

**THE NEW
MACARONI
JOURNAL**

Vol. 1, No. 2

**June 15,
1919**

The New Macaroni Journal

Minneapolis, Minn.

June 15, 1919

Volume 1

Number 2

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

Extracts from the Report of President James T. Williams, at the National Macaroni Manufacturers Convention in St. Louis, June 10-12, 1919.

One of the great left-over problems the Association officers had to work out during the past year was that of establishing a real trade Journal that would be thoroughly representative of the Macaroni manufacturers of the country.

The May issue is our solution of this most important problem. It's the culmination of the several ideas that prevailed among your officers and the result of generosity so frequently displayed by the allied and kindred interests.

Largely through the efforts of the allied trades, who took liberal advertising space in our new publication, its present success due.

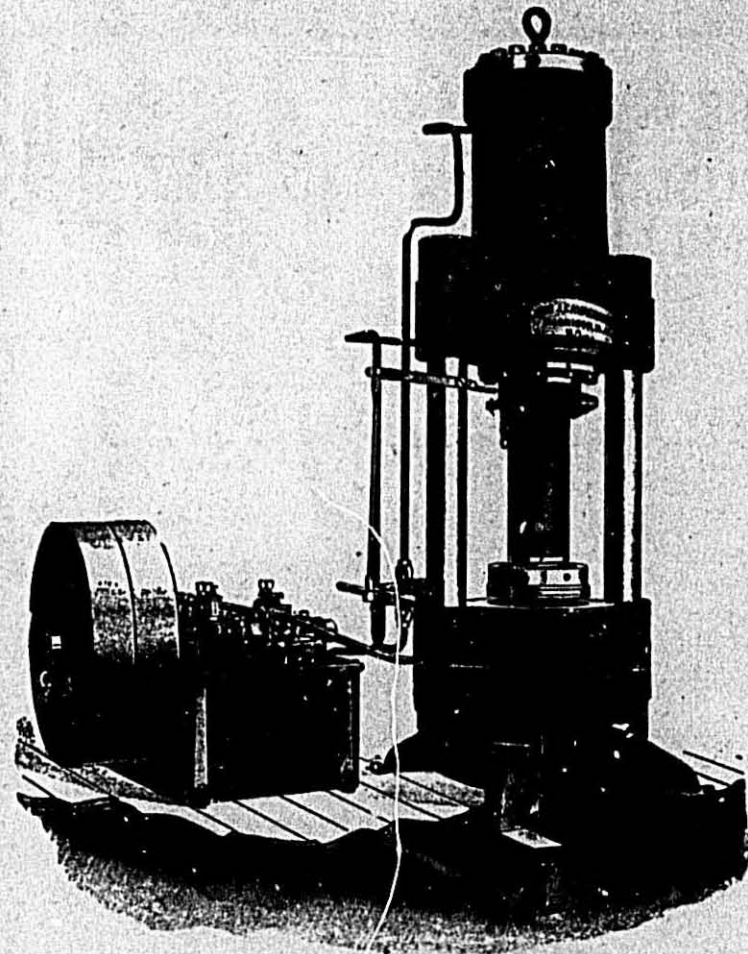
We sincerely trust that ALL the Macaroni Manufacturers will show their appreciation to those who have so liberally taken advertising space with us. It was their kindness and confidence that made possible *The New Macaroni Journal* and the employment of a permanent and active Secretary.

We believe that this official publication, now presented to you as self-supporting and self-sustaining, will, if properly handled, become a great factor in developing and strengthening our organization and procuring for us and our industry proper recognition in the industrial and economic life of the nation.

We want it to be representative. We want it to express our highest aims. It represents you and your business and each of us is responsible for its success. It's your ambassador at the Court of Public Opinion, so interest yourselves in it as such.

Again we admonish you, DO NOT FORGET OUR TRIED AND TRUE FRIENDS, who are ever solicitous about our welfare, the MILLERS, the MACARONI MACHINE MANUFACTURERS, the CARTON MAKERS and the various other supply houses whose true friendship has been so often displayed but at no time so forcibly as in the establishment of this publication.

Long Live The New Macaroni Journal.



John J. Cavagnaro

Engineer and Machinist

Harrison, - - - - N. J.

U. S. A.

Specialty of

MACARONI MACHINERY

since 1881

N. Y. OFFICE & SHOP
255-57 CENTRE STREET, N. Y.

There are three requisites to be considered in buying

CARTONS

1st Quality—Cartons which will help sell your goods.

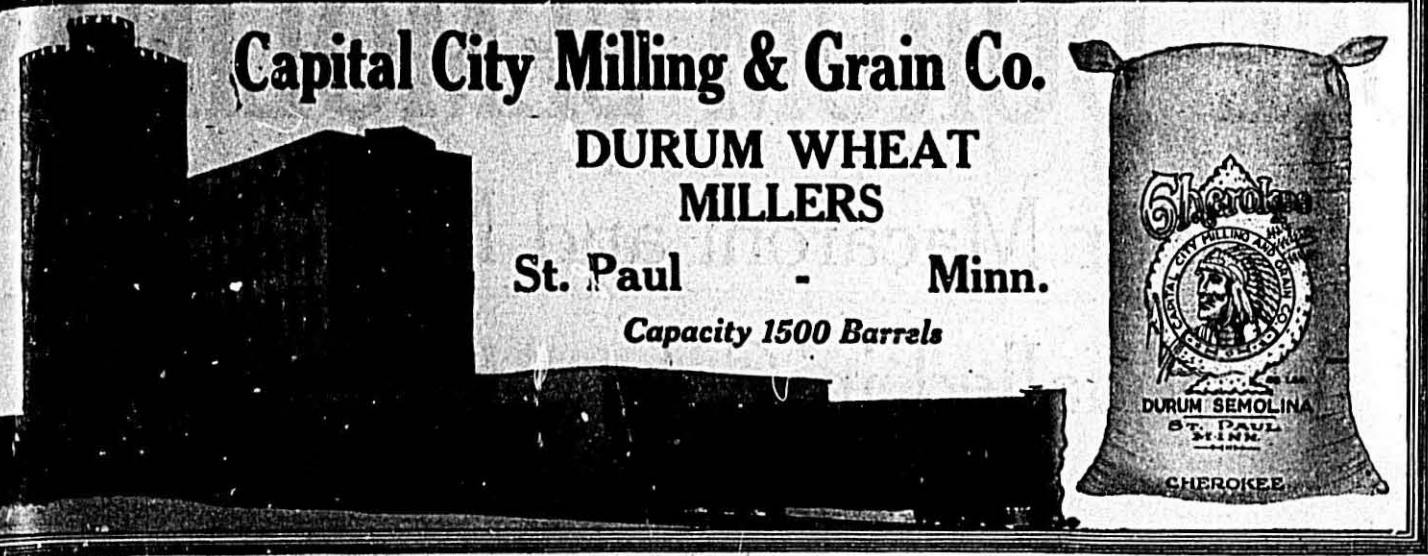
2nd Service—Cartons when you want them.

3rd Price—Cartons at the lowest price consistent with first class work.

Our cartons are made to comply with these requisites. Macaroni and Noodle Cartons are our specialty.

Send us your specifications, we will be glad to quote you on your requirements.

The Richardson-Taylor Ptg. Co.
CINCINNATI, OHIO



Capital City Milling & Grain Co.

**DURUM WHEAT
MILLERS**

St. Paul - Minn.

Capacity 1500 Barrels

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

We offer to the trade:

No. 2 Semolina

No. 3 Semolina

"Our Special" Semolina

Durum Patent Flour

We grind only pure Durum Wheat.

We want your business.

Ask for samples and prices.

Capital City Milling & Grain Company
ST. PAUL, MINNESOTA

USE DURUM SEMOLINAS

For Macaroni and Noodles

Unequaled in Color and Strength



YERXA, ANDREWS & THURSTON
MINNEAPOLIS, MINN.

MACARONI JOURNAL

After the Battle

Anyone who has ever witnessed a Big League game of baseball or one of the championship games of football between the leading universities on the gridiron, and watched a typical American crowd of fifteen to twenty thousand, has a key to the American disposition. While the fight is on every ounce of concentration, vitality, enthusiasm and pep of the entire crowd is in evidence, but the moment the final decision of the umpire is given the fight is OVER and the more quickly the crowd can get back to normal things, the better it likes it.

The recent convention of the National Association may be likened to a battle—a battle of wits and ideas—where all present aired their views, spoke their sentiments, voiced their opinions and then joined in a harmonious movement for the up-building of the Industry.

In this battle some won their objective while others failed to do so solely through preponderance of facts "fired" from the other side, but all left the "field of battle" steeled for the future struggle for trade expansion and better productions because of the part they took in the various arguments and discussions.

On The New Macaroni Journal

From the address by Secretary M. J. Donna before the convention of the National Association of Macaroni Manufacturers June 10 to 12, 1919, in St. Louis.

The New Macaroni Journal is just a month old to-day. It is a child, born of the wishes and desires of the macaroni industry.

Its future will depend upon how carefully this child is nursed by those who brought it into being.

As so ably stated by President Williams of the National Macaroni Association in the editorial introducing The New Macaroni Journal last month, it will be the policy of this publication to be a progressive, up-to-date distributor of advanced thought and ideas of the macaroni trade.

We have nothing but praise, thanks and congratulations for those who in the past or in the future contribute in any way towards the success of this important and much-needed trade paper.

The New Macaroni Journal will work for you and for our interests every day of the year.

Do you believe in the New Macaroni Journal, your trade paper, in its aims and in its ideals?

Do you welcome it, giving it all the needed encouragement and assistance to which it is justly entitled?

Did you meet it fairly, treat it fairly, and help it in its

endeavors to lay a foundation for a lasting and profitable business for both the National Association and all Macaroni Manufacturers?

Such manufacturers as are content to sit idly by, imbued with the selfish "Let-George-do-it" idea, together with those who extend to it only a passive help without offering active hindrance, STAND IN THEIR OWN LIGHT and furthermore, CAST A SHADOW ON THOSE PROGRESSIVE MANUFACTURERS who have CONFIDENCE IN their trade paper and appreciate its opportunity for doing great good for the whole industry.

Give it your CONFIDENCE. Tell it your troubles, your sorrows and your successes. Doing this you will better its service.

The triangle of confidence which should exist between the TRADE PAPER, the MANUFACTURER and the CONSUMER can be attained and maintained only through a clearer understanding and through working in harmony.

Won't you help us to do this?

WE NEED YOU!

YOU NEED US!

WE NEED EACH OTHER!

Through the efforts of the Belgium relief commission which has been doing such yeoman sustenance service such macaroni flour is being shipped to that country for use in manufacturing alimentary paste products. It is reported that cargoes will continue to be shipped every week for account of the Belgium relief till the surplus grain stocks are

exhausted. Macaroni consumption is on the increase in that country owing to its great food value and its relatively low cost to the consumer. A study is being made of the demands there with the object of shipping some finished product as soon as all restrictions are removed, if the market there is found favorable.

Greatest Convention in History of the Macaroni Industry, June 10-12, at St. Louis

New name—The National Macaroni Manufacturers Association.
Incorporation—Left to the executive committee.
Convention for 1920—Buffalo chosen tentatively as the place.

The Sixteenth Annual Convention of the National Association of Macaroni and Noodle Manufacturers of America held at Planters Hotel, St. Louis, June 10, 11, 12, 1919, was one of the most important and most enthusiastic sessions ever enjoyed by the macaroni manufacturers.

The attendance was admirable, members from all sections of the country taking part in the many important discussions.

Among those present were:

Name	Representing	City
C. M. Waters	Fortune Products Co.	Chicago
Peter Rossi, Jr.	Fortune Products Co.	Chicago
Antonio A. Vagnino	Denver Macaroni & Noodle Co.	Denver
John Mercurio	Mercurio Bros. Spaghetti Mfg. Co.	St. Louis
P. M. Marshall	Shane Bros. & Wilson	Minneapolis
W. W. Farmer	Shane Bros. & Wilson	St. Louis
E. F. Hale	Shane Bros. & Wilson	Chicago
Jos. Freschi	Ravarino & Freschi Imp. & Mfg. Co.	St. Louis
J. Ravarino	Ravarino & Freschi Imp. & Mfg. Co.	St. Louis
G. Viviano	V. Viviano & Bros. Macaroni Co.	St. Louis
Thomas Viviano	V. Viviano & Bros. Macaroni Co.	St. Louis
Hugo Dalpini	Dalpini Macaroni Co.	St. Louis
James T. Williams	The Creamette Co.	Minneapolis
C. B. Schmidt	Crescent Macaroni & Cracker Co.	Davenport
B. F. Huestis	Huron Milling Co.	Harbor Beach, Mich.
F. L. McNutt	Bay State Milling Co.	Winona, Minn.
L. E. Bowman	Bay State Milling Co.	Winona, Minn.
R. Sarll	Kansas City Macaroni Co.	Kansas City
H. T. Felgenhauer	Corbin Flour Co.	Chicago
V. V. Corbin	Corbin Flour Co.	Chicago
R. G. McCarthy	Birmingham Macaroni Co.	Birmingham, Ala.
F. E. Douglas	Birmingham Macaroni Co.	Birmingham, Ala.
C. S. Foulds	The Foulds-Briggs Co.	Cincinnati
Henry D. Rossi	Peter Rossi & Sons	Braidwood, Ill.
Geo. N. Doble	Cleveland Macaroni Co.	Cleveland
J. G. Johnson	Pillsbury Flour Mills Co.	Cleveland
Howard W. Files	Pillsbury Flour Mills Co.	Minneapolis
C. R. Davidson	Pillsbury Flour Mills Co.	St. Louis
S. S. Savarese	Savarese Macaroni Co.	Baltimore
Edw. E. Vermeylen	A. Zerega's Sons	Brooklyn
B. L. Benfer	The Benfer Co.	Cleveland
Fred Becker	The Pfaffman Egg Noodle Co.	Cleveland
F. W. Becker, Jr.	The Pfaffman Egg Noodle Co.	Cleveland
Wm. A. Tharinger	Tharinger Macaroni Co.	Milwaukee
G. H. Bent	Johnson Automatic Sealer Co.	Battle Creek
A. M. Alexander	Foulds Milling Co.	Chicago
F. W. Foulds	Foulds Milling Co.	Libertyville, Ill.
H. E. Gooch	Gooch Food Products Co.	Lincoln, Neb.
G. Meyer	Duluth-Superior Milling Co.	Duluth
A. L. Randazzo	Randazzo Macaroni Co.	St. Louis
Joseph Randazzo	Randazzo Macaroni Co.	St. Louis
Dwight K. Yerxa	Yerxa, Andrews & Thurston	Minneapolis
James C. Andrews	Yerxa, Andrews & Thurston	Minneapolis
Chas. W. Betty	Yerxa, Andrews & Thurston	St. Louis
Walter C. Smith	Pillsbury Flour Mills Co.	Minneapolis
D. S. Hutchison	J. B. Ranson Co.	Nashville
E. H. Hanebrink	Ismert-Hinche Mfg. Co.	St. Louis
A. C. Sturdevant	West Virginia Macaroni Co.	Clarksburg, W. Va.
A. H. McKenzie	Kansas City Fibre Box Co.	Kansas City
John L. Lynch	U. S. Dept. of Agriculture	St. Louis
John T. Sullivan	U. S. Dept. of Agriculture	St. Louis
R. M. Wharton	U. S. Dept. of Agriculture	St. Louis
D. S. Bigbee	U. S. Dept. of Agriculture	St. Louis
Martin E. Ismert	Ismert-Hinche Mfg. Co.	Kansas City
M. L. Johnson	East Iron & Machine Co.	Ima, O.
Arthur Rossi	Rossi Drying Machines	San Francisco
Murray Springer	The Crosby Co.	Chicago
J. E. Babbott	Flour broker	Cleveland
Joe Lowe	Joe Lowe Co.	New York
L. M. Fletcher	Joe Lowe Co.	Chicago
M. J. Donna	Secretary	Springfield, Ill.

High Class Entertainment

The numerous addresses and subsequent discussions made this session most interesting and instructive to the many manufacturers present. The entertainment was high-class and thoroughly appreciated.

The general sentiment of the convention is expressed in the following resolutions committee report:

Introductory

Your committee fully realizes the heavy responsibilities with which it is charged, that of faithfully expressing the opinions and views of the macaroni industry on the many new problems, theories and conditions confronting us in this period of readjustment, but having in mind our experiences and the well-learned lessons of the past year beg to submit for your kindly consideration the following resolutions, expressive, in a slight measure, of the hopes, aims and ambitions of this organization.

RESOLUTIONS

Whereas, we have realized our long-cherished ambition to be represented in the

RESOLVED, that we show our appreciation by taking a real interest in its great work, contribute willingly and often such items of interest as will tend to make it truly representative of the industry and use our every effort to place it on a permanent basis by patronizing the many advertisers, who appreciating the need for this kind of a medium, subscribed liberally for space therein.

* * *

RESOLVED, that we commend the far-sightedness of those progressive manufacturers and millers who made possible our first National Advertising Campaign, coming as it did during a period of depression, following the war, and trust that some plan can be devised whereby a campaign can be maintained for an extended period.

* * *

RESOLVED, that we gratefully and cheerfully express our sincere appreciation:

To our princely hosts, the St. Louis Macaroni manufacturers for their royal hospitality manifested by thoughtfulness for our comfort and entertainment in so many pleasing ways.

To the local ladies reception committee whose presence added charming grace and beauty to the occasion and whose many courtesies made so favorable an impression on many of the visitors.

To the Hon. H. W. Kiel, Mayor of St. Louis, for his warm and cordial welcome extended in person, a courtesy all the more appreciated, being seldom shown in large cities.

To the able speakers, Messrs. E. J. Troy of St. Louis, Joseph Freschi of St. Louis, H. W. Files of Minneapolis, John Mercurio of St. Louis, P. M. Marshall of Minneapolis, F. W. Foulds of Chicago, S. Youngheart of Philadelphia, Murray Springer of Chicago, B. L. Benfer of Cleveland, James C. Andrews of Minneapolis, R. M. Wharton of St. Louis, Ben Huestis of Harbor Beach, Mich. and V. V. Corbin of Chicago for their interesting and helpful addresses which contributed so much to the success of our convention.

* * *

Whereas, the government standards for macaroni, spaghetti and vermicelli and noodles have had to be suspended because of war conditions and

Whereas, these war conditions no longer exist be it therefore

RESOLVED, that the National Macaroni Manufacturers Association in convention assembled do hereby reaffirm its approval of these standards and respectfully urge the department of agriculture to enforce the observance of these standards for the good of the consuming public and the welfare of the industry.

* * *

Whereas, the United States government

has expended vast sums of money in connection with the growing of Durum Wheat, and encouraging in every way the usage of macaroni, and

Whereas, the farmers of certain sections of the United States are almost entirely dependent upon this variety of wheat for the production of their lands and investments, and

Whereas, the millers have invested very heavily in the reconstruction of their mills and in new mill construction for the purpose of providing suitable raw material for the making of macaroni, and

Whereas, the investment in the macaroni industry has increased enormously in the past few years, employing thousands of men and women, and

Whereas, the present standard of living of the laboring classes in the United States must be maintained, therefore, be it

RESOLVED, that as members of the National Macaroni Manufacturers Association, and as loyal citizens of this great country, we request that the protective tariff on alimentary paste, namely macaroni, vermicelli, noodles and similar preparations, be increased from one to two cents per pound.

* * *

Whereas, civilization demands and requires that individual efforts be unhampered only in so far as it is needed to prevent their encroachment upon the rights of others and to permit individual initiative along well recognized and approved lines, and

Whereas, this necessary and needed restraint is assured all business interests and individuals by our form of government, which is sufficiently pliable to permit its being so moulded as to safeguard all private enterprises, and

Whereas, it is foreign to our policy for the government to enter the fields of transportation, communication, industry or commerce or any other phase of business heretofore successfully conducted and fostered by private enterprise, therefore, be it

RESOLVED, that as members of the National Macaroni Manufacturers Association, and as loyal citizens of this great country, we request the early return of the government controlled railroads and other interests to private ownership as soon as possible, safety considered, now that war needs no longer exist.

* * *

Whereas, after a fair and honest trial of the Daylight Saving Plan since it went into effect as a war measure in the spring of 1918, and

Whereas, this plan has proven most beneficial to practically all the industries, and especially to the Macaroni Industry, therefore, be it

RESOLVED, that the National Macaroni Manufacturers Association heartily approves the continuation of this Daylight Saving Plan and urges upon congress to continue this beneficent measure.

TUESDAY MORNING

Mayor H. W. Kiel of St. Louis opened the convention with a rousing welcome to which

response was made by A. M. Alexander of Chicago.

The first official business of the convention was reading of reports by the officers. James T. Williams of Minneapolis was the first to read his address. It was as follows:

President Williams' Report

The officers of your association took up the work last year after the convention with the following objects in view. First continued co-operation with the food administration and the war department, to aid as far as possible in the prosecution of the war. Second to strengthen our organization and make its work more effective, by increasing the membership of the association. Third to arrange a method of financing the associa-

OFFICERS FOR 1919-1920

President—Jas. T. Williams, The Creamette Co., Minneapolis.
1st Vice President—B. F. Huestis, Huron Milling Co., Harbor Beach, Mich.
2nd Vice President—S. Savarese, Savarese Macaroni Co., Baltimore.
Treasurer—Fred Becker, Pfaffman Egg Noodle Co., Cleveland.
Secretary—M. J. Donna, 200 W. Edwards St., Springfield, Ill.
EXECUTIVE COMMITTEE:
F. W. Foulds, Foulds Milling Co., 326 W. Madison St., Chicago, Ill.
C. F. Mueller, Jr., C. F. Mueller Co., Jersey City, N. J.
Joseph Freschi, Ravarino & Freschi Imp. & Mfg. Co., St. Louis.

tration for their loyal support during the present wheat conservation period. "Hoping that none have been so hurt by the present rules that they will not be able to soon recover from same and with very best wishes from the writer to them all, we remain,

"Yours very truly,
"—United States Food Administration.
"By F. H. Millard."

We can feel very happy to know that the work of our association in connection with the food administration was such as to bring forth the above letter, which assured us that the macaroni industry had done its part during the crisis we recently passed through.

September 23 your president, your executive committee, with other manufacturers were called to Washington by Mr. Millard to discuss matters in regard to the conservation of paper and the best method by which the macaroni industry could co-operate. A resolution was adopted by those present, agreeing to pack macaroni in standard weight packages, reasonably well filled, also to increase the size of the containers to hold a larger number of packages thereby effecting a saving of paper in both cartons and containers. A ruling was made to this effect by the food administration and a copy of this ruling in regard to the weights and size of packages was mailed out by the president to the entire industry on October 23.

Notice Mailed

On November 5 your president received a letter from Mr. Millard asking him to write the industry in regard to this new rule as to well filled packages. This was promptly done.

November 18 your president received word from Mr. Millard that all rules in regard to standardization of packages had been cancelled with a request that this information be sent to the manufacturers. Mr. Millard's request was complied with and all manufacturers were notified of the above cancellation. This practically completed the work with the food administration.

Now that the work with the food administration was practically over, the executive board decided to go ahead if possible with the publication of our New Journal, also to increase the membership of our association. On consultation with several publishers we found that the production of a high class journal meant a considerable outlay of money if all the work was to be hired done. On the other hand if we were to handle the publication ourselves the services of an active secretary with some ability as a publisher would be absolutely necessary. In either event the initial expense would be considerable. Money must be had to meet this expense. We found only two sources of revenue open to us, the sale of advertising space in the proposed new journal, and the procuring of new memberships in the association. We then determined to try both sources, and if successful, to employ an active secretary and handle the publication ourselves. A committee was appointed to solicit advertising for the new journal, and a letter was sent out to all manufacturers outlining our plan and inviting them to join our association.

Mr. Millard's Letter

August 26 your president received a letter from the food administration, asking him to notify the macaroni industry that all rules and regulations in regard to flour allotments had been withdrawn, and that no factory which was not ready to operate on July 1st would be permitted to secure a license. In this letter Mr. Millard also sent a message to the entire industry, which read as follows:

"I am delighted to be able to send this message through you to the Alimentary Paste Industry and will thank you to see that they receive this information promptly. At the same time, express to them the thanks of the food adminis-

Advertising Contracts
By February 10 we had advertising space

sold to the amount of \$5,400. This assured us of the success of our plans. We then secured the services of M. J. Donna as secretary, and proceeded with the work of getting out the Journal at an early date.

