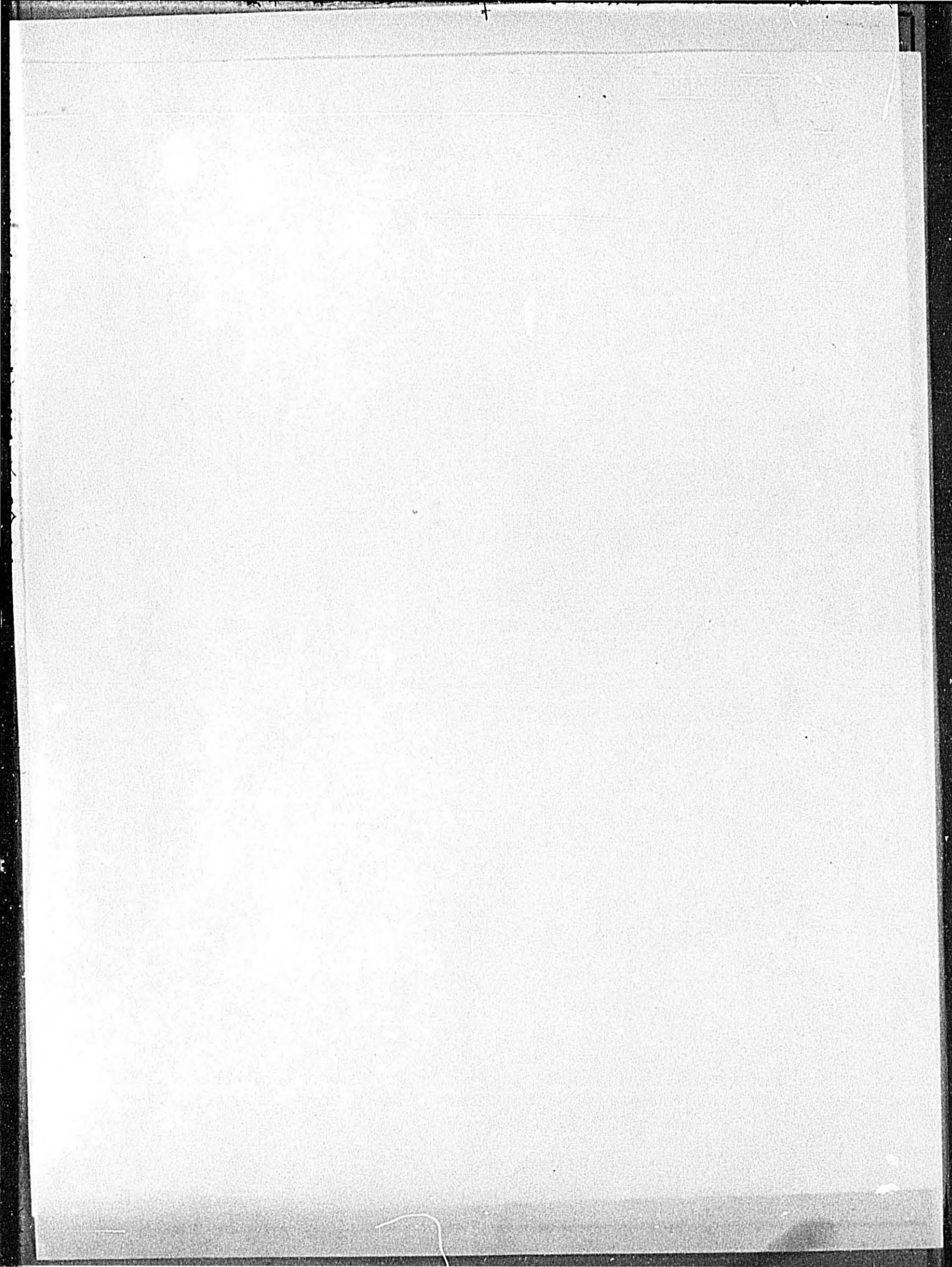


**THE  
MACARONI  
JOURNAL**

**Vol. 6, No. 3**

**July 15, 1924**





# The Macaroni Journal

Minneapolis, Minn.

July 15, 1924

Volume VI

Number 3



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

## *The CONVENTION Number*

### **READ IN THIS ISSUE:**

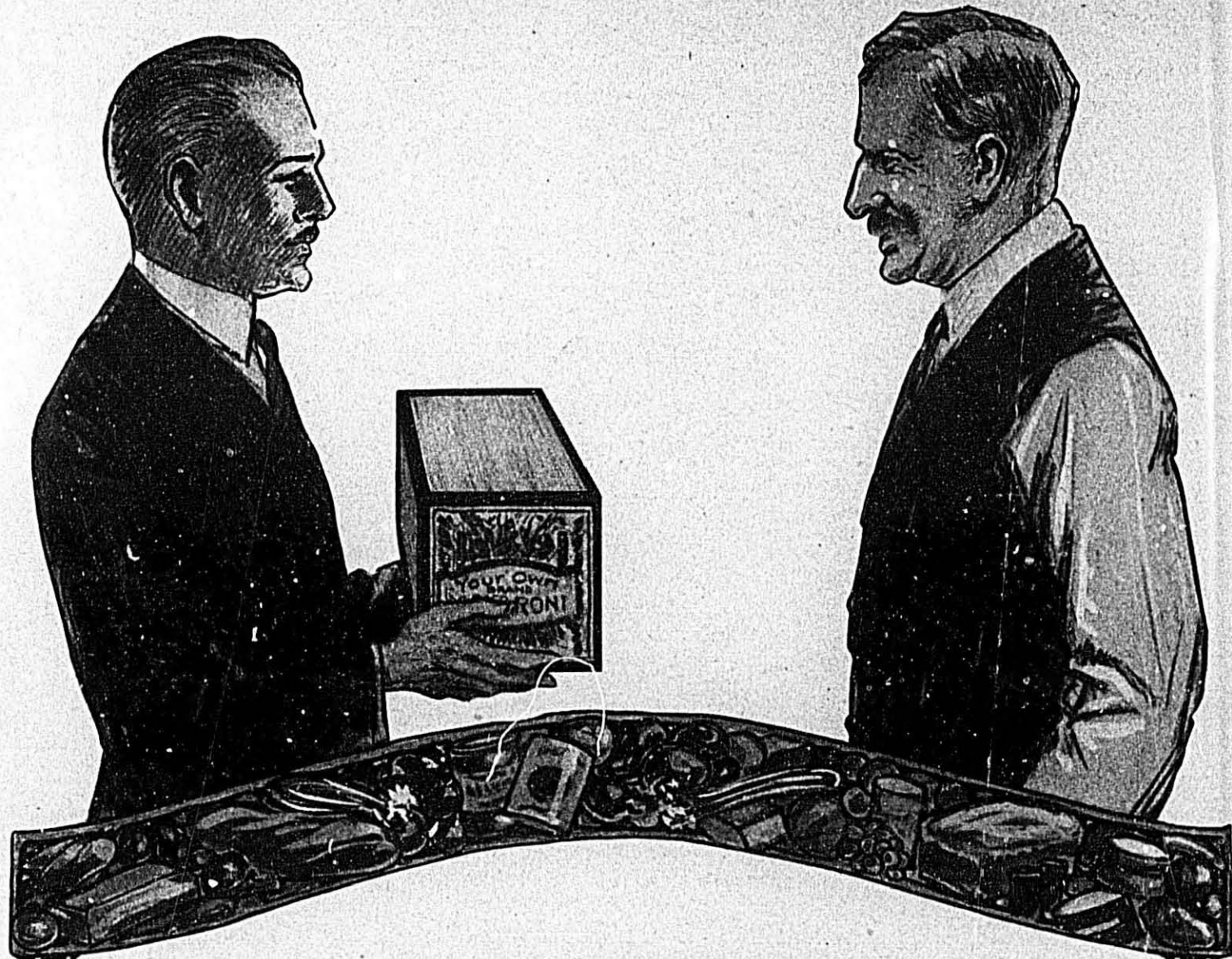
A detailed and complete report of the 1924 Conference of the Macaroni Industry of this country held July 8-9-10 at Niagara Falls, Ont., under the auspices of the National Macaroni Manufacturers Association.

Preserve this copy. Read it often.

It contains many interesting and useful messages by renowned speakers which we wish to broadcast to the entire industry.

Cooperate with your fellow business men to help bring about necessary improved conditions in and out of the Macaroni Manufacturing Industry.





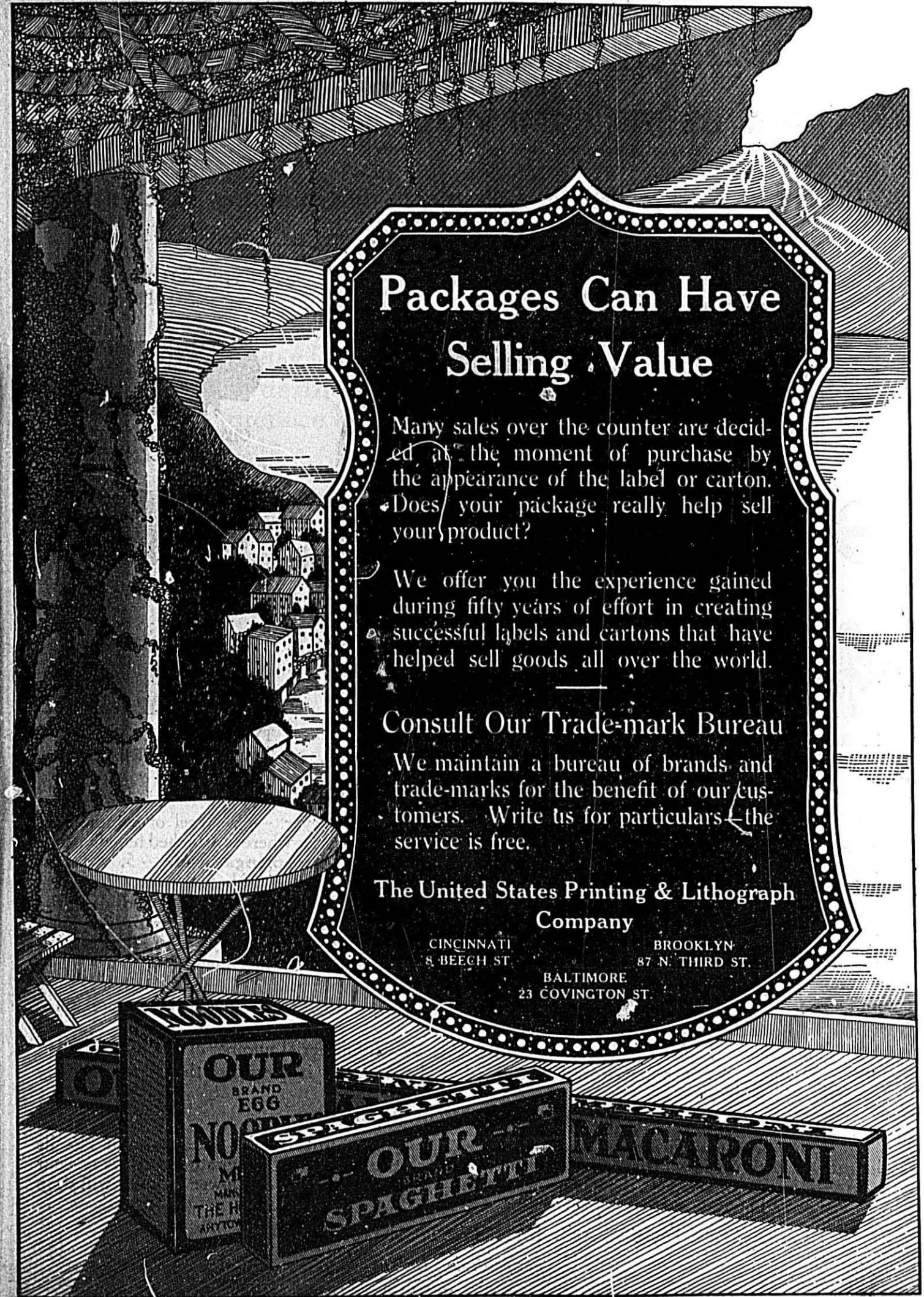
## They All Have Praise

Ask any well-informed macaroni man what he thinks of "CHICAGO MILL" Boxes. Invariably he will tell you of the excellent quality of the package, the super-service he receives on all orders, and of the unusually low prices.

Then you will easily understand why "CHICAGO MILL" sells so many boxes to the macaroni trade and why you, too, should be one of their regular customers.

**CHICAGO MILL AND LUMBER COMPANY**

510 North Dearborn Street  
CHICAGO



## Packages Can Have Selling Value

Many sales over the counter are decided at the moment of purchase by the appearance of the label or carton. Does your package really help sell your product?

We offer you the experience gained during fifty years of effort in creating successful labels and cartons that have helped sell goods all over the world.

### Consult Our Trade-mark Bureau

We maintain a bureau of brands and trade-marks for the benefit of our customers. Write us for particulars—the service is free.

The United States Printing & Lithograph Company

CINCINNATI  
8 BEECH ST.

BROOKLYN  
87 N. THIRD ST.

BALTIMORE  
23 COVINGTON ST.





Telephone Central 5115

Est. 1893 - Bologna (Italy)

**GUIDO A. ROSSI**

EXCLUSIVE AGENT FOR

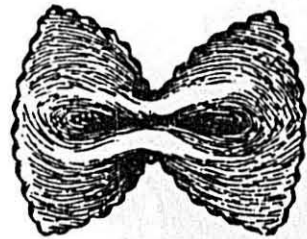
**ING. BRUNO COMASTRI, (Inc.) ENG. WORKS**

Manufacturer of all T. E. L. Patent Reg. U. S. A.

*Special introduction of the***Latest T. E. L. Model Bologna Style Stamping Machine**

1730-44 Union Trust Bldg., Chicago, Ill., (U. S. A.)

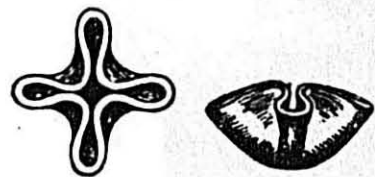
SERIAL No. 507

PATENTED T. E. L. CUTTER  
NO SPRINGS

BOW-TIE



SEA-SHELL

FIORETTO PAT. REG.  
— NOVELTY —

LATEST T. E. L. MODEL

OBSERVE FEMALE BLADE  
IN CENTER

NO BOLTS USED

TYPE OF MALE & FEMALE DIES  
NO SPRINGS**DESCRIPTION OF MACHINE**

1. Ventilator. — 2: Distributor of product in box or conveyer. — 3. Axcel of command of male cutter and **Automatic Hammer**. — 4. Patent T. E. L. cutter where is attached female blade. All active parts of cutter are made of solid bronze Serial 507. **No springs used**. — 5. Advance regulators of flattened dough in proportion of size stamped and fouled. **No waste, no discard**.

Speed **150 revolutions a minute** for any dies to be used. Cutter may be changed instantly. No bolts used. Female blade easily replaced when necessary and may carry an extra supply on hand. A most efficient, noiseless, dependable type. No break-down, no delays, with a low operating cost. **NOVELTY PAT FIORETTO** exclusive product of T. E. L. machines.

The T. E. L. is manufactured **Standard** in two widths: 15 and 20 inches. Daily capacity 12 to 18 barrels in 8 hours of work. Serial 508 is equipped with ractifyer dough brake, combined in one machine 20 inches wide.

New dies and parts can be made to order only by sending serial number of machine.

The T. E. L. is constructed **Standard**. The T. E. L. is classified the victor in daily capacity to any other of her type.

**NO SKILLED LABOR REQUIRED**

Our safety Dough Brakes besides being especially built to serve the Macaroni and Noodle industry. With its new safety appliances it will interest you and will eliminate accidents in your plant. — In case of accident the device is operated by foot or knee and the lower cylinder will drop 2½ inches and automatically reverse speed.

**REASONABLE PRICES AND SATISFACTION GUARANTEED.***For particulars write to***GUIDO A. ROSSI, 1730-44 Union Trust Bldg., CHICAGO, ILL., U. S. A.**

Telephone Central 5115

**BADEX****Improves Macaroni**

Badex is a pure cereal product, a blend of dextrine and sugars and with it you produce better macaroni.

For sometime, manufacturers of macaroni, who are interested in producing the best possible product, have been using Badex with great success.

They have discovered that without making any changes in method or formula, they can add Badex and be sure of a uniform color and glossy finish. In addition, they have found that the use of Badex reduces breakage and checking.

These things should be of interest to you. It's your opportunity to give your customers the best possible product; to add to your reputation for quality macaroni.

We invite you to write us for full information or to order a few bags for trial.

**Stein Hall & Co.**  
New York**Stein Hall Mfg. Co.**  
Chicago*Manufacturers of Pure Food Products Since 1866*



# DID YOU EVER STOP TO THINK

Why

★ ★ TWO STAR ★ ★

Has always been the

**Highest Priced Semolina**

Produced for the manufacture of Macaroni?

**ASK THE SUCCESSFUL MANUFACTURER—HE'S USING IT!**



**QUALITY**

**SERVICE**

*Eat More Macaroni—the*

*Best and Cheapest Food*

**MINNEAPOLIS MILLING CO.**

MINNEAPOLIS, MINN.

# THE MACARONI JOURNAL

Volume VI

JULY 15, 1924

Number 3

## Keep It A-Rolling

The Strength of the Pack Is the Wolf,  
And the Strength of the Wolf Is the Pack.  
—Rudyard Kipling.

The truth of this thought so beautifully expressed by the poet was most impressively manifested by the assembled macaroni manufacturers of the country at the annual conference of the industry last week at Niagara Falls.

Every individual action and every assertion of the renowned speakers at that convention emphasized the need for a more general recognition of the truth that each is vitally dependent on the other and that the trade association depends on them all.

This same thought has been frequently expressed in a varied arrangement of words. Well known among these are such statements as "In Union There Is Strength," "A Chain Is No Stronger Than Its Weakest Link," and "Cooperation Succeeds Where Individual Effort Fails."

To begin with, President Henry Mueller of the National Macaroni Manufacturers Association in his opening remarks to a remarkable convention attempted to impress on the large gathering just how singularly applicable was this very thought to the macaroni men of the country and to the macaroni industry at this moment. He very logically reasoned that a strong trade association in this industry would give it a better reputation with the government and the allied trades and a higher standing in business generally.

Secretary M. J. Donna in his annual report covering the activities of the National Association during the past fiscal year, appealed to the macaroni manufacturers present to constitute themselves missionaries to overlook no opportunity or occasion to preach to their friends and to bring them to a full realization of what good will befall them and their business, if we can but solidify our strength behind the National Association and its worthy objects.

Different speakers throughout the three days joined in voicing the same thought. Many of them were representatives of other trades which have experienced deserved success as soon as they recognized that each individual was duty bound to share in the general responsibilities, and equally entitled to the advantages that accrue from a successfully managed trade association.

In some form or other this general thought was expressed on the platform, on the convention floor, in the hotel lobby, at meals, during recreation, in short, wherever and whenever sincere business men gathered during the convention period. Conceding that there exists at this time an urgent need for more coordinated concern in the industry's welfare, it must be admitted that this end can best

be accomplished through strengthening the national group of representative macaroni manufacturers now fighting under the banner of the National Macaroni Manufacturers Association.

It is a pleasure to note that many macaroni men and firms have recently undergone a change of heart, as indicated by their general attitude toward the National organization of this industry. This trend was particularly noticeable at the convention and indications are that those in attendance are sufficiently sold on the need of such a body, that they will go to their respective sections and communities, report to the absentees and make of them useful converts and members of this trade body.

Membership in a trade organization makes for a strong association and a strong association makes for greater individual strength that will have a wonderfully beneficial effect on all concerned.

A National trade association can and will attempt things which prompts the individual to say, "I cannot do it alone." Even though all agree that a thing should be done and that, if done, it will be most beneficial, fear that the task is too big often discourages the individual. All know and most will admit that by working as a unit, the end desired can be accomplished. For some reason or other we have not been able to get together as determinedly as we should and as a result we are still a little short of what can be done for macaroni manufacturers and the macaroni industry through proper cooperation.

To will it is to have it. That may be only a "state of mind" but it's the proper one in our particular case at this time. Let's will it for our business, for our industry, and soon we will have the satisfaction of realizing that through teamwork we gained what we were afraid to attempt as individuals.

Here is a thought we want to leave with you. What happens to you when you are forced to spend an hour or two alone with yourself? Are you in good company, or do you want to rush out somewhere and find companionship elsewhere? What better or more profitable companionship can you, as a macaroni manufacturer, find than the company of a fellow businessman who speaks your language, speaks your thoughts and shares your worries and joys?

The convention is over. Its influence will be long felt. May the spirit that prevailed there become infectious and may every macaroni maker in the country early determine to enroll himself with his progressive National Association of self sacrificing associates to promote the interests of the industry locally and nationally.



# Educational Publicity

By A. C. Bennett

I do not think there is very much more that I can say to some of you men here because I have talked over most of the ideas I have in mind with a great many of you. But as I look around I see a few men with whom I have never had the opportunity of discussing this matter; so if those with whom I have talked this matter over before will bear with me, I will cover this subject quickly and try to present something of an idea of what we have in mind.

As I sense the situation I might say that having me come before you is only a method to clarify your own thinking. If the manufacturers in this association really sincerely wish, deep down in their own hearts, in business principles and methods to get together, why we want to find out and we want to help. If the manufacturers are not interested in getting together, or feel that it is impossible to get together, why we want to know that. I want to find out what the thought is and to represent that thought—your own ideas—not mine.

Our speakers have gone very carefully into the details of this business as an industry and have pointed out the way to success.

I will gamble my reputation as a business man that if careful notes of what has been said in this room this week could be boiled down and reduced to principles, and those principles put into practice in your business, every one of you would profit.

Now, I am not going to talk cooperation. I am going to do this: I have had a good opportunity perhaps to find out what other associations do and how they do it. I am personally acquainted in New York with men who handle other associations—men who handle big associations—and they have shown me the inside workings of those associations and what those men do, and I have brought along with me today evidences of what can be done if you men will get together. The question is what could be done if you did get together.

In the first place, when we are talking of an educational campaign we are liable to think that the idea is to pass a hat around and collect \$25,000 or \$50,000 and spend it in the newspapers. That is the wrong idea. I would not advocate a thing like that, to collect \$100,000 and turn it over to a few newspapers or magazines. There are lots of things that can be done with that money, that will be just as beneficial, in connection with the advertising, as the advertising itself.

Take, for example, free publicity in the newspapers. Now, this little book right here shows you clippings from the newspapers—free publicity on macaroni and spaghetti—and each clipping represents the entire circulation of the newspaper. Now, there is The Boston American. There is some circulation behind the Boston American. There is The Wilmington Evening Journal. There is The Sunday Herald, of Boston. There is The Lynn Telegram and News; also the Rochester Democrat, Syracuse Herald, Evening Mail of New York city, Sandusky Star and Journal, Cincinnati Star, Pittsburgh Press, and so on and on. There is no use of my reading more. You get the idea. There is the New York Tribune, the Sunday edition.

Now, you understand not a cent of money was paid for that. That was done in connection with the advertising. That is free publicity in newspapers.

Now, I have one here that is run on a thing that you would hardly think you could get publicity on. It is an harmonica. There are pictures illustrating harmonicas. There is one of the New York officials playing an harmonica, and here is a policeman playing one. There are city officials reviewing a boys' parade that had an harmonica band in it. (Indicating.)

Now, they do not come around and ask you for it. You have to work to get that in. There is Babe Ruth with an harmonica. There is Chauncey Depew playing one. They said that anybody who could go to Chauncey Depew and get him to play an harmonica for an advertising campaign was doing something; but it was done.

See how cleverly this is worked out. They knew that article had to be illustrated; so they got the paper to use our picture. This has nothing to do with the article. The picture shows Depew with an harmonica and the article is "Depew to give up business."

Here is a coffee campaign. There is the broadside of coffee advertising. This is the way they ran the campaign; they would run an advertisement for a week on "We want better coffee"—that was the week of March 4—and March 11 they ran an advertisement "Any time is coffee time," "How to make it," "I take it Every Afternoon"—March 18 and March 25.

It is all free advertising. That was started all through the country and people were paid for putting it over; but they did not pay for the advertising.

There are about 1500 associations in this country and about 150 of them that are spending money in advertising, and most of them are doing it successfully.

Now, the house organ. That was distributed through the handlers of coffee—a beautiful house organ, beautifully illustrated—and then they had booklets for the trade to distribute to the consumer all the way down the line. Then they wanted a slogan. They had window trimmings and posters. They got their story in the movies. They got their story over the radio. They got inserts in their packages. They had school exhibits also. The coffee people conceived the brilliant idea, they thought, of getting the children interested in coffee by showing an exhibit of a coffee plant, and then after it has been taken off the plant—the green coffee and the roasted coffee and the ground coffee, and various stakes of coffee—and they made up a little cabinet and distributed it to the schools. Well, they found that the children could not keep their hands off it and very soon it was spoiled. Then they had the same thing in portfolios, with pictures, and they sell them to schools at 50c apiece, and they take in from \$500 to \$1,000 a month. They are selling them by the thousands to the schools of America; but it is an advertising campaign, showing how coffee can be handled.

Now, the same thing can be done with macaroni, and how interesting it would be. That could be worked out so nicely that it can be sold and the schools will pay for it. That is the astonishing part to me; but I know a lot about the schools and they will pay for it. It is self supporting and it would be a great thing to educate the people of this country as to what there is in this industry.

I have not spoken of paid advertising. That is not the least nor it is not the greatest part of this work.

Now, men, that opportunity is before you, and I know it, because some men have come to me—quite a number of them—and told me that they think it should be done. It could be done now. When you think back what each man represents here and the number of salesmen he has out and the amount of goods he has, this group right here today could pull the trigger and start this thing going.

I will tell you what I think about our plan. I think any plan that you can make today will be wrong a year from now—some percentage wrong. We ought to be wiser a year from today than we are today. We had to make a start. We had to arrive at a basis. We had to devise a plan. Now, our

plan included the whole industry. I am an outsider. I am of the opinion today that there is a great difference between the bulk and package men; so I think our plans ought to recognize that difference. If the group thinks as I do we will make a change in that plan. If the group does not think the way I do, I will go the way you think best.

I am still convinced that the assessments ought to be based on production or classification. If it is based exactly on production you are supposed to turn in figures. You do not have to turn in accurate figures showing what your production is or what you wish to pay on; but if it is a classification, why it would be on manufacturers up to so many barrels a day—say they would come in Class F—and the next class would be E and C and A. I think it should be either on production or classification. I know some of you feel that it should be a voluntary subscription. I might be swung over to that, but I am not there yet. I doubt if that would work out equally well. I think our zoning idea was good. 66% of your contribution goes in your own zone, or the zone you select, and one third outside. Some signed, but after consideration we decided not to make them officially sign up until we tested it out. We went ahead with this so it could stay in a stage where you could never say it was an absolute failure. It is in shape now where you can pick it up at any time and proceed with it, with possibly minor changes. I watched out that it would not come down to where anybody could say it was a failure; and I kept it in that shape. We stopped working, but it was not dropped. It will always be on record.

There is another thing: Number count. The more manufacturers who go into it, the better the thing will go over.

Another thing: I think it was a little high. I think if it had been 10 cents per 100 lbs. it would have been better.

I have noticed this: That in the history of this industry, in the last 15 or 20 years, various things have been done to help the industry. In the first place, the millers have improved their milling machinery and given you better flour. Now, that did not correct any of your troubles, not a one. Your keen competition and all your other troubles were just as keen as before. Then they began buying better wheat—they selected their wheat better—and that did not correct any of your troubles. Then you had your costs worked out, and if they were not used, it did not help your business.

Now, I have come to the conclusion that nothing outside of your industry will help you. If the millers should contribute and put over that campaign, I do not believe it would help you because it is brought in from the outside. I believe your salvation lies within your own ranks. I think unless you cooperate you will find yourselves in the same position you are today, unless you get together among yourselves. It has got to be done within the association.

## Barozzi Buys Plant Site

The Barozzi Drying Machine company, one of the fastest growing industries in Hoboken, N. J., recently closed a deal for property in the meadow section of that city, considered a most suitable site for industrial purposes. The sale establishes a new high price of \$3,750 per lot. It is on a railroad spur providing excellent shipping facilities and within easy reach by truck of America's greatest metropolitan center. The Barozzi Drying Machine company first came into existence in San Francisco and has now grown its present plant at 616-22<sup>nd</sup> ton st., Hoboken.

# Story of "Ali Macaroni" Peppy Conference

"Widening the Macaroni Market" and "A Strong National Organization" were the keynotes of the Macaroni Manufacturers of America conference held July 8, 9, 10, 1924, in Hotel Clifton, Niagara Falls, Ont.

This very successful and enthusiastic gathering was the 21st annual convention of the National Macaroni Manufacturers association under whose auspices it was held.

A really interesting feature in connection with the 1924 conference was that every action, every speech or address, in fact, everything attempted during the 3 days was done with the purpose of living up to the advertised keynote.

It was emphasized in every session, in friendly conversations, during the hours of recreation, at the banquet, and practically every occasion where two or more macaroni men grouped together. Just what effect the convention keynotes will have on the future of the macaroni industry depends on the attitude of the progressive manufacturers within the next few months.

The registration was exceptionally pleasing to those in charge of the convention. Macaroni men from every section of the country except the extreme south and west were enrolled on the convention register and took an active part in the proceedings.

The durum millers and the macaroni machine men turned out unusually strong this year and aided materially in putting "pep" into what has been termed the "peppiest" conference in the history of the macaroni industry since it organized into a national association back in 1904.

With the call to order issued by President Henry Mueller at 10 a. m. Tuesday, July 8, 1924, the memorable conference became a strong force for good to the assembled macaroni men and

guests who closely followed every activity during the 3 days.

President Mueller explained the purposes of the annual gatherings of the best minds in the industry under the supervision of the National association, and in a few well chosen words solicited the assistance of all present to make the gathering pleasing, inspiring and educational.

### Formal Welcome Unnecessary

Referring to the convention program he noticed the absence of the formal welcome by the civic authorities and called upon Secretary M. J. Donna who made the following announcement:

I have an apology to make at this time in connection with the program arrangements. It has always been customary to have a formal welcoming address at this time. BUT we have come to this convention city so frequently of late and have always been so cordially treated and warmly received that we feel enough at home here without the formality of a welcome by the authorities.

