

**THE NEW  
MACARONI  
JOURNAL**

**Vol. 3, No. 2**

**June 15,  
1921**

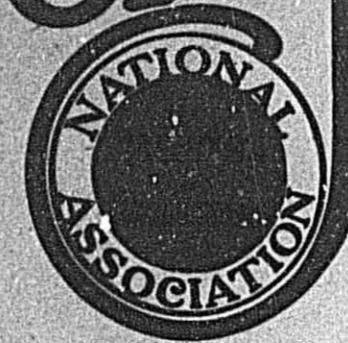
*The New*  
**Macaroni Journal**

Minneapolis, Minn.

June 15, 1921

Volume III

Number 2



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

## Cooperation

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“COOPERATION between manufacturers for the advancement of the individual and of the entire industry” was the keynote of the 1921 convention of the Alimentary Paste Industry held at Detroit June 9 and 10, 1921.

Many matters of special and immediate interest to manufacturers were discussed and considered calmly and deliberate constructive plans were laid which, when accomplished, should result in establishment of better conditions throughout the industry.

Read the convention proceedings in this issue.

**For Safety - For Economy -  
Use Fibre**

Every year more and more macaroni shippers are adopting Andrews Corrugated and Solid Fibre Containers.

Andrews Fibre Containers keep contents in perfect condition and are the ideal shipping case for food products.

**Use this Case to Save on Freight**

Its light weight enables you to cut down substantially on your shipping costs. And your customers will appreciate the opportunity to save on F. O. B. Shipments.

Andrews Corrugated Fibre Containers afford full protection to shipments. Their smooth, even surface makes hooks unnecessary and insures more careful handling all along the line. They are made of a stout, shock resisting material that guards against damage and loss and reduces claims to the barest minimum.

**Andrews  
Corrugated and Solid Fibre  
Containers**

are not only good containers—they possess real advertising value. In our modern and completely equipped printshop we produce results of a highly distinctive character. Your trademark or other desired matter can be reproduced exactly as you designate.

**Andrews Folding Cartons**

Designed and made up by men who have made a long and detailed study of the package question. Printed on high grade stock in any color or combination of colors. Tell us your requirements and let us suggest an approximate style of carton.



**O. B. ANDREWS CO.,**  
Box 303M Chattanooga, Tenn.

**Cartons and  
Shipping Containers  
for the  
Macaroni Trade**

The only concern in the world manufacturing wooden, wirebound, corrugated fibre, solid fibre and folding cartons and containers and owning its own paper mill and sawmills.

Division Sales Offices in the Principal Cities of the United States.

**Get a Line  
On Prices**

Ask for prices and complete information on Andrews Corrugated Fibre Containers and judge for yourself their many advantages. A letter to us today will pay you big tomorrow. Write!

**OUR SPECIALTY**

**Wooden Macaroni  
Box Shooks**

**Cheraw Box Company, Inc.**

7th and Byrd Streets  
RICHMOND, VIRGINIA.

For quality, service, and satisfactory treatment we refer to any of our customers of ten years or more standing. : :



**MOULDS SPECIALISTS**

Only constructors in America making bronze moulds with private screw, Cirillo Style.

Awarded Gold Medal at Exposition of Industrial Products at Rome, Italy in 1908.

**Specialists in Copper Moulds**

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

Work done in American, Italian or French style.

Repairing done at reasonable prices.

**International Macaroni Moulds Co.**

J. CIRILLO & P. CANGIANO, Props.  
Office and Factory, 252 Hoyt St.  
BROOKLYN, N. Y.

**JoLo PRODUCTS Best SERVICE**

**NOODLES**

If you want to make the best Noodles—you must use the best eggs.

We know your particular requirements and are now ready to serve you with—

**Special Noodle Whole Egg—**

Dehydrated Whole Eggs—selected—Fresh Sweet Eggs—particularly bright color.

**Special Noodle Egg Yolk—**

Selected bright fresh yolk—entirely Soluble.

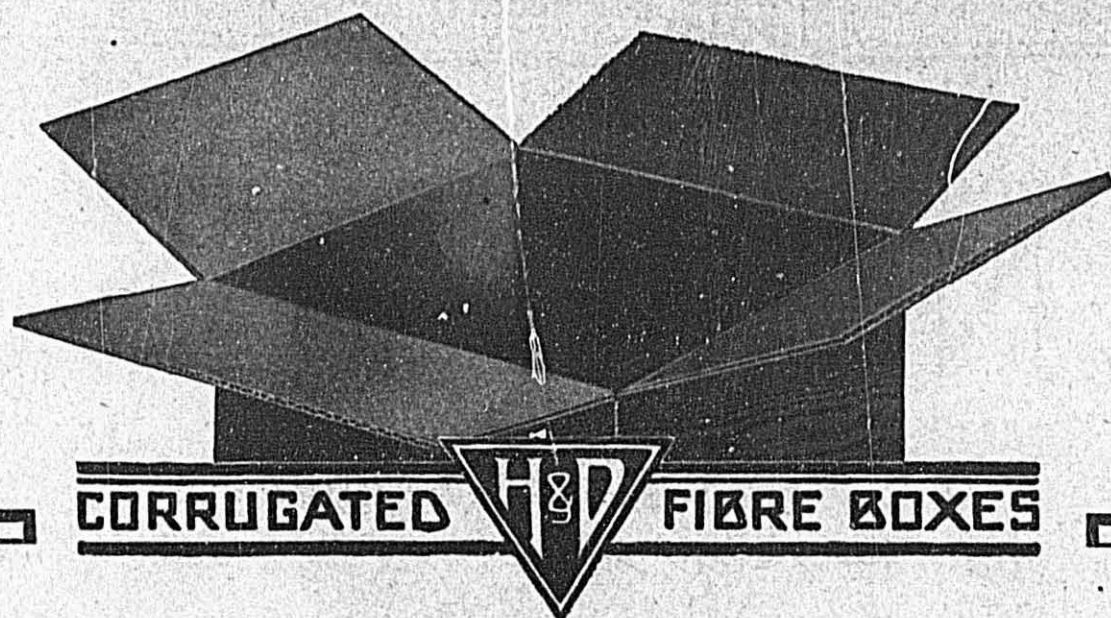
*Samples on Request*

**JOE LOWE CO. INC.**

"THE EGG HOUSE"

New York

CHICAGO BOSTON LOS ANGELES TORONTO  
WAREHOUSES  
NORFOLK ATLANTA CINCINNATI DETROIT PITTSBURGH



## An H & D Try-Out with Your Own Goods

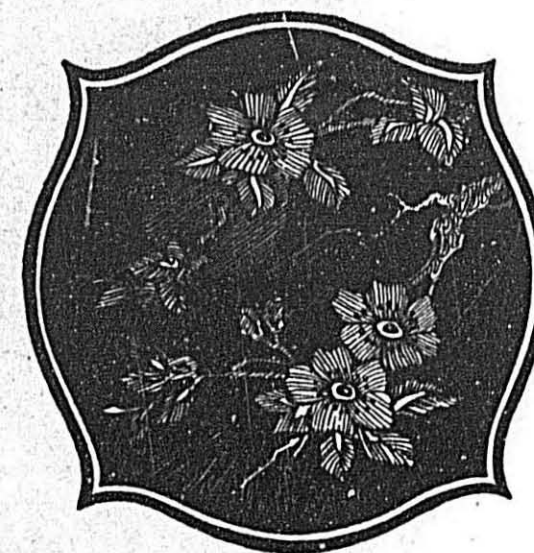
**H**AVE you taken advantage of our offer to design a special packing box for your goods free of charge? Simply send us a sample shipment, charges collect. Our experts will repack it in a specially built H & D container and return it, prepaid. There is no fee for this service, and it places you under no obligation. It gives us an opportunity to demonstrate *with your own goods* the perfect protection and economy of the H & D method of packing.

In designing special containers for unusual products or shipping conditions, our experts work under the most favorable conditions. A contributing factor to their continued success is the fact that we are in a position to supply them with the exact grade of board suited to each individual problem. This board is produced in our own mills and factories where we can keep a careful check on its quality. In fact, an H & D Corrugated Fibre Box, from the raw material that enters into the making of the board, to the printing of your trade-mark on the finished package, is H & D made. Our nine mills and factories have but one aim—to produce economically a well-made carrier that will give your product absolute protection in transit. Send us a shipment, so we may prove, with your goods, how effective this packing system has been made.

*Write for a free copy of our forty-page  
book "How to Pack It"*

**The Hinde & Dauch Paper Co.**  
220 Water Street, Sandusky, Ohio

Canadian Address: Toronto, King Street Subway and Hanna Avenue



## Packages as Beautiful as Blossoms


Women love and appreciate color—and they fully understand its meaning on a label or a package. And women buy your products most. Make your message clear to them by using color as it is expressed in the beautiful color printing we do in

## CARTONS, LABELS WINDOW DISPLAYS POSTERS

They are all made with plenty of selling gumption by artists and artisans who know how from the word go. No matter what quantity you need, we handle large or small orders in a way that means satisfaction to you. And the price will be proper too.

THE UNITED STATES PRINTING AND LITHOGRAPH COMPANY  
8 Beech Street, Cincinnati

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



**SEMOLINA**  
*from*  
**DURUM WHEAT**  
*Quality*  
**Guaranteed**

*Ask for Samples  
 and Delivered Prices*

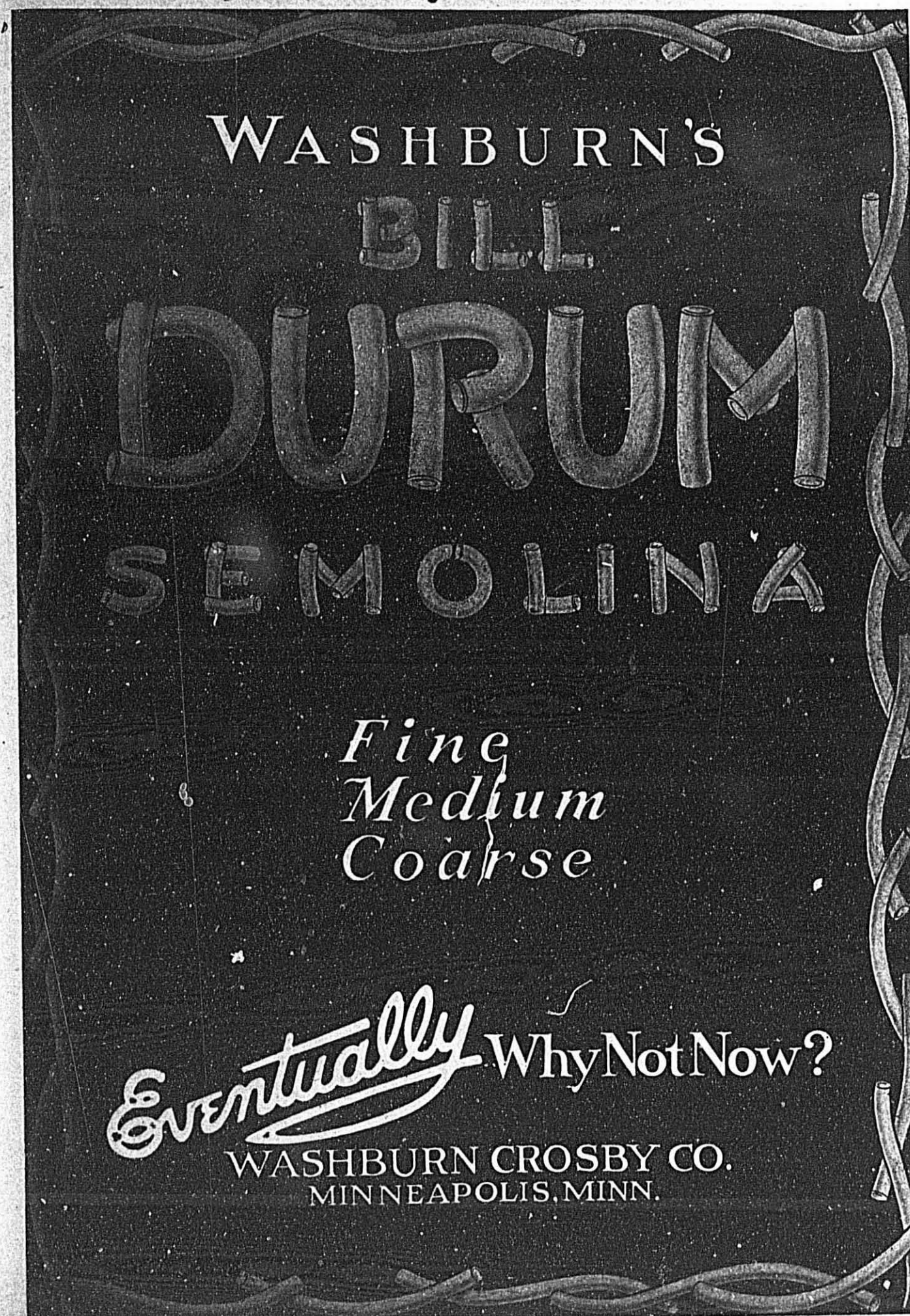
**Capital City Milling & Grain Company**  
 ST. PAUL, MINNESOTA

**WASHBURN'S**  
**BILL**  
**DURUM**  
**SEMOLINA**

*Fine  
 Medium  
 Coarse*

*Eventually* Why Not Now?

**WASHBURN CROSBY CO.**  
 MINNEAPOLIS, MINN.



# Save Time and Money

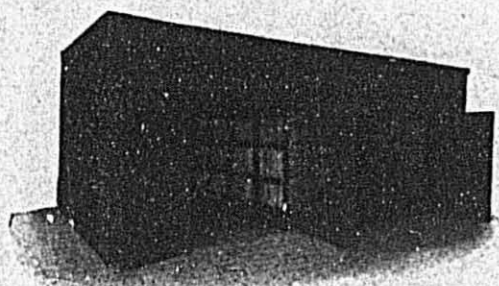
Using

## BAROZZI'S DRYERS EQUIPMENT

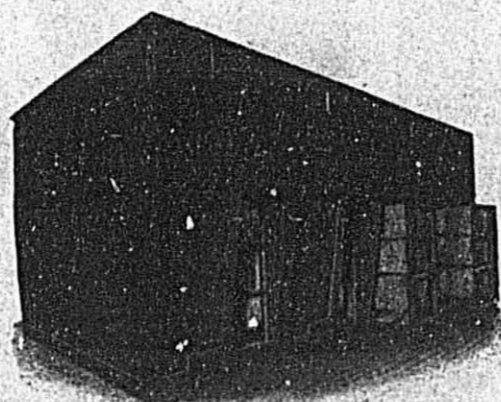
No Breakage

No Acidity

Sanitary



BAROZZI Preliminary Drier for Long Paste



BAROZZI Finishing Drier for Long Paste

# Dry Your Macaroni 60 Hours!

Information and Catalogue from

## BAROZZI DRYING MACHINE CO.

400 Columbus Ave.

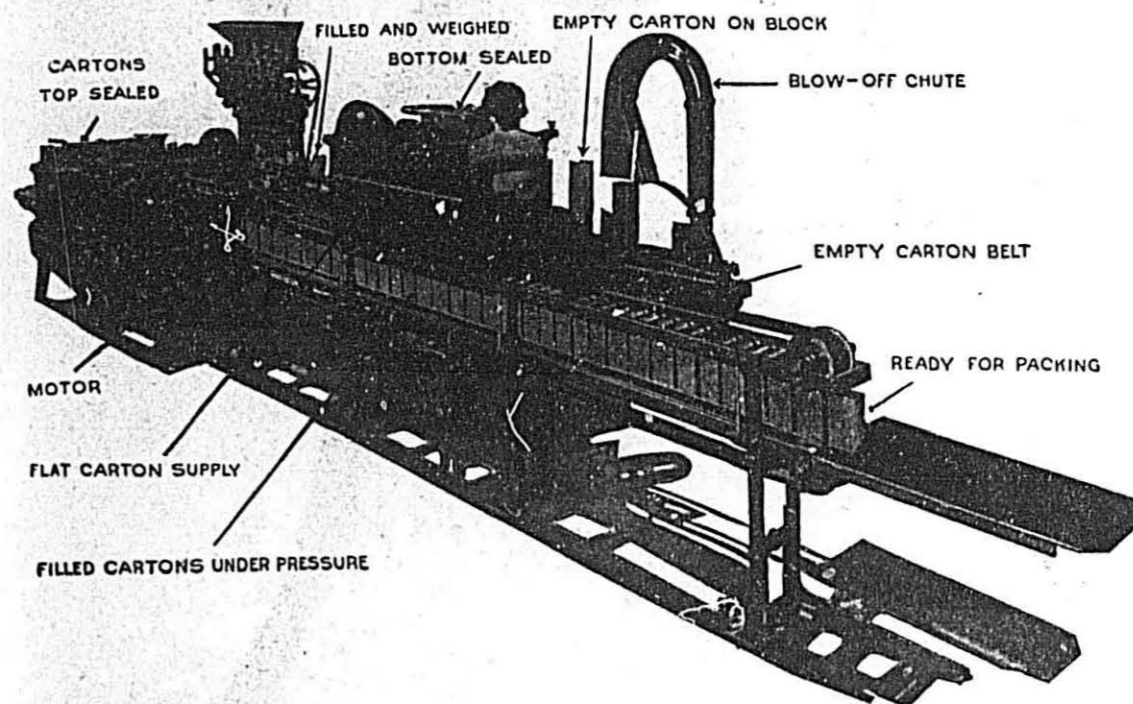
SAN FRANCISCO, CAL.

*Garibaldi said-*

“Macaroni—the muscle builder—the food of the worker—the one dish of which the appetite does not tire”

MACARONI IS A MUSCLE BUILDER

OUR MACHINES ARE PRODUCTION BUILDERS



The picture to the left illustrates our complete packing equipment with bottom sealer, weighing and filling machines and our double line top sealer, together with conveyers. This is a continuous motion type machine and on a free running commodity will average 58 to 60 two-pound packages per minute, complete.

Our machines have twice the speed of any other machine on the market.

### WHAT WE DO

If it is packed in a carton, sealed or tacked, weighed or measured, powder, flakes, granular or liquid in bottles, our equipment will handle it faster, cheaper and with less cost for maintenance than any other known method, and this includes the wax wrappings of cartons and packages.

A letter to us outlining your requirements will bring immediate response and the services of an expert, without charge.

### HOW WE DO IT

Our continuous type of high speed machines gives a capacity of from 50 to 60 per minute speed, of course, depending upon kind of material to be handled. In other words, we guarantee to give you an output of 60 packages per minute on any of the materials that can be handled at 30 per minute by any other machine.

### FOR WHOM WE DO IT

Some of the largest users of our machines are as follows:

- Kellogg Toasted Corn Flake Co.
- Postum Cereal Co.
- Armour Grain Co.
- Quaker Oats Co.
- American Sugar Refining Co.

The above is only a partial list of our satisfied users. Drop any one or all of them a line and let them tell you what they think of our machines.

# Johnson Automatic Sealer Co., Ltd.

Send for Catalogue

BATTLE CREEK, MICH.

Send for Catalogue

# USE DURUM SEMOLINAS

For Macaroni and Noodles

Unequaled in Color and Strength



**YERXA, ANDREWS & THURSTON**  
MINNEAPOLIS, MINN.

# MACARONI JOURNAL

## Millers and Macaroni Manufacturers

Application to the macaroni industry may be made of an article, adapted from one entitled "Bakers and Millers," appearing in The Northwestern Miller, and it should be of interest to macaroni manufacturers in its changed form, reading as follows:

"One of the worst features of a period of trade depression and falling prices is the attitude of suspicion and distrust which it tends to create between those who ought to be the closest of allies. When things are going well it is easy and natural to have mutual confidence, and to cooperate in the comfortable assurance that everything is bound to work out for the best; but when the movement is in the other direction, when profits are problematical and disasters apparently lurk round the next corner, then each member of an industry involving several related parts is in danger of acquiring the belief that every one else is trying to get him at a disadvantage, and instinctively to adopt a defensive attitude in consequence.

"The milling and the alimentary paste industries are, from the nature of their work, closely bound together. The macaroni manufacturer is the purchaser of practically all of the miller's chief product, and on the whole he is the miller's best salesman. Without the services of the macaroni manufacturer the miller would unquestionably see a great decrease in the consumption of semolina. Furthermore, the miller's best chance for increasing the amount of semolina consumed in the United States lies in the further development of the macaroni manufacturing trade. His own interests, therefore, demand that he should do his utmost to assist the macaroni manufacturer, if only as an integral part of his own selling organization.

"From the opposite standpoint, the macaroni manufacturer is absolutely dependent on the miller for the greater part of the material of his trade. His profit depends largely on semolina prices maintained at as low a level as is consonant with sound business practice, on deliveries made according to agreement, and on the uniformly good quality of the semolina delivered. If the miller is in difficulties, the macaroni manufacturer is the first to feel the results of it. If the miller's production costs, and particularly the prices he has to pay for his wheat, are forced upward, the macaroni manufacturer has to bear the heaviest part of the burden, for the reason that his macaroni prices cannot promptly keep pace with fluctuations in wheat.

"Under such circumstances the absolute need of close

cooperation between the two industries is self evident, and in normal times scarcely needs to be pointed out. During the past few months, however, various things have happened to obscure this fundamental community of interests, and to create enough isolated cases of sharp antagonism so that there is now ample room for improvement in the intertrade relations all along the line. Nearly all of these difficulties have grown out of either the tendency of certain mills to oversell their customers, or the efforts of a few macaroni manufacturers to evade their obligations in the fulfillment of flour contracts.

"So far as the mills are concerned, selling the macaroni manufacturers more flour than they ought to carry is simply the result of a misconception of the real relations between the two industries. If the miller thinks of the macaroni manufacturer as an actual consumer of flour he easily falls into the error of believing that the more he can sell him the better. If, however, the miller realizes that the macaroni manufacturer is, in effect, his own salesman, he will treat him just as he would any other essential part of his organization.

"The macaroni manufacturer, on the other hand, is even more dependent on the miller than the miller is on him. This fact is often obscured by the intensely competitive nature of the milling industry; the macaroni manufacturer who gets into difficulties with one mill always feels that there are plenty of others eager to get his business. This, however, is only partly true, and, once a macaroni manufacturer acquires a bad name for attempting to evade his obligations, he finds it increasingly difficult to obtain the kind of service which means, for him, the difference between success and failure. He can continue to buy flour, perhaps, but he cannot be sure of getting the kind of flour he wants, nor can he rely in periods of difficulty on the support of the mills with which he does business.