The committee in charge of the advertising continued its work and up to the present time we sold advertising space to the amount of \$8,450 for the first 12 months of the publication. The advertising in the New Journal was procured by the following members of the association:

NEW MACARONI JOURNAL ADVERTISERS

Table listing names of advertisers and the person they obtained space from. Includes entries like Capital City Milling & Grain Co., Crookston Milling Co., etc.

Big Factor in Organization

Largely through the efforts of this committee and the very kind co-operation of the advertisers and the ability of our new Secretary we are able at this time to present to you the New Macaroni Journal, self supporting and self sustaining. We believe that this official publication, if properly handled, will be a great factor in developing and strengthening our organization and procuring for us and our industry proper recognition in the industrial and economic life of the nation.

A great many complimentary letters have been received from our advertisers and others in connection with the first issue of the Journal. These are very encouraging indeed. In this connection I desire to say that I sincerely trust that all macaroni manufacturers will show their appreciation to those who have advertising space. It was their kindness and confidence that

made possible the New Macaroni Journal and the employment of Mr. Donna as Secretary. I have no hesitancy in saying that Mr. Donna has already proved himself a most valuable man in this work, and I believe that if he has the co-operation of the new officers, whoever they may be, the association in the next year will greatly increase in membership and service to the industry.

Advertising Effective

Since the first of the year the idea of co-operative advertising to stimulate the con-

Financial statements including RECEIPTS and DISBURSEMENTS. RECEIPTS total \$701.74, DISBURSEMENTS total \$1913.45.

past year, and through whose efforts and assistance so much has been done.

While the work for the past year has been somewhat strenuous and at times trying, yet every moment I have served for the association has been a great pleasure to me, and I wish to assure you of my utmost co-operation with the association and its officers in the future.

Treasurer's Report

Treasurer Fred Becker of Cleveland made a detailed report of receipts and expenditures as follows:

sumption of macaroni, and offset the effect of the conservation rules of the Food Administration during the war period was advanced by F. W. Foulds who gave liberally of his time and money as chairman of the committee to carry on this work. I will not make a detailed report of this work as Mr. Foulds is going to report to the convention with reference to it. I want only to say that I believe the co-operative advertising was very effective and brought about very favorable results, and I would like to see it continued as I believe the money spent in this way will be returned to the manufacturers many fold.

The matter of incorporation has been carefully gone over. The laws of many states have been investigated with the result that incorporation under the laws of Illinois is recommended. Our Secretary, Mr. Donna, will later explain the plan in detail, and submit for your approval a form of certificate of incorporation and by-laws.

The above is an outline of the work that has been carried on by your officers for the past year. Considerable detail work has been done by the officers and members which of necessity is not covered by this report.

In conclusion, I want to thank the officers and members who have given so generously of their time and money in assisting with the work of the association for the

Personal Expense of President Williams

The expenses of the president during last two years are herewith printed to give members an idea of the personal sacrifice of this official during the past term when he had to serve as both chairman and secretary because of food administration business that urgently demanded immediate attention.

DATED JUNE 7, 1919

Table listing personal expenses of President Williams from 1918 to 1919, including items like Railroad fare, Postage, and Telephone calls.

If Means Money

SEMOLLEON



Worth The Extra Price

SHANE BROS. AND WILSON CO. MINNEAPOLIS, MINN.

Chicago to attend conference with the Depot Quarter Master	30.06
1919	
Jan. 22—Registration fees on letters.....	29.20
Jan. 18—Application blanks	6.00
Feb. 19—Contract blanks	7.40
March 6—Telephone calls	5.85
March 6—Telephone calls for January.....	5.40
March 6—Fare and berth to Chicago Feb. 12	30.06
March 7—Telegrams for February	56.14
Feb. 28—Letters soliciting ads in Macaroni Journal	26.58
March 19—Letters and postage	3.95
April 7—Telegrams	2.16
May 6—Telephone calls	12.65
May 7—Telegrams	2.40
Total	\$763.16

Secretary M. J. Donna's Report

With your kind indulgence, I will preface my financial report with a short statement concerning my affiliation with this great and growing association.

In July, 1918, my good friend Henry D. Rossi of Bralwood, Ill., called me into consultation and suggested that I consider the position of secretary of this association which the executive committee, acting upon the orders of the Minneapolis convention, was trying to fill. He recommended me to the executive committee as one qualified to fill the position, though I am still at a loss to know where Mr. Rossi got this information.

He arranged for me to meet the committee and himself at a conference in Chicago on Aug. 1, 1918, where the whole matter was gone over. The executive committee had no definite proposition to offer and I was uncertain of my grounds, so we mutually agreed to take 60 days to consider the matter thoroughly. Early in September I made them a ridiculous proposition and they came back with a very sensible one that brought about another meeting in Hotel La Salle, Chicago, on Oct. 1, 1918, and during which Mr. Williams, our president, gave me the once-over.

Prospects Good

A plan was proposed, and both sides were to take it under consideration and this finally brought about a meeting on Feb. 13, 1919, in Chicago with the executive committee and your president where I was offered the position of secretary of this association and which I saw fit to accept, effective March 1, 1919.

Between July, 1918, when the matter was first brought to my notice by Mr. Rossi and February, 1919, when I finally accepted the position, I had given seven months of serious thought to the Macaroni Association and its future prospects and daily I became more and more imbued with the idea that though the position did not offer in the beginning what one might expect, still there was a wonderful future for the Macaroni industry and a glorious opportunity for the association, if the proper man could be found to assume the heavy responsibilities of this important office.

Praises President Williams' Work

I must confess that even after these months of consideration, I had not fully realized the obligation I was assuming, till after a trip made in March to Minneapolis to study over the correspondence of your able and willing president, James T. Williams. Never had I realized the great extent of the correspondence cared for by an official of an organization like this till I had spent four days scanning the voluminous correspond-

ence that he had carried on during the past two years as the head of the Macaroni Association. One wonders how Mr. Williams could give more than a passing thought to his own private business and still take care of the heavy demands for association work. This correspondence was the most thorough and painstaking that I have ever had the pleasure of perusing. I vowed then and there that the work of our president should serve as a guide for my actions as your secretary, as he showed himself prompt, courteous and willing in his efforts to please and appease all who had any dealings with the association. The war made extra demands upon his services and his handling of this most important feature of association work appears in my judgment as most creditable to the president and to the Macaroni association.

These heavy duties were soon to be augmented by that of editing a publication to serve as the official medium of thought expression for the association. Great credit is due to George S. Cunningham, of the Commercial Bulletin Co., Twin Cities, in paving the way for the first appearance of The

New Macaroni Journal, which entered the mails on May 15, 1919. Without his willing and valuable help this great work could not have been accomplished. It was President Williams though that really made the journal possible. Others might have been discouraged by the many obstacles he had to overcome. Undaunted and fearless he faced the task and today his efforts are crowned with some of the success that he is greatly and rightfully entitled to. Improvement will be made from time to time in this official publication as suggestions and conditions demand.

Former Secretary Edwin C. Forbes of Cleveland turned over his books to me about the middle of April, 1919, and the financial statement for the year 1918-1919 must necessarily be divided into parts: First, concerning his work to April, 1919, and then covering my share of the year's work following that date.

Mr. Forbes' Statement

The books were merely balanced by Mr. Forbes and not audited. The figures from his accounts to March 23, 1919, date of last entry made by him, show the following:

Balance last convention, July 8, 1918	\$ 701.74
(Receipts from July 8, 1918 to March 23, 1919)	
For Initiation fees	170.00
For Dues	1300.00
For Advertising	67.50
For Interest to Jan. 1, 1919	21.10
For Refund (National Food Trades Council)	12.30
Total	\$2252.64
Expenditures to Mar. 23, 1919	\$1152.15
Balance in Funds, Mar. 23, 1919	\$1110.49
FROM PRESENT SECRETARY'S BOOKS.	
Balance in books as shown by Mr. Forbes	\$1110.49
Receipts (March 23—June 10, 1919)	
For Dues	\$ 825.00
For Initiation Fees	10.00
Total	\$1945.49
Expenditures for same period	\$ 761.20
Leaving balance in hands of Treasurer, June 10, 1919.....	\$1184.29

Date	Name	Dues	Misc.	Total
1918				
July 8—The Creamette Co.		\$25.00		\$25.00
Pneumatic Scale Corp.		25.00		25.00
Huron Milling Co.		25.00		25.00
C. H. Castell, Ltd.		25.00		25.00
Philadelphia Macaroni Co.		25.00	\$10.00	35.00
Viviano Bros. Macaroni Co. Inc.		25.00	10.00	35.00
Birmingham Macaroni Co.		25.00	10.00	35.00
A. C. Krumm & Son		25.00		25.00
Yerxa, Andrews & Thurston		25.00	25.00	50.00
Crescent Macaroni & Cracker Co.		25.00		25.00
Duluth-Superior Milling Co.		25.00	12.50	37.50
July 10—John B. Canepa Co.		25.00		25.00
A. Goodman & Sons Inc.		25.00		25.00
W. Boehm & Co.		25.00		25.00
P. Daussa & Co.		25.00	10.00	35.00
July 15—Minnesota Macaroni Co.		25.00		25.00
July 24—Peter Lazzari		25.00	10.00	35.00
July 25—A. Zerega's Sons, Consol.		25.00		25.00
The Foulds Milling Co.		25.00		25.00
Aug. 3—American Macaroni Co.		25.00		25.00
Aug. 11—Warner Macaroni Co.		25.00		25.00
Aug. 16—John J. Cavagnaro		25.00		25.00
Sept. 1—Illinois Macaroni Co.		25.00	10.00	35.00
Sept. 7—Gooch Foods Products Co.		25.00		25.00
Oct. 28—V. Viviano & Bros. Macaroni Mfg. Co.		25.00		25.00
Nov. 13—Shane Bros. & Wilson		25.00		25.00
Claro Milling Co.		25.00	10.00	35.00
Southern Macaroni Mfg. Co.		25.00		25.00
V. Viviano & Bros. Macaroni Mfg. Co.		25.00		25.00
Baldwin Flour Mills		25.00	10.00	35.00
Nov. 14—Joe Lowe Co.		25.00	10.00	35.00
Frelhofer Baking Co.		25.00		25.00
Nov. 18—Johnson Automatic Sealer Co.		25.00	10.00	35.00
Capital City Milling Co.		25.00	10.00	35.00
Randazzo Macaroni Mfg. Co.		25.00	10.00	35.00
Dec. 2—National Food Trades Council.....		25.00	12.30	37.30
Werner & Pfleiderer		25.00	20.00	45.00
A. Rossi & Co.		25.00	10.00	35.00
Dec. 24—P. M. Walton Mfg. Co.		25.00		25.00
1919				
Jan. 10—Wisconsin Macaroni Co.		25.00		25.00
Jan. 18—A. F. Ghiglione & Sons, Inc.		25.00		25.00
Jan. 23—Jefferson Macaroni Co.		25.00		25.00
Sharp-Elliott Mfg. Co.		25.00		25.00
Jan. 27—Claro Milling Co.		25.00		25.00
Denver Macaroni & Noodle Co.		25.00		25.00
The Huron Milling Co.		25.00		25.00
Jan. 28—Antonio Morici Co.		25.00		25.00
Jan. 30—Ravarino & Freschi Imp. & Mfg. Co.		25.00		25.00
Feb. 11—Philadelphia Macaroni Co. (Overpaid \$10.00)		25.00	10.00	35.00

BACK TO PRE-WAR GRADES

Coarse Medium Fine

SEMOLINA

We know we are making the very highest quality possible

MAKE US PROVE IT

Get in touch with any of the following

PHILETUS SMITH
O. F. HARTMAN
CORBIN FLOUR CO.
CORBIN FLOUR CO.
CORBIN FLOUR CO.
CORBIN FLOUR CO.

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

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

CROOKSTON MILLING CO.
CROOKSTON, MINN.

Huston Macaroni Mfg. Co.	25.00	25.00
Fred Becker, Treasurer (Interest)	21.10	21.10
Feb. 17—Aeolian Macaroni Co.	25.00	25.00
March 23—Chinese Noodle Mfg. Co.	10.00	35.00
Manufacturers Purchasing Corp.	10.00	35.00
Guano & Raggio	10.00	35.00
April 12—Naples Macaroni Co.	25.00	35.00
Corbin Flour Company	10.00	35.00
May 7—The Creamette Co.	25.00	25.00
Gooch Food Products Co.	25.00	25.00
Baldwin Flour Mills	25.00	25.00
Birmingham Macaroni Co.	25.00	25.00
Minnesota Macaroni Co.	25.00	25.00
A. C. Krumm & Sons	25.00	25.00
Duluth-Superior Milling Co.	25.00	25.00
Crescent Macaroni & Cracker Co.	25.00	25.00
Foulds-Briggs Co.	25.00	25.00
Southern Macaroni Mfg. Co.	25.00	25.00
Shane Bros. & Wilson	25.00	25.00
Pillsbury Flour Mills Co.	25.00	25.00
C. F. Mueller Co.	25.00	25.00
May 9—Capital City Milling Co.	25.00	25.00
May 13—John J. Cavagnaro	25.00	25.00
A. Zeraga's Sons, Consol.	25.00	25.00
P. Daussa & Co.	25.00	25.00
Foulds Milling Co.	25.00	25.00
Fraftman Egg Noodle Co.	25.00	25.00
Yerxa, Andrews & Thurston	25.00	25.00
May 15—Tharinger Macaroni Co.	25.00	25.00
Warner Macaroni Co.	25.00	25.00
May 16—W. Boehm Co.	25.00	25.00
May 19—Skinner Mfg. Co.	25.00	25.00
C. H. Catell, Ltd.	25.00	25.00
A. Goodman & Sons	25.00	25.00
May 28—P. M. Walton Mfg. Co.	25.00	25.00
Savarese Macaroni Co.	25.00	25.00
Johnson Automatic Sealer Co.	25.00	25.00
June 6—Werner & Pfleiderer	25.00	25.00
Fortune Products Co.	25.00	25.00
Totals	\$825.00	\$835.00

Special

In addition to the above, I have also received some money for The New Macaroni Journal subscriptions and advertising which is being held pending decision of executive committee on just how they want this handled.

Membership Report

According to records, the following facts are gleaned concerning the membership of this association:

	Reg. Asso- ciation
In good standing last convention	31
On roll, but not in good standing	4
Total last convention	35
New members 1918-1919 term	15
Total	50
Withdrawal (The Wuerdeman Co.)	1
Membership June 10, 1919	49
Total in both classes, 66.	17
Increase for year, 22 or exactly 50%.	
Note—Of the above three are NOT in good standing, owing 2 years dues.	

NEW ASSOCIATION MEMBERS SINCE LAST CONVENTION FOR THE TERM 1918-1919

- Peter Lazzari, Monongahela, Pa., July 24, 1918.
- Illinois Macaroni Co., Chicago, Sept. 1, 1918.
- V. Viviano & Bros. Mac. Mfg. Co., St. Louis, Oct. 28, 1918.
- Claro Milling Co., Waseca, Minn., Nov. 13, 1918.
- Baldwin Flour Mills, Minneapolis, Nov. 13, 1918.
- Johnson Automatic Sealer Co., Battle Creek, Nov. 18, 1918.
- Capital City Milling & Grain Co., St. Paul, Nov. 18, 1918.
- Randazzo Macaroni Mfg. Co., St. Louis, Nov. 18, 1918.
- Arthur Rossi & Co., San Francisco, Dec. 2, 1918.
- Joe Lowe Co., Chicago, Nov. 14, 1918.
- Wisconsin Macaroni Co., Chicago, Jan. 10, 1919.
- Jefferson Macaroni Co., Reynoldsville, Pa., Jan. 23, 1919.
- Sharp-Elliott Mfg. Co., El Paso, Jan. 23, 1919.
- Denver Macaroni & Noodle Co., Denver, Jan. 27, 1919.
- Ravarino & Freschi Impt. & Mfg. Co., St. Louis, Jan. 30, 1919.
- Philadelphia Macaroni Co., Philadelphia, Pa., Feb. 6, 1919.
- Houston Macaroni Mfg. Co., Houston, Texas, Feb. 11, 1919.
- Guano & Raggio, Philadelphia, Mar. 23, 1919.
- Chinese Noodle Mfg. Co., Chicago, Mar. 23, 1919.
- Manufacturers Purchasing Corporation, New York, Mar. 23, 1919.
- A. Morici Co., Chicago, Jan. 28, 1919.
- Naples Macaroni Co., Chicago, Apr. 12, 1919.
- Corbin Flour Co., Chicago, Apr. 12, 1919.
- Fortune Products Co., Chicago, June 6, 1919.

Suggests Change in Method

Might I presume to suggest a change in the present plan of expending the funds of the association so as to permit a record of some kind to remain in the hands of the secretary for all vouchers drawn against the treasurer, and for the issuance of a receipt for all moneys turned over to the treasurer by the secretary. A proper business method would call for a voucher drawn by the secretary, countersigned by the president, O. K.'ed by the executive committee and paid by the treasurer. The secretary would then retain the voucher stub and the treasurer the voucher itself as part of their records.

Having attained the confidence of this group of progressive and constructive business men, I assure you that it will be my one great ambition to merit this confidence through honest and consistent efforts on my part to promote the welfare of the association and of its members. Faults I may have and errors I will make but with your sincere co-operation and continued friendly advice much good will be accomplished toward reaching the goal at which this association aims, that of becoming the honest, fearless spokesmen for the macaroni interests of the whole country.

E. J. Troy, secretary manufacturers association of St. Louis, read a paper on "Organization," which follows:

MR. TROY'S ADDRESS

While I am an exceedingly busy individual, which is not all uncommon among secretaries of organizations, I was pleased to have been called upon to address your organization and I desire to acknowledge the compliment conferred at the beginning of my brief remarks.

I am particularly glad to be with you for the reason that I am and have for a long time been convinced that a more general and extensive use of your food products would provide a partial solution of the ever present and ever upward tending problem of the high cost of eating.

During the great Louisiana Purchase Exposition I served as secretary of the International Jury of Awards in Agriculture and Horticulture in which all food exhibits were judged and the awards decided. I tell you this by way of establishing the fact that I ought to know something of the comparative advantages of your food products although not engaged in the manufacture of macaroni or noodles.

I have a deep antipathy to hearing papers

read and also reading them before such meetings as this but I feel that I owe it to you to maintain some connection with the copy of my remarks which I supplied in advance at the request of your good secretary, Mr. D. ... Being by profession also a lawyer I will crave the indulgence of the court if I find it necessary to digress from the petition files in this case.

ORGANIZATION LIKE AN AUTOMOBILE
You have asked me to talk to you on "Organization" and I will try to confine my observations as closely as possible to the subject indicated by you.

After spending more than a dozen years in the harness as a commercial secretary the subject looms so large on my mental horizon that I feared to bore you and concluded to condense the observations to be made in the briefest possible manner at the risk of eliminating many matters of importance.

Any organization may be likened to an automobile in which the most important single factor is the engine or secretary. He provides the dynamic power that draws the machine forward. If you have a poor engine your machine will falter, halt and go dead. With a good secretary the machine will go forward accelerating its pace in proportion to the ability of the other parts.

I am reminded of a story that I once heard of an alleged automobile that ran 10 miles and stopped. The hood was raised and it was discovered that there was no engine under it. It had run on its reputation. From the fact that your organization has run along so well for many years it is safe to assume that you have had a good engine or secretary to provide the driving force.

VARIOUS MACHINE PARTS

Your officers may be regarded as the principal parts of your machine and if they are efficient and capable all is well. However, it is well not to wear them out. Replace them with new ones and it is well to look ahead for the substitutes that are to be called on to replace those who become worn or tired.

Your general membership provides the gasoline and just as a good engine will not work without a sufficient supply of the oil of Rockefeller, so also will your secretary be handicapped if the flow of finances is insufficient to meet his necessities.

From all I can learn of your association you possess an American made Super Six that would make a record on any speedway.

The secretary should be capable and willing to assume 99 per cent of the work of your organization and yet leave 1 per cent in which I would include any matters of importance for decision, to the officers or executive body of your organization.

PLACE BURDEN WHERE IT BELONGS

An efficient secretary will decide all matters of routine and many questions of great importance on which the course of your organization has developed a policy. In cases of extreme delicacy involving undecided principles he should place the burden and responsibility on the officers, where it properly belongs and even on that his advice will in most cases be the deciding factor. Some of you gentlemen may think your secretary is a personal friend of mine and that I exalt his position in consequence but to my regret I can say that I know him only through correspondence in connection with this convention.

I have seen such blunders made in commercial organizations by reason of officers undertaking to exercise the prerogatives of the secretary that I am fully convinced I do not exaggerate the importance of his position. If an organization has not got an efficient secretary, don't let the officers try to perform his functions, get another secretary.

Newspaper experience is a valuable asset in an organization secretary, in fact a great many men graduate from journalism into the profession of commercial executives. A glance at the "New Macaroni Journal" gives me the impression that your secretary is not only a good newspaper man but a good editor. Experience in journalism gives a secretary advantage for exploitation purposes that would require hours to enumerate.

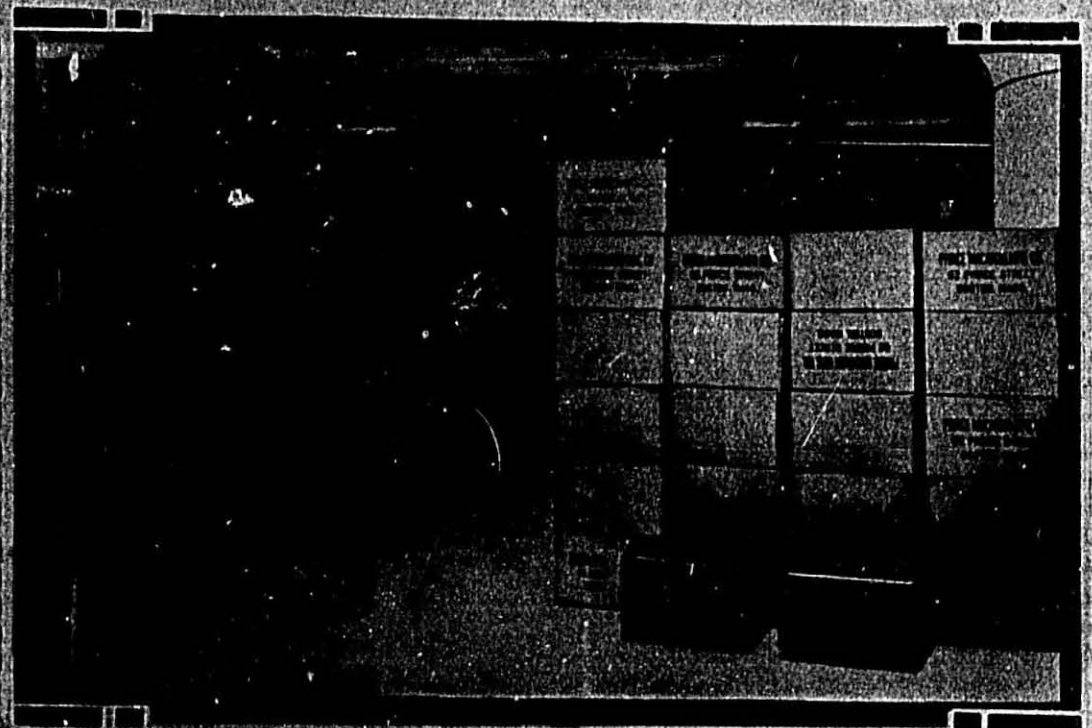
SOCIALISM A SNAG

The era of prosperity just looming on the business horizon is teeming with possibilities for freak legislation and you manufacturers are going to be confronted with everything on the calendar from bolshevism, with its operation and confiscation of industry, down through the scale of socialistic propaganda to the less drastic if more persistent demands that have been developed in our own country. Let me admonish you to watch with careful judgment the Non-Partisan League experiments being tried in Dakota.

While I am an optimist and believe that the common sense of the big majority of our citizens is fixed on a foundation of fair treatment in all that term implies, nevertheless, it behooves us all not to close our eyes to what may be going on about us.