Our past behavior has always been such as to warrant for us a standing invitation to gather in this city and hotel, so we almost assume to call this city OUR CONVENTION CITY. We particularly feel at home in this hotel where the wants, not only of the convention but of the individuals, are cheerfully cared for, particularly if we do not want too much.

This being a business men's conference we gather in a businesslike way and can profitably dispense with the customary welcoming proceedings, except for a real, inside welcome from a fellow manufacturer, a past president of the National association, which I deemed it expedient to include on this program.

The chairman then called upon Wm. A. Tharinger of Milwaukee, the oldest past president of the National association in attendance, and still belonging to the organization. He extended to all a warm and cordial welcome. His remarks were greeted with applause by members and nonmembers alike, who are yearly becoming to appreciate more and more the value of the unselfish

work being done for the macaroni industry by the National association.

The annual address of President Henry Mueller, who has successfully served the association for 2 progressive years, was well received and his many beneficial recommendations applauded and later on adopted.

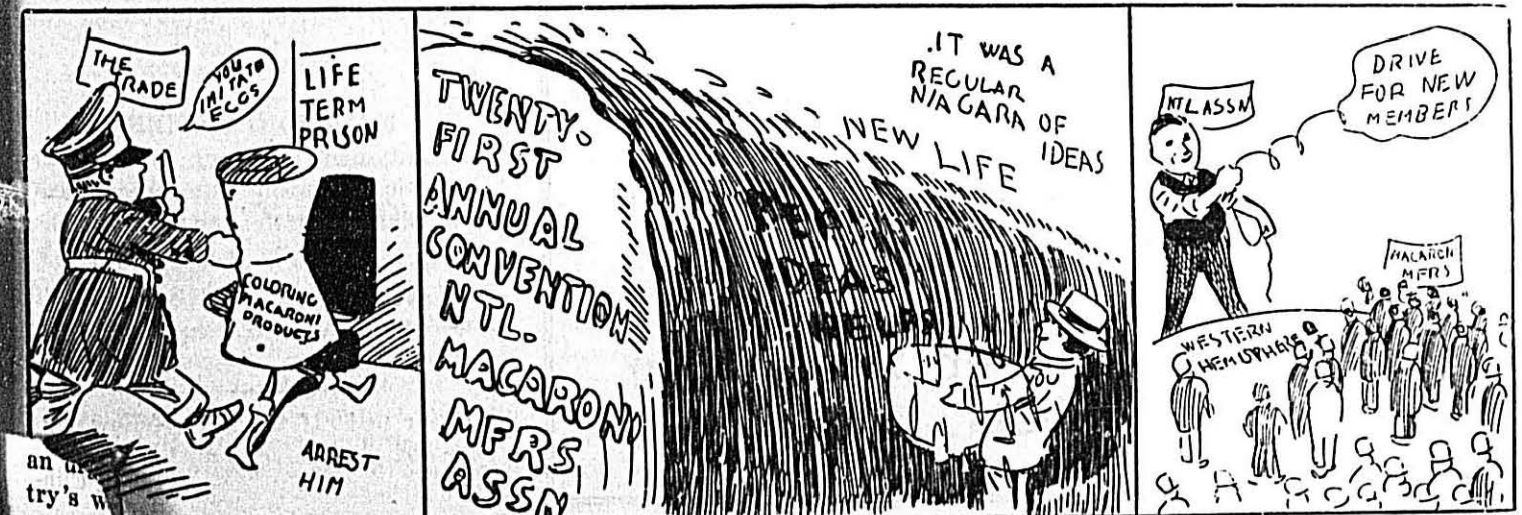
The report of the treasurer, Fred Becker, who has served as the financial officer of the association since its organization 20 years ago, showed that the income was expended judiciously, though the income might well be greatly increased to meet the many demands made on the association for the hundreds of proposed beneficial activities. Secretary Donna's report nicely combined a review of the past with wise recommendations for the future. Applause greeted his announcement that during the past year the regular membership of the association had increased nearly 100%. This was substantiated later by the report of the membership committee with names of the new active members.

B. R. Jacobs, the association's Washington representative, reviewed the year's work affecting the industry and the various governmental bureaus, particularly the tariff increase move and food law enforcement.

The chairmen of the standing and special committees reported on the various activities of the trade association and the industry since the Cedar Point convention in June 1923.

James T. Williams of The Creamette Co., Minneapolis, past president, made a brief report showing what had been done during the year in cooperation with the leading durum millers of the northwest, in connection with durum wheat improvement. Team work resulted in considerable progress along that line.

A. C. Krumm, Jr., of the A. C. Krumm & Son Macaroni Co. of Philadelphia,





gave an interesting account of the attempt made last fall and winter to sell to the macaroni industry the idea that its market could be wonderfully improved through a nation wide cooperative educational publicity campaign. He sorrowfully reported failure, though much favorable sentiment had been created by the work inaugurated by his committee, with the funds generously provided by 5 firms, that agreed to underwrite the policy.

Wm. A. Tharinger of the Tharinger Macaroni company of Milwaukee made what was perhaps the most popular report of the convention, that of the membership committee. He reported a long list of regular members who had joined during the past year, throwing their forces behind the National association for the progressive advancement of the industry in America.

C. F. Yaeger, of the A. C. Krumm & Son Macaroni Co. of Philadelphia, the father of the high dues policy adopted 2 years ago, reported that the high scale was not suited to this industry as a dwindling membership clearly indicated. He called the attention of the macaroni manufacturers generally to the more popular scale of association dues recently adopted and urged all to join in some class or other, thus helping through increased membership to make the income adequate for the general work of the National association.

Secretary Donna, the program committee, presented printed programs as the official order for the 3-day session.

He advised that 2 changes would necessarily have to be made owing to the inability of the speaker chosen to appear. Otherwise the program would be closely followed as prepared by him with the approval of the board of directors. President Mueller then appointed the following standing committees:

Resolutions		
Wm. A. Tharinger.....	Tharinger Macaroni Co.....	Milwaukee
Fred Becker.....	Pfaffmann Egg Noodle Co.....	Cleveland
A. C. Krumm.....	A. C. Krumm & Son Macaroni Co.....	Philadelphia
H. D. Rossi.....	Peter Rossi & Sons.....	Braidwood
C. S. Foulds.....	Foulds Milling Co.....	Chicago
John Ravarino.....	Ravarino & Freschi Mfg. & Imp. Co.....	St. Louis
L. E. Cuneo.....	Cannellaville Macaroni Co.....	Connesville
Auditing		
R. G. McCarthy.....	Keystone Macaroni Co.....	Lebanon
J. P. Weldenhamer.....	Birmingham Macaroni Co.....	Birmingham
B. C. Rysen.....	Illinois Macaroni Co.....	Chicago
Ralph Fevy.....	Cumberland Macaroni Mfg. Co.....	Cumberland
Wm. T. Enger.....	Ohio Macaroni Co.....	Cleveland
Fred Mollinari.....	Splendor Macaroni Co.....	Boston
Nominating		
Jas. T. Williams.....	The Creamette Co.....	Minneapolis
John V. Canepa.....	J. B. Canepa & Co.....	Davenport
C. B. Schmidt.....	Crescent Macaroni & Cracker Co.....	New York City
David Cowen.....	A. Goodman Co.....	Brooklyn
E. Z. Vermilen.....	A. Zerega's Sons, Consol.....	Brooklyn

**Souvenirs**

In passing out convention badges, Secretary Donna distributed some appropriate souvenirs to those who registered.

One was a very useful key case bearing the message: "Cooperation—The Key to Success—Compliments of the National Macaroni Manufacturers Association, 1924 Convention, Niagara Falls."

Another suggestive souvenir was an odd shape center shaft pen holder bearing the statement: "Compliments of

The Macaroni Journal, Braidwood, Ill.—Help Us Serve the Industry."

At the banquet he again surprised the guests with a personal favor to the gentlemen, a leather match holder with scratch surface, a "Bachelor" cigar and Virginia Ovals cigarettes, all bound tastily with a rubber band. Delicious

chocolates were the favors presented to the ladies. The match cases bear the message: "Compliments of Secretary M. J. Donna."

Several durum millers and machine builders also distributed suitable souvenirs.

**Exhibits**

G. A. Rossi of the Bruno Comastri, Engr. Works of Bologna, Italy, exhibited parts of his latest T-E-L Bologna Style Automatic Stamping Machine, something new mechanically for producing fancy styles of macaroni.

Charts were used in an effective manner by J. A. Clark, agronomist of the Department of Agriculture, in his interesting talk on the propagation of better macaroni wheats.

**Recreation and Entertainment**

During the afternoon of the first day of the convention a very educating and interesting tour of the wonderful Niagara Falls cataract and gorge was enjoyed by the macaroni makers and their guests. A special car was placed at the disposal of the visitors by the International railway.

The tour included a stop at the upper falls, at the whirlpool and at the gorge.

Many macaroni men took advantage of the special invitation to visit the "Home of Shredded Wheat" on the New York side of the river.

(Continued on page 12.)

**MACARONI WOMEN**

Seventy-five per cent of the employees in the many alimentary paste food plants in Moscow, Russia, are women. The daily wages of the experts are little more than those paid beginners in the poorest of American plants.

Cheer up! If the other fellow gets your goat he'll have to feed it. His winner.

**Contributors to Tariff Drive**

The movement sponsored by the National Macaroni Manufacturers association favoring an adequate increase in the import duty on foreign made macaroni products which have been flooding certain markets, struck a popular chord among macaroni manufacturers of this country. The popularity of the move launched last March may best

be judged by the long list of financial contributors thereto. The National association, besides personally thanking each contributor, has publicly acknowledged its appreciation of the support in past issues of the Macaroni Journal. I am pleased to make herewith a complete report of the receipts and expenditures to date, practically in the order of receipt:

Peter Rossi & Sons, Braidwood, Ill.....	\$ 25
Dunkirk Macaroni & Supply Co., Dunkirk, N. Y.....	10
Wuerdemann Macaroni Co., Cincinnati, O.....	5
Mill-Brook Macaroni Co., Minneapolis, Minn.....	10
Cumberland Macaroni Manufacturing Co., Cumberland, Md.....	10
Tujague Food Products, Inc., New Orleans, La.....	50
Joliet Macaroni Co., Joliet, Ill.....	25
Brockway Macaroni & Supply Co., Brockwayville, Pa.....	10
Purity French Bakery & Macaroni Co., Reno, Nev.....	10
A. C. Krumm & Son Macaroni Co., Philadelphia, Pa.....	50
P. & M. Giardina, Ensley, Ala.....	10
Rockford Macaroni Manufacturing Co., Rockford, Ill.....	15
Federico Macaroni Manufacturing Co., New Orleans, La.....	25
A. Goodman & Sons, New York City.....	50
Birmingham Macaroni Co., Birmingham, Ala.....	10
Armour Grain Co., Chicago, Ill.....	50
F. L. Klein Noodle Co., Chicago, Ill.....	5
A. Zerega's Sons, Brooklyn, N. Y.....	100
C. F. Mueller Co., Jersey City, N. J.....	50
Chicago Macaroni Co., Chicago, Ill.....	25
A. F. Ghiglione & Sons, Inc., Seattle, Wash.....	15
Crescent Macaroni & Cracker Co., Davenport, Ia.....	25
Pfaffmann Egg Noodle Co., Cleveland, O.....	15
Milwaukee Macaroni Co., Milwaukee, Wis.....	10
Queen City Macaroni Manufacturing Co., Denver, Colo.....	5
Busalacchi Bros. Macaroni Co., Milwaukee, Wis.....	10
West Philadelphia Macaroni Manufacturing Co., Philadelphia, Pa.....	20
The Foulds Co., New York, N. Y.....	25
Kurtz Bros., Philadelphia, Pa.....	20
S. Viviano Macaroni Manufacturing Co., Carnegie, Pa.....	10
San Diego Macaroni Manufacturing Co., San Diego, Calif.....	10
D'Amico Macaroni Co., Chicago Heights, Ill.....	10
Jefferson Macaroni Co., Reynoldsville, Pa.....	10
John B. Canepa Co., Chicago, Ill.....	25
Tharinger Macaroni Co., Milwaukee, Wis.....	25
Ohio Macaroni Co., Cleveland, O.....	5
Seattle Macaroni Manufacturing Co., Seattle, Wash.....	10
National Macaroni Co., Dallas, Tex.....	10
Macaroni Foods Corp., Omaha, Neb.....	5
Italla Macaroni Co., Worcester, Mass.....	10
Porter-Scarpelli Macaroni Co., Portland, Ore.....	5
Fontana Food Products Co., San Francisco, Calif.....	20
Ravarino & Freschi Manufacturing & Implement Co., St. Louis, Mo.....	10
San Antonio Macaroni Co., San Antonio, Tex.....	25
Costa Macaroni Co., Los Angeles, Calif.....	5
Globe Grain & Milling Co., Los Angeles, Calif.....	10
Los Angeles Macaroni Co., Los Angeles, Calif.....	15
Pacific Macaroni Co., Los Angeles, Calif.....	15
Superior Macaroni Co., Los Angeles, Calif.....	10
U. S. Macaroni Co., Los Angeles, Calif.....	20

Total Contributions.....	\$955
<b>Expenditures</b>	
Retainer Fee to Charles Wesley Dunn.....	\$500
(Draft No. 5874, April 4, 1924.)	
B. R. Jacobs, R. R. fare, etc., Dunn conference.....	26.78
(Draft No. 6014, April 19, 1924.)	
Total expense to date.....	\$526.78
Leaves balance in TARIFF FUND on July 1, 1924.....	\$428.22
(Deposited in bank.)	

Respectfully submitted,

M. J. DONNA,  
Secretary.

**Support Tariff Drive**

Eight firms have been added to the list of macaroni manufacturers who are lending moral support and financial aid to the drive being made for adequate increase in the tariff on imported macaroni products. This makes the total number of contributing firms exactly 50, ranging from coast to coast and

border to border, and includes large firms with national distribution as well as small firms enjoying local trade, manufacturers of bulk goods and the packaging trade. The general support accorded the move is highly encouraging to the officers in charge of the movement and it is hoped that the latter will be able to lead a successful fight for the tariff protection which the

industry urgently needs. These contributors are:

Ravarino & Freschi Mfg. Co., St. Louis.....	\$10
San Antonio Mac. Co., San Antonio.....	25
Costa Macaroni Co., Los Angeles.....	5
Globe Milling & Grain Co., Los Angeles.....	10
Los Angeles Mac. Co., Los Angeles.....	15
Pacific Macaroni Co., Los Angeles.....	15
Superior Macaroni Co., Los Angeles.....	10
U. S. Macaroni Mfg. Co., Los Angeles.....	20

**Souvenirs**

Secretary M. J. Donna's banquet souvenirs created quite a little "smoke." A fine cigar, flanked with good cigarettes and with matches in a fine leather case bearing his compliments, all of these tastily arranged in a neat package, was one of the surprises that came to the banqueters when they were in a most recipient mood. May the recipients think of the "scratching" which the association secretary and Macaroni Journal editor has to do between conventions, every time they scratch a match on the handy souvenir.

For the ladies the thoughtful secretary had a useful souvenir of Niagara Falls, a gold plated Cinderella slipper with a plush pin cushion forming the upper part.

A bill fold distributed by the Washburn-Crosby representatives was not hard to take. One manufacturer hoped that conditions would be such that during the next year he would be able to place within this bill fold more U. S. dollar bills than bills payable, with which he had been swamped lately.

Frank A. Motta of the Champion Machinery company, Joliet, Ill., has the key to some of the macaroni men's troubles. He freely distributed key cases bearing the compliments of his firm.

A timely suggestion was created by the distribution of an odd shaped but handy penholder bearing a message—"Compliments of Macaroni Journal, Braidwood, Illinois. Help us to serve the Industry." This constant reminder robs all of any excuse that they might have had for not writing occasionally to the trade paper on matters concerning our industry.

Most of those who accepted the leather key cases distributed by the National association as souvenirs of the 1924 convention obeyed judiciously the general and implied order that no bottle opener be included in the case. The inscription on the leather case was most timely and suggestive—"Cooperation—The Key to Success. Do This by Joining the National Association."

**Look For These Later**

*Addresses to be Printed in August Issue*

**Fair Competition—Foreign and Domestic**

*By Charles Wesley Dunn of New York City*

**Live and Let Live**

*By H. F. Thunhorst, Secy. A. S. M. A.*

**"Dehydrated Eggs and Chinese Method of Manufacture"**

**Convention Photograph and Snap Shots**



It is my pleasure and great privilege to welcome you for the second time to the annual meeting of the National Macaroni Manufacturers association, and on behalf of the association I cordially welcome our new members and our guests. I also wish to extend to the milling and other industries, through their representatives assembled here, the greetings and good wishes of the macaroni industry.

It is my sad duty to state that one of our esteemed members will not be with us at this meeting or ever again. Almighty God, in His farseeing wisdom, has called him home to rest from his earthly labors. I refer to Frank W. Foulds, founder of the Foulds Milling company of Libertyville and Chicago, Ill., and shortly before his death on Nov. 20, 1923, president of the Foulds company of New York. For many years Mr. Foulds served on the board of directors of your association, and when not acting in that capacity he served either as committeeman or individually in the upbuilding of the industry. In his passing we have sustained a great loss, and, therefore, I feel that it is fitting at this time that we should pay tribute to him by bowing our heads in silent prayer for a moment.

It is the duty of the president to review an account of his stewardship for the past year, but for fear of duplicating the report of the secretary I shall refrain from giving a detailed account of the activities of your association for the year 1923-1924.

I do not believe that the year which has just passed was very different from other years, so far as the problems which beset us are concerned. Were I to talk of the keen competition which we had to face I would simply be reviewing conditions which have existed in the industry for many years. So I shall not speak of our problems but rather of the things we tried to accomplish and the things we did accomplish.

Those of you who were with us at last year's convention will remember the enthusiasm which was manifested when it was proposed and subsequently decided that a national educational and publicity campaign should be launched. Your president was directed to appoint 5 men to act as a publicity committee under the supervision of the board of directors. This committee canvassed the situation locally in the various cities, but cooperation on the part of the manufacturers solicited and the money needed to start the proposition was lacking. Your president then called a meeting of the board of directors and publicity committee at Minneapolis in September, and laid before them the suggestion of zoning the country, as it appeared that this would be the fairest and most economical proposition for every manufacturer, regardless of the size of his business. The suggestion was unanimously accepted. It was evident that the work of soliciting the manufacturers in the various zones must be assigned to a man experienced in this line of work, who could devote his entire time to it. A. S. Bennett, business analyst and sales counselor, of New York city, was engaged under contract to undertake this work as special representative of the association. As there were no available funds in the treasury for this special work, Mr. Bennett offered to undertake the work without compensation until he succeeded in raising a fund of \$100,000, provided the association would guarantee his traveling expenses. In the event that he raised that sum, a commission of 3% would be paid him and his traveling expenses would be deducted therefrom, but in the event that he did not succeed in raising this sum, he would not be compensated for his time and the only loss the association would sustain would be the traveling expenses which Mr. Bennett had in-

curring. The men present at that meeting thereupon subscribed a sum of \$2000, \$1750 of which was subsequently collected as an underwriting fund for the initial expenses of the campaign. You all know what followed. Several sectional meetings were held and at each meeting the proposition was commended as the best ever submitted, but we were unable to get the manufacturers to show their enthusiasm by way of signing on the dotted line. You will remember that I remarked at our last convention that it would be useless to try to put the campaign across unless we could raise at least \$100,000 and get a majority of the manufacturers of any importance in the country to consent to be a part of the propo-



sition. When your directors saw that they would be unable to accomplish this after expending the \$1750 collected at the Minneapolis meeting, your president proposed that activities on the National Educational and Publicity Campaign be suspended until the disposition of the manufacturers could be determined at the 1924 convention.

You are already acquainted with the fact that your board of directors decided during the year to reduce the membership dues, as they were found to be too high for a majority of the manufacturers. That this action has met with widespread favor is proved by the fact that our membership has been doubled within a very short time. The present rate of dues is so reasonable that it leaves no manufacturer of macaroni and allied products a legitimate excuse for not becoming a member of our association.

No man has the gift to foretell the events of the future but most of us are able, in some measure, to anticipate what might take place in the future, when we review the experiences of the past and meditate on the problems of the present. I have been actively engaged in the macaroni business since early youth, and judging by the experiences of the years I have passed through, I see problems confronting the macaroni industry which will make the problems of the past look like ant hills, and the only way we will be able to fortify ourselves to meet these problems will be through organization and cooperation. This, I firmly believe, will prove true for the following reasons:

1. Our plant facilities throughout the country were greatly increased during the war period. The resultant increased production was readily absorbed by the consuming public, because a very small amount of foreign macaroni was being imported into this country. However, the present indications are that before long, France and Italy will be shipping their macaroni products to our shores in large volumes at low prices. If this actually happens, what will

the macaroni manufacturers in this country do?

2. The consumption of macaroni in this country has shown only a slight increase in the past 5 years. Every one of us knows that the per capita consumption is far below what it ought to be. Yet, what is the industry as a whole doing to increase the consumption? What has it done? And what will it do?

Before we can hope for increased consumption we all must make products of the very best quality possible and present them to the consumer in a way that will be both pleasing and attractive. When we have made our products as good as we know how we must educate the public to use them, both from the standpoint of their food value and the tempting dishes which can be made from them. We must also tell the public about our clean factories and our sanitary methods of manufacture.

When the information came to your president that the importation of macaroni products to this country was increasing and that the price of these products was lower than the price of domestic macaroni products, he immediately took the matter up with your board of directors and asked that authority be given him to concentrate the efforts and the interest of the association to advocating an increase in the tariff on macaroni products from 2c to 3c a pound. In order that we might be intelligently guided in this work your president asked for the privilege of engaging Charles Wesley Dunn to act as our attorney, and authority was cheerfully granted. Most of you are acquainted with Mr. Dunn and know him to be man of high integrity and ability. But as usual the wherewithal to carry on this work was conspicuous for its absence, and, therefore, your board of directors decided that funds should be solicited. The amount of the subscription solicited was very small, so that every manufacturer regardless of size would be in a position to help raise a fund which would be large enough to obviate the necessity of the association seeking funds from sources outside of the industry. I am pleased to say that the response has been most generous—in many instances manufacturers have contributed sums far above the subscription solicited.

This task of securing a higher tariff on foreign macaroni products is one of the most urgent propositions that we have before us. Therefore, we need the cooperation and support of every manufacturer, whether he is a member of this association or not. Those of you who are located in the west do not now feel the effects of the foreign invasion as do the manufacturers here in the east, but when the east has absorbed as much of these foreign products as it can, the western markets will be the natural outlet. In a matter of this kind no one can afford to say "It is no business of mine and, therefore, I shall take no part." The support of the tariff drive is the salvation of the American macaroni industry.

But whether or not we win our fight for a higher tariff, we owe it to the industry, to the public and to ourselves to secure the kind of wheat which will make American made macaroni superior to the imported. This year's durum wheat crop, so far as the number of bushels is concerned, was a bumper crop, but, because large amounts of red and other inferior durum wheats were grown, the amount of amber durum was proportionately small and the cost of durum wheat products was high. You macaroni manufacturers know that Italy is in a position to buy Taganrog wheat from Russia, which is considered the finest macaroni wheat grown. France, I believe, secures her macaroni wheat from Algeria, and I have been told by one who speaks with authority

that the Algerian wheat is far superior to any macaroni wheat grown in this country. Unless this country can raise wheat which is equal in quality and strength to Taganrog and Algerian wheat, we shall find it difficult to meet foreign competition, even though the tariff is increased to 3c a pound. I therefore strongly urge that some time during this convention be devoted to the careful consideration of this question, and that the cooperation of the mill representatives present be enlisted.

Right here I want to say that J. T. Williams, who for several years has been chairman of the committee which cooperates with the millers in the development of high grade durum wheats, has done splendid work. Indeed I am sure that if it were not for Mr. Williams' untiring efforts on behalf of this cause, and the cooperation of his committee and the millers, our durum wheat products would not be as good as they are today. But this proposition of securing high grade macaroni wheat is becoming so serious that it will require the combined efforts of a larger committee and the cooperation of the manufacturers over all the country to encourage the cultivation of high grade hard wheats, both durum and spring, for the manufacture of macaroni and allied products. I therefore urge again that this matter be given your earnest consideration. Let your slogan be "We manufacturers want the finest grade of wheat that can be grown!"

This would also be a good opportunity for us to come to a decision regarding the new method of quoting prices on durum wheat products which the millers inaugurated during the year. There are some for and many against this new method, and therefore I suggest that it be thrashed out to a successful conclusion. As usual, the wish of the majority shall prevail.

### RECOMMENDATIONS

I believe it was suggested at our last convention that sectional meetings of the association be held from time to time during the year. This suggestion was incidentally carried out when we held the sectional meetings for the purpose of launching the National Educational and Publicity Campaign, but I should like to have this become a practice of the association. I should like to suggest that it be put into effect in earnest this year, and that our by-laws be changed so that we can appoint 4 or 5 or 6 vice presidents, or as many as the sections into which we divide the country; each vice president to be the presiding officer of his respective section and to be vested with the authority to call sectional meetings from time to time as the needs of his section may require, and to report the activities and the needs of his section to the national office.

I should like to recommend the appointment of a standing membership committee, to be composed of one member from each section. It might be the same man who would act as vice president of his respective section.

I should also like to recommend that there be appointed a standing committee which shall make itself conversant with all federal and state pure food laws which pertain to the industry and to report to the board of directors such pure food laws which may be detrimental or beneficial to the industry and the public. During the past year it came to your president's attention that there are certain states whose food laws are adequate but not enforced, and consequently violations are frequent. This would not be so if our association would insist that the laws be enforced. I believe that a committee such as I suggest would be of value to the association and the industry.

I see no reason why we cannot make our association equal to the best in the country. We can do this if we have the cooperation and support of the worthwhile manufacturers of the country—the men who are willing to put themselves in a position where others can and will work with them.

In closing I wish to express my apprecia-

tion for the wholehearted and loyal assistance which your board of directors has so freely given me at all times in carrying on the work of the association. The association is to be congratulated upon having such a fine lot of men at its helm.

I also want to thank Mr. Donna for his valuable cooperation and to compliment him on the splendid work which he accomplished in the past year. The questionnaires which he sent to the industry relating to business conditions, and the cumulative reports subsequently published in the Journal as a result of these questionnaires, were exceedingly helpful in sounding out the condition of the industry. I should like to recommend that the sending out of questionnaires on various subjects be continued. The information thus obtained should be of benefit to the manufacturer in guiding him in the conduct of his business. I am sure you all will agree with me that THE MACARONI JOURNAL has improved remarkably during the past year. For this accomplishment, all credit is due our secretary.

Dr. B. R. Jacobs, our technical adviser, has done commendable work throughout the

year. He was of valuable assistance to Mr. Dunn and myself in the preparation of the brief presented by Mr. Dunn to the United States tariff commission on behalf of the association in its appeal for a higher tariff on macaroni products. That there are so many present at this convention is also largely due to the efforts of Dr. Jacobs.

I also wish to thank the publicity committee and other committees who have rendered valuable assistance in the work of the association throughout the year.

Support such as this and the confidence which you have placed in me, has made my service as your president a pleasure and an inspiration.

I am sure that the program which has been prepared by our secretary, Mr. Donna, will prove interesting and beneficial to you all. It was carefully prepared with a thought for your edification and entertainment as well. When you return to your various pursuits, I hope you will feel that the time spent at this convention was not in vain.

Let me say again that the officers of the association join me in welcoming you most heartily.

## Treasurer's Report

Cleveland, Ohio,  
June 19, 1924

\$1,264.36 balance on hand June 4, 1923  
14,778.25 receipts from all sources  
-----  
\$16,042.61 total  
15,011.70 disbursements  
-----  
\$ 1,030.91 actual balance as of June 19, 1924  
302.58 checks Nos. 420, 421 and 422 not cleared through bank  
-----  
\$ 1,333.49 balance on hand in bank as of June 19, 1924  
Checks Not Cleared June 19, 1924  
No. 420 May 31, 1924 Northland Press, Inc. .... \$294.58  
No. 421 May 31, 1924 Superintendent of Documents, Government Printing Office..... 5.00  
No. 422 May 31, 1924 Crain's Market Data Book..... 3.00  
-----  
\$302.58

FRED BECKER,  
Treasurer.

### Report of Audit

We, your Auditing committee, beg leave to submit the following report of Wolf & Company, expert accountants, who made an exhaustive examination of the financial accounts of the National Macaroni Manufacturers association for the fiscal year ending May 31, 1924.

In accordance with your instructions, we have examined the records of cash receipts and disbursements of the secretary and treasurer of the National Macaroni Manufacturers association, Braidwood, Ill., for the twelve months ended May 31, 1924, and present our report as contained in the exhibits listed below, and our comments thereon:

Exhibit "A"—Receipts and Expenditures.  
Exhibit "B"—Cash on Deposit.

#### COMMENTS

All cash receipts as recorded in the cash book were traced to remittance sheets to the treasurer. The receipts were divided into the various sources of revenue and all footings verified.

All cash expenditures as recorded in cash book were compared with treasurer's statement in detail, all footings were verified. The treasurer's statement of receipts and expenditures was found to be in agreement with the secretary's record.

Respectfully submitted,  
Wolf and Company,  
Dated at Chicago, Illinois, June 26, 1924.

#### RECEIPTS AND EXPENDITURES

Balance—May, 31, 1923.....\$1,264.36  
Add: For interest on bank balance as reported by F. Becker, treasurer..... 29.41  
-----  
\$1,293.77

RECEIPTS:  
Advertising .....\$7,598.40  
Subscriptions ..... 521.68  
Association dues..... 4,488.78

Publicity contributions 1,750.00  
Convention registration receipts ..... 390.00 14,748.84 16,042.61

#### EXPENDITURES:

Journal—  
Editor's salary.....\$1,800.00  
Office expense ..... 511.15  
Printing and mailing..... 4,096.32  
Stenographer ..... 620.00  
Subscriptions ..... 48.00  
Clippings ..... 119.25  
Advertising ..... 50.29 7,245.01

Association—  
Salary of secretary.....\$1,800.00  
Office expense..... 503.50  
Traveling expense of secretary ..... 354.80  
Printing and office supplies ..... 399.65  
Subscriptions and dues 90.00  
Telephone ..... 45.55  
Audit service..... 25.00  
Committee expense..... 190.00  
Cost accounting..... 422.01  
Convention expense... 843.54  
Washington representative ..... 1,228.47  
Publicity ..... 1,750.00  
Cuts and engraving... 98.17  
Miscellaneous ..... 15.00 7,766.69 15,011.70

Balance as per secretary's report May 31, 1924.....\$1,030.91  
Accompanying and forming part of our report of June 26, 1924, and subject to the comments contained therein.