"The past few years have seen a conspicuous improvement in the relations between the milling and macaroni manufacturing industries, due above all to the efforts of the leaders in the various trade organizations, but some of this improvement has recently been offset by the troubles of the crop year just ending. Much can be done through conferences and meetings, but infinitely more is to be accomplished through the mass of business transactions which take place day after day, between the members of the two industries. Each individual miller and macaroni manufac-

turer has it in his power either to strengthen or to weaken the bond; everything depends on his clear recognition of the close relationship which must be maintained if either is to prosper as fully as he can and ought to do.

"Once the miller understands that the macaroni manufacturer is his best salesman he will treat him accordingly, giving him the same kind of consideration that he would give to one of his regular representatives. If the macaroni manufacturer realizes that his standing with the miller is

his best trade asset, he will guard it scrupulously and will build up those long standing relationships which mean safety in bad times and prosperity in good ones. Above all, if both miller and macaroni manufacturer see how closely they are united in the single task of supplying the people with macaroni, they will so act in their relations with one another that each profits by the other's welfare, and that, when adversity comes, it is fairly distributed over both branches of the industry, and not shift so far as possible from one to the other."

## National Association Officers 1921-1922



Fred Becker, treasurer.



C. F. Mueller, Jr., president.



M. J. Donna, secretary.



B. F. Huestis, first vice president.



James T. Williams, member executive committee.



Henry D. Rossi, member executive committee.



William A. Tharinger, member executive committee.

# Enthusiastic, Progressive Conference

**Eighteenth Annual Convention of Macaroni Manufacturing Industry Is Marked With Pep and Heart to Heart Discussions of Vital Subjects—Men of Note in Various Lines Illuminators of Obscure Points—Good Entertainment—Liberal Attendance.**

The 1921 gathering of the macaroni manufacturing industry held June 9 and 10 in Detroit, Mich., the occasion of the eighteenth annual convention of the National Macaroni Manufacturers association, will go down in the history of this growing industry as one of the most enthusiastic and progressive conferences ever held. While for several good reasons the actual number in attendance was slightly less than that of a year ago, the percentage of macaroni manufacturers in attendance exceeded expectations.

### Cautious But "Peppy"

What the convention lacked in numbers was made up for in "pep" displayed. Ever mindful of existing conditions the convention cautiously avoided the adoption of plans that had attached to them any element of doubt. For this reason the proposed grocers trade journal advertising campaign, which impressed those in attendance favorably, was not adopted in the formably presented by representatives of Byron & Learned Co. of Minneapolis, but the idea was voted as a very good one and in a changed form will unquestionably be adopted in the near future.

### Permitted Plain Talk

The closed session, open to macaroni manufacturers only, proved one of the most popular features on the program, and, as a result of this two hours trial, there has already developed an insistent demand that at future conventions a full day be given over to a heart to heart discussion of questions purely of interest to macaroni men. At this short session discussion not intended for publication aroused considerable interest and brought out points that made it really worth while for manufacturers to travel miles to hear and digest.

### Three Days Desirable

While the two day session arranged for this year served its purpose fairly well, the consensus of opinion is that at future conferences three days be devoted to this annual gathering of the trade. Discussion on some of the important subjects might have been freer had the time been longer. As it was, every paper and subject was accorded

### ASSOCIATION OFFICERS 1921-1922

President—C. F. Mueller, Jr., Jersey City, N. J.

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

2nd Vice President—Edward Z. Vermeylen, Brooklyn, N. Y.

Treasurer—Fred Becker, Cleveland, O.

Secretary—M. J. Donna, Braidwood, Ill.

### EXECUTIVE COMMITTEE

James T. Williams, Minneapolis, Minn.

Henry D. Rossi, Braidwood, Ill.

William A. Tharinger, Milwaukee, Wis.

a reception that made each speaker feel that after all it's well worth while to give both time and research in the preparation for his appearance before a body like that made up of macaroni manufacturers and the allied trades.

### Good Fellowship Promoted

The entertainment features of the 1921 convention were especially pleasing to those in attendance. The automobile tour of beautiful Detroit and its Belle Isle proved a most restful event for the hard working delegates and the annual ball game at the park permitted the younger fellows to get rid of the exuberant spirit that many had accumulated since the last convention. The ladies in attendance, though few in number, were royally entertained by an able committee of Michigan women under the able leadership and direction of Mrs. B. F. Huestis, wife of our genial vice president. The banquet was up to the high standard established in previous years and, during the repast and at the dance that followed, much was accomplished in further cementing the feeling of good fellowship that has always existed between macaroni manufacturers, and between them and the representatives of the allied trades.

### Left Up in the Air

Each of half a dozen or more cities extended the industry invitation to hold the 1922 convention in its par-

ticular vicinity but it was agreed that selection of convention place for next year be left to the executive committee.

### THURSDAY PROCEEDINGS

Officers' Reports Followed by Two Papers and Discussions—Luncheon—Addresses on Durum Seed and Advertising—Sight Seeing Trip, Ball Game and Banquet.

The eighteenth annual convention of the National Macaroni Manufacturers association was called to order at 10:00 a. m. Thursday, June 9, in Hotel Statler, Detroit, Mich., by President James T. Williams, who introduced George A. Walters, deputy commissioner of police of the convention city, who, in the absence of Mayor James Couzens, warmly welcomed the representatives of the industry to Detroit. To show how sincere was the welcome extended by the speaker in behalf of the city he said: "Why even the policemen welcome you." The speaker deprecated his limited knowledge of the manufacture of macaroni products and stated that "about the only thing that he saw daily that reminds me of your product is the white line that we have on our streets to protect the pedestrians." "Detroit warmly welcomes you," he said. "In fact we would like to see every macaroni plant in the country locate itself in this city so that Detroit would be renowned as the macaroni center of the world as it is today the automobile manufacturing center of the universe."

William A. Tharinger of Milwaukee respond to the hearty welcome of the mayor's representative and assured him that Detroit's reputation for down right hospitality was what really influenced the industry to select this city for its 1921 gathering.

At the conclusion of the opening ceremonies the convention turned to the business affairs that prompted its being held at this time. The reports of the officers, covering acts of the previous year, were given strict attention by those in attendance. The annual address of President James T. Williams was the first to be made. It was as follows:



PRESIDENT'S MESSAGE

"As president of your association, I want first to say that I am greatly pleased to meet you all again after one of the most trying years in business. During the past year the macaroni industry has had many difficult problems to contend with. Practically every other line of business, however, has had similar experiences. These conditions will no doubt continue for some little time before the normal situation is restored.

"Many problems of importance to our industry are pressing for solution. These should be taken up with earnestness at this convention, thoroughly discussed, and prompt action taken toward their settlement.

"I will outline but briefly the work that has been done during the past year and then offer some recommendations on matters of importance for your consideration at this convention.

"It was decided at our last convention that with the cooperation of the federal trade commission the following trade evils might be eliminated: (1) slack filled packages; (2) premiums to the trade; (3) the adoption of a minimum 8 ounce package.

"Your president, together with several members of your association, went to Washington, as requested by the convention, to confer with the federal trade commission on these matters. Every cooperation was received from the commission as promised by W. B. Colver while attending our last convention.

"I can assure you that the officers of your association put forth every effort to eliminate the above mentioned trade evils.

"There were four meetings of the directors in the year, also a special meeting of the association at Atlantic City on Nov. 12 last, a complete report of which was given in the Trade Journal. At this meeting the tariff, slack filled packages and other important matters were discussed, in connection with which the federal trade commission was represented by its chairman, Victor Murdock, and J. G. Pollard.

"During the last year considerable work was done by the tariff committee of which Mr. Mueller is chairman. Also a great deal of work was done by Dr. Jacobs in the interest of the macaroni manufacturers. As Dr. Jacobs is on the program to make a report of his work it will be unnecessary for me to go into details in this connection.

"No doubt you all realize that considerable effort has been expended at all times on the Macaroni Journal. Its columns have been constantly filled with valuable information pertaining to the industry, particularly relating to grain conditions, legislative items and messages from men of experience in our own and allied businesses, of the greatest importance to all our manufacturers.

"At this time I want to commend our secretary, Mr. Donna, for the highly efficient and intelligent manner in which he has edited the Macaroni Journal.

"The following recommendations are offered for your earnest consideration:

"1. Renewed efforts should be put forth to carry out as far as possible the recommendation made at our convention last year to eliminate the trade evils to which I have already called your attention.

"2. Proper consideration should be given to the standardization of containers. During the past year I have received several complaints from jobbers associations emphasizing the inconvenience they are placed under on account of manufacturers packing various quantities to the case. Complaints have been received from retail grocers along the same lines, as when they purchase macaroni they do not know what quantity they are going to receive until the shipment is delivered.

"3. It has also been suggested by several macaroni manufacturers that a uniform standard be established for durum flour and semolina.

"4. The matter of freight rates on macaroni should be thoroughly gone into and if possible lower rates obtained. In this connection attention should be called to the fact that this might be accomplished by having macaroni placed in the classification where it belongs, namely, cereal products.

"5. Perhaps the most important recommendation is that all manufacturers get back to the prewar size package as soon as possible, as I believe the consumption of our product has been curtailed more due to the fact that a great many manufacturers have reduced the weight of their packages so that the contents are not sufficient for a meal for the ordinary family, than from any other cause. This results in a loss of confidence on the part of the consuming public which naturally develops a tendency to buy other goods.

"Again, I want to thank all the offi-

cers and members for their loyal support and cooperation during the past year, and assure you of my great interest in the work of the association. I desire to pledge my most hearty support to your new officers."

TREASURER'S REPORT

\$1,984.26, balance on hand at time of 1920 convention.

\$15,230.12, receipts from all sources.

\$17,214.38, total.

\$13,678.37, expenditures.

\$3,536.01, balance on hand in bank.

(From the above balance there is to be deducted check No. 122 payable to James T. Williams for \$136.55, which will leave a balance of \$3,399.66.)

—F. Becker, Treasurer.

AUDIT REPORT OF CASH RECEIPTS AND DISBURSEMENTS FOR 12 MONTHS ENDED MAY 31, 1921, BY WOLF AND COMPANY, ACCOUNTANTS, CHICAGO.

In accordance with instructions of your secretary, M. J. Donna, we have audited the records of cash receipts and cash disbursements of the National Macaroni Manufacturers Association for the 12 months ended May 31, 1921, and in Exhibit "A" we present a statement of revenues and expenditures as disclosed by our audit.

All cash receipts in the cash book were traced to remittance sheets to the treasurer and segregated into the various sources of revenues; all cash book footings were verified. We were unable to check the canceled checks, as same are in the possession of your treasurer; nor did we verify the bank balance by correspondence with the depository.

Expenditures were analyzed and checked to bills on file. Balance, May 31, 1920.....\$1,984.26

Income: Advertising.....\$10,452.45 Subscriptions..... 378.85 Association dues..... 2,087.26 \$12,918.56 Received from advertising fund..... 2,206.55 \$17,108.55

Expenditures: Annual convention expenses.....\$ 665.25 Special convention and executive committee expense..... 752.15 Donation to National Laboratories..... 3,000.00 Legal expense in re. National Laboratories..... 40.00 American Trade Association dues..... 25.00

Journal: Printing and mailing.....\$5,221.94 Editor's salary and expenses..... 2,195.60 Clippings, cartoons etc..... 121.00 7,538.54

Secretary's office expense: Expert accountants' services.....\$ 25.00 Premium on secretary's bond..... 7.50 Stationery and supplies..... 46.45 Printing..... 35.60 Office help..... 477.50 Secretary's salary and expenses..... 2,195.35 2,787.40

Total expenditures.....\$13,808.34

Balance on deposit May 31, 1921.....\$ 3,399.66

Accompanying and forming part of our report of June 4, 1921, and subject to the comments contained therein.

We have examined the above report and beg leave to recommend its adoption by this convention.

—Wm. A. Tharinger, —Edw. Z. Vermilyen, Auditing Committee.

SECRETARY'S REPORT

The framers of our constitution and by-laws have wisely arranged that at the opening of each annual convention your officers who have been at the helm during the intervening months must first report on the activities of the period between conventions and submit a resume of their acts for your consideration, so that you, in possession of

a clear insight and knowledge of what was attempted and accomplished in the past, can best legislate and plan.

You have listened to an account of the stewardship made by our respected president in which a complete general resume of the conditions affecting the industry is given. It is now the duty of the secretary to explain the various activities in which we as a national association are directly interested.

To attempt to enumerate in detail all the various activities would be merely a waste of your time. Suffice it to say the relationship established between the national association and the various government bureaus and officials, between the organization and its members, between the macaroni manufacturers and the interested allied trades, and the important and essential groups of distributors and retailers, has been both pleasing and profitable and should result in lasting benefit to the entire industry.

Conditions affecting business in all lines since our last convention have been such as to warrant little hope for the attainment of the great success longed for by either the manufacturer as an individual or the national association representing the macaroni industry as a whole. In our own particular industry, the patriotic manufacturers responded nobly to the country's demands for more food during the war, little thinking of the serious after effects that the rapid increase in capacity would have when conditions would again return to normal.

Over-production combined with a world wide business depression has now so far reduced demand for our products and knocked the bottom out of prices, causing a general demoralization of the whole industry. Recovery has been very slow and it will take months before anything like normalcy will again be reached. Naturally individuals and firms have found it more necessary than ever to attend strictly to their own particular affairs with the result that those of the national association become secondary.

However, we are not gathered to speculate on what has gone before us, but rather to plan for the future by making use of the experience gained during the past few months and through cooperation and collective action help bring about normal conditions.

We have gathered here as men deeply concerned with the affairs of each other, and we are here with one mind,—of interest in our own particular business. Now is the hour and this is the opportune time for perfecting such agreements and understandings as will result in a fearless forward push sure to gain deserved justice and success for those in our midst who have unselfishly served this great nation and its exacting public.

There may exist several opinions as to just why we meet annually as manufacturers of one of the best foods in the world. Ask any person on the streets of Detroit why the macaroni manufacturers are meeting today and you will probably be told that it is with the intention of cutting wages and of increasing the selling price of our products. Ask any man on the floor of this convention and he will reply that these annual gatherings aim at a closer harmony and

more sincere cooperation among manufacturers; a better understanding between them and the allied trades to the end that a closer friendship, true and dependable fellowship may be developed that will prove beneficial to all interested therein. May our deliberations here serve to point out the way and may we be courageous enough to overcome any and all obstacles that tend to bar the way.

If 18 years ago when this association was first conceived there existed a need for such an organization as the National Macaroni Manufacturers Association, you will agree that existing conditions demand a stronger, a more determined grouping of like interests, vitally interested in protecting their own business. Each section of the continent, each state or province, every district and in fact every individual has problems all his own which ultimately become also the problems of the whole industry.

When you consider the many ills that affect the alimentary paste industry, even from your own limited point of view, and multiply this by the views of a half thousand others, you will readily realize that the cure is not an individual's job but the industry's. You plan, you scheme, you struggle to bring about needed changes, and you succeed in a limited way but not sufficiently to affect the general conditions. Having reached this point you will probably realize the utter hopelessness and futility of your lone attempt to correct evils that are injuring your own business and the whole industry also. If you realize this, you surely will then appreciate how essential it is to be united, to stand together, elbow to elbow with your fellow manufacturer, if you want to survive and prosper. To accomplish this you must unite with others interested in the same line; in other words, you must join an organization of like manufacturers having similar problems, and like interests. But you cannot stop here, you must go further and invite others to join till you have awakened in them the knowledge that success to the individual keeps step with the advancement of the industry as a whole.

President Williams, who has been untiring in his efforts to promote the interests of the macaroni industry and of the national association, has reported fully on the activities of the year. My close association with the official organ of this association and of this industry enables me to give you some facts concerning the progress made by this trade paper. New subscribers have been added, and advertising therein has been keeping pace with general conditions. The income has been more than enough to pay for the expense of printing and the expenditures of the headquarters. Manufacturers everywhere have been unstinted in their support of our New Macaroni Journal and its columns eagerly read. Our greatest asset is a steadily growing list of satisfied advertisers. I trust that manufacturers will continue to contribute freely to its columns and that they will lose no opportunity to call the attention of the value of our trade paper as a medium through which the allied manufacturers can best send their messages to the alimentary paste making trade.

The finances of the national association

are on a sound basis. Your officers are to be commended on their economy and prudence exercised when ordering expenditures, getting the greatest amount of good for the industry and the association for every dollar paid out. The income has been somewhat lessened within the past month or two because of the curtailment in advertising found necessary by a few firms which have been the hardest hit by this business depression. Indications are, however, that this loss is only temporary. We will not only soon regain revenue lost through cancellation of advertising contracts, but will increase the income from this source before the close of 1921. Here is a concise statement of the financial affairs of our association.

FINANCIAL STATEMENT

Table with 3 columns: Description, Amount, and Total. Rows include Cash balance reported at 1920 convention, Received cash balance from old traffic fund, Received cash balance from advertising fund, Received for Journal advertising, Received for Journal subscriptions, Received for dues and admission fees, Refund advertising and railroad fares, Total \$17,108.37, Expended for association June 1, '20-May 31, '21 \$5,797.30, Expended for Journal purposes same period 8,011.04, Total \$13,808.34

Table with 3 columns: Description, Amount, and Total. Rows include Cash bal. on all funds, May 31, 1921.....\$3,300.03, For advertising.....\$1,651.50, For association dues..... 960.00, For subscriptions..... 75.00, Total.....\$2,686.50

On same date there were due and payable outstanding bills aggregating \$888.80, all of which have been paid since.

MEMBERSHIP REPORT

I am sorry to report a slight loss in membership but feel that no increase could have been expected under prevailing conditions.

Table with 4 columns: Description, Regular, Associate, Total. Rows include Members in good standing June 1, 1920, New members joining in year, Totals 73, 21, 94, Suspensions, voluntary withdrawals 10, 3, 13

Members in good standing, June 1, 1921,..... 63 18 81 This shows loss of 4 regular members.

NEW MEMBERS (Regular)

- S. R. Smith Co., Grantham, Pa., recommended by M. J. Donna. Dunkirk Macaroni & Supply Co., Dunkirk, N. Y., recommended by M. J. Donna. New England Macaroni Co., New Haven, Conn., recommended by M. J. Donna. David Kerr, Baltimore, recommended by S. Savarese.

The Quaker Oats Co., Chicago, recommended by J. T. Williams.

Macaroni Foods Corp., Omaha, Nebr., recommended by M. J. Donna.

(Associate)

Washburn-Crosby Co., Minneapolis, recommended by J. T. Williams.

Wm. J. McDonald Co., Brooklyn, recommended by M. J. Donna.

George A. Zabriskie, New York city, recommended by M. J. Donna.

From the above brief report you will note that the affairs of the national association are in good condition. Viewed in a general way the whole industry has withstood the general business depression fairly well. All that is necessary is that we all become more than ever optimistic and determined to permit no discouragements however large to dominate us. If there ever was a time when every man should push ahead, should exercise his greatest activity and make use of the very best business talent he possesses, that time is the present. Combine your energy with that of others and with a determined spirit that knows no defeat, overcome all obstacles and obstructions to success. This is the spirit that wins.

In conclusion, I desire to publicly express my thanks for and appreciation of the hearty cooperation given me by the membership at large and by the association officers in particular. Your president, James T. Williams, has given freely and generously of his time and liberally of his welcomed advice and assistance and by his energy and experience aided materially to make the exacting duties of the office of secretary lighter and more pleasant. To him and to the members of the executive committee who have always advised wisely when called upon, I am most grateful.

May this convention legislate wisely for the future welfare of the association and for the industry.

Respectfully submitted,

—M. J. Donna, Secretary.

#### Financial Conditions Affecting Manufacture and Distribution

Many important points relative to the financial affairs of the country and of our relation to the commerce of the world were brought out in the paper read by Charles Talbot on the morning of the opening day of the convention. Intense interest was shown in this address, particularly in the points made on what manufacturers and distributors could expect in the way of business in the near future. Mr. Talbot is vice president National Bank of Commerce, Detroit.

Mr. Talbot said it was a real pleasure to be present and he expressed his interest in the welcome by the deputy commissioner of police, announcing that the doors were open for all, and that he hoped the delegates will keep them open even if they had to speed some. On occasions he had had to go to the police station himself to leave some

money for parking over time, and going a little bit too fast. Mr. Talbot spoke as follows:

#### Mr. Talbot's Talk

I was interested in what your president said with reference to the increased size of packages of macaroni. We all hope that you will increase them. I like it very much myself, and I want to buy more for my money. So, the larger the package, the happier I will be. I liked your treasurer's report and all the things in it, except one place where he demanded interest from his bank. Now, I do not believe in that. (Laughter and applause). I think that is a poor policy. The banks cannot make money if everybody is going to demand interest on his balance.

I was interested in your secretary's report. This organization must believe that the old slogan of competition being the life of trade is dead, and the new one, cooperation is the life of trade, is the right theory.

I am going to confine myself quite closely to my manuscript with your indulgence, and whatever I may say seems to be gathered from the experience that we have in the banking business, and such data as we can get from the trade reports. Down at our bank we subscribe for Babson, Brookmyer, various other statistics, and about everything that you can imagine. We try to read it all, digest a little of it, and get a little smattering of what may be happening in the world.

To assign the subject, "Financial conditions as they will affect manufacture and distribution", to a banker is placing him, I believe, somewhat at a disadvantage.

Were you to reverse it so that I might discuss manufacturing and distribution conditions as they will affect finances, I would feel more at home. The weaknesses of our own household are not as apparent as those of our neighbors. We can find the flaws and defects in the situations, operations and methods of other lines of endeavor but we are not willing to admit our own errors.

Looking backward over the last five years I can see many mistakes that have been made in the business world by manufacturers and merchants that could have been avoided had the banks of the country had the backbone they should have had, and exercised the control which their strategic position permitted. Postmortems are not pleasant, and the mill will never grind by the water which has gone over the dam, so we must face the future, taking advantage of the experience gained and go back to that basis which will make the course of business more even and less erratic.

The bankers' stock in trade—cash and credit—we are all quite agreed are the life blood of commerce and industry. They must flow through the entire economic system evenly and sanely nourishing their respective arteries, sustaining and strengthening each particular branch, so that the entire body is healthy and normal. Stagnation or diversion of the life blood in the natural channels causes fever in the human body.

It is now quite apparent that the prophecy made last fall and early this year to the effect that a revival of business would be with us in the spring has proven to be pure guess

work. We are gaining confidence and seem to be correcting some of the fundamentals which should make for a more stable business, but in the main we have nowhere approached the optimism which was fed out to a groping and blinded world.

