

**THE NEW
MACARONI
JOURNAL**

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July 15, 1919

The New
Macaroni Journal

Minneapolis, Minn.

July 15, 1919



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

An Invitation

Listen, Readers, this is a real invitation.

WE WANT TO HEAR FROM YOU.

We want you to sit down after you read this issue of *The New Macaroni Journal* and tell us frankly what you think of it and of us.

No, no, it isn't going to be a bit of trouble for you, either.

Dog-gone the luck, don't we devote a lot of time chatting with you?

Well, cut loose some of that stuff for us.

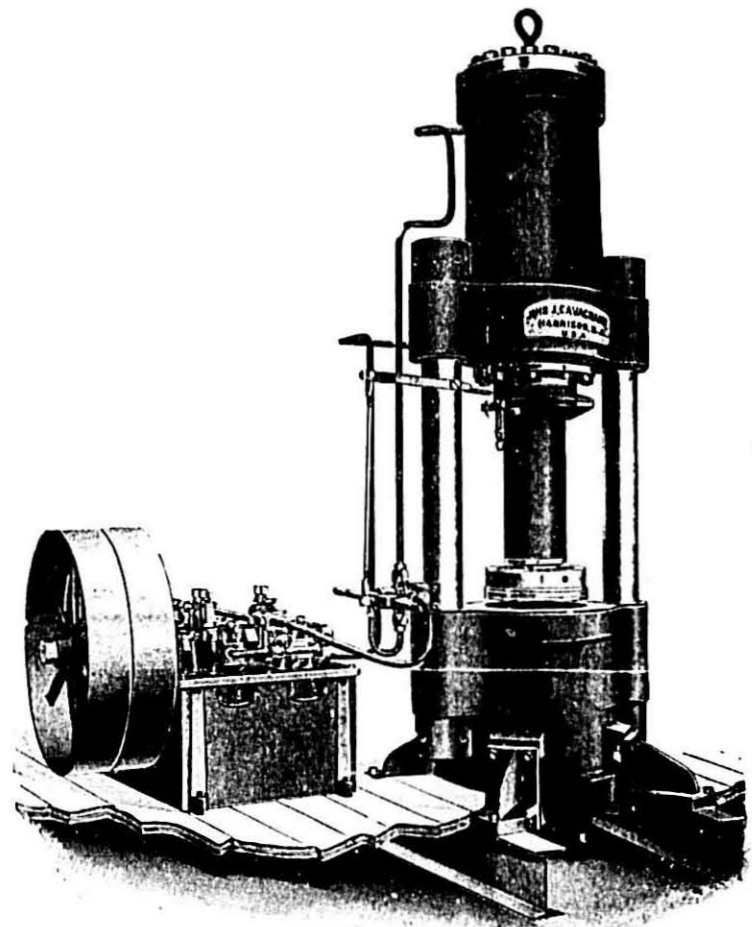
We don't expect you to write anything special, if it isn't in you!

We do expect to have you write something—anything that happens to be on your mind. **AT THIS VERY MINUTE.**

DIG IN, YOU!

WE DARE YOU.

WE DOUBLE DARE YOU.



John J. Cavagnaro

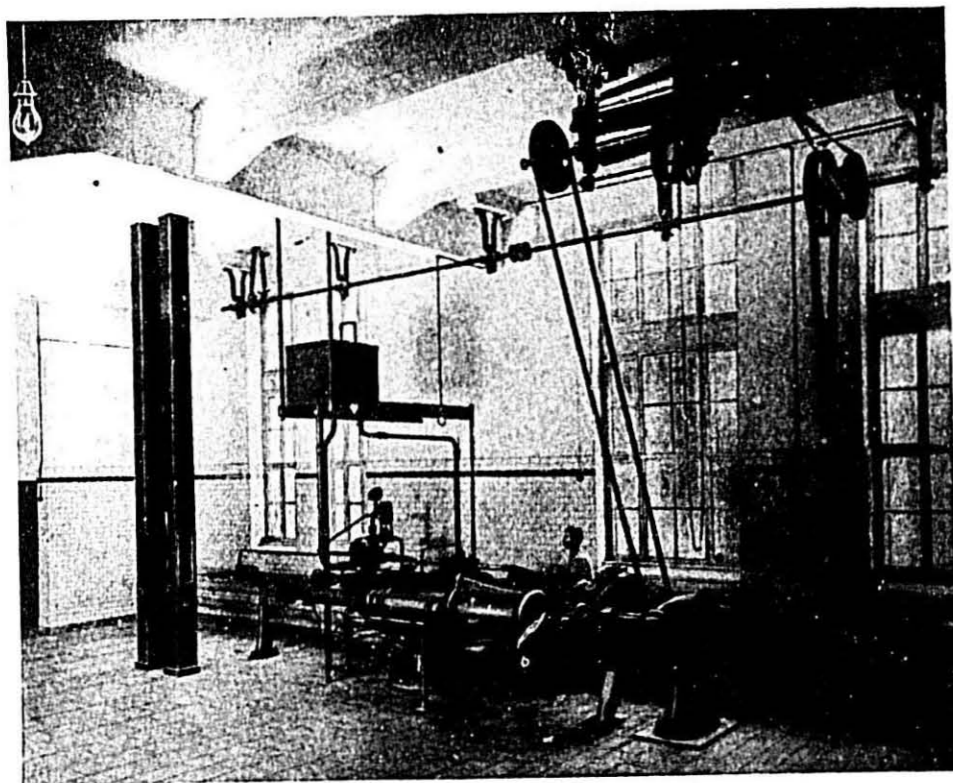
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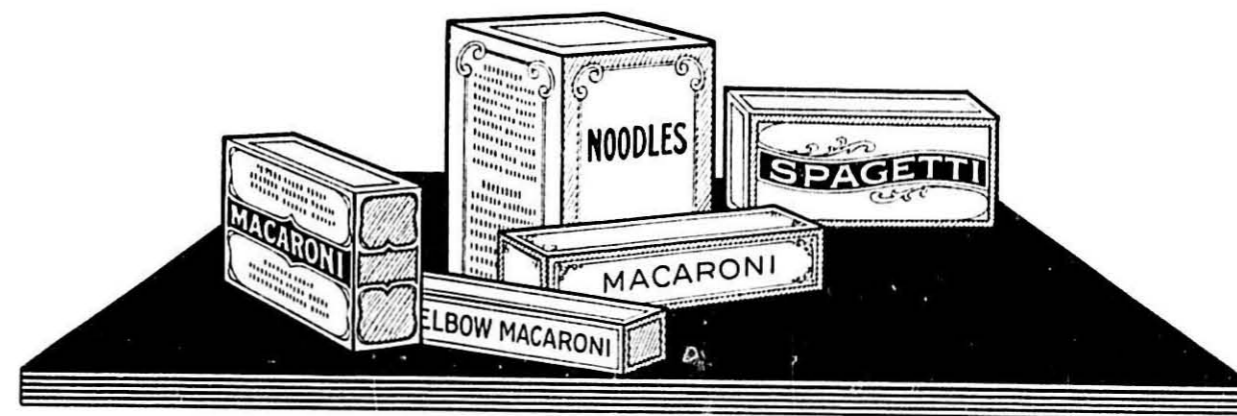
TITELOX BRAND PAPER GOODS

TITELOX BRAND

FOLDING PAPER BOXES

ARE KNOWN AND RECOGNIZED THROUGHOUT
THE TRADE FOR

QUALITY

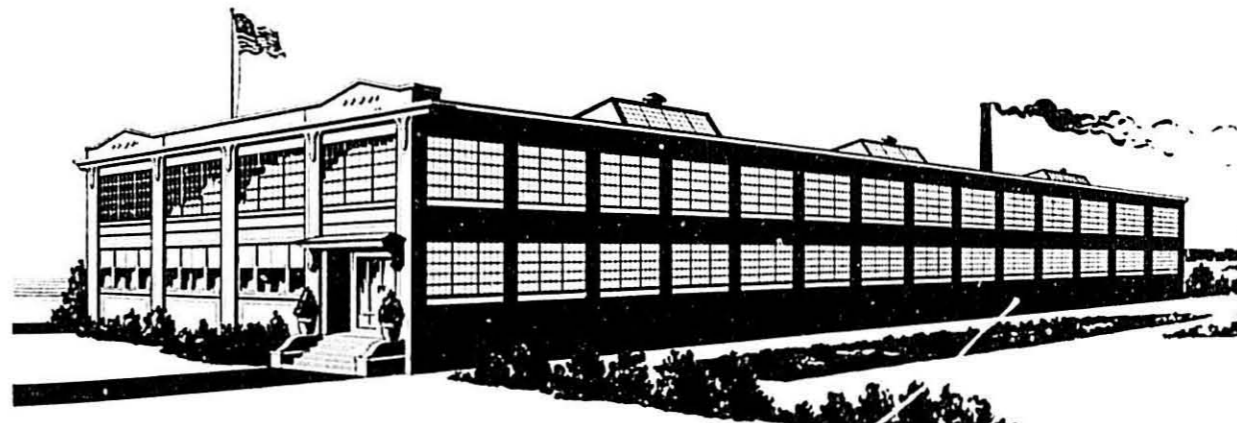


The best and cheapest advertising a manufacturer can get is the advertisement on the carton he uses for packing his products. The great trouble is that many do not make the most of their opportunity.

With our close mill facilities, a complete organization and most modern equipment for the designing and manufacturing of folding boxes we are in position to help you get the best possible package at a minimum of cost.

Take it up with us when in the market.

THE GLOBE FOLDING BOX COMPANY CINCINNATI, OHIO



TITELOX BRAND PAPER GOODS

USE DURUM SEMOLINAS

For Macaroni and Noodles

Unequaled in Color and Strength



YERXA, ANDREWS & THURSTON
MINNEAPOLIS, MINN.

MACARONI JOURNAL

Important Matters Confronting the Association

The June convention of the National Macaroni Manufacturers Association, the most successful ever held, has had its usual good effect, that of more closely cementing the friendship that should exist among macaroni manufacturers, afforded the large number who attended a combined business and pleasure trip, and created, as it should, much work for the new Executive Committee.

A month has now passed and a calm review of the important problems confronting the National Association and all the Macaroni manufacturers, is apropos. They will be briefly considered in the order in which they were referred.

Membership

Being national in character we plan to be national in scope. With an increase in membership during the past year of exactly 50 per cent, we now have in our ranks representative firms reaching from coast to coast and from the distant state of Texas on the south to the Province of Quebec on the north. Thus we uphold our right to the title "National" and indications are that this year will see our organization extended so as to include the leading members of the Industry in every state in the union where macaroni making flourishes. Macaroni factories are now established in 33 states in the union, 22 of which boast of four or more concerns. We are now represented in 20 of these 22 states. We number among our membership the cream of the macaroni industry and we have therein the basis from which will spring a stronger and more representative organization, more effective in promoting the welfare of the members, large and small, and greatly more influential in benefiting the industry through promoting favorable legislation and condemning unfair and improper practices.

There is absolutely no reason why any macaroni manufacturer should remain outside the scope of this Association, for every problem that confronts the Industry confronts the individuals, members and non-members alike, and the non-members are equally obligated with us to shoulder the trouble necessary in solving them. It is not and should not be the policy of any producer to sit idly by and let his fellow manufacturer work out these solutions. Therefore, ALL ARE INVITED TO JOIN WITH US in this great work, and by showing a combined front win our way to a position to which the Macaroni Industry is rightfully entitled and which it will very soon enjoy.

Raising Macaroni Quality

This one feature alone provides work and worry enough for the Executive Committee for many months to come. Nothing that we can do will so readily establish the Industry in this country on a firm basis as the production of a high grade article that will compare favorably with the highest class of imported macaroni. Blame for this condition was placed both on the miller who did not provide the

real high-class semolina necessary and upon the manufacturer whose only aim was to meet competition and failed to use even the best grade of macaroni flour now obtainable.

Our duty is two-fold. We must better our quality and try to induce Congress to give us the protection necessary to compete against foreign goods produced by cheap labor. The work of the officers will be lightened if the manufacturers will do all in their power to raise the standard quality of their product to a grade where it will excel any macaroni manufactured anywhere in the world.

The New Macaroni Journal

The problem of establishing this official publication as the mouthpiece of the National Macaroni Manufacturers Association has been solved, but this Association and the Macaroni Industry at large are now confronted with the gigantic task of maintaining this valuable medium of thought exchange and of extending its beneficent influences, by widening its scope, by making it more useful to the advertisers and increasing their number, and by showing, in many other ways, sincere appreciation of their trade paper.

Incorporation

This matter has been under consideration for some time and now appears fairly on its way of accomplishment. The Executive Committee was instructed to proceed with the incorporation, after a careful study of the laws of the various states, with the view of incorporating in such state as offers the best inducements for organizations like ours, with the least chance of contingent liability.

Traffic

Every manufacturer who ships his product is materially affected by this problem. In many freight classifications macaroni is improperly listed and manufacturers are and have been paying an abnormal rate on shipments. With the employment of a traffic expert to give this serious matter his undivided attention, attending conferences already arranged for and demanding others when and where necessary, the Association has taken a step towards the final solution of this profit robbing problem.

That the Executive Committee is in earnest in this matter is evidenced by the fact that within a week after the close of the convention our able traffic expert, Bert L. Benfer of Cleveland, had attended a conference with the government railway officials in Washington, D. C., and a hearing in New York, thus laying plans that will in the near future bear fruit. Manufacturers everywhere are urged to send us their traffic troubles and they will be given every consideration.

National Advertising

This, all will agree, is the most vital matter now facing the Industry. We must create a bigger demand for our product to absorb the increased production due to war con-

ditions. Unofficially the National Association gave this a tryout last spring when a short national "Eat More Macaroni" campaign was inaugurated with a fund of less than \$50,000 contributed by the progressive millers and macaroni manufacturers. So beneficial were the results of this splurge that practically every representative at the St. Louis convention was loud in his demands that some plan be devised whereby a campaign of like character, nation-wide in scope, could be started and maintained for a whole year or for a series of years. This was considered so important that a special committee was appointed under the proven leadership of F. W. Foulds of the Foulds Milling company of

Chicago to formulate a scheme whereby this can be accomplished without any great personal sacrifice by the manufacturer. Several plans are under consideration in which the leading millers are vitally interested, and if given even the slightest support by the macaroni manufacturers will result in the adoption of a plan that will augment macaroni consumption ten fold within the next year or two. The committee invites your ideas. Send them to-day.

The 1919-1920 officers have assumed this heavy load. It is up to all of us to help lighten it, by offering timely advice and giving needed assistance and words of encouragement. **Do This For Your Own Good and For Their Benefit.**

WHEAT REGION REPORT

Ninth Federal District Review Shows Good and Bad for World's Bread Basket Territory—Eastern Half All Right—Western Fared Bad.

The July crop statement of the Ninth Federal District bank is optimistic regarding Minnesota, Wisconsin, South Dakota and eastern North Dakota, but not encouraging as to the western half of the district.

The Montana crop has been seriously damaged and live stock suffer from shortage of feed. Good rains were too late to be of much value to wheat, but flax will benefit.

"The rains early in June that appeared to have relieved the danger to the crops in Montana and Western North Dakota were followed during the last half of the month by continued dry, hot weather, which caused steady deterioration, not only to winter wheat but to spring grain as well," says the report.

Hot Winds

"West of the Missouri river in North Dakota the situation is spotted, and while there are some localities that seem to have escaped serious damage, the crops as a whole have been badly injured by hot winds and lack of rain.

"In central Montana, the dry weather has hurt all crops except those on irrigated land, and some of the irrigated crops are beginning to show injury through deficiency of water in the streams and irrigation ditches. In the Gallatin valley, the crops still present a good appearance, but there is a serious shortage of water. In the region adjacent to Helena and Butte there has been severe hot weather, and western Montana has had about the same conditions, with the exception that reports from the Bitter Root valley and Flathead reservation indicate the crops have so far held up fairly well.

Too Much Water

"Northern Montana reports extensive damage to the crops, but with somewhat better conditions in the strip paralleling the international boundary. East of the Missouri river the situation is exactly reversed. If anything, there has been too much water, and there will be some loss in both South Dakota and Minnesota from overflowed fields and on land which lacks drainage or has not been sufficiently tilled.

"These losses will, however, be more than offset by the generally excellent condition of the crop, which promises in the eastern half

of North Dakota, South Dakota, Minnesota and Wisconsin, large yields of small grains with ample hay and forage. There has been considerable discussion relative to movement of stock from districts in Montana that are very short of feed, into South Dakota and Minnesota.

Corn Booming

"The warm weather which has been so injurious to small grains in the western part of the district has been of great benefit to corn in the territory east of the Missouri river, and the corn crop has made very substantial progress the past 10 days. The outlook is good and with a large acreage planted, the prospects are for substantial yields.

"Farmers are busy with the first cutting of clover, and the hay crop in the eastern half of the district will be excellent."

Macaroni Rates to Be Lowered

The director general of the United States Railroad Administration, through the traffic department of the Northern Pacific railroad, issued a call for a hearing held on July 15 in St. Paul where the rates on macaroni, noodles, spaghetti, vermicelli and Italian pastes in boxes and in carloads were to be considered. The petitioner is the National Macaroni Manufacturers association through its traffic committee and is to seek to bring the rates on this commodity to a level with all other cereal food preparations.

Twenty-five Per Cent Down

The rates to be considered are those on shipments from Cleveland, Chicago and St. Paul and adjacent points to all Montana points. A lowering of approximately 25% in the present rates is proposed and a corresponding increase in the minimum car weight from 30,000 pounds to 35,000 pounds. Present and proposed lowered rates in cents per cwt. are as follows:

	To—Cleveland	Chicago	St. Paul
Great Falls	144 115	134 100	112.5 84
Billings	144 109.5	131.5 94.5	106.5 79
Livingston	144 115	134 100	112.5 84
Butte	144 115	134 100	117.5 87.5
Helena	144 115	134 100	117.5 87.5
Missoula	144 121.5	134 106.5	124 94
Heron	144 127.5	134 112.5	125 112.5

These figures are suggested by H. M. Pearce, chairman of St. Paul district freight traffic committee, and are indicative of the rates finally to be adopted. They call for a change from what may be termed a flat rate to the entire state of Montana to one based on distance. While slightly more complex

it will permit of considerable reduction in freight charges to those who supply the northwest market.

Association Busy

The National Macaroni Manufacturers association will devote much time toward equalizing the freight rates in all sections of the country, this problem being one of the most important now facing the industry. It will be represented at this hearing by B. D. Benfer of Cleveland, traffic expert for the association. The meeting was set for 11 a. m. at 275 E. Fourth street, St. Paul, and all interested persons were asked to submit views in writing.

"Subordination" Appreciated

A delayed cable from Herbert Hoover, director general of the American Relief Administration, in Paris to Julius Barnes, United States wheat director, intended, but too late, for the conference between Mr. Barnes and representatives of the various branches of the grain trade at the New York Chamber of Commerce has been made public.

In the message Mr. Hoover expresses his appreciation of the services of the grain trade in America in their subordination of private interest to public service, and of the co-operation of all its branches fulfilling America's obligation to feed the world. Mr. Hoover's cable follows:

"I would like to have you take occasion of your forthcoming conference in New York to express to these gentlemen the hope I possess that the sense of subordination of private interest to service for our people and the world generally which our trades have shown during the war shall end with peace.

Speculation Suppression Commendable

"We are entering a new economic and social era when the forces of order must

strengthen themselves by the confidence of all our people, that they are worthy of confidence and are devoted to the public interest.

"Here in Europe the individualism upon which economic life and civilization have

(Continued on page 16.)

WORLD WHEAT CROP

Review of Situation by J. H. Barnes of Grain Corporation—Supply and Demand Supplanted by Government Guarantees—Normal Consumption and Home Crops Factors.

In his address before the conference in New York last month between the Grain Corporation and the millers, bakers and other users of flour President J. H. Barnes summed up the food situation forces and made suggestions to prepare this country to meet the abnormal conditions profitably and with regard to the welfare and needs of the stricken countries. Practically all his recommendations were adopted with slight alterations. He said in part:

In prewar days, with production and consumption normal and governed largely by the natural resources of the various countries, a balancing of the credit necessary went on so quietly as to be unnoticed and almost unseen. Countries importing necessities from one direction and export surplus production in another offset the one by the other through credit channels of the world with little premium or toll and with practically no disturbance of price relation. Supply and demand today are not free to exercise their customary pressure. The wheat crop of the world is largely an overseas food movement, and ocean transportation is still restricted and difficult. The overseas commerce depends for its very life on the play of international finance and exchange, and these today are most difficult and often broken.