The United Banking and Savings Co.:  
Balance as per certificate dated June 19, 1924..... \$1,333.49

Deduct: Outstanding checks:  
No. 420.....\$294.58  
No. 421..... 5.00  
No. 422..... 3.00 302.58

Balance as per treasurer's Report ..... \$1,030.91  
R. G. McCarty, B. C. Ryden, Wm. T. Enger, T. J. Molinari, J. P. Weidenhamer, Ralph Nevy, Auditing Committee.

A loafer spends time without getting a receipt or dividend.



In all well managed and properly regulated business there is a time, a place and a purpose for everything. Because the National Macaroni Manufacturers association is a going business institution, with the laudable purpose of unselfishly serving the macaroni manufacturing industry in this country, we are here today in this pleasing and wonderful scenic spot, conveniently situated midway between the two big metropolitan centers of the United States, assembled in friendly meeting to make our annual survey of general conditions affecting our industry and to plan its future welfare.

I am happy to report what may briefly be termed a "Year of Progress"—progress in two ways; first, a tangible and a provable progress in the standing of our organization both as to membership and in recognition as representative of a very important food producing branch of American business; second, a progress less visible to the naked eye but still genuine. I refer to the trade spirit that has been instilled throughout the macaroni industry generally now more than ever acknowledging this body as the spokesman.

This session commemorates the completion of 20 years of commendable service to the macaroni industry by this association. For a score of years it has served as the nucleus around which hundreds of beneficial activities have centered. Its accomplishments have been neither miraculous nor phenomenal. Its record has been such that those pioneers who back in 1904 laid the foundation of this organization, and some of whom are with us today, these pioneers should feel proud that this body which they conceived, nursed and guided, has so successfully withstood the test of time and is still functioning as per the wishes of its sponsors, for the betterment of the entire industry.

Why a national association? In our case this can best be answered by saying that its past and present activities justify its existence. Progressive business has found that a national organization is almost a business necessity. Some function differently than others, but all seek to conserve the interests of the members. The success depends greatly upon the interest taken by those whom it aims to benefit and the degree of cooperation they manifest in promoting the welfare of the trade and allied businesses.

A trade association is the source of enthusiasm and confidence for those within its ranks and a pillar of support to those who share not the responsibility of its upkeep. Our secretary of commerce, Herbert Hoover, who holds the confidence of the business men in this country and who has always been in close touch with trade associations, thereby qualifying as an authority on this subject, says: "Trade associations can make for stability and economy in their industry. Their great fields of usefulness lie in lifting the standards in the trade and in increasing efficiency of production and distribution."

A trade association will return to its members and to the whole trade, exactly in proportion to what its members put into it. The association of the macaroni industry is no different from an association of any ordinary trade. Nor is the macaroni industry itself any different. There are in this field, as well as in all industries and organizations, men who expect almost the impossible from their trade association, though contributing very little toward its upkeep and welfare other than dues, and sometimes not even that much.

If your National association could make a dollar go as far as our friend Rastus made a yard go, we could accomplish much more for the industry, perhaps even enough to satisfy those who habitually complain.

Rastus was proudly sporting a new silk shirt one bright spring morning, so the story goes, when a friend accosted him and said: "O, boy! Some shirt! How many yards does it take for a shirt like that?" Rastus replied, "Say, man, ah done got three shirts like this one outa one yard last night."

An industry so important as the macaroni manufacturing business has now become in this country is in urgent need of a strongly organized and centralized body like ours to look after its general affairs in a manner that no individual can take the time or the trouble to do. Your National association, composed of unselfish volunteers in the industry, aided by willing allied tradesmen, has striven to act in this capacity for the macaroni industry. Through it much good has already been done. Who is there among us that would like to go back to the conditions of 20 years ago? If we have failed to



reach some of our objectives, this is due to the regrettable fact that we lacked the proper cooperation on the part of many who should contribute to its support, both morally and financially.

The National association needs and wants the sincere help of every worthwhile macaroni man on this continent. It depends upon them. Their cooperation would be highly appreciated and each would be amply rewarded for the small expense and little trouble involved by the knowledge that each has contributed to this service to the entire industry, which will be bettered as your interest therein increases. Combine with your fellow business men in a strong National Association to help make More Business, Better and Bigger Business from which all will profit.

The big object of this association is to protect and to promote the general welfare of those affiliated with us and to enroll in its ranks every macaroni and noodle manufacturer who has his own interest and that of his industry foremost in mind. Failing to get 100% membership, we propose to go ahead with every promising activity that will in any way benefit the macaroni industry, members and nonmembers alike.

In this unselfish object we are most determined. We invite all to join and we promise all to help them help themselves.—BUT, if any thoughtlessly ignore or overlook our invitation or purposely avoid or refuse cooperation, we'll pleasantly surprise them by giving them freely and ungrudgingly of whatever benefits we may obtain for our members. We'll surprise you if you belong and we'll surprise them if they don't. This magnanimous attitude of the National association reminds me of a story now going the rounds of the trade press: "A farmer took some produce to town and sold it. Thought he, 'I'll surprise my good wife.' He bought himself a new suit of clothes, a

hat, a shirt and a pair of shoes, and put the bundle in the back seat of his old flivver. On the way home he stopped at the river, took off all his old clothes and threw them in. Then he looked under the seat for the new outfit. Everything was gone. Finally he got in to his buggy and said, "Giddap, Lizzie, we'll surprise her anyhow."

Just now the favorable trend toward the National association is pleasingly noticeable. As your secretary and as the editor of your trade journal, I have had the unusual opportunity of judging this trend and of appreciating its objective once that the macaroni men generally realize their duty to one another and to the affiliated trades. This will become a reality when our membership includes in its active ranks all the progressive elements in the industry.

Your secretary's office may be likened to that very popular invention, the radio receiving set. Messages of all kinds are being continually broadcast by macaroni makers from every section of the country and even from abroad. They bring new ideas, hopes for betterment, fears for the future and walls of discontent. Happily the songs of good cheer predominate and these help to make life worth living and encourage up all to greater efforts.

I need hardly bore you at this time with details of the work done in this office during the past year. I have striven to keep you regularly advised of all the association activities, either through circular letters or in the editorial of our official organ. I may be permitted, however, to briefly review the more important activities, just to remind you of their purposes and what has been accomplished for the industry.

#### Widening the Macaroni Market.

Attempting to join a nation wide movement started last year to increase the consumption of wheat, (macaroni in our opinion being the best wheat food), your officers sponsored a cooperative educational advertising campaign to educate the consumer. To properly feel out the sentiment in the industry money was needed and this was easily obtained through voluntary contributions on the part of 5 of the liberal firms in the industry. I collected for this purpose \$1,750.00. It was collected from the "clique," the "inside ring," as a few of the knockers have been pleased to term these good fellows who have the undisputed pleasure of doing the work of this association besides paying for its upkeep, getting all the blame for any little wrong, and mighty little credit for anything good that they do.

A serious and determined attempt was made to "sell" the proposition to the macaroni industry which had all to gain. While the move failed to be generally accepted it accomplished some good by encouraging some firms to make individual efforts along this line but, failing to reach our mark, the matter was suspended as a fuller report later on will show.

#### Golden Rule Sunday.

Overlooking no recognized opportunity to place our industry favorably before the public your association joined heartily with other food industries in promoting a general observance of Golden Rule Sunday on Dec. 2, 1923. The Near East Relief organization, sponsor of the movement, had prominently recommended macaroni and spaghetti as one of the leading foods on its menu for the day. This alone brought us some profitable publicity and our inexpensive connection with the movement was unquestionably beneficial. Reports from many sections of the country record this as a masterly move on the part of the National association. Wise men and progressive firms always ride on popular waves, and, since the appeal for the general observance of Golden Rule Sunday struck a popular chord, we feel that more

(Continued on page 16.)

## Convention Notes

"Hiking" was one of the principal diversions of the convention and the beautiful Victoria park was the scene of much of this healthful exercise. Hiking started early. When the Chicago special stopped at "Falls View" on the Michigan Central, 4 ardent lovers of the Falls—C. L. Miller, Chicago representative of the Washburn-Crosby Co., C. H. Burlingame of the Foulds Milling company, Chicago; Martin Luther of Minneapolis Milling company, Minneapolis, and Henry D. Ross of Peter Ross & Sons, Braidwood, Ill., hopped off the car for a closer view and a stretch. The train stops for 5 minutes. Time flew and so did the train. The result was that these 4 had to do a 2-mile constitutional to the hotel, unwillingly but cheerfully.

During the annual address of President H. Mueller and at the mention of the passing away of Frank S. Foulds of the Foulds Milling company, Chicago, long associated with the National association, a fitting tribute was paid his honor when the convention assemblage arose and stood in silence for a minute. Similar tribute was later paid to the memory of James T. Andrews, whose early interest in the welfare of the association was thus fittingly recognized.

Mrs. Eleanor Pitzner of Buffalo, reporting the proceedings for the Northwestern Miller, was faithful in attendance at every session. She added much to the pleasures of the convention, especially at the annual banquet as 2 macaroni men would testify if sufficiently forced.

The 2 Mueller girls, Ruth and Myrtle, thoroughly enjoyed their first macaroni men's convention. These lively young ladies were the center of attraction and were well entertained by the swains who attended the 1924 gathering. See you at Atlantic City in 1925.

The 1924 convention song was "It Ain't Gonna Rain Any More." The song might be all right but the way in which it was usually murdered, even caused The Falls to protest and send out such a shower of spray that it had all the appearance of rain.

The question whether or not men or men can go a week without sleep was answered in the affirmative during the convention when a happy group spent a wakeful week, willingly or otherwise. The watchful waiting began on the special car leaving Chicago and ended only when the flowing spirit ceased.

How do you do, Sister Jule, How do you do? How do you do, Sister Jule, How are you? You'll admit it was done neatly, When the boys said it "sweetly" The joke's on you, Sister Jule, How do you do?

Mr. Linnekin in his address stated that the only reason he did not possess 2 pairs of garters was that the garter manufacturers do not advocate men purchasing 2 pairs to permit one to rest while the others are being worn. The ladies enjoyed this part of the address immensely as was later proven to the jollification of the convention.

Just when the gathering was seriously considering a problem that meant success or failure in the future the ladies entered, conferred with Martin Luther, who arose, abruptly stopped proceedings and in a few chosen words presented a package to President Mueller and to "Smiling Jim" Williams as a token of esteem from the ladies of the convention. Lo and behold, a pair of gaudy garters for each.

The question is—"Is it"? What is Bologna style, Genoa style or "klike" style? After

44 hours of discussion the exhausted debaters quit even. The question again is "Is it?"

John "McCormick" Fortune proved himself a real nightingale at an innocent stag held the second night of the convention. If there was any Irish song overlooked it was unintentional on the part of the artist or the many assistants who made up a roaring chorus.

From general appearances one would hardly believe that there is unlimited talent among those who made up the convention personnel. Besides the vocal talent which had to be continually restrained, tricks and funny stunts were the order of the day.

A. L. Ruland of Washburn-Crosby company was early labeled "The Singing Master" of the convention. His ability along this line caused many to comment that he had perhaps missed his calling, unless he sings his sales song to the semolina buyers and lulls them into purchasing his goods. Does this help your sales game, "Rulle"?

Room 332 was the Oasis. Funny how many found it out in spite of all the "de-tours."

The monotony of the Thursday morning session was broken by a crash when the folding chair bearing the bulky Yaeger collapsed precipitating him to the convention floor. The general laugh was not in ridicule but in natural relaxation on the part of the "hard" working conventioners.

On being presented garters significant of the esteem in which Messrs. Mueller and Williams, the recipients, were held, these innocent parties asked what the article was intended for. Joe Lowe gave the information, he said they were "to hang lemons on."

Henry Mueller was reelected president of the National association. He is a fine fellow, well experienced to handle the position again thrust upon him and an able convention chairman. For years he has been a pillar in the National association. His fellow members joined in wishing his administration unbounded success. But President replied, "Wishing is fine. Now work like h— to make your wish come true. A helping hand is always appreciated."

David Cowen of A. Goodman & Sons was there looking fit as a fiddle. He took a leading part in many discussions and always had something worth while to say.

C. F. Yaeger of Philadelphia probably enjoyed the convention as much as anyone present. Perhaps this was due to the company which he was continually in. Mrs. Yaeger is a fine entertainer, even her husband admits this fact.

Director Wm. A. Tharinger took an active interest in every session and inaugurated some special ones not on the program. As one macaroni manufacturer aptly put it—"He was in true convention form."

F. X. Bollinger of Habicht-Brawn company of New York was there, his first appearance at a macaroni convention. He was there heart and soul never missing a session. His smiling face, cheerful salutations and hearty laughs were proof that he was his old self and enjoyed perfect health.

Martin Luther of Minneapolis Milling company was much admired by the fair sex and deservedly so. Smiling and debonaire he graciously anticipated the wants and pleasures of the ladies who pleasantly accepted his many attentions. May he live long and beautifully.

Secretary M. J. Donna was the convention's busy man as usual. He is one of

those fellows who can take off his coat and work and really enjoy it.

Carmelo Gugino of the Peoples Macaroni company, Buffalo, was surely in tiptop form and hitting on all 6 cylinders. To say more is superfluous.

The power was particularly interesting to W. F. Euger of the Ohio Macaroni company, Cleveland, who attended his first macaroni conference. He enjoyed himself so immensely and profited in experience so satisfactorily that he opines he will never miss another convention of this kind.

Doc Fletcher of the Chicago branch of Joe Lowe company helped make things pleasant. A busy and able man, he finds time to attend to those things which leave a pleasing remembrance and often overlooked by so many less thoughtful ones. May his tribe increase.

A. J. Fischer of Pillsbury Flour Mills company was there, a real salesman and a gentleman. When he was not selling semolina he was selling his own good qualities. He qualifies as an expert salesman in either line.

C. H. Burlingame of Foulds Milling company, Chicago, was one of the jolly good fellows of the convention. He was voted a real live wire and most enjoyable company, even though it was his first convention.

James T. Williams of Creamette company likes everybody and everybody likes "Creamette" Jim. His entrance was like a cooling breeze.

Of course, Fred Becker, the venerable treasurer of the association, was there. Do you recall when he last missed a convention? We can't. Wonder what will happen to conventions of this industry when he is forced to miss one? May that be in the very distant future.

Apparently R. B. Brown of Fortune Products company, Chicago, has a smile that never fades. He even smiled when things were gloomiest. That smile has gained and held him many friends.

Ted Molinari of Splendor Macaroni company was the handshaking king of the convention. His warm grasp stirred your very heart strings. No wonder his tribe of friends numbers thousands. Let's shake.

C. B. Schmidt, Davenport, Ia., was his genial self throughout the whole convention period and felt equally at home in the business sessions and during the various entertaining events.

E. Z. Vernylen, 1st vice president, had an unusual store of timely stories. These contrasted so greatly with the serious orations at the business sessions that the first timers concluded that the Zerega company had 2 representatives at the convention.

Ellis Baum of Joe Lowe company was indeed the convention's popular man. His stories at the banquet, in the hotel lobbies and other meeting places immediately established him as the convention's best entertainer. Known throughout the baking fraternity as "Cake Eater" Baum, the macaroni men, while appreciating the reason for that peculiar nomenclature, preferred to call him "Noodlebaum."

Charles Mercurio of the only Spaghetti company represented enjoyed every moment of his stay in Niagara Falls. He immediately resolved that future conventions without his presence would be as dull as the famous 1/2 of the 1% stuff that is so universally unpopular.

(Continued on page 17.)



## Secretary's Review

(Continued from page 14.)

macaroni manufacturers will be found generously supporting the observance of Golden Rule Sunday this year.

### Toast Week.

Encouraging the increased consumption of wheat foods was one of the popular activities in many industries last year. In this movement your association joined reservedly and advantageously. When the bakers and allied trades launched the Toast Week movement, some macaroni men questioned the advisability of advocating "Macaroni on Toast" for breakfast. Your association, sensing the opportunity to popularize our products, urged the macaroni man to cooperate heartily with other trades in every section of the country in putting over their Toast Week. The recipe, "Macaroni on Toast," broadcast by this association was profitably used in many cities. Reports are that it went well in different places, the results more than justifying the little effort placed behind the movement.

### Tariff Increase.

Perhaps no other activity during the past year brought about so favorable and spontaneous reaction as did the suggestion emanating from this association that a concerted, forceful drive be made on the United States tariff commission for a general increase in the tariff duty on imported macaroni products. Foreign goods were and are pouring into our seaboard cities. The price quotations on these imported goods were such as to demoralize the markets affected. Bulk manufacturers suffered heavily and makers of package goods were hard hit.

This association once more served as the force around which the industry rallied. It asked for voluntary contributions to underwrite a drive for adequate protection and everyone was made happy by the generous response accorded that appeal. The present status of this activity will be more fully dealt with by those more directly in touch with this feature of association work for the general welfare of the entire macaroni industry.

### Better Durum.

Realizing that the standing of our industry depends on the quality of our production and that this in turn depends on being able to get the proper raw materials, your association has cooperated in every known way to encourage the production of an amber durum wheat in this country, even more especially adapted for our use. In this we have been ably supported by the durum millers, the United States Department of Agriculture, and the crop improvement bureaus of different states.

Direct encouragement was given the durum farmers by your National association through suitable prize cups offerings. One was offered last year to the producer of the best amber durum wheat in North Dakota as exhibited at the North Dakota State Fair and is again being offered this year at this fair July 14 to 19. At the International Grain Show held annually in December your association offers a better trophy to the grower of the best amber durum wheat grown anywhere on this continent. Much interest is shown in these offerings and considerable favorable advertising for the macaroni industry results from it, a satisfactory recompense for the small amount of money this publicity involves.

### Better Trade Practices.

By precept and example we have striven to discourage all unfair business practices both in manufacture and distribution. Much of this was done privately but effectively. While we may never succeed in totally eliminating all harmful practices, we do hope to materially reduce them by throwing the light of publicity on them whenever and wherever we deem it necessary.

I find that the greatest and most general demand for action being made of this association by the industry generally is that we undertake something definite to overcome

the many harmful and unfair competitive practices that are too frequently resorted to of late. Some firms even go so far as to promise us their membership if we accomplish this end. This is perhaps a narrow view to take, for the degree of any success to be attained in a move of this kind depends primarily upon the active participation therein of all the progressive firms in the cleansing process.

Frankly I have no panacea to offer as a cure for these unfair practices except that through education we may bring the offenders to a realization of the seriousness of their offense to themselves and to the macaroni business generally.

In this connection it may be opportune to recall that beautiful philosophy voiced 2500 years ago by that renowned Chinese scholar, Confucius, when he said, "If every man will sweep in front of his own door, the town will remain clean." A beautiful and suggestive thought. Let us put it into practice in this industry and see how quickly all unethical and unbusinesslike trade practices will be eliminated.

### Competition.

As long as there remain 2 firms in the same trade, there will be competition. Now there are 2 kinds of competition as we all know, clean competition and the other kind. It used to be said that "competition is the life of trade." The author must have had in mind clean competition when he voiced that opinion. If the other class of competition, about which so many are complaining, is permitted to continue much longer, the saying may be changed to, "competition is the death of the trader."

If only half the complaints are well grounded the guilty ones must be in the same class with Pete, the uncivilized negro from General Africa, who was brought to this country recently by a traveler to act as his servant. Observing his master reading most studiously, he peered over his shoulder so intently as to attract the master's at-

tention. "What do you want, Pete?" asked the master. "I want to ask you a question, sah!" replied the darky with a grin. "I hab seen you reading books and de like, and I jes wants ter know which it is you read, de white or de black?"

Do we read the white or the black when we quote sales figures? We will always have competition, but let's make it a competition of quality and of service to distributors and consumers rather than a sales fight by way of ruinous prices and inferior products.

### Our Official Organ.

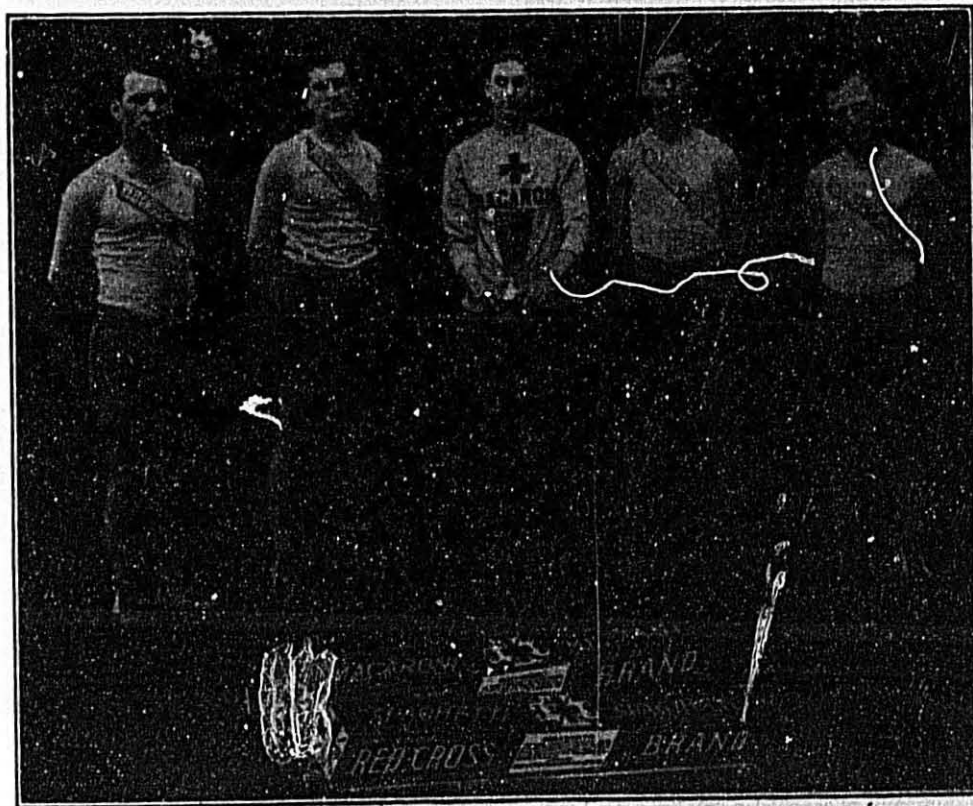
There are many business periodicals and trade books that should enter our business places regularly, but the most welcome one to a macaroni maker should be the Macaroni Journal.

We are proud of this publication and naturally so. As the Official Organ of this Association and the Spokesman for the Macaroni Industry, perhaps the only publication of its kind in the whole world, it has won a place in our hearts and a reputation that can be bettered only through a more general interest therein by the rank and file of the industry. More frequent contributions of articles and news items would give it more of a personal touch which would help materially in its work of promoting the welfare of the industry.

Our list of paid subscribers has increased somewhat during the past year, while satisfied advertisers continue to regard the Macaroni Journal as the most suitable medium to convey their messages to the trade. A variety of readable articles are being regularly contributed from sources and by agencies heretofore considered somewhat remote, only to find that there is a similarity of interests that bind us. We hope to expand on this feature the coming year.

We regret to say that there are still many macaroni manufacturers who have thoughtlessly omitted sending in the small amount we charge for annual subscription to our

## For Brain and Brawn



Even when it comes to athletics macaroni does not take second place. This is clearly shown by the fact that it was a macaroni team that won the championship in the Industrial league this spring, the RED CROSS FIVE having "copped" the championship trophy in the Northern division.

"Please note the result of a macaroni diet," says Bob Dawson, their salesmanager. They are out to meet all comers in their class, and offer a challenge to any team in the macaroni or similar industry for the fall season.

Macaroni Journal. We hope they will soon see their duty, send in their \$1.50, not because of the actual money involved but because what is paid for is usually better appreciated.

### Our Membership.

I am happy to report an increase amounting to nearly 100% in the regular membership of the National association since our last convention. Our drive for new members started in earnest last May, was brief but determined. Many saw the light and joined. Many firms that should be numbered among the leaders in our ranks have done us the injustice of unceremoniously ignoring our numerous invitations to join us in our unselfish work. Perhaps they will some day be brought to a full realization of their duty to their fellow business men, as was the case of a hunter who one day found himself in a very tight place.

One day a man was hunting in a forest. A terrible storm came up. He sought shelter but could find little protection. The rain came down in torrents. So he crawled into a hollow log. It fitted snugly. The rain lasted hours. The water soaked through the old wood. The log began to contract. When the rain ceased the hunter could not budge. He strained with all his might to free himself. But the log held tight. He knew that he would starve to death.

Like a drowning man, he saw his whole past life flash before him, especially his mistakes. He suddenly remembered that he had promised to cooperate with his fellow business men in a general uplift movement. He then realized that his failure to keep his word jeopardized his business chances and that it would bring ruin and perhaps starvation for his wife and little ones. He thought of his selfishness, his unfairness to his industry with which all that he owned, all his loved ones, were so closely affiliated and his new opinion of himself, gained while marooned tightly in a log in the forest with death staring him in the face, made him FEEL SO SMALL that he was able to crawl out of that log without difficulty. He then and there vowed to do his full share in the work of running and supporting his trade association.

I had hoped to be able to report every firm in Illinois as a member of the National but fell a little short of the mark. In this drive I was ably and untiringly assisted by Second Vice President Henry D. Rossi of Braidwood, Ill., and by John and James Canepa of the Red Cross Macaroni Co., Chicago.

Only one firm withdrew as a regular member during the year. This is a progressive and wideawake organization which we hope will soon realize the futility of remaining longer aloof from their fellow business men and will soon be found battling with us from the inside to build up the whole industry. There was also one resignation from the list of associate members, a firm that discontinued business.

### Finances.

Your association finances are in fairly good shape as will be noted from the treasurer's report. The income has been sufficient to meet the demands in the way of expenditures during the past year. But it should not be overlooked that expenses enlarge as activities expand.

For the fiscal year ending May 31, 1924, the association's income was a little more than \$16,000. Of this amount approximately \$8,000 was from the Macaroni Journal and \$4,500 from members' dues. This latter amount will be somewhat reduced this year because of our lower dues schedule, unless we can make up the difference by increasing our membership as we hoped would be the case when dues were lowered.

During the same period our expenses were about \$15,000. There remained a few unpaid bills not included in the report referred to. The publication and distribution of the Macaroni Journal cost us a little more than \$4,000, not including the editor's salary which is chargeable to the secretary's sal-

ary. The salary of your secretary and the expense of running that office exceeded that amount slightly. In making a budget for the present year a slight curtailment in activities may be necessary to meet the probable reduced income.

### Conclusion.

May the foregoing review of the association's work during the past year serve to strengthen you as a supporter of your trade association, and to point out to you and to the whole Macaroni Manufacturing Industry in this country, the unlimited possibilities for useful work that we can do for ourselves and for the industry if all of us pull together for the common good.

I cannot close without telling you of the real joy that has been mine to work with and for the National association officers and members. The support so generously and continuously given me has been most assuring and encouraging. This office has sincerely endeavored through the year to be efficient and helpful. I hope that it has been. I am particularly grateful to the able and timely advice so freely given me by our deservedly popular and efficient president, Henry Mueller, and for the sincere cooperation and confidence that I have always enjoyed at the hands of the directors and committees, especially Vice President Rossi, with whom I frequently conferred on matters of practical manufacturing methods, with which he is highly experienced. Their helpfulness and the general loyalty of the entire membership will ever remain to me as a pleasing recollection, an endless joy.

We are here as business men from various sections of the country, a group of like interests, with an unselfish purpose. Let our deliberations here these three days be such that when we separate to go to our respective homes, we will do so as better friends, warmer members of this association and fairer competitors, convinced that the time and money spent in journeying to this beautiful convention city has been a wise and a profitable investment, and that you will take away with you many joyful remembrances and profitable ideas.

## Convention Notes

(Continued from page 15.)

Mrs. A. C. Krumm, who convincingly enjoyed the convention, is popular, vivacious and the acme of wit. She added materially to the beauty and pleasures of the 1924 convention.

Fred Hamilton's room was the mecca for many of the wearied and jaded conventioners. He entertained royally to the last drop.

Now that Mrs. Henry Mueller has attended her 2nd consecutive macaroni convention, Henry will be sure of convention company as long as he is a member of the macaroni making fraternity.

John V. Canepa, the new director, is a comer in the association work. His activity in all discussions marked him as an important cog in the industry and to this organization.

Dwight K. Yerxa of Pillsbury Flour Mills company, Buffalo, marshaled a small army of semolina salesmen and had them finally trained in their work of freely and pleasantly entertaining everybody, everywhere, somehow.

C. S. Foulds of Foulds Milling company, New York, fully enjoyed the Baum stories at the banquet. His laughter had a salutary effect on his appetite and the waiters rightfully wondered how a man of his physique could store away so much grub.

A. C. Krumm, Jr., of A. C. Krumm & Son Macaroni Co., Philadelphia, was the official physician of the party. His medicine chest, though not varied, was ample for all occasions, the same medicine served for all ailments.

ments. These included convention blues, cuts, dings, cramps and chills. The one medicine was a cure all and an excellent one at that.

Bill Preyer, the Buffalo representative of Duluth-Superior Milling company, was in fine form. His material assistance in convention entertainment was appreciated 100%. Bill just beams genially all the time.

C. M. S. Langlone, the popular Washburn-Crosby representative from Newark, N. J., was about the only "peevish" man at the convention. His peeve was due to the fact that the hotel chef would not believe in his self confessed ability to make a most wonderful spaghetti sauce. Taking no chances, the chef served Ravioli. We'll try again at Atlantic City in 1925, Langlie!

J. P. Weidenhamer, Keystone Macaroni company, Lebanon, Pa., was there and showed the right spirit by joining heartily in every business and entertaining move.

R. G. McCarthy of Birmingham Macaroni company greeted the convention with the then popular cry of "Alabama votes 24 votes for Underwood." Even when Davis was nominated, his good cheer and state pride continued.