Realizing the importance of legislation I several years ago qualified as a full fledged attorney at law, and have had considerable success in consequence, in matters affecting the interests of our membership. It is an easy matter for a legislator to throw sand in the eyes

H&D Shipping Boxes And Their Users



G. Lamarca, President of Prince Macaroni Mfg. Co., Boston, says:

"Corrugated fibre boxes are the only kind we have ever used for shipping our 40 varieties of macaroni, but they were chosen advisedly because of their many points of superiority over other kinds.

"In the first place, if we were using ordinary containers which take up about five times the storage space taken up by flat HINDE & DAUCH CORRUGATED FIBRE BOARD BOXES, we would need a floor or two more in our new building for storage alone.

"Then an ordinary container that costs 15 cents holds only 22 lbs., while a Hinde & Dauch box that costs 16 to 18 cents carries 50 lbs., or twice as much for from 1 to 3 cents more. As we use 500,000 boxes a year this item alone would amount to thousands of dollars.

"The operation of packing and closing is so simple that women can perform it on Hinde & Dauch boxes, while men would be needed if there were nailing to be done. The packages are neater, carrying labor is lighter, and time is saved in bringing them to the point of packing, as well as in sealing them up."

"HOW TO PACK IT" is a 40-page illustrated treatise on packing. Write us for a copy. No cost or obligation.

THE HINDE & DAUCH PAPER CO.

Canadian Trade Address, Toronto

220 Water Street, Sandusky, Ohio

one who has not mastered the intricacies involved in the making and unmaking of laws. While any organization should have a general counsel engaged to undertake legal matters, it will be apparent at a glance that he can never be so thoroughly familiar with all phases of legislative matters as is the secretary.

MEMBERSHIP A PROBLEM

Membership promotion is another organization problem that gravitates to the secretary's desk and often causes him to lose sweet sleep. It is a peculiar psychological fact that too large a percentage of manufacturers console themselves with the thought that their problems within the walls of their own plants are just all they can or will try to take care of. The lesson of complete co-operation among like interests will, I fear never be learned. Here is where the secretary gets a job as teacher for life with full knowledge that he will have many unresponsive pupils and some who will figuratively put their tongues out at him in derision.

I consider it of essential importance to keep the entire membership of your organization fully informed on all matters affecting their interests and this can only be accomplished by frequent letters from the secretary's office giving the fullest particulars of different matters at the same time bearing in mind the principle of brevity. For the long windy letter findeth its way into the waste basket.

There are many other points that might be discussed but I will try to reciprocate for your very courteous interest and attention to this very incomplete presentation of what is to me a very interesting subject.

In closing let me say that I will be glad to answer any questions that may be in your minds bearing on the subject at this time or later on at your convenience.

Permit me to again thank you for your kindness in inviting me to appear before you and for your consideration of my remarks.

H. W. Files, who is manager of the semolina and durum departments of the Pillsbury Flour Mills Co. of Minneapolis, spoke on "The Durum Situation," as follows:

MR. FILES SPEAKS

As I look over the audience this afternoon representing the macaroni and noodle manufacturers of America I feel I am truly among my own friends. It has not been my good fortune to meet every one of you or to know you all except by reputation, but I think I can safely say that I do know possibly 75 per cent of those present and that I have seen many of you at work in your own offices and factories.

We believe you know that we millers really want to be considered one of you and are as intensely interested in anything that affects the advancement or improvement of the macaroni and noodle industry as any one of you. As I have told some of you many times the durum millers depend entirely on you men for the distribution of their product and without you they could not possibly exist. We are, therefore, all one big family and because we are so closely united, because the things that affect you affect us, because the growth of your business means the growth of our business, I am glad to be among those here to discuss your troubles and worries and here the remedies suggested. A closer union is thus made possible among all of us who must unite to discuss openly matters of important and general interest.

When Mr. Williams and your secretary invited me some few weeks ago to speak at this convention on the durum situation, the thought first occurred to me that perhaps there were so many phases of such an elastic and expansive subject that it could well be classified under several headings and each covered separately by as many members. I suggested to Mr. Donah that in a short paper it would be impossible to go very thoroughly into the present durum wheat situation or its relative position with crops of former years. I see from the program, however, that we are to be addressed by other members of the milling industry and it is my hope that they will include much that I am forced to omit.

U. S. GRAIN CORPORATION IMPORTANT FACTOR

Because of the important purchases of wheat and wheat flour made during the past two years by the American government, the United States food administration Grain corporation has become and now is, a very considerable and influential factor in the international grain and flour trade. Durum wheat and durum flours have been no exception. Whatever may have been our private opinions from time to time we are all agreed that Julius Barnes and his associates in the grain corporation are fundamentally sincere and mean to be fair in the application of the wheat guarantee act which was adopted to control the wheat problems of this coming year. Their policy is first to make the guaranteed price of \$2.26 per bushel for wheat at Chicago effective to every wheat producer in the country. Second, that in protecting the grower some policy will also be adopted that will equally protect the consumer of wheat and flour in America. Third, that the grain must be handled in such a way as to move to terminal markets with the least possible delay and

confusion in order to successfully handle the enormous crop which is now in prospect. We are not yet advised as to the details of the policies to be inaugurated by the government as applied particularly to durum wheat any more than we know at this date what America will produce as her durum wheat crop this year.

NORTHWESTERN STATES DURUM CENTER

We are practically at the end of the 1918 crop—second largest wheat crop this country ever produced. The four northwestern states which produce the largest part of any durum crop showed a total yield of approximately 43,000,000 bushels of durum wheat last year. In Minnesota the durum wheat produced represented 3 per cent of her total crop. In North Dakota 22 per cent; in South Dakota 20 per cent and in Montana 8 per cent. These percentages are based on an estimated 12 years yield of durum. There is still durum wheat of this last crop which can be bought from the Grain corporation, but it is of decidedly varying quality. The 1919 crop of durum will not be available for at least three months and it is not at all likely that durum millers will be able to get durum wheat of good milling quality in quantities sufficient to enable them to operate all their mills during July and August. It is practically assured that we will enter the 1919 crop without a bushel of good milling durum wheat carried over from this last crop. This is something that has happened but once before in the history of durum milling, and this, too, in the face of a crop second largest to any ever produced in America.

While we are on the subject of crop production and crop surplus perhaps it would be in order here to speak just a word with reference to durum milling. Although total figures representing crop estimates indicate a considerable volume of wheat it must be remembered that the proportion available for the manufacture of high grade durum flour and semolinas is comparatively small. You macaroni manufacturers demand certain characteristics as to color and strength present in only part of the crop. The proportion of wheat with these necessary qualities varying with each year. Then again much good macaroni wheat is spoiled either by the farmers or elevators by mixing it with bread wheat. This all combines to force a strong demand for the best wheat which naturally brings a premium and this accounts in part, at least, for the advance in prices on durum flour and semolinas during the past 90 days.

SITUATION ABROAD

To digress for a moment and turn to the outlook abroad: Durum or macaroni wheat from Russia, northern Africa, Spain and Italy is probably harder and slightly more glutinous than American durum wheat. For the manufacturer of semolina an exceedingly hard flinty wheat is desired. Russia normally contributes very liberally to the world's needs in the line of durum. This year their stocks are blockaded. Germany and Austria, while their demand for durum is not great will enter the market this year for the first time in 5 years; to begin their initial attempts to replenish their completely exhausted stocks of food. None of our allied countries will show a crop acreage of durum this year that will compare with that of former years or even of the year just passed. They, too, must be partly supplied from America. From a standpoint of conditions at large it would appear to be a real act of God if America is allowed to harvest the largest wheat crop in her history. There is unquestionably a demand for all we can provide and until that demand is at least in part supplied, prices will not be materially reduced.

Although the financial conditions of all European countries involved in the war are extremely serious, so serious in fact that the total external and internal obligation of Germany and Austria represent a mortgage of approximately 56 per cent of their total resources, and the total obligations of England, France and Italy approximate 42 per cent of their total resources, it must be remembered that the first duty of the governments of all of these countries are to provide food for their people as well as raw materials and supplies for the resumption of their greatly crippled industries.

BRITISH FOOD CONTROL WITHDRAWN

It has been announced during the past week that the British food control will be withdrawn effective Nov. 1, 1919, and this will permit the English bakers to resume manufacture of pre-war bread on the basis of world prices for wheat, whereas during the war the English loaf has been subsidized by the government in order to keep the price of the loaf to the laboring classes very low. Naturally the British food controller has tried to purchase the supplies of wheat and wheat flour in such a way as to prevent extreme advances in the prices and at times has rationed bread and not furnished anywhere near as much as normal consumption would require. We speak of this in connection with its probable influence on the future prices of all wheat including durum on this coming crop.

No one has as yet seen figures representing the estimated durum wheat acreage or probable production this year. As already stated last year's yield was approximately 43,000,000 bushels, of which less than 5 per cent remained on the farms on June 1, 1919. This means less than 2,000,000 bushels with fully three months

of the 1918 crop year to go before new durum wheat will be on the market. On May 8 of this year the Bureau of Crop Estimates predicted a material increase in the year's acreage of durum wheat, particularly in North Dakota with approximately 10 per cent increase and Montana with approximately 10 per cent increase.

DURUM CROP NOT YET MADE

While the durum wheat of foreign countries is a winter grain durum wheat in America, as every one knows, is strictly a spring wheat. Weather conditions permitting it is seeded early in April, harvested late in August and begins to move into the Minneapolis and Duluth markets in September. At the present time our growing durum crop has been in the ground less than two months. Up to date weather conditions since seeding have been very favorable, and drought and disease are perhaps a little more readily resisted in the durum than in the other more common varieties of spring wheat. This has been under experiment for several years and the discussion is still supported by arguments on both sides. If the weather conditions continue favorable during June and July and if we get a normal amount of rain and not too excessive dry heat the durum crop will undoubtedly be the largest in history. Even with the large acreage sown and the crop which in its present condition approaches 100 per cent of normal we must not lose sight of the fact that we were unusually late this year in getting our seed into the ground and many things such as Crowth, rust, frost, hot winds, excessive rains or insects may interfere between now and harvest time in the production of this bountiful crop which might be predicted today.

THE 1919 CROP

The winter wheat crop at 94.9 per cent normal is estimated in the government report of June 9 at over \$90,000,000. The spring wheat crop which includes durum is estimated at over \$40,000,000. How much if this \$40,000,000 spring wheat is durum we cannot tell, but it is safe to predict that based on today's outlook the durum may possibly approach a total of 50,000,000 bushels. We are by no means bearish on prices for the remainder of this crop. In our opinion the trade generally have not bought their August requirements of semolina and durum flours. What limited quantities of good durum wheat are available for August delivery will command good prices in supplying the August demand for semolina. In spite of the enormous acreage under cultivation and the favorable conditions of the American crop the world conditions are such that, as far as anything we can learn, prices will doubtless hold to a high level and no one will be burdened with an oversupply of durum wheat or semolina.

Australia sowed but a small acreage as compared to former years. This year's crop in India was a partial failure and she needs our support. Argentina was threatened with a general strike among grain growers and their acreage seeded was relatively small. Russia doubtless needs all of her 1918 crop for her own use and she has no means of exporting under present conditions, even should she have a small surplus. Algeria is reported to have the smallest estimated yield for 1919 that she has had for years, because of excessive rains and from Algeria usually comes a good grade of durum wheat. Latest reports indicate that the crops of France are also very backward because of excessive rains through the spring months and it is estimated that she will have to import about one hundred million bushels of wheat for her domestic needs.

TUESDAY AFTERNOON

Committees Named

President James T. Williams then named as convention committees:

Resolutions—H. E. Gooch, Joseph Freschi, Fred Becker, Jr., A. M. Alexander and F. E. Douglass.

Nominations—C. S. Foulds, John Mercurio, William A. Tharinger, George N. Doble and S. Savarese.

Auditing—E. T. Villame, W. C. Schmidt and Joseph Freschi.

The committee on the national advertising campaign, beginning March 16, 1919, and continuing five weeks, was submitted by F. W. Foulds, chairman; George N. Doble, Joseph Freschi, Paul W. Skinner and Fred Becker as follows:

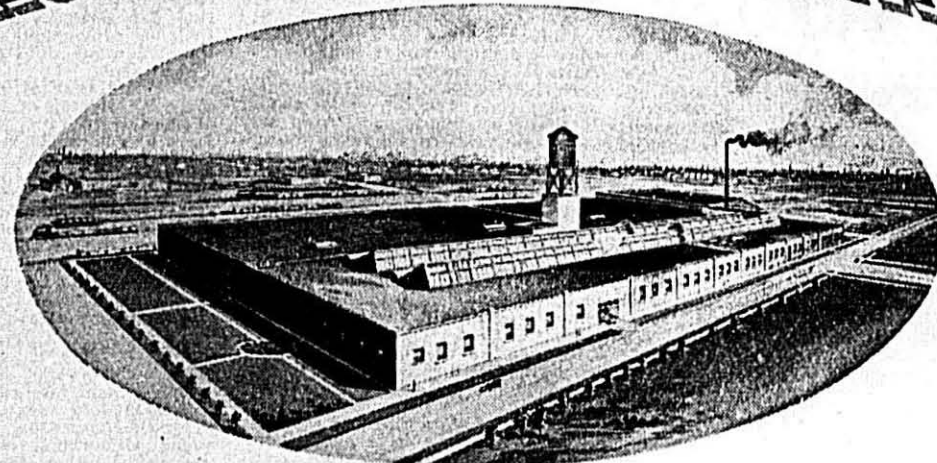
LIST OF SUBSCRIPTIONS

Millers	
Capital City Milling Co.	\$ 1,000.00
Crookston Milling Co.	500.00
Duluth Superior Milling Co.	2,000.00
Northern Milling Co.	300.00
Pillsbury Flour Mills Co.	5,000.00

CHICAGO CARTON COMPANY

HOME OFFICE AND FACTORY
4433 Ogden Avenue
CHICAGO

TELEPHONE
Lawndale 908



BRANCHES
NEW YORK CITY
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DENVER, COLORADO
1526 Blake Street
SALT LAKE CITY
312 Felt Building
DALLAS, TEXAS
3200 Main Street
ST. LOUIS, MO.
901 Chemical Building

DESIGNERS - PRINTERS
MAKERS FOLDING PAPER BOXES



FIBRE SHIPPING CASES
SPECIALTY PAPER PACKAGES

Manufacturers of

MACARONI, SPAGHETTI AND NOODLE CARTONS

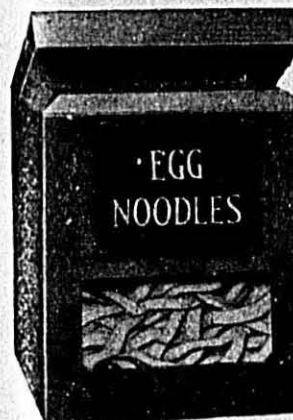
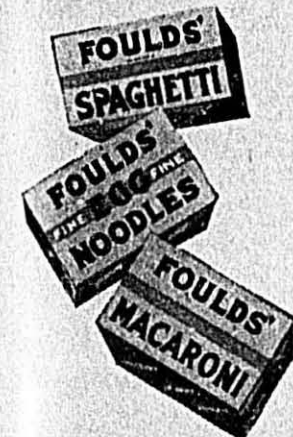
Of Superior Quality, Artistically Designed to Sell Your Product

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

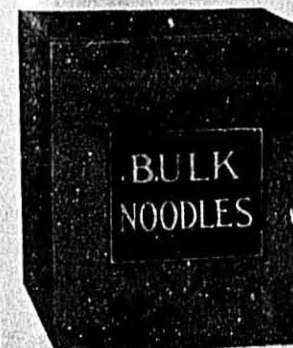
Excel-all and Perfection Caddies are carried in both the blind and display styles

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

Write for Samples and Prices



EXCEL-ALL DISPLAY CADDY



PERFECTION BLIND CADDY

Shane Bros. & Wilson.....	2,000.00
Yerxa, Andrews & Thurston.....	4,000.00
Manufacturers	
Armour Grain Co., Chicago.....	1,000.00
Aeolian Macaroni Co., Boston.....	100.00
Bellanca Macaroni Co., Inc., Buffalo.....	50.00
Birmingham Macaroni Co., Birmingham.....	250.00
J. B. Canepa Co., Chicago.....	500.00
Cleveland Macaroni Co., Cleveland.....	5,000.00
The Creamette Co., Minneapolis.....	1,000.00
Crescent Macaroni & Cracker Co. Duverport.....	500.00
Foulds-Briggs Co., Cincinnati.....	1,500.00
The Foulds Milling Co., Chicago.....	3,000.00
Frelhofer Baking Co., Philadelphia.....	250.00
Gooch Food Products Co., Lincoln, Neb.....	1,000.00
The Huron Milling Co., Harbor Beach, Mich.....	500.00
Illinois Macaroni Co., Chicago.....	500.00
Jefferson Macaroni Co., Reynoldsville, Pa.....	50.00
Kansas City Macaroni Co., Kansas City.....	200.00
A. Matalone, Chicago.....	250.00
Mercurio Bros., St. Louis.....	250.00
Milwaukee Macaroni Co., Milwaukee.....	100.00
Minnesota Macaroni Co., St. Paul.....	500.00
A. Morici.....	25.00
Naples Macaroni Co., Chicago.....	500.00
Peter Rossi & Sons, Braidwood, Ill.....	500.00
Pfaffman Egg Noodle Co., Cleveland.....	1,500.00
Philadelphia Macaroni Co., Philadelphia.....	50.00
Purity Macaroni Co., Milwaukee.....	50.00
Randazzo Macaroni Mfg. Co., St. Louis.....	250.00
Ravarino & Freschi Co., St. Louis.....	250.00
Skinner Mfg. Co., Omaha.....	5,000.00
Tharinger Macaroni Co., Milwaukee.....	1,000.00
Universal Macaroni Co., Hoboken.....	25.00
Viviano Bros., Chicago.....	500.00
V. Viviano & Bros., St. Louis.....	250.00
The Wuerdeman Co., Cincinnati.....	200.00
Total.....	\$44,650.00

PAID SUBSCRIPTIONS	
Millers	
Capital City Milling Co.....	\$ 1,000.00
Crookston Milling Co.....	500.00
Duluth Superior Milling Co.....	2,000.00
Northern Milling Co.....	300.00
Pillsbury Flour Mills Co.....	8,000.00
Shane Bros. & Wilson.....	2,000.00
Yerxa, Andrews & Thurston.....	4,000.00
Manufacturers	
Armour Grain Company.....	1,000.00
Aeolian Macaroni Co., Boston.....	100.00
Bellanca Macaroni Co., Inc.....	50.00
Birmingham Macaroni Co. (\$500).....	250.00
J. B. Canepa Co.....	500.00
Cleveland Macaroni Co.....	5,000.00
The Creamette Co.....	1,000.00
Crescent Macaroni & Cracker Co.....	500.00
Foulds-Briggs Co.....	1,500.00
Foulds Milling Co.....	3,000.00
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Skinner Mfg. Co.....	5,000.00
Tharinger Macaroni Co.....	1,000.00
Universal Macaroni Co.....	25.00
Viviano Bros., Chicago.....	500.00
V. Viviano & Bros., St. Louis.....	250.00
The Wuerdeman Company.....	200.00
Total.....	\$44,300.00

DISBURSEMENTS

N. W. Ayer & Son.....	\$21,556.61
Same.....	18,609.12
Total.....	\$40,165.73

Receipts..... 44,300.00
Disbursements..... 40,165.73

Balance on hand with treasurer..... \$ 4,134.27

Joseph Freschi of St. Louis, was the first speaker of the afternoon. His subject was "Import Problems and Their Solutions." He said:

MR. FRESCHI'S TALK

When I received the program from our secretary, I found that I had been assigned a subject by the committee, I have been wondering ever since from whom the committee got the information that I was the proper person for this subject.

I must confess that I tried very hard to get out of it. I first wrote to our secretary and then to our president, but I could not move either of them to assign this subject to someone else, so I realized I had to do something. I'm afraid that I will not be able to treat this matter in an exhaustive manner and to the

satisfaction and expectations of the gentlemen who assigned it to me. I will do my best and if I only succeed in part to open the way to further discussions which will in the end fully cover the ground desired by the Committee, I will feel that I have done my share.

IMPORTS BEFORE THE WAR

To the best of my recollection the statistics of 1912 and 13 showed that America imported from Italy alone close to \$6,000,000 per year of macaroni.

I estimate another million dollars imported from other sources, making a total of \$7,000,000 a year of macaroni coming into the United States of America.

Macaroni at that time was selling at about 88c per box for the lower grades, and from 96c to \$1.02 per box for the extra sublime. Package goods were selling at about 25c per box higher. Speaking in round figures, we will consider that each box of macaroni costs on an average of \$1.00 per box f. o. b. steamer. This same amount of macaroni imported to-day at the present values, would easily sum up to \$12,000,000.

I have no data of facts on hand as to the amount of domestic macaroni produced at the time as my interest in this line was very limited.

I should judge that all the factories in existence in the United States before the war, easily produced a couple of millions of dollars worth.

Now we all know that since the war started macaroni factories in America have sprung up like mushrooms and the domestic output was increased to such an extent that it was easy able to replace the enormous quantity imported from Europe.

The industry was favored by increased consumption to such an extent that I estimate the total output of macaroni in the United States to reach a sum of about \$18,000,000 a year. To some of you these figures may seem exaggerated, but you must take into consideration that there are hundreds of small factories which are not known to you, which are not served by the northern millers, because these small plants are not big enough to buy flour by the carload and consequently they have to draw for their supplies from the local flour merchants.

FOREIGN COMPETITION

Here we have gentlemen \$18,000,000 worth of business at our feet, and it is up to us to hold it at all costs.

The American manufacturer is called upon to-day to supply this enormous demand, and he can do it under the present conditions, but the question arises—will he be able to hold it against foreign competition?

Under the present system and conditions I say we will not be able to hold it.

Why?

Because we are misleading ourselves to believe that our macaroni is just as good as the imported.

I say that our best macaroni is just about as good as the second quality of the imported macaroni that was being shipped into this country before the war.

You may call me a pessimist if you want to, or a calamity howler, but I would rather be called that than to come up here and tell you a lot of nice things which would only mislead you. You have called upon me to give you my views, and I am going to give them to you just as I see and feel about them.

If we want to successfully compete with the imported macaroni, it is absolutely essential that we reorganize the whole structure from top to bottom.

The fundamental necessity of the industry is to maintain the quality to the highest possible standard, to properly pack macaroni in good substantial boxes and to maintain uniform weights, regardless of cost of material, labor, etc.

Remember, gentlemen, that the war is over.

SEMOLINA QUALITY BELOW STANDARD

Conditions are changing and we must not fall back on our glory and feel that our industry has improved to such extent as to make us feel confident of the future.

I want to say the same and more for the millers.

They were giving us much better semolina in the years of 1914 and 15 than they are giving us now.

I would like to ask the miller how they expect the manufacturers to solidly establish themselves on the American market as long as they continue to supply us with the quality of semolina such as we have been getting this year?

They must realize that our success is at stake, and if they want to work their mills full time they must also in turn get busy and continually improve their quality, for I believe and always have believed, that quality above price always wins out.

If the millers feel that in order to give us better semolina they must have more money, let them demand it and then it will be up to the manufacturer to decide whether he wants to pay twenty or twenty-five cents more per barrel.

Let the manufacturer choose his own road; but Mr. Miller—please don't oblige the progressive manufacturers who see further than others

to remain in the same group with those who always say "It's good enough."

INRUSH FROM EUROPE EXPECTED

The exporters of Europe are today looking with greedy eyes to the wonderful American market, and are anxious to see the channels of commerce open up again so that they can come in here and reestablish their old business relations existing before the war. I know of many concerns in this country today who have sent their representatives to Europe to re-establish their old connections and it is only a question of time when our industry will come to face a very great crisis.

We must bear in mind what happened to us after the signing of the armistice. The consequences were very disastrous to our business. Some of you would lay the blame for our losses on the quality of macaroni we were obliged to manufacture under war conditions, but it is not a fact that up to Jan. 1 the said quality of macaroni was sold 10 per cent higher than that made from semolina which is sold today?

I would rather think that the manufacturers were panic stricken. They went out on the open market and sold at prices which caused us enormous losses.