Foreign Countries Estimates

Today, the whole credit structure is broken down and is made to operate solely by the exercise of the power of government itself. The unseen free play of exchange which balanced export values of a country against its import requirements in another direction is not, at present, possible. Keeping these factors of possible error in mind, the world's situation today seems to be forecast about as follows:

	Bushels
Apparent surplus July 1, next	85,000,000
Next new-crop surplus available next December	55,000,000
Total available for the coming crop-year	140,000,000
Argentina	
Is to be expected she will have on hand July 1, next	135,000,000
Is the average surplus from her new crop due in December	100,000,000
Total available for the coming crop-year	235,000,000
He estimates that Argentina may put into overseas wheat movement	120,000,000
Canada	
It seems quite apparent her acreage is no larger than a year ago, and we estimate that she can fairly be expected to put into overseas wheat movement	100,000,000
Russia, Roumania, Bulgaria, India	
All of these usual exporters promise to be unable to contribute, or indeed, may become actual importers.	

Exporting Demands Serious

So that, at the present moment, we may expect that for all the world overseas requirements of wheat in excess of 840,000,000 bushels, the United States will be called upon to furnish.

It is, therefore, of serious moment that we should ascertain the probable world demand to fall upon the exporting countries. During the five years prior to the war, the imports for all of Europe averaged:

Wheat 530,000,000 bu. annually
Rye 45,000,000 bu. annually
Total bread grains 575,000,000 bu. annually
Of these quantities, Bulgaria, Roumania and Russia provided:	
Wheat 220,000,000 bu. annually
Rye 40,000,000 bu. annually
 260,000,000 bu. annually
Also, India provided	50,000,000 bu. annually

Total from producers

not now available. 310,000,000 bu. annually. These average imports of 575,000,000 supplemental average home crops in Europe of 1,800,000,000 bushels, indicating a total consumption in Europe of 2,375,000,000 bushels, annually, of bread grains.

We have again, then, two factors to ascertain; one, of the size of the home crops of Europe, and the other, What effect, if any present conditions have on their normal total consumption?

Overseas Demand Heavy

As to consumption, the difficulty of making payments and of readily transporting purchases, will probably tend to reduce the aggregate consumption to some extent. With depleted herds, with the crops of feed grains affected by the same conditions to an even larger extent, substitution of food will prove, however, most difficult. Putting an arbitrary estimate on the economies which could be made effective—and it is probable that we must reach a conclusion that the import requirements of bread grains into Europe will approximate 650,000,000 bushels to 700,000,000 bushels for the coming crop-year. Add to this quantity the normal requirements of the ex-European countries for overseas bread grains, and it is probable that the overseas movement of bread grains this coming year must aggregate 750,000,000 to 800,000,000 bushels.

So that, it seems quite possible that there will fall upon America an overseas demand of 410,000,000 to 460,000,000 bushels. The largest previous export movement of wheat and flour from America was the crop-year of 1914-15, amounting to 332,000,000 bushels.

Should this demand materialize, it will require the most careful supervision of seaboard and inland markets and of railroad and water transportation to put that quantity through our ports without severe congestion.

Applying these export figures to our crop outlook today, we find this situation.

Our crop promise of wheat fortunately promises to yield between 1,100,000,000 and 1,200,000,000 bushels.

Our home consumption for bread and seed may be roughly calculated at 600,000,000 bushels.

Starting the crop year with no reserves or carry-over from the crop just finished, we are called upon to export exceeding 400,000,000 bushels. It leaves us only the promise of such adequate reserves as a great consuming country should carry from one crop to another.

This forecast at once suggests a consideration of a policy as to whether, with the United States controlling over 50 per cent of the probable overseas requirements, we should ask a higher price than the Government fair price basis.

Deflation Means Trouble

The economic pressure which follows a readjustment of world commerce and world prices to enlarge currency and credit flotations bears hardly upon certain classes of our people. As always in the great economic readjustment of the social structure, there are those who feel the pressure and grind of new conditions for which they were not prepared. Wages and even salaries have by their increase reflected somewhat, at least, the readjustment of price forced by the enlargement of world's credit. But income of a fixed relation has not expanded, and for them life has become measurably more difficult. The correction for such evils as do thus exist is not by retracement alone. Our problems could not be solved by deflation, even if deflation could be forced, and we know that such deflation would bring in its train at this time greatly enlarged distress and suffering. Individual resourcefulness and initiative, patience and courage, human sympathy guided by energy and common sense must in the main work out each individual problem.

But during this period of difficult readjustment here in our own country, we who handle the prime food of the country can not absolve ourselves of the semi-public nature of that business. It must not be made the subject of unrestrained and unthinking speculation. It is unthinkable that large private profits should accrue from food.

Wheat Prices Would Soar

To think that an artificially depressed price for wheat would be decisive in reducing prices of other foods is, in my judgment, pure theory and not capable of demonstration. Nothing in our experience of the past two years confirms it. Wheat has been stable, without change, yet during that period, corn, rye and barley have fallen far, far below and risen far, far above the wheat level. On the contrary, could the old play of world wide supply and demand be reinstated, wheat might easily soar to new heights because as food, it has a superior value and a value, under present conditions of desperate need, that may well give it a peculiar premium.

The Inter-Allied Scientific Food commission, investigating the actual value of various foods, gives wheat the premier position in food content of all the cereals. When ocean transport is scarce and costly and the overseas need of great volume, this influence alone may cause wheat values to

(Continued on page 24.)

Association Officers 1919-1920



James T. Williams, president



B. F. Huestis, first vice president



M. J. Donna, secretary



Fred Becker, treasurer



F. W. Foulds, chairman executive committee



C. F. Mueller, Jr., executive committee



Joseph Freschl, executive committee

If Means Money
SEMOLLEON



Worth The Extra Price

**SHANE BROS.
AND
WILSON CO.
MINNEAPOLIS, MINN.**

MOVING THE NEW CROP

Walker D. Hines, director general of railroads, has authorized the following:

The railroad administration is giving careful consideration to the measures necessary for the satisfactory transportation of the anticipated large crops of grains. The department of agriculture has estimated that the yield of winter wheat will exceed 900,000,000 bushels. A fair estimate of the yield of spring wheat approximates 300,000,000 bushels. The total yield of wheat this year will in all probability exceed the total of last year by from three to four hundred millions of bushels. No estimate of other grains is, of course, possible at this time, but barring unusual climatic conditions, it can perhaps be properly expected that the tonnage in grain that will be produced this year will exceed that of last year by a considerable margin.

Price Fixing Hastens Marketing

The stable price fixed last year by the government on wheat naturally provoked a desire on the part of producer to realize his earnings as quickly as possible, and since a stable price has again been fixed by the government for this year's crop, it is assumed a similar condition will obtain. Last year this economic condition, coupled with more or less disarrangement in ocean tonnage and consequent disruption in shipping, resulted in such an acute situation at the interior grain markets and at seaports that it became necessary to install the so-called "permit system" which was early made operative at the ports, and in September, 1918, at the principal interior markets.

Traffic Control

The permit system is a highly beneficial system of controlling traffic at the sources to prevent serious congestion on the road and at destination. This system prevented in the fall of 1918 a serious transportation paralysis of former years due to widespread congestion of traffic which had been shipped but which could not be disposed of at destination. This paralysis of traffic in former years was most apparent in the East but its injurious effects were felt throughout the country. It was the principal cause of car shortages in every part of the country and slowed down the movement of traffic and impaired the transportation service everywhere.

Permit System to be Renewed

While the permit system at the ports is still in operation, it was suspended a few months ago at the interior markets, due to improved ocean shipping and the fact that the bulk of the grain had been moved. It is, however, to be expected that the system will again be inaugurated with the opening of the new wheat season, and in view of that probability the railroad administration is already preparing the necessary machinery so that it may be prepared to act without delay at the proper time. Conferences have already been held with representatives of the grain corporation.

Regulation Needed

As graphically illustrating the necessity

of regulating the transportation of this tonnage, and the results obtained from such regulation, the following facts are of value and interesting: For the nine months of the crop year, July 1, 1918, to May 1, 1919, there passed through the grain handling facilities of the country—elevators and mills—a total of 3,440,236,000 bushels of all grains, although the highest point of grain storage of all kinds, at any one time in that period, was 480,000,000 bushels. That is, in nine months the flow of grain was seven times the quantity which accumulated in storage at the highest point during that period. This is a direct illustration of the necessity of keeping the grain handling facilities of the country liquid, to avoid the distress to all interests that would follow the blocking of this flow of grain.

Departments Co-operate

The permit system as operated last year contemplated the closest co-operation between the railroad administration and the United States food administration grain corporation. The local representatives of the grain corporation were in daily contact with grain control committees at each market, and in view of the very comprehensive data and information in their possession as to storage facilities, anticipated movements out of markets, the needs of different sections of the country, not only as to wheat but as to other cereals that flow co-incidentally with wheat, etc., were of invaluable aid in the accomplishment of the permit system with a minimum economic disturbance. The same character of assistance is being arranged for from the grain corporation, or the wheat director, in anticipation that it will be necessary to reinaugurate the permit plan within the next one or two months.

Public to Hear Plans

The wheat director is as vitally interested as the railroad administration that the grain tonnage shall be handled with the least possible friction as between all interests concerned, and is in entire harmony with the railroad administration as to the plans proposed in that direction.

It is the intention to keep the public fully informed of the plans for the transportation of the enormous grain crop, and through the co-operation of all interests concerned it should be possible to meet what otherwise might prove a difficult situation.

Premiums to Govern Wheat Flow to Market

The United States wheat director, Julius H. Barnes, announces that there will be adopted this coming year the policy of adding to the basic price at the various guarantee markets periodical premiums reflecting, measurably, a storage charge for the purpose of governing a natural flow of wheat from the farm and country handling facilities. It is expected this premium will be announced at least 30 days in advance of the period for which it will be in effect at

all the markets, and will apply uniformly above the guarantee basis at all markets.

It has been decided that no premium will go into effect during July, but the basic prices named in the President's guarantee proclamation, which are the same prices at which buying has been done at the named markets for the last year, will be in effect during July. Before July 1 the question of possible premiums for August and the details of those if any, were to be publicly announced in the same manner.

Western Freight Rates to be Reduced

The wheat director also announces he has received assurance of the railroad administration that rates from the Inter-Mountain and Pacific Coast territory to Gulf ports of Galveston and New Orleans will be shortly reduced to 56 cents per hundred, equal to 33.6 cents per bushel. This reduction has been obtained as a relief to the producer in those sections since the Grain corporation can not this coming year pursue the practice of the past year and make effective a 2.00 blanket minimum price for all wheat at Inter-Mountain points, but will be obliged to confine itself to paying \$2.00 at the named markets of Pocatello, Great Falls and Salt Lake City, leaving the rest of the Western Territory to base on the commercial market most readily reached by it.

Urge Use of Gulf Ports

In a further effort to make the best possible net returns to the producer of this section and to make sure of a larger flow of wheat to the Gulf ports, it has been determined by the wheat director to ask an executive order increasing the No. 1 base price at Galveston and New Orleans from \$2.28 to \$2.30 per bushel, and it was expected this change would be effective on July 1.

The prospect of large requirements of wheat and wheat flour in this country and the necessity of utilizing the Gulf ports more largely than last year, make it necessary, to avoid enhancement of liabilities on the part of the government and to avoid congestion at other markets, that the Gulf should get a larger flow of wheat during the coming crop year, as last year its requirements were supplied by shipment from other terminals, and this strain on railroad facilities should be reduced this year.

Industrial Council Proposed

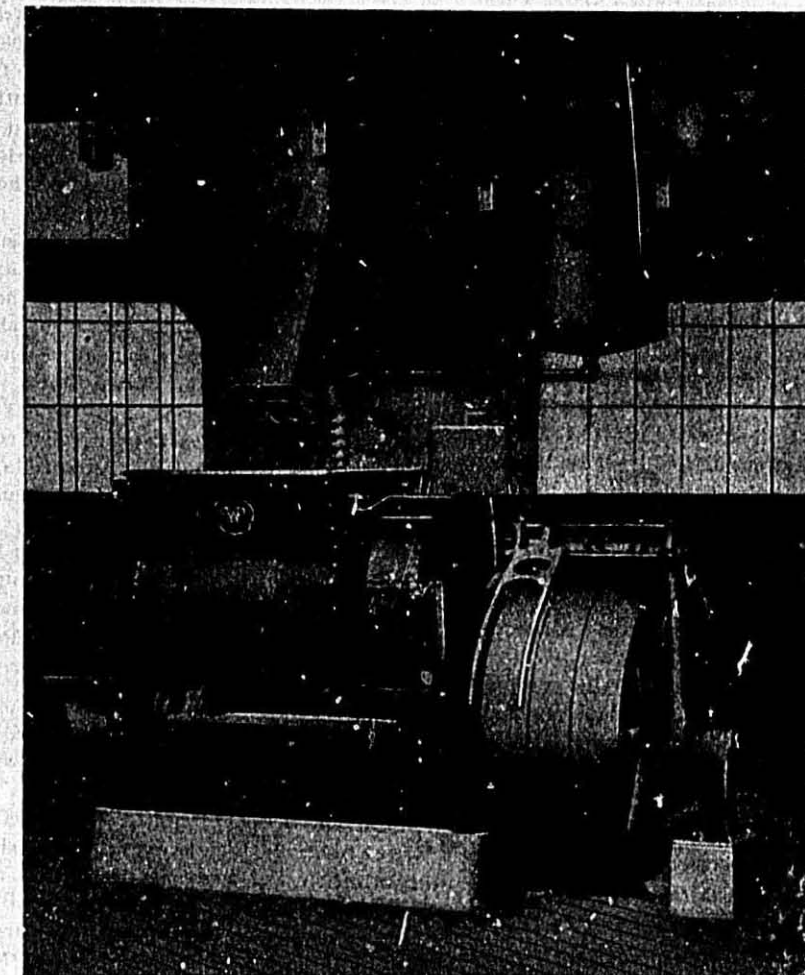
What is considered an epoch-making decision was reached at a conference of British employers associations and trade unions when approval was given to a plan for a National Industrial Council on the following lines: (1) To establish an Industrial Parliament to discuss all questions of difficulty and dispute which may arise in the future between employers and employed; (2) Mettually to agree as to a minimum rate of wage in all industries; (3) to fix the standard working hours and the conditions of service; (4) To act as the expert advisory body to the government in all proposals for legislation affecting industry.

"It is anticipated," says the Daily Telegraph, "that immediate government action will be taken to give statutory power to this proposed new advisory body."

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Cleveland
Hippodrome Bldg.

San Francisco
Pacific Bldg.

U. S. G. C. IN CONTROL

Transfer of Food Administration Corporation Work to New Body—War Time Undertaking Justified—Mills Return Large Excess Profit—New Officers.

America's most gigantic war undertaking has changed its identity as the Food Administration Grain corporation and undertook the task of handling the 1919 wheat crop under the corporate title of United States Grain corporation with capital of \$500,000,000.

At the annual meeting of stockholders with President Julius Barnes, United States wheat director, in the offices, 42 Broadway, New York, reports of work accomplished revealed the Grain corporation not only as a war body which had paid all its own expenses and operated at a small profit rather than a loss, but also as perhaps the greatest commercial undertaking in the world in volume of business handled.

Large Earned Surplus

Upon the suggestion of the executive committee the stockholders adopted the recommendation that the organization was justified in carrying forward as earned surplus the equivalent of 6 per cent on capital supplied by the United States of \$10,191,666.64, and earnings of one-half of 1 per cent net on \$1,800,000,000 of commodities handled, amounting to \$9,000,000. This was made after setting aside a reserve for such contingent liabilities as fire insurance, which the Grain corporation carries on its own stocks, and the necessary adjustment of outstanding obligations in European relief.

A total of funds returned by mills as refund of excess profits over the regulated amounts of the 1917-1918 crop year amounting to \$4,571,654.29 was also carried into earned surplus, making a total carried forward to net surplus earned of \$23,763,320.93.

Hoover Cables Resignation

Herbert Hoover, chairman of the board of the Grain corporation nearly two years, cabled from Paris his resignation from the position, which will be filled by Mr. Barnes as wheat director. Mr. Hoover, who continues as director, in a cable to Mr. Barnes said:

"Will you kindly request the directors to accept my resignation as chairman and at the same time record my sense of loss at this termination of two years personal co-operation with them in national service. I should not resign did I not feel certain that the corporation is in hands which will assure the same public interest as hitherto."

During the existence of the Grain corporation the purpose of Mr. Barnes and the executive officers has been that the United States funds employed to conduct its affairs should earn at least the customary interest charged and that, beyond this, the turnover of its large business should be with as small an operating profit as could be properly calculated considering the complexity of its operations. During the 22 months of its existence the corporation has been fortunate in not losing a single dollar through fire loss. Calculation of margin of profit at one-half of 1 per cent on commodities handled is in part

due to the fact that its earnings were not drawn upon to absorb fire losses, which might easily have been expected under war hazards.

Operating Expense Low

Since its incorporation the Grain corporation has disbursed \$3,500,000,000 and collected \$3,500,000,000. It has bought from first hands and sold for overseas shipment commodities to a value of about \$1,800,000,000 at an operating expense of about \$3,250,000, or about one-sixth of 1 per cent.

Throughout last November the Grain corporation was using in the handling of commodities, principally wheat, its own capital of \$150,000,000, its own surplus of about \$20,000,000 besides \$360,000,000 borrowed from banks and others, or a total of \$530,000,000.

The Grain corporation has been for two years a vast collection and distribution agency. Its function has been to assist in supplying to the Allies and the American army and navy large quantities of wheat, wheat flour and other foods, with little disturbance of American prices, and with such an even control of American distribution that reserves from one crop to another have been brought down to the lowest possible compass and without development of actual scarcity anywhere in the United States. In the year just past it carried on all the buying and the shipping for the Belgian relief commission, until the commission retired May 1 and the Belgian government itself undertook its own overseas supplies.

The business of the Grain corporation has been carried on without change in personnel. Although other war agencies have demobilized the Grain corporation will continue in service for another year.

New Officers

At the meeting the first changes in the executive body became effective with the withdrawal of Frank G. Crowell of Kansas City as first vice president and Gates W. McGarrah as treasurer, both in active service since organization, and were mentioned in a special cable of thanks from the president for their services. They retire under pressure of private duties. Edwin P. Shattuck of New York, general counsel, has been elected first vice president and will continue as counsel of the corporation.

The new treasurer elect is Edward M. Flesh of St. Louis, in London for 6 months handling European activities of the corporation in food relief as active buying and distributing agency for the American relief administration. Watson S. Moore of Duluth was elected second vice president and will continue in New York as a director. A. W. Frick of Duluth, formerly assistant secretary, was elected secretary. H. M. Smith was made secretary to the United States wheat director.

The new board includes Julius H. Barnes, Herbert Hoover, Edwin P. Shattuck, Watson S. Moore, Edward M. Flesh, Darwin P. Kingsley of New York and J. W. Shorthill of Omaha. Mr. Kingsley and Mr. Shorthill have been directors for two years.

Change at Frisco

Second vice presidents in charge of the 13 outside offices of the corporation supervising each zone of operation will remain

with the exception of San Francisco, where R. A. Lewin has withdrawn and has been succeeded by W. A. Starr, his assistant.

The second vice presidents are C. S. Jackson, Baltimore; C. B. Jackson, Chicago; F. Newing, Galveston; F. L. Carey, Minneapolis; D. F. Plazek, Kansas City; C. Fox, New Orleans; C. T. Neal, Omaha; H. Irwin, Philadelphia; M. H. Houser, Portland; B. H. Lang, St. Louis; W. A. Starr, San Francisco; Charles Kennedy, Buffalo; P. H. Ginder, Duluth.

BILLION BU. WHEAT CROP

Forecasts Storage Congestion—All Possible Measures Needed to Insure Safe Handling and to Prevent Freight Congestion—Stacking Is Best Solution of Problem.