Andrew Ross, under the new label Mapl-Flake Mills, was kept busy explaining cause of change in name. He did it graciously and smilingly.

Alfonso Giola of Rochester was the spokesman for a group that has peculiar troubles of its own. His appeals to the convention were telling and effective.

The tri-state club of the Allegheny mountain region was represented by Ralph Nevy of the Cumberland Macaroni company, L. E. Cuneo of Collinsville Macaroni company and S. Viviano of S. Viviano Macaroni company. They performed this duty creditably.

B. C. Ryssen of Illinois Macaroni company, Chicago, was one of those fellows who can go 24 hours without sleep. When chided about his night life he said that business would generally permit him to sleep the greater part of July and August anyhow.

When the macaroni men were slow in convening for the afternoon session the first day, President Mueller suggested that as a souvenir for the next convention the secretary had better offer toy watches or Big Ben alarm clocks to remind the conventioners of the proper opening hour of each session.

Dr. Jacobs was hardly his genial self. Must be something he ate or the effects of a chemical analysis of some stuff which is jokingly or otherwise being palmed off as noodles.

While viewing the tumultuous waters in the Niagara gorge from the east side of the river, a happy sheik and sheba performed a realistic love scene across the turbulent river. This immediately attracted or distracted the macaroni conventioners, who sent up continuous and concerted yells of derision which carried across the river causing the lovesick pair to quickly resume a less loving posture. Merely another evidence that macaroni men are very keen sighted and of what they can do when they work together. Even the noisy Niagara roar was overcome.

Hot Petutie! How those convention souvenirs were gobbled up. The popularity of little gifts will prompt many firms to do a little more publicity work along this line at future conventions.

Chorus—The Biggest and the Best.

Watch Out For The Vigilance Committee.



# Report of R. B. Jacobs, Washington Representative

It is very gratifying indeed to know that the efforts of the officers of the association toward improving conditions in the industry are beginning to bear fruit. I have been particularly impressed with the report of your secretary on increased membership. It speaks well for the membership committee, for the secretary and for the Macaroni Journal which has so well brought forth the case of the macaroni industry.

The activities of the Washington office have been many and diverse. We have not restricted our efforts and endeavors to any particular line although we have concentrated our efforts on law enforcement.

You have all received from time to time our circulars on many subjects. We have tried to keep you advised on activities in Washington which bear directly on the macaroni industry and on business in general, believing that ultimately any factors which contribute to general depression will have their telling effect on your industry.

We have issued a number of circulars on the food and nutritive value of macaroni products. These have received wide and universal approval as is shown by the use that has been made of them in your advertising matter. The appeal to health and nutritive value in foods is one which has not lost its interest to the consumer and if it is brought to him authoritatively it will help materially in selling your products.

In connection with our Cost Accounting work and prior to the date when your income tax became due we sent you a circular giving the results of a survey we made on the rates that may be charged off on depreciation on your plants and equipment. Our survey showed that a number of manufacturers were not taking all the depreciation they were entitled to and that they were probably deceiving themselves concerning the life of a large amount of their equipment. This subject of rates was taken up informally with the Tax Division of the Internal Revenue and the rates submitted in our circular were acceptable to the Internal Revenue as a basis for writing off depreciation. The rates were somewhat as follows.

Light machinery, such as, packing machines, noodle cutting machines and rapid moving machines of all kinds 15%.

Heavy machines, such as, kneaders, mixers, dough breaks, etc., 10%.

Delivery equipment 20%.

Office equipment 10%.

Building improvements, such as, sprinklers, elevators, heating, plumbing and wiring 10%.

Buildings, frame 3%; brick 2½%; concrete 2½%.

In figuring costs it is essential that all manufacturers write off their depreciation on the same basis and this information was collected primarily for the purpose of reducing as much as possible differences in cost of production due to this item of depreciation.

It is hoped that every manufacturer will adopt the above schedule in computing his costs.

A survey was made by this office on the cost of producing macaroni in the east. Returns were obtained from a large number of plants and the information collated and used in the request that the association made to the Tariff Commission for an increase in the rate of duty on imported macaroni. Under the flexible provisions of the tariff the president is authorized to increase the duty on imports 50%. The association through its counsel, Mr. Dunn, has requested that an increase be granted from the present 2c per pound to 3c per pound. If this duty is granted it will place domestic and imported

macaroni on a more equitable competitive basis in the eastern markets.

As you know 95% of the imported macaroni is consumed east of Pittsburgh and Buffalo and the principal reason for selecting plants in the east was because the east is the competing market for imported macaroni. We also know that cost of production is higher in the east as well as raw materials and therefore, it would not be just or fair to the American industry to use figures from other sections where costs are lower and where the imported product does not compete. The amount of imported macaroni at the present time is probably 1% of the domestic production. It is not yet a great fraction in price but it is increasing very rapidly as is shown by the monthly figure on imports given by the Department of Commerce.

There is something else radically wrong with the macaroni industry besides foreign competition. Macaroni products are being sold in the east, f.o.b. factory, at 5¼c when the lowest figure on production that we have been able to get is 5.76c and the firm giving this figure had no interest charges and no advertising. A low average cost of production is 6c. To this must be added profit which certainly should not be less than 10% making the selling price a minimum of 6.6c net f.o.b. plant. Any macaroni manufacturer that is selling his products for less than this amount is merely swapping dollars and working for the benefit of the millers and shoo manufacturers.

We have started a trade mark and copyright service and are collecting labels, brands and other information on the subjects which will be of interest and benefit to the industry. The manufacturers in general have responded to our request for labels for our files and we have been able to help them in determining when trade marks and brands that they desire to use could be registered. We recently issued a circular showing the manufacturer the advantage of copyright protection on their designs under the Print and Label Act. This information should be thoroughly assimilated by each manufacturer so that he may determine the kind of protection he wants on his brands and labels.

Besides the above this office has been en-

## Miller Cooperation

By James T. Williams, Minneapolis

I don't think there is any industry in this country that has had better cooperation from the men and firms they were purchasing raw materials from than they had from the durum wheat miller. Millers were at all times ready and willing even without request—in fact they have gone ahead of us and our association and our committees, to do work for our industry at times we didn't realize it was necessary.

Last year the Washburn-Crosby Co. did a great deal to educate the consuming public on increased consumption. They have done a great deal in many ways. I told you 2 years ago of the great work done by the Pillsbury Co., M. A. Gray, the chemist there for a number of years, trying with the cooperation of other mills to educate the farmer as to the proper grade of durum wheat. While I have mentioned some of the durum millers I want to say that all of the durum millers at all times were ready and willing to assist us in any way whatsoever. We can feel that any time we have anything we want to put over that is right we can depend upon the cooperation of the millers of the northwest.

gaged in answering numerous inquiries sent in by the trade resulting in a large amount of correspondence.

For the past 6 months our work has been devoted almost entirely to Vigilance Committee work. Sometime ago your president appointed me a vigilance committee to work in cooperation with the government agencies in enforcement of the food laws. You were all requested to send in samples of products which you considered to be adulterated and misbranded together with their labels. A large number of these were received. Up to date about 33 in all and most of these were noodles which were artificially colored or deficient in egg content. In some instances we found that Bologna style macaroni was parading around as an egg noodle and in fact in a recent interview in Chicago with some manufacturers there, one of them stated that he was shipping Bologna style macaroni into Indiana and that there is was being sold as a noodle. Evidently he did not realize that he was violating the law but I assure you we very soon apprised him of the fact and warned him that his product would be seized by the government. Most violations, I find, are due entirely to a lack of knowledge on the part of the manufacturer as to what the government requires and I feel that the publicity this campaign has received will do much to enlighten these men and reduce this kind of unfair competition.

I also feel that if the association can, by agreement or otherwise, discontinue the use of artificial color it will have performed a service greater than any other in eliminating this kind of competition as well as eliminating the use of low grade raw material in the manufacture of macaroni products. This use of low grade flour has done more than any other one item in preventing increased consumption in macaroni products. Low grade flours cannot be used unless they are artificially colored as their appearance is too unattractive and uninviting but a touch of color makes the true character of the product and gives it the appearance of having been made from good stock. So let us do something tangible which will result in the elimination of the greatest evil in the industry, the use of artificial color.

When durum wheat was introduced into this country the macaroni manufacturer was not exactly taken into consideration but the Department of Agriculture was determined to get some variety that would grow in the northwest, of great rust resisting qualities. Thus introduction of durum wheat came about.

About 3 years ago attention was called to our association by the manufacturers as to the difficulty of getting a proper variety of durum wheat for producing semolina and it appears that they had this matter up with several state agricultural colleges, which did not realize the importance of color in semolina, and they felt, as nearly as I can learn, that possibly the millers had a selfish interest.

They didn't take it seriously until about 2 years ago when our association started this work with the mills. Then we started correspondence with the colleges as well as the Department of Agriculture at Washington. It took considerable time to get those gentlemen to understand the importance of color in macaroni.

We all understand as manufacturers what

chances we would have against imported macaroni of a bright color if we are to use macaroni of a dark, soggy water color product.

I am very happy to say something over a year ago these gentlemen seemed to recognize the necessity for making a change and in the past year all information going out to the farmers from the agricultural colleges recommended growing of proper varieties.

I believe we should show our appreciation of this work by suitable resolutions to show these gentlemen we are interested. It was really our fault because they were not familiar with the varieties of wheat necessary to make high grade macaroni. They were familiar with what bakers wanted and really we were to blame that they were not familiar with the variety of wheat proper for manufacturing macaroni. A great deal of educational work, not only with the farmer but with the elevator men, must be done to bring about results required, and as to quantity also.

As it is now a great deal of wheat is mixed with other wheats and it is hard for the miller to get a great quantity of macaroni wheat. I believe it is up to the macaroni industry to show what they need and push the matter through. If we don't have the proper material we can't turn out a high grade product. We should take hold of this matter and spend a few dollars along these lines. If you go at it properly I know you can get the cooperation of the Department of Agriculture.

Two or 3 gentlemen were very active and I think we should show proper recognition. J. A. Clark, agronomist in charge of the western wheat investigation, bureau of chemistry in the Department of Agriculture, Washington, D. C.; Professor A. C. Army of the Minnesota Agricultural college; also Dr. B. F. Trowbridge, director of the North Dakota Agricultural college, and Ralph E. Johnston, director and extension agronomist of the South Dakota Agricultural college; also Mr. Gray, as the man to whom great credit is due for what he has accomplished.

Note—"The durum millers' inning" was the program order for Wednesday at 2 p. m., but A. J. Fischer went to bat with an impromptu talk on Tuesday, that fitted right in after the report by J. T. Williams of the miller cooperation committee. He is a durum miller.

We know in a general way everything that has gone on. About 4 years ago the millers went into the quality of durum wheat, and when they started to work with agricultural colleges it was, as Mr. Williams said, not met with much response because they had it in mind that it was probably selfishness brought it out.

Then when your association appointed Mr. Williams to act for you we were really regarded as being unselfish, and they worked unceasingly. The millers have worked very hard from that time on, and came down to Indianapolis many times, ground wheat into macaroni any number of times, and the samples of wheat were colored also because the macaroni showed very poor color—because we find various degrees of color in 8 or 9 samples of wheat. They put one alongside the other, with a good sheet in between; and quite a few of these seeds were sent out and distributed in North and South Dakota and some in Minnesota—so that when they had their meeting with the farmers they could show the result of it.

It was hard work because during the war this red durum and Acme durum commanded just as high price and was more rust resisting, and the farmer said: "I get just as much money for this"—and he did for another year it was hard work, as I say. I think in the last year some headway has been made.

The durum wheat buyers have had meet-

ings this last year and have tried to get the farmers to change some of their grades. It is an evil practice to mix good and poor wheat together, and the farmer says: "I get nothing for my work"—then he gives it up next year.

If the grading could be changed so there would be a proper premium for him to grow wheat, separate it, then you would find more farmers saying: "It is worth my time to get this good seed." That is something that should come from this association.

## Membership Committee Report

By Wm. A. Tharinger

Making a membership report, though a duty, is not always a pleasant task. Happily this year it is a pleasure to perform this duty because of the creditable showing made along this line through the timely and personal efforts of our secretary, who launched a most successful drive about the middle of May this year.

First, we wish to report to you an increase in the class of regular members of over 100%.

A year ago our ranks became badly depleted, principally because of the heavy schedule of dues then in force, though part of the loss was due to a division of allegiance. We find that practically all the macaroni manufacturers believe in a strong and representative national organization and are willing to pay a reasonable annual amount in its support. A progressive National association is wanted. The industry needs a strong central force like ours wants to be. If we will use good judgment, we will have one.

Your board of directors, acting on this belief, rearranged the dues so that every one that wants to belong, can afford to do so. The dues of regular members now range from \$100 a year for a Class "A" firm, \$50 a year for Class "B," \$25 for Class "C" to \$10 annual dues for the very small or Class "D" firm. Our object is to show a membership strength in this National association commensurate with the importance and standing of the macaroni industry in this country.

Your committee is pleased to report that new members have been enrolled in our National association within the past 8 weeks. Some were formerly members whom we

gladly welcome back and many are new ones who are with us for the first time, and as we hope, to stay.

In connection with his drive for new members, it was evidently the intention of Secretary Donna to enroll in the National association every macaroni and noodle manufacturer in Illinois, so many of the new members come from that state. Though he fell a little short of the 100% mark his success deserves our highest praise and commendation and the example set by the many Illinois firms in joining our organization may well serve as an example to nonmembers all over the country to follow.

Your committee is of the opinion that it might be advantageous if some arrangement might be made whereby Macaroni clubs could be organized in different states or sections, directly under the supervision of the National association but so controlled that the national body will be in no wise responsible for any action taken by the local macaroni club unless approved by the parent body. Along this line we would recommend the appointment of a special committee to study this proposal and to report its findings to the board of directors as soon as its task is completed.

We close this report with a list of the new entrants into our ranks. To all of them we say, "WELCOME." Their decision to assume their proportionate share of the responsibilities of maintaining and building a representative national organization for the purpose of conserving the general interests of the whole macaroni industry in this country, marks them as unselfish leaders. May their affiliation with us be long, pleasant and mutually profitable.

### New Members in Order of Joining

Firm	Representative	Location
The Foulds Co.	C. S. Foulds	New York, N. Y.
J. B. Canepa Co.	Jno. V. Canepa	Chicago, Ill.
Splendor Macaroni Co.	F. Molinari	East Boston, Mass.
Tujague Food Products, Inc.	Leon G. Tujague	New Orleans, La.
Keystone Macaroni Mfg. Co.	F. W. Kreider	Lebanon, Pa.
National Macaroni Co.	Frank S. Bonno	Dallas, Tex.
Lion Brand Products Co.	G. H. Byrnes	San Antonio, Tex.
Milwaukee Macaroni Co.	Peter Spina	Milwaukee, Wis.
Lambrosa & Co., Inc.	Alfonse Lambrosa	Brooklyn, N. Y.
A. F. Ghiglione & Sons	Frank A. Ghiglione	Seattle, Wash.
Illinois Macaroni Co.	B. C. Ryden	Chicago, Ill.
Union Macaroni Co., Inc.	F. L. Lombardo	Beaumont, Tex.
Chicago Macaroni Co.	J. Matalone	Chicago, Ill.
Fortune Products Co.	R. B. Brown	Chicago, Ill.
LoBue Bros. Co.	G. LoBue	Jersey City, N. J.
I. J. Grass Noodle Co.	I. J. Grass	Chicago, Ill.
F. L. Klein Noodle Co.	A. S. Klein	Chicago, Ill.
Bolla Bros.	James Bolla	Chicago, Ill.
Henry Schoenberger & Sons	W. H. Schoenberger	Chicago, Ill.
The Ohio Macaroni Co.	Wm. T. Enger	Cleveland, O.
Italia Macaroni Co.	Alfred A. Bianchi	Worcester, Mass.
D'Amico Mac. Co.	G. D'Amico	Newark, N. J.
Connellsville Mac. Co.	L. E. Cuneo	Connellsville, Pa.
A. Giola & Bro.	Alfonse Giola	Rochester, N. Y.
Peoples Mac. Co., Inc.	Carmelo Gugino	Buffalo, N. Y.
Ravarino & Freschi Imp. & Mfg. Co.	John Ravarino	St. Louis
S. Viviano Mac. Mfg. Co.	S. Viviano	Carnegie, Pa.
Mercurio Bros. Spaghetti Mfg. Co.	Chas. Mercurio	St. Louis
G. D. Del Rossi Co.	G. E. Del Rossi	Providence
American Mac Corporation	W. F. Lipp	Buffalo

### New Committee Named

The legislative and vigilance committee is planned to watch proposed legislation in various states, to check up on violators, report them for correction, and finally for prosecution if they persist. For this purpose the membership of the committee was selected from scattered sections of the country.

Members of the new committee are:

- A. C. Krumm, Jr., Philadelphia.
- John V. Canepa, Chicago.
- C. B. Schmidt, Davenport.
- Leon Tujague, New Orleans.
- F. A. Ghiglione, Seattle.

Among the visitors to the secretary's office at Braidwood, Ill., this month were C. A. Bunnell and F. J. Posterino, representatives of the Pillsbury Flour Mills company, from Chicago.



## Publicity Committee Report

By A. C. Krumm, Jr., Chairman

Consumer education and national advertising on a mutual cooperative national scale is not a new venture in National Association work.

The coffee growers, various California fruit producers, walnut growers, and sauerkraut packers, as well as cement manufacturers, paint and varnish manufacturers, and dealers, bread bakers cooperating with millers, yeast makers and raisin growers, even laundry owners, box manufacturers, florists, plate glass manufacturers, and others, are conducting national educational advertising campaigns year after year, with greater success to their respective industries.

Slogans, such as "SAVE THE SURFACE AND YOU SAVE ALL," "HAVE YOU HAD YOUR IRON TODAY," or "SEND IT TO THE LAUNDRY," "BREAD IS YOUR BEST FOOD," "USE PLATE-GLASS," "BUILD IT WITH CEMENT," "SAY IT WITH FLOWERS," and "AN APPLE A DAY," etc., are all the result of concerted action and cooperation by the individual manufacturer or business man through the medium of their national organizations.

In a smaller measure, the National Canners association, candy manufacturers, bottlers of soft drinks, the motion picture industry, and others, have organized special weeks throughout the year to boost their product, such as "Candy Week," "Canned Foods Week," "Movie Week," and so on, all in order to call the public's and consumers' attention to their products or service.

Insurance companies, city governments, street railway companies, have been very successful in interesting the public through Fire Prevention Week, Safety Week, Clean Up Week, etc. These examples leave no doubt that the macaroni industry could be similarly benefited by work and efforts of this kind and in this direction.

However, as chairman of your publicity committee it is with great disappointment that I am obliged to report that after spending a very neat sum of money and a good deal of time in underwriting a plan of financing and popularizing a national educational campaign among the manufacturers of macaroni in this country, we were rewarded only with almost negative results. You are more or less familiar with the story or facts in connection with this venture but, in giving due credit to those who spent their money and time on a sporting chance to put this proposition over, I feel that I should give a short detailed statement regarding the history of the venture and some of the outstanding features of our experiment.

In 1919 to 1922 a group of package manufacturers raised a fund among themselves and did some very good work. However, whatever benefits derived were shared by dozens of manufacturers all over the country who did not contribute and the expense was too great for this limited group.

Then at the annual convention of this association, held June 1923 at Cedar Point, the subject of united cooperative advertising and educational campaign was one of the main topics of discussion. We had representatives of the federal government and of other industries point out to us the big opportunity before us if we would only cooperate with each other the same as other kindred industries have done in the past. There were a good many nonmembers present at this meeting who were allowed to vote on this proposition, and the convention declared itself in favor of beginning activities of this kind to be directed by the president, Mr. Mueller, and who appointed a committee of 5 to act under the supervision of the board of directors, because the committee included members of the association as well as nonmembers, at that time.

Following the convention the members of the committee looked over the situation in their various territories, and it was finally decided to have a meeting in order to start the work. From June to September 1923 the activities of the publicity committee were mostly attended to by the finance committee, which had conceived a plan to finance this venture through a scale of dues based on the volume of business transacted by the member firm. This plan, while it is working satisfactorily in other industries and is found most practical in other associations, after a short trial showed up unsuitable for our organization and industry. So it was decided to disassociate the publicity activities from other association work and finance it by underwriting an amount of money sufficient for a good start. For this purpose a meeting was called at Minneapolis in conjunction with the American Specialty Manufacturers convention. At this meeting the publicity committee was appointed to act together with the board of directors. A representative number of manufacturers were present and, after full discussion of the entire matter, those present raised, by voluntary contribution, seventeen hundred fifty dollars in cash (\$1750) to start the work of underwriting at least \$100,000 amongst the macaroni manufacturers, members as well as nonmembers. The committee was authorized to use the \$1750 in engaging an experienced man to go ahead at once, and present the plan to every manufacturer in the country. The committee agreed on A. S. Bennett of New York, who was put under contract.

Mr. Bennett did his very best to arouse the industry, by sending circulars explaining in the smallest detail the plan of this educational advertising campaign and the necessary financing of it. Sample posters and window display matter were prepared and a general campaign worked out. The U. S. A. was divided into 6 zones and meetings scheduled at various parts of the country.

There was a good backing by the regulars but the rank and file seemed not to understand what great benefit a proposition of this kind would be to the industry and they were slow or did not at all respond or give their support to the successful raising of the necessary fund.

Mr. Bennett's report may enlighten us and give us some suggestions, whether or not we should discontinue all efforts along this line. The membership may rest assured, and it is my honest personal conviction that the measure of creating a national educational campaign has had a fair trial, it apparently did not succeed. However, it has been shown and I have pointed out in the fore part of my report, that cooperative campaigns are no longer experiments, they are successful in other industries, and it is hoped that at some time, not far distant, this fact will present itself with sufficient force to the manufacturers of this country, to make them realize that his work should be done.

### Nominating Committee Report

Your nominating committee after a careful consideration of the qualifications of the various members of the National association would nominate the following staff of officers for the fiscal year 1924-1925:

President ..... Henry Mueller  
1st Vice President ..... E. Z. Vermlyen  
2nd Vice President ..... Henry D. Rossi  
Treasurer ..... Fred Becker  
Director ..... Wm. A. Tharinger  
Director ..... A. C. Krumm, Jr.

Director ..... Jno. V. Canepa  
Report adopted and officers nominated unanimously elected.

The committee was James T. Williams, Jno. V. Canepa, C. B. Schmidt, David Cowen, E. Z. Vermlyen.

### Their Help Appreciated

Much credit is due to Dwight K. Yerxa, manager of the Buffalo mill of the Pillsbury Flour Mills company, and W. S. Preyer, Buffalo branch manager of the Duluth-Superior Milling



Dwight K. Yerxa

company, for the convention arrangements in which they joined cheerfully. Through this team of "old war horses" speakers of merit were retained, singers with pleasing voices performed for the entertainment of the banqueters and many details of the convention for the comfort of the macaroni men and their ladies were well cared for. Their voluntary assistance was appreciated by the officers of the National association



W. S. Preyer

and all those who attended the 1924 conference.

Good work, well done, merits for them another call for their services when convention is held in their vicinity. Thanks boys!

We hope those who always find something to harp on will be as fortunate in the next world.

# Improving Quality of American Grown Durum Wheat

By J. Allen Clark, Agronomist in Charge, Western Wheat Investigations, Office of Cereal Investigations, Bureau of Plant Industry, U. S. Department of Agriculture.

This is a much anticipated pleasure. The speaker wishes to express his appreciation of this opportunity to present to your association the results of the experience and research of many workers in the Department of Agriculture in establishing and improving the production of durum wheat in the United States.

### Establishing Durum Wheat

Official records show that as early as 1865 an introduction of Arnautka durum wheat was grown with other varieties on what are now the grounds of the Department of Agriculture near Fourteenth st., Washington, D. C. It was not until after 1899 and 1900, however, when introductions were made by M. A. Carleton, then cerealist of the department, that the crop really was established. Other introductions of durum wheat had been made by Russian settlers in several states of the Great Plains area and its culture established locally. Additional introductions also have been made by other representatives of the Department of Agriculture and the state experiment stations. However, a strenuous campaign led by Mr. Carleton resulted in fixing the commercial status of durum wheat which has since become a staple American crop.

The difficulties which which arose in the process of establishing durum wheat on a commercial basis were many and varied. In general the wheat yielded well and was resistant to drought and rust. It became popular among farmers. Production increased rapidly but there was no domestic demand. Macaroni, spaghetti and other manufactured forms of durum wheat were not generally used in America. Durum wheat was an unknown quantity to the grain trade, the milling industry and the eaters of bread. The kernels were different in size, color and hardness from those of other wheats. Millers could not grind them with the equipment and methods then in use. There was no sale for the flour for bread making. Much opposition arose and the price of durum wheat was repressed below that of hard red spring.

Gradually an export market was developed for durum and its acreage and production continued to increase. Some local mills began grinding it. Later large mills were constructed for grinding durum wheat exclusively. A domestic market for their product slowly increased up to 1914, the starting of the World war, the close of which in 1918 revealed the development of your great industry. While there are some who still hold that "the story of durum is in many ways a grim tragedy," the great success of your industry is an object of pride to the Department of Agriculture and the durum growing farmers.

### Methods and Progress of Improvement

The rapid development of your macaroni industry was made possible by the amount and quality of the durum wheat grown. It is the desire of the Department of Agriculture to assist in improving the quality as well as the production of durum wheat. As production problems were the ones first encountered they were given first consideration.

The principal experiments for wheat improvement are conducted by the Department of Agriculture and various state agricultural experiment stations. The most extensive work by the Department of Agriculture has been the comparison of varieties to determine those that were best adapted to par-

ticular sections. It was necessary, in the newly settled areas of the west, first to determine the classes and varieties of wheat best adapted.

For 25 years the Department of Agriculture has been introducing durum wheats from many sections of the world. Seed of some of the early introductions was distributed immediately to farmers. This was soon shown to be an unwise practice as the wheats usually were badly mixed and also their adaptation was not known. The necessity for trials of new introductions before distribution, therefore, was early apparent. Hundreds of foreign varieties have been tested for their agricultural value during the past 20 years and during the same period the agronomists in the department and at



the state experiment stations concerned have been selecting to improve the varieties grown. Only the best have been distributed for commercial growing. As this work has continued more definite and specialized problems have arisen. Principal among these was greater resistance to stem rust and now better quality of the grain. To solve these problems breeding by hybridization has been undertaken.

Some of the most important accomplishments by introduction and selection may be mentioned.

### Introductions

The most notable introduction of durum wheat by the Department of Agriculture is that of Kubanka from Russia about 1900. The original seed was grown under contract in 1901, and seed was distributed from then until 1909 by the department and later by the North Dakota and South Dakota Agricultural Experiment stations. It is still the variety best adapted for all of the varying conditions in the durum wheat sections. It is a high yielding wheat considerably resistant to rust, of good milling quality and well liked for the manufacture of macaroni.

Another successful introduction by the Department is the Pelliss, obtained from Algeria. It is the best yielding durum variety in the higher and drier sections of Montana and Wyoming.

The Arnautka variety, introduced by Russian settlers but promptly tested and early distributed by the Department, has been one of the most widely grown varieties. Early experiments showed it was better adapted than Kubanka to the more humid eastern sections of the durum wheat region, but in recent years it has not proved sufficiently

resistant to rust and it is being displaced by Kubanka and other more resistant and higher yielding varieties.

Other introductions now of commercial importance are Kahla and the Pentad (D-5) and Monad varieties. The Kahla was introduced by the Department from Algeria and also from Russia. It is not a high yielding or a rust resistant wheat, but is grown principally in Montana because of its early maturity.

Pentad (D-5), the red durum, and Monad were introduced from Russia, selected for rust resistance, and distributed by Professor H. L. Bolley of the North Dakota Experiment station. They are the most rust resistant and best yielding varieties grown in recent years their acreage has rapidly increased. Unfortunately they make macaroni of a grayish color, which has been found by manufacturers to be unsalable.

### Improvement by Selection

Selection has furnished an important method of improvement in durum wheats as most of the introductions were not pure and many originally were badly mixed. This fact alone is sufficient reason for discouraging the commercial introduction of durum wheat for seed.

At the present time the most widely grown variety of durum wheat developed by selection is Acme. It was developed from cooperative experiments by the Department and the South Dakota station. It is a high yielding variety in South Dakota and very resistant to stem rust but, like Monad and Pentad, produces macaroni of a grayish color.

Mindum, which was selected and developed by the Minnesota Agricultural Experiment station, makes macaroni of an excellent light yellow or amber color. It is the best yielding variety in Minnesota and is about as resistant to rust as Kubanka.

A new variety named Nodak, selected from Kubanka, has recently been developed cooperatively by the Department and the North Dakota Experiment station. This appears the most promising new variety at this time. It is more resistant to rust and is a higher yielding variety than Kubanka. Being a pure line selection it is more free from mixture and more uniform in quality than the unselected Kubanka. The successful increase and rapid commercial production of this variety now offers the most immediate practical method of improvement.

Other high yielding strains developed by selection are Kubanka No. 8 and Buford. Both have good macaroni making quality but have not been successful agriculturally because of susceptibility to rust or for other causes.

### Experiments Conducted

The agricultural improvements which have been made are the result of continued and careful experiments. These trials of new varieties before distribution have been conducted at the state and federal agricultural experiment stations which were established and maintained to meet this and other important needs of agriculture. Varietal trials with durum wheat have been conducted for more than 20 years. The methods of conducting the experiments have steadily improved and now are on a uniform and scientific basis. Selections are first grown in head rows, then advanced to rod row nurseries, and the best ones are then grown in systematically replicated plot experiments, and distributed to other stations. Any new



strain thus developed, which is significantly superior to the leading commercial variety, is increased and distributed to farmers by the cooperating state officials.

The results of the varietal experiments conducted by the Department, either independently or in cooperation with state experiment stations, have been published from time to time in bulletins of the Department of Agriculture. In addition to the bulletins giving the results at each of the various stations the experiments at all stations have been summarized in Department Bulletin No. 618. This bulletin contains the results of experiments with durum wheat at 30 experiment stations during some of the 22 years from 1895 to 1916. It contains a bibliography citing nearly 100 publications containing information on durum wheat. At the close of the 1919 season Department Bulletin 878 was prepared, presenting the results of further experiments comparing durum wheat at 11 experiment stations in the northern Great Plains with the groups and varieties of hard red spring wheat. These experiments have been continued at some of the stations.