What was the result?

PRICE CUT DEMORALIZED MARKETS

The market was so demoralized, that merchants did not buy macaroni offered to them at such ridiculous low prices, because they were under the impression that there was something wrong somewhere and could buy cheaper by waiting, and they did.

Now, tell me gentlemen, if this condition was caused by the signing of the armistice, what then would happen to us if we were not prepared to cope with the situation arising from the many millions of boxes of macaroni that the foreign exporter will send over as soon as conditions will permit him to do so?

The matter, as you see, is a serious one not to be taken too lightly. I feel that we still have about 18 months in which time we can reorganize our industry. We must all co-operate—the farmer, miller and the macaroni manufacturer.

We must dispel from the consumers mind, the cherished thought that in the near future he will again be able to buy the imported article. We must convince him with facts and not with words or advertisement that American made macaroni is really as good as the imported.

Do you realize what that means to us?

With us the consumer also will benefit, because by using the domestic product he will not have to pay 50c or more per box for imported macaroni.

The macaroni industry in America has increased considerably in the last five years, and I feel it has a right to demand of our Government more tariff protection.

Macaroni now pays an import duty of 1c per pound.

TARIFF REVISION DEMANDED

In asking for a revision of tariff on macaroni, I would suggest that same be increased to 2c per pound. But gentlemen, do not depend on any sort of tariff protection to hold this business for you.

The consumer will not care how high the tariff is. If you do not give him the quality that satisfies his palate he will pay \$1.00 more per box if necessary to get what he wants.

So far as I am concerned I want to say right now that if an import duty of 50c per box is levied on macaroni and we in America keep on manufacturing the same goods we are manufacturing now we will not be able to retain this market.

Do you want any more protection than you have at the present time? You have—absolute protection. I don't think you could wish for any more.

Many factories in the country today are working only half of their plants, and they are cutting each others throats in order to sell this half of production.

DOUGH AND WATER

What would you do if we had also the foreign competition to fight? I feel that the best protection we can ask for, is to create our own protection, we must understand each other better. Let us work together, and live without worry. If we cannot create, let us imitate other industries.

I have in mind the cracker manufacturer who never undersell each other. They are selling crackers at 16c per pound. The baker weighs up 16 ounces of dough which has about 50 per cent water in it and sells it for 8c, and what are we doing? We buy 196 pounds of flour and make 190 pounds of macaroni out of it and then we sell 16 ounces for 7c. A very encouraging comparison. Do you think this is the proper way to run our business?

Do you gentlemen feel that you can safely keep it up? If our business is to thrive and establish itself firmly in America as it has in Europe, it is necessary for all macaroni manufacturers to turn a new leaf. We must get together, put the industry on the right track and then it will have no reason to fear competition, because the Europeans will have more troubles on their hands than we have. They will have to pay just as much and more for their labor, boxes, nails and paper and so far as wheat is concerned, that remains to be seen.

(Continued on page 17.)

WHY THEY COME TO WALDORF

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

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

PAPER STOCK DIVISION • BOX DIVISION • MILL DIVISION

WALDORF PAPER PRODUCTS CO.

SAINT PAUL MINNESOTA

THE WALDORF DAILY PLAN PRODUCE the BEST that MORTALS CAN

Notes of the Industry

MACARONI FIRMS IN TEXAS CONSOLIDATED

Southern and San Antonio Companies Now One—Edward Dreiss President—Heavy Improvements in Factory—To Advertise Through Home Demonstrations.

The San Antonio press tells of the recent consolidation of two of the large macaroni manufacturing concerns of that city into one of the biggest plants in that section of the country.

The recent purchase of the Southern Macaroni company by Max Abramchik of New York and subsequent developments has led to the consolidation of that concern with the San Antonio Macaroni Factory, announcement of which was made by Mr. Abramchik. With the consolidation of these manufacturing industries, the largest plant in the entire South is to soon be in operation in San Antonio. Some \$15,000 is being spent for improvements.

Under One Roof

Mr. Abramchik states that the consolidation will bring the interest of the Southern Macaroni company under the roof of the San Antonio Macaroni Factory. The company is at South Flores and Simpson streets, and all manufacture of these products will be carried on at that place. The former concern, now at Medina and Guadalupe streets, will be discontinued. Mr. Abramchik expects operation on a large scale to begin within the next three weeks.

The San Antonio Macaroni Factory before its consolidation with the Southern was owned and operated by Edward Dreiss. Mr. Dreiss retains half interest in the consolidated business, Mr. Abramchik having purchased half. For nearly a year and a half the San Antonio Macaroni Factory has been closed because of restrictions placed on flour by the government.

Temporary Improvements

Mr. Abramchik is now operating the Southern, making some temporary improvements to increase the capacity of the plant. The new firm will be known as the San Antonio Macaroni Factory, and will start operations with a capacity of about one hundred barrels a day. When the plant gets in full operation the capacity will be about 500 barrels a day. About 300 people will be employed by this concern.

Besides the manufacture of macaroni, the plant will put out San Antonio tea matzaths. This product has not been manufactured in the South up to this time. A new style of pure egg noodles, pure egg dough for soups and similar uses, and many other products are to be manufactured.

Kitchen Demonstrations Planned

One of the interesting facts about the reorganization of this business is the provision for about one dozen young women

to go to the kitchens of San Antonio as demonstrators to show the housewife the uses to which macaroni may be put as a food product. Other products will be included in the demonstrations.

Mr. Dreiss will be president of the company and Mr. Abramchik will be vice president and general manager. Mr. Abramchik recently came from New York, bringing his family. He resides at 308 Buckingham avenue.

Misbranding of Macaroni

The bureau of chemistry of the department of agriculture is turning its attention to the limited practice of misbranding of macaroni products indulged in by a few of the unscrupulous manufacturers and several complaints have recently been filed in the district court of the United States.

As an indication of the line of action to be taken by this bureau against all violators, the case of a macaroni manufacturing concern in the Northwest is cited. This concern used "a certain pictorial design representing an Italian scene, and the general style of the package was false and misleading in that they indicated that the article was a foreign product, to wit, a macaroni produced in the Kingdom of Italy."

The prosecution was based "on the further reason that it was so labeled as to deceive and mislead the purchaser into the belief that it was a foreign product when in truth and in fact it was a domestic product, a macaroni produced in the United States of America."

In this instance, the macaroni company was found guilty of misbranding its products and assessed a fine of \$100.

Several other violations are under investigation by this bureau and definite action is expected in the near future.

California Macaroni Company

Radical changes have taken place in the corporation of the California Macaroni Co., formerly C. R. Spilvalo & Co., flour millers and manufacturers of alimentary pastes, proprietors of the Yosemite Flour Mills.

R. B. Spilvalo is no longer connected with the corporation having disposed of his stock. The new officers and management of the corporation now are: President, A. Cohn, of the Northern Grain & Whse. Co., Portland, Ore.; vice president and general manager, Gay Lombard; treasurer, J. P. Livingston, of Strauss & Co., New York, San Francisco and London; sales manager, F. H. Montgomery; superintendent, L. S. Sweet.

With regard to the future of the company, Mr. Gay Lombard, general manager, says:

Durum Semolina Products

"With the new management we are making radical changes in the policy of our business. Commencing at once, we will use nothing but durum semolina in the

manufacture of our package goods. It is a well known fact that the choicest grade of alimentary paste cannot be made except by the use of durum semolina, and as our new policy is to purchase the finest goods the world can make, we use and shall continue to use this product exclusively in the manufacture of package goods. Durum semolina, as you probably know, is made from the highest grade of winter wheat grown in Minnesota. It is the highest priced and the highest grade of wheat in the world.

Factory Reconstructed

"In the manufacture of our bulk goods, which we shall continue to make extensively, we shall use nothing but the highest grade of patent flour.

"We have recently entirely reconstructed our factory, have eliminated and disposed of all our old machinery, substituting therefor the most modern plant that money can buy. We feel that with the combination of capital, machinery and highest grade of raw material we will be able to purchase, and market throughout the West, a product superior to anything made in any part of the world.

"It will be emphatically our policy to base our business entirely on quality. The improvements spoken of in our plant, coupled with our unexcelled buying power will enable us to manufacture alimentary paste very economically, so we expect to market a product at a reasonable price, that cannot be excelled in quality." —The Retail Grocers' Advocate.

South Africa Wants Macaroni

The attention of macaroni manufacturers is called to a report concerning needs for food-stuffs in South Africa where manufacturing facilities are limited and where imports have been greatly impeded by inadequate shipping facilities, due to the demands for ships for war purposes. The government report follows:

"According to the American consul at Florence, Italy, there is a demand in Durban, South Africa, for macaroni, vermicelli, pastes, cooking oils, particularly olive oil, tinned sardines and other tinned fish."

With the permission of the government to form export corporations under the Webb-Pomeroy act this is a golden opportunity for some of the largest macaroni concerns to obtain a foothold for their produce in that section of the world. Such foreign trade would be excellent in disposing of the surplus production.

Financing Foreign Trade

Officials look for continuation of the large export trade of the past few months and expect it will be more or less readily financed by the country, should conditions continue as they are, notwithstanding the inflated condition of the banks. The danger now looked for by them does not grow out of any lack of ability to finance the trade, but

MACARONI DRYING MACHINES

ROSSI MACHINES "Fool" the Weather

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

Write or Call for Particulars—
IT WILL PAY YOU

A. Rossi & Company

Macaroni Machinery Manufacturers

322 Broadway

SAN FRANCISCO, CAL.

out of the fact that there is danger that the trade will be too easily and readily financed, when prudence would dictate a great deal more circumspection. There is a growth of doubt and hesitation with reference to proposals for the actual financing of business through extensions of government credit, although there are some who still urge that the administration go directly and actively into the business of lending to the exporters.

The question of policy on this subject is likely to come up early in the new session of congress, at which time there will of course be a discussion of the whole situation growing out of the credit outlook. There is a growing opinion here among informed officers of the government, however, that it is not wise to add to the present drift toward excessive prices and inflated conditions by assisting the selling of goods on the long credits which are being extended to foreign countries for reconstruction purposes.

Increases Capital Stock

The Tharinger Macaroni company of Milwaukee recently applied to the state authorities for a privilege of amending its articles of incorporation to permit increase in the capital stock from \$125,000 to \$250,000. This progressive concern is studying the demands of the future and is laying plans to capture some of the evident increase in the call for macaroni products by placing itself in a position to enlarge its plant and increase capacity as the market conditions demand. President William A. Tharinger announces that no definite plan has been agreed upon, though something tangible will be decided within the next few weeks.

Pioneer Minnesota Miller Killed

Gustav T. Diethert, pioneer miller, died June 4 when caught in machinery of the flour mill of Yerxa, Andrews & Thurston, Inc., Minneapolis. The funeral was the following Sunday under Masonic auspices, with burial at Stillwater, Minn. Mr. Diethert was 67 years old and one of the oldest practical millers of the state. For 22 years he was manager of the flour mill at Hastings, Minn., and for six years had been head miller of the Minneapolis plant. His wife, a son and a daughter survive. Mr. Diethert was a Woodman and member of the Sons of Herman, as well as a Mason.

New Macaroni Concern

With the incorporation of The Victory Macaroni company which recently took place at Rochester, N. Y., another large macaroni concern has been established in the East. The new company has issued capital stock to the amount of \$20,000 and is sponsored by Giuseppe Vella, Peter Calato and Joseph Belsano, who appear in the incorporation papers as directors of the new concern.

Rochester Plant Sold

The Woodstock Macaroni company of Rochester, N. Y., recently was sold to John G. Elbs of that city who plans to greatly enlarge the plant, installing modern machinery

for an increased capacity. The plant will be moved from North Washington street to Jay street and the new owner expects to have his new business in full running order within the next few weeks.

Changes Mind About Durum Flour

The Marshall Milling company of Marshall, Minn., which last month gave out the word that it had definitely decided to erect a mill for the milling of durum flour, has recently announced that it has changed its plans for constructing a semolina mill but will continue production of flour as heretofore.

SHOWS DECLINE IN WHEAT

June Crop Report Gives Winter at 94.9 Per Cent—100.5 Last Month—Spring Is 91.2 June 1.

Washington, June 9.—Bumper crops are growing throughout the country, but plant diseases already have done some damage and threaten to curtail production somewhat. The largest wheat crop ever grown, aggregating 1,236,000,000 bushels of winter and spring wheat combined, was forecasted in today's monthly report of the department of agriculture. That represents practically one-third of the world's wheat crop this year. In previous years the United States has grown about one-fifth. Big crops of oats, barley, rye, hay, apples and peaches also are in prospect.

Rust Damage

Red rust made its appearance during May in the principal winter wheat producing sections, and the infection is spreading. It caused damage to the extent of about 7,000,000 bushels to winter wheat, and experts are unable to determine how extensive the damage will be by the time that crop is harvested. A summary of conditions issued by the department said:

The winter wheat crop, extraordinary in its high condition of 100.5 per cent at the beginning of May, while still showing the high condition of 94.9 per cent of normal, and promising the record breaking production of 892,822,000 bushels, exhibits by no means the brilliant, almost ideal condition that was afforded a month ago.

Cause of Decline

The principal cause of decline and one carrying the threat of still greater damage is the appearance of red rust in practically all of the central states west of the Mississippi river and extending eastward through the states south of the Ohio river into and through the Piedmont regions of the Atlantic coast states as far as Maryland. From Nebraska to central Texas this infection is very general. The damage will be light in Texas. Doubt exists as to the harm, if any, likely to result in Oklahoma, where the leaves are destroyed over large areas, but the heads are filled, and many authorities contend that the crop will show little harm. In Kansas and Nebraska wheat is well advanced toward maturity, but the rust

infection is exceptionally heavy and the extent of loss to be expected entirely problematical. The decline in the last week of May was very marked in those states, especially in Kansas.

"Some smut is reported, though not serious, from scattered points in Maryland, Indiana, Illinois, Missouri and Kansas. The presence is confirmed of the serious 'take-all' in a few counties in Illinois.

"Insect damage is light, the Hessian fly being reported only from a few counties in Indiana and Illinois, the joint worm from scattered localities, principally in Missouri, and the army worm in Oklahoma.

Yield in Ohio Big

"Conditions in the northeastern quarter of the country remain very high, Ohio especially showing a condition of 106 per cent of normal, and through practically all this region bumper yields are promised.

"The spring wheat crop shows an increase of eight-tenths of one per cent in the area sown. The late spring and abundant rainfall interfered with planting as large an acreage as had been intended. The condition is good in the principal producing states."

Paper Box National Formed

At a representative gathering of the leading paper box manufacturers last month in Atlantic City, N. J., "The National Paper Box Association" was formed. The announced objects of the organization are cooperation in all matters pertaining to the welfare of the association and of individual manufacturers, and a standardization of their products with the ultimate view of reducing expenses of machinery and cost of production. The officers of this new association are:

President, Walter C. Carlson, Milwaukee. Treasurer, Henry Stortz, Philadelphia. Secretary, James L. Kalleen, Philadelphia. This new national association is a consolidation of numerous sectional associations of the industry and includes about 1,000 manufacturers giving employment to nearly 40,000 officer and workers.

Samples to Be Sold

Washington: "Stated authoritatively War Department plans to sell as much of the surplus food products as possible in the United States. Secretary Baker is understood to favor distributing the food as directly as possible to the consumer. War Department hopes to sell large quantities of food to State and municipal governments for institutional use and also will seek markets closer to the consumer."

"Considerable resales of meats, lard and compound that were bought for export are on the market and will have to find lodgment in the near future. In addition to this the surplus property division of the United States is advertising for bids for very large quantities of bacon and cured meats. These features, together with the imminence of the June hog run, look like bearish factors which must not be ignored."

JOLO PRODUCTS SERVICE Best

DRY EGG SPECIALISTS

We are direct Factory Representatives and sell The Best That China Produces in

*Dry Whole Egg,
Yolks, Albumen*

(We Cater To The Foremost Noodle Manufacturers.)

WE KNOW WHAT YOU NEED

Noodles made with JO-LO Certified Eggs or Yolks Stand Out through their Superiority.

Fresh Egg Flavor—Taste—and High Color.

Sample quantity and Quotations upon Request.

We are ready to cover your requirements up to July 1st, 1920.

JOE LOWE CO.

127 DUANE ST.

NEW YORK CITY

Grain Trade and Food Notes

The Food Market

Chicago—The bull edge is off the food market. The last relief ship is said to have left New York. Hereafter the export business is expected to be catch-as-catch-can between the foreigners and exporters on this side of the ocean. These conditions are expected to make an unsettled situation and it may not be easy to do export business in the future as the past. Expectations are that Germany will be a big buyer of foodstuffs after the peace treaty is signed and those who are bullish are looking forward to a large demand from that quarter. Bull markets have been on for so long a period that it is not more than natural for a change in sentiment. The public is generally bullish on wages and bearish on the high cost of living but is not getting anywhere on such a proposition. The government is reselling around 250,000,000 pounds canned meats and hog products. The latter have been mostly disposed of at asking prices to a shade less. Professional speculators are mostly looking for lower prices as it is usual for a decline in values at this season when the crop outlook is good. Those who are bullish are not as optimistic over the future as they were although a good many traders believe in corn values holding up to a high level as the supplies are light.—Tribune.

Stops Wheat Flour Purchases

The food administration grain corporation has announced to all millers of wheat flour and cereal products: "For the present it will make no further purchases of wheat flour, Victory flour or cereal products, but will re-enter the market for flour probably early in the new crop year. All shipments on the American relief administration program have been completed and there is now sufficient flour contracted for and in transit to meet other requirements.

"The early publication of export statistics will show the totals exports of wheat flour much in excess of the figures named as probable Grain corporation purchases for this crop year. The Grain corporation takes this opportunity of expressing its appreciation of the co-operation and support received from the flour mills and cereal manufacturers who have made these shipments possible.

"The usual bulletin will be issued when Grain corporation flour purchases are resumed."

New Steamships for Wheat

Seattle says: "Orders assigning 15 large new steel steamships now nearing completion on Puget sound have been issued by the local offices of the shipping board for loading export flour for the Atlantic seaboard. The government's flour contracts placed in the North Pacific flour milling territory for April, May and June approxi-

mate 2,500,000 barrels, 250,000 tons. Only a portion of the flour has been moved, owing to scarcity of tonnage space, as the government's general plan since the entry of the United States into the war has been to utilize newly completed ships built in this territory in order to save the double haul. Recent orders of the government requiring that all new vessels be completed in detail before loading has caused delay. All the warehouses owned by the larger mills in the Puget sound and Columbia river districts are filled with government export flour awaiting movement. The last order of the government for May and June delivery has cleaned up all the surplus flour and the wheat stocks in this territory, and millers look for a critical shortage in July and August. It is believed the government has now completed its export flour purchase in this territory."

Gary on Outlook

There is a gradual improvement and it seems probable it will be a gradual improvement and it seems probable it will continue and increase. There is a large and fairly profitable business ahead. Necessities of the purchasing public are piling up. Some may wait too long before placing orders. The wheat crop of the season is enormous and it will soon be harvested and converted into cash.

This will provide business and money for the carriers.

What they will do with it I cannot say.

But they will probably make some necessary improvements. Other crops will soon be coming in. From present appearances the production will exceed all former records.

Most, if not all of us, are making expenditures in preparation for the future business that is coming.

Go into the large new hotels and witness the crowds. Secure a room, if it is possible, and then make inquiries of travelers from the far west, southwest and south and you will hear good reports. They have confidence in the future and are acting accordingly.

Price Peak Reached

Ed Flash, Jr., president of the New York Produce Exchange, in an interview with a representative of Russells Commercial News expressed strong belief in lower foodstuff prices before long. He said: "I believe too much emphasis has been placed upon the food shortage abroad and not sufficient stress on the immense amount being steadily shipped for relief. The peak of the high quotation is about at hand. It may be said now that the United States government has recently canceled important orders for hog products and by-products and intends reselling considerable quantities that were to

go to Europe, that the British government is selling certain edible oils and other foodstuffs substantially under the price asked by American shippers, also, that European neutral countries are better supplied with foodstuffs than generally supposed."

Foreign Crops

Better weather is prevailing in the United Kingdom and the other Allied countries but crop prospects are not believed to be as good as earlier in the season. Spring work was somewhat delayed and winter grain did not make favorable growth for a time, but cool, moist weather prevailed.

Weeds and insects caused some loss in France, but better weather is now reported and seeding is being rushed.

There are no definite reports from Russia or the Balkan states, but private advices indicate that there would be sufficient food in Russia for home consumption were it not for the difficulty of distribution. Seeding winter grain in Germany was below the average and the lack of fertilizer, it is said will prevent the production of normal crop.

The weather in Italy was cold and reasonable but there are no complaints of crop damage. The government estimates the land sown to wheat this year is 11,200,000 acres compared with 10,868,000 acres last year, not including the territory occupied by the Austrians. An average per war acreage was 11,800,000. The condition is average.

Denmark Overbuys

Chicago.—That the foreigners have, in some instances, over-bought in provisions is seen in the turning over of 15,000,000 pounds of meat, six million pounds of lard and 25,000,000 lbs. compound lard and other fats to be resold. It was also reported that a large quantity of rolled oats and other cereals are to be resold. Denmark is said to be offering to resell lard and other products at a profit over costs.

Refuse Low Harvest Rates

Washington—The federal railroad administration will not grant a special low fare to wheat harvest hands this year. Senators Curtis and Capper of Kansas, who have received many appeals from wheat farmers to get a cheap fare, are advised by the administration.

It was said that since the farmer has been guaranteed \$2.26 a bushel for his wheat and the railroads are running behind financially every month there would be no justice in the average taxpayer who, in addition to paying a high price for his bread, would have to make up the deficit caused by the cheap fares for harvest hands.

It is far better to buy too much advertising space than too little.



SUPPOSE you could take all the uncertain "human element" out of your Macaroni Drying and replace it with efficient mechanical equipment which produced a uniformly superior product on a positive time schedule, regardless of outside weather variations?

You can do that with the Carrier System.

Ask us to tell you what the Carrier System is doing in some of the biggest plants in this country and Canada.

Write right now.

Carrier Engineering Corporation

39 Cortlandt St.
NEW YORK, N. Y.

BOSTON
BUFFALO

CHICAGO, ILL.
PHILADELPHIA

difficulties of the macaroni manufacturers of to-day is the equalization of price and quality. The mere fact of selling at a cut price will not increase the consumption of same.

WEDNESDAY AFTERNOON

R. M. Wharton of the United States department of agriculture, at St. Louis, discussed the "Bureau of Chemistry."

The subject assigned to me on your program is "The Bureau of Chemistry." Your interest in this bureau lies mainly in its activities which relate to your products.

The Bureau of Chemistry of the U. S. Department of Agriculture, among other duties, is charged with the enforcement of the Act of Congress known as Food and Drugs Act of June 30, 1906.

This act prohibits the introduction in interstate commerce of any misbranded or adulterated food or drug product. It also prohibits the sale in original packages by the recipient in interstate commerce, of any such misbranded or adulterated food or drug product. The act itself defines in general terms what constitutes adulteration and misbranding.

Under this act, decisions, rulings, and opinions are issued by the department, and these are intended to supply the trade with the department's interpretation of the law as applied to specific questions and specific products, and to indicate the policy of the department in administering the act not only to the trade but also for the guidance of its own subordinate officials in the field. When definitions and standards are involved in such regulations, these are not arrived at arbitrarily, but instead a thorough study is first made of trade practices and understandings.

You, gentlemen, are interested in those rulings of the department which apply to alimentary pastes, and I shall endeavor to explain those rulings to you:

Macaroni Defined

The first of these to which I shall refer is Food Inspection Decision 171, issued Oct. 2, 1917, as follows:

"The following definitions and standards for macaroni, spaghetti, vermicelli, flour macaroni, flour spaghetti, and flour vermicelli were adopted by the joint committee on Definitions and Standards, November 18, 1916, and were approved by the Association of Official Agricultural Chemists, November 22, 1916, and by the Association of American Dairy, Food and Drug Officials, August 3, 1917:

"Macaroni, spaghetti, vermicelli are dried pastes made of the semolina of hard wheat. They contain not more than thirteen and one-half per cent (13.5%) of moisture.