We have passed through an era never known before in history, of the greatest extravagance and waste, and with little regard for the principles and fundamentals which had previously prevailed. The history of the situation seems to have caused us to lose our poise, and we have rushed headlong and madly into whatever presented itself as a means of making a profit or as a way of escape from our just obligations which are as inexorable as the simple natural laws which, after all is said and done, are the real controlling factors. Artificial stimulation is a doubtful practice and artificial restriction is a doubtful remedy. You might as well expect water to run up hill as to expect that you can overcome the real basic principle which the laws of supply and demand govern.

Naturally the spree which we have been on will have its bad effects. We cannot dissipate and run wild contrary to the natural laws and not pay the penalty. This is just as true of a nation as it is of an individual, and when you couple up with a drunken orgy which we have just experienced the absolute inefficiency and inability of the Wilson administration to cope with the problems which were presented you certainly have a deplorable condition—nationally and economically.

There is no doubt in my mind that from seven to eight billion dollars was needlessly, carelessly, and foolishly thrown away in so called war expenditures, and many of the most pressing problems which are facing us today are but the result of such judgment as was shown by Mr. McAdoo in the handling of the railroad situation.

It cannot be hoped that the evils which were given a start and developed to almost alarming proportions can be cured at once. It will take time and that is why we cannot hope for an immediate resumption of business upon any such scale or basis as we had fervently hoped might develop.

Our industries generally are expanded to a capacity of from 30% to 40% over the possible domestic consumption of their production. We, therefore, can look to new fields to take care of this surplus. We have the export field and there we meet the very disturbing credit conditions which preclude the possibility of our realizing much from our shipments abroad at this time.

Again, we are forced to compete with the low wage of labor in the European countries, and we find this a distinct disadvantage. In fact, the longer we discuss and think of the obstacles, the further away seems the ray of hope which of course will finally prevail and through which will be dispelled the gloom out of which we must emerge.

It is a beautifully simple theory which we all believe about the different levels of price and the plane to which they all must eventually arrive, and that that plane must have no unevenness about it so that commerce and business can travel around it without being subjected to booms and panics.

We all know that the price of farm produce must be brought to the level of those commodities which the farmer buys by either increasing the price of what the farmer sells or decreasing that which he wishes to purchase but the practical accomplishment of this result is much more difficult than a discussion in theory. It is like two boys who trade jackknives, but neither wishes to give up possession of his knife until he has the other fellow's in his own hands. We have all been working around in circles, crying, demanding, and insisting upon the reduction in price of every commodity in the world save the one which we are individually dealing with, and of course there is no reason in the world that we can see why we should take our loss in the liquidation of the cost of the great calamity which the kaiser forced upon this world.

There are two very essential factors which I wish to touch upon just here which are of unusual significance. One of the most deplorable situations in the financial and business world today seems to be the utter disregard which prevails among business men with reference to the sanctity of contracts. An order to buy seems to be interpreted by many purchasers to the effect that they will take the merchandise only if it meets with their particular requirements at the time of delivery. Reputable exporters are finding that what they believed to be irrevocable credits are but contingent contracts of little material value. If integrity is not put back into our commercial fabric and held, there is little hope for the permanence of our success.

The other question refers to integrity and good faith upon the part of the employe. Efficiency in many manufacturing plants has developed as compared with the times prevailing two years back so that one half as many men are turning out as great a volume of work as they did when labor was scarce and they took advantage of the situation. Why they cannot see that inefficiency and lack of production increases cost even to themselves is beyond my comprehension.

There is great need and plenty of work for those who wish to produce today. We must continue to eat and be clothed, and if we can bring about the proper adjustment as between producers and those who wish to live by others' toll we will be getting nearer to a position which will mean greater prosperity and greater happiness.

Babson says, "Business depressions are wasteful, just the same as a spell of sickness is wasteful." We have always had both and will continue to have them until people learn that they cannot take out of themselves, or out of their business, more than they put in. It would save us a lot of trouble and expense if we would stop our extravagances before nature puts us on our backs. It would save a nation a terrible loss if people could stand moderate prosperity without losing their heads. There is no use, however, in talking about the past. Business today is sick. The question now is to find the way in which to complete the necessary readjustment with the smallest loss.

Our present troubles are tied very closely with those of Europe. United States production has been geared up to meet an abnormal

demand from European buyers. Now this demand has shrunk and there is little prospect that it soon will be revived. Nations which during the war turned to us for farm products are raising their own. Great as their need is for other things they have not the means to pay for them. The result is an overstock of goods in the United States with consequent business depression and vast unemployment. What are we going to do about it? Shall we simply wait until time heals the distress in Europe and trade again is possible, or shall we get busy and find other means of selling our wares at a profit?

Do not mistake me as arguing against foreign trade. The more goods we can sell abroad and get paid for, and the more goods we can buy abroad, the better off we shall be. It is urgently advised that we make every reasonable effort to develop foreign business. The present problem, however, is whether or not we shall have to wait for a return of prosperity in Europe before we can have good business in America.

If the United States were dependent upon foreign nations for the necessities of life, if we imported the most of our food, as Great Britain does, if our factories depended upon foreign countries for the most of their raw materials, then we as a nation might be justified in resigning ourselves to wait for the revival of Europe. Such, however, is not the case. Loss of export trade has brought about a serious misadjustment in United States industry, but it has not crippled it. We find our industries out of alignment by reason of the change in foreign demand, but there is no reason why we cannot set to work and form a new alignment on the basis of conditions as we now find them. If a wall were put up around the entire country we could eventually become prosperous by ourselves. Our country is large enough and our resources are sufficient to provide for our own needs. Of course, nothing so drastic as this is necessary, but if we make up our minds and shape our policies toward developing markets for our goods in the United States, we shall do most toward alleviating the present business depression.

What steps would you suggest toward developing the U. S. markets, you ask? That is a fair question. I will name three in particular. *First, let us seek to iron out as far as possible the irregularities of prices in our own country.* Experience has taught us, as I said before, the futility of government price fixing, but through correct information and adequate publicity the evils of distribution which are keeping up the cost of living can largely be eliminated. The present efforts of the department of commerce and labor at Washington toward this end are highly commendable.

*Our second suggestion is that employers fearlessly, firmly, but fairly, set about to reduce inflated labor costs in their particular business.* Profiteering is by no means limited to commodity speculators. It is no injury to the building worker, if by reducing his hourly wage 25% you double his weekly income by giving him enough work to do. It is an injury to allow this, or any other class

of labor, to stand in the way of its own prosperity and that of the rest of the country.

*The third suggestion: let us encourage the government, states and cities to undertake now such work as they are likely to need.* If a new road will help business and eventually pay for itself, start it now! It will help to take up the slack in employment and will accomplish twice the good that it would if undertaken later when times are prosperous. Mind you, I do not say that it is wise for the state to build needless and unprofitable things simply to give employment. That is a fallacy. In every case, however, where new ventures can be started which will eventually pay for themselves, then it should be the function of the state to furnish the necessary capital and courage to undertake the work.

Today the loans of the U. S. banks of this country have been contracted by more than 10%, while the deposits decreased 5%, or 15%. The Federal Reserve notes which constitute the greatest part of our circulating or pocket money have contracted 16%. As the deposits of the bank shrink, of course, the reserve which they keep with the Federal Reserve bank decreases. This decline with the shrinkage of the Federal Reserve notes reduces the volume of liabilities against which the Federal Reserve was required to keep gold, and other lawful money, and thus reduce the reserve requirements.

Thus the reserve ratio has increased from 42% in the fall of last year to 57% today which greatly improves the banks' technical position, and should place banks in a way to furnish the loans needed to support public activities and our new price levels. The price of food products in March 1921 as compared with the same price in May 1920 shows an index figure of 150 as against 237. The average index figure of all commodities is 162 as against 272, showing that food products have decreased in correct proportions and are more in line than the other commodities. The commodities which seem to be furthest out in the adjustment process are building materials and household furnishings.

The one industry which has witnessed a complete revival of productive activities is agriculture. The predictions for farm acreage has been large this year and it seems will be realized because there is an abundance of labor to carry out its operations. All we need now is proper weather conditions and we will have a large volume of farm products to distribute and manufacture.

The public is buying the things which it needs to consume, in order to maintain those ordinary standards of living as formerly, and its purchasing power permits, and this revival seems to be pretty thorough going as regards demand for the ordinary things which we consume from day to day and from month to month, food, clothes, and shoes being freely bought. The temporary buyers strike which we have witnessed in the last nine months seems to be abated. The public soon forgets and it resumes the purchase of commodities which it needs for immediate consumption, but goods which are durable and increase the wealth of the nation seem at this time not to be in great demand because of the lack of confidence in

the future price level. This refers to the building trades, and the industries as copper, iron and steel. The Review of Reviews in the June number said that for some time it had been trying to bring to its readers the world's problems, which have now become focal and personal, and in a sense they have a bread and butter interest for almost every man, woman and child in the United States as well as other countries.

Thus we must take a glance at conditions abroad.

The world, we were constantly told, was awaiting the signing of the German reparation agreement before embarking upon a more confident and prosperous course. Well; the agreement has been signed, apparently in good faith without a single reservation. Surely that is an historic milestone passed in our journey towards world recuperation.

The darkest cloud hanging over the world not so long ago admittedly was bolshevism. Instead of engulfing and ruining nation after nation, Bolshevism has been decisively repudiated in every land outside of Russia, and even there it palpably is doomed.

In international circles, labor conditions in Britain long occasioned grave alarm, an alarm which was reflected by the recent sensational warning issued by the British prime minister, when he declared that labor sought revolution. Events since then have demonstrated that Britain is in little danger of anything savoring of revolution. At this time the coal miners are still on strike, but as they have forfeited the support of the public, they will unquestionably fall short of forcing their original socialistic demands upon the nation.

In the highest financial circles the continually increasing seriousness of the demoralization in the international exchange was causing the direst forebodings several months ago. The U. S. was shipping such colossal quantities of merchandise to Europe that no one could see how the debts thus incurred could ever be met. What has since happened? The leading countries of Europe have all increased their exports and reduced their purchases from us, with the result that last month's exports were not even half what they were in value a year ago, and the smallest for any month in more than five years. Meanwhile, the long decline in the principal foreign exchanges has been strikingly checked, the recent quotations being around the highest of the year. Moreover, practical progress is being made in extending long term credit to Europe to facilitate the purchase of cotton and other American materials, thus relieving the international credit stringency, for the benefit of both European and our own business and employment.

Another international development highly appraised by financial and industrial leaders of international calibre is the naming of American representatives to take part in the councils of the Allies on the many and complicated problems bequeathed by the war. The value placed upon this step is not generally recognized.

Let us now turn to domestic events. At this time last year every forward looking banker was acutely uneasy, for he clearly foresaw that we were all rushing towards either a financial panic or a collapse in the

inflated business boom, accompanied by tumbling prices, numerous failures and widespread unemployment. Today most bankers see the coming of better times. Credit and currency inflation have been arrested; the price readjustment process has passed the worst; the lowering of wages is well under way; commercial failures are on the decline; and the monetary stringency is relaxing satisfactorily. The Federal Reserve board is now encouraging the banks to extend credit in many directions calculated to accelerate recovery in business activity, and bank reserves are now so high that this can be done without jeopardizing the strength of our financial institutions. Since Jan. 1, more than \$300,000,000 of gold has been added to our already abundant stock bringing our total well above \$3,000,000,000 to approximately the highest amount ever carried here. Interest rates are now being lowered here and also abroad, and the effect of this cannot fail to become pronounced in the very near future.

I have no hesitancy in saying that I believe there will be adequate credit and money available to finance the manufacture and distribution of all the essentials necessary to maintain civilization upon its present basis.

The estimated value of the coming year's farm crops at 15 billion dollars would indicate that we may expect a substantial degree of general prosperity for this coming season. Profits will not be as large as they were during war time but they will not be as small as they were before 1915.

Finally, and most encouraging of all, we have undergone a most wholesome change in our mental attitude. A year ago blind extravagances were practiced, public men profited and many workmen shirked until the bubble burst and general chaos engulfed the nation.

We are now on the upward trend and as we put further serious efforts to bring about better conditions we will find that we are getting in this world what we work for.

#### Short Weight and Slack Filled Packages

The interesting paper on "Short weight and slack filled packages" given by the newly elected president of the association, C. F. Mueller, Jr., was provocative of long and sincere discussion in which most of the macaroni men took a part. This was particularly so on motion to reaffirm the previous stand of the association relative to minimum weight of packages. Mr. Mueller stepped right into the heart of the subject. He spoke as follows:

#### Mr. Mueller's Paper

The terms "short weight" and "slack filled" are ambiguous in their meaning and, therefore, I have used both instead of one for the title of my subject, so that I might not be misunderstood. When I say that they are ambiguous, I mean that the very motive or motives which these terms signify, are deluding or have a double meaning. To illustrate what I mean, I want to give you an

example. Take the average housewife, for instance. She buys a package of macaroni (which she has done many times before), and finds that it is not full. She may not pay any attention to the weight marked on the package, and if she does, it matters little. But she is impressed by the fact that the package is not as full as it used to be and she immediately gets the idea that the manufacturer has given her "short weight". The manufacturer objects to this designation because he knows that he has been giving 10 cents worth of his product to the consumer and, therefore, he uses the term "slack filled". Now the reason for the so-called "slack filled" package is that the manufacturers have not been able to change the size of their packages every time they have changed their weights. This is particularly true of the past seven years.

"Slack filled" packing (I shall use this term from now on) is an evil which has prevailed for many years, and which became more harmful in its influences during the war period. Some 20 or 25 years ago, before American made macaroni was recognized by the public, most of the macaroni sold in packages came from France. Generally, it was packed in packages measuring 18 inches in length, weighing 16 ounces net, and wrapped in blue paper with a label pasted thereon. Owing to the low price of flour and semolina at that time, American manufacturers were thus enabled to imitate this style of packing and put a package on the market which could be sold for 10 cents to the consumer and net a good profit to all concerned. Later, when the price of raw materials increased slightly, the American manufacturer packed 16 ounces, gross, which they sold as pound packages, whereas the contents weighed about 14½ ounces net. The consumer apparently was not aware of the fact that she was getting less than a pound of macaroni and, consequently, the 10 cent package became more and more popular. The desire to sell their goods to the consumer at 10 cents a package induced other manufacturers, whose costs made it impossible for them to sell 14½ ounces for 10 cents, to reduce the contents of their packages to 14 ounces. Then it became necessary to eliminate the words "pound package". Later on the weight was reduced to 12 ounces, then to 10 ounces, and even as low as 5 ounces.

I believe that at one time, when it contained 10 or 12 ounces of macaroni, the 10 cent package was advantageous to the consumer, but its popularity began to wane when the chain stores, which always sold their package goods at odd prices, increased in number, and when conditions which were brought about by the war made it necessary for the retail grocer to sell his package goods at odd prices. Consequently, the consumer has gotten out of the habit of buying 5 and 10 cent packages.

I believe that these conditions will be the means of abolishing a silly fad. The day of the 5 and 10 cent package has come to an end in the macaroni business and, I for one, am glad of it. In my opinion, it is of greater interest to the manufacturer to put out a package containing a standard weight and sell it at a price which the prevailing

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Wausau, Wisconsin

conditions warrant, than to change the weight of his package every time there is a change in the price of raw materials. The latter method reflects on the reputation of the manufacturer and, ultimately, on the reputation of the industry. I believe that this method is largely responsible for the fact that the macaroni industry has not shown greater progress.

Permit me to call your attention to two examples which will bear out this statement: (1) The Shredded Wheat company introduced Shredded Wheat Biscuits to the public in 12 ounce packages, and it has never changed the weight. This product never was sold as a 10 cent package, although, perhaps, the chain stores may have sold it for 10 cents. The Shredded Wheat company now operates 3 or 4 factories, and the sales are increasing every year. (2) A package of Uneda Biscuits weighs the same today as it did when the product was introduced to the public. The National Biscuit company put out its products in package form for the express purpose of enabling the retailer to sell them as 5 and 10 cent articles. When conditions which were brought about by the war made it necessary for the company to obtain a bigger return for its products, it advanced the price per package in preference to reducing the weight.

The phenomenal success of both these companies bespeaks the caliber of the men who control them. It would be well for us to follow their example.

I said before that the practice of the macaroni manufacturer to reduce the weight of his package, as the price of raw materials advanced, has reflected on the reputation of the industry. I repeat this and emphasize it, because I believe that today the buyer of the wholesale grocery house assumes an attitude of mistrust toward the salesman who represents the macaroni manufacturer. The buyer looks upon macaroni manufacturers as flimflammers. For him it is a case of "put up your money and see what you get." If he is lucky he may get 10 ounces, if not he will get only 6 ounces. In other words, on account of the diversity of the weights of package macaroni and the frequent changing of the weight of his package, by the individual macaroni manufacturer, the buyer does not know what weight he may expect for his money.

The manufacturer is guilty of an offense when he does not tell the buyer the exact weight of the contents of his package. This practice reminds me of the peddler who has a false bottom in his measure, and the grocer who puts one or two ounce weight on the wrong side of the scale. I am not accusing any one. Most of us are guilty of the offense—guilty of a wrong unintentionally committed, which has created a bad impression on the buyer, and we are paying the penalty.

The housewife harbors an ill feeling for the manufacturer because she notices, after she has cooked the contents of a package of macaroni, that it does not fill the dish as it previously did. This is responsible for the falling off of the sale of package goods. On account of the high cost of living and business depression she has been compelled to economize, and, consequently, more bulk

macaroni is sold today to American people than heretofore.

Hence I believe that this is the time for the present manufacturer to grasp the bull by his horns, so to speak. It is his opportunity to do what he has been talking about for years, namely, to put out a larger package than heretofore. I am confident that it will become more popular than the 10 cent package, because it will reduce the cost per pound to the consumer.

All that I have said applies, of course, to noodles as well as macaroni. However, if we adopt a standard size package it probably would be advisable to adopt a smaller package for noodles than for macaroni. Personally, I believe that a 10 ounce package of macaroni would be a desirable size, because it would be a happy medium between 8 and 16 ounces. A standard size package would please the jobber. He does not like to carry two sizes of packages, because it is easier and more economical for him to handle one size. A standard size package would be more economical to the manufacturer, too, because he would be enabled thereby to place his products on the market at a price which would be economical to the consumer, and it would be of further advantage to the manufacturer in that it would abolish unfair competition. It is a well known fact that some manufacturers have reduced the weight of their packages so that they might sell their products cheaper by the case than their competitors, who give better value to the consumer.

The macaroni industry in this country is always spoken of as being in its infancy, although some manufacturers have been in business for 70 years. When is it going to grow up? In adopting a standard size package of not less than 10 ounces, lies its big opportunity. Is it going to grasp this opportunity and grow?

**AFTERNOON SESSION**

After lunch on the afternoon session opened with a paper by H. W. Files of the Pillsbury-Washburn Flour Mills Co. of Minneapolis on "Pure Durum Wheat."

Mr. Files said that while intensely interested he had protested vigorously to the committee this year against being required to speak, with the plea that the same speakers every year get to be an old story. He said that any recognized agricultural expert is better qualified.

**MR. FILES ADDRESS**

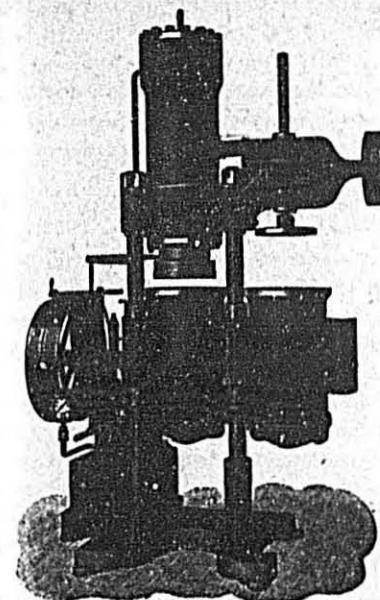
To review briefly a few facts of which you are doubtless familiar. Durum seed was first imported from Russia by the U. S. government in 1899. It was introduced at considerable expense and only after exhaustive study for the purpose of making certain semilarid, nonproductive districts productive. The southern section of North Dakota, the northern section of South Dakota and eastern Montana 20 years ago was a cattle grazing country. Today this section is one of the best wheat producing belts in the U. S. Of the various types of wheat raised in the northwest, durum predominates. About 85%

of all durum wheat ground into semolina for domestic macaroni manufacture comes from this section. From grazing land to fertile wheat fields in comparatively few years was the result, but unless the combined efforts of durum millers, macaroni manufacturers, agricultural colleges, crop improvement associations and interested individuals can and do impress the farmers in this section with the importance and necessity of growing only strictly pure, high grade durum wheat, we will soon see a marked decrease in durum production, the durum mills turned over to bread flour milling and the bulk of American consumed macaroni again imported from Italy and France.

Because durum of fine quality was grown so readily and abundantly in this semilarid section it soon came to primary markets in such volume as to be sold at a discount under the other more common varieties of bread wheat. Durum does not make bread of good volume or white color, and accordingly was not much in demand. Exports were of fairly good volume but the price continued under that of the best bread wheats. Then it was discovered how peculiarly well adapted was durum for macaroni manufacture. It has the required yellow color and necessary gluten. The macaroni industry grew. Pure durum was in better demand, hence better prices but correspondingly larger crops of durum each year, to supply the ever increasing demand from the growth and development of the macaroni industry, kept bread wheats at a premium.

The farmers became a little dissatisfied, some overlooked the fact that only a few years previously their wheat fields had been prairie grass, and felt they could grow bread wheats which would bring better returns. This started trouble. A few farms were seeded with bread where durum had been grown the previous year. In the fall the bread wheat was stored in bins where durum had been kept before. Perhaps the country elevators were none too careful to thoroughly clean and empty their durum bins before storing the next year's crop of bread wheat and vice versa. Big storage elevators at terminal markets were also negligent to a greater or less degree. "Voluntary growth" in the fields contributed liberally to the gradual and ever increasing "admixture" of durum and bread wheats. The outcome is that a few years of this practice, combined with an unintelligent knowledge of comparative wheat values among the growers and handlers, has resulted in an alarming high percentage of mixed wheat.