Washington, D. C.—With a wheat crop over a billion bushels in prospect in the United States this season—the greatest the country has ever produced—the need for efforts by farmers and elevator companies to market and store the grain with the least possible loss and congestion of traffic is pressed by the bureau of markets of the United States department of agriculture, calling attention to this great market problem the department says that every possible measure should be taken to insure safe storage and handling of this enormous crop.

Last year, with a crop of about 900,000,000 bushels, the rushing of the grain to market immediately after harvest caused a congestion all the way from the terminal markets to the farm. The wheat "backed up" at the terminal elevators were full and congested the railroads and all country elevators. The result was that embargoes were placed on further shipments until the terminal congestion could be cleared. Fortunately, the winter was an open one, or the loss due to lack of proper storage would have been heavy.

North Dakota Conditions

Attention is called by the bureau of markets to the situation that prevailed in North Dakota in the winter of 1915-16, following a crop in that state of 150,000,000 bushels. Due to a congestion of elevators and country stations, due to the inability of the railroads to carry the wheat away as rapidly as farmers hauled it in, platforms were piled up and hundreds of thousands of bushels of wheat were piled up in the open. In addition, great quantities of wheat were stored in improvised bins.

One result of this condition was that during the following summer many farmers provided themselves with galvanized iron storage tanks on their farms.

In Washington and Oregon last year about 1917 many farmers built portable wood storage bins to hold about 1,000 bushels of

Stacking Is Solution

In some parts of the country last summer, especially in Indiana, stacking was a feature of crop handling where it never had been before. Stacking is a partial solution to the grain congestion problem which every farmer can apply. Furthermore, he is likely to

(Continued on page 24.)



The Mechanical Weather Man

Says:

"Drying Macaroni

is simply a matter of making the right sort of weather for the dryrooms.

I've proven that in some of the finest macaroni plants in this country and Canada.

All I do is *manufacture* the kind of weather which dries macaroni best, and blow that weather into the dryroom. By automatically keeping the dryroom at exactly the right temperature and humidity I dry macaroni and noodles uniformly and quickly.

I'll tell you the details if you'll write to me and tell me what kinds of products you make and the daily production of each.

And I'll send you a mighty interesting little booklet which tells how weather is manufactured to order."

Write right now.

Address me in care of the

Carrier Engineering Corporation

39 Cortlandt St.
NEW YORK, N. Y.

BOSTON
BUFFALO

CHICAGO, ILL.
PHILADELPHIA

ALL BUSINESS FAST NEARING ITS NORMAL

Compilation of Joliet National Bank Publicity Bureau Shows Line of Wages and Food Prices on Parity—Mercantile Conditions Rapidly Improving.

The line of wages and the line of food prices have come together, putting the cost of foods in an exact proportion to wages, according to the statement of the Joliet National bank. The basis for its figures is Babson's chart. A federal compilation shows an increase of 16 per cent during the last five years in the volume of production of all commodities and an increase of 92 per cent for the same period in the prices of the same commodities.

A business forecast for June is issued in the bank's general letter on trade conditions. It shows that mercantile conditions both wholesale and retail are rapidly approaching normal. Continued advance in the average price of commodities due in a large measure to continued wage increases is halting development and readjustment more than any other single influence, according to their table.

Heavy Merchandise Movement

Bank clearings at the principal cities during April totaled 31 billion dollars compared with 30 billion dollars the month before and 26 billion a year ago. Clearings outside of the stock and bond trading centers showed heavy merchandise movements and in more than 100 principal cities bank clearings during April set a new high record for the month.

Merchandise exports during March were valued at 605 million dollars compared with 588 million the month before and 523 million dollars a year ago. Imports were 268 million dollars compared with 235 million dollars the month before and 242 million dollars a year ago. Exports are constantly increasing, the greatest gain being in food stuffs.

Few Business Failures

Business failures during April numbered 503, the smallest number ever reported in any month. They compare with 558 in March and 867 in April of last year.

During the six months period since the end of hostilities, business failures have been the smallest ever known for a half year period.

Money in circulation the first of May totaled 5,863 million dollars, compared with 5,847 million dollars a month ago and 5,319 million a year ago. The population of the United States is estimated at 107,311,000, compared with 105,581,000 a year ago, making the circulation per capita \$54.64, compared with \$50.30 a year ago.

New Corporations Set Record

New incorporations during April had totaled authorized capital of 516 million dollars compared with 371 million dollars for similar organizations in March and 256 million dollars for new incorporations of April, 1918. This is a new high record for total capital of new corporations during any one

month since 1900 and is believed to indicate the beginning of growth and development of the next two years.

Moisture in Wheat and Mill

Washington—The importance of the moisture content of wheat in its effect on yields and quality of flour is recognized by millers, and has led to their co-operation with Department of Agriculture investigators in making tests of moisture content of wheat and mill products at a number of flour mills.

Wheat when received at the mill is seldom, if ever, in the best condition for milling, its moisture content being too high or too low or not properly distributed through the kernel. Various methods of tempering wheat to give it the right moisture content for the outer and inner parts of the kernel are in use at mills.

The results of investigations of moisture content made at Kansas City on wheat before and after its preparation for milling, on tempered wheat, and on different mill products during the course of their manufacture are contained in Department of Agriculture Bulletin 788 just issued. This publication contains tables showing moisture content of Hard Red Winter wheat before and after cleaning and tempering, and also tables of moisture content of the various mill streams of mill stock. In general the moisture content of the flour streams is reduced as milling proceeds from the first break to the end of the process.

One of the conclusions of the investigators is that very little of the water added to the wheat during tempering penetrated deeper than the pericarp. The moisture content of the better grades of flour milled, irrespective of the amount of water added during tempering, closely corresponded to the percentage of moisture contained in the untempered wheat.

Commercial Trickery

In every line of business there are a small minority that gain their livelihood by business acquired by shady transactions and whose existence would be short lived if the laws would be such as to compel them to transact their affairs within strictly legitimate lines. In an address before the Pan-American Conference held at Washington early last month, Dr. Burwell S. Cutler, chief of the Bureau of Foreign and Domestic Commerce, handled this class of business men without gloves, summing up their efforts as follows:

"The cynic who thinks that he can build up trade by 'commercial trickery' is not only an ignorant economist but totally deficient in salesmanship. I have heard it said that in the Far East, particularly, only commercial speculators, adventurers or pirates can do business because they expect to capture from each buyer one order only and are willing to quote any low price on any set of specifications desired, knowing perfectly well that their goods are inferior and will be a disappointment on arrival; in other words, it is the policy of commercial trickery. A salesman who practices such a policy might just as well propose to commit

perjury in a court of law; but the well established business man or his concern knows instinctively that he must have a satisfied customer all of the time."

This is a practice only rarely attempted by a very few of the macaroni manufacturers and should be discouraged entirely. Trying to dispose of inferior goods by trickery or trying to build up a business by such underhanded methods is, in the eye of the whole industry, a detriment to those who practice only the most highly approved methods of disposing their product and of selling a quality of goods that will mean repeated orders from satisfied customers.

Signs License Proclamation

New York.—Julius Barnes, United States wheat director, has announced that President Wilson has signed a proclamation putting under license of the wheat director persons, firms, corporations and associations, dealing in wheat, wheat flour or baking products manufactured either wholly or partly from wheat flour. The only exceptions are farmers and small bakers, also common carriers.

The proclamation, which went into effect July 15, applies to the business of storing or distributing wheat, or manufacturing, storing or distributing wheat flour as well as to the manufacture of bread or other bakery products either wholly or partly from wheat flour.

Some Exceptions

The exceptions are listed as follows:

(A.) Bakers and manufacturers of products whose consumption of flour in the manufacture of such products is, in the aggregate, less than 50 barrels per month.

(B.) Retailers and farmers or co-operative associations of farmers or other persons with respect to the products of any farm or other land owned, leased or cultivated by them.

(C.) Common carriers, as to operations necessary to the business of common carriers.

All other classes are required to obtain or before July 15 a license from Mr. Barnes "in such form, under such conditions and under such rules and regulations governing the conduct of the business as he may from time to time prescribe."

Application for License

Blank forms to be used in applying for such licenses may be obtained from the zone agents of the grain corporation in Baltimore, Chicago, Galveston, Minneapolis, Kansas City, New Orleans, Omaha, Philadelphia, Portland, Ore., St. Louis, San Francisco, Buffalo and Duluth. After the applications have been filled out they must be sent to the wheat director, division of licenses, Washington.

The proclamation states that "any person, firm, corporation or association, other than those hereinbefore excepted, who shall engage in or carry on any business above specified after July 15, without first securing such license, or shall carry on any business while such license is suspended after such license is revoked, will be liable to the penalties prescribed by law."

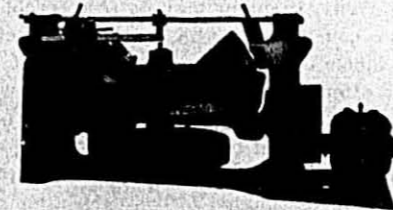
In a multitude of thrifths there is safety from worry. Buy wisely, save intelligently and invest in Thrift Stamps and W. S. S.

Established 1861

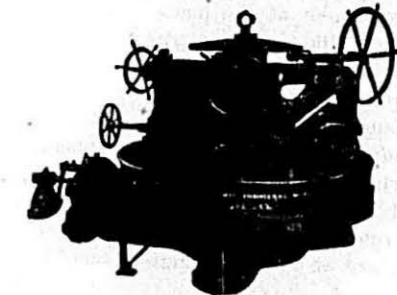
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Incorporated 1895

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.



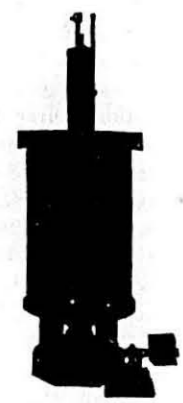
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High
Grade
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Only



Hydraulic Macaroni
Press No. 1110

Greater
Output
With
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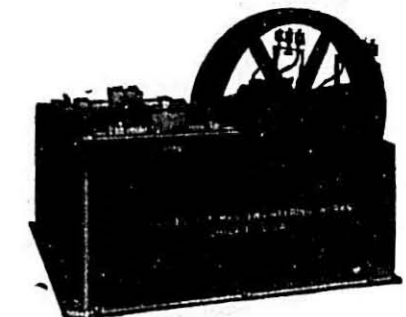


Inverted Tank
Weighted Acc.
No. 1232



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.

Charles F. Elmes Engineering Works

Offices and Works: 213 N. Morgan Street,
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CLEANLINESS ESSENTIAL

Necessary to Good Business—Dishonest Manufacturer Detriment to Whole Industry—Great Publicity Given Him, While Honest Clean Producer Goes Unnoticed.

A very interesting and truthful article from the American Food Journal concerning the injury done to the entire industry by the actions of the small percentage of unclean producers is so much to the point that it is produced here for the benefit of the macaroni manufacturers who, like all food-producers, are confronted by this serious problem. The New Macaroni Journal joins with other leading trade papers in doing what it ought to do for the industry, and will preach cleanliness and a strict enforcement of all clean and pure food laws and will endeavor to educate the few careless producers to the need of a higher standard of purity in their food-production.

"Honest men do not attract attention, they are not interesting, but let a man do a dishonest thing and he immediately focuses public notice. The same thing is true of foods. Good foods are not talked about, but the moment any bad food is found it goes into the newspaper columns under screaming headlines. Honest manufacturers go about their work without receiving any special attention.

Expose Injuries All

"No one seems to know what they are doing. No one cares very much. But when a dishonest manufacturer is caught with his guard down and brought before the courts, the whole industry of which he has an insignificant part gets publicity which never helps and which often seriously injures. The ninety-nine per cent share the execration of who are honestly, skillfully and conscientiously doing their best to make better food are far less interesting to the consumer than the single dirty little fellow whom the food inspector pounces upon in his cellar or unsanitary shop. But when the one per cent follow is driven out into the lime light and his methods exposed to the public gaze, the ninety-nine per cent share the execration of the indignant public.

"Whenever the dirty dairyman is prosecuted fewer milk bottles are left along the routes of all dairymen; whenever cellar bakeries are condemned bakers' bread goes under the ban. Whenever a story of bad meat is spread broadcast the vegetarian habit grows apace. Any man who makes or handles food under conditions which are bad is a detriment to the entire industry. He ought to be put out of business, if not by the health officer by the concerted action of the indignant men whom his bad business practices have penalized.

Organized Industries Helpful

"As a matter of fact that is the way it is worked in many places and that is why organized industries are helpful not only to the members of the association but to the community. An organization of food manufacturers cannot afford to stand for unsanitary factories and if they are properly directed they will persuade the dirty producer to leave his factory and get into some other

occupation which does not have to do with the food supply. A well organized bottlers association means better pop, cleaner bottles, and fewer reckless and probably unsuccessful bottlers. Grocers associations help not only by teaching better business methods to the bookkeeper, they are wonderfully effective in driving out the unsanitary shop."

All food manufacturers should co-operate in driving out of the industry these unscrupulous trouble-makers on the theory that purity and cleanliness are most essential to good and lasting business.

Private Labels

Macaroni products are one of the many classes of foodstuffs that reach the consumers under varied styles of private labels. It thus becomes a class of food that is often misused by the unscrupulous jobber or middleman. The label is supposed to mean something and, if it does not tell the consumer what he is entitled to know about the size, quality and amount of contents of the containers, should at least enable him to judge somewhat of the character of the goods by noting the name of the manufacturer, packer or jobber.

Many successful manufacturers have through years of constant and consistent effort built up a reputation for their product that they value above anything else. They have earned a good name for their house that means dollars and dollars. To the fortunate consumer who has learned to appreciate that the label "Backed by Blank & Blank Macaroni Company" is a synonym for cleanliness and quality, no other argument is needed to sell goods. This manufacturer should have the protection that his honesty in food producing demands. Government officials are appreciating this fact more and more and the consuming public is insistent in its demands that it in turn shall be given all the protection possible by law.

Label Privilege Misused

The misuse of the label privilege is the outcome of conditions incident to the manufacture of all classes of foodstuffs. Hundreds of manufacturers, with an output too small to enable them to market their own private brands, or with capital too limited to enter into competition with the larger manufacturers and jobbers in establishing a reputation among consumers for their products, are compelled to sell their goods to wholesalers and jobbers who send them out under their own names and labels.

These goods are what is known as private label goods, one of the most misused practices in food marketing. If the jobber is careful in selecting them he may be able to gather under his brand the goods of many different packers all of which meet the requirements of quality. But if interested only in meeting competition without regard for reputation, he will work irreparable harm, not only to the producer but to the entire industry.

The use of private labels, while it is of decided value to the conscientious jobber or wholesaler, makes it possible to dispose of inferior goods under brands and names that are insignificant and which give the consumer no clue to the origin of the product.

It is to the interest of every macaroni manufacturer to refuse to furnish goods to any jobber or wholesaler who seeks only inferior quality or who is satisfied by temporary profits and unconcerned about the future of the manufacturer or his product.

Remedial Legislation

Some laws have already been passed to remedy this practice, and the food and drugs department of the government is watching this matter closely with the idea of prosecuting intentional violations, while the pure food officials are also on the alert. It has been suggested that our pure food laws should require that all foodstuffs bear the name of the producer in order that the consumer may be able to obtain information to which he is rightfully entitled. The only objection to this kind of a law comes from the middleman, whether wholesaler or retailer, who has the right to place his own name on the goods and send them to the consumer backed by an enviable reputation for high quality. This objection could be overcome by laws requiring all foodstuffs to show name of producer as well as the distributor, the latter adding his private label as a personal guarantee of the quality of the goods he sells.

Unlabeled Goods Usually Inferior

Any product that does not bear the name of the manufacturer or distributor as evidence of its origin generally goes to the market as an inferior brand, but on the contrary goods that are fully labeled may be safely considered as well within the standards established by the various state and national laws governing pure foods. Consumers are continually urged by the big advertisers to avoid purchase of unguaranteed goods and macaroni matters can aid materially in this educational campaign by furnishing to their jobbers food supplies that are above suspicion and by demanding that quality be always considered. It should be their endeavor to place on the market the production of their factory, under either the manufacturer's or jobber's label, a class of goods that will be a credit to the man who manufactured or sold them.

"Subordination" Appreciated

(Continued from page 6.)

been built is on trial against the forces of communism.

"They will, I am sure, hold with me that our organization of the processes of production and distribution built as it is on every incentive to individual effort is the only system by which the prosperity and comfort of all of our people can be maintained. Yet this very system must evolve methods by which there will be a more equitable division of the profits that arise out of its processes or it will give life and stimulation to its opponents. The devotion to public interest of the trades themselves in the voluntary wholesome suppression of vicious speculation during the war was a step in this direction which should not be lost.

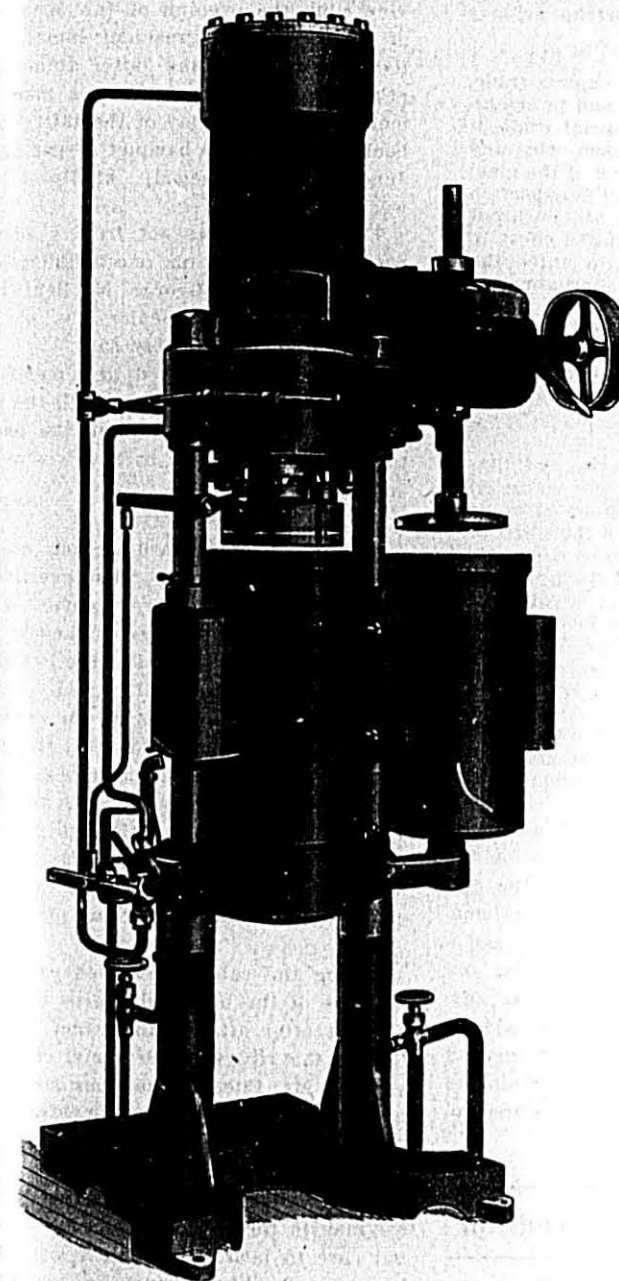
"I am sure that you individually in the great and difficult task that you have assumed in response to public necessity are an example of this of which we are all proud and I am sure you will be supported by the trades as I have been."

Cevasco, Cavagnaro & Ambrette, Inc.

DESIGNERS and BUILDERS

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



PRESSES

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Vertical
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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:

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Branch Shop:

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Justice to All

By John B. Cornell, Manager United States Macaroni Co., Los Angeles

We note in your introductory article in the New Macaroni Journal several very good ideas which, if carried out with justice to all, fearless consideration of the small manufacturer as well as the large ones, and catering to no particular clique or special section of the country, should assure the success of the New Macaroni Journal. It will also tend to increase the membership of the National Macaroni Manufacturers association, if carried out as outlined. But if the Journal or its editor is afraid to stand up for what is right and honorable it will never become the great power for good for the industry and for itself as it should be.