"Flour macaroni, flour spaghetti, flour vermicelli are dried pastes made of flour or of a mixture of flour and semolina. They contain not more than thirteen and one-half per cent (13.5%) of moisture.

"The foregoing definitions and standards are adopted as a guide for the officials of this department in enforcing the food and drugs act."

In other words, gentlemen, any product of this nature not made in its entirety from the semolina of hard wheat, but made instead in whole or part of wheat flour cannot be sold or labeled as macaroni, spaghetti or vermicelli, but must be sold and labeled as

flour macaroni flour spaghetti or flour vermicelli. None of these products may contain more than 13½% moisture.

Egg Solids in Noodles

The next decision to which I shall direct your attention is Food Inspection Decision No. 162, issued Jan. 3, 1916, as follows:

"The following definitions and standards for egg noodles and plain noodles were adopted by the Joint Committee on Definitions and Standards June 4, 1915, and were approved by the Association of American Dairy, Food and Drug Officials August 3, 1915, and by the Association of Official Agricultural Chemists November 17, 1915:

"Noodles, egg noodles, are dried alimentary pastes made from wheat flour and egg. They contain not less than five per cent (5%) by weight of the solids of whole, sound egg exclusive of the shell.

"Plain noodles, water noodles, are dried alimentary pastes made from wheat flour without egg, or with less than five per cent (5%) by weight of the solids of whole, sound egg exclusive of the shell.

"Standards for moisture in these products are under consideration.

"The foregoing definitions and standards are adopted as a guide for the officials of this department in enforcing the food and drugs act."

By way of explanation of this ruling I may state that alimentary pastes of the noodle variety in order to be entitled to be sold and branded as noodles or egg noodles must contain 5% by weight of the solids of whole sound eggs. This does not mean 5% by weight of fresh eggs, but 5% by weight of the solids of the egg. The article of commerce known in the trade as dried whole egg or desiccated whole egg represents the solids of the egg plus approximately 10% water and if this material is employed, enough of it should be used to furnish to the product 5% by weight of egg solids taking into consideration that only about 9/10 of desiccated egg is solids. If fresh shell eggs are used, in order to supply the requisite 5% of egg solids, it would be necessary to employ about three times as much as of the desiccated egg since only about 3/10 of the fresh egg consists of solids, while about 7/10 consists of water.

An alimentary product containing a lesser amount than 5% of egg solids or containing no egg at all is not entitled to be sold or labeled as "Noodles" or "Egg Noodles"; instead, such a product falls within the definition for Plain Noodles or Water Noodles and should be so labeled.

Artificial Coloring

The next ruling to which I shall refer is Item 129, Service and Regulatory Announcement Chemistry No. 14, issued Aug. 18, 1915, as follows:

"Use of Artificial Color in Alimentary Pastes.

"The bureau has given careful consideration to the use of artificial color in macaroni, spaghetti, vermicelli, noodles, and similar alimentary pastes. According to the provisions of section 7, subdivision 4, in the case of food, of the food and drugs act, a food product is adulterated if it be mixed, colored, powdered, coated, or stained in a manner whereby inferiority is concealed.

"The question as to whether damage or inferiority is concealed is one of fact to be determined in the case of each food product which is artificially colored. It is the opinion of the bureau that the

addition of artificial color to alimentary pastes as usually practiced results in concealing inferiority and that this form of adulteration cannot be corrected by the declaration of the artificial color."

In explanation of this ruling the bureau on May 4, 1916, addressed the Italian Chamber of Commerce of New York as follows:

"You are advised that unless and until notice to the contrary is given, the bureau will not regard as adulterated, on account of the use of artificial color, macaroni, spaghetti, vermicelli, and similar alimentary pastes, made wholly from durum semolina, provided that the addition of the color does not give to any particular lot the appearance of being of higher grade or quality than it actually is. When used, artificial color should be plainly and conspicuously declared.

"On the other hand, articles shipped or sold as macaroni, spaghetti, or vermicelli, made from flour of any grade, or from a mixture of flour and semolina, if artificially colored, will be considered as having been colored so as to conceal inferiority and, therefore, as not being entitled to admission into the United States or shipment in interstate or foreign commerce.

"It is requested that you give this widespread publicity among your members so that they may be fully informed and notify the foreign exporters with whom they are accustomed to deal."

In other words, gentlemen, alimentary pastes may be colored with a harmless color if such alimentary paste is made wholly from durum semolina, provided this addition of color does not give to any particular lot the appearance of being of a higher grade or quality than it actually is, and provided such color is declared conspicuously. The same is true of noodles and egg noodles under the conditions named and if they conform strictly to the definitions already set out for these products, they may be colored. On the other hand, neither flour macaroni or other similar alimentary products, nor plain nor water noodles may not be colored under any circumstances since manifestly such addition of color would conceal inferiority.

Net Weight Regulations

I shall conclude by referring briefly to the net weight amendment to the food and drugs act approved March 3, 1913. This amendment requires that food in package form must bear on the outside of the package a plain and conspicuous statement of the net contents in terms of weight measure or count. Certain exceptions are made with respect to small packages; for example, packages containing less than ½ ounce of solid material need not be labeled with such a statement. With respect to this amendment, I shall call your attention to the fact that the law says:

"For the purpose of this act, an article shall be deemed to be misbranded.

"In the case of food—if in package form, the quantity of contents be not plainly and conspicuously marked on the outside of the package in terms of weight, measure, or numerical count."

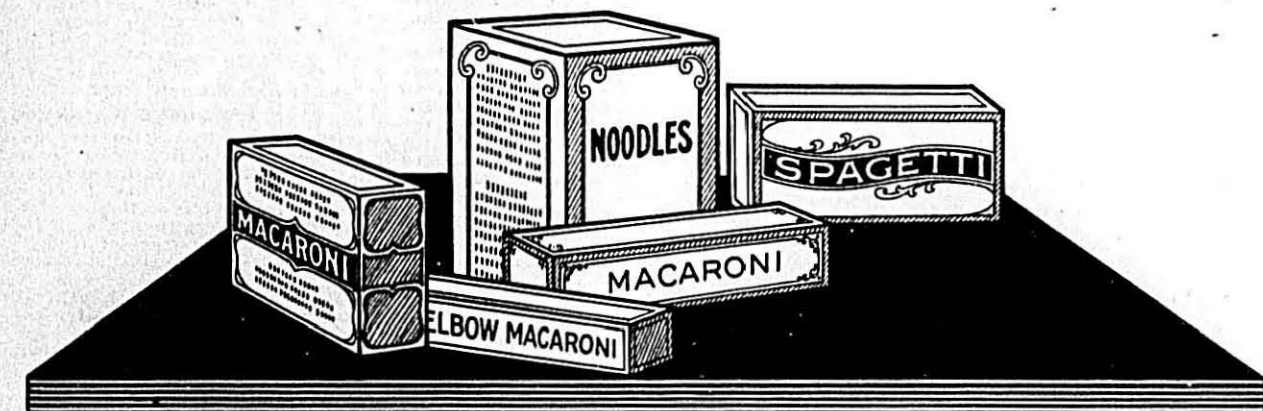
I have quoted this section of the act that I may point out that the provision is for a statement of quantity of contents not for "average net contents" or "net contents when packed," any of which statements would fall short of satisfying the law's requirements in this respect.

Statement of Weight, Measure or Count Regulation No. 29, issued June 15, 1911.

TITELON BRAND FOLDING PAPER BOXES

ARE KNOWN AND RECOGNIZED THROUGHOUT THE TRADE FOR

QUALITY



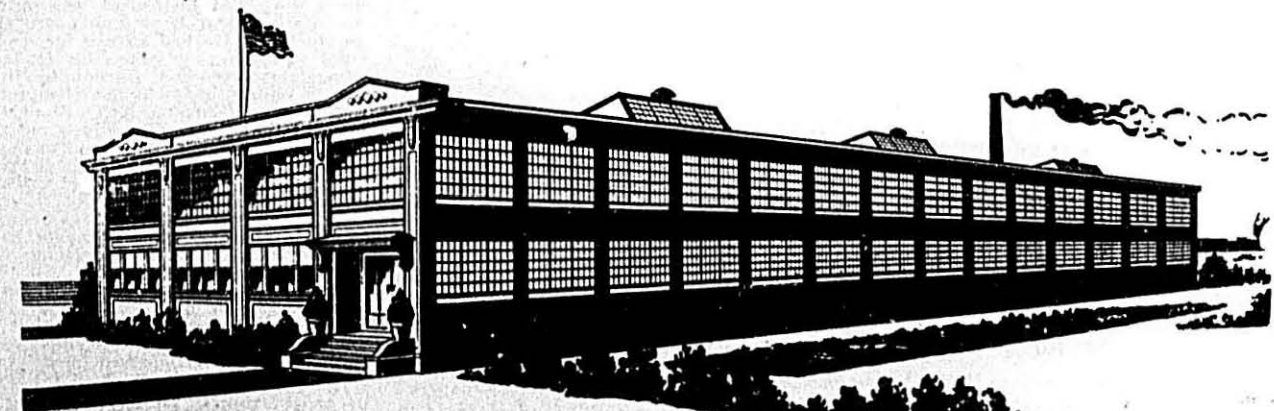
Many firms try to put too much on their cartons, making it necessary to cramp the design so that it is scarcely readable from a short distance and how many people read every word.

What you are trying to sell and to impress upon your customer is the name and contents of the package. The name boldly and artistically displayed with perhaps a picture or design easy to remember and impress on the mind, will do more than a page of reading matter.

Try the experiment on some of your cartons and then if you are not satisfied write us.

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

THE GLOBE FOLDING BOX COMPANY CINCINNATI, OHIO



sets out the following requirements in relation to the declaration of net contents:

(a) Except as otherwise provided by this regulation, the quantity of the contents, in all cases of food, if in package form, must be plainly and conspicuously marked, in terms of weight, measure, or numerical count, on the outside of the covering or container usually delivered to consumers.

(b) The quantity of the contents so marked shall be the amount of food in the package.

(c) The statement of the quantity of the contents shall be plain and conspicuous, shall not be a part of or obscured by any legend or design and shall be so placed and in such characters as to be readily seen and clearly legible when the size of the package and the circumstances under which it is ordinarily examined by purchasers or consumers are taken into consideration.

(d) If the quantity of the contents be stated by weight or measure, it shall be marked in terms of the largest unit contained in the package, except that, in the case of an article with respect to which there exists a definite trade custom for marking the quantity of the article in terms of fractional parts of larger units, it may be so marked in accordance with the custom. Common fractions shall be reduced to their lowest terms; decimal fractions shall be preceded by zero and shall be carried out to not more than two places.

(e) Statements of weight shall be in terms of avoirdupois pounds and ounces; statements of liquid measure shall be in terms of the United States gallon of 231 cubic inches and its customary subdivisions, i. e., in gallons, quarts, pints, or fluid ounces, and shall express the volume of the liquid at 68°F. (20°C); and statements of dry measure shall be in terms of the United States standard bushel of 2,150.42 cubic inches and its customary subdivisions, i. e., in bushels, pecks, quarts, or pints, or in the case of articles in barrels, in terms of the United States standard barrel and its lawful subdivisions, i. e., third, half, or three-quarters barrel, as fixed by the act of March 4, 1915, (38 United States Statutes at Large, page 1186): Provided, that statements of quantity may be in terms of metric weight or measure. Statements of metric weight should be in terms of kilograms or grams. Statements of metric measure should be in terms of liters or centiliters. Other terms of metric weight or measure may be used if it appears that a definite trade custom exists for marking articles with such other terms and the articles are marked in accordance with the custom.

(f) The quantity of solids shall be stated in terms of weight and of liquids in terms of measure, except that in case of an article in respect to which there exists a definite trade custom otherwise, the statement may be in terms of weight or measure in accordance with such custom. The quantity of viscous or semi-solid foods, or of mixtures of solids and liquids may be stated either by weight or measure, but the statement shall be definite and shall indicate whether the quantity is expressed in terms of weight or measure, as for example, "weight 12 oz.," or "12 oz. avoirdupois"; "volume 12 ounces," or "12 fluid ounces."

(g) The quantity of the contents shall be stated in terms of weight or measure unless the package be marked by numerical count and such numerical count gives accurate information as to the quantity of the food in the package.

He was followed by S. Youngheart of Philadelphia on "The Annihilation of Time."

S. YOUNGHEART'S TALK

To capitalize to the utmost every minute of every hour of every day has ever been the aim of civilization.

A continuously increasing and always advancing world population has made this essential. For with more people there have been more mouths to feed, more backs to clothe and more houses to build. True there has been also more labor to provide these basic fundamentals of livelihood.

But with the dawn of each year civilization has demanded that living conditions be made a little better and a little easier than they were the preceding year.

So, as the world has grown older, the needs of its people have become more complex—all the necessities of past years were still demanded and more of those things that are not necessities except by virtue of custom were required. Moreover, with the passing of time man has decreed that he shall spend fewer hours in labor, and more in acquiring culture and in recreation.

So, in the process of time, the world has called for a greatly increased production of an ever augmenting number of articles with a continuously decreasing productive day.

QUICKER PRODUCTION NEEDED

To satisfy the needs of civilization more has had to be produced in a lesser time—the time of production has had to be annihilated.

The advent of automatic machinery has largely brought this to pass and so production has kept pace with the increasing needs and the decreasing hours of labor of the world's people.

Machinery has supplanted hand labor to a remarkable extent and through its agency the productive effort of man has become multiplied enormously.

With the increase of the world's population the inhabited portions of the world have of necessity grown enormously in area. Because of this growth, and indeed the growth has largely resulted from it, improved ways and means of communication have been established.

There again, to great extent, time had been annihilated. Months have been reduced to days and hours to minutes. The world has had no time to continue the costly and time wasting stage coach method of travel so it produced the steam engine. It had to, to care for the increase of productive industry. Merchandise had to be shipped, and quickly, to the uttermost corners of the world.

COMMUNICATION SPEEDED

Then men found that as civilization and living became more complex the needs must provide themselves with a speedy and a sure way of communicating each with the other. Time was too valuable for a man to go to see man. So in answer to the need for it came the telegraph and the telephone. It had to be. It was logical it should be for it too served to annihilate time.

Then the world found that it required still more of each passing hour. Man had to get about still more quickly, cover more ground, see more people in the same time, dispatch that which was produced more speedily.

So, the horse had to give way to the automobile and even today we are being provided with a speedier and a more time conserving medium of travel and delivery—the air plane, another time annihilator.

STRANGE THINGS ALWAYS REMARKABLE

Those things to which we are most accustomed are always less remarked than that to which we are stranger, and which is new and novel to us, therefore we do not marvel at the daily newspaper or weekly or monthly magazine. And yet no thing better exemplifies the annihilation of time than do the periodicals and newspapers.

In their columns every few hours we read that which has happened on the other side of the world almost coincident with its happening. They familiarize one people with the deeds, the thoughts, the aims and the ambitions of other peoples. Yet as we know them today they are of quite recent origin.

It is practically but yesterday since news was transmitted by word of mouth. Man told man, and with each telling the news told of necessity became garbled.

So the periodical and newspaper has not only annihilated the time of news propagation, but assures each one of us we shall read the happenings of the world at least almost as they happen.

We have talked of increased production, improved methods of communication and information and news dissemination. Advertising has resulted from all of these. It has developed only as production has increased. Without the latter the former is unnecessary and impossible.

DISTRIBUTING MEDIUMS DEVELOPED

But before advertising could be feasible mediums in which it should be published or necessarily had to be developed, and means of distributing those mediums had to be devised and perfected.

So it is evident that advertising in its development depends largely upon the machinery of production, the methods used to distribute the merchandise produced and the newspapers and magazines read by the people of the country.

I say newspapers and magazines not that they are the only mediums but because they are the primary or fundamental mediums.

Advertising has but one function, that is to sell the article, service or idea advertised. The

best way to appreciate the mission of advertising is to liken it to a salesman. Now, how does a salesman sell? His approach and his personality play some part in effecting the sale. They get him the hearing but it is his talk that counts most—the reasons he advances concerning the merits and salability of the article he is selling are what really secure the order.

He must make the potential buyer desire the merchandise. How else can he do it except by virtue of argument? Scarcely anyone wants to buy. In other words the buyer must be sold—and it requires a reason to sell him.

Advertising cannot accomplish more than a salesman. So advertising, if it is to be successful, must needs embody to a large degree the salesman's talk. It must summarize in a concise, forceful and attention compelling manner the very same arguments that the well trained salesman so glibly tongue. There is no other way to create demand through advertising.

MOUTH-TO-MOUTH PUBLICITY

A good product will sell without advertising. Why then, you naturally think, use advertising. Only because it too is an annihilator of time. It makes possible the building of bigger business quickly and soundly. A meritorious article will get word of mouth advertising. User will tell user and so its fame will spread, but with snail-like progress. In comparison advertising reduces to months what it requires years to accomplish without advertising. Again time is annihilated. This is not theory—it is fact. Advertising is to sales what automatic machinery is to production, and what the railroad, the steam ship and the motor truck are to transportation.

It quickens the pulse of selling—it permits speedy introduction to the buying public of the new and the better—it enables the producer to tell the story of his wares to audiences of millions in all parts of the land, at one and the same time,—it, as it were, opens up the homes of the people to the manufacturer,—and he benefits accordingly.

PRODUCES A HARVEST

He reaps a harvest of ever increasing sales at the lowest possible cost per sale, and assures himself of a continuously increasing market for his product, and of this quickly,—at a pronounced saving of time.

But that which I have said needs no proof. You see demonstration of it in every grocery store, in every druggist's, everywhere where merchandise is bought or sold. You see it in your own homes. Look at our own pantry shelves, what are they lined with—products as familiar to you as they are to your wives. And what has made them so—advertising gentlemen, advertising. Why do your wives buy them—why do the grocers sell them—what induced them to originally stock them—what put them over for their makers in a comparatively few years? It was nothing but good saleswork coupled with good advertising.

THE DEMAND FOR CAMELS

You who smoke, what cigars do you use? It's dollars to doughnuts it's an advertised brand. It was advertising that has enabled you to buy Camel cigars in anyone of 450,000 places. And Camels were born as a brand but five years ago.

What brought this commercial miracle to pass? What enabled the Reynolds Tobacco company to annihilate time, to get such a tremendous distribution in but a few short years, to outstrip competitive brands that have been on the market for generations?

Three primary things, gentlemen—a good product, a good sales force, and good advertising. The combination is unbeatable, but essential. No one element can attain maximum success without the other two.

RETAILER AND ADVS.

Before, though, Camels could be sold they had to be made conveniently accessible to the public—they had to be stocked by the retail stores of the country. What part did advertising play in effecting distribution? That is one of its primary functions. Look at it from the dealer's viewpoint. To him Camel was only the name for another cigar, nothing more. Why should he stock it? He had no call for it—he only desired to carry that which his trade demanded. When they were just introduced, there was no reason except one why he should buy it, and that one was advertising. Don't think for a moment that the retail trade is not appreciative of advertising. They are. The sales furnished the proof—proof that they almost invariably get a more rapid turnover of advertised than of non-advertised merchandise.

So the Reynolds Tobacco company was able to attain a speedy distribution for Camels.

Could it have done this without advertising? Probably to a degree, yes. But think of the dealer resistance that would have to have been overcome. Time only could have enabled it to have been surmounted. And think of waiting until someone by chance happened to try a Camel, and having done so liked it and recommended it to his friends.

CHANCE BUSINESS NOT GREAT SUCCESS

For if the public does not know an article, how can it buy that article except by chance?

To trust one's business to chance is a hazardous proceeding.

Without the force of advertising neither you nor I would know Camels. Instead of having



FOLDING BOXES

HELP
SELL GOODS

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

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

distribution in our 450,000 places, only a store here and there would have them. And without widespread distribution could not have gone over. But because of the force of advertising a stupendous business has been built and, gentlemen, time has been annihilated in its building.

You can say, though, and rightly that cigars are in general demand, and that Camel or other cigar advertising rarely switched smokers over from one brand. Perhaps so, although the advertising for any given brand of product must of necessity benefit all products of a similar nature. But be that as it may let us turn to another phase and another function of advertising—the creation of a new habit of dress or thought, or appetite or what not.

WEARING APPAREL POPULARIZED

Ten years ago, how many men wore athletic underwear, you know, the B. V. D. type? Relatively but few of us. In the summer time we donned halbriggan and we were satisfied,—but only because we knew no better. Then we began to see advertisements of cool looking beautifully built gentlemen garbed in a new kind of underwear made of nainsook fabric, and cut loose and comfortable looking. We were told how much cooler we would be if we wore that kind of underwear, and we believed, not all at once, but little by little, and we bought and having purchased and found the advertisements truthful, we continued to buy. Thus advertising within a few years, a very few years, changed a habit of a generation's standing and by so doing added materially to our comfort and efficiency. Without advertising the athletic type of underwear could not have come into general use. The retail trade would not have stocked it and, if they had, we would have been reluctant to buy it even on their recommendation. Advertising induced us to do what no other single agency could have accomplished, and in a very brief time.

MACARONI ADVERTISING NEEDS

But you gentlemen are here not to discuss cigars or underwear, as interesting as both those subjects doubtless are, but for the specific purpose of devising ways and means of selling more macaroni and its allied and kindred products.

Before that can be accomplished you must create more users for your products. The important thing is to cause more macaroni, irrespective of its make, to be consumed.

The per capita consumption is too small. How can it best be increased? How can it be augmented in the least possible time? In the course of years, probably many years, the intrinsic worth and the natural merit of the product will cause its sales to grow, but you gentlemen desire to achieve a big volume speedily. You want to annihilate time, you can do it—by advertising.

PUBLIC NEEDS EDUCATING

By advertising first as an industry, and secondly as individuals.

The advertising done by each manufacturer will, of course, primarily benefit that manufacturer's business and if it does, and it will if it be intelligently conceived and directed, the entire industry will benefit.

You must educate your buying public. It is the only way. That is if you are to build a big business soundly and speedily.

You must overcome time, annihilate it. Approximate your goal quickly. It can be done, but only by advertising.

Let us consider the advertising the macaroni interests have done. Not in 1918, for that would not be fair. Raw materials could not be obtained and war conditions prevailed. In 1917, though, the entire macaroni industry did less advertising in national publications than did one single manufacturer of canned soups. It is not, therefore, to be wondered at that the macaroni business has not developed as you would have it grow.

COMBINE GENERAL AND INDIVIDUAL ADVERTISING

You have allowed your products to be bought. You have not sold them. You have hoped that in time you would arrive. Perhaps you will. But, gentlemen, you can annihilate time both as an industry and as individuals. It can be done. Advertising will do it. It did it for Welch's grape juice, Domino sugar, The National Biscuit company, Durham Hosiery company, Ryson, and an imposing galaxy of other products, most of them at the time of their introduction new in form, in taste and in use.

Macaroni and its allied products have thousands of users today. Grape juice had but few when it was first marketed and yet it has gone over big and quickly.

Think then, with the present start your business has, the heights to which it can be built by the application of judicious advertising.

Gentlemen, to use a bromide—Time and tide wait for no man. If you have faith in the merit of your product take a short cut to success. Do not wait for the world to beat a path to your door. It may never do it.

Instead take your wares to the world, trumpet aloud so that all may hear the merits of your merchandise. Tell your story to the millions who await you. Decide once and for all to annihilate time. Then and then alone will the macaroni business come into its own.

THURSDAY MORNING

The first paper for the closing day was read as sent in by Lloyd Skinner of Omaha. It was as follows:

Sometime ago President Williams requested an article for The New Macaroni Journal.

Printers' Discovery

Recently I had called to my attention a survey of the printing industry in Lincoln, Neb., made by the United Typothee of America. This analysis showed that the printing business in Lincoln had been unprofitable as a whole and that few concerns made money. As a result of the bad showing disclosed by the survey, Lincoln printers have all agreed on a standard cost finding system which will be installed in plants which have been operating without this price requisite to success.

I believe it would be worth any macaroni manufacturer's time and trouble to write for a copy of the Midwest Printer and Publisher at Lincoln of March, No. 3, as page 20, gives the details of this survey.