In North Dakota and South Dakota, the principal states producing durum wheat, varietal experiments conducted at 12 stations during one or more of the past 20 years show why durum wheat has successfully competed with hard red spring. When introduced durum wheat first came into competition with Bluestem and Fife. The experiments show that Kubanka has outyielded these varieties by 41 and 31 per cent, respectively. By 1912 Preston or "Velvet Chaff" became widely grown. In the experiments Kubanka has outyielded this variety by 25 per cent. Since 1916 Marquis has been the principal variety of hard red spring and experiments show that Kubanka has outyielded Marquis by 18 per cent. This year Kota, a new rust resistant hard red spring wheat, will be extensively grown. The experiments in North and South Dakota show that Kubanka outyields Kota by about 10 per cent.

These results show why durum wheat was popular among growers during the early years of the industry. Without improvement in durum wheat to meet the agricultural improvement in varieties of hard red spring the acreage of durum might now be expected to decrease, unless the difference in price between the 2 classes is equalized.

The most important agricultural improvement in durum wheat which has been made has been the development of rust resistant varieties. Loss from this disease is often the principal limiting factor in production. The average rust infection of the principal durum varieties, and of Kota and Marquis, hard red spring wheats, during the past 5 years is shown in Table 1.

Table 1. Average rust infection of 8 varieties of durum and 2 varieties of hard red spring wheat during 3 or more of the 5 years from 1919 to 1923, inclusive.

Table with 3 columns: Class and variety, Rust infection and probable error, and Probable Error. Rows include Pentad (D-5), Monad, Acme, Kubanka, Mindum, Arnautka, Pelliss, Kahla, and Hard Red Spring (Kota, Marquis).

The data shows that Pentad, Monad and Acme are the most resistant. On the basis of the probable error there is no significant difference in the resistance of these 3 varieties. The probable error is a measure of variability. Its use enables a more accurate interpretation of results. A difference between 2 varieties which is 3 times as large as its probable error may be said to be significant as it represents odds of about 22 to 1. Pentad, Monad and Acme are shown to have a great deal more resistance than other durum varieties, and are significantly

more resistant than Kota. Kota, however, is more resistant than the remaining durum varieties.

Kubanka and Mindum are not significantly different in resistance and both are somewhat more resistant than Arnautka, Pelliss and Kahla. All of these varieties are significantly more resistant than Marquis. The new Nodak variety was not included in these experiments but the limited data available indicate that it is much more resistant than Kubanka and has about the resistance of Kota. Because of this resistance Nodak has outyielded Kubanka, as have also the most rust resistant varieties, Pentad, Monad and Acme. Unfortunately, these high yielding, rust resistant varieties have been found to be unsuited for the manufacture of macaroni.

Milling and baking experiments with varieties of durum and other classes of wheat have been conducted since 1915. The results of 7 years experiments from 1915 to 1921, inclusive, have recently been published in Department Bulletin No. 1183. These mill-

Table 2. Correlation between gasoline color value and Pekar score of 33 samples representing 8 varieties of durum wheat.

Table with 10 columns: Gasoline color value (79.5 to 87.5), Pekar color score (89.5 to 99.5), and Totals. Includes a correlation coefficient r = .668 ± .063.

ing and baking experiments furnished our first information regarding the quality of durum wheat varieties. As your industry developed and our experiments continued we soon realized that baking quality might have little or no relation to the value of durum wheat for the manufacture of macaroni and other edible pastes.

Experimental equipment for the manufacture of macaroni had not been developed. Our appropriations were limited and in recent years have been materially reduced. With no appropriation or funds for establishing an experimental macaroni laboratory we have continued to rely more or less on the results of milling and baking experiments. This has been unfortunate. It led to encouraging the production of Acme and Monad and discouraging the production of Mindum and Buford. Acme and Monad made very good bread for durum wheat but have since been found unsuited for macaroni. Mindum and Buford produced loaves of very low volume but both have since proved excellent wheats for macaroni. In the meantime, however, the Buford had been discontinued from experiments and all effort toward its commercial production was dropped.

The use of the Pekar and gasoline tests for color revealed that Mindum was well suited for macaroni. Continued experiments and commercial findings tend to show that

Table 3. Correlation coefficients obtained between gasoline color tests, crude protein of wheat and test-weight per bushel with other agricultural, milling and baking factors in durum wheat.

Table with 3 columns: Character pairs, Number of samples, and Correlation coefficients and probable error. Rows include Gasoline color value, Longitude, Yield per acre, Test weight per bushel, Crude protein of wheat, Crude protein of flour, Yield of straight flour, Water absorption of flour, Volume of loaf, Weight of loaf, Texture of crumb, Color of crumb, Ash of straight flour, Crude protein of wheat, Yield per acre, Test weight per bushel, and Test weight per bushel.

these tests are reliable in determining the color value of a durum wheat for macaroni manufacture. The Pekar test has proved practicable and is being used by the trade. The gasoline color test is more reliable in revealing the carotin pigment and the colorimeter readings are more scientifically accurate than the arbitrary scoring necessary with the Pekar test.

A preliminary study of 33 samples representing 8 varieties of durum wheat from 5 experiment stations in 4 states was made in 1921 to compare the 2 methods. The flours were milled and the Pekar score made by the Pillsbury Flour Mills company. The gasoline color tests were made in the research laboratory of the Department of Agriculture. This laboratory is supported by the grain division of the Bureau of Agricultural Economics, and is in charge of Dr. D. A. Coleman, who with Alfred Christie, Jr., conducted the gasoline color tests. The results of this preliminary comparison of methods is shown in Table 2 as a correlation array.

The important correlation of .668-.068 proves that the results obtained by the 2 methods are due largely to the same cause, the carotin pigment. Which of the 2 methods is better can be determined only by further experiments. Had there been complete association the data would have been arranged in a straight line and the correlation coefficient would have been 1.

On the basis of these preliminary results gasoline color tests now are made on all samples of durum wheat varieties that are milled and baked in the experiments conducted by the Department of Agriculture. The gasoline color test shows the intensity of color by using for comparison a 0.005 per cent potassium chromate solution. With this as a standard patent hard red spring flour was found by Winton to have an average colorimeter reading of 1. A higher value showing more yellowish or carotin pigment is desired for macaroni but not for bread.

By testing reserve samples of 2 crop years results are now available from samples grown during the 5 years from 1919 to 1923 inclusive. A study of color with other factors is now possible with considerable numbers. Thinking that longitude and yield per acre might be important factors influencing color they were included in correlation studies of milling and baking factors with color. The correlation coefficients obtained are presented in Table 3.

The data shows that the effect of locality or longitude from east to west in the durum wheat section, involving decreasing precipitation and increasing elevation, has no significant effect on color. Durum wheat grown under the humid conditions of Minnesota and the Red River valley of North Dakota has just as good or possibly better color for macaroni as that grown in western North Dakota or the higher and drier sections of Montana and Wyoming.

The factors which influence the yield per acre, however, are shown to have an effect on color. The correlation of .299+.046 is both significant and important. It is a very fortunate result for durum wheat improvement to find that the larger the acre yield the better is the color for macaroni. The correlation array is shown in Table 4.

Test weight per bushel is shown to have a small but significant negative correlation with color. This is rather surprising because high yield and heavy weight are shown to have an important positive correlation. The negative correlation between weight and color may be due to carotin pigment being deposited during the early stages of development of the kernel. Damage from rust or drought which would prevent normal development of the kernel would then result in a higher proportion of carotin in light weight wheat. Durum wheat of low grade, due to low test weight per bushel, therefore appears to have a greater chance of being

Table 4. Gasoline color value by frequency classes of 9 varieties of durum wheat grown during the 5 years from 1919 to 1923, inclusive.

Table with 10 columns: Gasoline color value, Kahla, Kubanka, Nodak, Mindum, Arnautka, Pelliss, Pentad, Acme, Monad. Includes average and probable error and percentage above.

better in color than wheat in grades of high test weight per bushel.

Table 4. Correlation between gasoline color value and yield per acre.

Table with 10 columns: Gasoline color value (3 to 2.80), Yield per acre (18 to 48), and Totals. Includes a correlation coefficient r = .299 ± .046.

Important and significant negative correlations were obtained between increasing yellow color and high crude protein of both wheat and flour. The data on correlation between gasoline color value and crude protein of the wheat are shown in Table 5. This negative relationship is a conflicting and unfortunate condition for durum wheat improvement. The semolina industry desires durum wheat which will make macaroni of a yellowish color and at the same time be hard and vitreous and retain its form after cooking. It is thought that durum wheats producing a hard vitreous product should have a high crude protein content. As there is an important correlation between low content of crude protein and yellow color a median position for both factors must be a necessary object of improvement, with color having the preference. With high crude protein content negatively correlated with both large yield and heavy weight, improvement in acre yield would tend to reduce the crude protein content but increase the desired yellow color.

The data in Table 3 show that there is no important or significant correlation between gasoline color value and yield of straight

flour, water absorption, weight of loaf, texture of crumb and ash of flour. A small significant negative correlation is shown between gasoline color value and volume of loaf and color of crumb. A large volume of loaf desired in bread making is here shown to be undesirable for macaroni. Also the yellow color desired in macaroni is a disadvantage in bread as the two color values are shown to be related negatively.

Table 5. Correlation between gasoline color value and crude protein content of the wheat.

Table with 10 columns: Gasoline color value (9.5 to 2.80), Crude protein of wheat (15.5 to 20.5), and Totals. Includes a correlation coefficient r = -.284 ± .044.

Varieties in Relation to Color

The principal object of determining gasoline color values on samples of durum wheat was to determine the relative color of the product of the several varieties and the extent of their suitability for the manufacture of macaroni. The varietal results arranged in frequency classes are shown in Table 6 and graphically in Fig. 1.

The early work with durum wheat was concerned largely with introductions. This was followed by improvement through selection of pure line strains. As more difficult and specialized problems have arisen the breeding of improved durum wheats by hybridization has been undertaken. This now offers the most scientific and reliable method for further improvement. The important problems are resistance to stem rust, high

yield per acre, and flour of yellow color, having a high content of crude protein.

Crosses were made in 1919 between Mindum and Pentad, and between Kubanka No. 8 and Pentad, to combine the great rust resistance of the red durum, Pentad, with the high yield and good qualities of Mindum and Kubanka. More than 100 rust resistance selections from these crosses, now in the

The data shows a wide range of variability. The varieties are arranged in order of

5th generation, are growing at experiment stations in Minnesota and North Dakota. No linkage was found between red kernels and rust resistance, so that resistant strains with amber kernels have been obtained. These rust resistant amber-kernel selections now will be tested for yield, as they differ in their yielding ability. These strains undoubtedly differ in their quality also. The gasoline color test furnishes a method for determining the strains of high color value. In the absence of funds for an experimental macaroni laboratory this test, together with the usual crude protein analysis, furnishes a promising method of attack in breeding for improvement in quality and will be used insofar as facilities permit.

From among these hybrid selections the best strain combining high yielding ability, resistance to stem rust, a high color value and a satisfactory content of crude protein, therefore can be determined accurately and promptly. Any new variety thus developed must exceed the present commercial varieties in quality as well as in yield. This continued development of superior varieties will insure a supply of desirable grain for the millers of semolina and to you manufacturers of macaroni.

Coins for Other Nations

One of the little known facts about the United States mints is the service of making coins for other nations. For example, last year 3,900,000 coins were struck off for Peru and Nicaragua. During the past few years we have produced coins for Indo-China, Siam, Salvador, Ecuador, Costa Rica, Columbia, and even China, where coins are said to have had their origin.



By C. H. Ferris of the Stevenson Corporation Industrial Engineers

In his introduction of the speaker President Mueller said: "The Stevenson corporation has had a wide and varied experience in work with associations of manufacturers in different industries. The purpose has always been to achieve a stability of market conditions where the price level would stand at a fair advance above the cost level and the capital in the industry would receive a fair return. The activities have varied naturally with conditions in each industry. Altogether they have covered practically every phase of possible association activity such as cost accounting, statistical reports, association advertising, standardization, research, consolidated purchasing of materials, etc. Among the associations served have been—

- The National Bottle Manufacturers Association
- The Illuminating Glassware Guild
- The Folding Box Manufacturers National Association
- The Label Manufacturers National Ass'n
- The National Association of Employing Lithographers
- The Steel Barrel Manufacturers Association
- National Coffee Roasters Association
- The Bureau of Envelope Manufacturers of America.

This wide experience fits them to talk intelligently about what the possibilities are in the Macaroni Association and how best they can be developed.

C. H. Ferris who is to talk here today has been engaged in helping to direct all of this work for the Stevenson corporation for the last 7 years.

I imagine that this one of the commonest experiences you gentlemen have is this—You come to your desk in the morning and you find a letter from one of your salesmen reporting that the John Smith Jobbing company has been placed in a position by one or more of your competitors to give free deals and that unless you meet that condition you will lose the business. Or maybe it is a letter from one of your jobbing connections saying that a competitor is giving free deals and they must be put in a position to compete or they will lose out. You are then faced with the necessity of deciding what you will do about it.

I want to make the point here that it is the sum total of decisions, in cases like the above, made day in and day out in the sales offices of the individual plants making up your industry that determines your market conditions. If the majority of decisions were to be made wisely in the light of known facts, the market would be reasonably stable. If the decisions are made in ignorance of these facts and under the influence of resentment and fear, the market will be unsettled all the time and the price level kept at a point where there is not a fair return on the capital you have invested in your industry. What those facts are that must be in the hands of the sales departments and how they can be made available through association work, will now be discussed.

Of course there are 2 sides to the picture outlined above. First of all, someone made the cut and it was only because of that cut that you were forced to decide what to do about it. If there had been no cut you wouldn't have had to decide about meeting it or not. You might say—outline a plan whereby no foolish deals will be made and you will have solved our problem. However, I am going to discuss the situation from the standpoint of having to decide what to do when the salesman's report of the deal has reached you. I am doing that, first, because the same program that will help to make the decision a wise one will also help to eliminate the foolish quotation and, secondly, because in the process of passing from a demoralized to a stable market the start is really made in these decisions about meeting conditions in the field. You can't suddenly shut off all foolish quotations and if everybody is afraid to lose an order you never will get underway. But begin to get your sales managements to a point where they will lose an order if it is foolish to

take it and you will have made a start toward better times.

To reach an intelligent decision in the above case the sales management must first ask itself the question

**CAN WE AFFORD TO TAKE THE BUSINESS AT THE LOWER RETURN THAT IS INVOLVED IN MEETING THIS CONDITION?**

To answer this question there must be available an accurate knowledge of what it is costing to produce that article or brand.

Before elaborating this idea let me suggest how the sales management usually decides such questions where they haven't, what I would call, an adequate knowledge of costs. It is usually something like this:

"Well that outfit can't make and distribute goods any cheaper than we can and if they can afford to make that deal we'll meet it or go them one better, and we'll show them that they can't get away with that stuff and take business from under our nose."

I have sat in offices of various companies literally thousands of times and have heard the above or something very like it from salesmen and executives. And the chances are that, if the contract is an important one, you having bettered your proposition, the buyer will go back to the competitor and play the same game with him and there will be numerous cuts before the business is placed. Given an industry where the majority of sales managements are making decisions like the above and you have one where, except in boom times, the market will be unstable, without apparent bottom and the capital invested getting either an insufficient return or a loss. But suppose the salesmanager can call for a cost record and find that his cost on that brand is \$.70 per dozen and that if he meets that condition his net money return will be only \$.68 per dozen, he is going to seriously ask himself the question—"Can we afford to take the business at that return?" Depending upon the other facts which I will discuss shortly, he may say—"If the other fellow wants to use his capacity to handle that business without a profit, let him have it and we will go out and try and find some business that we can make money on. There is no percentage in swapping dollars on such business as that."

This idea of the difference in the attitude and decisions of salesmen, depending on whether or not they have accurate cost figures, is not theory. It has been my privilege during the last 7 years to be in close touch with the markets of several major industries in this country. By being in close touch I mean spending most of my time in the offices and factories of the individual companies, supervising the cost installations and educating the managements to an intelligent use of the cost figures. I have seen salesmen make decisions in such cases as the above before we got the cost system started and then a year or two later I have seen those same men call for cost cards and, with identical conditions in the cases, make entirely different decisions and I say to you that there is no other single agency that will exert so powerful an influence toward stability as an accurate knowledge of costs on the part of the individual units making up any group.

Let me emphasize as strongly as I can too the difference in effectiveness in influencing such decisions between a vague feeling that the given price is rather low and the cold figures on a cost card. Bitterness of feeling toward competitors and fear or resentment may overcome that vague feeling but the cold figures in red, showing losses in terms of so many dollars,

are strangely efficacious in keeping the sales departments from foolish decisions.

One of the best examples of how conditions in an industry can be bettered through a knowledge of cost is that of the printing industry. In several respects too the printing game is like yours. It is comparatively easy for a new concern to get started. The capital investment is not great nor does it take a long time to build up an organization capable of getting out the product. Again in both cases the individual company's market is local rather than national.

Ten years ago not one printing house in a hundred had an adequate knowledge of its costs and conditions were deplorable. Actual surveys were made in the principal cities of the country where the figures from the individual companies were compiled to show the average profit or loss on sales and the average return on invested capital. The results showed that the majority of plants were losing money and the average margin of profit for the several groups was less than 3%.

Today probably better than 50% of the print shops are operating the standard cost system and those who do not actually have their own cost department have access to certain average data for the whole industry. The result is an extraordinary improvement in the return on sales and investment in that industry.

While I am not widely acquainted with present conditions in your market I understand that a great deal of macaroni business is being done without a profit. I can say positively from actual experience that if a working majority of the individual plants in your group were to maintain adequate cost systems, you would see the return on a large amount of their business changed from a loss to a reasonable profit.

Well then—the sales management has decided the question—"Can we afford to take the business at that return?" Intelligently in the light of a knowledge of costs. Next it must decide—

**"CAN WE AFFORD TO LOSE THE BUSINESS IF WE DON'T MEET THE LOWER PRICE?"**

To answer this question intelligently, a number of facts must be available. The sales management must know—

- 1.—The relation between the maximum capacity of the industry and normal consumption.
- 2.—Whether the trend of volume for the whole industry right then is up or down and how it compares with previous periods.
- 3.—Whether his company is getting a share of the volume that is available to the whole industry that is in reasonable proportion to its share of producing capacity.
- 4.—The relation of stocks on hand and orders on hand to present rate of production.

There are times when a company can't afford to lose a particular contract even if it is taken at cost or below cost but more frequently the reverse is the case. The point is that the above facts are needed to decide intelligently. Except in times of extreme depression and if the statistics show that you are getting your own fair share of available business, you might well decide to pass up this or that contract rather than take it at an insufficient price.

Production capacity will have been withdrawn from the market to the extent of those contracts and you will have that much better chance to sell your capacity later at a profit. If you don't know from the statistics that you are maintaining your position in the market it is human nature for you to be fearful of losing business.

Particularly when a depression is starting and the industry volume is falling below capacity this sort of information is essential. If you see your orders falling off and don't know that the average experience of



## GOLD MEDAL SEMOLINA Inspires Confidence

*Eat more wheat*

YOU'LL find that the uniform high quality of GOLD MEDAL SEMOLINA will help you make better Macaroni. And better Macaroni, Spaghetti and Vermicelli mean more sales and more profits.

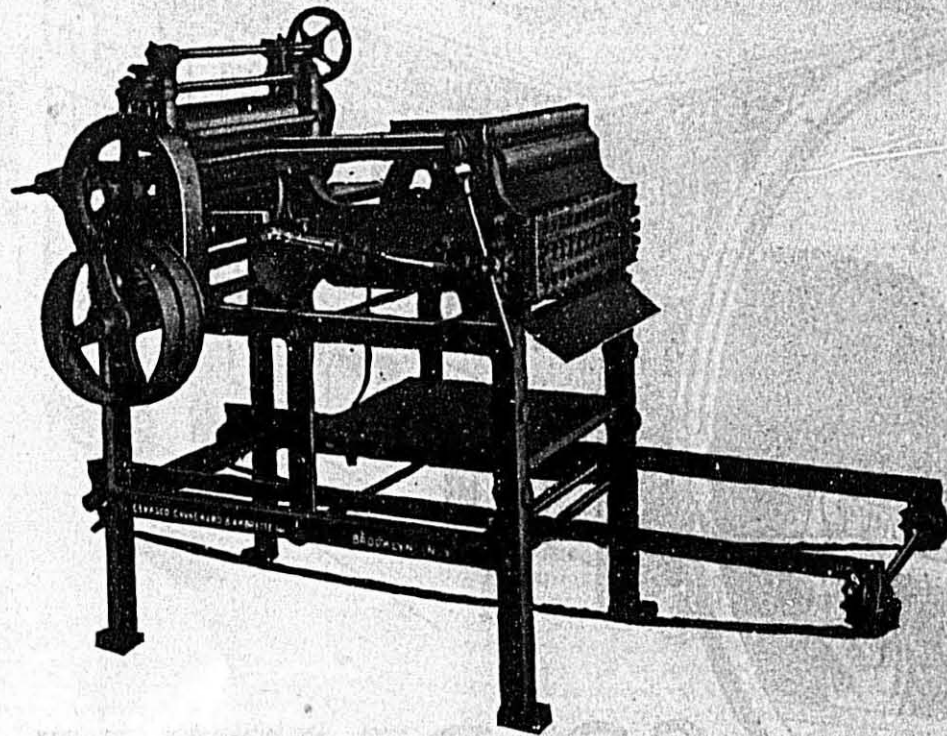


# WASHBURN CROSBY COMPANY

MINNEAPOLIS, MINNESOTA



# CEVASCO, CAVAGNARO & AMBRETTE, Inc.



*Improved Bologna Paste Machine*

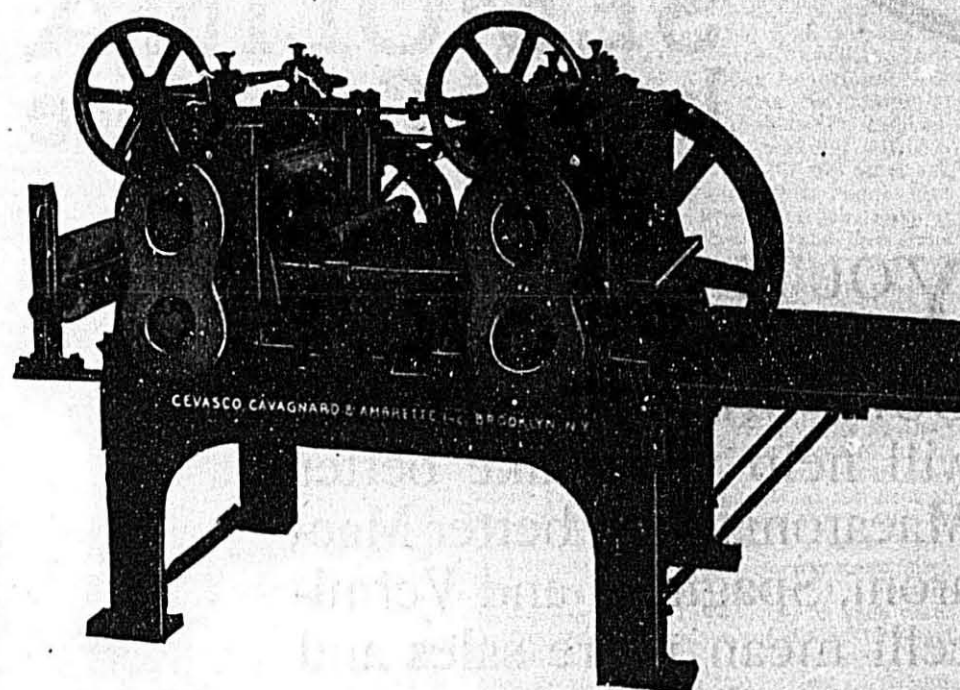
This illustration shows our Improved Bologna Paste Machine, which, like all other C. C. & A. products, is superior to all others on the market.

It does not require an expert or a mechanic to handle the same, but can be operated by any inexperienced person.

Both the punch and die can be removed or replaced without being separated.

Guaranteed to excel any other machine in quantity of production and simplicity of control.

Standard Machine 20 in. wide.



*Latest Type Tamden Dough Brake*

Another of our improved machines is the Tamden Dough Brake shown herewith.

By arranging the two pair of rolls at different levels, the work is speeded up and a considerable saving in labor results.

Does in one operation what requires several on other machines.

Heavy and solidly constructed throughout.

Standard machine is 20 inches wide, but can be built in other widths, if desired.

*Full Particulars Regarding these Machines on Request.*

**156-166 Sixth Street**

**Brooklyn, N. Y., U. S. A.**

# CEVASCO, CAVAGNARO & AMBRETTE,

*Incorporated*

**Builders of High Grade  
Macaroni Machinery**

**Presses—**

**SCREW AND  
HYDRAULIC**

**VERTICAL AND  
HORIZONTAL**

**Kneaders**

**Mixers**

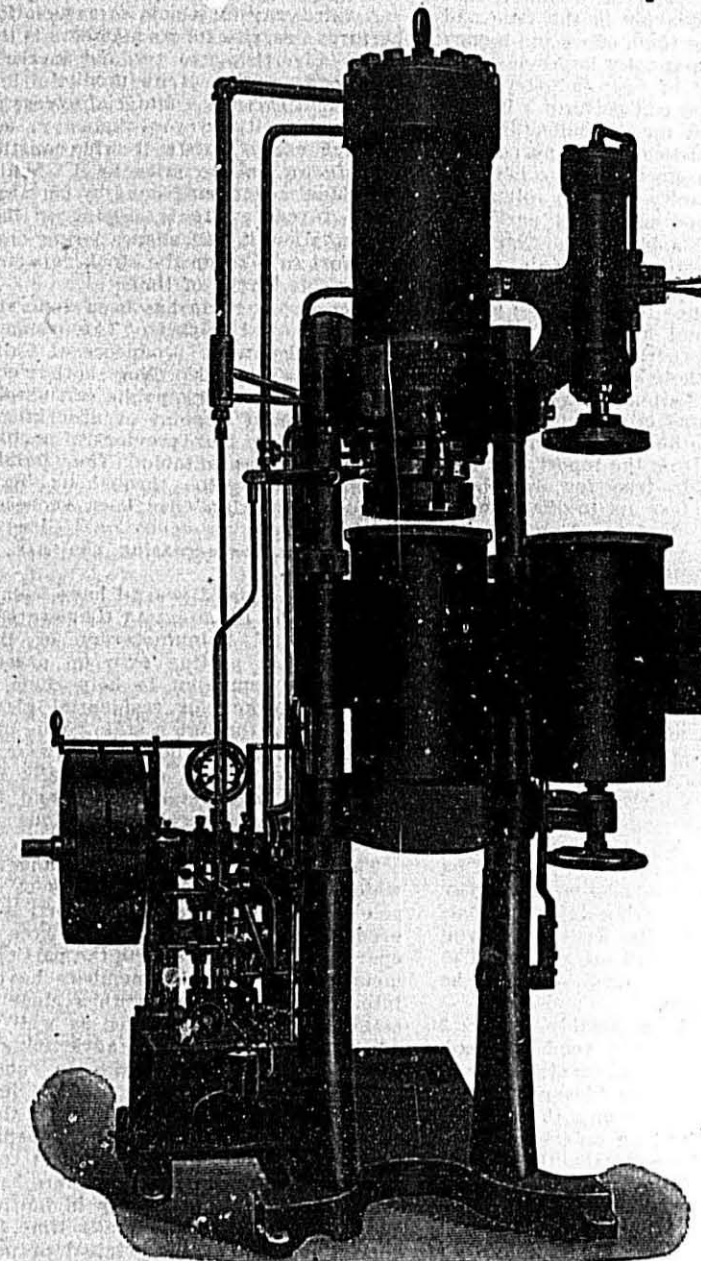
**Dough Brakes**

**Mostaccioli and  
Noodle Cutters**

**Bologna Fancy  
Paste Machines**

**Specialists in Everything  
Pertaining to the Alimentary  
Paste Industry.**

**Complete Plants Installed.**



**Type V-P Vertical Hydraulic Press.**

**Latest Type of Hydraulic Press. Most Economical and Modern Press on the Market. Constructed of Steel Throughout. Only One Die required for each quality of Paste. Plunger has High and Slow Speeds on Working Stroke and Return.**

*Send for Illustrated Catalog, containing full information.*

**Office and Works,  
156 Sixth Street,**

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



the group is precisely the same as yours, you may use extreme price concessions in an attempt to accomplish the impossible—i. e. keep your own capacity fully sold when everybody else is down to 50%. If your salesmen report lower prices on business you have been enjoying, you may feel it necessary to meet such cuts to protect yourself. If it is new business you are trying to get to operate at a higher capacity than the market really justifies, you may well hesitate and consider the ultimate effect on yourself through the reaction of the general market level.

I repeat that it is the sum total of these countless decisions in the sales offices of the individual members of the group week in and week out that determines the market. If the majority verdicts are reached with one eye on the cost figures and the other on the picture of the market and with an understanding of how the individual's prosperity is dependent upon the market's condition, you will have reasonable stability. If they are dictated by fear and resentment and made in the dark, you will have a demoralized market except in boom times.

Please note that here is no hampering of individual initiative or restraining of competition. Individual management is not bound by any rules or agreements. It is free to act in each case according to its own judgment but it acts intelligently and with enlightened self interest rather than foolishly and to its own ultimate harm.

Two of the prime functions of an association are involved in seeing that the individual members have these facts as to cost and market conditions. In fact it is only through association effort that adequate data of this kind can be developed.

To bring about a wide spread knowledge of costs, in your industry, your association must do 3 things.

1.—Through a cost committee and working with some outside cost engineers, a uniform system must be worked out that is practical and workable and especially that will finally be accepted as standard and approved by your membership. It is very important that the approval of the theory and method by your membership be obtained.

But that first step is the easiest. It is the other 2 that present the difficulties.

2.—Next you must employ some outside agency, preferably some cost engineers, to go out and sell the cost system to your individual members. If you simply turn over a cost manual to your members and leave it to their initiative to put it into operation, you won't get 3% to do so. We have seen that tried in several industries and the result is always the same. The cost system must be sold to your members just as you sell macaroni to the public. And it is no easy job. I know for I have sold association cost systems to several hundred members of different industries in the last 7 years.