Fearless Journals Popular

I have noticed among the trade journals of the country that the one that comes out boldly and speaks straight from the shoulder, regardless of whom it hits and upon whose toes it treads, is the popular and successful medium of the lines it represents.

We have just finished a war for democracy against class and clique, a war fought for the liberty of all the world, a step in the right direction for the advancement of the world. The same idea carried out in our industry through the trade journal which is to represent us and to act as our mouth piece, will prove most beneficial to all. Therefore I will dwell briefly on the policy of the New Macaroni Journal, under the title "The Ten Commandments of the Macaroni Manufacturers."

First Commandment:

To collect and present through your columns news items of our great industry. (A valuable asset to every manufacturer if authentic and presented in a fair and just manner; not camouflaged.)

Second Commandment:

A means of talking to each other, advancing ideas, registering objections on unfair methods, applauding well directed efforts that are mutually advantageous to the entire industry and not to a clique or a section of the country. (A very commendable commandment if carried out.)

Third Commandment:

A medium through which manufacturers can be kept posted and right down to date on crop conditions, prices and various other matters vital to the industry and which no manufacturer can afford to ignore. (A valuable asset to his business.)

Fourth Commandment:

To serve the industry as an instrument whereby all government regulations and matters of general interest affecting the industry can be handled in a beneficent manner for united success. (In union there is strength.)

Fifth Commandment:

To become authoritative interpreter of official news and latest developments of the industry, of properly managed. (A vital commandment and should be watched with care.)

Sixth Commandment:

To make the Journal a co-operative medium between all manufacturers in the industry North, East, South, and West, allowing just criticisms and publicity through its columns. I do hope that our Journal will not be backward in criticizing any and all unfair methods at time practiced by some of

our unscrupulous manufacturers, and take an unbiased stand for fair competition. It will then be welcomed by all who care to live and let live, and these are the very foundation of any industry and should be the only ones that our Journal should care about.

Seventh Commandment:

To create a spirit of fraternity as in a great family, with common joy and joint interests. (A good one if obeyed and carried out and will do more good for the association in creating a spirit of good fellowship in place of the ill-feeling that now exists among a few of us.)

Eighth Commandment:

To preserve a conservative but progressive attitude and create an optimistic tone in our business. (A firm foundation on which all industries achieve success.)

Ninth Commandment:

To obtain and foster export trade, made possible by the war, and to brighten the future for the macaroni trade at home. (There is no reason why any macaroni should be imported, if the manufacturers will awaken to the opportunity before them, cut out all cutthroat competition and make a united effort to hold the home fort and to enter the foreign market. With approximately 127,000,000 pounds of macaroni valued at \$7,000,000 imported in 1914, properly cared for by the American producer on a profit-paying basis, there will be enough for us all. Let's get together for our own good.)

Tenth Commandment:

Last but not least—To the end that the general welfare of the macaroni trade in this country be promoted, their vital interests cared for and the spirit of socialability and fair-dealing towards each other be fostered and strengthened. (This in my opinion is the greatest of these Ten Commandments incorporated in your policy of the New Macaroni Journal, and if practiced by each and every macaroni manufacturer in the country, individually and collectively, will put the industry second to none and in its rightful place among the great industries of our great and glorious country.)

In closing will say that all unfair methods sometimes practiced by some of the unscrupulous concerns will hinder the carrying out of these Ten Commandments mentioned in your policy, nor will they have a tendency to create the brotherly feeling you desire to promote, nor in any way do anything but harm. Such methods should be severely criticized and public condemnation given to any who continue to attempt to bunco the consumers by any unfair and unbusiness-like practices.

Side Lights on the Convention

In attempting a hasty getaway from the convention city the popular representative of the Cleveland Macaroni company, our genial George N. Doble left behind some wearing apparel as well as some lonesome friends. The following message explains itself, "Fred A. Hamilton: Planters Hotel—Left pair of shoes at hotel. Call for same and bring with you to Cleveland. Have another on me if you've got the price. Signed Geo. N. Doble."

One of the new things at the convention was the reporter who took her notes of the doings on a stenotype machine. The ma-

jority of the manufacturers, seeing the machine for the first time, wondered whether it could be used advantageously in their offices while a few of the others were interested more in the operator than in the machine. Among the latter was an eastern representative who tried to "kid" the beautiful stenotypist by calling her "my little angel" and later on accusing her of painting. She took the wind out of his sails by curtly replying, "Kind, sir, did you ever see an angel that was not painted?"

In the course of his remarks as toastmaster at the excellent dinner prepared by the St. Louis manufacturers at the River view club the evening of the opening day of the convention, President James T. Williams quoted from the "after dinner speaker's bible" "What profiteth it a man to remember the full name of the thirty-seventh boob he met at the banquet a year ago last June? Will somebody kindly tell the world?"

The answer came not from a macaroni manufacturer but from one of the esteemed machine makers, George N. Bent of the Johnson Automatic Sealer Co. of Battle Creek, Mich., who tersely said:

"You are not expected to remember the thirty-seventh. If you can recall the name of the first two or three and the name of the man who put you to bed, you're doing darn well."

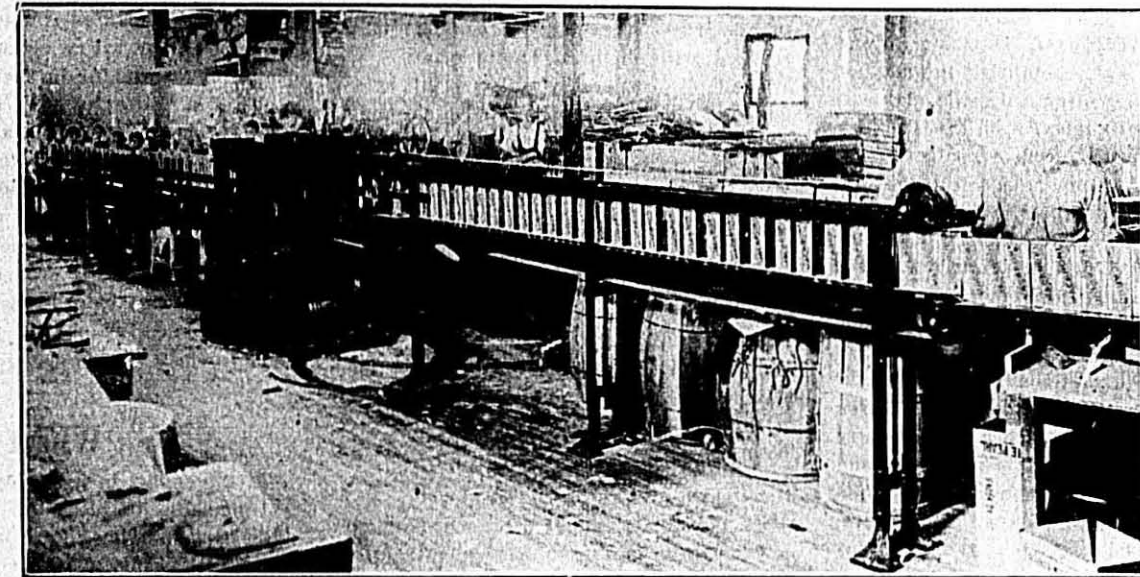
One of the real hard-to-crack questions submitted in the convention question box was one by a St. Louis employe, "What is the difference between a bookkeeper and a secretary?" Henry Rossi of the Peter Rose & Sons of Braidwood, Ill., tried to answer this ticklish question during the cabaret at Cicard's, but the more he tried the greater became the confusion. The negative side was ably handled by Mr. Alessandro of Viviano Bros. Macaroni Co., whose intense personal interest was really amusing. Perhaps Victor or Theresa will try their hands at solving this most absorbing problem.

During the cabaret on Wednesday evening, one of the beautiful chorus girls made attempt after attempt to attract the attention of the real Beau Brummel of the convention, Mr. Files of the flour men, but to no avail. Finally out of sympathy for the "beautiful little thing," Secretary Donna approached the attractive mill man and said "It is a well established fact that the dearest man in the world is the man who does not care to hear, but when a man fails to hear a noise like a skirt he is hopelessly deaf." The popular Arthur Rossi of San Francisco, the real "masher" of the convention, added spice by remarking, "Honey now, when a man ceases to be interested in the other half of the world—the better half—'phat the hill use is he anyway?' Especially at this time when we are trying to conserve food and save the lives of children. The Skirts! God bless 'em! Lead me to 'em."

"Broken eggs can not be mended."—(Lancolin.) Neither can "cashed-in" War-Saving Stamps grow to their maturity value.

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

PRICE PROTECTION TO MACARONI MAKER

Grain Corporation Undecided—President Barnes Seeks Effective Plan and Invites Suggestions From Noodles Men—Many Prefer No Indemnity—Watching Crop.

The United States Grain corporation has made no provisions to indemnify the macaroni interests in its price-protection plan covering all wheat consumers and before agreements are arranged for. Thorough canvass of the industry will be made to develop some scheme the least detrimental to all.

Investigating

The matter has not yet been taken up with the individual macaroni manufacturers nor with the National association, though President J. H. Barnes of the Wheat corporation has been in touch with James C. Andrews of the Yerxa, Andrews & Thurston, Minneapolis, endeavoring to obtain all information needed before suggesting a definite plan.

Owing to the complexity of the situation brought about by the need of protecting the consumer, there is some reason to think that the macaroni manufacturers probably will be permitted to take their chances with the flour market. In full Mr. Andrews' letter, which deals plainly and thoroughly with the various phases of the difficult condition, reads as follows:

Price Fluctuations Problem

A rather interesting situation has arisen in connection with the macaroni industry relative to the government wheat price and the protection of the consumers of wheat as arranged by the United States Grain corporation. It was found in the tentative plans for the protection of bakers and other manufacturers of wheat products that macaroni manufacturers were not included, and to make certain just what the attitude might be toward the buyers of flour for the manufacture of macaroni, I took the matter up with the vice president of the Grain corporation in this city, and he, in turn, took it up with President Barnes, and a telegram was received in reply, signed by Mr. Barnes, reading as follows:

"Your telegram received. Any manufacturer of flour of any kind is entitled to the protection of the wheat flour contract. The users of flour for macaroni purposes would be interested only in indemnity on unsold stocks at the time any price readjustment takes place, for their current purchases of flour thereafter would be on the reduced price basis, if installed. The matter of extending indemnity to macaroni manufacturers who use only flour is under consideration, but I have been unable to see any particular and effective plan by which such indemnity when paid would be sure to reach the ultimate consumer something as provided in the bakers' contract, and if the macaroni manufacturers have a definite proposal of that kind I should be glad to consider it. Since the matter is not a pressing one and no price readjustment will come in the near future, I conceived that we had time to study the question in all its angles."

Points at Issue

There are two points in the foregoing that I want to call especially to your attention:

First, that any indemnity paid on unsold stocks to you by the government would have to be passed along to the consumers in the price you charge for your products, this being the absolute and invariable rule as laid down by the Grain corporation, and furthermore, is under the full supervision of the Grain corporation in such manner as to make it impossible for those who receive indemnity for flour on hand from the government to retain the indemnity for themselves; and further the rule carries with it the order that in case of an advance in price, the holder of flour must pay back to the Grain corporation the equivalent of such advance.

When this matter first came up I was inclined to think macaroni manufacturers should have full protection, the same as the baker or flour jobber, but after studying the operation of such protection, it looks to me as if it would be almost impossible to work it up and that furthermore the macaroni manufacturer might not feel like making changes in his price of packages to conform to the reduced price of his raw material.

The Grain corporation rules permit sale of flour for a period of only 60 days shipment; hence, none of the macaroni manufacturers could possibly be very hard losers in case of a decline in values below the government wheat price and, looking at it from every angle, it would almost seem that it would be wise for macaroni manufacturers to go slow on this proposition of government protection, and not get it embodied in the rules and make it imperative to act under such rules unless they are absolutely sure that it is the best plan for the operation of their business.

Act or Drop It

Mr. Barnes states that there will be plenty of time to study the question and therefore it is to be hoped macaroni manufacturers will take some united stand and either request of the Grain corporation that they be included and have some plan worked out for protecting them, or to drop the matter altogether and take their chance against such small loss as they might have on a 30 to 60-day supply of raw material.

The second point I want to call to your attention is the last sentence of the telegram, in which Mr. Barnes states that no price readjustment will come in the near future. This, in itself, indicates that no macaroni manufacturer need worry about purchases he is making at the present time, and I can see no reason why he should not continue to purchase for 30 to 60 days' supply constantly.

At the meeting June 10 in New York Mr. Barnes delivered an address in which he gave the following figures and, using these as his basis of calculation of price, it is evident he has made no mistake in his assumption there will be no price readjustment in the near future. These figures are so interesting they are worthy reproduction, and will give you all some idea of the wheat situation of the world, based on official forecasts, as follows:

Available Supply for Overseas Movement Crop Year Beginning July 1	
	Bushels
Australia	140,000,000
Argentina	120,000,000

Canada	100,000,000
United States	800,000,000
Total	960,000,000

America's Contribution

The requirements for overseas bread grains this coming year aggregate from 750,000,000 to 800,000,000 bushels of which about 45,000,000 bushels is rye, and from the best figures obtainable, it is estimated that America will have to supply from 410,000,000 to 460,000,000 bushels which, if taken from our total crop as estimated by the government, will leave us only the promise of sufficient adequate reserves as a great consuming country should carry from one crop to the other. This year's crop is not yet made although the forecast indicates 1,200,000,000 bushels, yet it may fall considerably short. If so, and with these large export requirements, we are not going to have the carry over which we should have into the next crop; so it looks as if there would be very little need for worry about the government being able to maintain the guaranteed price and, as a matter of fact, if our wheat were thrown open to the world and transportation facilities were sufficient to move it as fast as buyers wanted, we would probably see a great deal higher than the government price.

It would be well to keep watch of the United States wheat crop carefully, and we will try to put before you any information we can obtain which will tend to have an effect upon it.

Wheat

E. Davenport in Saturday Evening Post
I demand an allibi for wheat when the high cost of living comes up for indictment. Wheat, the source of the staff of life; the cheapest and best of all our American foods; the deciding factor in the war; the greatest single element in the conclusion of peace, and today the strongest bulwark against Bolshevism! Wheat, the staple food of man, the civilizer of humanity, the greatest single find of all times except iron!

Since the Stone Age and the Lake Drifters man has worked and fought for wheat as the most precious of all his possessions. He forgets it from time to time in the pressure of others matters, but he always comes back to wheat and to the land of its production.

That is why there are grown today in the earth no less than 4,000,000,000 bushels annually, produced upon a greater variety of soils and under a wider range of climatic conditions than would be possible with any other crop.

Four billion bushels of wheat, with half a million seeds in every bushel! About 100 bushels a head for all the earth, when the wheat should be six!

A solid trainload reaching around the world! Rivers of wheat—for, in motion these 4,000,000,000 bushels would make a stream over 20 feet wide and a foot deep flowing four miles an hour continuously year in and year out, forever and a day, feeding of the nations! Blessed be Wheat!

When You Want Quality and Service

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Durum Products

Farina Semolina Flour

Write or wire for samples and quotations.

Northern Milling Company

Wausau, Wisconsin

UPHOLDS PRICE MAINTENANCE

Supreme Court Decision Regarded by Specialty Men as Final Victory—
Colgate Case Ruling Settles Right to Enforce Resale Figure—
—Special Legislation Not Needed.

The decision of the Supreme Court of the United States in the now famous Colgate case, handed down early in June, is being accepted in trade circles as the last word on the important subject of price maintenance, particularly by the specialty manufacturers. It is a confirmation of the opinion for years advanced by leading attorneys of the legality of price protection by which any manufacturer might refuse to sell his goods to price cutters, a right inherent in the common law brought to a head by the determination of Colgate & Co. to fight for right to continue their trade policy.

Action was taken against this company by the Department of Justice, which charged a violation of the Sherman law in the courts of Virginia; that the company created and maintained a combination in restraint of trade in violation of this act. This offense was constituted by the continued and uniform refusal to sell to dealers who did not observe the fair resale price suggested by the company.

District Court Upholds Right

The case was first tried in the district court, where it was decided that in its action Colgate & Co. had violated no part of the Sherman law nor any other law on the statutes of the United States. An appeal to the Supreme Court brought about a unanimous opinion signed by all the supreme justices, that the aforesaid conduct is in no way a violation of the Sherman law as charged. This point is finally decided by the following opinion:

Decision in Full

The purpose of the Sherman act is to prohibit monopolies, contracts and combinations which probably would unduly interfere with the free exercise of their rights by those engaged, or who wish to engage, in trade and commerce—in a word, to preserve the right of freedom to trade. In the absence of any purpose to create or maintain a monopoly the act does not restrict the long recognized right of trader or manufacturer engaged in an entirely private business freely to exercise his own independent discretion as to parties with whom he will deal. And, of course, he may announce in advance the circumstances under which he will refuse to sell.

The trader or manufacturer, on the other hand, carries on an entirely private business and may sell to whom he pleases (United States vs. Trans-Missouri Freight association, 166 U. S. 290, 320). A retail dealer has the unquestioned right to stop dealing with a wholesaler for reasons sufficient to himself, and may do so because he thinks such dealer is acting unfairly in trying to undermine his trade (Eastern States Retail Lumber Dealers Association vs. the United States, 234 U. S. 600, 614. See also Standard Oil Company vs. United States, 221 U. S. 1, 56; United States vs. American Tobacco Company, 221 U. S. 106,

180; Boston Store of Chicago vs. American Graphophone Company et al., 246 U. S. 8). In Dr. Miles Medical Company vs. Park & Sons Company, supra, the unlawful combination was effected through contracts which undertook to prevent dealers from freely exercising the right to sell.

Made Test Case

Counsel for Colgate & Co. have insisted upon the aforesaid legal proposition from the very inception of this case. In fact, the company voluntarily submitted to indictment, in lieu of the filing of a consent decree in a civil proceeding, in order to establish the doctrine just stated.

The legal position which Colgate & Co. have taken throughout this proceeding has been completely and decisively vindicated by this unanimous decision of the United States Supreme Court, which decision finally disposes of the question of the application of the Sherman act to the conduct involved. The company and its counsel are deeply gratified by this successful conclusion of a most important case. The principle involved and finally established by the highest court in the land is of vital importance to all fair traders.

Warns Against Unfair Practices

Charles Wesley Dunn, chief counsel for the victorious company, elated over the success, issues the following statement to the specialty manufacturers:

"Of course, it follows that any specialty manufacturer may hereafter refuse to sell to dealers who do not observe the fair resale prices suggested by him, without violating the Sherman act. Manufacturers are strictly cautioned, however, to confine their conduct within the precise limitations of this decision. Resale price maintenance contracts and agreements are unlawful under the Sherman act and must be avoided under all circumstances. Under the Sherman act a manufacturer may lawfully quote fair resale prices and refuse to sell cutters, but he may not require or exact resale price maintenance contracts or agreements. Indeed, a manufacturer may refuse to sell to any dealer for any reason. For example, he may refuse to sell to a dealer who resells to another dealer, because the latter sells at unfair prices.

"While the law is thus settled with respect to the construction and application of the Sherman act, the question is still open whether the aforesaid refusal to sell conduct, resulting in the general observance of the suggested resale prices, constitutes an unfair method of competition under section 5 of the Federal Trade Commission act. Therefore, a manufacturer, effecting such refusal to sell conduct, now risks the issuance of a complaint against him for violating section 5 of the Federal Trade Commission act. There are a number of such cases

now pending under the Federal Trade Commission act, the principal one being the Beech-Nut Packing Company case.

"Undoubtedly, the Federal Trade Commission will shortly announce whether it will continue to issue and prosecute complaints under section 5 of the Federal Trade Commission act because of the effecting of the refusal to sell policy, in the light of the Colgate decision under the Sherman act. This announcement will be awaited with deep interest."

Trade Papers Approve Decision

Practically all the trade papers in the country have voiced their approval of the action taken by the Supreme Court. In commenting on this decision the Journal of Commerce says:

Did the decision of the Supreme Court of the United States in the Colgate case settle once and for all, the fundamentals of the long-drawn-out controversy as to the right of a specialty manufacturer to enforce the resale price of his branded product?