For instance, this survey shows in detail that the majority of the plants were operating at a loss through lack of adequate knowledge of cost. *This survey shows that six plants in the city which were operating their business under a complete standard cost system showed a profit of 10.7 per cent while twenty-five plants operating without a complete cost system showed a loss of 10.7 per cent.*

Macaroni Survey Recommended

Personally I do not believe that the macaroni manufacturers association could do a greater work than to at once arrange for a survey covering all macaroni plants as to those using a cost system and those not using same; the various cost systems that are being used should be compared and gone into thoroughly and a cost system should be devised about which there would be no question; one that could be recommended or presented to the factories not having a cost system at the present time. The cost system that should be recommended should be a system that would cover every item of cost, provide for a reasonable profit, should include reasonable salaries for management, a reasonable amount for advertising, depreciation, etc. The system should be adapted to small as well as large plants and be so simple that it would be easily followed. If necessary the association could afford to employ experts to make this survey and devise this system.

The macaroni business will never be on a staple basis until some real cost system is arrived at that can be followed by all manufacturers. The saying that "A chain is no stronger than its weakest link," is more or less true or this saying would not have been endured, and the macaroni business or any business is not on a staple basis unless the small manufacturer can prosper as well as the larger factories. A business is like a nation: when the humble citizens of a nation are prosperous, the nation is prosperous, and in any trade when a small merchant or manufacturer is prosperous, it is proof that the business is in good condition.

Government Might Assist

Every business man is entitled to a reasonable profit above actual cost of produc-

tion but a manufacturer who is ignorant of his cost is not in a position to build his business on a firm foundation.

No doubt the Federal Trade commission or some department of the government could or would assist in making a survey of the macaroni industry and arrive at a proper cost system. I know that the agricultural department has for some years been working with farmers to encourage cost systems in the operation of farms. The agricultural department found, in making a survey of farms, that there were farmers who owned land that was worth \$200 an acre and these farmers, because they had a certain amount of money left each year above their living expenses, were figuring that they had made money; they based their profit on the fact that their land perhaps only cost them \$25 an acre originally, and that the farmer and his wife and family were doing the work. The agricultural department started out to show those farmers that they really had not made any money until they had first taken out of their return each year a reasonable salary for the members of the family who did any work in connection with the farm and at least 6 per cent interest on the value of the farm. Many a farmer found that at the end of the year he could not show 3 per cent net profit on the value of his farm, without paying the members of the family for work done. In other words, a farmer who had land that was worth \$200 an acre found that he either had to look for more profitable crops to raise on this land, or he would make more money to sell his farm and invest in a 6 per cent security. In most cases the agricultural department was able to show the farmer how he could rotate his crops and handle his labor through the use of a cost system to enable him to secure a reasonable return for his labor and a reasonable return on his investment. I remember that this farm survey showed that most farmers had an unnecessarily large number of horses; that these horses were used so few days in the year that they were eating up the farmer's profits.

Adequate System Needed

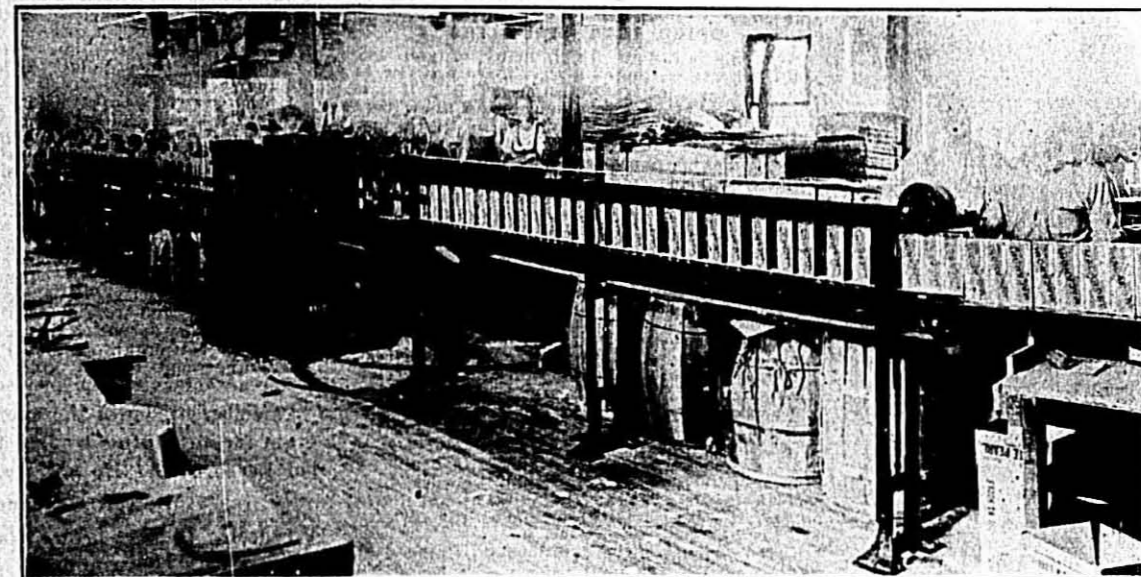
To get back to the printing business, in reading the survey on the printing plants at Lincoln, I was really surprised to see how many of them were on a profitable basis; how many substantial firms there were using a cost system. Anyone of all interested connected with the printing business will tell you that there was a time when a cost system in the printing business was unknown; they will also tell you that there was a time when a printer with real money was unknown, however, today, and I believe the printers' cost system has been responsible for same, you will find successful and wealthy men engaged in the printing business in practically every city in the United States.

I do not believe that anyone will question but that if an adequate cost system was in use by every macaroni manufacturer in the United States, it would be a real benefit to the industry as a whole. Certainly no manufacturer could object to an effort on the part of the Association to get every factory on a real profit basis.

The raising of durum wheat has been a

Johnson Automatic Sealer

Doubles the efficiency and production of the packing room. Reduces costs and improves the appearance and neatness of package.



This machine seals and delivers about 35 packages of macaroni per minute. This means a great saving in operating costs over the hand work, increases the efficiency of the entire plant and gives a cleaner and neater package. Every progressive macaroni manufacturer would find it profitable and economical to put up their packages by this method.

Catalogue Sent Upon Request

Johnson Automatic Sealer Co.
BATTLE CREEK, MICHIGAN

real benefit to a great territory in this country and for that reason alone, the government should be interested in seeing that macaroni manufacturers are kept in a prosperous condition.

Manufacturers Should Co-operate

If the association should decide to take this matter up, it should investigate and see if any department of the government has anything to offer that would be of benefit and the association should request every manufacturer of macaroni to state whether he is using a cost system or not; manufacturers should co-operate and answer promptly and give all the information possible. I see no reason why any factory that is at present using a cost system should not be willing to submit this cost system in detail. If a factory did not care to have its name known it could submit its cost system by using a number and it is more than likely that through the cost systems now in use that a cost system could be arrived at that would be a benefit to the industry as a whole.

Routine Work

The morning session, as was the convention custom, was opened with the reading of communications and applications, preliminary to the reading of the paper from the pen of Mr. Skinner, and the following addresses.

"Centralized Buying," was the topic assigned to W. M. Brownell, president Manufacturers Purchasing Corporation of New York. His paper, read by Secretary Donna, follows:

PAPER BY MR. BROWNELL

Notwithstanding that it was on April 1 your secretary notified me that your officers had placed me on your program for a paper on co-operative buying, I will endeavor to place before you some thoughts for your consideration. First allow me to say that while I have not had the pleasure of attending any of your previous conventions I have tried to keep in touch with the situation and from an outsider's viewpoint would say you have made some rapid strides during the past two years and more particularly the past year.

You can hardly pick up a government commercial report but what you read about some new co-operative buying organization. They are as popular in all foreign countries as the prohibitionists formerly were here.

There is nothing new about the first word of my subject, "Co-Operation"—it is used almost as much these days as the Liberty Loan but when you add buying to this you have something which only partially exists in your industry.

With your permission I suggest that we call my subject "Centralized Buying" for the word "co-operation" has been worked overtime.

There are so many advantages to the individual buyer through centralized buying that I will not attempt to recite them, but, as my first illustration I will take all material that is bought on contract, protected against seller's decline. A centralized purchasing organization buying daily knows when there is a decline, for by buying in large quantities it gets the lowest price and is, therefore, in a position to see that customers who have contracts placed through them get protection against decline.

How is the firm who buys individually to know that they are getting protection against decline unless the seller voluntarily reduces the price and, as a buyer, you know this seldom has happened to you, yet the markets are advancing and declining right along.

QUANTITY MEANS LOWER PRICES

Further by buying through a central office it often happens that you can increase or decrease your contract at the original price even though the market has advanced for, where you under buy, some other member will over buy, and they balance off, thereby giving you advantage of an additional quantity at the old price and relieving some member who over bought.

It occurred to me that I might make a point here that possibly some of you have overlooked and it will be well to remember this. It is the big sellers and the big buyers that more or less make the market therefore, when purchasing raw material, buy from the smaller concerns providing quality and prices are equal, thereby keeping the big concerns as sellers as much

of the time as you can. This directly affects the market and has a tendency to lower it. I consider one of the greatest advantages of centralized buying is standardization of raw material and equipment. I have seen this put into actual practice and can speak from past experience.

BENEFICIAL TO BISCUIT BAKERS

While secretary and manager of the Biscuit Bakers association, I got the members interested in adopting standard size cartons. First, I got a complete list of all sizes used by all members and found there were 197 different sizes being used. A committee was then appointed to recommend at the next convention standard sizes, this committee recommended only 24 sizes; they were adopted and each individual member was asked to agree not to buy any more cartons or labels for such cartons except the 24 sizes adopted. The secretary was appointed as chairman of the committee to follow this up closely and see that all members fulfill their promise. It was fully accomplished thereby saving many thousands of dollars annually, not only to the biscuit bakers but the vendors of the cartons, wrappers, labels, shipping containers and waxed liners, for by standardizing the cartons they also standardized these items as well. This not only enabled the sellers to quote lower prices, but it meant carrying smaller stocks, immediate shipments, less money tied up and it also allowed the carton makers and the waxed paper manufacturers to contract for their raw stock in standard sizes or big runs thereby saving at this end.

DRIED EGGS REQUISITES

Eggs are an item which many of you use, yet I venture the opinion that there are few of you who are using the same grade. If you bought through a central office who knew that their criticisms would be taken in the proper spirit some of you would be using better quality and making a product that would be in demand at a profit to the manufacturer.

A centralized buying organization, to succeed, has to be honest with its members and customers and, if honest, can save thousands of dollars annually to an industry of your size. The success of a centralized buying organization cannot be achieved by the efforts of one individual, nor a few individuals, but only through the combined efforts of its members.

You are aware of the government's enforcement of the laws on imported eggs. These regulations prohibit the importation of foreign albumen, yolk and whole egg which show any trace of zinc or boric acid whatsoever, to pass it must be pure egg containing no preservative or anything foreign to real egg.

As a good portion of albumen contains a greater percentage of zinc than the law prescribes its entry into this country is being denied, thereby causing the market to advance to prices almost unheard of.

Under the present regulations no Chinese or foreign granular yolk or whole egg is permitted as it all runs too high in zinc content; this accounts for the present high prices of imported dried eggs.

UNIFORM GOODS—UNIFORM PROFITS

I do not know how some of you look upon this situation but it is one of the best things that has ever happened to the noodle manufacturers for it will have a tendency to make for uniform goods of better quality and that means increased consumption of the same.

I was discussing the quality of biscuits one day with a successful baker who made high grade goods and the products of one of his competitors came up and I explained how I had tried to get this manufacturer to buy better material and make better goods and he said: "Let him sleep, if he produced better goods he would be a competitor." This only illustrates how shortsighted even some of the most successful manufacturers are. I told this baker that every pound of inferior goods his competitor sold lessened his chances of doing business; that inferior quality killed not only the sale of his competitor's product, but of all other manufacturers of that particular product as well. He realized that he too had been asleep and he then took the broader view of it.

The manufacturer who doesn't make goods that he can be proud of is never going to be a real competitor of anyone; and the manufacturer who thinks his products cannot be improved upon is like the man who doesn't advertise because everybody knows his products.

BUYING PLAN SUBMITTED

Your secretary suggested that I recommend to you some sort of a plan on centralized buying but I find this a rather delicate matter to handle in view of the fact that I am president of a co-operative centralized buying organization. If my acquaintance among you was such that I could talk to you frankly I would not hesitate to go into this thoroughly, but, for fear that some might misunderstand me, I would suggest that your president appoint a committee, or you elect a committee, to take up this proposition and I will meet with them at any time and place you select.

I do not know how enthusiastic or optimistic some of you may be on this subject, but, I want to go on record as saying that none of you feel as optimistic as I do about it, and I am speaking from a standpoint of one who has seen its workings.

I have given your secretary in writing a brief plan which may cover some of the points that your officers had in mind. In closing allow me to make this little suggestion. Many of you will leave this convention feeling that you have not done what you should in the interest of your association, therefore when you get home sit down at your desk, dictate your resolutions to your stenographer, have them written on a good strong sheet of paper that will stand wear and tear, place it on your desk and let it remain there until you can look it square in the face and say to yourself: "I have done more than I had intended."

THE WRITTEN STATEMENT

For your information will say that our organization, the Manufacturers Purchasing Corporation, is a purely co-operative institution, organized for protection of manufacturers in the various industries which we cover, viz. macaroni, baking, ice cream, candy, etc. We act as centralized buyers, carry no stocks, do no billing, but are buyers in every sense of the word.

We charge the sellers a minimum brokerage for placing our business with them, and all orders that we place carry a brokerage. We return to our members on the first of November, each year, 50 percent of the net brokerage earned on their individual purchases. Last year some of our members received checks for nearly \$700. In becoming a member you do not obligate yourself in any way whatsoever but, to the contrary, this membership certificate is a guarantee to return on Nov. 1 annually 50 percent of the net brokerage earned on your individual purchases. A perpetual membership is \$10 and there are no annual dues or assessments of any kind. Ten dollars is all you are ever obliged to pay.

I have always been a strong believer in trade associations and fully realize that associations must have full support of its members and the trade as well, to be successful. I am firmly convinced that if everyone does his best toward your association at this particular time great benefits can be accomplished for all, so our proposition to your officers and members is this: Effective immediately, we will turn over to your association all membership fees that we receive from any person, firm or corporation engaged in the macaroni or egg noodle business between now and July 1, 1920.

With the co-operation of your association I believe we can obtain a number of members and an arrangement of this kind will prove much to the advantage of your members.

"Membership" was the subject on the program for an address by Ben Heustis of Harbor Beach, Mich. He talked as follows:

How It Happened

I desire to say, before starting in upon this weighty address, that I believe this association is to be congratulated upon its secretary; he did not write to inquire whether I would prepare an address, or as to my particular choice as to subject in case I was willing to make an address before you, but he advised me of my subject, gave me the hour upon which I was to appear, and then published the fact in our journal. This is the only reason I am standing before you to address you upon the subject of membership; you are the greater sufferers.

Membership Defined

Membership, the late Mr. Webster defined as "The state of being a member; the collective body of members, as of a society."

Membership may be divided into three general classes, active, passive and dead.

In this association I trust and firmly believe are no "dead ones," but we have the others: active and passive. "Active," Mr. Webster informs us means "Having the power or quality of acting; of communicating action or motion; opposed to passive." "Passive," not active but acted upon; receiving impressions without either active sympathy or resistance; inactive; inert; quiescent; unresisting; unopposing, "Dead," deprived of life; opposed to life and living; to lose life or force; inanimate.

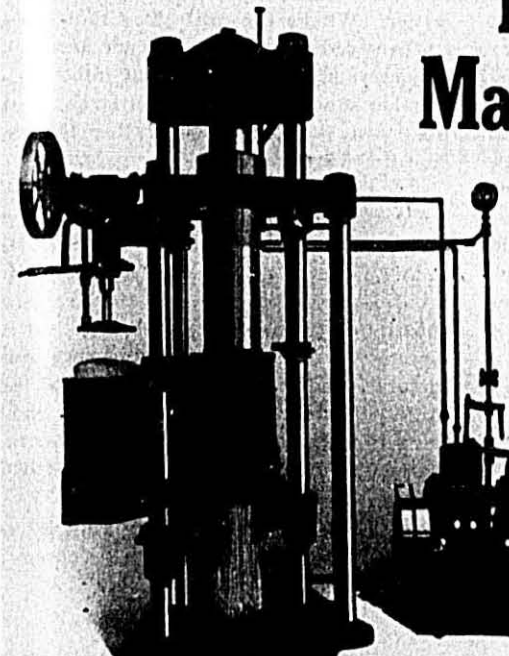
No "Dead Ones"

Having no real "dead ones" in this association we are left with the two classes active and passive. How to increase the former at the expense of the latter is I presume your

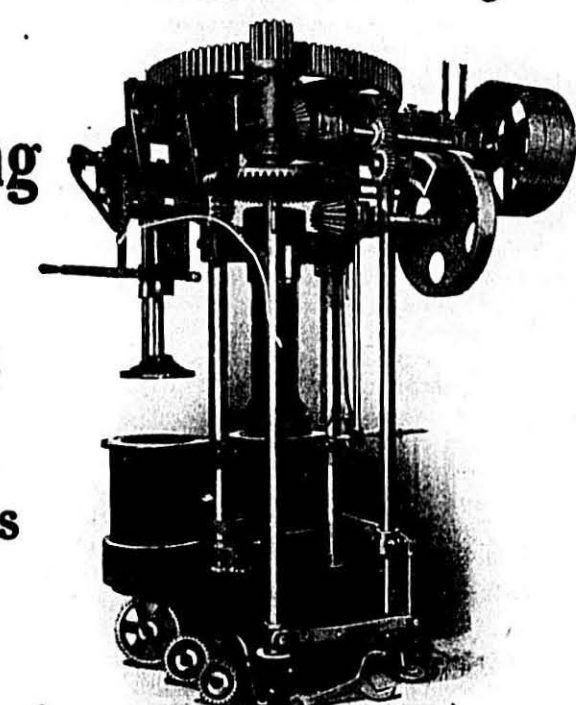
Walton Macaroni Machinery

Minimizes Manufacturing Expense

Our line of
Presses,
Kneaders
and
Mixers



STYLE K HYDRAULIC PRESS



STYLE F SCREW PRESS

is the result of years of specialization in this class of machinery. Every model is built to insure long life and efficiency.

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

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

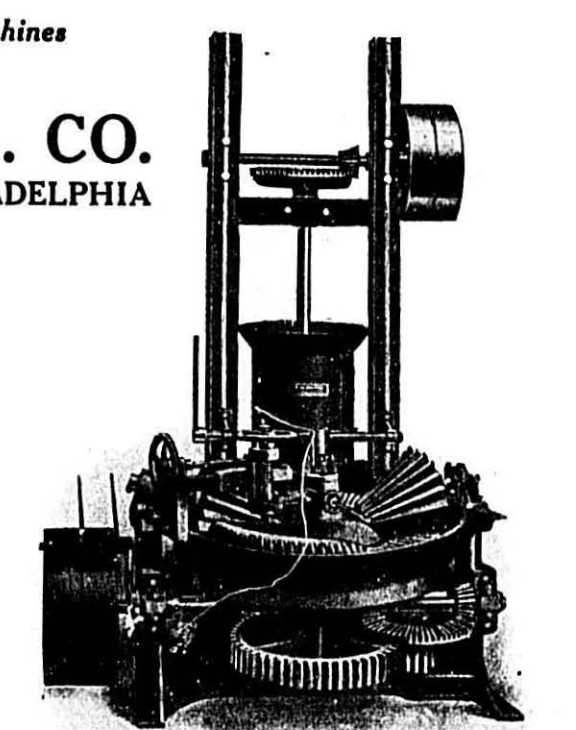
Write for catalog, stating the line of machines in which you are interested.

P. M. WALTON MFG. CO.

1019-29 Germantown Ave. - PHILADELPHIA



STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOW

retary's problem, which he has passed on to me for help in solution. I wish I could tell him—and you, how to make transfer of all the passive element in our association, to rank of active. It's a man's size job but it can be done; the material is at hand ready for use, and all that is necessary to produce results is to develop and encourage incentive among our membership now paying annual dues, for greater interest and active participation in affairs which are of moment to each and every one of us.

In every organization, no matter how large or how small, will be found members who are willing to do the work, and members who are very willing to have John or Jim do it. This is not membership in its truest and best sense, and it retards strong growth. Every single member of this association should be expected and required to furnish every year that he remains a member something of value to his fellow members. We all have ideas, some good, some not so good, but we can never obtain benefit from the good, or get relief from the not so good, as quickly by keeping to ourselves in a "close corporation," as we could by interchange of ideas among others in our business.

Membership Means Friendship

We come together every year, meet each other, find we have many interests in common, and make firm friendships which we promise ourselves are going to be more fully developed. Then we go home, forget all about it and try to scheme out some dope to beat our competitors while he gets up a little earlier in the morning and beats us to it.

We are all interested in making good macaroni and in getting a living profit in disposing of it. Why can we not agree upon a policy which will put us all upon a firm foundation of success?

There are of course different customs in different territories; one manufacturer thinks he must put out a package to retail for a nickel, no matter what the ingredients for making the goods costs him. There never was an inefficient custom in vogue which could not have been changed for the better; there is no reason for inefficiency now. Why should macaroni made from semolina, which is sold to us by the pound, be marketed by us in a five-cent package? If consumers were educated to the fact that in buying a five-cent package of macaroni they are paying practically as much for the carton, as they would be obliged to for double the quantity of food, we know, all of us, that they would prefer to buy food, rather than straw-board.

Uniform Weights

If members of this association would encourage packing macaroni in pounds and half pounds, it would result in great good, not only to the consumer, but to the manufacturer as well. If this were done by every manufacturer of this association, every manufacturer whom we want with us would be anxious to become affiliated with our organization and our membership would be thereby increased.

There is one suggestion, which if you will pardon me, I'd like to make; regarding the name of our association. I may be treading on dangerous ground, but remember I didn't

ask the privilege of talking to you, so I feel licensed to mention on my own account, a matter which I believe of moment.

The name, "The National Association of Macaroni and Noodle Manufacturers of America," is to my mind too unwieldy a name to hitch on to an association. It takes half a minute to pen-write it—at least it takes me that long—and our stenographers say it takes 20 seconds to turn out on a typewriter. What's the use? Macaroni is identified nowadays, in so far as our association is concerned, with all forms of edible pastes, whether short or long, small or large; so why the extra word "noodles" rather than spaghetti or Vermicelli?

Proposed Shorter Name

"Macaroni Manufacturers," "Macaroni Manufacturers Association," "American Macaroni Manufacturers" or "American Macaroni Manufacturers Association," are four substitutes upon which I'd like to ask our secretary to obtain the views of each manufacturer, and if he finds any one of them preferred to our present name, I'd be glad to see a change made in the name of this association, which I believe would be strictly in line of efficiency. I thank you.

"Flour Prices, Present and Future," was the topic handled by James C. Andrews of Minneapolis. He said:

JAMES C. ANDREWS' TALK

Your president has asked me to address you upon the subject, "Flour Prices—Present and Future." Now, why he should pick upon me to speak on the one subject that there is more uncertainty about than any other in connection with your business is more than I can understand, but I suppose having made some predictions in the past which have proved more

Charles Boldt Paper Mills

Mail us your specifications for Labels, Corrugated Fibre Shipping Cases. Also ask for a sample of our Strong Box made especially for the canning trade. Stronger than wood boxes. Weighs less and costs less.

CINCINNATI, OHIO

Frederick Penza & Co.



Special Constructors of
**COPPER and BRONZE
MOULDS**

For Macaroni and Fancy Pastes

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

REPAIRING OF ALL KINDS OF MOULDS
We Guarantee the Best Material and Workmanship.

YOU MUST HAVE IT

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

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

PATENTED PINS

OFFICE AND FACTORY
285 Myrtle Avenue, BROOKLYN, N. Y.

Cevasco, Cavagnaro & Ambrette, Inc.

DESIGNERS and BUILDERS

of

Modern Machinery for the Manufacture of Macaroni, Spaghetti, Noodles, Etc.