3.—Finally, after the system has been sold to the individual, the same outside agency must be employed to supervise its installation. Cost departments must be organized and trained and someone from the outside must do it or you won't make any progress.

It will cost money to do all this but this cost will be insignificant in comparison to what you will gain in increased return on your sales. The procedure usually followed in an association where conditions are comparable to yours is about as follows:

The general budget is increased by an amount sufficient to pay for the services of the cost engineers in helping to prepare the system and in selling it to the individual members. The cost engineers must make calls on your members just as your salesmen call on jobbers and sell the cost system on the basis of its advantages and value to the individual concern. The member then pays a certain fixed amount, usually based on equipment or volume of business, to cover the services of the cost engineer in installing the system. Note then that every member contributes through its general dues to the fund necessary to pay for developing the cost system and getting it sold to the membership, but that the cost of actual installation is paid by the individual in whose plant it is made.

This method of stabilizing a market is not a quick one. It will take several years before it begins to become effective. And,

as I said above, it will cost money but it is the only way that you can secure a permanent and effective improvement. Because it is the slow way many groups try short cut methods such as price agreements and attempts at pooling business. In addition to being illegal, they are unworkable. I have seen any number of such agreements tried and I never yet have seen one that worked very long. You have simply got to look the facts squarely in the face and be willing to give the time, effort and money for the sake of permanently improving fundamental conditions in your industry.

The association too can perform a helpful service as a medium for the collection and distribution of statistics. The purpose of these should be to reflect the ratio between total producing capacity and the volume of orders, production and shipments, period by period. Naturally this data comes first from the various individual companies—then when these are put together they give you the average experience for the entire group. Finally the individual has the comparison between his own experience and that for the industry as a whole.

Suppose during the lenten season, when ordinarily your volume is particularly good, for some reason or other your orders do not hold up. If you see from the report that this same condition holds true for everybody else as well, you are less apt to offer special inducements in an effort to effect the impossible—i. e. keep your volume up when everybody else's is falling off.

The procedure in handling such statistical reports for you would be about as follows:

First a unit of measure would be decided on that would fairly reflect capacity and activity in your particular field. In your package line it might possibly be dozens or cases of packages of each capacity. In your bulk goods it could be dozens or cases of whatever bulk you sell in. Headquarters would then work out with each one of you what your own total capacity is, expressed in terms of that unit. In doing this your maximum output per working day would be determined and this would be multiplied by a normal number of working days per year. That would represent what each one of you could produce working full for a year. The sum of these individual capacities would be the total for the group.

Then each period, preferably every 2 weeks, each of you would send to headquarters a report on a blank furnished by it, giving the number of units (dozen of cases, if that is what you decide on), the number of units, I say, received on orders and contracts during those 2 weeks, also the amount of production and shipments and possibly, if it is deemed wise, the stocks on hand. The figures from the individual companies would be added together in the headquarters office and a report made out which would show the totals for everybody. Because the total capacity has been developed, it would then be possible to show on the report the percent to capacity as a total or rather an average for the group, for orders received, production, shipments, etc. On the report that would be sent to each of you would appear first these total figures for the group together with the total or average percent figures and finally, the figures for your own individual company. Let me emphasize here that no other company would ever see your figures. Those would be kept in strictest confidence at headquarters.

Each individual management would see how things were going generally whether the trend of volume was up or down, how it compared with previous periods and finally whether its own experience was in fair comparison to that of the group.

We come back then to the sales headquarters at which has been received the report of a special deal in the field and where a decision is to be reached as to what to do about it. If the cost figures are available and the statistical report is at hand, the sales executives can decide intelligently—

1.—CAN WE AFFORD TO TAKE THE

BUSINESS AT THE LOWER RETURN THAT IS INVOLVED IN MEETING THIS CONDITION—and

2.—CAN WE AFFORD TO LOSE THE BUSINESS IF WE DON'T MEET THAT PRICE.

Gentlemen, it is the long slow way to reach the goal but I tell you, it is the only legal and the only sure way that you will ever get there.

A third way in which an association can perform a service for its members is through group advertising to try and increase the total consumption of its product. I understand that there is a material excess of producing capacity in your industry; as long as that excess exists it will constitute a bear factor on the price level. While the individual advertising done by certain members of your group is helping to increase consumption, it will need a larger and united effort to take up the stock capacity in a reasonable length of time.

This sort of thing has been done successfully in several markets. The orange growers and the raisin producers of California are good examples. They both were successful in increasing public consumption of their crops to a point of absorbing large excesses that had previously made their production unprofitable. The paint and varnish industry too, through its "Save the Surface Campaign" has been successful in getting across an educational idea to the public that is increasing the use of its product.

During the last 2 years I have been working with The Illuminating Glassware Guild, consisting of manufacturers of lighting glassware, in putting over an association advertising campaign to help them recapture the market for residential glassware that was lost through a style vogue of lighting fixture that eliminated glassware.

There are a good many pitfalls in this association advertising though and I want to make a few general observations on this score.

The success of association advertising, which has risen in recent years to a high place in business producing effort, is measured almost entirely by the degree of cooperation prevailing among the participating members. Where the members have gone into such a movement with a clear understanding of the limitations, as well as the advantages, of association advertising, there has been no later confusion to cause dissonance or conflict of selfish interest. Where members have gone in with the idea that they would obtain more benefit than their competitors, despite the fact that the latter also were contributing, there has been conflict, resulting inevitably in halting the effort before there was really time for the accomplishment of the original purpose.

It is the experience of all successful advertisers that maximum results are obtained only during and after the third year of effort. Right now I am told that the cooperative campaign of the Dairymen's League is at the crossroads. The association some time ago put upon the market an evaporated cream. The merchandising effort has been signally successful. Many of the dairymen, however, have failed to notice any improvement in their own profit situation and are complaining. If the movement should halt now there would be no real test of the value of such a movement. It would have to be set down as one of the efforts that didn't have a fair trial. If the dairymen are willing to wait while the market is extended, they will ultimately achieve success.

Certainly this has been the experience of the various cooperative movements among the fruit growers of California. It was hard work getting them together and inducing them to submerge individual effort into a cooperative movement. It involved standardization, cost accounting, and central distribution. There is no longer any feeling on the part of the fruit growers that they are engaged in an experiment. Not even

the owner of the largest orange grove could have afforded to sell to the American public the idea of health in oranges, nor the trade mark significance of Sunkist. It was only by united effort that the idea of oranges as a health food could have been kept before the American public, and the market increased.

Years after the movement of the fruit growers was well established, the representatives of one of the cooperative associations went to Mr. Boyd, advertising manager of the Curtis Publishing company, and told him that there had been a considerable overproduction which the members felt could be disposed of suddenly by an extra investment of one million dollars in advertising. The advice of the Curtis Publishing company was asked as to the best means of utilizing this additional appropriation, and it is to the credit of that publishing house that Mr. Boyd frankly advised the fruit growers that a quick job could not be done, that it would be better to take the loss on the crop than try to rush the public into sudden purchases.

The public cannot be rushed. Cooperative advertising, like any other advertising, can change public habits slowly. There is much competition for the attention of the public, and public habits change slowly.

In such cases as that of the Association of Railway Executives, or the National Electric Light Association, where the object of the advertising is to correct error or misunderstanding, the result may be more rapid. But where the public is asked to change from one food to another—because it is to this that the problem reduces itself in the case of an association such as this one—the process can't be very rapid.

The Macaroni association must be prepared to say to itself: "What do we want our market to be 3 years from now?" It must also answer the question: "To what extent are we willing to regard an advertising appropriation as an investment or insurance for the future?"

The Association of Duck Farmers, on Long Island, improved its business in the New York market the first year it was advertising, but its principal success came later.

Generally speaking the less individuality there is in the products of the members, the less difficulty there is in operating the group advertising campaign. In the case of oranges the individual brand doesn't stand out very forcibly. The public buys just oranges or raisins for the most part but because there is a fair balance between production and consumption, each individual grower benefits.

Where you have a distinction between bulk and package goods, and where individual brands are prominent, the situation isn't quite so simple. But even here the thing can be done, as witness the paint and varnish campaign. You bulk manufacturers may think that the package manufacturers with the advertised brand will benefit proportionately more than you will. I don't think that is true. In fact the contrary might be the case. Undoubtedly you suffer more today from inadequate price levels than does the company with a well advertised brand. If the advertising campaign is successful and the excess capacity is taken up, you will benefit greatly by being able to sell your present capacity at a reasonable profit.

It seems to me that your committee has done an intelligent job in outlining the association advertising campaign that is now before you and I hope you go through with it.

I have tried to give you my picture of how your association can be operated so as to perform a real service for your membership. It has been my privilege during recent years to have a part in helping to forward work of this kind in several large industries where conditions were similar to what they are in yours and, in the light of that experi-

ence, I am very optimistic as to what you gentlemen can do for yourselves through your association if you will.

## Second Day Session

Wednesday was perhaps the heaviest day of the convention considered from the viewpoint of the heavy artillery brought up in the form of speakers. Never before in the history of the macaroni industry has there been held a more important and interesting session.

The day's motto—"The Industry First"—was the keynote of the various speakers.

Charles W. Dunn, nationally known counselor and representative of the macaroni industry in its appeal to the government for higher protective tariff on macaroni products, opened the program with unquestionably the best and most businesslike talk ever made by him before the macaroni manufactur-



Ellis Baum

ers. His interpretation of the trade practice act insofar as these laws affected our industry received rapt attention. His review of the industry's appeal for tariff protection, a relief which so many other lines also seek, impressed on his hearers the impropriety of holding out too much hope in spite of the fairness of the appeal. Mr. Dunn's address will appear in the August issue.

"The Business outlook" not only in this industry but of all industries throughout the country was learnedly reviewed by S. A. Linnekin, vice president of the Babson Institute.

The third big gun of the day was Secretary H. F. Thunhorst of the American Specialty Manufacturers association. His long business experience and his connection with one of the leading organizations of manufacturers enabled him to convincingly discuss a subject of "Live and Let Live." Though previous delays caused his talk to extend beyond the usual hour of adjournment and lunch, the macaroni manufacturers and allied tradesmen listened attentively to his message which cannot help but have a beneficial effect on the in-

dustry if his advice is only partly carried out. Read it in our August number.

The fourth big address of the day was that of Dr. J. A. LeClere of the Department of Commerce of Washington, D. C. His paper on "Macaroni in the Foreign Markets" was filled with valuable and interesting statistics and should be read and digested by every reader of this publication. His personal message from Secretary Herbert Hoover of the Department of Commerce was received by the convention with applause.

When it came time for the "Durum Millers' Inning," the durum millers rightly judged that the conventioners had had about a sufficiency of speech making and they very happily changed their program to something in a much lighter vein.

"The Shooting of Dan McGrew," a frontiersmen story of the wild and woolly west days, was presented under the direction of Dr. L. M. Fletcher of the Joe Lowe company, Chicago. As stage manager and property handler, "Doc" proved that he has had previous experience in handling the temperamental actors such as the "Mob" proved to be in this case.

The author was represented by Martin Luther of the Minneapolis Milling company, who in his sweet voiced manner read the story which the "mob" depicted on the stage. The heavy part of Dan McGrew was taken by John V. Canepa of John B. Canepa company, Chicago; Walter Onsdahl of Commander Mill company representing the "Stranger," who evidently got all that was coming to him; Charles L. Miller, Chicago representative of Washburn-Crosby company, took the part of the bartender, and he had considerable training, judging from the satisfactory way in which he acted the part; Ellis Baum of Joe Lowe company of New York city was the "Rag-time Kid"; C. M. S. Langione of Washburn-Crosby company, Newark, N. J., had the crowd guessing while he acted the part of "Lady Lu." The "Mob" consisted of A. L. Ruland, Washburn-Crosby company, James Canepa of John B. Canepa Co., Chicago, and A. S. Bennett of New York renown.

The skit served to break the monotony of the day and was the first feature of its kind presented to the macaroni manufacturers convention. From comments it may be the forerunner of more elaborate entertainment along this line at future conventions.

Preceding this was an uproarious sketch with Ellis Baum as the manager of the mysterious Hindu, "Alaboomba," properly acted by Martin Luther. "Alaboomba" while blindfolded did some ludicrous card tricks and guessing games. It caused all to relax, laugh most heartily, ready for more of the business affairs of the convention that followed the next day.

The banquet held in the rotunda of the Clifton, facing the roaring Falls, was unquestionably the best ever. The



service was good and also were the eats. It was in entertainment that the 1924 banquet excelled.

President Henry Mueller acted as toastmaster, in a most satisfactory manner. His introduction of the speakers and entertainers was pleasing both to the artists and to the guests.

Following the 5-course dinner which all apparently enjoyed, Congressman S. W. Dempsey of New York state gave an excellent review of the war and subsequent business conditions under the assigned subject "Our Business." His able delivery together with the array of facts presented brought him deserved applause from the audience.

Mrs. F. Evans, soloist, accompanied

## The Business Outlook

Summary of Remarks by S. A. Linnekin, Vice President, Babson Institute, Babson Park, Mass.

I have 2 general subjects to bring before you today; first, general economic conditions, and second, conditions prevailing more specifically within your own industry.

Let us first look at general conditions. I think we must admit at the beginning that business is out of balance. Automobile output, for instance, is exceeding all previous records. The same may be said of building. Crops in the aggregate yielded 900 million dollars more than in the preceding year. On the other hand, the boot and shoe industry is dull, March failures were the largest on record; the textile industry is shutting down; the Federal Reserve bank recently did not have enough loans out to meet expenses.

Although business is out of balance there are many factors tending to prevent a precipitate slump. In round numbers there was easily 4 billion dollars worth of new building last year. And it must have taken another billion for heating, furnishing, and equipping these buildings. It is a fact, however, that the spring peak this year was 5% ahead of a year ago, and building permits for the first 4 months of this year not only exceeded last year but were double the permits in the same period of 1922.

The automobile output last year reached record proportions. Yet so far this year the output is running ahead of last year by 20%.

Bank clearings and check transactions, a good record of the actual business, are not only holding their own with last year but are even running slightly ahead.

Money rates are low, capital is looking for opportunity, and carloadings are maintaining a very high record. The number of strikes and labor disturbances is running below last year, and the summer peak seems likely to be lower than for the last 2 years.

Railroad gross is running slightly below last year's record, but the net, through administrative economies, is running slightly larger.

Savings bank deposits on May 1 were the largest in history.

Central power stations have so far this year produced 9% more power than a year ago. Prohibition too is a factor, particularly as applied to the wage earning class. The 2 or 3% of the national income that used to go for liquors is now largely being spent for homes, automobiles, bath tubs, radios, electric lights, pianos and education. Yet these factors are not sufficient to keep business on an even keel. One trouble with business is that during the war period we geared up industry to meet world demands, but we find ourselves

by Mrs. L. Warner, pianist, both of Buffalo, entertained with several selections during the meal. Thundering applause brought them back for numerous encores.

Ellis Baum of the Joe Lowe company of New York city was the real "hit" of the evening. His story telling kept the one hundred guests in convulsions of laughter. This was particularly true when he told the story applicable to the trade, it being a spaghetti recipe which none of us care to use but which is most pleasing to listen to. The evening entertainment was brought to a happy close by dancing in the spacious ballroom of the Clifton, the macaroni manufacturers and allied tradesmen being guests of the hotel.

today with the United States as the chief market.

Another trouble with business is similar to the agricultural district in that we are still paying back past indebtedness. We have probably paid up but two thirds of the war time excesses.

Let us look at the industrial conditions. Woolen mills are producing at 65% of capacity; cotton exports are ahead of last year although but 60% of the prewar volume; cotton sales are less than half of a



year ago; cotton producing activity is but 62% of capacity.

Clothing is operating between 65 and 70% of capacity.

Production of knit underwear is ahead of last year, but shipments and orders have fallen by the wayside. Even the consumption of silk has declined some 15%.

The metal situation presents but a little more in the way of encouragement. Fewer furnaces are in blast and stocks of iron both at the furnaces and at the steel mills are 2 to 4 times the stock existing a year ago. Steel capacity is barely 55 to 60%; unfilled orders of the Steel Corporation are but 60% of a year ago.

The locomotive works have shipped but 53% of last year's volume, and the unfilled orders are but little over a fourth of a year ago. Copper shows some improvement over a year ago but is still producing around 50% of capacity. Zinc stocks are 3 times those of a year ago, and tin consumption has fallen off 25%. Although, as mentioned before, the production of electric power is ahead of last year, nevertheless, to develop this pow-

er they used more coal and nearly 30% more oil and gas.

The automobile business has been good, but they have had to depend for months too largely on partial payments and the style appeal. Right now with conditions getting more unbalanced the question of new sales is openly and admittedly causing manufacturers great worry. Where such a small per cent of new machines is bought for cash or without a turn-in, we may almost say that the public is selling more machines than the automobile makers.

Gasoline consumption is running ahead of last year but the increase in production is excessive. Consequently the stocks are nearly 25% in excess of a year ago.

Boot and shoe production is not only running below last year, but barely reaches 65% of capacity.

Building figures in the aggregate are unquestionably of record proportions, yet factory construction is 36% below last year. Structural steel capacity is about 65%; lumber conditions, in spite of the building activities, are far from satisfactory. The most important grades like southern pine, fir, redwood, etc., are all producing to a disadvantage compared with last year. The same situation holds true with brick and cement.

Carloadings still average around 900 thousand cars a week, but the surplus according to latest figures is greatly ahead of last year.

Telephone and telegraph gross exceeds last year but the net in each case is nearly a fifth less.

I mentioned the probability of fewer strikes this year; that is substantiated by the fact that New York state reports smaller employment and reduced pay rolls. Detroit and other automobile centers are releasing labor daily and employment agencies are placing a third fewer men than a year ago.

Although crops in the aggregate were worth more this year the increase is due largely to increase in the price of cotton. The big grain crops and grain areas are but little better off.

We must also remember that of all the European countries only one, namely England, is making any attempt to get on its feet, and all of the European countries may be said to be operating in red ink. This means much to business in this country. You will remember I mentioned previously that we had a tremendous increase in producing capacity. The European situation means that we cannot sell this surplus to Europe; it also means that Europe will become a distinctively aggressive competitor; this means a constantly narrowing differential between imports and exports.

One more point; we are confronted now with the necessity of doing business differently. For the last 20 years we have made great manufacturing progress. Probably everything costs less to produce in the machine age of today than it did 20 years ago. The next 20 years must show corresponding efficiency in distribution. Moreover from 1898 to 1920 business was done on an advancing plane of commodity prices; the next 20 years business will have to be done on a declining plane of commodity prices.

Let us now look at retail trade. There has never been a major depression except when retail stocks were excessive. In other words so long as retailers buy as they sell and sell as they buy, at least so long as they have a reasonably quick turnover, there can be no overexpansion.

Stocks today cannot openly be considered excessive although they do suggest caution, particularly as there has been a change since the Christmas trade. Retail stocks in 286 department stores in December exceeded the previous December by 14 points. In other words, using the 1919 monthly average as the base, in December 1922 it stood at 109; in December 1923 at 123; in this comparison I will use the mathematical difference in points rather than the mathe-

# The Peters Package

The largest percentage of the best macaroni packaged goods is sold in PETERS STYLE PACKAGE. From a plain carton blank and a piece of lining paper the PETERS FORMING AND LINING MACHINE sets up and lines, automatically, a carton ready for the Packing Table.

This package is automatically folded and closed by the PETERS FOLDING AND CLOSING MACHINE and it is then wrapped and labeled by the PETERS WRAPPING AND LABELING MACHINE.

## Peters Machinery Company

4700 Ravenswood Avenue  
CHICAGO, ILLINOIS

AUTOMATIC PACKAGE MACHINERY that will form, line, fold, close, wrap and seal cartons.

Write for catalog and full information.



TRADE-MARK



matical difference in per cent. January stocks stood at plus 9 compared with a year ago; February plus 8, March plus 10, April plus 14. Final figures are not published yet for May and June, but in view of the unseasonable weather this spring, it is only natural to assume that stocks during the second quarter have exceeded by an even wider margin than a year ago. For the period under comparison only the Minneapolis Federal Reserve district reports smaller retail stocks than a year ago. To me, however, this does not necessarily mean greater sales because of the unsatisfactory prices of wheat, corn and live stock. It means more intelligent management, therefore, by smaller stocks, reduced lines, or better turnover. Retail stocks in the following districts show the greatest increase over a year ago:

- Cleveland, plus 17
- Philadelphia, plus 15
- San Francisco, plus 15
- Chicago, plus 12
- Dallas, plus 11

These figures, mind you, when the average for the country is plus 10.

Let us look at retail sales. For this purpose we have 333 department stores for comparison in the entire country. Sales ran ahead in December, January and February; although during March, April and May, due to the weather, there was an unsatisfactory decline. In fact the March figures for sales is minus 9. Curiously enough the least reduction was in the San Francisco district, which stood at minus 1. Where sales fell was in New York, minus 17; Cleveland, minus 15; Boston, minus 15; and Philadelphia, minus 13.

On the face of it we might say that if stocks increased by 10 points and sales fell off 9 points, there was perhaps a fair balance. We must not lose sight of the fact, however, that we are not dealing in per cents, and that numerically the bases for stocks and sales are different. In all probability the numerical base for stocks is lower. A somewhat different aspect of the situation is exhibited by comparing for the same period reports on the chain stores, still using the 1919 monthly average for the base.

	Jan.
29 Grocery chains	gain of 39 points for 1923
5 5 & 10c stores	plus 10
10 Drug chains	plus 12
3 Cigar chains	plus 3
6 Shoe chains	plus 5
4 Candy chains	plus 23

I hold no brief for the chain stores but we must recognize these facts for what they portray.

You doubtless remember that a year or so ago there was quite a discussion in one of the weekly magazines to the effect that there were too many retailers. Investigation brought out the fact that there were roughly 1,500,000 retailers. Of that total at least 100,000 were doing business profitably; another 400,000 were doing a fair business, and the greater majority of them, however, were barely struggling along. That in itself, however, does not mean that a few hundred thousand retailers should be eliminated. When we consider that between 80 and 90% of the products of forest, farm, and factory reach the consumer through the retailer, it does not make for greater efficiency to narrow the neck of the distribution bottle. In fact the retailers may be compared to an army; usually an army is not strengthened by cutting it in half. On the contrary, the answer obviously is to make retailing more efficient because with actually and potentially more goods than we can consume we stand a fair chance of having more retailers before we have fewer.

It seems to me that one of the first things to do is to increase the efficiency of our retail clerks. There are a lot of people behind the counters today who don't belong there as they have no qualifications whatever. They must be trained, first to know the merchandise; and second to know how

to improve customer relations. With conditions as they are this is not a time to stand for indifference or inability. Any retailer who sanctions those 2 detrimental qualities by keeping such people on his payroll deserves the fate that is inevitable. It is not a new thing to train people to know merchandising, and a number of retail stores over the country have their own training classes. Some of them even send their promising sales people to outside educational institutions.

We must, however, put an end to such occurrences as the following: In a Cleveland store not long ago a customer was standing before the silk underwear counter asking the price of a silk undervest. The answer was this: "That's \$1.95. This one is \$2.95. Here's one for \$3.50." The customer asked if the main difference was in the silk. The clerk said, "Well, yes, one's heavier than the other. This \$3.50 is heaviest."

The customer took the one for \$1.95 saying it was just for every day wear.

The saleswoman was asked why she didn't tell the customer the difference between the vests. The saleswoman said, "Well, she can see for herself. She has eyes, hasn't she? Anyone can see that the \$3.50 vest was 4 inches longer than the cheaper ones so it won't ride up under the corset and besides being heavier silk it won't shrink. I don't have to show her, do I, that the \$3.50 vest has heavier shoulder straps so they won't break or slide? She should see that the \$1.95 vest had only thin cheap ribbon straps. You saw her handle the reinforcement under the arm. She certainly could see that the \$3.50 vest had broader and deeper reinforcements. Anyhow these cheap vests always have the label sewed right on the thin silk, while the \$3.50 has the label sewed on the hem so that the silk won't tear."

Here is a case where the saleswoman undoubtedly knew the merchandise but she certainly needed a lot of training in public relations.

I recently was privileged to hear Thomas Kelly of Minneapolis give a talk on retail selling. A man went into a hardware store

to buy a hammer. He was shown one at 60c, one at 95c, and one at \$1.65. The sales clerk was unable to give any selling talk aside from the fact that there was a difference in the price. The customer went home and looked in the mail order catalog and found a description of a hammer priced at \$1.98. He bought it. Why? Because he was told that the hammer was "full nickel plated." It had a "mahogany finished handle." It was "forged from crucible cast steel." The handle was made of "selected wedged growth hickory" put in with "iron wedges so the head would not work loose."

If the hardware clerk had been able to show these points to the customer the customer would have gotten his hammer quicker and there would have been one more sale credited up on the cash register.

I just mentioned the word "clerk." Maybe that is one of the troubles; perhaps we should get rid of our retail clerks and put salesmen in their places.

I have dwelt at some length on retailing because the retailer is the one who comes in contact with the consumers of your product. What affects the retailer affects you directly and inevitably.

I need not dwell at too great length on the increase in partial payment business during the last few years. A short time ago an economist checking advertisements in 27 newspapers in as many cities of the country from November 11 to December 20

found these papers published 141 advertisements which made direct appeal to the payment plan on the following products:

- furniture
- clothing
- carpets
- phonographs
- Victrolas
- kitchen cabinets
- vacuum cleaners
- planos
- washing machines
- rugs
- sewing machines
- cedar chests
- typewriters
- lamps
- automobiles
- stoves
- jewelry
- radios
- silverware
- diamonds
- safes

This investigation also showed the growing tendency to offer partial payments on the basis of liberal terms rather than on the quality of the merchandise. The second danger is that it leads too many people to buy more than they are able to take care of. Of course, so long as business is on the upgrade and there is plenty of employment and high wages, the retailers could in that way get away with it. When, however, as in the cases I have mentioned there is unemployment in the automobile situation and the textile centers and in the shoe cities, then trouble begins. It is all right to say that merchandise may be seized but the retailers do not want reclaimed merchandise. They want cash.

I therefore offer the following suggestion—The principle of term payments is sound economically only as applied to merchandise that yields income in some form over a stated period. For example a sewing machine increases the producing ability of the user, as the machine will help pay for itself. When, however, we come to that class of commodities that appeals primarily to comfort, style or luxury, the purchase of such articles on credit is economically unsound for it weakens the whole credit structure. At best it is a mortgage on future sales and I am afraid with business on the down turn we are going to see term payment business at its worst. For the present at least the term payment plan has reached the peak of its usefulness. Right now term payments constitute one of the causes of slow collections. Too many people are paying for some past purchase, maybe a house, a car, furniture, musical instruments, clothing, even jewelry. Current sales therefore must be curtailed to that extent.

This does not affect your own sales directly, but money that goes in this direction is not available for such lines as this.

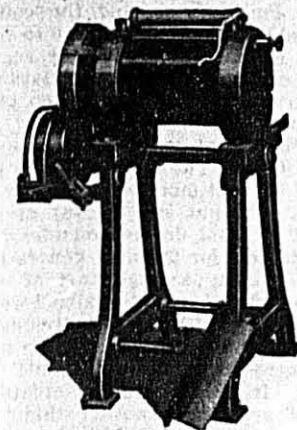
One more point on collections—One reason I have just touched is the amount of current income that has to go for past purchases. Credit in retailing is more or less of a necessity. Even the chain stores are beginning to grant some credit, although they do it with considerable restriction. Yet like every other good principle it has been abused. The University of Nebraska recently conducted an investigation and found that in Nebraska the average time for negotiations was as follows:

Grocery stores	37 days
Department stores	57 days
Clothing stores	70 days
Chain stores	85 days
Furniture stores	172 days

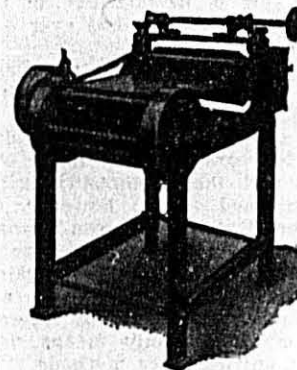
The first essential is to send statements promptly the first of the month. It is a fundamental principle of collections that the older a bill gets the harder it is to collect.

The second thing is to find out why a person doesn't pay. If sickness or poor business is the reason then we must squarely face the fact that for the present at least that bill is uncollectable, and it should not be rated too highly in the receivables. You should, however, endeavor to get a small payment on account and arrange some basis for completing payments.

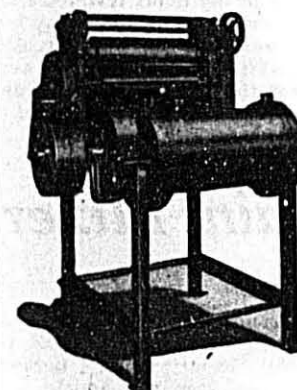
If on the other hand you are satisfied the debtor can pay then collection must be pressed to the limit. If a debtor is deliberately holding out you have no good will to lose. If a customer owes you a bill of long standing you need not fear losing his trade. You have lost it already and as long as that indebtedness remains he will not want to see you but will spend his cash elsewhere. If you make him pay up it is



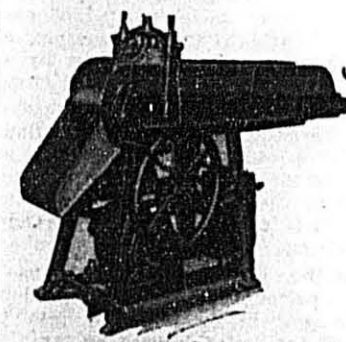
Roller Noodle Cutter



Roller Noodle Cutter With Light Calibrater Attachment.



Roller Noodle Cutter With Heavy Calibrater Attachment.



Mostaccioli Cutter

# "CLERMONT"

## Noodle Machine Equipment

"CLERMONT" products are recognized by all users as the most efficient and dependable machines on the market. They have the largest output at the lowest operating cost.

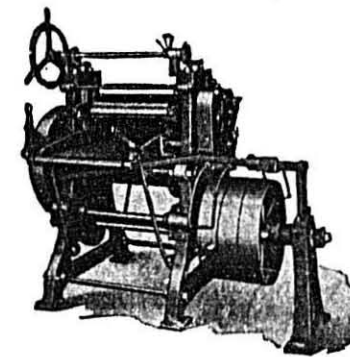
They are designed and built to eliminate skilled operators as much as possible.

