. K. Morrow of the Standard Milling Co., New York.

The consolidated concern will continue to manufacture the leading brands marketed by the individual concerns involved. The 4 lines will be: the "Foulds," "Woodcock," "Warner" and "Kitchen Bouquet." In connection with macaroni they will also market the "Bouquet" sauce that was distributed through the Palisade Manufacturing company.

It is proposed to appoint a general salesmanager and maintain district salesmanagers to look out for the distribution and a similar organization to supervise the production. Centralizing management in one head for establishing distributing points in various strategic locations which will reduce the shipping costs, in connection with other economies, should result in a substantial saving, in the opinion of the spokesman for this large organization.

## Discriminating Manufacturers Use

# Hourglass



# Brand

PURE DURUM SEMOLINA AND FLOUR  
RUNS BRIGHT, SHARP AND UNIFORM

Quality and Service Guaranteed

Write or Wire for Samples and Prices

## DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE:

87 Produce Exchange

PHILADELPHIA OFFICE: 458 Bourse Bldg.

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

BUFFALO OFFICE:

31 Dun Building

BOSTON OFFICE:

88 Broad Street

PORT HURON, MICH. OFFICE, 19 White Block



**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, F. O. Drawer No. 1, Braidwood, Ill.

**PUBLICATION COMMITTEE**  
 HENRY MUELLER . . . . . President  
 M. J. DONNA . . . . . Secretary

**SUBSCRIPTION RATES**  
 United States and Canada - - \$1.50 per year in advance  
 Foreign Countries - \$3.00 per year, in advance  
 Single Copies - - - - - 15 Cents  
 Back Copies - - - - - 25 Cents

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**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 select 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.

**ADVERTISING RATES**  
 Display Advertising - - Rates on Application  
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Vol. V June 15, 1923 No. 2

**Queries and Answers**

From a flour specialist comes the following:

"I desire to form brokerage connection with a first class manufacturer of semolina and would thank you to furnish me a list of those who, in your judgment, can be depended on to furnish me with an article of merit, consistent with acceptable service.

Reply—List of durum millers supplied without recommendation.

**Personal Notes**

Mrs. Joseph Freschi and children, family of the popular member of the Ravarino & Freschi Importing and Manufacturing company of St. Louis, left June 17 for an extended visit with relatives in Italy. They plan to stay till the summer of 1924, when Mr. Freschi will sail for Europe to make a short visit and bring his family home.

Max Abramchik, for years superintendent and manager of the San Antonio Macaroni Co. at San Antonio, Texas, has sold his interests in that firm and is now connected with a food brokerage firm in New York city. This is a temporary position as he plans to enter the macaroni business anew as soon as the right opportunity presents.

C. F. Yaeger, national director and salesman for the A. C. Krumm &

Sons Macaroni company of Philadelphia, reports the firm has removed its noodle department to the upper floor of the plant for the double purpose of segregating production and costs, and to leave more room on the main floors for macaroni and spaghetti machinery.

**ONE AGAINST THE WORLD**

"Look, Daddy," said a little 6-year-

**WANT ADVERTISEMENTS**

Five cents per word each insertion.

Twenty years Macaroni and Noodle manufacturer and sales executive. Are you looking for a real man with widely diversified knowledge of manufacturing, reducing overhead, and devising systems of departmental corporations? Exceptional proved ability as sales manager. My record will stand the closest scrutiny. I am 36 years old. Only this in New York and vicinity will be considered. Address 202, care Macaroni Journal, Braidwood, Ill.

old, "I pulled this cornstalk right all by myself."

"My, but you are strong," said father.

"I guess I am daddy. The world had hold of the other end of it"—Boston Transcript.

**FOR SALE**

12 1/2 inch Upright Hydraulic Press  
 Capacity 140 lbs. Semolina per cylinder  
 9 1/2 inch Horizontal Hydraulic Press  
 Capacity 60 lbs. Semolina per cylinder  
 Machines in first class condition  
 PRICES REASONABLE

WANTED—a Noodle Cutting Machine  
 Must be in First Class Condition.