To illustrate the lack of proper understanding, some farmers, whose durum wheat carried a large enough percentage of bread wheat to grade mixed, could not understand why their durum did not bring as high return as pure durum, their plea being that the bread wheat alone sold at a premium over durum and a mixture of the higher priced wheat in their grain should net them relatively higher prices. They did not know that mixed wheat is good for neither semolina nor bread flour. Either type if kept pure and used alone is in good demand, the durum for macaroni, the other for bread flour; combined and mixed together they have no individual value and accordingly



**Presses**  
Screw and Hydraulic

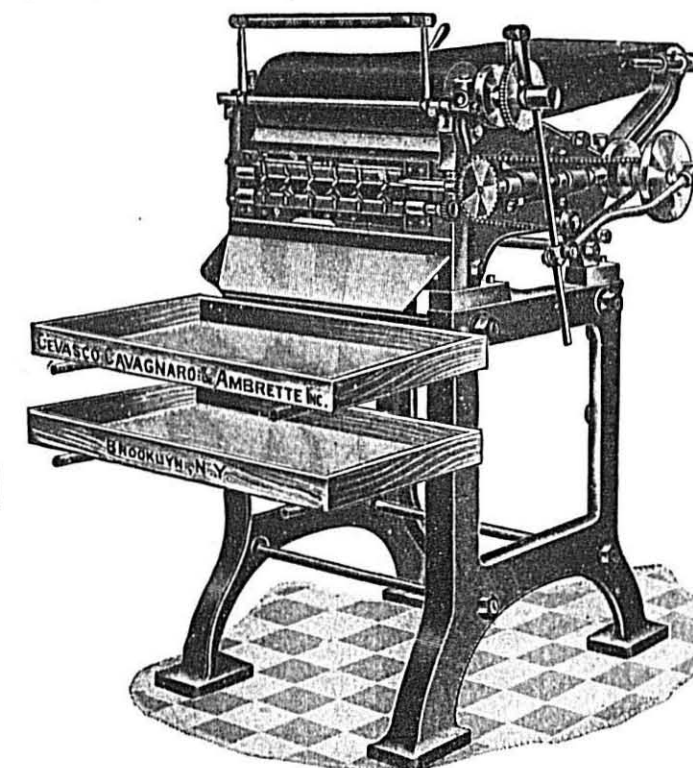
**Kneaders**

**Mixers**

**Dough Brakes**

**Mostaccioli and Noodle Cutters**

**Fancy Paste Machines**



**Bologna Paste Machine**

THIS machine is used exclusively for the production of Bologna Fancy Paste.

Built in two styles; one as shown, and another with calibrating dough brake attached. Simple and convenient. Practically noiseless in operation, as all movements are rotary.

Send for our illustrated circular, containing full information.

**Cevasco, Cavagnaro & Ambrette**

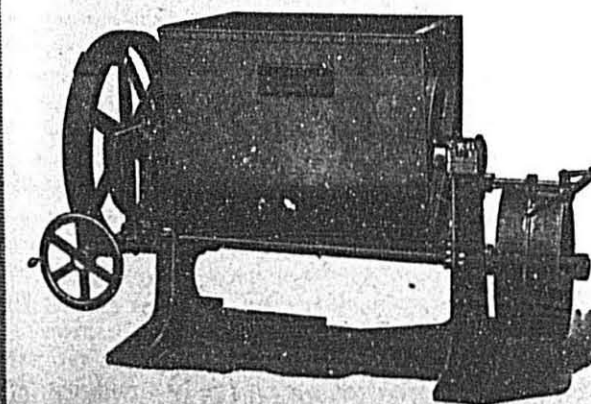
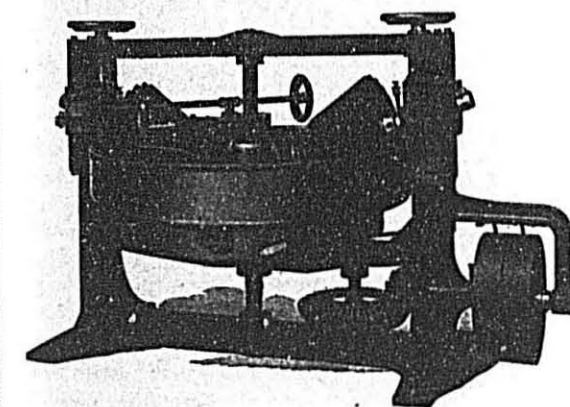
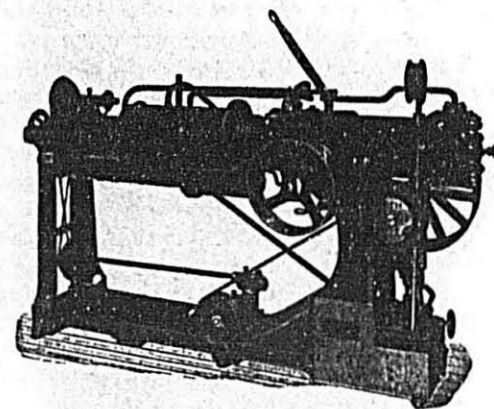
INCORPORATED

*Builders of High Grade Macaroni Machinery*

WE CANNOT BUILD ALL THE MACARONI MACHINERY BUT WE BUILD THE BEST.

Office and Works  
156-166 Sixth Street

BROOKLYN, N. Y.  
U. S. A.



at a discount. In addition to this, the variety of wheat called "red durum", which has relatively no value for macaroni purposes, has been introduced and is being grown in larger volume each year.

To say that something should be done is putting it mildly. First of all, the farmer is the greatest loser and if he can be made to realize this he should welcome a remedy. The durum miller is vitally interested because it is fast reaching a point where mills cannot hope to maintain their high standard of semolinas unless the wheat is improved. You macaroni manufacturers should be deeply concerned, as high quality semolina means high quality macaroni which you must make if you are to keep out the imported product. Whether you do or not depends largely upon the quality of durum wheat furnished the miller. As consumers of macaroni we are all individually interested because the limited quantity of pure durum wheat which now brings a big premium helps to hold up semolina prices and prevents the macaroni manufacturer from reducing the prices of his products.

A recent survey of the principal durum wheat districts indicates that of South Dakota's total spring wheat crop sown this year, 45% was durum. In North Dakota 43% was durum. The estimated 12 years yield gives South Dakota 20% and North Dakota 22%. This means that the drought and rust resisting qualities and general hardness of durum wheat has encouraged the farmers of these two states to materially increase the acreage and yield of durum. There never was more need for proper and thorough education among the farmers to bring back the pure durum wheat so essential for good macaroni.

As we have said, the first durum wheat was imported from Russia some 20 years ago at the expense of this government. Before we can hope to ever entirely eliminate the present large percentage of mixed wheat each year, it will doubtless be necessary to import more pure durum seed and arrange some convenient method whereby the farmer can obtain it without additional cost to him. This perhaps is not possible at present for two reasons; first, Russia is still blockaded and her wheat supply is unavailable; second, our government has no appropriation for such an expenditure. I firmly believe, however, that a representative committee should be appointed to work on some plan that will ultimately bring the seriousness of this matter to the attention of the proper authorities in Washington.

The durum millers have been aware of this situation for sometime and for the past four years have subscribed to a fund used in educating the farmers throughout the durum districts to grow "pure durum". This money was expended under the direction of Professor H. L. Bolley of the North Dakota agricultural college and has done considerable good. Until the government can be aroused to the necessity of importing new seed, our only hope is to educate the farmers and then help those farmers sufficiently interested to obtain pure durum seed from the few localities in the northwest where it is still available. Such a campaign should also anticipate educating the eleva-

tor men in these sections as to the necessity of careful and proper handling.

About two years ago, the "Spring Wheat Crop Improvement association" was organized and a fund subscribed wholly by northwestern millers was raised to carry on a 3 year extensive campaign of education among the farmers to improve the quality of all spring wheat and to help the farmers select and provide those varieties best adapted to their locality. This campaign, which in my opinion has done a vast amount of good, is to operate another year at least.



H. W. Files, Minneapolis.

From the good derived and results obtained the mills will decide whether additional subscriptions are warranted.

The necessity of a somewhat similar campaign to improve durum seed and reduce the per cent of mixed wheat, proportionate to the amounts involved, is in my opinion certainly of equal importance. Doubtless the two campaigns, which virtually go hand in hand, could be jointly directed.

Because pure durum wheat is so vitally associated with the further development and progress of durum semolina milling and macaroni manufacture, it might not be entirely out of order to suggest that a committee from both industries be appointed to investigate the possibilities of some definite action along this line.

#### Discussion

In the course of the discussion of Mr. Files' paper on pure durum wheat T. L. Brown brought out the fact that experiments at the North Dakota agricultural college had brought about development of a new wheat known as Pelise wheat, that promises to produce an excellent quality of semolina. This new variety has a large and beautiful dark head, almost black in color, with grains too large to go even through an oats separator. It has not yet been raised in commercial quantities, but by the coming spring sufficient seed will have been produced to permit of extensive plantings. Information as to whether it will prove good macaroni wheat is not yet obtainable from the limited quantity grown to date. Should this

new variety prove as good as its sponsors claim for it the macaroni industry will be a great gainer.

#### Trade Journal Advertising

At this point L. W. Burgess of the Byron & Learned Co., Minneapolis, appeared to give a talk on "Helping the Grocers to Help You." In brief manner Mr. Burgess presented his view as follows:

I am here to give you as briefly as possible, an outline of the advertising campaign for your commodity, which will appear in grocer trade journals during the coming year.

You are all undoubtedly familiar with the merchandising plan for macaroni which has found such favor among the trade since Mr. Williams, your president, originated the idea.

This plan, as you know, has to do with the sale of macaroni as a basic food—a food which can be prepared in many appetizing ways as the main or meat dish of a meal.

The great advertising value of this idea can be instantly grasped, because it enables us to show the grocer how he can bring a profitable business into his store that has formerly been going elsewhere.

To illustrate that idea let us take for example Mrs. Jones who, with her morning housework done, is planning her dinner. Invariably her first thought concerns the main dish of that meal—and when she has decided upon that main dish she plans the balance of the meal to conform to it.

It is that first thought in her mind which we are vitally concerned. Ninety-nine times out of a hundred her selection sends her to the butcher where she purchases meat—steak, chops or roast—and upon what she purchases there her later purchases from the grocer depend.

We all know the food value of macaroni—we know that macaroni is one of the best balanced foods in our diet. It is made from the most nutritious part of the wheat—it is healthful and wholesome and we know that Mrs. Jones could make no mistake if she often selected macaroni as the main dish of the meal instead of meat.

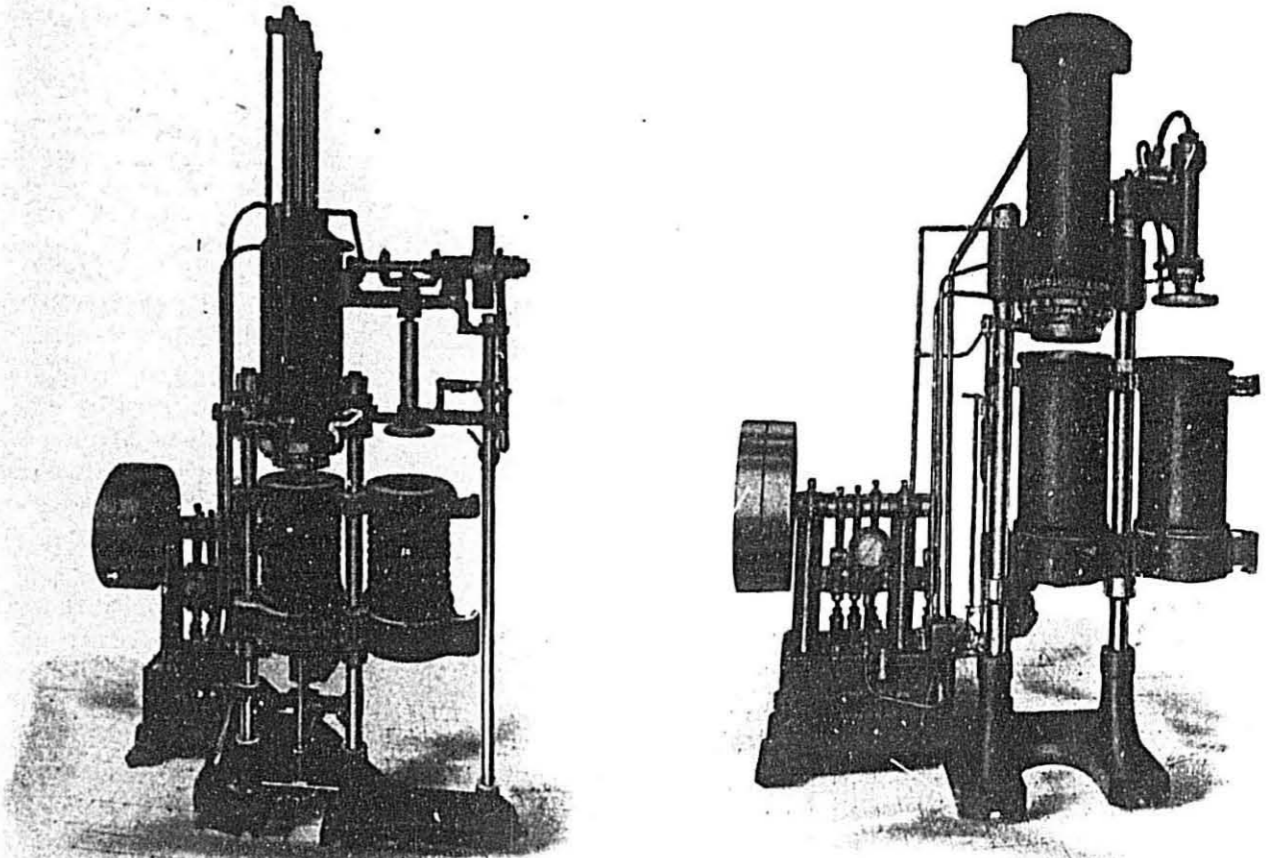
If not only Mrs. Jones, but the majority of housewives who do their own marketing, could be persuaded to adopt such a suggestion and make macaroni the main dish of the dinner every so often, say two or three times a month, there is no question of the result from the standpoint of the macaroni industry.

Therefore, our problem is how to influence the mind of Mrs. Jones at the moment she is planning her dinner. Obviously, if we can find the way to influence her mind, we can by the same method, influence the minds of as many other women as we approach in the same way. Advertising will do it—perhaps in any one of several ways advertising might accomplish our object, but we must find the way, which is the most direct, brings the quickest results and do so at a cost which will enable us all to pay our prorata share.

Now, advertising of any kind is simply education—just as all good selling consists of educating the prospective buyer as to the

# SPEED—SAFETY—CLEANLINESS

Guaranteed to Users of  
**De Francisci Macaroni Machinery**



Two new models of presses equipped with many new features well worth your while to investigate.

Complete information, catalogue and prices submitted on request. Inquiries specially invited.

**Macaroni Machinery of all kinds**

Made by

**I. De FRANCISCI & SON**  
219 MORGAN AVE. BROOKLYN, N. Y.

Manufacturers of Hydraulic and Screw Presses, Kneaders and Mixers.

desirability and usefulness of the article for sale. When education has reached the point that desire has been awakened in a prospect's mind, we are at the point of a sale.

The grocer is the logical man to suggest to Mrs. Jones and her neighbors that macaroni be used as a basic food for a dinner. There is no doubt that the suggestion coming from him would be acted on by many of his customers, who in turn by serving macaroni in any one of the numerous appetizing methods of preparation in which it can be served as a "meat dish" to family and guests would create many more uses of macaroni in this form.

Immediately you say: "All right, but how are you going to get the grocer to suggest it?" We both know that it is an almost impossible thing to get the man behind the counter, whatever line of business he is engaged in, to carry out a selling campaign for a manufacturer unless an increased and sure profit repays him.

We have exactly that increased business, that profit to show the grocer and, in addition, we can show him a business which he never enjoyed before—THE SALE OF THE ENTIRE MEAL TO HIS CUSTOMER.

Let us see how this works. If Mrs. Jones decides on a steak as the main dish of her dinner, she buys from the grocer only those things which that particular meat suggests. The grocer's sale and his profits are consequently entirely controlled by Mrs. Jones' order to the butcher.

But suppose, following the grocer's suggestion, she buys a package of macaroni. Immediately, he sells her the groceries which go to round out that meal, and THE GROCERIES WHICH THE PREPARATION OF MACARONI REQUIRE.

The simplest dish which can be prepared from macaroni as a basis requires at least three other ingredients,—tomatoes, cheese and crackers, and usually still others. These are sold in addition to the same or approximately the same grocery order which would be sold with the steak.

That is the basis of our advertising, but we have seen that advertising to be such as is worthy of the name must be educational and as shown in the plan of the trade journal advertisements, this education of the grocer, and, through him, the housewife continues over a period of months, each page thoroughly convincing in itself and carrying the grocer a step further in the process of making him a booster for macaroni and a money maker because of it.

For instance, if one package of macaroni on the shelf is a salesman for tomatoes, cheese, crackers, etc., as soon as he has found a purchaser for it, how much better a salesman that same package is if it is in his customer's home. In that case she has already bought and it is there constantly suggesting its use as an appetizing "meat dish." On that basis, we show him the profit and the increased number of times that a woman will use macaroni if he sells her a case instead of one or two packages. Those packages on her shelves are constant suggestions of their goodness, constant suggestions of a macaroni meal every now and then, and constant salesmen for those other necessary articles from his shelves.

Advertising to be business building in its result must constantly hammer one idea, but enlarge upon it and present it in new and attractive ways with additional selling thoughts upon each appearance. Such a campaign is this one designed for your industry and we feel confident that upon the expiration of the contract as planned to appear in trade papers the increased sale, and growing demand for macaroni and the good will of the grocers which we anticipate, will be an accomplished fact.

This campaign from a standpoint of illustration and the attention getting ability of each advertisement will be one of the most excellent series that has ever appeared in trade papers. It will be used in all trade papers necessary to reach and thoroughly sell every grocer situated in territory where manufacturers who have taken a prorata share of the campaign cost distribute. The campaign is ready and the territory will be checked up and contracts given to the trade papers immediately following this convention. Therefore, upon the behalf of the board of directors, we ask that your contribution be made at once that the trade paper reaching your individual territories may be placed upon the schedule.

For ourselves, I wish to say that we are especially pleased to be retained and engaged in the planning and execution of this campaign. It is based upon a most excellent and sound merchandising idea and we shall endeavor to see that it brings to every contributing member of your association a real value for its cost to you.

#### Discussion

This provoked a lengthy discussion that lasted until adjournment at 5:45 o'clock. The plan suggested was voted a very good one and worthy of adoption by the manufacturers. The question of raising funds was the only obstacle. The opinion prevailed, however, that direct-to-consumer advertising should be coupled up with this grocer campaign. Discussion of this matter was taken up again the following day.

#### Convention Committees

The committees are required by the by-laws of the association. They were urged to hurried action because of the decision to crowd a three-day convention into two days.

Resolutions: C. F. Mueller, Jr.; C. B. Schmidt; Henry D. Rossi.

Auditing: William A. Tharinger; E. Z. Vermynen; P. F. Vagnino.

Nominating: C. B. Schmidt; E. Z. Vermynen; Wm. A. Tharinger.

Freight Rates: Frank W. Bishop; C. F. Mueller, Jr.; Fred Becker.

#### ENTERTAINMENT

Those in attendance at the convention thoroughly enjoyed the trip through the beautiful Belle Isle, affording all an excellent opportunity to

forget their worries and to become nicely acquainted with one another.

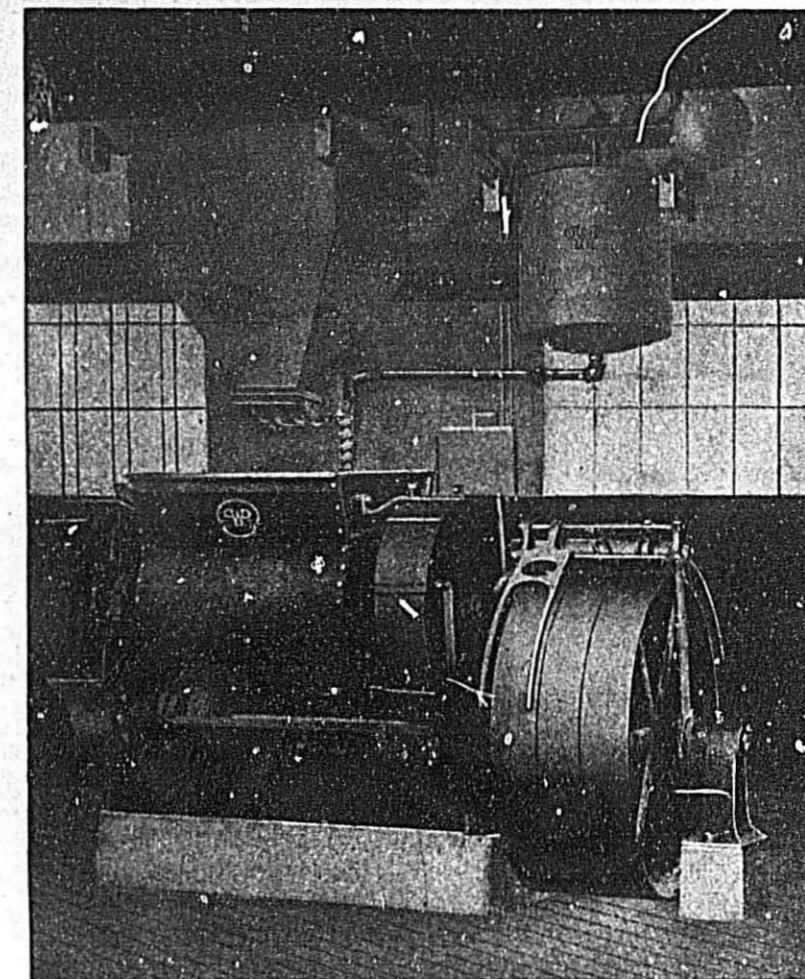
The photographer remarked that he now appreciates what the conditions must be in the macaroni industry because the first thing that the macaroni men proceeded to do was to break the camera. After sitting in the scorching sun for many minutes trying to look pleased and pleasant in front of the photographer we were shocked to learn that the photographs were spoiled. The man in charge of the work could not account for the result except that the mental attitude of those snapped must have been transferred to the negative. Whatever the cause there is no photographic record of those in attendance at the convention.

• • •

The annual clash between the macaroni manufacturers and the representatives of the allied trades proved most interesting (for the spectators) and disastrous to some of the participants. Seven innings of very strenuous ball resulted in a victory for the allied trades by a score of 9 to 6. Henry Rossi captained the macaroni men and did some excellent work in the box. Lloyd Skinner proved the "Babe Ruth" of the game while the lively work of E. Z. Vermynen at third was a feature.

The supply men were ably led by Joe Lowe of egg fame. Taking advantage of every opening in the early innings they soon piled up enough runs to sew up the game. The macaroni men unanimously agreed that as they have ever been the victims of the supply men to again become their victims in an innocent game of ball was merely in keeping with usual conditions.