There is considerable concurrence of opinion to the effect that it did and much relief is expressed thereat. If, as the court holds, the owner of a trade-marked article has an inherent right under the common law to withhold his goods from a vendor who does not handle them as the manufacturer desires, it would appear though he has all the machinery necessary to stop price cutting—at least on any serious scale such as might justify him in complaining of unfair treatment. If the price cutter continues to pick up the inhibited goods he can also close that source of supply, if he really wants to.

There are a few brave souls in the specialty field who have always contended that they needed no new and fanciful legislation like the Stevens bill—pet hobby of the Federal League's belligerent secretary—to protect them in an old-established right to choose their customers. A few have always exercised that right and thereby corrected most of the abuses which nettled those of less courage. When the Federal Trade Commission and the Federal Department of Justice invented the idea that such action was illegal under the Sherman act these manufacturers were indignant, and when Mr. Dunn led Colgate into a battle royal to test the issue they rejoiced that at least a case had been framed wholly devoid of preliminary "conspiracy" features in which the essential issue might be proved.

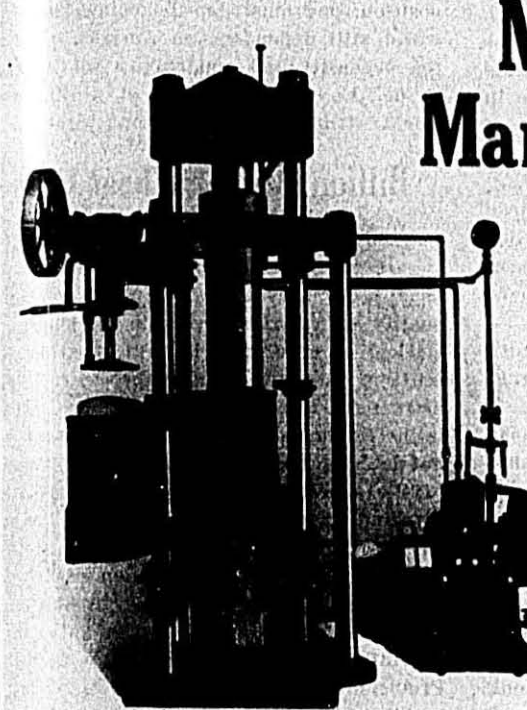
The whole trouble in the past has been that many manufacturers professed a desire to protect their prices, but hadn't the courage to lose a certain amount of outlet for the interests of that end. Some who did pay the price of consistency backslid, and because a price cutter would succeed in getting hold of a few goods occasionally and make a noise about his cutting, would grow panicky and lose heart. But for those who stood straight there was really very little cutting, and such as was observable was for effect rather than as a policy. Now the Supreme Court has decided that in doing it they did not break the Sherman law.

Some Preferred Open Field
As against this fundamental remedy stop the champions of such measures as

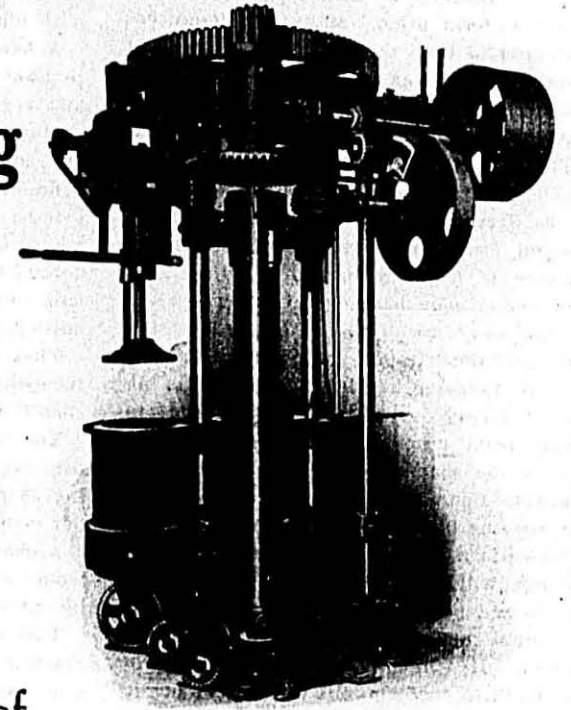
Walton Macaroni Machinery

Minimizes Manufacturing Expense

Our line of Presses, Kneaders and Mixers



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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

Stevens bill. Unwilling to protect themselves, they wanted the Government to set up a new and artificial right, under a specific law—not unlike a semi-patent—by which they could enforce a resale price in consideration of giving the Government a right to investigate their costs, profits, etc., and decide the fairness or unfairness of the proposed uniform price. Many manufacturers preferred to take their chances in an open competitive field as to the fairness of prices and be their own policemen under the common law.

These considerations have aroused considerable speculation as to what will now come of the Stevens bill and the doctrines of the Federal Trade Commission that price maintenance is contrary to the Sherman law. The Commission has several cases pending on this issue, awaiting the outcome of the Federal Department of Justice action against Colgate, besides which it has already forced several manufacturers to desist from practicing policies similar to that of the soap concern. It has also proposed to Congress a bill substantially like the Stevens bill.

There is a general feeling that the Commission will adapt its tenets to the new decree and permit withholding goods, since it cannot maintain a complaint on such ground. It will probably amend its proposed bill to conform, but whether or not it will abandon its proposal to supervise a fixed price before considering it legal remains to be seen. Manufacturers certainly do not want to be supervised and now that they find it unnecessary, as the price of en-

forcing their own wishes, it is most likely that they will even more rapidly turn against the paternalistic measures proposed in the past.

World's Wheat Crop

(Continued from page 7.)

part company with all conceived relations with other foods.

A better education of our own people as to how to increase the per cent of cereals and vegetables in their diet would save in a single year, at home, twice the value of our entire wheat crop. And it could be done without the sacrifice of palatability.

It has been calculated that the American people today spend annually eighteen billion dollars in their food bill. That of this, cereals with 38 per cent of the food value, cost only 16 per cent of the total bill.

That bread, sugar, potatoes and fruits, furnishing 62 per cent of the food value, cost 31 per cent of the total expenditure.

The remainder of the diet—namely, meat, fish, eggs, milk, cheese, butter, lard, furnishing 38 per cent of the food value—costs 69 per cent of the food bill.

A change of 10 per cent in these relations would save our domestic food expenditures by three billion dollars, annually.

Two years ago, and again a year ago, in meetings similar to this, I expressed the hope that when the war had been victoriously ended, the President of the United States, the Commander-in-Chief of the War Forces of the Great Democracy, would state that, of all the forces of the commercial army of America furthering the prosecution of the

war, the Grain Trade of the United States has proved to be its very flower.

The war has been won. The President has expressed sincere commendation, but because of peculiar circumstances the Grain Trade must continue its war service for still another year. To accept that control and that sacrifice without resentment and opposition, one must get the conception of a world still dependent on America's aid, of the necessity and opportunity for America to be the "Big Brothers" of a distracted world, strong, resourceful, and generous.

Billion Bushel Wheat Crop

(Continued from page 12.)

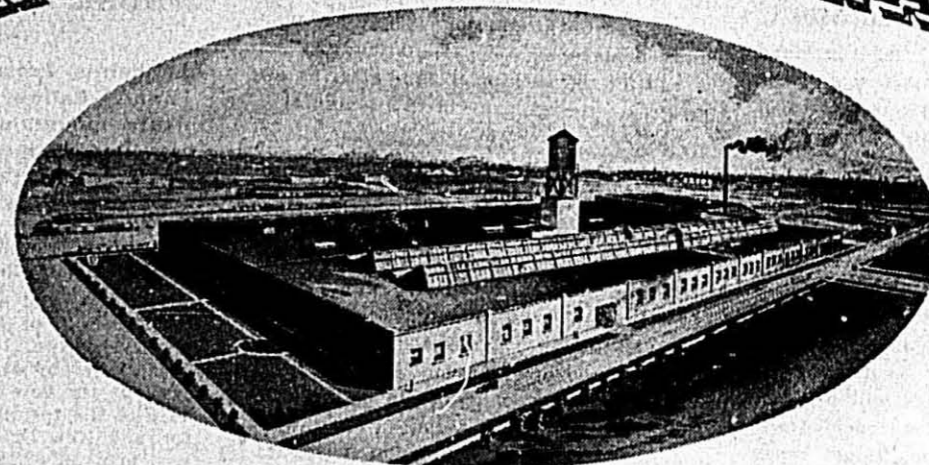
a gain by the practice for wheat that sweats in the stack, except during an unusually dry harvest season, will be of better quality than if thrashed from the shock. If stacked at once after harvest, weather permitting, the farmer may then thrash and market the wheat at his convenience. There is the further advantage that the wheat will not deteriorate should rains come as it would in the shock. As a marketing proposition stacking as soon as the wheat has become thoroughly dry after harvest is "good business," particularly with a billion bushel crop and congested storage facilities in sight.

Farmers should consider the question of providing themselves with storage facilities. Provision may be made to store wheat in buildings already constructed or farm granaries and portable bins may be provided. The department of agriculture has specifications for a portable farm granary, issued as Markets Document No. 11.

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*Of Superior Quality, Artistically Designed to
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EXCEL-ALL
DISPLAY CADDY



PERFECTION BLIND CADDY

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

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

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

Write for Samples and Prices

Wooden Boxes

LOCK CORNER HINGE CORNER

Box Shooks

MACARONI SHOOKS

Made of Gum Veneer
or Sawed Stock

OUR SPECIALTY

Dunning-Varney Corporation

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High Grade Durum Semolina and Flour

"GRANITO"

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"2 SEMOLINA"

Medium Ground Semolina

"ORIENTAL"

Fine Ground Semolina

"DURO PATENT"

A Fancy Macaroni Flour

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

Write for SAMPLES and PRICES.

Duluth-Superior Milling Co.

DULUTH, MINN.

Notes of the Industry

Issues Million Preferred Stock

According to the press, the Cleveland Macaroni company contemplates a large building program and has prepared to meet the financial demands for this improvement by selling a large quantity of stock at par. The statement follows:

Cleveland Macaroni Co. Issues Stock

Field, Richards & Co., Cincinnati investment house, have underwritten an issue of \$1,000,000 7 per cent preferred stock of the Cleveland Macaroni company, manufacturer of Golden Age macaroni, to be offered the public at par. The proceeds will be used to retire outstanding bonded indebtedness of \$450,000 and to supply additional working capital to enable the company to meet its largely increased business.

New machinery is to be installed, which will make the plant the largest in the world, its officers say. The plant has a daily capacity of 12,000 cases, equivalent to 288,000 packages, or an annual capacity of 86,400,000 packages. The company manufactures macaroni, spaghetti and egg noodles.

In its process of manufacture the food product is handled exclusively by machinery, the human hand never touching it at any stage. The plant is equipped with the latest modern machinery.

Report of the company for 1918 shows production of 32,107,169 pounds, sales of \$1,989,605.87 and net operating profit of \$249,375.14.

The company has \$1,125,000 common outstanding, to which is to be added the present preferred issue, making the outstanding capital \$2,125,000.

St. Louis Plants Visited

During the convention of the National Macaroni Manufacturers association, last month in St. Louis, the various macaroni plants of that city were thrown open to inspection by the visiting producers. The large V. Viviano Brothers' factory, the Mercurio Brothers' plant, the Dalpini and Randazzo establishments as well as the new Ravarino and Freschi plant were the centers of interest. The trip proved educational to both the visitors and the St. Louis manufacturers because of the free exchange of ideas and plans of manufacturer that will unquestionably redound to the good of the whole industry and the raising of the standard of the macaroni production.

Invasion of Europe Certainty

The Creamette company, Minneapolis, through its broker in London, Eng., has landed a nice little order for 12 carloads of Creamettes to be shipped to the British Isles in quantities of no less than one carload a month for a whole year. American made foodstuffs are coming into their own and it needs but average attention by a few of the progressive manufacturers to capture

the unlimited amount of foreign trade that can be had for attempting. There are numerous fields open for exploitation and can be had for the seeking if gone after as has the Creamette company in this instance.

Inspect Drying System

James T. Williams of The Creamette company, Minneapolis, E. T. Villaume of the Minnesota Macaroni Co., St. Paul, Minn. and Henry D. Rossi of Peter Rossi & Sons of Braidwood, Ill., made an inspection of the drying system in use at the Tharinger Macaroni company plant in Milwaukee about middle of last month. They were accompanied by Arthur Rossi of San Francisco and while there were the guests of William A. Tharinger, former president of the National Macaroni Manufacturers association.

Martin Ismert, Head Salesman

Martin E. Ismert has been appointed head salesman for the Ismert-Hincke Milling company, Kansas City. The new manager is the oldest son of Theodore F. Ismert, president of the company, and has for some years been in charge of the city sales department. Mr. Ismert began his new duties by attending the session of the Macaroni manufacturers in St. Louis and opened his sales campaign by placing a large ad in the New Macaroni Journal.

Off on a Vacation

William A. Tharinger of Milwaukee recently retired chairman of the executive committee of our Association, together with Mrs. Tharinger and children enjoyed a pleasant vacation at Atlantic City and other eastern points last month.

Business Outlook Good

New York.—In weekly financial letter, Paine, Webber & Co. say: "The general business outlook continues excellent in almost every direction. With satisfactory termination of the peace negotiations we may expect the real beginning of the great reconstruction period, which will provide large profits for American interests and corporations. Funds will be required in unusual amounts for this era of expansion. There will be cross-currents in the market movements. Favorable industrial and commercial factors will be offset to a greater or lesser extent by the credit requirements of this country and Europe. Many stocks have high intrinsic value and promising prospects for maintenance of liberal dividends which will continue to attract substantial buying by investors." The railroad administration has signed contracts with the Illinois Central at a compensation of \$16,540,717.

WHEAT PRICE INCREASED

Gulf Points Favored to Increase Flow Thither—Railway Rates Adjusted From Inter-mountain Territory to Equalize Shipments to South to Avoid Congestion.

Julius Barnes, United States wheat director, announces that on June 25 the president signed the following executive order:

"By virtue of authority vested in me by the Acts of Congress approved respectively Aug. 10, 1917, and March 4, 1919, I hereby direct, to more properly regulate the flow of wheat of the crop of 1919 to the terminal markets of Galveston and New Orleans, that the guaranteed price of \$2.28 per bushel at Galveston and New Orleans, fixed by me in the Presidential Proclamation dated Sept. 2, 1918, be increased as of and from July 1, 1919, at each of said terminal markets to \$2.30 per bushel and that the Food Administration Grain corporation under the direction of the United States wheat director be authorized to purchase wheat at said terminal markets at such increased price and under such rules and regulations as may be prescribed."

In explanation the director stated the larger available supply of ocean tonnage and prospective larger demand for grain movement made it advisable and desirable that the Gulf ports ship larger quantities of foodstuffs than possible under conditions a year ago. It is hoped by this moderate advance in the price of wheat at the Gulf to attract there enough wheat to supply the tonnage that can be loaded there.

Lower Freight Rates

It is hoped that with this moderate advance and with a rate of 56c to the Gulf from principal wheat-raising sections of the Inter-Mountain territory, the Grain corporation will discontinue its absorption basis on Inter-Mountain wheat put in last year to give a minimum of \$2.00. This advance and the new rail rates work out almost equal to those from the principal sections. Last year millers in that section complained of discrimination because absorption was not made on their products as it was on wheat and the situation this year will reinstate the natural competition.

No other changes in the guaranteed price at the various markets covered by the guarantee proclamation of September 2, 1918, are contemplated and the price at Pacific Coast ports guaranteed at \$2.20 in that proclamation will continue to be made effective on that basis.

EFFICIENCY

It ain't a senseless hoardin'
Nor stinting of our need,
But efficiency in spendin'
That should become our creed.

It ain't some money set aside
On impulse once awhile,
But steady savin' day by day
That builds the solid pile.

—S. V. Perlman.

Protect Your Trade Mark



TRADE-MARKS and Brand Names are valuable assets, and sometimes the Good Will of a business depends upon them.

It is just as important to establish a clear title to a Trade-Mark or a Brand Name as it is to a piece of real estate. No one would think of buying real estate without searching the title, and no one should decide to adopt a Trade-Mark or Brand Name without an exhaustive investigation.

The Trade-Marks and Brand Names registered in the Patent Office can be easily searched, but the *unregistered* names, far greater in number than the registered ones, are the ever present source of danger of duplication and infringement, *because they are someone's property.*

Our Trade-Mark Bureau, in addition to 160,200 registered names, has compiled an indexed list of 550,000 *unregistered* names, all of which must be investigated before a new name can be used with any degree of security against interference with property rights.

The activities of our Bureau are best illustrated by statistics: In the last five

years we have had inquiries from, and given advice to, 3,895 concerns; we have investigated 10,084 names for 2,569 concerns; we have originated and suggested 2,746 names to 409 concerns, 137 of whom had these names registered in the U. S. Patent Office; we have prevented 1,187 duplications for 917 concerns, and in each case an expensive law suit was undoubtedly avoided.

Our Bureau is receiving a greater number of inquiries each year, but with the 710,200 names on record, with the history of the facts relating to them carefully tabulated, and with Trade-Mark and Brand Name information that has taken forty-five years to accumulate and arrange, we can handle ten times as many inquiries if users or prospective users of Trade-Marks or Brand Names will only take the trouble to consult us.

The function of our Trade Mark Bureau is to investigate and search titles, to originate designs, and to suggest new names. We invite and urge all to seek the advice of our Bureau—and this comprehensive service is free to our customers.

Three modern plants; nearly 800,000 square feet of active floor space; the latest machinery and mechanical processes; and over 2300 men and women—*carefully organized*—are required for our manufacturing activities.

The United States Printing & Lithograph Company

MAKERS OF FOLDING BOXES THAT HELP SELL GOODS
TRADE MARK BUREAU HEADQUARTERS, 8 BEECH STREET, NORWOOD, CINCINNATI, OHIO

MISBRANDED GOODS LOSE LEGAL RIGHTS

Federal Court Refuses to Protect Trademark of Suspected Product—Coca-Cola Decision Case in Point—Manufacturers Should Be Warned.

A decision of the federal courts of vital importance to every owner of a trade mark, and full of unique interest, is that recently rendered by the United States Circuit Court of Appeals for the 9th circuit, refusing to protect the well known product "Coca-Cola" on the ground that the product is not accurately branded, and therefore is not entitled to have its trade mark protected under the law. Although the case was decided several weeks ago, it is only now attracting attention.

It appears that the Coca-Cola company proceeded against a concern making a product known as "Koke," and sought an injunction in the Federal district court for an alleged infringement of its trade mark "Coca-Cola." The decree was rendered for complainant and defendants took an appeal. This decree was reversed, the appellate court speaking as follows:

Opinion

"The evidence leaves no room for doubt that the appellee's very extensive business conducted under the name "Coca-Cola" is not entitled to protection at the hands of a court of equity. First, because it shows that in the beginning, and for many years thereafter, the coca of which its compound was in large part made contained the deadly drug cocaine, and the caffeine, which constituted the other main ingredient, was derived mainly, and, indeed, almost exclusively, not from cola nuts, but from tea leaves.

"Yet the labels with which the preparation was adorned contained pictures of coca leaves and cola nuts, and was widely advertised and sold first under the name of 'Coca-Cola Syrup & Extract,' next as 'Coca-Cola Syrup,' and finally as 'Coca-Cola,' as a 'valuable brain tonic,' an 'ideal nerve tonic and stimulant,' as a cure of 'headache, neuralgia, hysteria and melancholy,' and 'of nervous afflictions,' under which representations a tremendous consumption was built up, and under which large numbers of the appellee's customers still consume the mixture, although long prior to the bringing of the present suit the drug cocaine was practically eliminated from the drink, and the caffeine, of which it has since been mainly composed, still comes mainly, if not entirely, from other sources than the cola nut. We find such conduct on the part of the appellee to be, in fact, such deceptive, false, fraudulent and unconscionable conduct as precludes a court of equity from affording it any relief."

Must Get Wise

This decision will give the several macaroni concerns now under arrest for misrepresentation of goods a line on what they may expect from the government. Hearing on several charges of misbranding goods are set for July. The sooner that the manufacturers appreciate the intention of the government officials to "clean-up" this practice, the sooner will the industry be cleared

of the evil effects all these prosecutions have on those who sincerely strive to produce a product above suspicion and well within the law.