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**DA VENDERE! UNA FATTORIA di MACCHERONI**

Una fattoria di Maccheroni completamente fornita.  
 Si puo usare immediatamente.  
 Capacita 25 barili al giorno.  
 Locale e' di un piano, di mattone, 132 x 40,—con bassamento 40 x 40—con mura di 12 in. Di costruzione molino,—provvista di riscaldatoio,—luce elettrica, e "plumbing". Sei stanze separate per asciugare.

Questa fattoria si trova a Berlin, Connecticut, lungo la ferrovia, quasi di fronte alla stazione ferroviaria.

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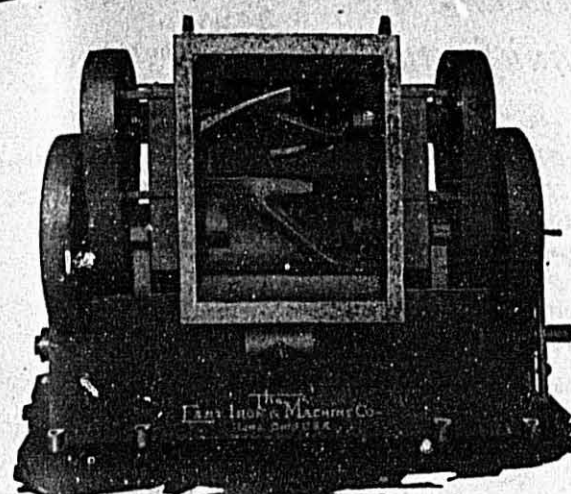
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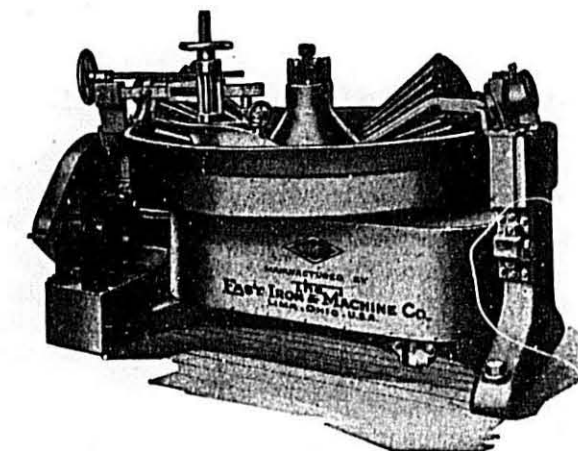
"Eimco" mixers develop the full strength of the flour and produce perfect doughs, absolutely uniform in color, temperature and finish, just like an expert would do it by hand but they do it many, many times quicker—also much quicker than ordinary machines—because they are scientifically designed and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



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

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Wooden Macaroni Box-Shooks

**NOTE**—Our shooks are made from tasteless and odorless gum wood. Sides, tops and bottoms are full one-quarter inch thick and one piece. All ends are full three-eighths inches thick.

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

**Special Noodle Whole Egg—**

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

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Selected bright fresh yolk—entirely Soluble.

Samples on Request

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Educate  
Elevate  
Organize  
Harmonize

**ASSOCIATION NEWS**  
*National Macaroni Manufacturers Association*  
*Local and Sectional Macaroni Clubs*

**OUR MOTTO:**

First—  
The Industry  
Then—  
The Manufacturer

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F. X. Moosbrugger, Minnesota Macaroni Co., St. Paul, Minn.  
Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.  
**Committee on Association Financing**  
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Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.  
E. Z. Vermyle, A. Zerega's Sons, Brooklyn, N. Y.  
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Joseph Guerisl, Keystone Macaroni Co., Lebanon, Pa.

**Committee on Cost System**

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H. D. Read, Macaroni Foods Corporation, Omaha, Neb.  
Dr. E. R. Jacobs, National Cereal Products Laboratories, Washington, D. C.  
**Committee on Macaroni Journal Publication**  
Henry Mueller, C. F. Mueller Co., Jersey City, N. J.  
M. J. Donna, Secretary and Editor, Braidwood, Ill.