The only serious accident of the game was the injury sustained by A. J. Fisher of the Pillsbury Flour Mills Co. while doing some excellent work behind the bat in the fifth inning of the game. A deadly curve ball took a wicked and unexpected turn and caught the unfortunate Fisher on the tip of the little finger, tearing it away from the hand, necessitating the attention of Doc Fletcher's expert services. Though another catcher was substituted, the incident so worked on the nerves of Doc Fletcher, who up to that time had done some fancy flinging for his team, that in an accidental slip he fell and broke several eggs that he had been carrying in his pockets as samples. The final results as above stated



## To insure Uniformity and checkmate waste

W & P Automatic Flour and Water Scales eliminate guesswork. They give an absolute check on the weight and composition of every batch turned out by the mixer.

They insure uniform results from day to day. They cut down waste of materials. They save precious time and labor.

W & P Automatic Flour and Water Scales are but one item of W & P LINE of machinery for macaroni, spaghetti and noodle manufacturers. Write for our complete catalog.

JOSEPH **Baker** SONS & **Perkins** CO. INC.

Baker-Perkins Building

White Plains, N. Y.

Sole Sales Agents: WERNER & PFLEIDERER Machinery

NEW YORK

CHICAGO

PHILADELPHIA

CLEVELAND

SAN FRANCISCO

was 9 runs to 6 in favor of the allies, and 18 men thoroughly exhausted.

The banquet was the usual success. The men were profuse in their thanks to Mrs. B. F. Huestis for her thoughtfulness in corraling so beautiful, entertaining and pleasing a group of women to grace the occasion. As dancers they proved a revelation, especially to the millers who are renowned for their ability at "shaking a wicked foot." Mr. Skinner and Mr. Brown put on a very interesting contest for leadership and while no decision was made, it was the unanimous opinion that Mr. Fisher was entitled to the ribbon as the most entrancing dancer.

### FRIDAY PROGRAM

Committees Named—Semolina Market and Packing Boxes Discussed—Luncheon—Two Hour Secret Session—Laboratories Report—Officer Election—Five Bids for 1922.

After the appointment of committees T. L. Brown of Washburn-Crosby Co., Minneapolis, read a paper on "Semolina Market," as follows:

Wheat is the basic food commodity. Not only does it furnish the principal article of diet for the civilized world, but the value of this commodity is the index value of all other commodities.

The value of wheat, therefore, possesses a peculiar significance. It is not established by weather conditions nor by the operation of grain exchanges or farmers associations. Fundamentally, it is dependent upon the world's condition of supply and demand.

The world produces annually about 3½ billion bushels of wheat. This is mostly consumed in the countries which produce it. Only about 650 million bushels move in international trade from the countries that produce a surplus to the countries that do not raise sufficient for their own requirements. These surplus wheats, meeting in competition at the point of efficiency, establish the great world's market. This is Liverpool, and prices the world over are reflected from this point.

Under normal conditions the supply is necessarily more or less fluctuating, due to weather conditions and transportation. The demand, on the other hand, is fairly constant.

As we look to the principal surplus countries from which the deficient nations purchase their supplies, we find that Russia, Canada, the United States, Argentina, Australia, India and the Balkans are the surplus producing countries. Russia, as you know, is at the present time an unknown quantity in production and from the present outlook probably will be for some time to come.

The countries of western Europe are great consumers of what may be called the fluid

surplus, which is approximately 650 millions. This fluid surplus, therefore, is the deciding factor which establishes the price we have to pay for wheat. Financial conditions in importing countries and transportation are large contributing factors.

The world continues to eat, however, and regardless of conditions must have wheat, which is the greatest, best and cheapest food for human consumption, (and let me say parenthetically that macaroni and its allied products are one of the finest, most nourishing and palatable forms of wheat product and are rightly increasing in popularity and consumption, and I believe that a well directed plan of general publicity carried for-



T. L. Brown, Minneapolis.

ward by this association as propaganda for the increased use of macaroni cannot fail to bring you wonderful returns.)

For the purposes of this discussion, we may temporarily disregard the general wheat market (though we all know of course that it is the larger percentage of the total) and consider what we are the most interested in—the durum market and its consumption in the world.

I have mentioned Russia as a producer of surplus wheat and the Mediterranean countries as consumers or importers. Russia, as you know, produces great quantities of that hard, flinty wheat generally classed as durum—in fact the durum wheat produced in the United States was originally introduced from Russia. These Mediterranean countries are immense consumers of this class of wheat, so you will at once perceive the intimate connection between this foreign condition and our domestic durum market and how the conditions on the other side of the world have a direct effect on what you have to pay for semolina.

Russia is in a terribly demoralized condition. The practical reign of terror existing there under the Reds has completely broken up their great land tenures by which a comparatively few owners of immense tracts of farm lands regulated the kind and quantity of wheat to be produced. The small holders under the Bolshevik governments now in power are raising what ever pleases the individual producer, a little corn, a little oats, some rye and maybe a little wheat, but as his market is gone and he is liable to confiscation anyway, he naturally argues—why raise more than enough for his own needs?

Besides, the transportation system is broken down and if an exportable surplus was produced, it could not be moved.

Therefore, the great Mediterranean countries, the largest consumers of the kind of wheat Russia has to export in the greatest quantities, are cut off from their natural source of supply and they come to the United States, which is the only great surplus producer of the product they want. A demand creates a supply. For the past ten years the United States has been raising a steadily increasing percentage of durum wheat. For one reason, in what might be termed the semiarid districts in parts of North and South Dakota and eastern Montana, regular grades of wheat either do not produce abundantly or fall entirely while many breeds of durum bear abundantly and of excellent quality for which the producer obtains equal if not better prices than for bread wheat.

Figures on durum production in the northwest are not available prior to 1917, but since that time it is interesting to note that the amount of durum wheat raised in this country has increased from about 27 million, or 16.7% in 1917, to 44 million, or about 30% in 1920. This year from Sept. 1 to May 12, receipts are 36 million. I have heard the new crop variously estimated at from 50 to 100 million, though I think the latter figure extreme.

Outside of what durum is milled for semolina consumption in this country, the balance is practically all exported, and, on account of the disregard of grades, durum wheat is accepted on contract by foreign importers—consequently, brings the same price as bread wheat. Therefore, this export surplus of durum practically establishes the price we have to pay for our wheat, on which is based the price of semolina, and as Russia continues to fall in her production and the export demand for durum continues to increase as the consuming countries of Europe improve in finance and consuming ability, each of you can readily foresee what the trend of semolina prices will be for the coming crop.

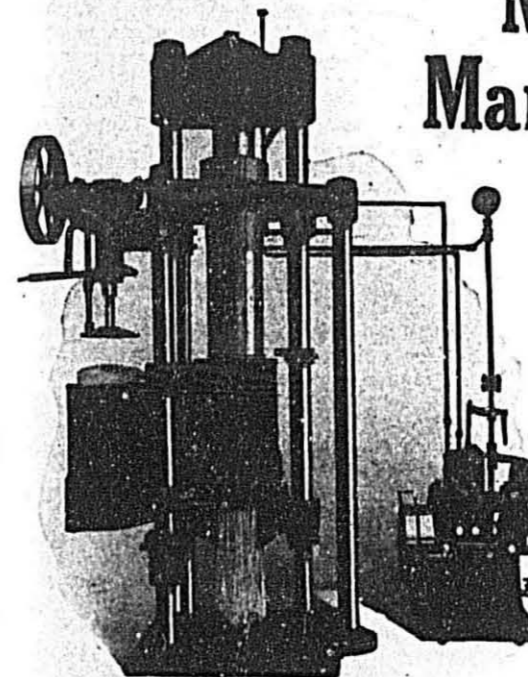
Exports of durum have run approximately from 7 million to 25 million bushels since 1914. This includes all grades. However, the American miller of semolina cannot supply you with the quality you require without very careful selection of durum wheat. Durum wheat, evidently on account of its similarity to bread varieties, becomes badly mixed with these at times and the greatest care must be exercised in buying grain for a semolina mill. Nearly 50% of durum becomes mixed with other wheat in this way and has to be especially cleaned through special machinery (some of it four times) to get the high grade you require. All of this costs money and contributes directly to the cost of semolina and at the same time contributes to the high premium asked for fancy durum grades.

With a return of normal conditions in the producing centers of the world, it is reasonable to expect a resumption of production and an increase in the supply of durum wheats, consequently a decline in price. It is not natural for durum wheats to command a premium over the hard variety of bread

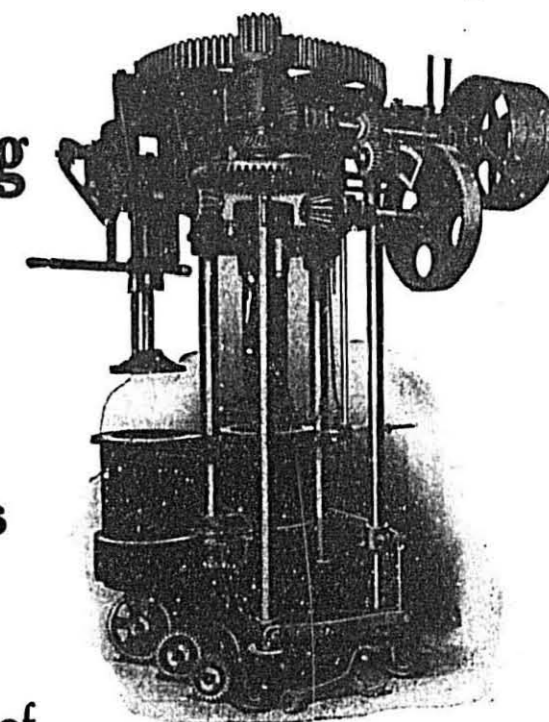
# Walton Macaroni Machinery

## Minimizes Manufacturing Expense

Our line of  
Presses,  
Kneaders  
and  
Mixers



STYLE K HYDRAULIC PRESS



STYLE F SCREW PRESS

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

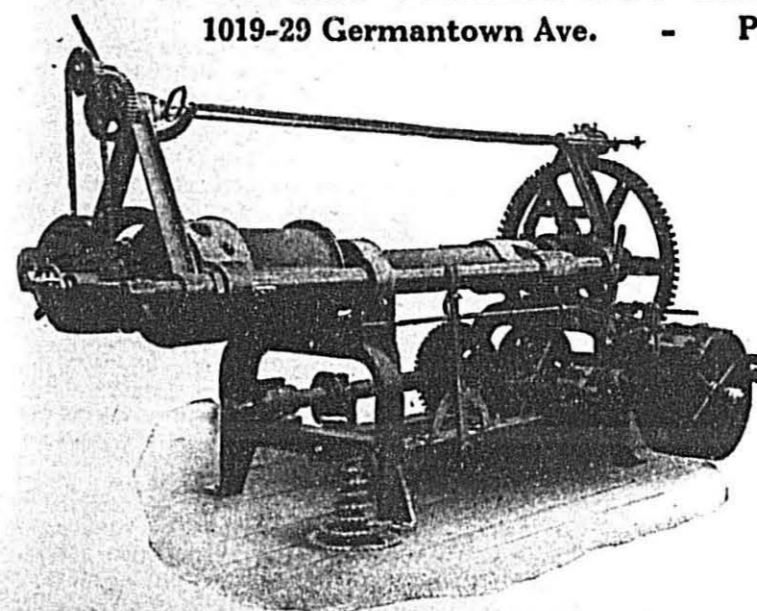
We make both Screw and Hydraulic Macaroni, Vermicelli and Paste Presses in sizes to meet all requirements. Complete machines or parts furnished promptly.

We also build paint manufacturing equipment and saws for stone quarries

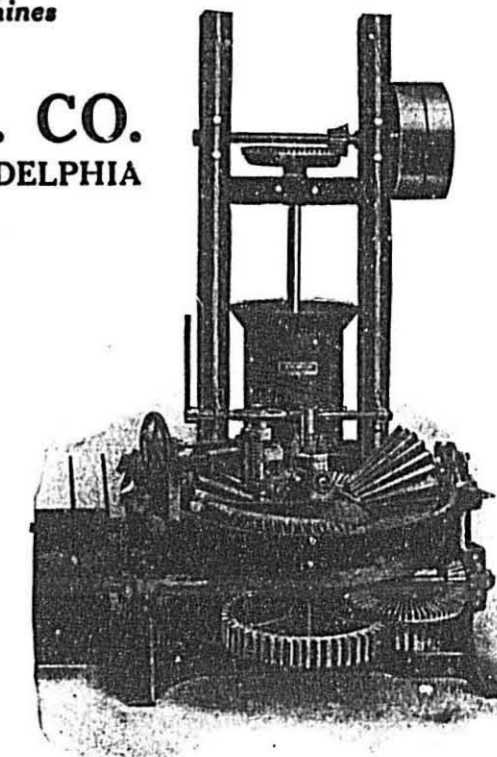
Write for catalog, stating the line of machines in which you are interested.

## P. M. WALTON MFG. CO.

1019-29 Germantown Ave. - PHILADELPHIA



STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOW

wheats, which has been the situation for some time past. I speak of this only in the sense that the present price difference does not represent a normal condition. Of course this may be slow in readjustment, but inevitably it will come. A price basis lower than the price of bread wheats certainly helps to enlarge the use of its products (macaroni and semolina) and also enables the U. S. manufacturer of durum products to more successfully meet foreign competition.

This, of course, is a very large subject and in reviewing it hastily, which is all that is possible in a talk of this kind, it appears reasonable to expect that balancing greater production against a continued increase in export demand and domestic consumption, we may safely anticipate a steady maintenance of prices on about present basis, as I look for a continual increase of consumption of semolina products.

Speaking of exports—quite an unusual amount of semolina has been shipped this year to northern Africa, and I trust you will pardon me for digressing a moment to tell you how it is used. It was most interesting to me and I presume there may be some in this audience to whom it might be equally so.

The Arabs, through a process of their own, make the semolina into a finished product resembling pearl tapoca in size and shape, but of a good amber color like macaroni. This is known as Kuss Kuss. In that climate it can be carried in a sack on a camel's back and with a few dates is all the natives need for a long trip. In preparing it under ordinary circumstances, they use a large earthenware vessel, in which is built a charcoal fire. Over this, they place a bowl containing meat seasoned and covered with water, and over that a perforated bowl in which is placed a quantity of Kuss Kuss. Then the cover is put on forming in effect a double boiler and the steam and fat from the boiling meat cooks the Kuss Kuss very much as we cook rice. Those who have eaten it have assured me that it was a very palatable and satisfying dish.

I believe that the possibilities of macaroni have scarcely been touched in the United States. The great wide awake concerns in this trade who have made very large investments in the business have not done so without due investigation.

The fact that conditions have been very much depressed does not argue against macaroni or semolina any more than like conditions have done in the textile, shoe and other trades. In fact, we are already feeling the effects of a decided revival. When the inefficient, poorly managed plants are down and out of business as a result of price cutting and poor sales methods, it will mean a still greater improvement in trade conditions and larger opportunities for those that are fit.

There are a lot of people who say that business is rotten and are wasting their time watching for clouds, wind or frost, waiting for the business sun to shine on them again. They seem to feel that they will have a mortgage on "a place in the sun."

In the meantime others are hustling around getting theirs NOW. They argue

mentally, "perhaps there won't be enough to go around, so I'll just hustle and get mine while others wait for the business sky to clear."

Don't be a cloud watcher. Whether it rains, blows, hails or snows,—get yours NOW. NOW is the only sure thing any of us have. Let's use it. It's one of the biggest little words in the dictionary.

"Go to it and you will win."

"Cuss Cussers"

The revelation by Mr. Brown in his paper of the new food made by the Arabs of northern Africa caused some surprise among those present who had never heard of "Kuss Kuss." It was pointed out in the course of the discussion that followed that there are many in the business who had "cussed cussed" and still are "cuss cussing" the entire macaroni manufacturing business.

The millers were a trifle shy in making predictions as to the future coming prices of semolina in spite of the several demands made on them for this information. They excused themselves on the grounds that they had proved such poor prophets in the past few years that no prophecy would be attempted under present conditions.

#### Safeguarding Macaroni Shipments

An address full of invaluable information to shippers of macaroni products was that given by Don L. Quinn, manager of the research department of the Chicago Mill and Lumber Co. In introducing him President Williams called attention to his excellent training and his qualifications to speak on this subject, by saying that the speaker is one of the leading members of the National Association of Box Manufacturers; formerly in charge of the box testing and designing department of the U. S. forestry service in the laboratory at Madison, Wis., and the representative of the forest service of the war department, designing and drafting specifications for all boxes used in carrying supplies overseas, and one quite generally recognized as a leading authority in his line.

#### Packing Boxes for Macaroni, Etc.

Speaking on this specific subject of wooden boxes for carrying macaroni and similar products Mr. Quinn spoke at some length, his talk being in full as follows:

As a member of the committee on standards and specifications of the National Association of Box Manufacturers I was invited to appear and tell you about the tests and study which we have made on packing boxes for carrying macaroni and similar products.

This study was undertaken as the result of a demand made on you about a year ago by a member of the consolidated classification committee of the railroads, that "you

furnish him with specifications for boxes for carrying macaroni and similar products which would reduce to a minimum loss and damage claims being paid on those products."

A copy of that demand reached the secretary of the National Association of Box Manufacturers, who immediately offered to your association the services of his organization in compiling those specifications. This offer was accepted and the subject referred to his committee on standards and specifications for attention and for action.

The demand made on you that you furnish specifications for macaroni boxes which you could assure the railroads would reduce loss and damage claims to the minimum, did not define which line of boxes, wood or fibre, should receive your attention. It was fair to assume that the committee had only the wood box in mind because the classification rules already defined the specifications for fibre board containers. If that committee had had the fibre boxes in mind it could have changed those specifications to fit the needs without turning to you for advice. This deduction was confirmed some months later by that member of the classification committee in response to an inquiry from the secretary of the Box Manufacturers association. The tests and study, therefore, were confined principally to the wood box, although some tests were run on fibre containers for information and comparison.

The tests were made in the box testing laboratory of Chicago Mill and Lumber Co. in Chicago because this laboratory was available for this work. It has every facility for testing boxes, being a duplicate of the U. S. forest products laboratory's box testing equipment. The object was to measure the strength of wood boxes used for carrying bulk macaroni as compared with wood boxes used for carrying other commodities, and to measure the value of different thicknesses of lumber in comparison with each other. Investigation of those boxes was also made in macaroni plants and in transportation in order to confirm the laboratory conclusions.

#### Methods of Testing

Two methods of testing these boxes were followed, the compression test and the revolving drum test.

A compression test is, as its name implies, a constant and steady increase of pressure measured in pounds applied to one corner or edge of an empty box, with the opposite corner or edge, diagonally through the box, in a direct line with the pressure exerted. The amount of pressure required to collapse the box is the measure of its strength against such hazards of transportation as could cause such failures. For instance, the box in the bottom row of a pile in a moving, swaying, jerking freight car is subjected to just such strains.

In the drum test, on the other hand, the box was packed with bulk macaroni, just as in actual service. The drum has six sides and slowly revolves. Inside the drum are hazards so arranged that, as the drum revolves, the box is made to fall in a more or less regular cycle on ends, sides, top and bottom; on corners and on edges until it breaks up and spills the contents.

The number of falls the box withstands before it falls and lets its contents out is the measure of its strength when subjected to rough handling. Necessarily, if one kind of box will withstand 50 falls before breaking up and another will withstand 100 similar falls, it follows that the latter is twice as strong insofar as carrying that particular commodity is concerned. These two tests permit an exact comparison of the serviceability of boxes of different specifications. Studies made under actual transportation conditions confirm these conclusions, for boxes fall in actual service in exactly the same way they fall in these tests.

#### Discussion of Compression Test

In the compression tests three series were

# MACARONI DRYING MACHINES

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

Do not require experience, any one can operate.

*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.



made, 10 boxes in each series. The lightest boxes in common use, having 7-16 inch ends and 1-4 inch veneer sides, tops and bottoms, made of gum wood, were tested first. They were nailed in accordance with the nailing schedule compiled after a long series of tests in the forest products laboratory of the U. S. forest service and officially adopted by the National Association of Box Manufacturers as the standard. It required 387 pounds under diagonal compression to cause these boxes to collapse. (I will explain a little later the significance of these figures). The typical failure was in the splitting of the ends, which means that the ends were not as strong in resisting compression as the quarter inch sides, tops and bottoms.

Ten boxes, having the same 7-16 inch ends, and 1-4 inch tops and bottoms, but with 5-16 inch instead of 1-4 inch sides, were then tested. It required an average of 430 pounds to crush these. The heavier sides evidently tended to reinforce the thin ends of these boxes. These were 11% stronger than those tested in the first series.

In this second series, as in the first, the typical failure was splitting of the ends.

In the third series, ten boxes having 1/2 inch gum wood end and 1/4 inch veneer sides, tops and bottoms were tested and then withstood on an average, 502 pounds before collapsing—30% stronger than those of the first series. In this series, as in the other two, the typical failure was in the splitting of the ends. In other words, the 1/4 inch veneer sides, tops and bottoms were, in most of the 30 boxes, in good condition at the time the ends split.

Increasing the thickness of the ends from 7-16 inch to 1/2 inch added only 30% strength—not enough in fact to justify a change to that construction. If additional strength be necessary, the thickness of the ends would have to be increased beyond 1/2 inch if any materially increased serviceability were to result.

We contend an average of 387 pounds in diagonal compressive strength is a great deal more than those boxes need in service. Other tests show that a box which will resist approximately 400 pounds in diagonal compression requires that at least 1200 pounds be piled directly on it, and then be subjected to stresses similar to those it would get in a pile in a jerking freight car before it would collapse. That is at least three times as much weight as macaroni boxes could reasonably be expected to carry when loaded in carlots and certainly is as much weight as should ever be piled on them in a local freight car if the railroad employes use any judgment whatever.

#### Discussion of Drum Test

The boxes tested in the revolving drum corroborated the result of the compression tests. These boxes were made of 7-16 inch ends and 1/4 inch veneer sides, tops and bottoms of gum wood. We used standard egg case nails because of their large heads. These nails in length are 3d size. Each box held 22 pounds of bulk macaroni. They averaged 31 falls before breaking up and spilling their contents.

Now 31 falls in that big iron drum machine are a great many falls. For instance we have tested hundreds of canned food cases of the best construction in common use and their average, under the same falls, is much less than 30. We have tested hundreds of cases such as are in common use for carrying other similar commodities and in the same machine they average fewer than 10 falls before breaking up—one third the serviceability of these light macaroni boxes. Many other tests of a similar nature on varying products gave us other data with which to compare these results, and upon which to base our judgment as to the proper measure of serviceability.