Inflation and Costs

John J. Arnold, Vice President First National Bank of Chicago

That the United States of America today ranks as one of the leading creditor nations, if not the leading creditor nation, of the world is admitted by economists the world over. This position was thrust upon us with a suddenness which is almost startling. We are now trying to find our equilibrium. In our confusion many have come to the conclusion that we at the same time have come into the position of the world's banker.

From this attitude I personally dissent. The fact of the matter is we have come into the place of a creditor nation through a process which, if not unnatural, nevertheless must be considered as abnormal.

Debtor to Creditor Nation

The United States prior to the outbreak of the war was a debtor nation to the extent of approximately \$6,000,000,000. The accumulation of this obligation, however, covered a long period and, in fact, had its beginning in the early days of our independence.

When a nation imports more merchandise than it exports, the difference between the two must be settled from time to time either by the shipment of gold and silver or the giving of a promise to pay at a future date. These obligations or promises were represented by mortgages on our farms and real estate and stocks and bonds against our industries.

Because the process was a gradual one, European financiers and bankers found it possible to develop an investment clientele which with us in our present condition is almost entirely lacking, and until such a market has been created we can not consider ourselves as ranking as the world's banker.

Stimulate Private Enterprise

The situation which confronts us is serious, and it may be necessary that our government accept from the European governments further government bonds or promises to pay for the interest which will be due from year to year.

It is desirable from every viewpoint that government financing should be discontinued at the earliest possible moment. Private enterprises should be stimulated by private financing, which will most quickly bring about deflation.

The high cost of commodities and labor, of course, is partly due to the increased demand for raw materials and the curtailment of production for peace purposes.

The world today is glutted with government securities, which include both bonds and the medium of circulation known as currency, and the sooner we begin the process of reducing both the sooner can we figure on a lower cost of living.

Pre-War Prices Must Wait

From the standpoint of the student of economics it is absolutely futile for peace industry to wait longer for pre-war commodity prices, and everything should be done to encourage the resumption of peace

business, which alone can accomplish what we all desire.

In other words, the production of new wealth is absolutely essential for the reduction of costs. The normal way to reduce the price of wheat is through the farms producing a larger quantity. That is to say, we must place the emphasis upon a greater production rather than upon a consumption of commodities, while in the field of governmental securities the opposite is the end to be accomplished.

Bankers quite naturally are interested in the growth of their deposits, and so long as such growth represents actual deposits the condition a healthy one. Deposits, however, which are created through the making of loans can not be considered of this character.

Loans no Added Strength

If a customer borrows \$100,000 from this bank and the amount is immediately placed to his credit both the loans and the deposits of the institution have been increased an equal amount, but such a transaction does not represent added strength to the institution, and if carried to the extreme may even prove disastrous. This is merely an illustration of what has taken place throughout the world in government financing.

The note of the borrower represents an obligation to make repayment at some future date against which he has been given a credit balance upon which to draw for present use. Such a transaction is perfectly legitimate, and when carried on within the limits of power to pay should not be considered dangerous. In the present world situation, however, government obligations or promises to pay have been created beyond the point of ability to reimburse within a stated period. Refunding, therefore, is but a natural consequence.

Aside from this we must not forget the distinction between borrowing for purposes of destruction. When the customer of a bank borrows the \$100,000 he is doing so for the purpose of creating new assets, while most funds raised by government borrowing during the war have been expended for destructive purposes. In other words, the materials used for the carrying on of our war are largely of no real monetary value now.

Ships for South American Trade

Steamships that have been allocated to South American trade number seventy-five, and the tonnage represented is 410,017. The vessels include tankers, general cargo ships, freight and passenger; motor ships, and one concrete freighter. The sailing vessels assigned to this trade number fifty-three, with a total tonnage of 132,361.

In addition to the above the Shipping Board is now building twenty-two 12,000-ton passenger and freight ships for the South American service. In order to encourage closer relations between the people of the two countries these vessels are to have passenger accommodations equal to any trans-Atlantic liner, according to Mr. Hurley's statement, every cabin being equipped with two beds and a bath. These steamships will make weekly trips to Central and South American ports, flying the American flag.

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

EXECUTIVE COMMITTEE

Report at St. Louis by Chairman W. A. Tharinger—In Continuous Session—Association to Become Self Sustaining—President Williams Praised.

William A. Tharinger for the executive committee said he had not drawn up or written a report, expecting that the president and secretary would cover the entire work of the executive committee, and you can rest assured that we were very busy doing the work that they have reported so far.

The executive committee had, we might say, a continuous session during the entire year. The first meeting, after the convention, was on Aug. 8, at Washington, and after that I never left Milwaukee unless I had an appointment to meet some member of the executive committee or some member of the Macaroni and Noodle Manufacturers association, and that on association business.

I am happy to say, indeed I am very glad to report, that every time that the executive committee called for anything or asked our worthy president or the other members of the committee to meet anywhere, they were always there promptly, ready and willing to serve. If it hadn't been for the co-operation of all the officers and the members of the association the splendid work reported by our president could not have been accomplished.

I want to thank all the members of the executive committee, as well as the members of the association, for the very loyal support they have given the officers during the past year.

I also want to make this suggestion: We have had a great deal of work to accomplish. Mr. Williams has read to you the expense account for transacting the business of the association for two years. I believe every one will agree that if he could do as much business in his own firm as the association did the last two years with the expense Mr. Williams reported, we would all be making a barrel of money. Our association is going to be self-sustaining in the future, and we hope that all the members will help make it self-sustaining by getting after advertisers for the Journal. It is our firm belief that in another year, we will have one of the strongest associations in the whole United States.

Food Labeling Unsafe

A few years ago a story was sent out from some unknown source to the effect that a then popular breakfast food contained arsenic. In a short time the consumers generally had heard the story and, whether they believed it or not, stopped using that brand of cereal. A business which had cost thousands of dollars to establish and a brand of food of high quality was destroyed by a false rumor.

Courts to Rescue

Scores of cases of food poisoning are reported yearly, although in almost every instance investigation shows no basis for the report. The unfortunate ice cream maker, dairyman or butcher whose goods were libeled and business destroyed has had no recourse. The only thing for him to

do has been to live down an unmerited evil reputation. But now the courts have come to his rescue. The Court of Appeals of New York in the first out-and-out decision of the highest court of any state has said that a libel on a food product is a libel on the manufacturer of that product. The court further says that the publication of any story to the effect that a specific food product is unwholesome, adulterated or misbranded, is libelous per se, if the facts given are not correct.

The judgment was rendered in a case brought by an ice cream company against a newspaper which had published a story to the effect that ice cream manufactured by the company had caused the death of one child and the serious illness of several others.

Law Considered Beneficial

This is a good law. Manufacturers of unwholesome food should be exposed and every bad feature of their business should be held up that the public may see it and withdraw its patronage. But such verdicts as the one handed down by the New York court will have a wholesome effect in stopping unwarranted attacks by publication of false and sensational tales of poisoning and death by the eating of bad candy or adulterated canned goods.—American Food Journal.

How States Rank in Crop Value

The bureau of publicity of the Omaha Chamber of Commerce has compiled a table to show average annual value of all crops in each state during the seven-year period from 1912 to 1918. It is as follows:

Rank and State	Average
1—Texas	568,795,000
2—Illinois	514,180,000
3—Iowa	502,776,000
4—Georgia	351,860,000
5—Ohio	334,658,000
6—Missouri	312,189,000
7—New York	308,968,000
8—Minnesota	307,538,000
9—Nebraska	304,641,000
10—Indiana	303,559,000
11—Kansas	298,926,000
12—Pennsylvania	294,972,000
13—North Carolina	288,384,000
14—California	268,231,000
15—Wisconsin	251,425,000
16—Michigan	237,461,000
17—South Carolina	237,429,000
18—Mississippi	226,448,000
19—Alabama	219,332,000
20—Kentucky	218,428,000
21—Arkansas	214,904,000
22—South Dakota	214,031,000
23—Oklahoma	209,545,000
24—North Dakota	203,385,000
25—Tennessee	200,521,000
26—Virginia	193,579,000
27—Louisiana	171,092,000
28—Washington	109,381,000
29—Colorado	100,193,000
30—Montana	90,336,000
31—West Virginia	86,026,000
32—Oregon	84,539,000
33—Maryland	78,408,000
34—New Jersey	71,282,000
35—Idaho	64,840,000
36—Maine	62,840,000
37—Florida	62,786,000
38—Massachusetts	51,374,000
39—Vermont	40,992,000
40—Connecticut	40,126,000
41—Utah	35,932,000
42—Wyoming	33,596,000
43—New Hampshire	23,372,000
44—New Mexico	22,923,000
45—Arizona	19,166,000
46—Nevada	17,274,000
47—Delaware	17,033,000
48—Rhode Island	5,818,000
Total United States	\$5,876,286,000

1st Citizen—What is the reason why the American soldiers are called doughboys?
2nd Ditto—Because the Allies kneaded them and they were turned out by a Baker.

UNITED ADVERTISING

Report at St. Louis Convention on Campaign for Publicity Waged for a Short Time Spurs Manufacturers to Continuous Work—Question Is How to Get a Fund.

The national macaroni advertising campaign for macaroni products was a subject of foremost interest at the St. Louis convention in June. F. W. Foulds of Chicago was down for a talk Wednesday afternoon on co-operative advertising. He said he did not know he was to do more than report on the short advertising campaign the association manufacturers had just got through with, and let the delegates decide among themselves whether it did them good or not. Mr. Foulds continued:

Now you know when we met in Chicago in March, we felt it was necessary to go out to the public and let them know that the ban against the use of macaroni was lifted, and we decided then and there that we would raise the funds to notify the public to that effect. We started in at that time, and I have a list here of subscribers to this fund, which I believe it is hardly necessary to read, but I will say that we had subscribed \$44,650, of which we collected \$44,300, which we spent in a five weeks campaign—we had six weeks in contemplation—in the Sunday issues of the daily papers, starting with full page advertising, and the others were three-quarter pages. We had expected to have six weeks, but the funds allowed us to reach only the four weeks.

Of the funds collected, \$44,300, we paid N. W. Ayer & Sons for the advertising \$40,165.71 leaving on hand a balance with the treasurer of \$4,134.27. There was no money expended at all by your committee, except just the payment of N. W. Ayer & Sons bill; and I believe that each and every one of us realizes that that did us a great deal of good. We could not expect much from a five weeks campaign, and any of these advertising men can tell you that it would be impossible to look for big results, but in talking with the millers, in talking with all the different macaroni men, they all feel, I believe, that we were benefited very largely, in comparison with the time spent in the advertising.

Now the question is, whether we are going to continue it and make it permanent, or not. There are very few people who asked Mr. Springer any questions, but I am going to suggest something that I believe will make every one of you ask questions, and I hope you will. Now we want a fund; we want a fund to advertise, and it ought to be not for four or five weeks, or four or five months, but for four or five years, to continue it year after year. I believe if we would get a sufficient fund, we could double the consumption of macaroni, and we all realize now that the production is greater than the consumption. We could double the consumption of macaroni in a year, probably in two years we could treble the present consumption.

Where are we going to get the fund from? It is going to be almost impossible to get the macaroni manufacturers together in a sufficient number to contribute this fund. Now I have a suggestion to make that I would like to have each and every one of you consider carefully, and let us discuss it here this afternoon. To try to devise some means by which we can get this fund from the source, or from the durum wheat millers. In doing this they would no doubt have to incorporate in their cost a small sum on each barrel. We, as consumers, would eventually have to pay that but we would never know we were paying it; we would be more than repaid by our trade, and, in the increased consumption of the durum wheat products, the millers would be in a position to doubt to make enough money in the competition between them to wipe out the little amount they had set aside for this advertising fund. I believe that we could get the millers to cooperate with us and take this fund, if we were all agreeable that they do it, and that we were all paying for it in the end, as all consumers pay for the advertising.

Now, we are all here together; let every one get up and express an opinion on it and see what every one thinks, and if the macaroni manufacturers are in favor of it, I have no doubt in the world but what we can have the millers all right—they are a pretty good set of scouts at best, and there aren't many of them to deal with, and if we want them to do it, we will get them together in a room and simply club it into them and make them do it. I hope every one will get up and express himself on this question.

Thrift is shorthand for "Waste, not, waste not." Buy W. S. S.



Laboratory Tested Shipping Boxes

Every box that comes to you from the Hinde & Dauch factories is made from material which has withstood the most rigid tests of weight, moisture content, percolation, fibre quality, calliper, density, rigidity and tensile strength.

Hinde & Dauch
Corrugated
Fibre Board Boxes

are scientifically made from the raw material to the finished box. Every process of manufacture from pulping to final inspection is conducted by The Company in its own mills and factories. The results are reliability and uniformity of product—a standard shipping container that is always dependable.

Moreover, H & D boxes are extremely economical in actual use. They save in first cost—in storing, handling and packing—in reduced freight charges and in the elimination of damage and pilfering of goods in transit. They come folded flat and require little storage space—are so light that women in your packing room can do the work as easily as men.

"HOW TO PACK IT" fully explains this superior packing system in forty finely illustrated pages. You are invited to write for a free copy on your business letterhead.

The Hinde & Dauch Paper Co.
220 Water St. Sandusky, Ohio
Canadian Trade Address, Toronto, Canada

Ask these concerns about H & D Corrugated Fibre Shipping Boxes.

Italian Macaroni Mfg. Company, Boston.

Freihofer Baking Company, Philadelphia.

Pfaffmann Egg Noodle Company, Cleveland.

Prince Macaroni Mfg. Company, Boston.

Seyfang Baking Company, Toledo.

READJUSTMENT

Changed General Conditions as War Effect Discussed by Convention Speaker—Illustrations of Bigger Things Given to Spur Macaroni Makers to Export Business.

One of the speakers at the recent national convention in St. Louis was V. V. Corbin of Chicago. This speech has not been reported in the proceedings and in part the important address, touching also on export trade, reads as follows:

Different Term

The term "readjustment" has an entirely different significance now than it had three or four years ago, due to marked changes in economic conditions. We are dealing with different labor problems and different manufacturing problems. Possibly the labor problem is the one of chief concern.

In our country we hear of strikes in almost every locality. There is a spirit of unrest and that is brought about in a large measure by the change in the attitude of the laboring people.

Conditions are so changed that it would be necessary, I think, for large employers of labor to more generally take into their considerations and into their confidence the men occupying responsible positions. I think that as a general proposition the large employers of labor are inviting their trained men, men they want to retain in the service, to participate in the council which is held occasionally and have some knowledge as to what the general policy of the different institutions is going to be.

Worth About \$145

As an example of that, Swift & Company, in Chicago, have launched very recently an elaborate plan by which their employes acquire stock in the company at par with very small payments per week. That, I think, is something that is going to be taken up pretty generally by practically all the larger institutions and many of the smaller ones throughout the country.

My opinion is that the thing for macaroni manufacturers in this country to do is to improve their quality, as Mr. Freschi suggested; that puts it back to the millers and they, of course, following their usual custom, will "pass the buck" to the farmers and complain that they don't furnish good wheat, which is an absolute fact but there has been a movement on for years to improve the quality of wheat. If we get the improved quality of wheat there is no reason why the millers of the country can't make better grades of semolina, and if they do there is no reason why the manufacturers cannot make a grade of macaroni equal in quality to anything imported from Europe. Instead of fearing competition from Europe my admonition to this association is to improve your quality as much as you can and keep at it, getting after the producers of wheat in turn will get after the producers of wheat to improve the quality of grain so it will be possible for them to make a better grade of semolina, and then instead of calmly awaiting the importation of the foreign article, we can go into the foreign markets and sell American macaroni.

Beat Europe To It

There is no reason why you can't develop a very large export trade. South America presents a big field and during the last two or three months I have been investigating the possibilities of selling macaroni abroad and I have actually made some sales, acting through an export company in New York city. I actually believe there is a big market for American made macaroni in Europe, keeping in mind that it is necessary to make it wholly out of pure semolina without the introduction of a cheaper grade of flour that impairs the quality and destroys its beautiful appearance. Therefore I think that instead of waiting for the imported article to come into this country to the extent that it did prior to the war, we should get busy.

Some time ago, I took up the subject with a concern in Italy by direct correspondence with the idea in mind of obtaining plans and specifications offering what they term a semolina mill. I got a full set of plans and specifications covering a 50 ton mill. We would call it a 500-barrel mill, I presume. There is nothing, so far as I can see, in the machinery that could not be duplicated in this country, but there is some difference in the method of milling as compared with methods employed generally in this country.

Better Equipped Than Foreigners

You are better equipped financially, your experience has been broader and you are equipped in every way better than the foreign manufacturer to seek outside trade, and I should like to see every manufacturer in this association interest himself in finding out what could be done with the exportation of macaroni to take up the slack as most factories in the

course of 12 months naturally have some surplus to dispose of. In other words, if they are able to run their factories full capacity their cost per box or per pound will be somewhat reduced as against keeping on their entire organization with only a 50 to 70 per cent output.

In connection with export trade, I am forcibly reminded of the truth of the old adage that necessity is the mother of invention. I had an opportunity of observing, the other day, a set of plans for a unique ship. Two men of a creative mind were discussing the situation. One of them took out a box of matches and dumped the matches into his hand and said: "Is there not some way that we can figure out a method of binding timber together and floating it over? It won't sink." So the engineer gave it serious thought. The result is that there is under construction in Vancouver today a vessel that is made out of timber fastened together with bolts. The ship is the cargo and the cargo is the ship. That would have seemed absolutely an impossible proposition a few years or even a few months ago, but this has been proved, and a Board of Underwriters in London have guaranteed to give them the insurance. That was the thing they were up against worse than anything else.

Demobilized Already

The ship is equipped with sails and auxiliary gasoline engines. It carries 5,000,000 feet of lumber and is equipped with living quarters for the captain, the officers and crew, and after it arrives at its destination, it is demobilized, if that expresses it, and the crew comes back to take over another ship. I was told of a contract that one company had with the British government for 50,000,000 feet of lumber, which means 10 ships of that character.

I merely mention that to show that while we are working under changed conditions, things that will be made possible within the next few months or years would have seemed utterly impossible prior to the war, so I want to emphasize with reference to the macaroni industry of the United States reaching out for foreign trade. It is possible for you to sell large quantities of your product in countries that will not be materially affected by the Italian or French manufactured goods, simply because you are better acquainted with merchandising methods; your factories are nearer 100 per cent efficient; and when you are working under practically the same labor conditions as those of your competitors abroad, there is a big field for expansion.

The Macaroni association, from its inception, has continued to grow. From the new applications that your Secretary has just read, it is evident the industry and those manufacturers not already members of this association are rapidly beginning to see the advantages of belonging. With the aid of a capable man like your secretary there is no question in the world why you should not have 75 to 90 per cent of all the manufacturers in the United States on your roster. When you do get them, you are going to be able to accomplish big things.

LOWER PRICES UNLIKELY

Prediction Based on Views Collected by Department of Labor—Wages to Continue High—Upward Trend to Be Maintained—No Recession in Food Figures for Many Months.

Many interesting points concerning business conditions throughout the United States are brought out in further replies to the circular sent out by the Department of Labor, asking the views of bankers, business men and editors as to the probable course of prices in the near future. The following are selections from some of the letters:

"I do not look for prices generally to fall. I expect to see the cost of labor remain high. The war has made many millionaires, and others have accumulated large fortunes, but it has also developed, in America, at least, a spirit of generosity never known before. I believe there is abroad in the land a recognition that the man who labors is justly entitled to a larger share in the profits. Of course, if labor is to receive a larger distribution of the profits the cost of goods will remain high."—T. Oregon Lawton, president, Southeastern Life Insurance Co., Greenville, S. C.

"We are situated in the center of a dairy

farming region and also in a section where there are many canneries. The late spring has delayed planting, and plantings have not had the opportunity to advance to the extent necessary for maximum yields. It seems very clear that there will be no surplus of cannery products available for general consumption, and I am strongly of the opinion that the same conditions will prevail regarding other foodstuffs. Only one conclusion seems possible, that we shall see little or no recession in food prices for at least 12 months."—Henry Burden, president, Cazenova, N. Y., National Bank.

"We feel safe in saying that prices will not drop to the pre-war level for at least three or four years, and not then unless we should be thrown into a panic of some duration."—Charles Trow, cashier, Lackawanna, N. Y. National Bank.