PRESSES

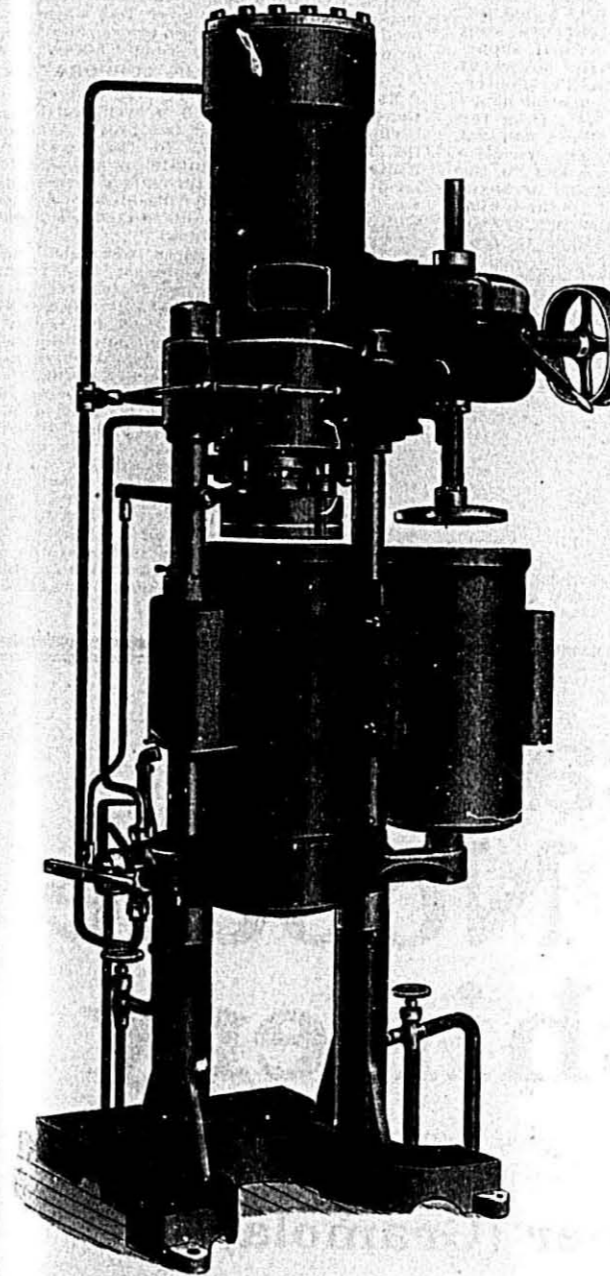
Hydraulic
Screw

Vertical
Horizontal

Kneaders
Mixers

Dough Brakes
Noodle Cutters

Mostaccioli Cutters



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

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

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

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

This illustration shows the machine equipped with belt driven packer, but we have since made a change in the same, and all our machines of this type are furnished with our independently controlled hydraulic packer. We construct this type of machine in two sizes, as follows:—13½ inch and 17 inch.

Main Office and Works:

156 Sixth Street,
BROOKLYN, N.Y., U. S. A.

Branch Shop:

180 Centre Street,
NEW YORK, N. Y., U. S. A.

or less accurate he considers I might be able to guess right once more, so with your permission I will go into the flour situation from the price standpoint so far as my knowledge allows.

Let us analyze the first part of the subject—present prices. In the Fall of 1918 with a minimum price on wheat fixed at \$2.23½ for No. 1 Amber Durum at Minneapolis and guaranteed by the government, we at once dropped from the extreme prices brought about by the tremendous foreign buying, due to war conditions, and went on to the government price basis. When the crop was finally harvested the government told us we had raised in wheat 917,000,000 bushels, an almost unprecedented quantity and there were those whose opinions were valuable who expressed belief that the United States would not be able to market such an enormous crop, due to unprecedented transportation conditions and to the fact that a much larger percentage of the wheat was ordered into human consumption than ever before.

You will all recall that we were then milling only the so-called 100 per cent product, substitutes of all kinds were flooding the market and we were being urged to continue the saving of wheat, notwithstanding the armistice had been signed and the war was practically over.

With this enormous wheat crop in hand and all these adverse conditions as to its consumption brought about most pessimistic views of the situation and were it not for the guaranteed minimum price there is no doubt that for a period of two or three months between the first of December and the first of March we would have seen a disastrous break in wheat prices. It is not known by the majority of people in the country as very few give any attention to the marketing of grain, and there was hardly a miller in the United States that did not feel he was on the verge of a dangerous situation, and this was also true of the large users of flour such as the bakers, jobbers and macaroni manufacturers. There resulted a stagnation in the milling business and it was then the wisdom of the Food Administration, in protecting the guaranteed price through means of the Grain Corporation, proved its real value, and they immediately opened their coffers for the purchase of wheat at the government price and absorbed every bushel of the surplus which came into all the markets of the country, paying the full government price for it, which involved the expenditure of over half a billion dollars. The Grain Corporation was incorporated for \$150,000,000 and they had to go out and borrow \$400,000,000 to take care of the wheat which was rushed into the market under these pes-

simistic conditions. Every elevator in the country was full of wheat, ocean transportation was almost impossible to obtain and the Grain Corporation had to carry this wheat and incidentally had to cancel some very large contracts with foreign governments while they were buried under this tremendous load, with agitation in all the newspapers of the country for lower bread prices, and were it not for their very able management and their knowledge of the actual world condition, they would perhaps have been forced into going into the open markets and selling this wheat at whatever price they could obtain, the government standing the loss.

LACK OF TRANSPORTATION

I had studied the situation very closely, had obtained all the information possible, and could not feel that this pessimistic sentiment was justified. In fact, you will recall, I urged through our company trade letters that buyers should not fear the situation, should keep themselves supplied with reasonable stocks, and that it would not be surprising if prices went higher instead of lower. There were many reasons why I should feel that way, the first being that although we had raised a large crop we went into the crop a month behind normal supply conditions. There being absolutely no wheat and practically no flour stocks in the country. The demand from the allied and neutral countries was unceasing and it was only from the lack of transportation that our wheat had not moved out of the country faster, and we were on the verge of opening up our wheat to the demands of the enemy countries and arrangements were even then being made for the taking over of their ships for the transport of our troops, in return for which we were to send them over food, largely wheat and flour. During this period restrictions had been removed from milling so that we could go onto the pre-war method of operation and this at once increased the quantity of wheat used to make a barrel of flour, being another reason for strengthening the price situation.

The transition from 100 per cent flour to high grade naturally caused a very light demand for flour, as every one had the idea they must use up their 100 per cent stocks first, so for a few weeks longer the milling business was at a very low ebb, but the consumption of flour was going on continuously and early in March every one in the country woke up to the fact that there was very little flour on hand. The milling business began to pick up and the underlying strength of the market began to show itself. The mills began to run heavier, the demand for wheat was greater and very little

wheat was coming into the markets, and almost over night the situation changed from wheat being a drag on the market to its being in greater demand than the supply and premium prices at once resulted. Even these premium prices did not give the millers what they wanted and about the middle of March the Grain Corporation announced that they would supply the mills with what wheat they needed up to reasonable amounts, and would do so at the government price plus the carrying charges to date of purchase by the mill. This helped to relieve the situation, but on the very first day that requisitions were accepted by the Grain Corporation, millions of bushels were demanded and from then on the price of wheat not only held to the government price plus the carrying charges, but went to a big premium point because of the fact that there was not enough coming into the market beside what the Grain Corporation was supplying to take care of the demand, and at one time it looked as if we were going to see wheat at \$300 per bushel and it did get mighty near that, but the Food Administration again stepped into the breach, prevented a demoralized bread condition, and by means of their power over the wheat and its products prevented higher prices, and have now brought wheat down to a more normal basis.

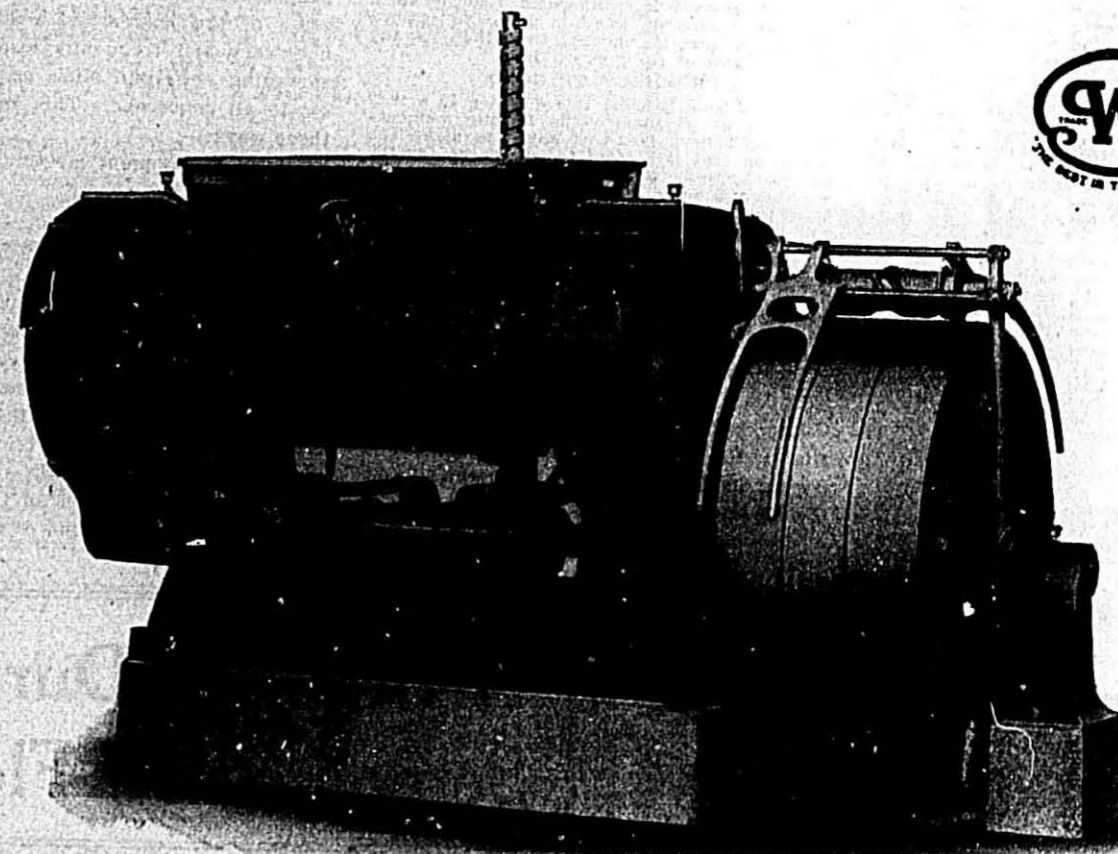
VALUE OF GRAIN CORPORATION

This is perhaps dry reading but it contains some information which is well worth remembering, and above all it has proved the value of the Grain Corporation to the people of the United States in maintaining an almost even level of wheat prices throughout a period when we would have had disastrous fluctuations which would have meant tremendous losses to every one in the business.

Now, as to future prices, what shall we say? If you asked me I should say that I am very glad the government has again given a guaranteed minimum, and that the Grain Corporation, after winding up its affairs ending June 30 will again start in on the new crop and will conduct the wheat business no doubt in as wise a manner as it was conducted during the last year. I would say that the prospects are for a general stability of prices because in the first place, although we have another tremendous wheat crop in the making, we are going into the new crop with practically no carry-over which has proved conclusively that we can market 900,000,000 bushels of wheat in the United States and do it without loss to any one. The new Grain Corporation will have a capital of \$500,000,000 and back of it a guaranty of one billion dollars by the United States government to protect the Grain Corporation against any

One of the most Vital Points

in your manufacturing process is the *mixing* operation. Your sales depend on the *quality* of your product and the *quality* of your product again depends to a very large extent on the kind of *Mixing Machine* you are using.



"Universal" Kneading and Mixing Machines are exclusively used by the *leaders* in the Macaroni Industry, and—as for most anything—*there's a reason.*

You will find "*the reason why*" in our new catalog containing detailed description and illustrations of W. & P. Macaroni and Noodle Machinery

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Macaroni and Noodle Machinery

is guaranteed in every way, and the East Iron and Machine Company stands back of every piece—ready to make good the guarantee of Quality and Service.

The EIMCO Kneader (Gramola)

Possesses several big new features which can be had only on our machine.

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EIMCO Service is a feature that you cannot afford to overlook. Our Engineering Staff is ready at all times to submit plans for a complete plant, drying system, or any machine that you might have in mind.

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WRITE FOR CATALOG.

The East Iron & Machine Co., Lima, O., U. S. A.

loss in wheat which they may suffer from having to sell their wheat at a price below the government minimum, which as you know is the same as last year.

We now have an organization to handle our wheat that has been tried and not found wanting and their experience has made it all the more positive that the handling of the new wheat crop will be done even better than the last, and you will find it will be their policy, now that transportation conditions are so much more favorable than last year, to move as much of this wheat crop during the first six months as they possibly can. Perhaps you may think this would have a tendency to make weaker prices but on the contrary it seems to me it would have a tendency to hold prices and I believe we will not see wheat selling below the government price early on the crop. I believe, on the contrary, due to the fact that we are now in the transition period from old crop to new and buying is very light all over the country, that we will start the new crop with a heavy demand for flour and that the Grain Corporation will not be forced to buy any wheat during the first part of the movement, as the demand from the mills and from the foreign governments will consume all the wheat coming into the market, and I should not be surprised if it does so at a premium price instead of the flat government figure. A little later when the wheat supplies begin to get heavier and there is more wheat coming into the market than consumers can absorb, the Grain Corporation stands ready to take every bushel of that surplus, just as they did last year, and they have better facilities and more experience to back them up in handling it, so why should we fear that prices will even then go below the government figure any more than they did last year.

Much as I dislike to predict the future course of prices, I somehow feel as if it is a fairly safe prediction to state that for the first six months of the new crop you are not going to buy raw material at any lower price than based on the government cost of wheat will produce, notwithstanding the fact that the government reports indicate that on May 1st, if 100 per cent conditions continued from then on, the winter wheat crop would be 899,915,000 bushels or 441,000,000 more than the year previous. The June report is not yet in our hands but by the time this paper is presented to you we will no doubt have the forecast as of that date and it probably will show some decline. Nevertheless, everything points to the biggest wheat crop ever raised in this country, and what effect this tremendous wheat crop will have

upon the price of flour the latter part of the crop is almost impossible to estimate. We have, however, to keep in mind that we are going into the new crop without much carry-over, that we actually raised over 900,000,000 bushels and have marketed all of it, and we should for safety go into the next year's crop with a reasonable carry-over. It is not reasonable to suppose that we can continue year after year having the wonderful wheat crops and if we should have a short crop a wheat famine would follow were it not for a liberal carry-over from the year previous. We should therefore figure that the United States food administration will no doubt, through the Grain Corporation, demand that a reasonable carry-over be laid aside and not allow all the wheat to move out of the country, and if this is done I believe it will be handled in such a way as to keep this carry-over or surplus wheat from being a drag on the market when the Grain Corporation ceases to function, and it will not be at all surprising if the foreign demand will be so great—Mr. Hoover predicting the European markets will require 700,000,000 bushels outside of their own production—that we may at no time during the crop see flour prices below the government basis. As to making any predictions along that line, it would require much more knowledge of what is going to happen during the next six months than there is any way of telling at the present time.

PROPHCY OF GOOD

I hope I have handled this question in a way that will be of some value to our membership, and believe I can at any rate make one prediction that is certain to come true for the next year, namely that the macaroni and noodle business will be on a bigger, broader, safer and more profitable basis than ever before, which will be due in no small measure to the fine spirit of co-operation and exchange of ideas brought out through the troubled times of the war, and which I hope will continue until the Macaroni and Noodle Manufacturers association becomes a powerful organization for the good of its members and the consuming public.

Secretary M. J. Donna read a paper on "The New Macaroni Journal," as follows:

Man was not made to live apart in this world. His very nature tends to make him companionable and prompts him to seek the society of other like beings. Thus those of like natures are instinctively drawn to-

gether and respond quickly and naturally to all acts, mutual and harmonious.

As is the nature of man himself, so is the inclination of the business interests established by him. His sociability and willingness to help those of like interests prompts him to seek some kind of an understanding with his co-worker, and this lays the foundation for an association of friendliness and good will that will stand them all in good stead. Thus is established all organizations among business interests and this is the history of the founding of the National Association of Macaroni and Noodle Manufacturers of America.

Medium of Thought Expression

No sooner are groups of similar interest formed than there immediately devolves upon some of the leaders or head officers the necessary and frequently exacting task of spreading news and other matters of interest to all concerned. This can be done in three ways:—

1st.—By frequent meetings of the associates.

2nd.—By circulars.

3rd.—By the publication of an official news medium.

All plans will or have been tried in the natural order and from what I can learn this Association this has been true in history. Frequent gatherings were found inexpedient because the macaroni interests were so badly scattered territorially as to make it impractical. Circular letters accomplished great good for the Association but the limit to this kind of thought-ex-

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ALIMENTARY MACARONI AND PASTES

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A Fancy Macaroni Flour

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

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"BAY STATE" Durum Wheat SEMOLINA

is superior for Macaroni, Vermicelli, and Spaghetti. Coarse, Medium or Fine Granulation. Wire for samples and prices.

BAY STATE MILLING CO.

Hard Spring Wheat Flour
Rye, Durum Wheat and Corn Products
WINONA, MINN.

Daily Capacity 6000 Barrels

sion was reached long before the needs of the Association were satisfied.

Thus we reach the third and final stage in the development of this important plan of passing around to each the opinions and the ideas of the others.

The National Association of Macaroni Manufacturers reached this point several years ago, but it was not till the past month that it realized its great ambition to be represented officially by a publication under its immediate supervision and devoted entirely to the welfare of the Association to the interest of its individual members and to its allied concerns.

War Time Jar Beneficial

We have passed through the serious war time period with a record of splendid service to our country and to each other and it may well be a matter of personal pride to each officer and member to know that we have been repeatedly commended by the Food Administration for our collective and unstinted response, due entirely to our splendid organization. Great sacrifices have been made, many of us have been jarred out of the ruts into which we had fallen and to which we were accustomed through years of contented endeavors, and it is to be hoped that this jarring will have served to the end that we are now better prepared to fight for our common cause, the advancement of our industry. The experiences we have just gone through should give us an answer to the many perplexing problems that have long confronted the individual and the Association, and answering these rightly should prove a proper solution of the new problems of reconstruction now facing us.

Inventory Needed

This is where organization comes in again and its importance cannot be over-estimated or emphasized too strongly for the reason that the united, combined and harmonious energy of all is necessary to avert the disaster that is bound to overtake the individual and through him this very Association, if that energy is misdirected.

Study your business more closely and guard well our good reputation for we are now looked upon as a public institution rather than a lot of individual units working at cross purposes. Take an inventory of your assets and liabilities as a mutual association so as to be better able to map out a course for the future that will steer us clear of the rocks that threaten our very existence.

Success Depends on Its Sponsors

For the purpose of aiding in this great work of reconstruction and with the prime object of extending mutual aid to each other, President James T. Williams, after months of serious consideration of the various angles of the problem, succeeded in launching the official publication of the Association, known as THE NEW MACARONI JOURNAL. Its aims are so well expressed in the first editorial that repetition is unnecessary. Of the need for such a paper you are the very best judges. Of its success you are its sponsors. The manner of treatment it receives at your hands will shape its destinies and decide to what degree its aims will be attained.

Much credit for the successful launching is due the flour and other allied interests, who appreciating the great good to be accomplished by the paper, both for themselves and for the macaroni manufacturers, subscribed liberally and willingly for the large amount of advertising necessary to insure its success. There is also considerable credit due to the founder of the old Journal, Fred Becker of Cleveland, who early realized the need of some kind of medium for exchange of thought and ideas among the members of this industry and for years published at an apparent loss, his little publication that did so much good in the past, but which has not kept step with the growth of the Association that it planned to foster. Then ALL HAIL TO THE NEW MACARONI JOURNAL.

THURSDAY AFTERNOON

Election of Officers

Final perfunctory business details ended the session, including election of officers. Final choice of a convention city for 1920 was left to the executive board, Buffalo prominent as a favored place.

Sidelights on the Convention

The St. Louis Macaroni Manufacturers aided and abetted by their gracious Ladies' Reception Committee surely made good the reputation that the Southerners have for true hospitality. They were recipients of many complimentary comments because of the feeling of sociality they surely established among all those in attendance by

The annual base ball contest between the government—protected and acknowledged "Robbers" representing the flour men and their year-around victims, the "Dociles", who rather weakly stood for the macaroni manufacturers, was a real six-act farce.

The game can be summed up by merely announcing the score "Robbers" 66 "Innocents" 48. The advantage attained by the flourmen was due to their happy faculty of going no further than second base and cutting quickly across the diamond for the home plate.

President Williams was easily the "shining light" of the game, his bald head reflecting brilliantly the setting sun while vigorously fighting the many balls hit into left field.

Vice President Savarese, famous booster for the New York Giants, had a perfect batting average in the water wagon gallery at Riverview park.

Miss Judice, genial "Boss" of the Viviano & Bros. Macaroni Co. of St. Louis, was the real "Fan" of the game, fanning the smoldering flames in the almost forgotten cardiac regions of some of the players and spectators.

The real, true-to-life Beau Brummel of the convention was none other than our good friend and former Association President Wm. A. Tharlinger of Milwaukee. His services were continually in demand and he responded nobly to all calls.

The defeat of the "Innocents" is attributed greatly to the wonderful work of

"Midget" Yerxa, who ran bases like a wild man, four average steps from plate to plate.

Talking about plates, recalls the fact that several of the manufacturers and flourmen who loudly proclaimed that they were on a diet through physicians' orders, surely obeyed instructions by going "from plate to plate" at all the delicious luncheons and most palatable dinners served by our St. Louis friends. The writer will be on a diet of this kind at the next convention having profited by what he saw at St. Louis.

Hy. Rossi, slab artist for the macaroni manufacturers, struck our 23 millers, a record in the annals of the yearly struggle for supremacy.

H. W. Files of the flour men, whose reputation for veracity is based on the fact that his name, Howard, is so much unlike that of George Washington, truthfully admitted that victory was due solely to the fact that "we outcounted them."

The only regrettable part of the contest was the inability of Jim Andrews to serve as umpire as scheduled owing to the fact that the famous "Crawler" between Minneapolis and St. Louis attempted to take a short cut to the convention city, left the blazed trail and went bounding over terra firma somewhere in Iowa and landed Friend Jim in the convention city just 9 hours late, much to the discomfiture of the reception committee self-elected and self-selected, to wait his triumphal entry into the city.

The Rossi-Viglaume-Rossi combine at Scardl's were neatly "buncoed" during the cabaret. A joke planned on some of the pompous officers of the organization was reversed and the schemers were in turn buncoed. The "wine-balm" offered to appease these loud-lamenting jokers, was consumed by "California" Rossi, who openly explained that this was badly needed to keep properly waxed his "Charlie Chaplin" hair-shute that he wears as a camouflage.

Jim was so fascinated with his beautiful dancing partner during the evening that he danced clear off the two-foot high dance platform without knowing it and then stoutly denied having done so when accused of this undignified act by "Papa" Foulds. He maintains that he was so impressed with the statement made by his beautiful and charming partner, that he was up-in-the-air most of the evening. She boldly stated that his flour excelled all other brands as a substitute for face-powder.

Post Meridian Marshall remained a passive spectator till nearing the zero hour when he cut loose so thoroughly and effectively that he passed all the contestants for honors like a derby winner passes a selling plater.

That story of the milk bottle nipped sprung by our genial president was the highlight of the talk-fest at Riverview, Poor babies!

Shane Bros. & Wilson, ever solicitous for the welfare of the macaroni men, thoughtfully presented a large fragrant bouquet to grace the president's table in the convention hall. The fragrance of the beautiful roses counteracted the "bunk" that was liberally scattered throughout the convention hall during the sessions.

Pure Amber Durum Wheat Flour

LINCOLN MILLS
Lincoln, Nebr.

The only mill south of Minneapolis milling durum wheat exclusively.

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

Now is a good time
to write.

A Box-Full of Real Service:

All board made to Downing specifications insures uniformity of quality which is the prime factor of Downing dependability.

The Downing Union of veterans are ready to analyze and prescribe to your needs—no delay—no experimenting. Another feature of Downing dependability.

Made under Downing supervision in our new modern factory with the latest and best equipment. Still another feature of Downing dependability.

And finally, made according to your own sizes and to suit your individual requirements.

Write us about a "Box-full of real Service."