But you ask: If that be a true measure of their strength, why the complaint from the railroads? The reason was plain enough when we investigated boxes in the plants of macaroni manufacturers. We found that a

great many boxes were made of miscut parts. The most common fault was ends cut 1/4 to 3/8 of an inch too narrow or else they had been made of green lumber and shrunk that much. We found ends that were of the correct width at one end and 3/8 of an inch scant width at the other. When nailed up the sides extended beyond the edge of the ends so that when the top or bottom was nailed on, that caused the top or bottom to split at that edge. Veneer is frequently cross grained so, under rough handling, that split immediately extends across the board, lets a part come loose and the macaroni falls out.

Without doubt that was responsible for more loss and damage claims than any other



Don L. Quinn, manager research department Chicago Mill and Lumber company.

single cause. Of course the fault lies with the box manufacturer. It is his duty and obligation to furnish the material cut true to size and proportion. Under the usual conditions of manufacture he meets that responsibility to the fullest extent—at least the thoroughly reliable box manufacturer does.

But, during the past three years, up to the first of this year at least, these were not the usual manufacturing conditions. Labor was indifferent and inefficient and not susceptible to the usual careful supervision. The men could not be depended upon to do the work satisfactorily even after being shown how to do it. They didn't care. It did not do any good to replace those workmen with others, for they all were infected with the same virus. It was practically an impossibility during that period of time to turn out material of a quality equal to the usual output.

Then, too, lumber was very scarce. The demand far exceeded the supply. No box man, except those who have dry kilns, could hold lumber long enough for it to become thoroughly seasoned, nor could he buy such on the market. Besides, if you will remember, the rainfall and the snowfall during 1919 and 1920 were far beyond the average and were very evenly distributed throughout the seasons. Because of the demand and because of the heavy rainfalls, box manufacturers could not have thoroughly dry lumber with which to work, so even that stock which might have been cut properly, dried out unevenly and contributed directly to poor boxes.

The other glaring fault we found in macaroni plants was the nailing. Sometimes the right number of nails were used, but they

varied in size from 3d to 5d. The 4d and 5d nails are too large. They start a split in the ends before the boxes are packed. The heads of the 3d nails are too small. They have very little grip on the material under the nail head. I suspect this nailing was responsible for more loss and damage claims, under normal conditions, than any other single cause, and was second in importance under the abnormal conditions of the past few years.

One other condition tended to increase the volume of loss and damage claims to an unreasonable figure and that was the drive made the past few years for greater serviceability of freight cars. There was a great scarcity of these cars and the average loading per car had to be greatly increased. This applied to cars for local freight shipments as well as to carloads. More cars were run per train for there were not enough engines. A hard drive was made to get more miles per car per day. All of this made for unusually rough handling of merchandise and of trains. It put unusual strain on boxes, of course. Besides the railroad labor conditions were not good, and shipments were handled with less care than in normal times.

These conditions do not prevail today. We are approaching conditions which prevailed before the war, so packages which served the purpose before the war should serve the purpose equally as well today. A lack of proper serviceability in boxes while those abnormal conditions lasted is not, in itself, a criterion that those boxes haven't a proper measure of serviceability today.

#### CONCLUSIONS

The conclusions are obvious. The box manufacturer is in duty bound to furnish you with properly cut materials. He sells you such, and he expects to make that delivery. It costs you no more to get properly cut materials under normal conditions, and normal conditions of manufacture now prevail. Of course it is your duty to demand good material and then to see that you get what you demand. It is your obligation to nail right. The manufacturer may furnish the highest grade material, but unless the parts are well nailed the box is not good. By nailing right we mean to use the right number and the right size nails. We recommend the standard egg case nail, because of its large head. It is standard 3d in length and gauge and has a head equal to a 5d box nail. The nails should be spaced 1 1/2 inch to 2 inches apart, the closer the nails are spaced the greater the serviceability of the boxes. The large head gets a good firm hold on the thin boards on the sides, tops and bottoms and that counts for much in holding those parts together. These nails are a standard manufacture; are listed at 15c per keg advance over standard 3d nails, are cement coated and there are more nails per keg. They can be procured from the usual sources of supply.

These two factors, together with the more normal transportation conditions, should give boxes of proper serviceability. They should satisfy the railroad people. No necessity exists for specifying wood boxes of any stronger construction than is in common use today. They have ample strength for usual transportation conditions and they have enough additional strength as a factor of safety to satisfy any reasonable requirements.

Manufacturers of macaroni who use wood boxes, certainly have little cause for complaint because of these obligations. All that is necessary is that they exercise the proper degree of supervision over the quality of the box materials they buy and then see that those materials are nailed together properly. It certainly is a light responsibility.

Think how bothersome it would be if you were packing Mazda lamps, for instance, where the value of each item is big, and the liability of damage is in the delicate filaments. That responsibility was met and overcome by the manufacturers of those lamps through laboratory tests and studies

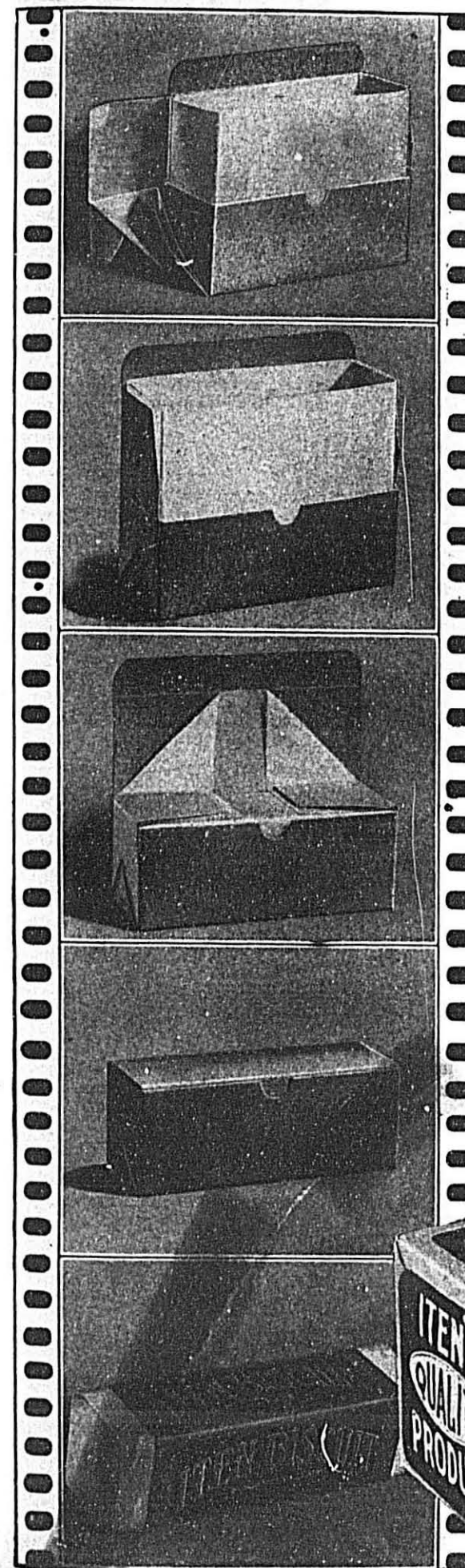
With Cinema Precision  
Your Product Can Be

## PETERS PACKAGED

- 1—The Peters forming and lining machine neatly forms the carton and lining, then—
- 2—Deftly tucks the flaps at the ends. Notice that the interfolding of the lining paper and carton forms an air-tight seal. If desired the lining may be omitted.
- 3—The Peters folding and closing machine next brings down the upper portions of the package. At this point an advertising slip may be automatically inserted.
- 4—By the same machine the cover is accurately closed, and a seal affixed over the edges, if wanted. The operation is here complete for those who use a lithographed, unwrapped package.
- 5—The Peters wrapping machine wraps, labels and seals the package in an attractive, sales-getting wrapper.
- 6—Here is the Peters Package, dust proof, moisture proof and contamination proof.

You can get a Peters machine to perform a large or small volume of packaging. Why not let us present the facts for your business?

PETERS MACHINERY COMPANY  
209 South La Salle Street • Chicago



One of the  
"any" packages  
made by Peters  
Machinery



similar in every respect to those I have described herein.

Going to the opposite extreme, the manufacturers of computing scales were confronted with the necessity of protecting frail castings and delicate agate bearings and sharp knife edges. They met that responsibility likewise through similar box laboratory tests and studies and are assuming that responsibility, and reducing their loss and damage claims accordingly.

Manufacturers of other commodities have packing problems which vary in details from the most difficult to solve, to simple ones like yours, are meeting their responsibilities in the best of faith and are reducing their loss and damage claims because of it.

And that is right. Loss and damage claims paid by the railroads jumped in four years from about 35 million dollars per year to about 110 million dollars. A necessity exists for reducing those rapidly mounting claims and each of us, the box manufacturer, the shipper and the carrier, has his share in that responsibility. Neither one alone can do it all. Each has a part to perform. Their interests are not antagonistic, they are very much interwoven. Working together, doing his part, assuming each his own fair share of responsibility, those claims will be rapidly reduced and all will be better off because of it.

All this represents the stand of the National Association of Box Manufacturers. It has made a careful and comprehensive study of macaroni boxes, and this, then, is its message to you.

1—That you report these facts to the classification committee.

2—That you take the stand that no necessity exists for defining any standard of construction other than that which is in common use today, and

3—That you pledge the committee that, as an association, you will urge upon your members to demand box materials cut true to size and proportion, and that you will do what you can through your official publication to have your members nail boxes right.

By doing this you can assure the official classification committee that loss and damage claims in macaroni products packed in wooden boxes will be reduced to the minimum.

If any necessity exists for drafting detailed specifications of the macaroni boxes in common use in the various sections of the country, or for the purpose of enforcing proper nailing construction, the association is prepared to make that draft without further investigation and is prepared to join you in a cooperative defense of those specifications, should that necessity arise.

The National Association of Box Manufacturers appreciates the opportunity given it of cooperating with your association in this project.

It wishes to be of service to box users as well as to be of service to its members. It knows of no better way of serving its members than by serving the users. It is appreciative of the courtesies extended to its representatives in the various macaroni plants and for this opportunity of telling you of the success of its endeavors.

#### An Argument

Just before adjournment for luncheon the discussion of the proposed advertising campaign in grocery trade journals was resumed for the benefit of manufacturers not present the day previous. After discussing the merits of the proposal pro and con it was agreed that it be held in abeyance for the present, and the thanks of the convention were extended to President Williams

who first conceived the idea and offered it to the association.

#### Luncheon

Two hours in the afternoon were given over to a closed session of the association, open only to macaroni manufacturers. Many matters of special interest to the manufacturer were considered. Among them was the question of macaroni standards, semolina standards, coloring matter and others that concerned purely this group.

All this discussion was incidental to a paper read by Dr. B. R. Jacobs of the National Cereal Products Laboratories at Washington, D. C. This paper was



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

the first annual report of the laboratories covering the period from July 15, 1920-May 31, 1921, and read as follows:

#### Director Jacobs' Report

This office has been engaged principally in work on the tariff and has been collaborating with the various government agencies here, such as the tariff commission, the ways and means committee and the Department of Agriculture, in obtaining information and preparing it in such a way as to make it available to these agencies. A great many interviews have been held with government officials and an exhaustive brief was prepared covering the manufacture of macaroni and making recommendations for an increase in the rate of duty on imports. Questionnaires were sent to the manufacturers, together with cost schedules. Of a total of more than 500 sent, only 59 were responded to, and of these some were obviously so wrong that they were really worthless. There was not much difficulty experienced in obtaining figures on production, but when it came to costs it seems a difficult matter to obtain these figures. The manufacturers either did not have these figures, or were afraid of what use might be made of them, or did not really appreciate the importance of giving this information. Figures showing the relative costs of macaroni here and abroad are absolutely essential in sustaining any efforts to obtain increases in duty on imported products, as in the ultimate analysis it becomes a question as to whether the

same grade of product can be manufactured here in competition with the imported product. If the American macaroni industry can make macaroni cheaper than the Italian can land it here, then he has lost his greatest argument for protection, and the only way in which this can be determined is by a comparison of the relative costs of conversion.

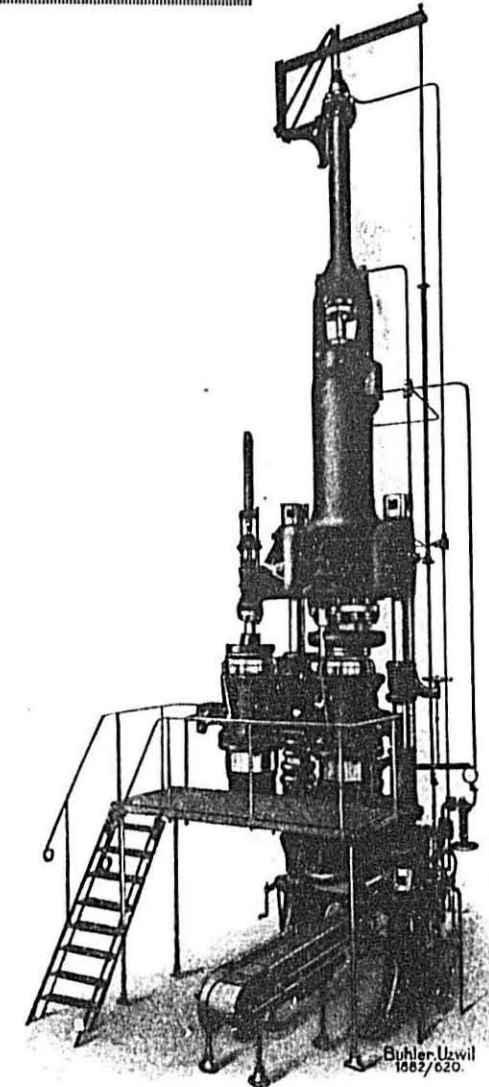
All the data that we have been able to obtain on this subject convinces me that we have a strong case and that we are entitled as a minimum to the increase in rates which we have asked, and that even this does not fully cover the difference in cost between here and abroad when we take into consideration the higher price that the foreign product commands on the American market.

We will not be able to determine our next move until the bill which is now being framed by the subcommittees of the committee on ways and means is reported to the whole committee and from it to the house of representatives. However, at this time it may be wise for us to determine just what action we are to take in the event that the committee does or does not report favorably on our needs. The manufacturers have all received from me the necessary information on which to base interviews or correspondence between themselves and their representatives, and it will be for us to determine just how far we can go in our efforts to induce these manufacturers to take a personal interest in this matter, at least sufficient to write a letter to their congressmen asking for what they know they will need.

The next subject on which the laboratory has been engaged is the standardization of semolina. Efforts were made to interest the millers of durum semolina. This, however, has not been accomplished as yet. In the mean time we are proceeding with such analyses of products as are forwarded to us by manufacturers, together with additional samples that are being collected by the bureau of markets and the bureau of chemistry, which are cooperating with this office in the work of establishing standards. At the request of some manufacturers I have formulated tentative specifications for semolinas to assist them in making their purchases. These specifications consist of limitations on the grades of durum wheat which may be used for making the semolinas and limitations on the moisture content of the finished product. In order to insure uniformity of granulation certain maximum and minimum requirements have been established for products which may remain at various sized sizes as well as the maximum amounts of flour permitted for each grade. I shall be glad to send to any manufacturer a copy of these tentative specifications which, I am sure, will be of value to him in making his purchases of semolina. The committee on standards and standards has appointed a referee who will have charge of the work which we are carrying on and will, when the work is completed, make recommendations to the committee regarding standards. In this connection I may say that the committee also appointed the same referee on standards for macaroni, and I hope that we will be able to change these standards so as to permit the use of flour

## Buhler's Macaroni Press with Laying Table

A. W. BUHLMANN  
Engineer  
200 Fifth Ave. New York  
Sole Agent for  
BUHLER BROTHERS of SWITZERLAND



# ELMES

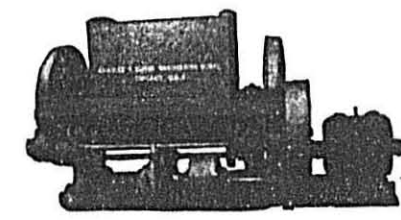
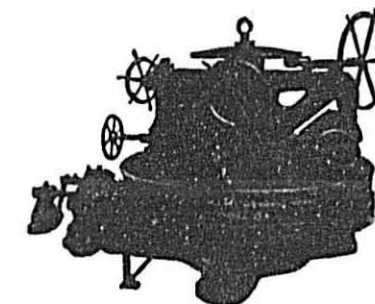
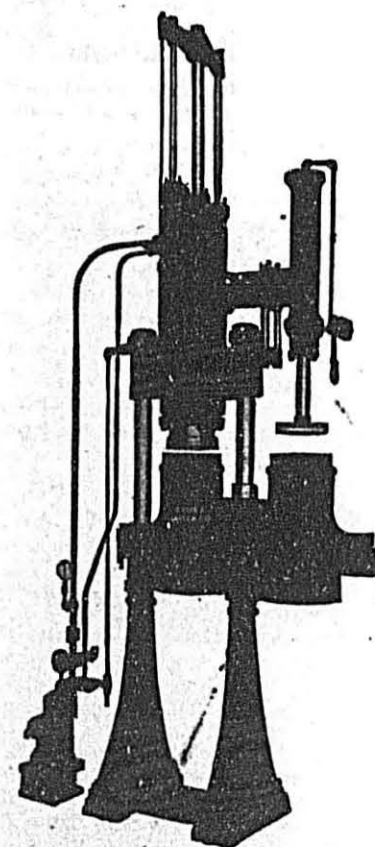
CHICAGO  
"SINCE 1861"

## COMPLETE PLANTS

FOR THE MANUFACTURE OF  
MACARONI, SPAGHETTI, PASTE GOODS

ADVANCED METHODS  
MAXIMUM OUTPUT

Send for Catalog.



CHARLES F. ELMES ENGINEERING WORKS  
213 N. Morgan St. CHICAGO, U. S. A.

to and including "straight grade" and that we will also be able to exclude flour of lower than "straight grade" as being detrimental to the best interests of the macaroni manufacturers.

The question of slack filled packages has come up several times, and several manufacturers have standardized their packages, using the same size carton for the same weight of macaroni, spaghetti and vermicelli. This has resulted in reduction of the number of sizes of packages, resulting in great economies in labor, which was necessary while making adjustments in the packing machines and also doing away with the necessity of carrying such large stocks of containers of different sizes.

The evidence presented to the federal trade commission last year on the subject of slack filled packages showed that there was a large majority of manufacturers present who desired to standardize packages in 8 oz. and 16 oz. units, with a minimum of 8 ounces. It was shown, for example, that under normal conditions the 8 oz. size requires approximately 26 cubic inches, while the 16 oz. size requires approximately 55 cubic inches. This was for macaroni. Gradually the weight of the product was decreased while the size of the package remained the same, so that by the end of 1919, in some instances, the 8 oz. package contained 3 1/2 ounces and the 16 oz. package contained only 9 ounces, decreasing the space occupied by the product at least 50%. The price of paper had advanced about 400%, so that the actual paper cost per ounce had increased practically 800%. At this meeting it was decided to sustain the previous agreement made before the U. S. food administration in Cleveland, which was as follows: That a package is "slack filled" if, when handled under good commercial practice of packing, it will hold more than 1 1/2 ounces above the stamped weight on the package of the lightest article packed by the manufacturer. This did not, however, dispose of the right of every manufacturer to pack any size which does not deceive the consumer and which is properly labeled. The federal trade commission is reluctant about filing complaints against manufacturers who slack fill their packages but have the correct weight stated, and there appears to be some doubt in their minds regarding their authority to require manufacturers to go further than to state the proper net weight of the product on their labels. This method of unfair competition therefore will have to be eliminated largely through understanding between the manufacturers themselves. There is an amendment to the food and drugs act before congress now which will make it unlawful to slack fill packages of food and drug products, and if this legislation is enacted it will go a long ways in eliminating this trade abuse. The manufacturers, however, should not wait until this is brought about to clean house. It has always been my contention that evils existing in the trade should be corrected by common understanding rather than by force of law.

A number of manufacturers have written to this office inquiring regarding methods of eliminating weevil and other insects from

their packages. Some of them have sustained severe losses through infection of large quantities of their products. It has not been possible to give them any advice, not knowing the source of infection. There is no doubt that a large amount of infection is due to the indiscriminate return to general storehouses of goods which have been on grocers' shelves and in jobbers' warehouses. The policy that some manufacturers have of overloading the jobbers and grocers with their products, which results in these being overstocked for longer periods of time than is desirable, is also responsible for losses sustained from this source. This is particularly true through the spring and summer months when the insects are most active. Other cereal products, particularly those which do not undergo such a long process of manufacture and refinement and which are not contained in insect proof packages, infect macaroni. To this extent the macaroni manufacturer should be interested in the eradication of insects from all package cereal goods. It may be necessary to make and enforce sanitary regulations and systems of disinfection to eradicate the insects.

This report covers only in a broad way the outlines of work that has been done in this office since its inauguration. Articles for the Journal have been written and a large number of inquiries consuming considerable time and requiring personal contact with government officials have been answered. Matters of secondary importance, such as methods of manufacturing bologna macaroni, legislation by the various states on the use of coloring matter as distinguished from the federal food laws, data on prosecutions of violations of the pure food law, data on imports, exports, production and costs has been obtained, and will soon be available for distribution to those interested. All this detail work has consumed considerable time and my personal attention. If some of these larger projects take definite form, through at least as great cooperation, both moral and financial, by the manufacturers, as I have received during this past year, we will be able to make more rapid progress, as the laboratories are now well organized and able to take on additional work on very short notice. I want to thank every man here for the personal interest he has taken in helping along in this work by furnishing information and making valuable suggestions and also for the more essential financial support that has been given this enterprise.