**Macaroni Men at Wholesalers' Meet**

Macaroni manufacturers were quite plentiful at the annual convention of the National Wholesale Grocers association at Hotel Statler, May 15-19, the representatives of the macaroni industry taking a lively interest in the proceedings of that organization in St. Louis.

New acquaintances were formed and old ones renewed among this group of contributors that is so closely affiliated with the distribution of macaroni products. Several receptions were given the jobbers by various macaroni manufacturers with the result that a friendly spirit was created that will be mutually beneficial.

A banquet was given for the macaroni manufacturers in attendance at this convention by representatives of the Washburn-Crosby company at the Chase hotel the afternoon of May 17. The nation wide problem of making the millers' slogan "Eat More Wheat" mean "Eat More Macaroni" was up for consideration. The opinion generally prevailed that a large attendance at the annual convention of our industry at Cedar Point would insure a general and outspoken consideration of this matter of so vital interest to the industry.

Among those in attendance were as follows:

J. Ravarino, J. Freschi, C. Ravarino, of Ravarino & Freschi Mfg. & Imp. Co. of St. Louis.  
Vito Viviano, Viviano Macaroni Co. of St. Louis.  
A. Randazzo, Randazzo Macaroni Co. of St. Louis.  
H. W. Wibracht, Gandolfo-Giaio Co. of St. Louis.

Albert Maull, Maull Bros. of St. Louis.

F. Mercurio, Mercurio Bros. Spaghetti Co., St. Louis.

R. Sarli, Kansas City Mac. Co., Kansas City.

J. Canepa, J. B. Canepa Co., Chicago.

L. Skinner, Skinner Mfg. Co., Omaha.

F. W. Foulds, Foulds Milling Co., Chicago.

R. B. Brown, Fortune Products Co. A. Ross, Armour Grain Co., Chicago.

J. L. Hollingsworth, Illinois Mac. Co., Chicago.

L. M. Bressler, Purity Bread Co., Pueblo, Col.

F. L. Zerega, A. Zerega's Sons, Brooklyn.

M. J. Donna, See'y Nat'l Mac. Mfrs. Assn., Braidwood, Ill.

**Special Committee for Publicity**

By practically unanimous vote of the convention it was voted to take advantage offered by the nation wide "Eat More Wheat" campaign and by the judicious expenditure of money tie up with this publicity to reap as much benefit as possible for the macaroni industry.

This national publicity work is to be done for macaroni products in general and in all sections of the country. Funds are to be collected through voluntary contributions made on the basis of a cent a case to a special fund being created by the National association and expended through that body on the recommendation of a special publicity committee appointed by and subservient to the National association.

The resolution provides that members of the National association are

NOT compelled to contribute to a special fund unless so inclined, but any outside firm seeking to join in a publicity movement must be a member of this National association. (Two exceptions were named to this ruling.)

President H. Mueller appointed following committee:

C. F. Yaeger of A. C. Krumm & Sons Macaroni Co., Philadelphia.

P. F. Vagnino of American Beans Macaroni Co., Denver.

Andrew Ross of Armour Grain Co., Chicago.

(The other two members will be appointed later as the work of this committee develops.)

**Durum Millers Session**

Durum millers were given a special session for their talks. The general subject was: "Increasing Macaroni Consumption," and the speakers' subjects were as follows:

Thomas Brown—"Eat More Wheat—Macaroni, a Good Wheat Food."

W. E. Derrick—"Do It with Good Macaroni."

W. E. Onsdahl—"Value of a Good Slogan."

M. E. Luther—"Coordinated Advertising."

Guy Thomas—"The Golden Opportunity."

These papers are in this issue.