"There is only one thing to do, and that is to get busy. The man who waits for lower prices will be a loser."—J. W. Peele, president, Rockwell, N. C., Bank.

"We must bear in mind that prices are only high by way of comparison. The trend always has been steadily upward, and each new level was reached prices were considered high. But in the course of time we adjusted ourselves to them."—S. W. Straus, president, S. W. Straus & Co., New York.

"Within the last three weeks a change has taken place in this section. I find that customers of this bank are buying very freely, and have reached the conclusion that no recession in prices is in sight. I agree fully that labor will never go back to pre-war prices."—Waldo Newcomer, president, National Exchange Bank of Baltimore.

"I cannot see any immediate great reduction in prices. We are surely in the process of a thorough readjustment, and from my observation it will require wise and sagacious counsel in order that matters may be adjusted without any serious disturbances of finance and commercial affairs."—A. Schoch, president, National City Bank, Ottawa, Ill.

Russia Needs Grain

Omsk, Russia.—If the Omsk government succeeds in clearing Russia of the bolsheviks this year it will be barely able to meet the demands for grain to supply the people, according to M. Petrov, minister of agriculture. He bases his estimates on the fact that the yield west of the Urals will be 30 per cent below normal, although the Siberian crop will be 17 per cent larger than last year. It is proposed to use the surplus of wheat in Siberia to meet the deficit in European Russia.

It is said that a good proportion of the wheat crop of the past three years is still to be threshed in outlying districts, due to the fact that transportation facilities were such that the grain could not be brought to market, and the additional consideration that there was no currency for the purchase of grain. This wheat may be made available for the coming year. Harvesting machinery now lying in Archangel has been ordered to Siberia and it is expected to arrive in time for the harvest.

In 1917 there were 5,920,000 acres of wheat in Siberia, exclusive of the Uralsk, Turkestan and Yakutsk districts.

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.

Grain, Trade and Food Notes

Hoover to Continue

Paris—In the harvest year from August, 1918, to August, 1919, Europe must import 29,000,000 tons of foodstuffs from overseas and to meet this there is available a total of about 35,000,000 tons, Herbert C. Hoover, chairman of the food section of the supreme economic council, said. The supply available is sufficient to meet the needs of Europe, but shipping conditions are not satisfactory on account of strikes in many countries, and, as a result there is no question the European famine that was inevitable absorbed, Mr. Hoover said the American surplus had proved to be the salvation of Europe.

"We are now at the worst phase of the European famine that was inevitable after this war."

"The American relief administration has organized as a gift the systematic feeding of the undernourished children, numbering 500,000 and 1,000,000. Various organizations of the American government are co-operating to meet the situation and the work is proceeding."

The United States, Mr. Hoover continued, will supply to Europe during the year ending next August foodstuffs valued roughly at \$2,500,000,000. Enemy countries and neutrals will pay cash for what they receive. The Allied countries are being aided by funds appropriated by congress.

Mr. Hoover said he would estimate that the United States would be placing in Europe about \$2,000,000,000. He said he wished to emphasize that the control of the prices of wheat would be maintained to the full extent of existing authority.

Export Developments

When the new regulations are in effect the millers should turn their thoughts toward the needs of export trade. Europe is sending its messages to this country and these messages should be studied. The importers of Glasgow have views on essentials to promote their trade. What this big market is doing and the position the importers are in with relation to American flour should be given heed and invites co-operation. All of this is shaping for the restoration of normal conditions. The same is true of Holland and Norway, and the artificial barriers should be removed as speedily as possible, and the first aid of our industry should be given in that direction.—Modern Miller.

Sweden Offers Free Imports

Sweden has a problem outlined by H. A. Porter, who recently visited that country. The position of Swedish flour importers is bad and a bit of active work by our millers may shape for us some future trade, which is tending to get away. A Swedish commission recently was appointed to formulate regulations covering flour import and suggest

duties to be imposed. Until June 30, 1920, flour is to be admitted free, according to the recommendations, and for two years after that date the duty is to be regulated by the commission, which will have power to raise or lower duties, according to the world's market. If the price is high the duty will be lowered and conversely. There is a sentiment to protect home manufacturers of flour, encourage wheat culture and make Sweden raise its own grain requirements. The state hopes to become fully self-supporting.

In Norway the Argentine is offering flour and wheat far below American values, but the soft quality and imperfections of the flour are offsets in our favor.

Conditions abroad need attention. They require friendly consideration and a plan of action.

Norway Breadstuff Imports

For nearly a year Norway has been eating bread made from American wheat, corn, barley and other cereals. Now the American stock is nearly exhausted and within a month Norway will have substituted Argentine and Australian wheat flour for the combination sold the country by the United States. Norway is buying grains from Argentina and Australia because they are so much cheaper. American farmers are assured \$2.20 a bushel, which means about \$2.40 in New York city, after which it has to be carried across the Atlantic, and ocean freight rates are not low these days. The Norwegians found that they could buy all the wheat they wanted in Argentina for \$1.25 a bushel. The Australian price is about the same. Norway is purchasing about 150,000 tons of grain, mostly wheat, from Argentina and Australia, and 60,000 tons of sugar from Java.—N. Y. Evening Post.

Fields Burned; Stops Pests

Indianapolis—Wheat and grain fields in Indiana are being burned by farmers to stop the ravages of the "army worm" which has appeared in great numbers in various sections of the state, especially the east central portion. Gangs of 50 to 100 men have been working for several days in some places, but their efforts to poison and stop the worms by plowing have, it is said, little result. As a last resort fire is being used in fields the worms have entered. No estimate of the loss is available today.

Moisture in Canadian Wheat

A report from Ottawa states that one of the experts of the government seed laboratory stated that Canadian wheat, on account of the greater moisture content, must be handled with care when exported. If proper attention was paid to the moisture content there would be no trouble with the wheat.

General Business Conditions

The symptoms of business improvement visible in April became more pronounced in May, and at the beginning of June the doubt and pessimism which prevailed in mid-winter about general trade and industrial conditions had mainly disappeared. Nobody is any longer apprehensive of a sudden and heavy slump of merchandise prices, for it has been demonstrated that in most staple lines of goods of direct consumption the demand exceeds the supply. The reports of clearing houses and Federal reserve banks show that the volume of payments through the banks is greater than a year ago or at any previous time. Reports from the industrial centers indicate that the demand for labor is increasing, and that there is more talk about a prospective labor shortage than of unemployment. In all agricultural districts, but particularly in the South, there is a demand for men on the farms.

The prices of foodstuffs are now above the level of a year ago or of last year, and this fact is generally accepted as establishing existing wage scales for the present. If reports are correct as to the low production in prospect this year in eastern Europe and the demand for food which will be made upon America throughout the year to come there is small chance for a lowering of prices. This is the strong factor in the price and wage situation in the United States.—First and Security National Bank Review.

German Crops Good

Berlin "The crops in Germany this season were better than the average, but they were checked by the bad weather which prevailed in Europe in May, and they will be still further affected if a rainless season should set in," said Herr Schmidt, the food minister, in an interview. "The quality of the wheat also has been affected unfavorably by lack of fertilizer, which has had a noticeable effect on the kernel of the wheat."

Short Postage Delays

Foreign trade departments are advised by several organizations in Australia that the failure of merchants to place the proper amount of postage on letters and circulars is causing irritation which may result in a loss of business unless corrected. The department urges that all mail be fully prepaid. The rate on first class matter is 5c for the first ounce and 3c for each additional ounce or fraction. The rate on other matter is the same as in the United States.

Danzig a Port of Entry

Seventy-four thousand tons of food have been received in Danzig for distribution to the American relief administration.

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

NEW EARLY WHEAT SEED

Need of Earlier Ripening Variety in Canada Causes Government to Experiment—Wheat Wizard Produces Results—Millions of Acres Thrown Open for Use Thereby.

Saskatoon, Sask.—Experiments in wheat growing conducted by Professor W. F. Thompson of Saskatchewan university here, it is believed, will revolutionize wheat growing in western Canada.

He has succeeded in breeding to form for three generations a variety of wheat which ripens two weeks earlier than Marquis wheat, the kind almost universally used in western Canada.

Seeger Wheeler, the "wheat wizard" of Rostern, Sask., a year ago perfected a variety which he called Red Bobs. It ripens a week earlier than Marquis. Red Bobs seed has been distributed through the western provinces and hundreds of farmers will grow Red Bobs this year.

Early Ripening Wheat Sought

Marquis wheat was developed from Red Fife, formerly the prevalent crop of the West, by Charles R. Saunders, government cerealist, on the experimental farm at Ottawa. It ripens a week earlier than Red Fife. It is said of Marquis that it moved the wheat belt of western Canada 100 miles north.

Ripening a week earlier than Marquis, Red Bobs is expected to bunch the frontiers of the wheat belt 100 miles farther north and the new Thompson variety, ripening a week earlier than Red Bobs, may carry the limit 100 miles still farther up the map. The new varieties, it is believed, will bring under cultivation millions of acres which formerly were supposed to lie too far north to admit of wheat production. The earlier wheat ripens, the more remote becomes the chance of its being nipped by early frost.

Government Experiments Successful

Marquis wheat sometimes suffers from rust. Rust may make its appearance in Canada in the latter part of July or the early part of August. Red Bobs is beginning to ripen before rust appears and consequently is little liable to damage from this plague. Thompson's variety ripens so early it is said to be absolutely immune to rust.

For years the Canadian government, in the interest of farmers, has been trying at its experimental farms to develop a wheat that would ripen early enough to escape freak frosts and rust. The government research council at a recent meeting in Ottawa made a special appropriation to finance Professor Thompson's further experiments.

Dollar Exchange

Advices from Argentina indicate that applications for the export of about \$75,000,000 in gold, mostly to Latin America, have been received by the federal reserve board since the embargo was removed. It is explained that very little of the precious metal has left the country yet, but the effect of the removal of the shipping restrictions has been gratifying in restoring the exchange rate to

a virtually normal basis, where it was previously against the United States. Dollar exchange in Argentina has risen from .99 almost to 1.086, which is par, and American money in other South American countries likewise has improved.

Wheat and Wheat Flour Bulletin

The Food Administration Grain corporation in its fifth weekly bulletin gave figures covering wheat and wheat flour movement throughout the United States for the week ending June 6 as follows:

Receipts from farms week ending June 6—2,087,000 bushels against 2,657,000 bushels previous week and 1,840,000 bushels a year ago.

Total stocks of wheat in country elevators, mills and terminal elevators, 55,278,000 bushels against 22,121,000 bushels a year ago, showing a decrease between May 30 and June 6, 1919, of 10,546,000 bushels against a decrease for the similar week a year ago of only 4,316,000 bushels.

Flour produced 1,923,000 barrels against 2,071,000 barrels previous week and 1,404,000 barrels a year ago, making total production of flour from July 1 to June 6 of 116,138,000 barrels, against 114,215,000 barrels through May 30 and 111,390,000 barrels to June 6 a year ago.

Week Ending June 13

Receipts from farms, week ending June 13, 2,200,000 bushels against 2,081,000 bushels previous week and 1,711,000 bushels a year ago.

Total stocks of wheat in country elevators, mills and terminal elevators, 49,633,000 bushels against 18,599,000 bushels a year ago, showing decrease between June 6 and June 13, 1919, of 5,645,000 bushels against a decrease for the similar week a year ago of only 3,522,000 bushels.

Flour produced, 1,797,000 barrels against 1,923,000 barrels previous week and 1,411,000 barrels a year ago, making a total production of flour from July 1 to June 13 of 117,935,000 and 112,590,000 barrels to June 13 a year ago.

Week Ending June 20

Receipts from farms, 2,320,000 bushels against 2,200,000 bushels previous week and 1,695,000 bushels a year ago.

Total stocks of wheat in country elevators, mills and terminal elevators, 43,234,000 against 14,321,000 bushels a year ago, showing decreases between June 13 and June 20, 1919, of 6,399,000 bushels against a decrease for the similar week a year ago of only 4,270,000 bushels.

Flour produced, 1,670,000 barrels against 1,797,000 barrels previous week and 1,383,000 barrels a year ago, making a total production of flour from July 1 to June 20 of 119,605,000 barrels and 113,973,000 barrels to June 20, a year ago.

Foreign Trade Thought

To the man who is interested in any phase of export business, "Foreign Trade Thought of 1919" will appeal, because it is a compact summary of the "key" opinions and viewpoints expressed at the national foreign trade convention recently held in Chicago. It is published by the Irving National bank.

CANADIAN WHEAT ACREAGE REDUCED

First Government Report for Year Shows 16,958,000 Against 17,353,000 Last Year—Five Per Cent Reduction in Spring Area and Slight Increase in Rye.

Ottawa—The Dominion bureau of statistics has issued the first of preliminary estimates of the areas sown to grain and hay crops this spring, together with a report of their condition on May 31, as compiled from the returns of crop correspondents.

Wheat shows for the whole of Canada an estimated total area of 16,958,500 acres, as compared with 17,353,902 acres in 1918, a decrease of 395,402 acres, or 2 per cent. In 1918 the area sown was 1,477,150 acres, or 10 per cent more than the area of 1917. Owing to the mildness of the winter of 1918-19 the area to be harvested of fall wheat is 79,750 acres, representing 381,135 area, or 91 per cent more than in 1918.

The area sown to spring wheat is 16,160,750 acres, representing 776,537 acres, or 5 per cent less than in 1918. Of oats the total area sown is 14,564,000 acres, which is 136,000 acres, or 1 per cent less than in 1918.

Acresage By Provinces

The area sown to wheat in the three prairie provinces totals 15,450,700 acres, as compared with 16,125,451 acres last year. The oats, 9,614,000 acres, as compared with 9,354,941 acres; to barley, 2,162,000 acres, as compared with 2,272,334 acres, and to rye, 436,000 acres as against 411,846 acres.

By provinces the areas are: Wheat Manitoba, 2,913,100 acres; Saskatchewan, 8,879,000 acres; Alberta, 3,658,600 acres. Oats, Manitoba, 1,715,000 acres; Saskatchewan, 5,088,000 acres; Alberta, 2,811,000 acres. Barley, Manitoba, 1,082,000 acres; Saskatchewan, 643,000 acres; Alberta, 437,000 acres. Rye, Manitoba, 249,000 acres; Saskatchewan, 137,000 acres; Alberta, 50,000 acres.

Pacific Coast Wheat

Winter wheat continues to make satisfactory progress and its condition is generally good. Rain is badly needed in some sections for the spring wheat. Exports by sea continue and a number of vessels are being dispatched to Europe. Stocks on hand are diminishing quite rapidly. California is taking some wheat and it looks as if the surplus in the hands of the Grain corporation would be almost nil by July 1. Interior mills are buying wheat whenever there is any for sale, but the state of the flour trade is such as to prevent any high prices being paid. Coast mills are out of the market and, in the main, are inclined to buy wheat when it can be obtained at reasonable figures. Wheat reserves in the country are small and farmers are selling what they have. The announcement that the new crop would be moved under the permit system was not favorably received. If the crop is anywhere as heavy as indicated, the trade expects congestion and general difficulties during the season. Portland Commercial Review.

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Shipped to you exactly as Imported

The finest quality ever produced.

Expert advice on future market; technical questions answered; we invite correspondence.

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New York City, N. Y.

The Largest Importers of Dry Eggs in America.

REMOVE GOLD CONTROL

Free Trading in Gold Resumed Under License With Whole World, Except Bolshevik Russia—Early Normal Condition Expected—Foreign Credits About Exhausted.

Washington.—To hasten return to normal economic conditions and restore the American dollar to a parity in several foreign countries, the control exercised by the government over transactions in foreign exchange and the exportation of gold coin, bullion and currency was terminated by President Wilson, acting on recommendations of the Federal Reserve board.

Exceptions made by the president included importation or exportation of ruble notes or exchange operations with that part of Russia now under Bolshevik government control and exchange transactions with territories in respect of which such transactions are at present permitted only through the American relief administration.

Economic Position Strengthened

Attention was called to the fact that termination of control did not authorize transactions with enemies except so far as such transactions may be authorized by general or special licenses granted by the war trade board.

Licenses to export coin, bullion or currency will be required, but will be granted "freely" by the war trade board "irrespective

of destination or amount," the board's statement said.

Removal of the embargo on gold exportation will enable foreign nations to obtain metal needed to strengthen their economic position, said the board, adding that anything that tends to restore the economic power of foreign countries will make more secure prosperity in this country.

Government credits to the Allies virtually are exhausted, the announcement said, so that a flow of gold to this country may be expected soon, tending to advance existing high prices. This will be offset, however, by the outward movement of gold.

New Macaroni Journal Popular

If any further proof were needed to establish as a certainty the popularity of this publication, one need but refer to the many letters of inquiry coming from the millers, macaroni manufacturers, jobbers and others who complained about the delay in getting their June issue. This issue was delayed about 10 days to permit the incorporation therein most of the valuable papers that were read at the St. Louis convention and the writers of these many letters must have missed the Journal sufficiently to make the inquiries.

It is the policy of the publishers to make this Journal of sufficient news interest to cause all subscribers to keep the latest copy right on their desks where it can be readily consulted, both for the interesting reading matter it contains and as a cor-

rect directory of the allied trades that cater to the wants and needs of the industry. Study each issue carefully and patronize the advertisers.

Appreciation of Advertisers

Macaroni manufacturers are learning to appreciate the extensive list of advertisers carried in the New Macaroni Journal and almost every mail brings inquiries concerning flour, cartons, machinery, etc. from various sections of the country. Further proof is shown in the efforts being made by many to induce the allied concerns with whom they deal to take advantage of the opportunity offered by this Journal to reach the whole macaroni industry regularly and in a most impressive manner. Others who have been a little backward about giving their assistance along this line should profit from their example and thus help only in building up the Journal, but in doing the same amount of good to the allied concern that is brought to a realization of the great value of this publication as an advertising medium.

Sugar Men for Co-operation

The principal sugar manufacturers of Belgium have formed a co-operative association the offices of which are at 21 Rue Hydrolipue, Saint-Josse-ten-Noode, Brussels. The object of this organization is to group all manufacturers of sugar together and to work for building up of the sugar industry in Belgium.



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.

Our chief engineer has been designing Macaroni and Noodle machinery for eighteen years. He designed the EIMCO line, and supervises the construction.

Every machine is up-to-the-minute in design, and ahead in working efficiency. We build them in all sizes, from the largest to the smallest.

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.

This service does not cost you a cent. Put your problems up to us.

WRITE FOR CATALOG.

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

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

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.

Gleanings From Government Reports

Glut of Flour in Trinidad

The glut in the Trinidad market has tended to become worse, with losses to merchants accumulating, reports Consul Henry D. Baker. Although permission has been given to export flour to other West Indian islands, British Guiana, and Venezuela yet, as these markets also appear overstocked, no relief from such export seems obtainable. Owing to tropical climatic conditions and absence of facilities for storing flour it is feared a large portion of the local stock may spoil before it can be consumed.

The Trinidad Guardian, presents as a review of this unfortunate flour situation the following:

The flour situation is still acute. With four months supply in the market there is a glut never before equaled in the history of Trinidad. In the wholesale stores and warehouses there are approximately 60,000 bags of flour, costing \$13.50 per bag and representing nearly \$800,000 in value. Incidentally much is still unpaid. This state has been brought about by failure of the Canadian millers properly to estimate the flour consumption of the island, insofar as they shipped within three weeks this enormous quantity ordered to be spread over three months. The result is local merchants find themselves in an embarrassing position, and if it is not handled in a businesslike fashion a financial crisis is to be feared. Small holders have shown an inclination to cut prices to get rid of their incubus, but it will be realized that if the larger merchants follow suit such a slaughter of valuable merchandise may as well involve losses of anything from \$150,000 to \$300,000. A proportion of this loss will fall on some firms who can ill afford it, and suspension of payment in many cases must inevitably follow. A peculiar feature of the situation is that flour in Canada today costs more than the price paid for the quantity here, so that there is no reason why price cutting should begin, and it is to be hoped that the merchants and the community will work together, with a view to solving the problem in an equitable manner. Meetings of the merchants have taken place to decide on concerted action and the wholesalers of flour have agreed to hold for \$13 per bag, which means a loss to them of at least 50 cents a bag. No more flour will be shipped to this market for three months, so the position will not be aggravated by additional arrivals. A steady sale of flour at the price fixed will enable merchants gradually to fulfill their engagements without too great financial loss, and the credit of the Trinidad mercantile community in foreign markets will be maintained.