Utility with neatness in design, high grade workmanship and the best material obtainable, are the factors that make the "CLERMONT" products stand in a class by themselves "at the head of the line".

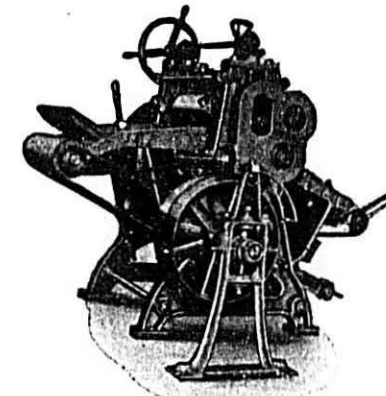
Our catalogue will be mailed on request.

# CLERMONT MACHINE CO.

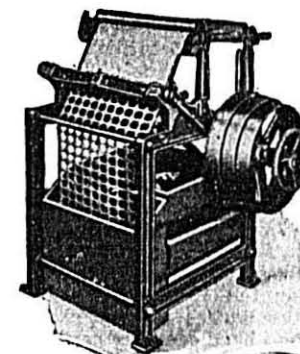
77 Washington Avenue  
BROOKLYN, NEW YORK



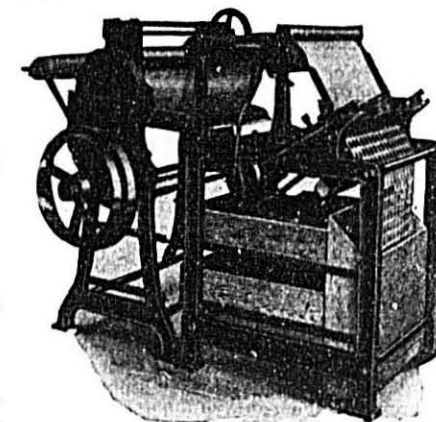
Reversible Dough Breaker



Roughening Non-Reversible Dough Breaker



Fancy Stamping Machine for Bologna Style Noodles.



Fancy Stamping Machine With Calibrater Attached.



but a question of time before he will come back and trade again.

So much for the present on the general situation.

Let us now look at some of the intimate facts confronting the macaroni business. Almost anyone will say that the trouble with the macaroni business is the fact that the producing capacity is greatly in excess of the demand. The next hindrance is the heavy imports of Italian macaroni. In fact these 2 things are looked upon as bugaboos, today. Let us, however, look a little deeper into the situation.

Very often what are looked upon as reasons are more often excuses. It is true that the producing capacity has greatly increased. It is difficult for the outsider to get the actual figures on domestic output. We can find, however, from census reports the increase in the number of establishments, the number of wage earners, payroll, cost of material and value of output.

In 1914 there were approximately 373 establishments; in 1919, there were 557 and in 1921 between 4 and 5 hundred, indicating some shake out.

The number of wage earners was 3500 in 1914, 4500 in 1919, and 3800 in 1921. The payroll for 1914, however, was in round numbers, \$1,600,000; \$2,100,000 in 1919 and \$3,700,000 in 1921.

The cost of materials in round numbers in 1914 was \$8,000,000, in 1919 \$25,000,000 and in 1921 \$20,000,000. The value of the products was \$12,000,000 in 1914, \$34,000,000 in 1919 and \$31,000,000 in 1921.

All this would indicate for the most part a turn in the right direction, particularly as regards the number of establishments, cost of material and number of workers. For some reason or other the pay roll does not show accompanying economies but this may be due to reasons with which you may be more acquainted than I.

It is difficult as I said before to get the actual quantities and not estimates. However, we have information that shows the domestic output in 1910 was around 200 million lbs.; in 1914 it was 360 million lbs., and in 1920 it was 450 million lbs. What it is at the present time is difficult to even estimate. The chances are, however, that the consumption has not greatly increased over and above this amount.

Let us now look at the element of imports. Since the close of the war imports have increased from around 600,000 lbs. in 1919 to nearly 3½ million lbs. in 1923, valued at around \$250,000. Moreover imports are gradually increasing as shown by the figures for the 10 months ending April 30, when the figures were 3,200,000 lbs. However, look back over the period from 1910 to 1914 when our imports of macaroni totaled each year over 100,000,000 lbs., valued at nearly \$5,000,000. Is it right, therefore, for us to say today that foreign competition is ruinous? I am given to understand that only a relatively small part of the imported Italian macaroni is of a superior grade. Moreover in the cost of the raw material, which constitutes about one half of the total cost, American producers have the advantage. Nearly one fourth of the Italian durum requirements are ordinarily imported.

It would seem to me, therefore, that a wider realization of such facts as these, not to mention the necessity of making further investigation, would be of considerable help to the macaroni industry.

If you will pardon the inference I believe there is still a great deal of work for your association to do.

Let me again make reference to retailing. I wonder if you have ever heard of the Retailers Research association. This really is a retail statistical department operated by 18 representative ready-to-wear stores in various parts of the country. This organization collects and publishes once a month value of sales, amounts of stocks of all sizes and shapes, grades of merchandise particularly in volume. By knowing the correct average of the group each member makes

his own application to his own individual store and it acts as an invaluable guide to future policies regarding purchases, sales, inventories, turnover, etc.

The same opportunity exists for you. There are between 400 and 500 establishments in your line today. Yet according to information at our office a year ago you had only 78 in your association. It would seem to me a wider knowledge of the cost of doing business would help. The retail grocers have for the last 2 or 3 years contributed \$15,000 to find out how much it costs to operate a retail grocery store. Moreover the retailers on the whole are not very well organized. They now know, however, how much it costs to do business, necessary mark up, cost of selling, amount of sales per person to be expected, and all such intimate internal facts that are absolutely necessary for a successful retail grocer. It is infinitely easier to organize a group of manufacturers particularly when the number runs in the hundreds rather than thousands, and particularly as the manufacturing area is so restricted and concentrated. With a gross business of 30 to 50 million dollars, I believe you could well afford to spend some money along this line.

The second and last thought I want to leave with you is this—Your problem is in common with the problems of industry in general, namely one of distribution. As I suggested before, for the time being, at least, we have gone far in the direction of manufacturing efficiency. We must now make corresponding economies in distribution. To me merchandising is largely a matter of price. From the government reports I think we are all convinced that the manufacturer of macaroni is not getting rich. At the same time the public is not eating more macaroni for one of two reasons; first, because it may not have had sufficient education in the use of macaroni products, and, second, it may feel that it costs too much by the time it gets to the door.

As far as education is concerned you must educate me as a consumer to a great use of your product. If at the present time the total annual consumption of macaroni is 500,000,000 lbs. per year, then the per capita consumption is only 5 lbs. per year. Yet the per capita consumption in Italy is over 50 lbs. per year. By embarking on an educational campaign of this nature you would not be sailing an uncharted sea. Any num-

## Color Users Are Mere Paint Mixers

By Fred Becker, Pfaffmann Egg Noodle Co.

At our 7th annual meeting, in St. Louis in 1910, I read a letter on the subject: Federal law should prohibit coloring matter in all alimentary pastes and I herewith read a paragraph of this letter:

Our government ruled not long ago that no colored macaroni can come into American ports, shipped from foreign countries. Why should not such a rule be made for American made goods, viz: that no coloring matter of any kind can be used in macaroni products.

Now when our law makers saw justice and wisdom in forbidding foreign colored macaroni to enter this country should not the same precaution be taken to protect the public against the same nuisance perpetrated by American manufacturers?

The coloring of macaroni products is entirely fraudulent and unnecessary and in no way of any benefit to the consumers, but the artificial coloring is only misleading them to believe that the article is better than it really is.

An article was drawn up at the St. Louis meeting and sent to Washington protesting against coloring.

At our 8th annual convention, at Detroit

ber of lines has done the same thing; the sugar people, for instance, and the coffee people. It would not be amiss for me to suggest that you communicate with the secretaries of the sugar and coffee associations. I am sure that they would be only too glad to exchange experiences.

That, however, is but one part of the solution of the problem. The second part is for you to get the product more economically to the consumer. I might say by way of parenthesis that so vital do we consider the distribution problem for the next generation that we are devoting a large part of our resident school activities to specialized work in distribution lines either for individuals, for concerns or for associations. I also feel that the 2 corrective methods should go hand in hand. It is one thing to create a wider demand and it is another thing to make that demand more effective with the application of greater economies in price.

In the limited time at my disposal I do not feel that I should go any deeper into this subject at this time. I not only recommend it as of advantage, but I feel that it is vitally necessary for the permanency of your industry. It is in fact one of the greatest responsibilities that has ever confronted your industry.

Not until the early 1900's was the macaroni industry in this country more than a home industry. The macaroni industry in common with a great many other lines during the first 20 years of this century was aided by the fact that commodity prices constantly increased. Now, however, we are facing a period of 5, 10, or even 20 years of doing business on a declining plan of commodity prices. This augurs against large inventories; it means quicker and greater turnover; it means possibly different buying policies; it certainly means new, different, even untried sales methods.

In closing I want to emphasize again that these changes must be accomplished, and the very life of the industry depends upon the willingness and quickness of the leaders—and this group here represents the leaders in the macaroni industry—to recognize this responsibility. I know it can be done.

I am reminded of my home town, the fishing port of Gloucester. The wind may blow strongly from one quarter, but the Gloucester sea captains can sail boats in every direction. What the sea captains can do, I know that the captains of industry can do likewise.

in 1911, there was another paper read pertaining to artificial coloring and I herewith read one paragraph from this article:

I cannot understand why the United States Agricultural Department still allows coloring in our products. It must be clear to everyone that it is a positive and willful deception. No manufacturer can have any other reason for putting coloring in macaroni products than to deceive the public. Coloring matter is not a preservative, neither is it of any food value. It is a FRAUD, pure and simple, and should be stopped immediately by the federal food department under all circumstances.

At the 9th annual convention at Atlantic City in 1912 a resolution was drawn up and presented to the Chief of Bureau of Chemistry, U. S. Department of Agriculture, Washington, D. C. This resolution read in part as follows:

We further recommend that the use of artificial coloring in all paste products, manufactured in or imported into the United States, be prohibited by law.

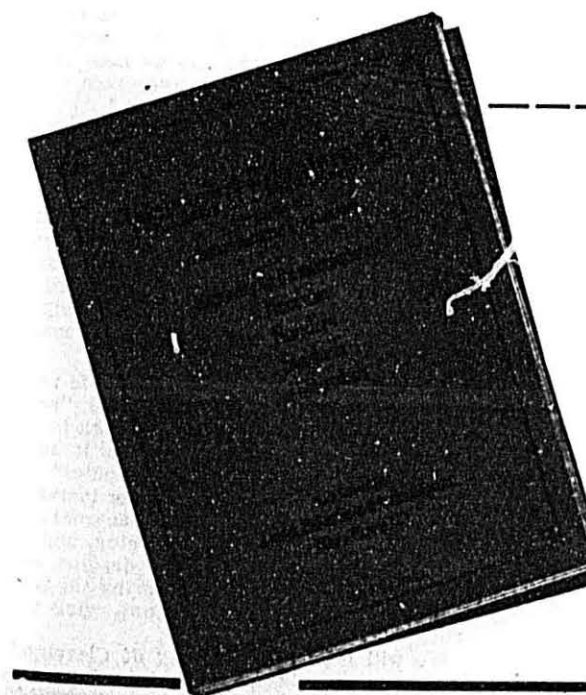
At the 10th annual convention at Milwaukee in 1913 a letter was presented by D.



no strings to  
our offer—the w & p  
catalog of macaroni  
machinery is yours  
without obligation



drop us a line  
or mail this coupon



baker-perkins company inc  
saginaw, michigan

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

my name .....

my firm's name .....

address .....

city.....state.....



Cowen of A. Goodman & Sons, New York. This letter read in part as follows:

I strongly suggest and advocate the elimination of color from macaroni and all products that come under this heading. I might add that all of these will be of no avail unless there is also a ban put upon all colored foreign products of the noodle and macaroni family.

B. R. Jacobs made an address at the 1914 convention at Chicago, which read in part as follows:

Out of 100,000,000 lbs. of macaroni imported annually into this country, a very large percentage is artificially colored. It has not been possible until recently to detect whether or not coloring matter was added to conceal inferiority. The food and drugs act of 1906 provides in regard to the use of artificial coloring in a food product: "That it shall be deemed to be adulterated if it is mixed, colored, powdered, coated or stained in a manner whereby damage or inferiority is concealed."

In my opinion coloring matter is added to edible pastes either to make an imitation product or to conceal damage or inferiority. If it can be shown that the color is added to conceal damage or inferiority, the product will, therefore, be considered adulterated, and the use of coloring matter is prohibited. In the second case, where the coloring matter is used to make an imitation product, the law provides that the product shall be labeled "Imitation Product."

In 1915 our association reached its high mark in the fight against the "Paint Mixer" and a special meeting was called that year, at Chicago in February, and our president, C. F. Mueller, read his report showing the tremendous efforts made in which Charles Wesley Dunn visited many capital cities throughout the country, calling on the food commissioners on behalf of the association in its fight to eliminate artificial coloring in macaroni products, and that a bill has been drawn up and presented to various state legislatures as follows:

#### Proposed Uniform State Law

AN ACT to prohibit the use of artificial coloring matter in such edible alimentary pastes as macaroni, spaghetti, vermicelli and noodles.

Section 1. Whoever, himself, or by his servant or agent or as the servant of another person, sells, exchanges or delivers, or has in his custody or possession with intent to sell, exchange or deliver, or exposes or offers for sale or exchange, such edible alimentary pastes as macaroni, spaghetti, vermicelli and noodles, containing any added artificial coloring matter, shall be guilty of a misdemeanor, and for the first offense shall, upon conviction thereof, be fined not more than one hundred dollars and for each subsequent offense, upon conviction thereof, shall be fined not less than fifty dollars nor more than two hundred dollars or imprisoned not less than thirty days nor more than one year or both.

Section 2. This act shall go into full force and effect upon its passage and approval; provided, however, that no penalty shall be enforced for a violation of its provisions as to domestic products prepared, or foreign products imported, prior to three months after its passage and approval.

An editorial appeared in the October 1915 issue of the Macaroni Journal, as follows:

#### Macaroni Dyed to Deceive

Dye has been used also for the purpose of deception in the manufacture of macaroni. The best grade of macaroni is made from the semolina of durum wheat. This semolina is rich in gluten which consists of the nitrogenous substances of the grain, and is high in food value. This wheat has its own characteristic yellow color, which is rightly associated in the minds of purchasers with the highest grade products. The yellow color, however, can, like that of the egg, be accurately reproduced by use of certain dyes. It has become the practice for certain manufacturers to make macaroni from grades of flour which are much less expensive than those from which macaroni is customarily made. This cheap substitute is artificially colored, by the addition of a dye, to look so nearly like the high grade genuine durum semolina macaroni that the ordinary purchaser is completely deceived.

Artificial coloring matter in noodles and macaroni serves no useful purpose whatever. It is added solely for the purpose of deception. Even a harmless dye adds nothing in the way of taste or nourishment. An easy way to deter-

mine whether macaroni or noodles have been artificially colored is to examine the water in which they have been cooked; if they have been artificially colored with soluble dyes the water will be yellow. This, however, is not an infallible test, as some of the yellow dyes employed do not dissolve or color water.

The following article appeared as an editorial on page 8 of the October 1915 issue of the Macaroni Journal:

#### Illegal to Color Macaroni

The U. S. Department of Agriculture has at last recognized the efforts of the National Association of Macaroni and Noodle Manufacturers to secure a ruling prohibiting the use of artificial coloring in all alimentary paste products and attention of macaroni manufacturers is called to the following important ruling published by the United States Department of Agriculture on August 18, 1915, under the Federal Food and Drugs Act of June 30, 1906.

This ruling declares that the addition of artificial color to such alimentary pastes as macaroni, spaghetti, vermicelli and noodles, as usually practiced, results in concealing inferiority and is therefore, an illegal adulteration and so prohibited under the Federal Food and Drugs Act, because this adulteration cannot be corrected or made legal, under that act, by the indication of the use of such artificial color either upon the label or upon the container.

This ruling reads as follows: "The bureau has given careful consideration to the use of artificial color in macaroni, spaghetti, vermicelli, noodles and similar alimentary pastes, according to the provisions of section 7, subdivision 4, in the case of food, of the Food and Drugs Act, a food product is adulterated if it is mixed, colored, powdered, coated or stained in a manner whereby inferiority is concealed."

The question as to whether damage or inferiority is concealed is one of fact to be determined in the case of each food product which is artificially colored. It is the opinion of the bureau that the addition of artificial color to alimentary pastes as usually practiced results in concealing inferiority and that this form of adulteration cannot be corrected by the declaration of the artificial color."

It is my impression that the macaroni manufacturers are guided by this law today, and it seems that this paragraph of the food law expresses very plainly the stand it takes against the coloring of macaroni products, and all that is to be done is to carry out this rule, and according to this written law any macaroni manufacturer using artificial coloring can be convicted and it should be a good warning to every "paint mixer" in the country.

A year later, through the efforts of the Italian Chamber of Commerce, New York, the Department of Agriculture issued a new ruling regarding artificial coloring, which read as follows:

"You are advised that unless and until notice to the contrary is given the Bureau will not regard as adulterated, on account of the use of artificial color, macaroni, spaghetti, vermicelli, and similar alimentary pastes, made wholly from durum semolina, provided that the addition of the color does not give to any particular lot the appearance of being of higher grade or quality than it actually is. When used, artificial color should be plainly and conspicuously declared. On the other hand, articles shipped or sold as macaroni, spaghetti, or vermicelli, made from flour of any grade or from a mixture of flour and semolina, if artificially colored, will be considered as having been colored so as to conceal inferiority and, therefore, as not being entitled to admission into the United States, or shipment in interstate or foreign commerce."

"This ruling would seem to nullify a previous ruling of the department and to be in conflict with decisions of the court in regard to the use of artificial coloring in paste products."

The following article appeared in the February 1917 issue of the Macaroni Journal. It was taken from the New York Globe and Commercial Advertiser and was written by a well known food authority. He says: that the consumer has been betrayed by unscrupulous manufacturers in marketing macaroni of a very inferior quality, and does not hesitate to make the statement that from his knowledge of the situation, "From sixty-five to seventy-five per cent of all the bulk and package stuff masquerading as genuine and

decent is counterfeit." He goes on to say, "The consumption of these pastes has been constantly increasing and the frauds perpetrated by the makers and noodle fakers have kept pace with the increase. Coal tar dyes, spots, leakers, dirt and nitrous acid are the principal villains in the building up of unfair competition in the macaroni and noodle industry."

The annual meeting for 1917 was held at Cleveland, and at this meeting an address was given by Wilbur S. White, chemist of the city of Cleveland, in regard to food inspection, and here is what he said in regard to macaroni:

"We then took macaroni. That is the part that interests you. We decided one of the worst abuses in Cleveland was the use of coal tar color. We talked with these men, pleaded with them, and asked them to discontinue it, and they all promised to do it, but in a week or two they got back to the same sort of thing again. We worked with them for about three or four weeks, trying to stop it, but finally we saw there was no other way than to bring a case before the courts. I didn't have an organization, and I made this case myself. I crawled into the back door during luncheon time and took a sample from the mixer and drying rack, a sample of color and went around to the front part of the store and bought a sample of macaroni to test. We wrote out our own affidavit and brought our own case and got a conviction in spite of the elaborate contention of the defendant's lawyers, and a fine of \$50.00 and costs was imposed."

Should we go any further condemning the "paint mixer"? Allow me to explain that when I say "paint mixer" I refer to the macaroni manufacturer who is using artificial color. This name is not any worse than what is generally used for the man who is selling liquor and who is called a "boot-legger."

Now in the foregoing I showed that the National Macaroni Manufacturers association has had that subject under discussion nearly every year since 1903. It proves overwhelmingly and there is evidence on every side that the public is against coloring; the dealers are against coloring; that the majority of the manufacturers are against coloring; and the authorities in cities and states, as well as the federal government, all of whom have expressed their opinion against coloring.

It seems there is no one who likes the "paint mixer." He doesn't do any good to anyone, but in particular is he hurting the macaroni industry in general and doesn't do a particle of good to himself.

It is useless to keep on discussing this matter forever, as every angle of it has been discussed and fought out for more than 20 years and any amount of energy and money has been spent. Let us take action at once more drastic than ever before and let us drive out the "paint mixer."

Let every member of the association cooperate with the federal government and report all violations as to artificial coloring just as soon as they come to his notice.

At this meeting let us take a vote prohibiting any member of the National Macaroni Manufacturers association to use artificial coloring, and I suggest that it be printed on the application blanks that membership in our association will be refused to any manufacturer using artificial color.

You can now find colored noodles in nearly every city, and of course the "paint mixer's" conscience is elastic enough to get around this and he simply calls it some other name. He doesn't say "noodles" but he says any old thing, such as, for instance, "crooked macaroni" or "flat macaroni" or "bologna-style" or some such thing, and he keeps right on with his evil designs and gets away with it, thereby injuring the legitimate manufacturer who is not using coloring.

We will take our own city of Cleveland. This town has been pretty free from colored macaroni products for some years, but

during the last 6 months some Chicago manufacturers shipped colored goods into Cleveland and put a scare in our smaller local manufacturers to such an extent that they started again to use artificial color against their own good judgment, stating that they were simply compelled to do so on account

of the other artificially colored goods shipped into our market.

The violations bring universal hardship and we should not wait to spend another decade in simply complaining and discussing about it, but let us deal the death blow to the "paint mixer" right now, today.

## A Foreign Market for Macaroni

By J. A. Le Clerc, Department of Commerce

The most important macaroni prewar exporting countries were Italy, France, Germany and Spain.

The most fruitful world markets for this product prewar were the United States, the United Kingdom, Canada, Tripoli, Egypt, Austria-Hungary, Argentina, Germany, Turkey, Switzerland, France, Peru and Central America taken as a whole.

Without going into the history of macaroni manufacture in Italy (the home of the industry), suffice it to say that in most other countries this industry is quite modern. In France the making of macaroni industrially dates back to the beginning of the 19th century. In the United States the industry started about 50 years ago, but not until 1900 did it assume any commercial importance.

#### The Situation in the United States

By 1910, notwithstanding that the domestic output was over 200 million lbs., the imports amounted to nearly 120 million lbs., making a per capita consumption of about 3.5 lbs. Of the amount available for consumption 62% was made at home.

By 1914 the number of factories was 373; the output 250 million lbs.; the imports reached 130 million lbs., making a per capita consumption of 3.9 lbs. Of the available supply 66% was produced here.

As a result of the war the imports from

Europe were absolutely cut off. The people of the United States had an opportunity to become weaned, so to speak, from the foreign product. The American manufacturer took advantage of the situation, increasing the number of factories so that by 1920 there were about 450 establishments producing macaroni, with an estimated output of approximately 450 million lbs. The imports that year amounted to only 1 million lbs. The total available for consumption was, therefore, about 4.1 lbs. per capita, 99% of this was produced in this country.

The imports last year (1923) were 3½ million lbs. Thus since the end of hostilities, this product has not been imported to any appreciable extent, when compared to prewar.

Of the imports into the United States, averaging 114 million lbs. per year prewar, 95% was of Italian origin. Of last year's imports 77% came from Italy, 15% from the Orient, 5% from France.

#### The Situation in Canada

Canada's prewar imports amounted to nearly 7 million lbs., 61% of which came from Italy, 25% from France and 10% from the United States. During the past 3 years the average imports into Canada have been 1,324,000 lbs. per year, of which 82% came from the United States and 9% from Italy. Thus Italy has lost not only the magnificent

market she enjoyed in the United States, but most of that of Canada as well. In 1913 there were 9 macaroni factories in Canada, capitalized at \$873,000 and having an annual output of nearly 11½ million lbs. Canada's per capita consumption is less than 1/3 of our own.

The United Kingdom prewar was second to the United States as an importer of macaroni, her total average imports during 1909-1913 being somewhat over 10 million lbs., of which 88% originated in Italy and 10% in France.

The average imports of 1921 and 1922 were about the same as those prewar; of the 10 million lbs. entered during 1921, 39% was of Italian manufacture, 27% from the United States, 26% from Canada and 4% from France. During 1923, however, Italy regained some of her lost position, the imports of Italian macaroni into the United Kingdom amounting to nearly 7 million lbs. or 64% of the whole. The United Kingdom also imported 2¼ million lbs. from the United States or 22% of the total purchases; and 1 million from France or 10% of the whole. The imports from Canada amounted to only 300,000 lbs. or 3% of the total.

#### Exports of Macaroni from the U. S.

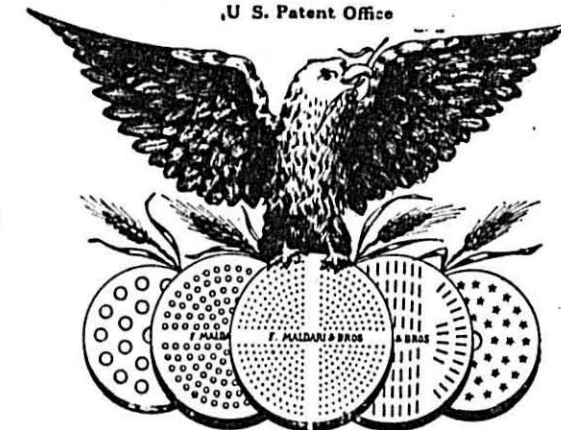
Prewar, the exports of macaroni were so slight that no separate record was kept of them. Not until 1922 was macaroni given a separate classification in our export statistics. During that year nearly 7½ million lbs. of macaroni were exported, of which 2,400,000 went to the U. K., 1½ million to the West Indies and Central America, and 1½ million to Canada and Mexico. Again last year over 7 million lbs. of this commodity were shipped from the United States, 23% of the total exports going to the United Kingdom, 18% to Canada, 12% to Mexico and 9% each to Cuba and Santo Domingo. Other large purchasers of American macaroni, that is countries to which at least 100,000 lbs. were shipped, were Belgium, Hol-

## Maldari's Insuperable Bronze Moulds with removable pins.

QUALITY

TRADE MARK

Reg.  
U. S. Patent Office



Workmanship

Service

SATISFACTION

F. MALDARI & BROTHERS, Inc. 127-31 Baxter Street, NEW YORK CITY

SEND FOR CATALOGUE

Established 1903



land, Honduras, Panama, China, Japan and Australia.

#### World Exports of Macaroni

Italy is the most important of all the macaroni exporting countries. Of the 162 million lbs. of macaroni which entered world trade during the prewar years, Italy supplied 87%.

In 1922 less than 60 million lbs. of macaroni were shipped by the five principal macaroni exporting nations, of which amount about 55% was of Italian origin; 15% was shipped through France and 13% from the United States. The exports from Germany and Spain made up the remainder. By 1923 about 75 million lbs. of macaroni were exported from the principal macaroni manufacturing countries of which 47% came from Italy, 40% from France and 9% from the United States.

#### Destination of Italy's Macaroni

Prewar, Italy exported 140 million lbs., of which 101 million were sent to the United States, 6 million to Canada, 7½ million to the United Kingdom, 2 million to Austria, 2 million to Egypt, 6 to Tripoli. As already noted the volume of Italy's exports faded away during the war and even to this day it has not recovered more than ¼ to 1/3 of its former dimensions. In fact in 1923 Italy exported only 36 million lbs. of macaroni or only ¼ of its prewar shipments, of which 8.2 million lbs. went to the United Kingdom, 2.7 million lbs. to the United States, 2.6 million to Switzerland, 2.4 to Tripoli, 2.2 to each France and Egypt, 991,000 lbs. to Austria, 778,000 to Greece and 724,000 to Germany.

#### Destination of French Macaroni

The exports of French macaroni from France in 1923 amounted to less than 7 million lbs. Some 23 million lbs. of foreign made macaroni were exported through French ports. The prewar exports of French macaroni averaged only 3 million lbs., although 5 times as much foreign product was shipped through that country. The principal countries to which France shipped her goods prewar were the United States, the United Kingdom, Algeria and other French possessions, Canada and Belgium. During 1921 most of the exports of French macaroni were to Germany including the Sarre Basin.

#### Destination of Spanish Macaroni

Spain exported nearly a million lbs. per annum prewar and nearly 2 million lbs. in 1922. Her chief customers prewar were Cuba, which took nearly 500,000 lbs. and Porto Rico to which countries 188,000 lbs. were shipped. Mexico and the Philippines to each of which over 50,000 lbs. were exported.

In 1921 Spain exported less than 400,000 lbs., nearly 70% of this amount going to France and the United Kingdom.

#### Destination of German Macaroni

Germany as an exporter of macaroni is of minor importance, her prewar exports amounting to less than ¼ of a million lbs. While the exports of 1922 were 4½ million lbs., most of the shipments were, however, to the Saar regions. In 1923 less than 1 million lbs. were shipped to countries other than the Saar.

From what has preceded, it is seen that France has developed a successful market in her possessions, the United Kingdom, Belgium and Germany; Spain has long had a market in Cuba and Porto Rico, the Philippines and Mexico as well as in her own possessions. Germany's market is very limited. Italy is the only real all round competitor we have. Italy is selling ¾ million lbs. of macaroni to England each year or 4 to 5 times more than we are. During the past 2 years she has had a virtual monopoly of the macaroni trade in Switzerland, where over 2 million lbs. are sold yearly; in Greece where from ¾ to 2¼ million lbs. are exported; in Egypt which buys over 2 million lbs. of Italian macaroni each year; in Tripoli, which takes from 1.3 to 2.4 million lbs. of the "allian product" yearly.

On the other hand during 1922 and 1923

the United States has been exporting more macaroni to Holland, Belgium, and Denmark as well as to China, Japan, Australia, Canada, Mexico and the various countries of Central America and the West Indies than has Italy.

During 1922 and 1923 our exports to Europe averaged over 3 million lbs. yearly; to Asia 390,000 lbs.; to Australia 376,000 lbs.; to North America, 1,975,000 lbs.; to Central America and the West Indies, 1,700,000 lbs. and to South America 30,000 lbs. None was shipped to Africa.

On the other hand Italy's average exports for the past 2 years to the Grand Divisions were as follows: To Europe, 17,829,000 lbs.; Asia, 668,000 lbs.; Australia, 111,000 lbs.; Africa, 4,040,000 lbs.; North America, 2,586,000



lbs.; South America, 87,000 lbs. None was exported from Italy to Central America and the West Indies.