**Money Matters**

As a supplement to his address Dr. Jacobs gave a report covering the financial affairs of the laboratories at Washington and of its supporters, reading as follows:

STATEMENT JULY 15, 1920-MAY 31, 1921	
RECEIPTS	
From C. F. Mueller, trustee.....	\$3,750.00
From C. F. Mueller, trustee on tariff.....	321.37
From alimentary paste on tariff.....	258.27
Total receipts.....	\$4,329.64
DISBURSEMENTS	
Expense in connection with tariff.....	579.64
General office expense.....	1,675.01
Total running expenses.....	\$2,254.65
Inventory.....	\$ 793.14
Net compensation.....	\$1,281.85

C. F. Mueller, receipts.....	\$4,770.00
C. F. Mueller, disbursements.....	4,071.37
Balance in bank.....	\$ 698.63
SUBSCRIBERS AND PAID SUBSCRIPTIONS TO JUNE 15, 1921	
National Macaroni Mfrs Assn.....	\$2,000
Alimentary Paste Mfrs Assn.....	500
A. Zerega's Sons, Brooklyn.....	400
C. F. Mueller Co., Jersey City.....	400
Pfaffmann Egg Noodle Co., Cleveland.....	200
Tharinger Macaroni Co., Milwaukee.....	150
Foulds Milling Co., Chicago.....	150
Creamette Co., Minneapolis.....	75
Ronzoni Macaroni Co., Long Island City.....	75
B. Vlacava, Brooklyn.....	10
Crescent Macaroni & Cracker Co., Davenport.....	75
Beech-Nut Packing Co., Canajoharie.....	100
Goch Food Products Co., Lincoln.....	50
Fortune Products Co., Chicago.....	150
Woodcock Macaroni Co., Rochester.....	25
National Macaroni Co., Dallas.....	10
National Noodle Co., New York.....	10
Peter Rossi & Sons, Braidwood.....	50
Naples Macaroni Co., Brooklyn.....	50
American Macaroni Co., Camden.....	75
Campanella & Favors, Jersey City.....	50
Minnesota Macaroni Co., St. Paul.....	50
Federal Macaroni Co., New York.....	15
A. Goodman & Son, New York.....	100
A. C. Krumm & Son, Philadelphia.....	50
-4,770.00	

**Officers Chosen**

Following Dr. Jacobs' report the convention proceeded to the election of officers, the result of which is printed elsewhere. When it came to selection of a place for the 1922 meeting invitations were received from New York, Cleveland, Washington, San Francisco, Ottawa Beach, Mich., five in all. It was agreed that this matter be left to the executive committee, which will arrange the next convention, as to time and place most suitable under the conditions then existing. This concluded the business of the convention and adjournment was voted.

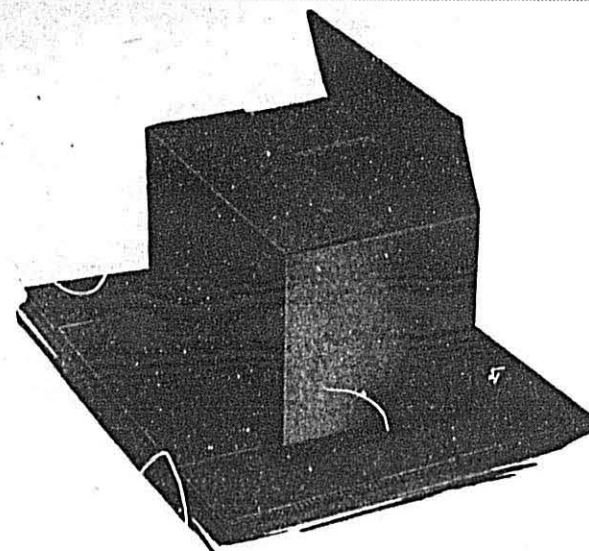
**Resolutions**

**Thanks for Local Entertainment**  
Whereas, the macaroni manufacturers and their guests have thoroughly enjoyed the hospitality of the people of Detroit, of its city officials, and its Chamber of Commerce, as well as the pleasing courtesies of the management and employes of Hotel Statler, therefore, be it  
RESOLVED, That the thanks of this convention go forth to these good people who helped make our gathering here both pleasant and successful.

**Thanks to Speakers**  
Whereas, the various speakers who have both entertained and enlightened us by their studied and learned talks have come long distances at their own expense and at a great sacrifice of time and business to greet us at this convention and by their talks tried to help us in the solving of the serious problems affecting our industry, therefore, be it  
RESOLVED, that we offer each and every one of them our sincere appreciation and a rising vote of thanks for their instructive and pleasing addresses from which we profited much at this session.

**Thanks to Ladies**  
Whereas, the welfare, comfort and entertainment of the ladies who accompanied the macaroni and allied manufacturers to this convention have been so well looked after by a capable and willing committee of beautiful, graceful and solicitous ladies from Detroit and vicinity, and  
Whereas, the visiting ladies are loud in their praises of the work of this group of royal entertainers and desirous that an expression of their feelings be voiced and recorded in the proceedings of this convention, therefore, be it  
RESOLVED, That we assure this efficient

**Corrugated Paper  
and  
Solid Fibre  
Shipping Boxes**



**From Raw Materials  
To  
Finished Boxes  
Under  
One Roof  
390,000 Square Feet**

**Let Us Figure On Your Next Order**

*Samples on Request*

In addition to lowest market prices our quality is far superior to that required by transportation companies.

**MONROE BINDER BOARD COMPANY**

1200 Elm Avenue - Container Division - MONROE, MICHIGAN

Grand Central Palace, New York - SALES OFFICES - 923 Stock Exchange Bldg., Chicago - 516 Moffatt Bldg., Detroit, Mich. - 340 Leader News Bldg., Cleveland, Ohio

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

ladies entertainment committee of our sincere appreciation of their treatment of our lady guests and that we extend to them our hearty thanks and sincere commendation for the able manner in which they performed their duties.

**Favoring Fair Freight Rates**

Whereas, the present high railroad rates, particularly those applying to freight, are working an injury to the macaroni industry, especially to those manufacturers who are compelled to market their products by freight, and

Whereas, the classification of alimentary pastes to most centers has been unfair compared with other food preparations, therefore, be it

**RESOLVED**, That the National Macaroni Manufacturers association favors a proper survey of the entire freight rate situation by competent governmental agencies with a view of devising a plan that will not only result in placing our product in its proper classification in every district, but will also recommend a reasonable rate just alike for railroads, shippers and consumers.

**Favoring Tariff on Macaroni**

Whereas, the macaroni manufacturers, as a patriotic duty and in response to the urgent call of the government officials, proved their loyalty and their willingness to help, even at great sacrifices, during the world war by greatly increasing the capacity of their plants, either by the installation of extra equipment or the building of additional space, and

Whereas, this resulted in more than doubling their production capacity between 1913 and 1920, a condition that is now causing a stagnation in the industry, and

Whereas, the demand for our product by foreign countries, which kept our presses running to capacity for about two years after the close of the war, has now fallen off be-

cause these markets are now being supplied by the recuperated European manufacturer, and

Whereas, these same Europeans are now putting forth a united and concerted fight to regain the lucrative American market which we rightfully feel belongs to the American manufacturer, therefore be it

**RESOLVED**, That the National Macaroni Manufacturers association in convention assembled go on record as favoring a fair tariff duty on all importations of alimentary pastes about 3 1/2c a pound on alimentary pastes without eggs and 4c a pound on those containing eggs, and be it further

**RESOLVED**, That as an association we urge congress in general and that as individuals we plead with our respective senators and representatives, in particular, to vote a tariff duty on alimentary pastes that will properly protect the patriotic American manufacturers while at the same time conserving the interests of the consuming public.

**Appreciating President's Work**

Whereas, for four years our esteemed and efficient president, James T. Williams, has given freely, generously and unbegrudgingly of his time toward the upbuilding and the betterment of this national association, and

Whereas, under his wise and able direction and guidance, our organization has flourished and attained a position of affluence of which we are all justly proud, therefore, be it unanimously

Resolved, That this association, which he has so ably and tenderly fathered during the past four years, extend to him its hearty appreciation of the work done in our behalf, and that our sincere thanks for his progressive administration be given expression in a rising vote of confidence and thanks.

**Thanks to Officers**

Whereas, the board of directors and all the officers of this association have worked

harmoniously and consistently throughout the year for the betterment and advancement of the organization and of its members, therefore, be it

**RESOLVED**, That our sincere approval of their acts be shown by a rising vote of thanks now extended them by this eighteenth annual convention of the National Macaroni Manufacturers association.

**Refunding National Debt**

Whereas, our participation in the world war was aimed not at immediate gain for individuals or country but rather at the security of the future, and

Whereas, the enormous expenditures entailed should be borne partly by those who will reap the benefit of our sacrifices which unquestionably will make the future more secure, therefore be it

**RESOLVED**, That we favor the practice of drastic economy in all public expenditures consistent with the welfare of the people and the proper handling of government affairs, and be it further

**RESOLVED**, That we favor the refunding of the national debt for a long period of years to the end that this heavy burden be equally distributed and gradually absorbed by those who in the future will profit by the results of this costly war.

**Favoring Appointment of T. K. Phelps**

Whereas, it has come to the attention of the National Macaroni Manufacturers association that Dr. C. S. Alsberg, chief of the Bureau of Chemistry, has tendered his resignation to take effect July 1, 1921, and

Whereas, a large number of individual manufacturers have come in personal contact with Dr. T. K. Phelps, chemist in charge of food control, and thereby had the opportunity to determine his fitness to succeed Dr. C. L. Alsberg as chief of said bureau, therefore be it

Resolved that this association heartily endorse Dr. Phelps as one best qualified to fill the position and that the secretary be hereby instructed to send to the secretary of agriculture at Washington a copy of these resolutions, praying that our recommendations be given every consideration.

Respectfully submitted,  
—C. F. Mueller, Jr.  
—H. D. Rossi.  
—C. B. Schmidt.

**Patents and Trade Marks**

**Trade Marks Registered April 26, 1921**  
No. 141,477. Macaroni, Elbow Cut Macaroni, Noodles, etc.—American Stores Company, Philadelphia, Pa. "ASCO". Claims use since May 1917.

No. 141,808 Spaghetti, Cut Spaghetti, Macaroni, Cut Macaroni, Vermicelli, Twisted Vermicelli, and Egg Noodles—Skinner Manufacturing Co., Omaha, Neb. "SKINNER'S." Claims use since 1911. (Registered under Act of March 19, 1920.)

**Trade Marks Published on April 26**  
Ser. No. 142,504 Macaroni, and Vermicelli—Liberty Macaroni Mfg. Co., Buffalo, N. Y. "LIBERTY." Claims use since July 1, 1905.

Ser. No. 142,616 Macaroni—Alexander Gallerani Co., Pittsburgh, Pa. "WHEAT-BOWS." Claims use since Jan. 15, 1921.

Ser. No. 142,617 Macaroni—Alexander Gallerani Co., Pittsburgh, Pa. "WHEAT-BUDS." Claims use since Jan. 15, 1921.

**"EIMCO" Mixers and Kneaders**

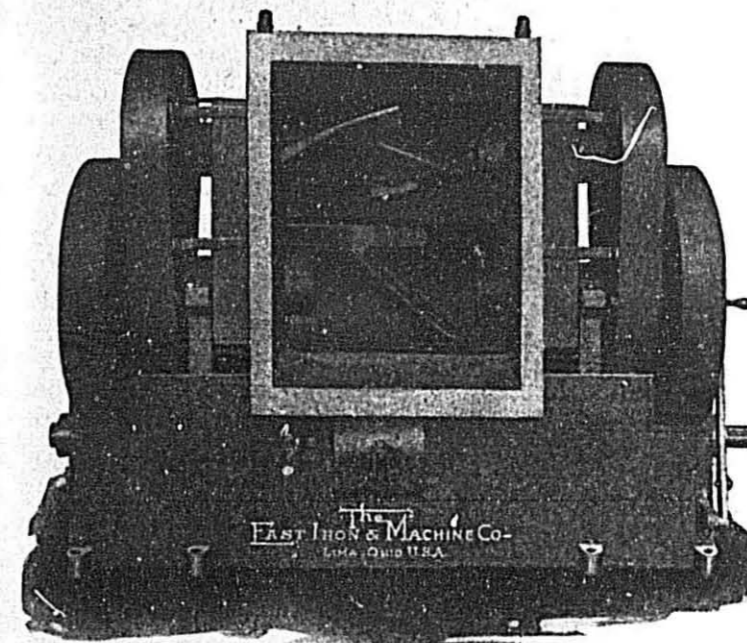
**The Type DC Mixer**

is a heavy built double-blade machine, made in one-bbl. and two-bbl. sizes. It is equipped with our patented blades which give a perfect mix in much less time than ordinary mixers, and provide just the right kneading action to produce doughs of absolute uniformity in color, moisture and temperature. This machine requires very little power, and it operates almost noiselessly.

**"EIMCO" Kneader**

**The Kneader you need to knead the dough.**

The "Eimco" is an up-to-the-minute machine in every way and a big step ahead in kneading efficiency. It is a very strong machine, has scientifically designed rolls, a plow that does the work, and scrapers at each roll to prevent the dough from climbing. It produces extra fine doughs quickly and runs as smooth as a top.



"Eimco" Mixers and Kneaders mean equipment; that improves the quality of the products and reduces production costs.

Ask us for bulletin M-101 and photographs.

**The East Iron & Machine Co., Lima, Ohio.** Philadelphia Office Transportation Bldg.

**REGISTER OF THOSE IN ATTENDANCE**

C. B. Schmidt	Crescent Macaroni & Cracker Co.	Davenport, Ia.
P. F. Vagnino	American Beauty Macaroni Co.	Denver
Fred Becker	Pfaffmann Egg Noodle Co.	Cleveland
Carmine Surico	Clermont Machine Co.	Brooklyn
Carmelo Mangiameli	Macaroni Foods Corp.	Omaha
H. C. Read	Macaroni Foods Corp.	Omaha
R. L. Groff	Commander Mill Co.	Minneapolis
H. W. Files	Pillsbury Flour Mills Co.	Minneapolis
Tony Busalacchi	Busalacchi Bros. Mac. Co.	Milwaukee
L. E. Cuneo	Connellsville Mac. Co.	Connellsville, Pa.
B. F. Huestis	Huron Milling Co.	Harbor Beach, Mich
Jas. T. Williams	The Creamette Co.	Minneapolis
W. E. Albright	Washburn-Crosby Co.	Chicago
A. L. Ruland	Washburn-Crosby Co.	Minneapolis
Thos. L. Brown	Washburn-Crosby Co.	Minneapolis
Wm. H. Wiggin	Northwestern Miller	Minneapolis
I. W. Clinkofstine	Joseph Baker Sons & Perkins Co.	White Plains, N. Y.
George Helms	Joseph Baker Sons & Perkins Co.	White Plains, N. Y.
C. F. Mueller, Jr.	C. F. Mueller Co.	Jersey City
Dr. B. R. Jacobs	National Cereal Products Lab.	Washington
Edw. Z. Vermyle	A. Zerega's Sons, Consol.	Brooklyn
Arthur Rossi	A. Rossi & Co.	San Francisco
Joe Lowe	Joe Lowe Co.	New York city
G. Meyer	Duluth-Superior Milling Co.	Duluth
C. L. Kendrick	Duluth-Superior Milling Co.	Port Huron
Wm. A. Tharinger	Tharinger Macaroni Co.	Milwaukee
Robt. Carvutto	F. Maldari & Bros.	New York
H. D. Rossi	P. Rossi & Sons	Braldwood
M. G. Mastlin	Beech-Nut Packing Co.	Canajoharie, N. Y.
David T. Jue	David F. Jue & Co.	San Francisco
A. J. Fischer	Pillsbury Flour Mills Co.	Minneapolis
J. S. Johnson	Pillsbury Flour Mills Co.	Cleveland
Lloyd M. Skinner	Skinner Mfg. Co.	Omaha
F. A. Hamilton	Yerxa, Andrews & Thurston	Cleveland
F. A. Motta	Champlon Machinery Co.	Joliet
F. H. Sweet		Battle Creek
S. Viviano	S. Viviano Mac. Mfg. Co.	Detroit
H. B. Washburn	S. Viviano Mac. Mfg. Co.	Detroit
Ignatius Scadauto	Montagnino & Scadauto	New York
F. W. Bishop	Cleveland Macaroni Co.	Cleveland
H. H. Robinson	Cleveland Macaroni Co.	Cleveland
M. J. Donna	Secretary	Braldwood

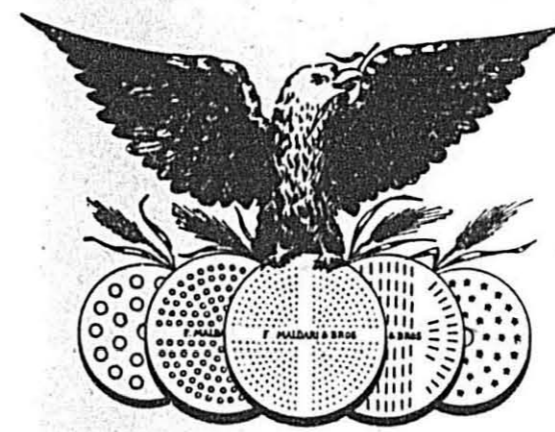
**Meeting the Present Problem of Decreasing Prices**

It has always been our aim to make the lowest prices possible for our moulds and yet assure ourselves of a reasonable margin of Profits.

Beginning **June 15th, 1921**, our prices will be discounted **(15%) less** than the list prices, instead of (10%) as heretofore done.

This decrease is due to lower cost of raw material and manufacturing and is **not** at the expense of quality and workmanship.

The largest Alimentary-Paste Mould Manufacturing Plant in the world is at your service.



Let us work out your mould problems.

**F. MALDARI & BROTHERS**

**127-29-31 Baxter Street** - - - **NEW YORK CITY**

THE BEST—THE QUICKEST—and MOST EFFICIENT REPAIRING DEPARTMENT IS AT YOUR SERVICE.

# Notes of the Industry

## Macaroni Imports

The bureau of foreign and domestic commerce in its report covering imports for April 1921 states that 68,304 pounds of all kinds and grades of alimentary pastes reached our shores from Europe and Asia that month, valued at \$7,669. While this indicates an increase of nearly 35% in quantity over that imported in April last year, it also shows a decrease in the value of the product, as the smaller quantity, 51,488 pounds, imported in April 1920, brought considerably more than did the 68,304 pounds in 1921. To be exact the 1920 goods were valued at \$7,934.

The steady increase in pounds imported for the 10 month period ending April for the past three years: In 1919 only 400,729 pounds valued at \$40,635 reached our shores; nearly doubled in 1920, when 714,626 pounds were reported, valued at \$90,940; 1921 shows about 50% increase in quantity, when 1,042,376 pounds were invoiced at \$129,149.

For the first time in many months the bureau failed to report any exportation or reexportation of alimentary paste products. Manufacturers have been seriously affected by this falling off of export business, which a year or two ago meant a nice profit and later on meant an opportunity for disposing of surplus stock.

## Installing Machinery in Plant

The Cercone Macaroni Manufacturing Co. is about ready to install its new machinery in the plant being remodeled by that concern and, in the opinion of Louis Cercone, president and leading spirit in the concern, the factory will be ready to operate within two months, employing about 35 to 40 men. It is planned to increase the employes as the capacity of the plant increases. This new macaroni manufacturing concern is made up entirely of men of Schenectady, where the plant is being established.

## Caruso Loves American Macaroni

That even Italian epicureans appreciate the good qualities of American made macaroni is evidenced by the decision of Enrico Caruso, world renowned Italian tenor, to take with him a supply of his favorite brand of spa-

ghetti and macaroni on his recent trip abroad. This singer is recovering from serious illness and has gone to his old home in Italy to recuperate, taking with him his wife and daughter, Gloria. He took also his private chef, who will prepare his spaghetti in the approved Caruso style. The shortage of good spaghetti in his homeland is probably his reason for taking with him this quantity of American product.

## Semolina Emergency Tariff

Semolina was designated as one of the products to be protected by the new emergency tariff passed by congress last month. For six months after passage of the bill agricultural products named in the bill will have to pay a duty which the legislators thought sufficient to prevent dumping of foreign grown products on our markets to the detriment of our growers. The duty on flour and semolina was fixed at 20% ad valorem and has had a slight stiffening effect on the otherwise flabby semolina prices. While the amount of semolina usable in macaroni manufacture is rather small, the new tariff should serve to stabilize the market.

## New Klein Plant

The F. L. Klein Noodle Co., that has been occupying quarters at 3711-15 S. Wentworth av., Chicago, has adopted plans for a new modern plant at South State and 46th sts., in that city. According to arrangements a one story brick plant, 76x161, will be erected at a cost of approximately \$40,000. It will be constructed to permit addition of one or more stories as conditions require it. The plant, which is expected to be ready for occupancy this summer, will be equipped with some of the latest type noodle machinery, as this company specializes in noodles.

## La Rocca Co. Incorporates

Articles of incorporation were filed in New York by the LaRocca Macaroni Co. of Manhattan in May. According to the papers filed this concern has the following board of directors: D. Pecovaro, G. Campenello and A. LaRocca. The attorney for the new concern is F. J. Greco. The company starts with capitalization of \$10,000.

## Belgian Imports and Exports

Belgium carries on an extensive trade in alimentary paste products according to the statistics by the minister of finance. A study of this report shows a healthy increase in the amount of macaroni, vermicelli, etc., imported into this little kingdom and a corresponding decrease in the quantity of these goods exported or reexported. It is pleasing to the American manufacturer to note the increased business carried on between Belgium and the United States, particularly with reference to alimentary pastes. The year 1920 showed an increase in the imports of American macaroni equal to more than 100% over that of the previous year.

The total amount of alimentary pastes imported in 1920 was 1,821,555 kilos, valued at 5,277,605 francs (1 kilo equals 2.2046 pounds and the Belgian franc about 9 to a dollar in 1919 and 13½ to a dollar in 1920). The increase in importation is noticed when compared with the 1919 figures, which show 1,590,562 kilos, valued at 3,615,562 francs, entered that country in 1919.

America supplied practically all of the alimentary pastes used by the Belgians last year when it furnished 1,442,175 kilos, valued at 4,146,717 francs. The previous year or 1919 American firms shipped to Belgium 627,251 kilos, valued at 1,323,483 francs.

A noticeable decrease in the quantity of alimentary pastes exported from that country is shown by the report covering 1920 as compared with that of 1919. As Belgian plants do not produce a sufficient quantity of macaroni, vermicelli, etc., to supply their home markets most of the goods that leave the country are reexported goods. Only 110,908 kilos, valued at 333,604 francs, was shipped out of that country during 1920 as compared with 280,988 kilos valued at 676,272 in 1919.

## Naples Resumes Exportations

Macaroni manufacture, which was greatly restricted during the war in Naples by government regulations and scarcity of flour and semolina, is slowly but surely regaining its former prestige. According to a report by the American consul at the port of Naples a total of \$5,985 of all grades of

# Better Boxes Help Sell Macaroni

The Macaroni and the cartons for shelf display, arrive at your dealers' in fine condition when shipped in "Chicago Mill" boxes. Good condition upon delivery means quick moving from the shelves and more orders for you. "Chicago Mill" Macaroni boxes help your dealer sell and help sell you to your dealer.

Fine appearance and sound quality characterize the whole line of "Chicago Mill" Red Gum Shooks and Solid and Corrugated Fibre Boxes. Convenient location of our plants, complete control of production, a fine system for following up orders and assuring you prompt delivery, have made "Chicago Mill" boxes the choice of hundreds of leading manufacturers. Upon your request our representative in your territory will call.