Wheat Pool to Be Continued

The Australian Commonwealth recently announced it had decided to continue the wheat pooling system at least another year and that it is prepared to offer, if the states

will co-operate, a guaranty to farmers of 4s. 4d. (\$1.05) per bushel, less freight. The Australian prime minister has been authorized to offer 2,000,000 tons of wheat to the British wheat commission at 5s. (\$1.22) per bushel, "but," the Melbourne Age remarks, "indications as regards the likelihood of the sale are not very hopeful."

Japanese Flour Market

According to the Jiji quotations of flour and wheat on the Japanese market are far from showing signs of depreciation, notwithstanding the government recently introduced into the Diet a bill providing for abolition of the import customs duty on flour and another for lowering the import duty on wheat. In the latter part of February quotations for February, March, and April deliveries on the Tokyo market were \$2.24, \$2.22, and \$2.17 per bag. The view is expressed that the present high price of rice will be maintained the present year and that the price of wheat will rule high until next harvest, whether or not the proposed bills are approved by the legislature. At present Japan can import wheat only from Australia, Manchuria, and Tsingtau. The Australian and Manchurian grain is inferior to the Japanese in quality. The Sino-Japanese treaty of September, 1918, provides that China shall supply Japan 100,000 tons of wheat annually and up to Feb. 15 half that quantity had been imported. The consumption of wheat by various flour companies up to July, when the crop of wheat is raised, promised to exceed 1,700,000 koku (8,702,334 bushels). As a result of the steady rise in the price of rice the demand for flour is gradually increasing. Stocks of flour in Tokyo and other districts of eastern Japan on Feb. 15 were only 450,000 bags.

Argentine Grain to Mexico

As an indication of the large quantities of corn ready for export in Argentina the American vice consul at Mexico City forwarded to the department of state, date of May 1, 1919, translation of an article in the "El Economista" for April 25, in which it was stated that the Chamber of Commerce or Buenos Aires had offered the following quantities of grain to Mexico: 1,936,249 bushels of corn; 11,230 bushels of wheat; and 68,893 bushels of oats. According to the article the prices asked were very low. Corn was quoted at \$0.929 per bushel, f.o.b. Vera Cruz.

Labor Conditions in Piedmont

At a meeting of the proprietors of the numerous textile mills of Piedmont, Italy, consideration was given to find economic solution for the increasing demands of their many thousand employees. An agreement is sought whereby the wages demanded can be granted to the operators to offset their

increased living expenses and still compete in the foreign market. With the new eight hour day the manufacturers fear competition of the French, English and Belgian mills, which still have an even longer working day. Japan, with a small wage scale still has the 11-hour day. As 40 per cent the annual production must be exported, question involved is a serious one for Italian mills.

Bank Branch in Trinidad

The National City Bank of New York sent representatives to Port of Spain, Trinidad, to open a branch. Commodious quarters have already been obtained and a new bank will soon be ready for business. It is expected the establishment of a branch in Trinidad will tend greatly to assist the financing of trade relations with the United States. There are only two banks here at present—the Colonial, owned in London, the Royal, Canada, a branch of the Canadian institution of the same name and a purely local bank. The three institutions enjoy a good business, and the two have a privilege of note issue. High rates for money prevail in Trinidad than in the United States, Canada, or England.

Wheat Prices in Spain

The "Sol" of March 15 publishes the following comparative statistics showing total yield of wheat in Spain, for the years 1914 to 1918, inclusive, together with quantity in bushels imported each year for the same period:

Year	Yield	Imports
1914	116,088,688	15,524
1915	139,297,724	13,647
1916	152,328,711	11,574
1917	142,674,436	1,854
1918	135,708,856	4,574

The average wheat price at Valladolid for the same years and up to March 15, 1919, were as follows: 1914, \$1.52 per bu.; 1915, \$1.80; 1916, \$1.88; 1917, \$2.02; 1918, \$2.02 and 1919, \$2.68 per bu.

Forecast of India Wheat Crop

A special forecast of India's wheat crop for 1918-19 was issued by the department of agriculture, April 22. The new estimate shows a decrease of 26 per cent of the total acreage of India. The area reported up to April 22 was 23,425,000 acres, as compared with 35,316,000 acres at the corresponding date a year ago, or a decrease of 33 per cent. As compared with the final figure for last year, 35,497,000 acres, the present estimate shows a decrease of 34 per cent. The yield is estimated at 7,447,000 tons, against 10,130,000 tons a year ago, a decrease of 26 per cent. This estimate is short of the final revised figure (10,170,000 tons) of last year by 27 per cent.

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RIBBED THREAD—SEMI NON-SKID				
30 x 3	Clincher only	- \$10.70	33 x 4 Straight Side	- \$21.80
30 x 3 1/2	" "	- 14.00	33 x 4 " "	- 22.65
31 x 4	" "	- 20.15	32 x 4 1/2 " "	- 26.45
32 x 3 1/2	Straight Side	- 14.85	33 x 4 1/2 " "	- 27.05
32 x 4	" "	- 21.00	35 x 4 1/2 " "	- 29.25

NON-SKID				
30 x 3 1/2	Clincher Only	- \$14.50	33 x 4 Straight Side	- \$23.25
31 x 4	" "	- 21.05	34 x 4 " "	- 24.10
32 x 3 1/2	Straight Side	- 15.60	35 x 4 1/2 " "	- 31.55
32 x 4	" "	- 22.40		

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LIMITS IMPORTS—EXPORTS

Proclamation as to Wheat and Wheat Flour—War Trade Board Authority Transferred to Director—Few Licenses to Be Given Outside United States Grain Corporation.

Under act of congress of March 4, 1919, enabling him to carry out the price guarantee to producers of wheat and to protect the United States against undue enhancement of its liabilities thereunder, President Woodrow Wilson proclaims, as announced June 25, by U. S. Wheat Director J. H. Barnes, that on and after July 1, 1919, wheat and wheat flour may not be imported into or exported or shipped from or taken out of the United States to any foreign country, except under regulations, until otherwise ordered by the President or congress.

The proclamation is also that the wheat director shall prescribe and administer such orders, limitations and exceptions, and that the powers and authority of the war trade board as to imports and exports of wheat or wheat flour is transferred to the wheat director as of July 1, 1919.

Present Regulations

Mr. Barnes will establish regulations under this proclamation from time to time. He announces present regulations covering export or wheat and wheat flour as follows:

- (1) Wheat—Licenses for the export of wheat will be issued only to the United States Grain corporation or its nominees.
- (2) Wheat Flour—Licenses will be issued

for the export of wheat flour to all destinations in the Western Hemisphere; the East Coast of Asia; British, French and Portuguese West Africa; Liberia and the Belgian Congo. For exportation of wheat flour to other destinations licenses will be issued only to the United States Grain corporation or its nominees.

Import Rules

Regulations covering importation of wheat and wheat flour are:

- (1) Wheat—Licenses for importation of wheat will be issued only to the United States Grain corporation or its nominees.
- (2) Wheat Flour—Licenses for importation of wheat flour will be issued only to the United States Grain corporation or its nominees.

Applications for licenses to export wheat flour to the Western Hemisphere, the East Coast of Asia, and the West Coast of Africa and applications for licenses to import wheat or wheat flour should be filed with the director, 42 Broadway, New York. These rules do not constitute any material modification of the regulations heretofore existing as established by the war trade board.

Board Licenses Hold

Effective July 1 all outstanding unused export or import licenses issued by the war trade board for wheat or wheat flour are revoked. The wheat director has issued the following bulletin:

"Effective July 1, 1919, and until further ordered: Properly executed licenses issued by the war trade board for the importation and exportation of wheat or wheat flour are

herewith declared to be in full force and effect, as if issued by the United States wheat director. All customs officials will recognize such licenses as if done by United States wheat director under the authority of the president's proclamation, dated June 11, 1919."

Late Bulletin

In accordance with a bulletin of July 7 by the wheat director exporters of wheat flour may make shipments to destinations in the Western Hemisphere, beginning July 7, under a General License H. S. 250 without applying for individual licenses. The order is contained in Bulletin No. 4, which is as follows: "Effective July 7, and until further ordered all shipments of wheat flour to destinations in the Western Hemisphere may be permitted to be exported from the United States under General License H. S. 250."

It is expected that the customs authorities will be fully advised of this order and prepared to allow exportation of wheat flour in the direction named without the exporters having to make individual application and receive a license for each shipment. This action of the wheat director should facilitate the business of American exporters, jobbers and millers to a considerable degree.

TRANSPARENT

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2nd Citizen—How so?

1st Citizen—Because the treasury is under Glass, now, you know.

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(Successor of the Old Journal—founded by Fred Becker of Cleveland, O., in 1903)
A Publication to Advance the American Macaroni Industry
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Vol. 1 July 15, 1919 No. 3

The Macaroni Convention

From a Miller's Viewpoint

The annual convention at St. Louis was, in my opinion, one of the best the macaroni industry has ever held, not only from the standpoint of attendance, but from the standpoint of accomplishment and future prospects.

It seems to me the most important subject brought before the convention was the announcement by the agent of the United States agricultural department that they proposed to enforce the rulings which were made in 1917 as to the manufacture and branding of macaroni, spaghetti and vermicelli. The rulings were read verbatim from the printed records, and every macaroni manufacturer who is not posted on these rulings should at once apply to the agricultural department, cereal division, for a copy of these so they may be posted upon what they are permitted to do under the act and the rulings applicable to same.

Briefly, the government states that macaroni, spaghetti and vermicelli may not be so named on packages unless made entirely of the semolina from hard wheat and in explanation of this ruling the government agent stated positively that these products made from semolina and part flour or from all flour, could only be marked "Flour Macaroni," "Flour Spaghetti," or "Flour Vermicelli." I will not attempt to state whether these rulings are fair, but they have been made by the government after a most thor-

ough and complete investigation, and if they are enforced it would look as if the demand for semolina would be greater than the supply, and the question of price on semolina may be seriously affected upward on account of the fact that if there is no market for the durum flour it may be forced to very low prices, which will increase the price of semolinas.

Semolina Produces Highest Quality

These things must be taken into consideration and macaroni factories should follow this matter closely and make certain that they are not going to be picked up for infringement of governmental rules.

It seems to me that the principal point brought out by this ruling is that after thorough investigation the government is convinced that only the best macaroni can be made from semolina, and that it cannot be made from flour. Whether their conclusions are correct or not is not for me to question, but their decision certainly indicates that the above statement is correct.

In further substantiation of this statement it might be well to take into consideration the imported macaroni, which has always prior to the war obtained a very much higher price due to its generally better quality, which certainly must be attributed to the fact that the imported goods are made only from semolina. Having this in mind it would seem that the macaroni manufacturers of this country must, to prevent importation of macaroni, conform to the government requirements as to the manufacture of their products and make them only from semolina, either from durum, hard spring, or hard winter wheat. This is a problem which is confronting every manufacturer in the country, and if it is to be expected that the importation of macaroni will be effectively stopped or prevented from starting again it will be necessary that they make goods the equal of the imported or they will not be able to keep it out.

Import Duty Will Help

Bear this in mind, for it is very important if the very large production of macaroni in this country is to be kept up. We now have a production greater than the consumption, which requires exportation, and our investigations have shown that none of the importers in any of the foreign countries will accept macaroni that is not of the very highest quality. Therefore, if the exportation of macaroni is to continue from this country it will be found necessary to compete with macaroni made in Italy, France and other European countries which have formerly enjoyed all of that trade; hence it will be well for every macaroni manufacturer who anticipates doing anything in the foreign markets to make sure he is putting out the kind of goods that will compete with the European manufacturers, viz: semolina made products.

Right along this line there should be concerted action by the macaroni industry toward placing an effective duty on imported macaroni and so help still further to maintain the operation in full of our plants in this country, and to make it more difficult for the importation of European pastes.

Durum Situation

There was much discussion at the con-

vention in the matter of future prices, and I think it well to repeat here what I was willing to go on record there as saying, viz: that we will not see flour selling in this country below the government price basis of \$2.26 Chicago for wheat, at least for the first six months of the crop and personally I do not believe at all during the crop therefore macaroni manufacturers should not hesitate to keep themselves supplied with reasonable stocks of raw material, and as wheat receipts are already very high and we still have more than two months to go before the new crop, we should not be surprised to see semolina so scarce by August that it will bring higher prices even than the government basis; in other words that the premium on durum wheat will advance according to the demand for semolina and may cause higher prices than we have at present.

This situation is well worth watching and especially is the market condition strengthened by the fact that much damage is already reported from the Southwest, and the crop may not begin to turn out as heavy as the government prediction of June 1; in fact it is the months of June and July when the big losses in wheat occur, and if we come out with one billion bushels instead of the quantity predicted by the government we may consider ourselves fortunate and you may be sure if the shrinkage is as great you will find wheat probably selling at a premium rather than at the government price for a considerable part of the crop.

The Answer

When the battle breaks against you and the crowd forgets to cheer;
When the Anvil Chorus echoes with the essence of a jeer;
When the knockers start their panning in the knockers' nimble way,
With a rap on all your errors, a josh upon your play—
There is one quick answer ready that will nail them on the wing;
There is one reply forthcoming that will wipe away the sting
There is one elastic come-back that will hold them as it should—
MAKE GOOD!
—Exchange.

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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.

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?

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Firm.....

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PLAIN TALK ON SUMMER EATING

Some Startling Facts That Hurt But Are True—May Eat Hearty Yet Starve to Death—Alternative in Common Greens and Nature Foods—Use Seasonal Stuff—Three Good Recipes.

There is no doubt about it. We Americans eat too heavily. Especially do we eat too much meat. It is absolutely essential to lighten the summer diet, or there will be all sorts of trouble in the family. The children will have a sallow complexion, headaches, dull eyes and nightmares, and you yourself will wonder what causes that "tired feeling."

I once knew a wealthy woman who starved to death. The doctor called it "malnutrition." She was never without boxes of chocolates, and her table was loaded with rich cakes and queer, expensive foods. What she needed was nourishment, which does not always come out of expensive shops, dealing in out-of-season foods.

She needed good, common greens,—turnip, mustard and dandelion greens; spinach, kale, fresh green onions, crisp lettuce; she needed thoroughly cooked homemade light-bread with golden country butter, new-laid eggs, fresh milk and cream, and buttermilk. But she spent enough money on food to feed five people and then died of starvation!

Country People Unhealthy

The greatest pity in the world to me is the newly discovered fact that country people are the most unhealthy people in the United States! Can you believe it? It is due to many things, which are apparent when one thinks it over. In the first place, many rural homes are not equipped with sewage disposal plants. Flies breed and carry germs through unscreened doors to the uncovered foods on the tables. The water is gotten from a well, which is sometimes open so that cats and dogs may fall in; dead birds drop into it from trees, and all sorts of other filth becomes mixed with the water that is drunk by the tiny babies as well as the older people. There many times are more cases of typhoid in the country than in the city, your own belief to the contrary.

Last but not most important of all is the food problem. The farm housewife has so many things to do that she often neglects the cooking, or feeds her family the same thing day after day, because it is easy to prepare. The city wife has big markets to tempt her to vary her menus; she has more leisure in which to plan meals that will be nourishing as well as appetizing. Stores and clubs are always giving demonstrations and lectures on proper foods for the different seasons.

Seasonal Foods

It is not a pretty fact to face—this fact of unhealthy country people. But since this magazine is intended for small town and rural homes, it most decidedly wants to help make that fact untrue.

In choosing foods, it is wise to remember that seasonal foods are always best. When greens are growing, one's system needs greens. All living creatures require greens. You have often seen the cat nibbling at grass, for its stomach's sake. The cattle thrive

best in the spring, when the grass is green and the buttercups dot the meadows.

Now that it is springtime, let's almost forget that meat is a food. Of course the hard-working men need some meat, but even they do not need it more than once a day. Heavy meats like beef and pork have no place on the summer menu, Chickens, ducks, geese and canned fish are good substitutes. The egg is the only perfect substitute for flesh, and in the spring when eggs are plentiful they should be used unsparingly, in all possible combinations, fried seldom, if ever.

Recipes for Summer Meals

Below are given some recipes for foods that should form the principal dishes for the summer meals, to be flanked by great pots of beans, bowls of fluffy mashed potatoes (never fried in the summer), dishes of delicious sliced tomatoes, green onions, crisp lettuce and celery; pickled beets, green peas, creamed sweet corn, creamed asparagus and cauliflower. Try planning your meals with the health of the family in mind, instead of with the idea, "anything to get it over with in a hurry."

MACARONI AND HAM

Break the quantity of macaroni desired into boiling water, boil ten to twelve minutes, drain and blanch. Put in a buttered pudding dish boiled macaroni in layers with minced ham, seasoned with mustard and minced onion; beat one egg, add a cupful of milk or cream and pour over the macaroni and ham; season with salt and pepper to taste and bake in a hot oven ten minutes.

SPAGHETTI WITH SHREDDED CODFISH

Break one-fourth pound of spaghetti into boiling water and boil for twelve minutes, drain and blanch. Put it into pudding dish, dusting a third of a box of shredded codfish through it; beat two eggs very light, add a cup of milk, pour this over spaghetti and bake half an hour.

TOMATOES STUFFED WITH SPAGHETTI

Break half package of spaghetti into boiling water, boil ten or twelve minutes, drain and blanch in cold water. Select large, firm tomatoes; cut off the tops and scoop out the seeds. Do not peel. After sprinkling the inside of the tomato shells with a very little salt, fill with cold spaghetti chopped, mixing cheese with spaghetti. Arrange the tomatoes in a pudding dish, replace the tops after strewing cheese on the spaghetti filling; cover and bake one-half hour.—Peoples Popular Monthly.

Boosts Association

Frank A. Bono of the Houston Macaroni Manufacturing company of Houston, Texas, seems to have the spirit that constitutes a live association member, judged from his letter of May 9, which we quote in part as follows:—

"We would kindly ask that you advise us

if possible the names of the different manufacturers in Texas who are members of the association and those that you have listed that are non-members; as we believe that with your assistance we will be able to set up several factories in this state to become members of our association, which should be, and which will increase the prestige of the macaroni manufacturers as well as bring the association to the standing it should enjoy. It is our intention to take this matter up with the different manufacturers as well as to bring them to the conclusion to be at the St. Louis convention. Wish you success in your new undertaking and hope that this will be a beginning putting the organization upon a real operative basis."

This expression from the Texas friends lends heart to the officials of the association and if the same spirit were shown by some of the manufacturers in other sections the Macaroni association would profit greatly in prestige and influence for good. There is no reason why any should be backward in boosting the association among the business friends as it is your association and its interests are your welfare. May this same spirit prevail among us all.

MR. BARNES DENIES REPORT

Statement That American Flour Was Selling in England at One-half Price Quoted in Minneapolis Not Based on Fact, Says Wheat Director.

In answer to a question by Ira B. Mills, chairman of the Minnesota state railroad and warehouse commission, Julius Barnes, wheat director of the United States, said that it was impossible for Minneapolis-made flour to be sold in England for one-half the selling price in this country.

In submitting the question Mr. Mills said that published reports quoted Minneapolis flour at \$5.11 a barrel in England. Barnes said that perhaps the quotation was for 100 pounds and not for a barrel.

In his reply Mr. Barnes said that Great Britain had deliberately gone into a policy of government subsidizing of flour and bread which costs her national treasury a loss of \$250,000,000 a year. The sale price of flour to bakers in England, he said, is \$3.50 a barrel. This price is made, he asserted, that the bakers may maintain a four-pound loaf at an artificial retail price named by British food control authorities.

Mr. Barnes condemned the subsidy as unsound for application in the United States.

KNIGHTED

An English lord, who had just arrived from England, was talking to an American Boy Scout. "My grandfather," he said, "was a very great man. One day Queen Victoria touched his shoulder with a sword and made him a lord."

"Aw, that's nothin'," the Boy Scout replied. "One day Red Wing, an Indian, touched my grandfather on the head with a tomahawk and made him an ancestor of the Boy Life."

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