**NOT YOKED**

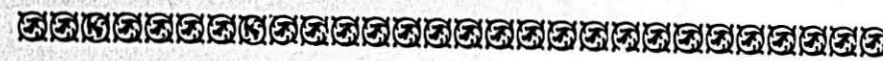
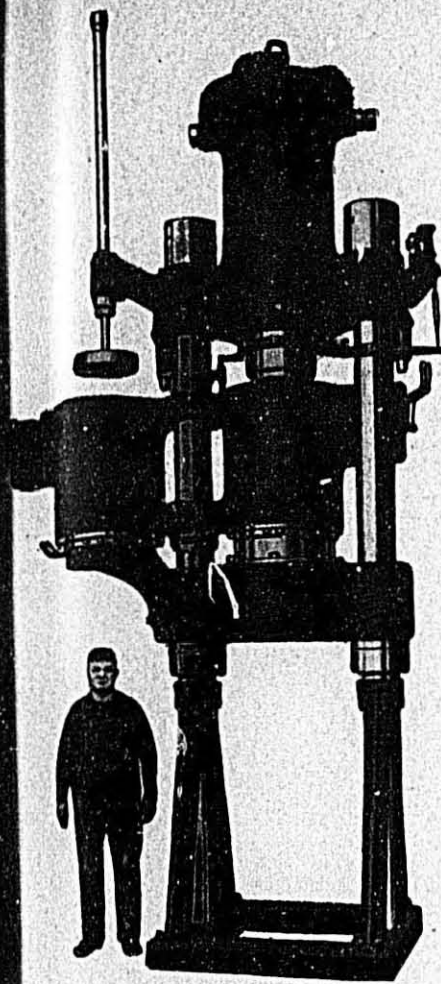
Mason—How did the wedding go off today?

Pearson—Without a hitch.

Mason—Glad to hear it.

Pearson—I said without a hitch. My bride backed out at the last minute.

Pearson's.



**John J. Cavagnaro**

*Engineer and Machinist*

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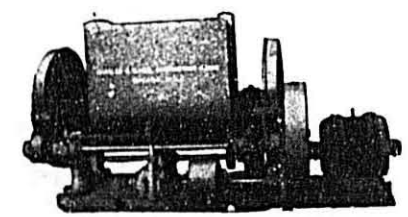
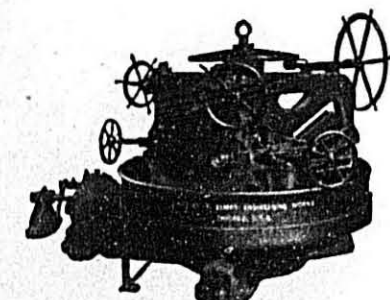
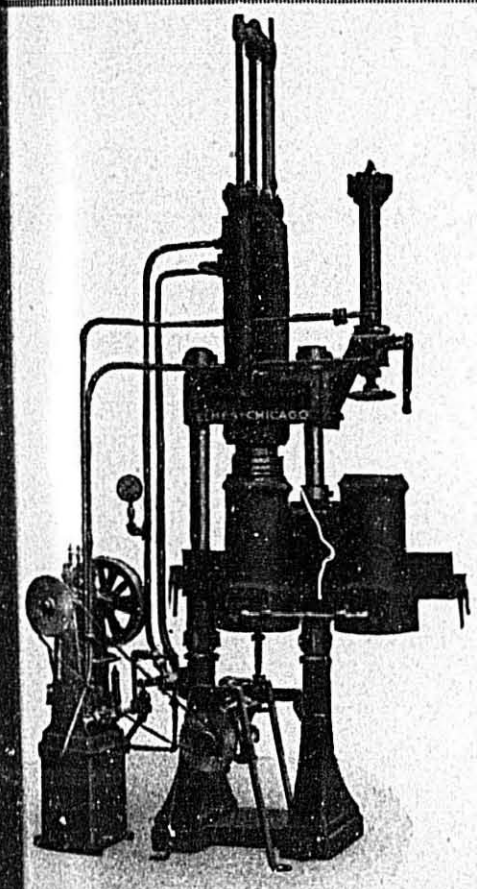
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*in the form of*

## **Macaroni Spaghetti and Noodles**

Macaroni is made from Durum wheat, a hard, flinty variety very rich in gluten. Macaroni, therefore, contains the proteins necessary for building bone and muscle. Macaroni is 100% digestible—the meat of the wheat. It can be prepared in a large variety of tempting dishes.

Eat More Macaroni—it is wholesome, delicious and economical.

*Pillsbury Flour Mills Company*

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