## CHICAGO MILL AND LUMBER COMPANY

Executive Offices  
Conway Building, 111 West Washington Street  
Chicago



**Red Gum Shooks**  
Odorless, Clean and Bright.  
One-Piece sides and tops.

**Corrugated and Solid Fibre Macaroni Boxes**  
Built to tested strength especially for the Macaroni trade. Strong and neat appearing.

Every Type of  
Box in General Use

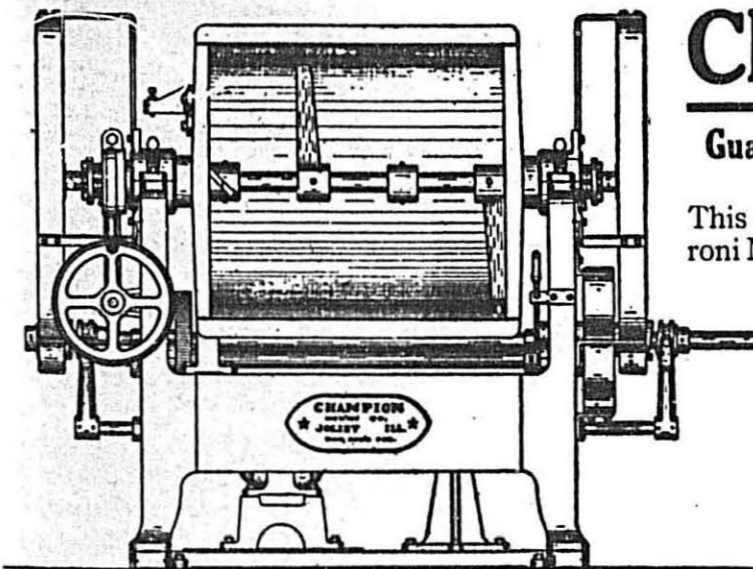


We print your advertisement on your box if you desire.

# Champion Mixer

Guarantees Dependable Service at Small Cost

This is the main consideration of successful Macaroni Manufacturers in deciding on plant equipment.



Its arms insure perfect and efficient mixing and uniformity of product.

The Agitator is made of steel and will last indefinitely.

Motor safely attached directly beneath Mixer.

Just the RIGHT SIZE, the RIGHT KIND of a Mixer for you at the RIGHT PRICE.

Made in any size with capacity from one to six barrels as best suits the requirements of your plant.

A CHAMPION MIXER drives away all mixing worries. We also specialize in building automatic flour handling outfits of all sizes.

Ask for our literature and our price.

CHAMPION MACHINERY CO.

JOLIET, ILL.

mentary pastes left the port of Naples for America during 1920. Very little of this was of first quality as the Italian manufacturer has found it practically impossible as yet to obtain the high grade of semolina he formerly used in the manufacture of his exportable goods. While the amount exported in 1920 is infinitesimal as compared with the enormous quantity shipped from that port in 1913, when a total of \$4,258,070 in alimentary paste products was shipped to the United States, it at least indicates a renewal of this industry in that district.

### Canadian Macaroni Production

Quebec led all provinces in the Dominion of Canada in the production of macaroni during the calendar year 1919, according to the Dominion bureau of statistics. The report states that there were nine individual plants in operation, of which number four were in Ontario, two in Quebec, two in Manitoba, and Alberta one. The total capital invested in the industry was \$873,441; the number of employes 234; and salaries and wages paid \$165,166. In the production of macaroni Quebec leads with 6,537,225 pounds out of a

total production of 11,375,109. Ontario comes next with 3,712,172, followed by Alberta with 650,400 and Manitoba 475,312. The total value of production was \$1,152,652, of which Quebec's share was \$694,718; Ontario, \$350,388; Alberta, \$58,536, and Manitoba, \$49,010.

### Another "Origin" Story

Under the heading "The Romance of Words," the May 12 issue of the Detroit Herald carried a story of the origin of macaroni which makes interesting reading for the public, similar to one already printed herein. That stories of this kind tend to increase the popularity of our product is unquestioned and manufacturers everywhere should urge their local press to make as frequent use of this class of literature as possible. The story, old to many manufacturers but new to the greater part of the consuming trade, reads as follows:

#### "Macaroni"

Macaroni, as we know it at present, was first made in Sicily and tradition has it that it was invented by a chef in the establishment maintained by a wealthy resident of Palermo. Despite the genius of his cook, the nobleman grew weary of the same round of

high flavored, high seasoned dishes and sent word to the kitchen that he desired something less pungent—a dish which savored of plain cooking and which was not as trying to the digestive apparatus.

At first incensed, the chef determined to try his hand at a mixture of wheat flour and water, rolling the paste into tubes and serving them with grated parmesan cheese which his culinary instinct told him was the proper accompaniment for a dish of this nature. Hardly had he tasted the new delicacy than the nobleman exclaimed "Carli!"—the usual Italian ejaculation signifying delight, which may be freely translated as meaning "The darlings!" "Ma Carli!"—"What darlings!"—he repeated a moment later and followed this with "Ma Caroni!"—or, literally, "What dearest darlings!" The chef, who was lurking in the background anxiously awaiting the verdict upon his new dish, then came forward and explained how he had made it, adding "Since you have named it, master, so shall it be—macaroni."

#### UNEXPECTED

The customer in the grocery store, having ruined his clothes, was hopping mad. "Didn't you see that sign 'Fresh Paint!'" asked the grocer.

"Of course I did," snapped the customer, "but I've seen so many signs hung up here announcing something fresh that wasn't that I didn't believe it."

## Insure Your Goods in Transit

The quality of your goods is oftentimes judged by their condition upon delivery.



Troy Sealing Tape on your shipping cases not only securely seals but protects them against the roughest use and abuse in transit.

Compare the quick sticking, rapid "setting" qualities, the tenacious adhesiveness and great strength of Troy Sealing Tape with the ordinary kinds and learn why particular shippers use it in preference to all others.

Widths, 1 in. to 4 in., 30 lb. to 90 lb. Kraft Paper.

Write for Samples and Price List.

**The Gummed Products Co.**  
TROY, OHIO



# SHIPPING CONTAINERS

## Solid Fibre and Corrugated

FOR

## Freight---Parcel Post---Express

You can have these with a *Wax Lined* Interior making them practically insect and moisture proof

## SATISFACTION--SAFETY--SERVICE

Three principles of our superior ability to furnish you a box that will deliver your product to your customer in the most perfect condition.

Would you like to see a sample of our *Wax Lined* Box?

**AHDWAGAM PAPER PRODUCTS COMPANY**  
603 Eighth Avenue      Wisconsin Rapids      Wisconsin

# WHY

experiment with substitutes when it is a universally acknowledged fact that the only safe and sure way to transport macaroni is in a wooden box.

*One of our specialties is shooks for macaroni boxes, and we shall be more than glad to quote on your requirements promptly upon receipt of specifications.*

Do some business with us so that we will both make a little more money.

**ANDERSON-TULLY CO.**  
MEMPHIS, TENN.

# Grain, Trade and Food Notes

## Discontinues Free Importation

A royal order of April 6, by the ministries of Fomento and Finance, ended the free importation of wheat and flour from Italy and imposed a duty of 8 and 14 pesetas, respectively, per 100 kilos upon their importation. The order further provides that flour manufacturers can not charge more than 14 pesetas per 100 kilos for milling flour. Millers are required to give preference to domestic wheat, and in the event that they buy a quantity of foreign grain they must purchase an even quantity of domestic grain if any is offered for sale. The Balearic and Canary islands are included in the scope of these regulations. Ambassador Willard, who furnishes this information, adds that the municipal and provincial authorities are instructed to see that the regulations are fulfilled.

## April Durum Receipts

A noticeable falling off in the carloads of amber durum and durum wheat that reached the primary markets in April is seen in the official re-

port of the amount of this class of wheat inspected by government officials under the U. S. grain standards act. Only 515 carloads were reported in April as compared with 569 inspected the previous month. In the opinion of durum wheat experts this indicates that practically all the 1920 crop has been marketed except for the small holdings by country elevators.

## Amber Durum

No. 1 Amber Durum was as usual very scarce, as only 18 carloads graded first class out of a total of 274 carloads of amber marketed. Grade No. 2 as usual, predominated with 173 carloads as compared with 205 in March. Grade No. 3 fell off heavily, only 45 carloads being reported as against 66 the previous month. There were 38 cars below grade. Minneapolis received most cars of each grade, though Duluth pressed closely for the lead in grade No. 2, getting 83 cars to the former's 88.

## Durum

The durum receipts for April surpassed those of March, 241 to 206 with only 6 carloads grading No. 1. Du-

luth and New Orleans tied with 2 each. Grade No. 2 was a little more plentiful with 71 inspections compared with 39 in April. Of this grade, Duluth 44 and Minneapolis 10. There was a slight decrease in the grade No. 3 receipts, with 64 cars compared with the previous month. In this grade Duluth also leads with 24 cars to Minneapolis 12, 11 for Galveston, 6 for New Orleans and 5 for Philadelphia. A total of 100 carloads graded below grade, of which 35 cars went to Duluth and 34 cars to Minneapolis. It is noticeable that while Minneapolis led Duluth 157 to 113 carloads in the amber durum class, the latter surpassed Duluth to 56 carloads for Minneapolis.

## Reaches Prewar Footing

Italy, sixth among the wheat producing countries and third in importance among the importers, will go back to a prewar basis in production with the crop that will be harvested this June. Imports, also, are returning to the prewar level from the high

(Continued on page 46.)

# LINCOLN MILLS

Lincoln, Neb.

MILLERS OF

## PURE DURUM WHEAT FLOUR

*We will be glad to send samples on receipt of your request*

## Richard Griesser

*Architect and Engineer*

Designing and Equipping Macaroni and Noodle Factories

## A SPECIALTY

Have designed all kinds of Food Product Plants.

Consult me about Factory Construction or Alteration

64 West Randolph Street  
Suite 1605 Schiller Bldg. CHICAGO, ILL.

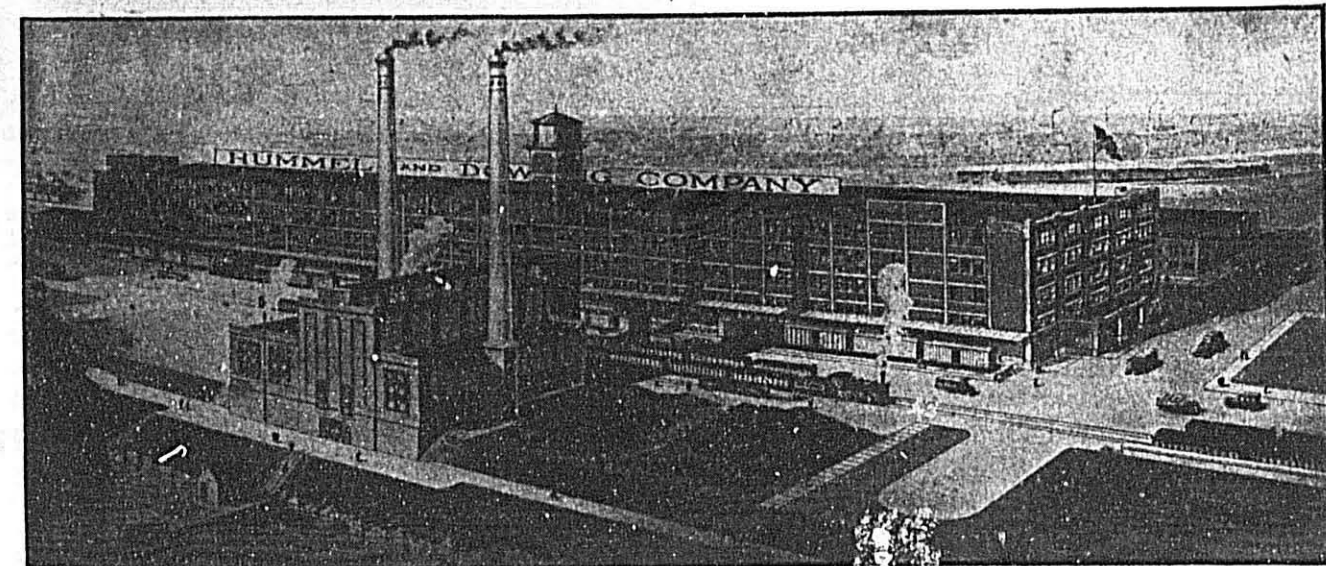
## COMMANDER

Semolinas  
Durum Patent  
and  
First Clear Flour

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

Ask For Samples

Commander Mill Company  
MINNEAPOLIS, MINNESOTA



## Cartons, Caddies or Containers for the Macaroni Manufacturers

Our organization and modern mills offer you the best available facilities for your packing requirements. We make our own board, control extensive sources of supply and specialize in high grade cartons and containers.

Give us an opportunity to submit our samples and quotations the next time you are buying in our line. Our service is excellent. Our product is better than the average.

**HUMMEL & DOWNING CO.**  
Milwaukee, U. S. A.

Service Offices: Chicago, Denver, Minneapolis, St. Louis, Detroit, Columbus



### The New Macaroni Journal

(Successor of the Old Journal—founded by Fred Becker of Cleveland, O., in 1908)  
A Publication to Advance the American Macaroni Industry

Published Monthly by the National Macaroni Manufacturers Association  
Edited by the Secretary, P. O. Drawer No. 1, Braidwood, Ill.

#### PUBLICATION COMMITTEE

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

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#### SPECIAL NOTICE

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### Convention Sidelights

While attendance at conventions is usually prompted by a desire to hear of things that will prove of practical benefit in a business way, no convention is considered successful that is not replete with good stories tending to cheer the delegates and make them feel more friendly and companionable. Some very good stories, partly true and partly fancied, were related at the Detroit meeting, most of them aiming to hammer home some of the facts pertaining to the present and future conditions from the speaker's point of view. Here are a few of the good ones that went straight home to the hearers:

A new entrant in the macaroni manufacturing business desiring to ascertain the opinions of some of the old-timers in the business as to what he might expect in the way of profit or gain in this line asked Henry D. Rossi of the Peter Rossi & Sons, Braidwood, Ill., in the corridor of the hotel, "Do you think there is any money in the macaroni business?"

"Money in the macaroni business?"

Sure there is. There's surely lots of it. Why I put a lot of money in it myself. The hell of it is to get it out."

One of the speakers pointed out the constancy with which the association selected its meeting places adjoining the Canadian border, especially since the famous July 1, 1919, meeting, called attention to the liking for "hooch," both imported and domestic, that prevailed among those in attendance. He told of a leading miller who attended a show in one of the big theaters and after the first act, obeying the promptings of a very insistent thirst, left the building to go to the corner for a drink. The drink was most satisfying so that it invited others and it was sometime before he made his way back to the show house. When he got back he noted something queer about the show. In fact, he could not connect what he saw with what went on in the first act. He spoke to the usher about it. "Oh," said the usher, "the show you are talking about was last night."

Here's Joe Lowe's favorite: In conversation with the several noodle manufacturers present I learn that as a general rule business the past year has been "rotten." That reminds me of two Jewish friends of mine who went to hear Billy Sunday preach one of his fiery sermons. On the way home they fell to discussing the sermon. Joseph said to Isaac:

"Vell, Isaac, vat you t'ink of him?"  
"I don't like him," said Isaac. "Too much hell. It vas hell this, hell that, hell all the time. I don't believe there is any hell, Joseph."

"No hell?" asked Joseph in amazement.

"No," answered his friend.  
"Vell, then Isaac," said Joseph, "if there is no hell, where is bizness gone?"

One of the most common forms of

#### APPRECIATE LABORATORY

In appreciation of the good work done for the macaroni industry by the National Cereal Products Laboratories, more commonly known as the Macaroni Laboratory, at Washington, D. C., the national association voted a contribution of \$500 toward its upkeep, with the intimation that more would be donated at a later date.

greeting between macaroni manufacturers heard during the convention was that familiar one, "How-do-you-do Jack! How do you find business?" While the usual answer was "poor" "rotten" or "no good," the one given by the wit of the convention. B. Huestis, was awarded the prize. His curt answer to the query was, "I don't find any."

### Tested Macaroni Recipes

#### Salmagundi

Cook for 20 minutes in boiling salted water two cups of macaroni; drain and have ready about half a pound of cooked beef cut in cubes. Put into baking dish a layer of macaroni, then a layer of meat, a layer of sliced onion then a layer of tomatoes (either canned or fresh). Dust over a little salt and pepper and dot with butter. Have a layer of cracker crumbs on top. Pour over any gravy you have; if insufficient use a little milk or water. Bake 45 minutes.

#### Macaroni With Tomato Sauce

Mince fine one medium sized onion and one sweet green pepper. Fry slowly in two tablespoons of butter or substitute until lightly browned. Add one cup tomato pulp and enough water to keep from burning. Cook until the vegetables are tender and press through a sieve. Thicken with one tablespoon of flour moistened with water. Add one cup of macaroni which has been cooked in boiling salted water until tender, and simmer five minutes. Season to taste. One half cup of grated cheese may be put in the sauce and heated until it has melted, or, if preferred, the grated cheese may be added by each person at the table.

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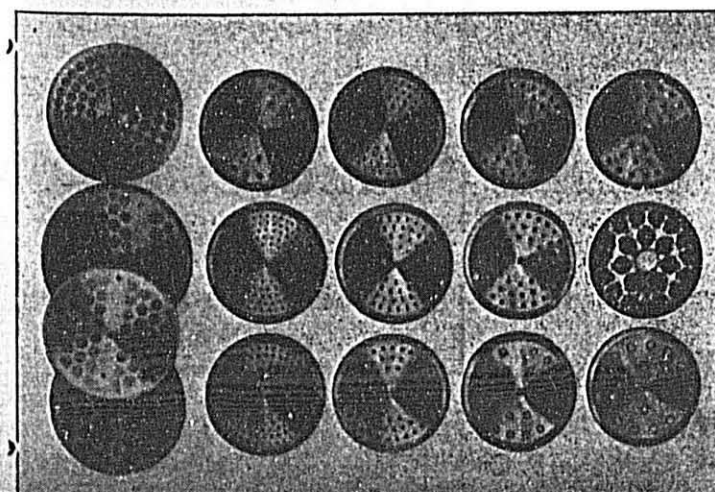
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**Reaches Prewar Footing**

(Continued from page 42.)

age of the last three years.

Italy's average prewar production for the harvests of 1909-1913 was 183,000,000 bus., while the average net imports were 56,700,000 bus. These figures were compiled by the U. S. bureau of markets from the official Italian government reports.

**A Consistent Producer**

Italy is one of the most consistent wheat producers in the world. Before the war the variation in the area sown from year to year was slight, back to the crop of 1907, but for three years prior to 1907 there was a larger acreage than ever before or since that short period, except the acreage sown in the autumn of 1914. The war was the incentive for the increase that season.

Very small yields per acre, or what are called "crop failures" in other countries, are unknown in Italy, though there is an occasional short crop. Phenomenally large average yields per acre, such as sometimes occur in most other countries, are also unknown.

**Imports Much Durum**

Italy's imports include both hard and soft wheat. Imports of the former are largely of the durum class, which is used by the semolina mills and not by the flour mills.

Italy exports a little native wheat and some flour made from such wheat. As these exports do not exceed 500,000 to 1,500,000 bus. a year, they are not of sufficient importance to be considered in the grand totals for the country.

Semolina products—macaroni, vermicelli, and other commodities made from semolina—that are exported are not deducted from the wheat imports in order to arrive at the net imports. Neither is it customary for statisticians to take account of such products. Yet flour made from imported wheat and exported, and also imported wheat

that is reexported, is deducted from the imports to determine the net imports.

**One-seventh in Macaroni**

Italy's per capita consumption of wheat is estimated at 5.4 bus., which, with a population of 36,100,000, amounts to 195,000,000 bus. annually. To this amount should be added 17,000,000 bus. for seed, making a total of 212,000,000 bus. ordinarily required by Italy. Yet the net imports added to the crop give a total of 240,000,000 bus., on a basis of prewar averages. This leaves 28,000,000 bus. to be accounted for, a considerable part of which is exported in the form of macaroni and kindred products. Furthermore, it is not a matter of record that the estimate of consumption includes wheat consumed in the form of the products made of semolina.

**Food Law Conference**

R. E. Doolittle, chief of the central food inspection district, with headquarters in Chicago; R. W. Hilts, chief of the western district, with headquarters at San Francisco, and W. R. M. Wharton, chief of the eastern district, with headquarters at New York, have been in conference with the officials of the bureau of chemistry in Washington

regarding plans for the enforcement of the federal food and drugs act during the next fiscal year. Plans for continued cooperation with state and municipal food control officials throughout the United States were considered and methods for the prevention of adulteration and misbranding of foods and drugs were discussed. The bureau points with pride to the record attained in the termination of suits started in the federal courts to compel food manufacturers to live up to the federal food and drug laws. Out of 50 cases reported the charges of the government were sustained in 49. It is expected that as a result of this conference a stricter enforcement of this law will result.

**Spanish Wheat and Flour Duty**

A protective duty has been imposed on imports of wheat and flour in Spain, according to the American consul at Madrid. The purpose of the decree is to favor local production. The order will be effective until next year's crop is harvested. The duty imposed amounts to 30 cents per bushel on wheat and \$1.70 per barrel on flour (8 and 14 pesetas, respectively), exchange of May 12, when a peseta was worth 13 cents in United States currency.

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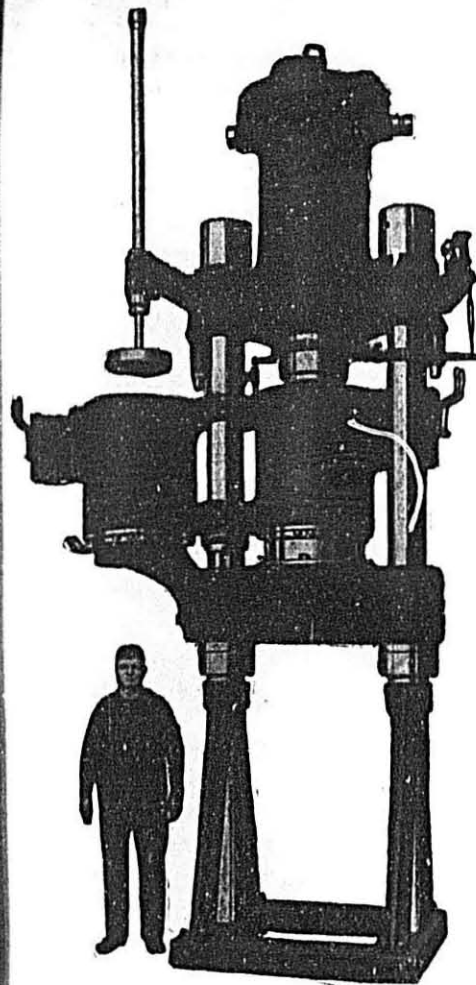
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