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Gleanings From Government Reports

Australian Wheat Price Stable

According to statement by American Consul at Sidney, Australia, prospects are not favorable either to a large wheat production or to a decline in the present price of that grain even after the harvest. The statement follows: "The price of wheat is not likely to decline at present, as there is now a better prospect for reaching the world's markets with Australian wheat through the liberation of tonnage. Already the sale of 50,000 tons of wheat has been made to Norway, and the 1919 crop will be far below the 1918 crop, the failure being due to the severe drought in many of the wheat-growing districts. On account of the low price of wheat, \$1.04 per bushel, less carriage to the embarking port, and owing to the fact that a considerable area of wheat land will be converted into grazing pastures, the wheat yield is not likely to increase soon. The crop in 1918-19 was estimated at 70,000,000 as compared with 114,865,514 bushels in 1917-18, and 152,420,189 in 1916-17, and 179,065,703 in 1915-16. The recent drought in the wheat growing area is said to be the most severe for the past 30 years. So long as the army remains abroad there will be a good demand for clothing, boots, shoes, and various foodstuffs."

Grape Crop in Piedmont

Forecasts for the coming wine crop are most optimistic for this district, writes Vice Consul Dana C. Sycks, Turin. The Italian government has guaranteed ample supply of copper sulphate and has reduced the price to such an extent that its liberal use is assured against the diseases peculiar to this product. Thousands of demobilized soldiers returning to their homes will add to the better cultivation of the vines and add several million gallons to the output this year.

The present market prices of Piedmont wines are high and are increasing, as the supply is rapidly diminishing. Wines of this district are usually in great demand, owing to superior quality of the grapes, especially those near the hills of Monferrato. The present market prices range from 180 to 210 lire per hectoliter (\$1.12 to \$1.32 per gallon), but often go to \$1.48 for the best grades of table wines in flasks, such as Chianti. Barbara wines are bringing unusually high prices, ranging from 200 to 220 lire per hectoliter at the wine cellar. Moscato wines are selling for 220 and 250 lire per hectoliter. The quantity is limited, however, owing to small production during the war.

Two New Radio Stations

The navy department announces that the naval radio stations at Santo Domingo City, Dominican Republic, and Port au Prince, Haiti, were opened May 1 to commercial service for points in the United States via the naval radio station at Guantanamo, Cuba, and thence via cable from Guantanamo to

destination. The same routing will apply on traffic filed in the United States for delivery in the immediate vicinity of Port au Prince or Santo Domingo city.

The rates governing this traffic will be the usual cable rates between points in the United States and Guantanamo, plus \$0.20 per word between Guantanamo and Port au Prince or Santo Domingo city.

It is believed this service will be of great value to American business interests.

Retain Foreign Envelopes

Much time and trouble will be saved if more care is exercised by American firms in retaining the envelopes bringing foreign letters. Often there is information on the envelope that is essential in replying to the communication that it contains. This is particularly true of letters coming from little-known places when the name of the country does not appear on the letterhead. A Chicago firm recently enlisted the aid of the Chicago commercial agent office in locating Mohlissa and Zahleh. The postmarks on the envelopes would have shown that they came from the Bechuanaland Protectorate of Africa and from Syria, respectively, but the envelopes had been discarded. In other cases difficulty has been encountered in deciphering signatures of foreign letters, especially when the names of the firms are not printed on the letterheads. In a large majority of instances they are printed on the envelopes, together with the correct addresses, which are not always shown in the letters.

Slackers Return "Loaded"

Since January, according to custom house statistics, we have lost about 100,000 of our foreign born residents. They are said to be leaving our shores abundantly supplied with funds, each applicant for a passport having between \$1,000 and \$15,000 in his possession. About 60 per cent of those now leaving are said to be persons who fled here during the early days of the war to escape military service. They obtained work in our factories, mills, and mines and are returning with the savings of four years or thereabouts.

Resale Below Set Price

"Crop indications are that wheat will be traded in at the government fair price basis," says Wheat Director J. H. Barnes. "But, if not, any readjustment of price to protect flour consumers can most readily be made throughout the flour manufacturing facilities under proper safeguards. There will undoubtedly be a decreased spring wheat acreage, which promises less and less chance of our producing the very large exportable surplus of wheat popularly expected. It was also recognized at the conference that it was imperative that the resale price below the government fair price basis should be reflected to the bread consumer."

Reconstruct Cattle Industry

The American consul general at Genoa, Italy, has forwarded a report on measures under consideration to reconstruct the cattle industry in Italy, damaged seriously by war and by an epidemic of the foot-and-mouth disease.

The permanent committee of the Zootechnical Council recommended that regulations regarding slaughtering of calves be enforced more strictly in the dairying regions. In these localities farmers stopped feeding whole milk to calves, owing to high price received for the milk. The calves were slaughtered, 250,000 calves being killed clandestinely in 1917 alone. The regulations desired to be enforced prohibits slaughter of helper calves under 2½ years old, but permits killing of bull calves of any age. A similar regulation has produced good results in France since 1915.

According to the report the Cremonese Cooperative Federation of Dairies has offered 100,000 lira (\$19,300) for a cure or means to prevent the foot-and-mouth disease. The Zootechnical committee recommended that the price should be increased as much as possible by the ministry of agriculture, suggesting an initial fund of 200,000 lira (\$38,600) be set aside for the purpose.

Tomatoes and Cheese in Italy

According to a report from the American consul at Florence, Italy, tomato preserves exported from Parma, f.o.b., sold at \$0.32 to \$0.438 per pound; in barrels at \$0.324 per pound. Reggiano cheese exported from Reggio-Emilia, f.o.b. as follows: Vecchio (1916) \$0.403 per pound; year (1917), \$0.403 per pound.

Fixing Price of Flour in New Zealand

The department of agriculture of New Zealand has proposed to regulate the price of flour and reduce it from \$75.43 to \$73 per ton wholesale at the mills in the South Island in the interest of the bakers, who claim that there is little profit in selling bread at 12 cents for a 2-pound loaf, and that unless some reduction is made it will be necessary to increase the price to 12 cents for a pound loaf.

This action is resented to some extent by the millers and the wheat growers, who say it has a tendency to reduce both the price of wheat and the millers' profit; but it is said that Australian wheat can be imported at a price that will give a reasonable profit to the millers.

If this move is continued it is believed will greatly reduce production of wheat in that Dominion, since farmers can put their land to much more profitable use for raising stock.

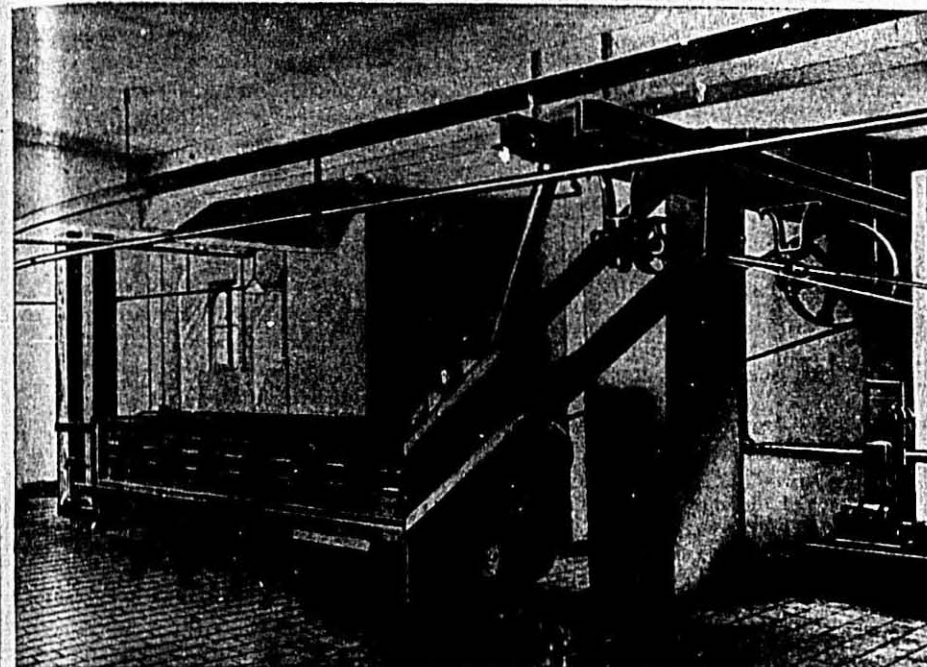
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The New Macaroni Journal

A Publication to Advance the American Macaroni Industry
Published Monthly by the National Association of Macaroni Manufacturers of America
Edited by the Secretary, 200 W. Edwards St. Springfield, Ill.

PUBLICATION COMMITTEE

JAMES T. WILLIAMS President
M. J. DONNA Secretary

SUBSCRIPTION RATES

United States and Canada . . \$1.50 per year
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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, 200 West Edwards street, Springfield, Ill., no later than Fifth Day of Month.

The NEW MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns. The publishers of the New Macaroni Journal reserve the right to reject any matter furnished either for the advertising or reading columns.

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Vol. 1 June 15, 1919 No. 2

Comments on Journal

The New Macaroni Journal which made its initial bow to the macaroni and noodle manufacturers of this country with its first issue on May 15 has evidently met with favor, judged from various comments made by the macaroni manufacturers and millers who are interested in its future. Here is what a few of them say:

Dwight K. Yerxa of Yerxa, Andrews and Thurston, Minneapolis—

"You have at this writing (May 19) all received the first issue of the New Macaroni Journal and we are sure you agree with us that it is a clean bright paper and we feel that the Industry and the Association should congratulate those who have had charge of the issue. We feel that if the paper is kept up to the standard of the first issue, its subsequent numbers will be anticipated with much interest."

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

"Have received and read with considerable interest your first issue of the New Macaroni Journal. From all indications it promises to be a positive success.

"Such a medium for the expression of current ideas and discussion of trade interests should be welcomed by the entire industry and heartily supported by every durum miller and macaroni manufacturer. Its pages are filled with authentic and reliable information.

"It is our sincere wish that each suc-

ceeding publication will reflect equal credit upon its editors and supporters. It is an example of honest and consistent effort on the part of those who have contributed and edited, and a most creditable affiliation to the industry at large."

F. O. Pfaffmann of Armour Grain Company, Chicago—

"The first issue was very interesting and I wish the Journal abundant success. Inclosing check for year's subscription."

Wm. A. Tharinger of Tharinger Macaroni Co., Milwaukee—

"Want to congratulate you on reading matter and other stuff in the Journal. Read every word therein from cover to cover. It was written up so interesting. I am sure that every one who got hold of this magazine will be very much pleased with it."

Henry D. Rossi of the P. Rossi and Sons, Braidwood, Ill.—

"First issue was a 'pippin' and apparently fills a long-felt want in the macaroni industry. It was interesting from beginning to end and contained much of interest to the macaroni trade. Continue along these same lines and success is assured."

By R. B. Brown, president of Foulds-Briggs Co., Cincinnati—

"I just want to tell you how much I have enjoyed the careful reading of the first issue of The New Macaroni Journal. I must say your Journal is full of good, interesting and enlightening reading and I feel sure that you will have no trouble in lining up the macaroni manufacturers solidly behind you, if you can keep up the quality of the paper."

By Salvatore Savarese of the Savarese Macaroni Co., Baltimore—

"Just received the first number of The New Macaroni Journal and desire to congratulate you very much for the vast improvement over the old Journal. If I can be of any assistance, kindly advise."

Prosperity Era Looms for U. S.

Milwaukee.—An era of prosperity in business and industry looms bright in the future for the United States, but it will be at least another year before wartime prices on the necessities of life begin to go down.

That sums up the opinion of J. Ogden Armour, Chicago, and Percy R. Rockefeller, New York, both of whom were in Milwaukee for the annual meeting of the board of di-

rectors of the Milwaukee road. Other out-town capitalists expressed similar views, of them were extremely optimistic on the business outlook.

"We cannot expect any relief from prices until this year's crops are harvested and sold," said Mr. Armour. "Prospects for a big wheat crop were never better, and when the next crop is moved prices ought begin to go down. We cannot expect much before next year some time. Railroad rates must be changed, for if the railroads do not prosper the country will not prosper. However fast they will work back towards normal depends upon the amount of food products to export to the war-ridden countries of Europe. In another year, though, I feel that things will begin to work towards the benefit of the consumer in this country."

Keep Fishin'

Hi Sommers was the durdest cuss
Fer ketchin' fish! He sure was great!
He never used to make no fuss

About the kind of pole er bait,
Er whether, neither—he'd just say,
"I got to ketch a mess today."

An' to'rds the crick you'd see him slide,
A-whistlin' soft an' walkin' wide,
I says one day to Hi, says I,

"How do you always ketch em, Hi?"
He give his bait another swishin'
An' chucklin', says, "I jest keep fishin'!"

—Anoa.

WANT ADVERTISEMENTS

Five cents per word each insertion.

WANTED—Correct address of EVERY Macaroni and Noodle Manufacturer in the country. Send same to M. J. Donna, Secretary, 200 W. Edwards St., Springfield, Ill.

Wanted—News Notes and contributions for New Macaroni Journal. Mail to Editor at Springfield, Ill.

Wanted—Every manufacturer to affiliate himself with the National Association of Macaroni and Noodle Manufacturers of America for his own and the Association's welfare.

Wanted—1000 subscribers for the New Macaroni Journal right away. Send subscription today.

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

SPECIAL WANT—Every Macaroni Manufacturer and Durum Wheat Miller to attend 1919 Convention of The National Association of Macaroni and Noodle Manufacturers of America to be held in Planters Hotel, St. Louis, Mo., June 10-12.

..... 19.....

Inclosed find \$1.50 for one year's subscription to The New Macaroni Journal.

Name

Address

The National Association of Macaroni and Noodle Manufacturers of America

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

What Are Its Objects?

To promote the best interests of the Macaroni and Noodle trade.

- 1st. By *Applying* science and improved practices of manufacture.
- 2nd. By *Meeting* annually to discuss trade matters and cultivate friendly relations and good fellowship.
- 3rd. By *Uniting* the members for the general good of the Industry.
- 4th. By *Assisting* manufacturers in securing skilled and experienced operatives.
- 5th. By *Advertising* our production as a Food Staple.

Who Are Eligible?

Regular Members.—Any individual or firm in the macaroni or noodle manufacturing business in America is eligible to Regular Membership.

Associate Members.—Any individual or firm conducting a line of business allied with macaroni and noodle manufacture, is eligible to Associate Membership.

What Are the Fees and Dues?

Joining Fee. . . \$10.00 Annual Dues. . . \$25.00.

IF INTERESTED SIGN AND MAIL THIS SLIP:

To M. J. Donna, Secretary
200 West Edwards St., Springfield, Ill.

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

Firm.....

Date..... Address.....

LABOR CONDITIONS AS IN MIDDLE WEST

Many Seek Employment at Higher Wages—Returned Soldiers Looking for Change in Work—Miners Working Only Part Time—Farm Help Needed Badly, Is Report.

Chicago—The labor situation today in the central West states is characterized by scattered strikes, some unrest over prevailing high prices, and continued unemployment in many cities, while the big grain producing states are calling for an army of men to garner the immense 1919 crop.

A somewhat similar situation obtains in central and western Canada, where returned soldiers are refusing farm work on the ground that they should till land only when it is for their personal use.

Despite this rather unsettled state of affairs, many districts report conditions as good as those prior to the war so far as unemployment is concerned; labor is represented as following a sane policy in enforcing wages commensurate with prevailing high prices, and both labor and industry generally predict steady improvement.

Miners Lack Work

There is perhaps greater unemployment among miners than in any single industry, according to reports gathered from authoritative sources by The Associated Press. In Ohio 12,000 coal miners have been idle since Jan. 1, because of "lack of market;" other thousands have been idle in Indiana and Iowa; in Illinois 70,000 miners work only two days a week, while 20,000 others are without work; most of Missouri's 40,000 unemployed are of the mining industry, and in Arkansas 2,500 coal miners are striking for higher wages.

In the copper and iron mining districts of Michigan there is little idleness, but mines are operating only three-quarters time because of market conditions.

Harvest Hands in Great Demand

On the other side of the scales, Kansas has sent out a cry for an army of 220,000 men to harvest the 11,000,000 acres of wheat, the largest wheat acreage ever planted by a single state. Harvest will start in southern counties about June 20; wages, according to E. E. Prizell, federal harvest labor agent, probably will approximate \$4.00 for labor and \$7.00 to \$8.00 for experienced harvest hands. Kentucky, Minnesota, the Dakotas, Iowa and Nebraska report a substantial shortage of farm workers. Nebraska is advertising in other states for laborers at from \$50 to \$75 a month, the state labor commissioner announced. Unemployment in other industries of these states is reported normal.

Labor and employment agencies agree that the farm labor shortage is due almost entirely to a disinclination on the part of returned soldiers to take up that work.

Leaving the Farms

The robust young warrior from Iowa or Nebraska, born and reared a farmer, has now tasted city life and hankers for smart clothes, a city haircut and a clerical job,

rather than a return to the stolid routine of the farm, labor representatives and employment officials say. Whether offers of high wages will alter this condition remains a question.

In Indiana, Illinois and Wisconsin labor officials contend that while wages are the highest ever paid in dollars and cents, they are also the smallest in purchasing power.

The spirit of unrest is due to disappointment of the workers who had "felt the war would bring better things for labor."

In Wisconsin, where unrest over high prices is manifest on the streets rather than in the shops, many factories are working fewer hours instead of laying off men. There are 2,500 men on strike in the state, according to labor officials.

Rapid improvement is reported in Ohio where the unemployment peak was reached in January with 152,000 men idle. The situation was aggravated by revocation of war contracts.

The situation in Oklahoma is reported good despite the 2,000 striking miners, and Texas reports there is just about a job for every man in the agricultural districts and oil fields.

Paper to Advance

Consumers have been coming into the market quite steadily for newsprint and other grades of paper during the past few days, and manufacturing centers report an expansion of business. Prices for commodities in this line seem to have become fairly well stabilized, mills declining to grant any concessions to secure orders. Reports are persistent that several large mills contemplate an advance in prices to keep their business consistent with the high price of raw materials. Prices have maintained a firm tendency. The export trade is sharing to a notable extent in the more creditable courses of operations, and some dealers are attaching particular importance to the export side of business.

Patents and Trade Marks

The following patents and trade-marks of interest to macaroni and noodle manufacturers have been granted to the inventors and users by the Patent Office at Washington, D. C. Full particulars may be obtained by addressing the Division of Patents. The list is:

Patent No. 1,285,615 on a Macaroni-Dryer patented by John V. Canepa and Primiano Caselena of Chicago.

Patent No. 1,286,028 on a cutting apparatus for macaroni to Martin E. Kraybill of Bolling Springs, Pa.

Patent No. 1,286,029 on a process for the manufacture of macaroni and noodles to Martin E. Kraybill, of Bolling Springs, Pa.

Patent No. 1,287,345 on an apparatus for handling macaroni to Martin E. Kraybill of Bolling Springs, Pa.

India Wheat Crop

The International Institute of Agriculture gives the official preliminary estimate of the wheat crop of India just harvested as 278,023,000 bushels, compared with 379,830,000 bushels in 1918 and 352,370,000, the annual average of the five years 1913-17. Crop conditions on May 1 were good in Ireland, average in Italy and Germany, mediocre in Alsace and Luxemburg and bad in Greece.

AMONG THE ADVERTISERS

Foreign Machinery Available

With the cessation of hostilities in Europe the firm of Buehler Bros. of Uzwil, Switzerland, is again in position to supply machinery and equipment to the American macaroni manufacturers and make prompt deliveries.

Buehler Bros. is one of the oldest concerns, if not the oldest, which specializes in machinery and complete installations for alimentary pastes.

The firm was founded in 1860 and employs 2,000 skilled mechanics and engineers. The headquarters are at Uzwil, where the works are situated, but the firm has branch offices all over the world.

Switzerland has been entirely surrounded by the warring countries during the war, but in spite of the great difficulties in obtaining raw material the demand for machinery from all corners of the globe has been so large that the shops were working full day and night.

In this country and Canada, Buehler Bros. are represented by A. W. Buhlmann, Engineer of New York.

Large Order Placed

A large manufacturer of macaroni from Chicago came in to see us last Monday morning, stayed a few hours, looked over our plant, and left for Chicago in the afternoon. In the few hours which he spent here, he gave us an order for equipment which will double the present output of his plant. It is "some" order, and shows what he thinks of the outlook.

He told us that up until the beginning of the great war, a trainload of macaroni was brought into Chicago each week—imported from Italy; but now, macaroni is being shipped from this country to Italy.

This means that this country is preparing to take care of itself in this line, and very likely more. Why not prepare now for the bigger business?

This is how the East Iron and Machine company of Lima, Ohio, views the future of the macaroni business as noted in its monthly paper, under the name of "Elmco News."

Eliminate Inflated Credits

Prices will be subject to temporary oscillations, but to bring about any broad and reaching adjustment affecting the relationship of all commodities to the unit of purchasing power, inflated credit conditions must be eliminated, and the business community must be placed upon practically footing in relation to credit and money which it is normally to occupy.—Federal Reserve Bank May Bulletin.

Argentine Corn Reaches New York

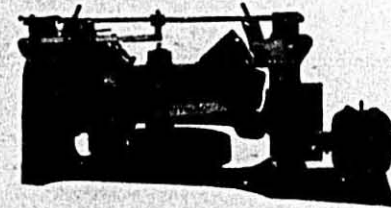
On May 10 and 12 three large shipments of corn for domestic use arrived at New York from Argentina. These consignments amounted to 653,454 bushels (277,599 metric tons containing 36,593,400 pounds).

Established 1861

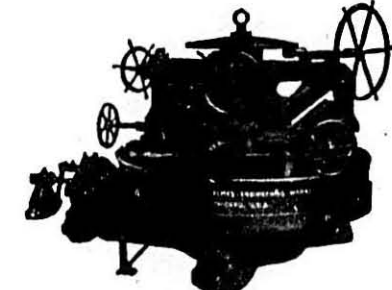
ELMES CHICAGO

Incorporated 1895

Builders of Macaroni, Spaghetti and Paste Goods Machinery



Motor Driven Dough Kneader No. 1486



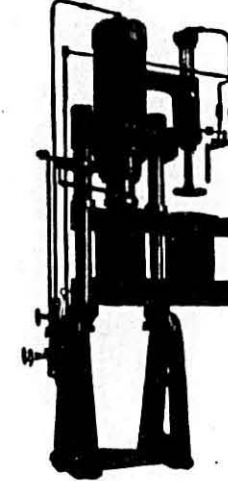
Motor Driven Dough Kneader No. 1382

We build, erect and design complete plants for the manufacture of macaroni, spaghetti, and other paste goods. We incorporate in our designs the most advanced methods, which have proven very substantial and durable under test. We are also prepared to furnish expert superintendency, and can supply men thoroughly trained in the operation of such plants.



Three Plunger Vertical Pump No. 549

High Grade Machinery Only



Hydraulic Macaroni Press No. 1110

Greater Output With Less Maintenance

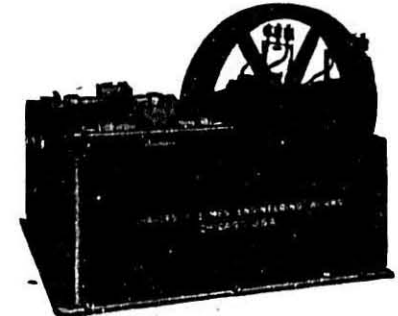


Inverted Tank Weighted Acc. No. 1232



Horizontal Dough Mixer No. 1487

Horizontal Short Cut Presses



Four Plunger Horizontal Pump No. 9

Investigate Our Record Run For Quality and Quantity. Builders of Hydraulic Machinery For Over 60 Years.

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PILLSBURY'S

Durum Products



Make Your Macaroni Please the Chef

Spaghetti and Macaroni which the most exacting Chef pronounces just right is made with Pillsbury Durum Products. With these clean, strong, high quality Durum Semolinas and Durum Fancy Patent you are sure of unspecked, golden yellow, flavory Macaroni Products. Use them and cut down your breakage losses.



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Minneapolis, Minn.

Our Four Big Sellers

Durum Semolina Special
Durum Semolina No. 2—Medium

Durum Semolina No. 3—Fine
Durum Fancy Patent Flour