#### Italy's Losses

During the past 2 years, Italy has exported no macaroni whatever to the following countries which prewar were among her large customers: Belgium, Denmark, China, Mexico, Central America and the West Indies, Argentina, Brazil and Chile. To the following countries Italy's exports during 1922 and 1923 were much smaller than those prewar: Turkey, Canada, and Peru. On the other hand Italy has developed a market in Palestine, 441,000 lbs. having been exported to that country during 1923.

These data should prove encouraging to this Association and give you some idea as to what countries should prove fertile territory for your export ventures.

Italy consumes about 50 lbs. of macaroni per capita; the United States less than 1-12 as much. Given a product as good as that made by the Italians, prepared for the table in a manner as appetizing as that in Italy, one would think that it ought to be possible to increase the present per capita consumption, not only in this country but in other countries as well.

The advantages which macaroni possesses in keeping almost indefinitely without deterioration, its ease of transportation, its high food value, possessing as it does about twice the food value of meat, its easy adaptation to combinations with other foods, its cheapness per food unit as compared to most other foods, all these factors and others which might be mentioned, should stimulate the macaroni manufacturers to greater endeavors to increase the use and consumption of this wholesome food product, not only abroad but in this country as well. The macaroni manufacturers should follow the example set by other food manufacturers—advertise—make known the method of preparation of this product, how from beginning to end the process is objectionless from a sanitary standpoint; have the various agencies of the Government do for macaroni what it has done and is doing for other foods, e. g. meats. (The Department of Agriculture has issued beautifully colored posters entitled "Meat is wholesome" and these posters have been placed in thou-

sands of post offices and other public buildings throughout the country, where they may be and are seen by millions of people.) Coming from the Department of Agriculture such posters, portraying one of the many appetizing macaroni dishes, would prove a splendid advertisement and should produce a wonderful result.

Do not be afraid to go into new territory. All peoples are susceptible to suggestions; new ideas do eventually penetrate; nations as well as individuals do change their food and other habits. Witness the almost universal use of breakfast foods in this country at present. Less than 50 years ago people ate an entirely different kind of breakfast. Let me read to you what has been accomplished in China, as reported by Commercial Attache Julean Arnold.

#### ADVERTISING METHODS IN CHINA FOR AMERICAN FOODSTUFFS


"The successful and profitable introduction into China of a number of foodstuffs, as well as other articles of commerce purely American, demonstrates clearly the fact that the purchasing power of the mass in China is higher than many people have believed.

"Several decades ago the idea was conceived of educating the Chinese masses to the use of tobacco in the form of cigarettes. Through enterprising methods of advertising and salesmanship, the cigarette consumption in China has increased to between forty and fifty billion per year.

"A California firm manufacturing a certain dried fruit has demonstrated the fact that it is possible to market its products to a very large degree in China. In fact it is understood that about one fifth of the production of this manufacturing firm is now marketed in China, the aggregate sales being nearly \$1,000,000 gold a year. This dried fruit in penny packages is finding its way into the shops of the interior cities throughout the country, notwithstanding the fact that it is not a necessity, but might well be considered a luxury. One of the commanding factors in the success of this dried fruit company's business is the development of its own organization to handle its own product in accordance with its own methods. The company has not entrusted this product to commission houses or to people who know nothing about the American end of the business or who have no interest in it.

"An American firm manufacturing a cereal product is also meeting with considerable success in marketing its product among the Chinese. It has prepared cook books in Chinese and also much other Chinese illustrated material helpful to the introduction of the product in such a way as to meet the peculiar demands and ideas of the Chinese people. Probably no people on the face of the earth have so varied a dietary as have the Chinese, and probably no other people have such an extensive menu as has China. This success is the development of the work of thousands of years and the Chinese cook is more of an artist than artisan. These Chinese cooks are constantly inventing new dishes or new ways of preparing old dishes. The Chinese people are, therefore, distinctly receptive to new ideas in connection with food products, which makes it an interesting proposition for the introduction of American food products. It must be borne in mind, however, that these products must be served in such a way as to be pleasing to the palate of the Chinese.

"For instance a breakfast food would make no headway in China if it had to be served with milk and sugar the way it is consumed in the United States. The success of its introduction in China depends upon adjusting it to meet the taste of the Chinese, and this is being successfully done. Chinese people use very little milk or butter or cheese. Hence, it is necessary, if one is to make any headway in the introduction of American food products in China, to work with full knowledge of the peculiar conditions obtaining in that country. This means that the field must be investigated




## Capital City Milling & Grain Co.

### DURUM WHEAT MILLERS

St. Paul - Minn.

Capacity 1500 Barrels



# CHEROKEE SEMOLINA

Uniform Quality  
manufactured from  
Best Grades of  
Durum Wheat

**CAPITAL CITY MILLING & GRAIN CO., St. Paul, Minn.**

The use of your eyes around any place of business receiving the product of farm or factory will convince you of the absolute accuracy of this picture.

**Your Goods Run the Same Gauntlet During Their Journey, Give Them Real Demonstrated Protection By Using**

## WOOD BOX SHOOKS



*A request will bring a quotation.  
"Only one kind—the best"*

**Anderson-Tully Co.**  
MEMPHIS, TENN.

**Accidents Do Happen!**



at first hand by competent persons and the distribution must be in the hands of those who are peculiarly fitted for work of this character, and a modern advertising and salesmanship campaign adapted to Chinese conditions is necessary."

I have read you this letter because it is packed full of good suggestions as to how to carry on a successful foreign business, and because it tells how 3 distinctive American products have been successfully launched in a supposedly backward country.

The Webb-Pomerene act has been placed upon the statute books in order to facilitate and to assist the Manufacturers associations in the development of foreign trade. This law permits manufacturers to organize,—allows parceling of territory and the fixing of prices,—in fact it nullifies all the anti-

trust laws insofar as export trade is concerned.

While the advantages are apparent, still the operations of Associations under this Act are not without difficulties, due chiefly however to petty jealousies and the lack of hearty cooperation among members, and to the tendency on the part of certain officers of the Associations to play favorites in allocating orders.

One of the most essential requisites, therefore, for a successful Association operating under the Webb-Pomerene act is the choice of a man to head the organization in whom ever member of the Association has implicit confidence. At present some 50 Associations are operating under the provisions of the Webb-Pomerene act, and some of them very successfully.

In conclusion may I again remind you

that the Bureau of Foreign and Domestic Commerce exists primarily to aid the American manufacturers. This bureau issues numerous releases and publications, especially Commerce Reports, which latter will keep one informed on all world trade events. The bureau has furthermore a mass of unpublished information at hand, regarding the conditions which obtain in the various foreign countries, the tariffs, the surtaxes and other charges, wharfage, storage facilities, what kind of goods and the kind of packages are preferred, lists of prospective agencies, etc. All the information can be had for the asking. Where special information is desired and is not available at the moment the bureau through its corps of trained Trade Commissioners and Commercial Attaches is situated in most of the important world centers will make a serious attempt to obtain it for you.

## The Durum Millers' Inning

### Mutual Interests Cause Mutual Worries

By A. J. Fischer of Pillsbury Flour Mills Co.

It will take but a few minutes to express a few of the thoughts that have come to me as I have been attending the convention.

The millers were supposed to address the meeting this afternoon. We had no particular subject assigned. And the wheat subject, also that of other statistical subjects that ordinarily we might have talked on have all been covered.

I presume right now at this time the thought uppermost in the mind of every macaroni manufacturer here when he meets a mill representative would be about what will be the price on the new crop. And that is something that everybody will find they won't get a definite answer on at this time, due to the fact that supply and demand absolutely govern the price, despite the fact that many seem to think that the millers have something to do with it. It is not the supply of wheat, because there is more than enough durum wheat grown to take care of the United States, the amount used by the macaroni manufacturers in semolina and durum flours. The year before last there were 78 million bus. This last year there were 48 million bus. All that is needed is between 15 and 20 million bus. That includes seed and carryover. The export market is what determines the price, supply and demand, because they take the bulk of it.

Up to last year you would find 65 to 70% of the wheat that was fit for good semolina. This last year a fungus growth attacked the wheat. It was very prevalent all through the durum growing country, and it made all but 15 to 20% unfit for good semolina.

This year the Department of Agriculture estimates 41 million bus. and a year ago they estimated 45 million.

The weather conditions this year, however, have been very good and the wheat plant has a very vigorous stand and if the present conditions of the weather prevail for another 2 or 3 weeks the durum crop will be made without this damaging fungus growth. That is the condition right at this time. However, you realize within 2 weeks time hot winds can develop and one or two other conditions of weather that will make all of this go for naught. Rust is in the field always every year and that will develop and two or three other conditions. And two weeks from now I or anyone else

from the mill, or any other crop man, might say it is all different. So you cannot tell by that. Therefore you cannot be gauging your prices of what you might want to sell and endeavor to make contracts, and it might be a dollar or two less than that. It cannot be done. You will find that the millers in all years have always tried to hold off as long as possible, and new crop prices cannot be made on facts until just about the 1st of September. And any time that it is made previous to that time it is made on a guess and you are forcing the miller to gamble. If you are dealing with a good mill you will get good stuff; if you are not dealing with a good mill you will not get it. It is supposed, of course, all mills are good and all mills mean well. It is the same as it is with macaroni manufacturers. Sometimes when the pressure is put on they cannot bear the pressure.

In this connection I just wanted to repeat what I said the other day about durum grades. The millers have been trying hard this past year to get the government and Secretary Wallace to change the grades so that it will be favorable to the farmer who is willing to take pains to get good seed wheat and raise it. Heretofore he has not had the cooperation from the elevator man and his efforts have gone for naught. And of course every individual is that way, he tries it once or twice, then he says, "I am going to be like the other fellow. Why put in my extra work and extra money and all that?" If your association will be sure to put a resolution to that effect and back up the millers, because you certainly realize that it is good wheat that is necessary for good semolina. There is no roundabout way.

The other thing was when Mr. Yaeger was talking about this cost accounting system that has been distributed about, which will cost about \$2,000, and only one reply which evidenced that that manufacturer would probably install it. Undoubtedly there are some manufacturers here who have good cost systems but I would say not many. The majority probably have poor and some of them not any cost system. They might think it is a cost system. Somebody stated it would take 2 or 3 years to get that into effect and stabilize prices, and also it would need that personal effort, like the constant calling of your salesmen on your trade to get macaroni contracts, that that sort of attention would install that cost system, it would mean every man here who has a good cost system would be willing to take on this uniform cost system. If your association is backing it, it certainly ought to be a good one. Why wouldn't you change and make uniform all the way through? You would

be able to better know what the other man is doing when cut prices are reported to you, and 6 months or a year would be enough to notice an improvement. Three years ago they were talking about advertising, trying to increase consumption and so on. If you started this cost system at that time, with an agency to work it for you and appropriated the necessary money, by this time you would be patting yourself on the back, figuratively speaking, and saying you had accomplished it. And 3 years in the future is not very long to achieve success in a direction such as that.

There is just one more thing. The Department of Agriculture gathers its statistics, and it is not an easy thing, and it will take about 3 minutes to read this. I just want to read this as a matter of comparison between this task that I would say you had ahead of you and that you should do, but which seems hard to the average individual right here. It is too much. It staggers you. You think it is too much. But anything that really accomplishes something and is big seems that way before you start it and get into it. But after you get into it the thing seems to smooth down.

The crop bureau, this is their system of getting an estimate. I just stated it was 41,000,000 bu. for this year. And they gather statistics on various crops, grain, wheat and all fruits, and everything else. There are about 135 employees in Washington. Those men are composed of trained statisticians and statistical clerks, computers, distributed over the country are 42 salaried field agents. You see, there are some few states that are small and they cover several states. They are salaried men. They have one in each state, with the exception of a few small ones. Those men are all civil service employees and have passed rigid tests. They must have had 5 years practical farm experience or education equivalent to the same or at least 3 years practical experience and work involving statistical methods of inquiry. They are competent judges of crop production and are familiar with local conditions in their territory. They are required to travel over the state and personally inspect the crops, interview farmers and so forth. Each of these agents gets a large number, approximately 1000 to 1500 correspondents who report to him every month. Each month the agent makes up a summary of these reports for Washington.

In addition to the field agents the bureau employs 10 crop specialists for particular crops, truck and fruit. They have the same high qualifications as the field agents.

A 3rd class are the voluntary county crop reporters, approximately 2800 in number,

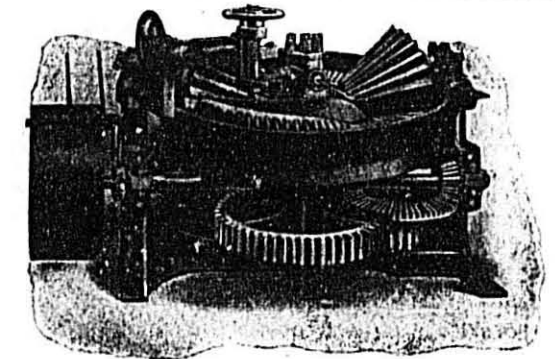
**Cheraw Box Company, Inc.**  
Seventh and Byrd Streets,  
Richmond, Virginia

## SATISFACTORY

### Wooden Macaroni Box-Shooks

**NOTE**—Our shooks are made from tasteless and odorless gum wood. Sides, tops and bottoms are full one-quarter inch thick and one piece. All ends are full three-eighths inches thick.

## D. & E. Kneaders



*To The Trade:*

We wish to announce that we are building a complete line of Presses (both screw and hydraulic) Kneaders, Mixers, etc., also that we can furnish any repairs to Walton machinery now in use.

Your inquiries are solicited and will be given careful and prompt attention,

Yours very truly,  
DIENELT & EISENHARDT, Inc.  
R. F. BOGGS, Sales Manager.

**DIENELT & EISENHARDT, Inc.**

1304-18 N. Howard Street  
PHILADELPHIA, PA.

*Established Over 50 Years*

## CHAMPION MACHINERY plus Service

*A Selected Line of Dependable Equipment Adaptable to Any Macaroni and Noodle Plant*

Here Is The CHAMPION LINE:

**CHAMPION Reversible Noodle Brake**  
Any Size To Suit Your Cutter

**CHAMPION Macaroni Mixer**  
1, 1½ or 2 Bbl. Capacity with Special Steel Paddles.

**CHAMPION Automatic Sifting and Blending Outfits.**  
Made to Meet Your Capacity and Building Conditions.

*Write for descriptive catalogue—just off the press.*

## CHAMPION MACHINERY CO. - Joliet, Illinois



who report directly to the bureau in Washington each month.

A 4th source of information is voluntary township reporters, one for each agricultural township in the United States, approximately 30,220 in number. These men are nearly all practical farmers. They report on crops in their neighborhood, directly to Washington monthly.

The bureau also gets special reports from special lists of growers of particular crops. Also lists of buyers, dealers, mills and elevators, producers, shipping associations and other agencies engaged in handling, manufacturing, transporting, storing and distributing crops. The total number of voluntary crop reporters is about 150,000.

The returns from each class are tabulated and averaged separately as a check one against the other. The numerical equivalent of normal is obtained practically by dividing the 10-year average of conditions.

Your agency that you might have to install this cost system that you now have, if approved, would also get your reports from, say a hundred or so of your manufacturers, or say 2 or 3 hundred, and at the most 500. It can be accomplished in 3 years time and one of the things that I am sure most everyone is troubled with can be done away with, at least. We will never make the world perfect but probably within a very few per cent of it in your own industry.

### 1924 Crop Prospects

By Dwight K. Yerxa, Pillsbury Flour Mills Company

If it would not be out of order I would like to give you briefly a preliminary report. We are very happy and pleased to know that government figures show considerable improvement in crop condition as against the June 1st report. The spring wheat condition on the July report is given as 81.9%. The month previous it was 82. So that the spring condition is just about the same. As to the bushels estimated on this report, 197,000,000 bu. against 184,000,000 a month ago. On winter wheat is given this month as 79%, the month previous was 74% and the bushels estimated today at 543,000,000 against 509,000,000 a month previous, or a gain of 34,000,000 bu. in the estimated winter wheat crop, a total improvement over a month ago of 47,000,000 bu. So that the government report today indicates considerable improvement. The corn crop on the other hand, is estimated the lowest in many years, 2,515,000,000 bu. The average for 5 years, I think, is right around 3 billion bu.

### Third Day Session

The motto for Thursday was "Plan and Push." The crowd was slow in gathering owing to festivities following the published program that extended long into the night.

Dr. J. C. Curran of New York city gave an illustrated lecture in connection with the handling of the subject "Macaroni and Golden Rule Sunday." Scenes in the Near East were shown in motion pictures where thousands of children saved from starvation were shown consuming large quantities of macaroni products donated by generous manufacturers in this country in answer to an appeal sent out 2 years ago and again last year. Dr. Curran asked the assistance of the macaroni manufacturers of the country in promoting the success of Golden Rule Sunday this year. He stated that display cards showing macaroni as a very suitable

food and recommending it for general use, particularly on Golden Rule Sunday, were to be displayed in 740,000 retail stores during November and December.

L. M. Fletcher of the Joe Lowe company, Chicago, who was to have given a travelog on "Dehydrated Eggs and Their Method of Manufacture in China," will have it in such shape for appearance in the August issue of this publication. It is to be accompanied by Chinese scenes, photographs of which were taken personally by "Doc" himself.

The 2 sessions for macaroni manufacturers brought out heart to heart discussions of many things in which manufacturers are directly interested. Perhaps the leading topic was whether or not the industry should go on record as unalterably opposed to the importation and domestic manufacture of products containing artificial coloring. The general opinion was that the entire elimination of coloring would be a forward step for the industry and a resolution to that effect was later in the session unanimously adopted. Excerpts from the discussion of the subtopics assigned for the macaroni manufacturers hour will be published in later issues.

The afternoon session was a strictly business affair with the election of officers and selection of time and place for the 1925 convention as the leading matters of interest. Practically the entire official staff under the able leadership of President Mueller was reelected for the year 1924-25. The one exception was the election of John V. Canepa of

John B. Canepa company, Chicago, to the board of directors to replace James T. Williams of the Creamette company who asked to be allowed to rest for a year.

Atlantic City, N. J., was recommended for the 1925 convention city. The question of date was left open pending referendum of the industry by the secretary and to await accommodations at whatever hotel may be selected for the conference.

#### Board Meeting

The board of directors held its first meeting in the late afternoon. M. J. Donna was unanimously reappointed as secretary of the association with usual duty of editing the trade paper.

The matter of appointing a Washington representative and members of the various committees provided for by resolutions in the convention was left in the hands of President Mueller. It was voted that the suggestion of Secretary Donna that a suitable membership sign be adopted for use of association members in their respective offices, to be sent when annual dues for the fiscal year were paid, be definitely decided upon at future meeting.

At 5:30 p. m. the most enthusiastic gathering of the macaroni manufacturers of the U. S. A. was brought to a close. At no other time did there prevail the friendly spirit so generally manifested in the convention this year and when the macaroni manufacturers left for their respective homes, they carried with them many pointers from a convention brim full of progressive ideas.

## Resolutions Committee Report

We, the resolution committee of the National Macaroni Manufacturers association, now in convention assembled, felicitate our many friends in the macaroni industry who have been so solicitous and helpful for the welfare and progress of our national organization, warmly greet the representatives of the allied trades who have so freely and consistently promoted our interests on every occasion and at every opportunity. We desire to present for your approval the following resolutions of our appreciation of the progress and to strengthen the policies of the national organization which seeks only the welfare of those directly or indirectly interested in the macaroni manufacturing industry daily growing in importance in the food world.

#### NO. 1 APPRECIATION

We desire to express our sincere appreciation and the gratitude of the National association to the following:

(a) To the officers of the National association for the able manner in which they have always promoted the interests of the organization and the industry.

(b) To the various speakers whose instructive addresses contributed much towards our enlightenment and pleasure.

(c) To our worthy president, Henry Mueller, and his efficient self-sacrificing board of directors who so unselfishly served the best interests of this organization and the whole industry during the past term.

(d) To the progressive macaroni manufacturers of the country who freely contributed, financially and otherwise, to the timely movement seeking a more adequate tariff protection and to urge that we all strive unceasingly to attain our objection in the matter of increased tariff duty.

(e) To those who made voluntary donations to underwrite the proposed National Educational Publicity Campaign. Their generous action was prompted solely by their desire to promote the welfare and progress of our industry, providing for it an opportunity to popularize our products in this manner if we had so chosen, and they deserve our fullest commendation for their unselfish actions.

(f) To all committees, regular and special,

to our efficient secretary, to our Washington representative and to any and all who gave willingly and unsparingly of their time and efforts for the progress of the National association and the macaroni industry.

(g) We especially commend the secretary for the great success attending the drive for new association members the last two months, and to congratulate the new members for their thoughtfulness in affiliating themselves with us in helping bring to a successful conclusion the good work for the macaroni industry which can best be done with the backing of the progressive men in the industry.

(h) To the durum millers who have striven harmoniously and consistently for durum wheat betterment and aided materially in the welfare of the National association.

(i) To the macaroni machine builders of all kinds whose interest in our progress has ever been foremost in their minds and whose advancement was to our benefit.

#### NO. 2. COLORING

We strongly condemn the practice of using artificial coloring matter in the manufacture of any of our products, especially noodles, because of the general abuse of the privilege according under the present food laws of the nation and states. We particularly urge the national government and the Department of Agriculture to so modify existing food laws so as to prohibit entirely the manufacture, importation or sale of all alimentary pastes containing artificial coloring matter.

#### NO. 3. UNIFORMITY IN FOOD LAWS

Our National Macaroni Manufacturers association and the macaroni industry stands for high grade products, carefully manufactured and honestly distributed. We believe in the strict enforcement of the Federal Food Laws and more uniformity in the food laws of the various states in justice to interstate and intrastate shippers.

#### NO. 4. PROMOTION SCHEMES

We urge all members to report to the association all promotion schemes for a general investigation of their worthiness and that this association give each promotion scheme wide publicity, not in praise nor in condemnation.

"NATIONAL"

PACKAGING MACHINERY

feeds, forms & dates, lines, weighs & fills, seals, wraps & hermetically seals cartons

Manufactured and distributed exclusively by

NATIONAL PACKAGING MACHINERY COMPANY BOSTON 30, MASS.



International Macaroni Moulds Co.

252 Hoyt St.

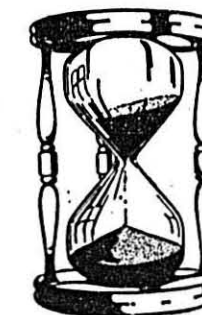
Brooklyn N. Y.

Macaroni Die Manufacturers

Ask For Our Price List.

Discriminating Manufacturers Use

Hourglass



Brand

PURE DURUM SEMOLINA AND FLOUR  
RUNS BRIGHT, SHARP AND UNIFORM

Quality and Service Guaranteed

Write or Wire for Samples and Prices

DULUTH-SUPERIOR MILLING CO.  
Main Office DULUTH, MINN.

NEW YORK OFFICE:  
F 7 Produce Exchange

BUFFALO OFFICE:  
31 Dun Building

BOSTON OFFICE:  
88 Broad Street

PHILADELPHIA OFFICE: 458 Bourse Bldg.

CHICAGO OFFICE: J. P. Crangle 14 E. Jackson Blvd.



but to the end that said schemes be well known and all evil influences, if any, counteracted.

NO. 5. MACARONI CLUBS

That this association through its officers give due consideration to the feasibility and the practicability of organizing and governing local or district macaroni clubs, limiting their authority to an extent sufficient to safeguard the general interests of the parent body, but giving the local or district macaroni clubs privileges concerning purely local matters.

That suitable amendments to our constitution and by-laws be adopted to provide for the proper handling of these proposed macaroni clubs.

That the country be divided into not more than ten (10) sections with a vice president in each section to have full charge of the meetings of the macaroni clubs, to protect the interests of the national body and to report to the president and secretary all actions taken by said clubs.

That should this be feasible, the board of directors be empowered to make such appointments to vice presidencies as board deems prudent.

NO. 6. MEMORIAL

The National association sorrowfully notes

the absence of two former friends of the macaroni industry, one a durum miller and one a macaroni manufacturer, missing because God saw fit during the past year to call them to their eternal reward and we hereby resolve: That the sincere sympathy of these macaroni industry be extended to the wife and family of the late Frank W. Foulds, respected leader and experienced manufacturer.

That the consolation of the National association be extended to the bereaved relatives of the late James C. Andrews, whose interest in our welfare has always been appreciated, having been so freely and willingly offered.

NO. 7

Whereas, the untimely death of the youngest son of the President and Mrs. Coolidge which occurred on the opening day of our convention, we recommend that Secretary Donna telegraph our sympathies in the following language, this to be done immediately:

Niagara Falls, July 10, 1924.

President and Mrs. Calvin Coolidge, White House, Washington, D. C.

The National Macaroni Manufacturers association in convention assembled extends to you the sympathy and consolation of the macaroni manufacturing industry of the United States

because of the untimely death of your nationally beloved son, Calvin, Junior.

(Signed) HENRY MUELLER,

President of Assn.

Your committee respectfully recommends the adoption of the above resolutions.

WM. A. THARINGER,

FRED BECKER,

A. C. KRUMM, JR.,

H. D. ROSSI,

C. S. FOULDS,

JOHN RAVARINO,

L. E. CUNEO,

Committee.

Patents and Trade Marks

TRADE MARKS APPLIED FOR Monbadon

The Cresca company, New York, N. Y., filed application for registration rights on the trade mark "Monbadon" April 23, 1919, for use on a line of grocery products, which includes macaroni and pickles. All notices of opposition must have been filed within 30 days of date of publication, June 3, 1924.

University

The trade mark "University" used by Winston, Harper, Fisher company, Minneapolis, Minn., was registered with the patent office June 26, 1922, for use on a line of grocery products put out by that company which includes macaroni, spaghetti, vermicelli and noodles. The trade mark was first published June 3, 1924.

Golden Rose

On April 23, 1923, the Ginter company, Boston, filed application for registration rights on the trade mark "Golden Rose" to be used on its line of grocery products, which includes macaroni, spaghetti and noodles. The company claims to have used this trade mark since July 5, 1899. Date of publication was June 3, 1924, and all notices of opposition must have been filed within 30 days of that date.

White Pearl

The trade mark "White Pearl" used by the Tharinger Macaroni company of Milwaukee, Wis., since Jan. 1, 1906, was filed with the U. S. patent office March 27, 1924, for registration. This company has been using the trade mark on the alimentary paste products, namely macaroni, spaghetti, vermicelli and egg noodles, and desires exclusive rights. Date of publication was June 3, 1924.

Jack Sprat

The Western Grocer company, Marshalltown, Ia., filed application with the patent office Jan. 22, 1924, for rights on the trade mark "Jack Sprat" used on a line of grocery products, including macaroni, spaghetti and egg noodles. The company claims to have used this trade mark since July 1920, and which was first published July 1, 1924.

He Stoops to Conquer

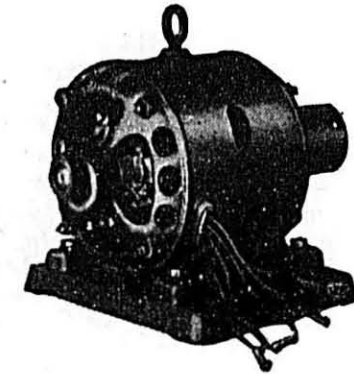
Get up, but it's late! Will your wife get up and let you in when you get home?

I'll make her. I'll scratch the door and whine and she'll think her dog's been locked out.

The Walsh Paper Company Manufacturers Cuyahoga Falls, Ohio

MANUFACTURERS of paper for Macaroni manufacturers' use. Ask us for prices when in the market, state quantity and sizes usually ordered as well as weight wanted.

Electrical Installations for Macaroni Factories



10 years of experience in the electrification of macaroni factories enables us to give exceptional service.

Not one dissatisfied customer

CONCORD ELECTRIC CO.

J. C. Marcellino, Prop.

1303 DeKalb Ave.

Brooklyn, N. Y.

SEMOLINA

FOR QUALITY TRADE

It's a Pleasure

to Send Samples

CROOKSTON MILLING CO.

CROOKSTON, MINNESOTA



# Notes of the Macaroni Industry

## Reorganizes Company

The P. Daussa company of Brooklyn, old macaroni manufacturer which has been out of this business for some time, has been reorganized and is once more producing at the Brooklyn plant. Articles of incorporation were filed May 29 with state authorities by the company's attorneys. The capital stock is placed at \$10,000, practically all owned by the incorporators, who are C. S. Ashley, H. E. Cecil and J. J. Coyle.

## New Spaghetti Building

The new spaghetti manufacturing plant constructed by the H. J. Heinz company of Pittsburgh, and commonly known as the "spaghetti building," was opened to visitors last month. In planning the building the company provided every opportunity for visitors to see the processes which the food undergoes from raw semolina to the cooked, prepared and canned spaghetti. The spaghetti building is a 6-story structure of varied shade brick to harmonize with the other structures of the Heinz plant. Light and air were the primary considerations by the architects. Large windows line all sides of the building. In addition there has been the most modern lighting system.

## Serio Macaroni Cutter

P. J. Serio of Los Angeles announces completion of his patented automatic macaroni cutter which he says will become generally used in the industry. The machine is a simple, compact and high speed arrangement adaptable for cutting macaroni any size or length to suit packages or containers, and is capable of handling 12,000 lbs. per hour under the supervision of one sole operator. The inventor formerly was employed by the Birmingham Macaroni company of Birmingham, Ala., for 20 years, and it was there that he originated and perfected his cutting machine. He has recently installed his cutter in the plant of the Pacific Macaroni company in Los Angeles where it is said to be giving wonderful satisfaction. It is known as "The Serio High-Speed Automatic Macaroni Cutter."

## Rapid Drying Process

John Ianieri of Philadelphia has invented what he considers a new and rapid process for drying macaroni, and noodles, and in an announcement made July 1 offers his system to the industry. The owner of the Ianieri's Rapid Drying Process, as the new method is known, is the John Ianieri company of that city with Amoroso & DiMarino as sole agents. The owners say this is the best chamber drying system ever invented because it does the work better, in shorter time, without preliminary drying and avoids acidity, rancidity and over drying. The inventor is so enthused with the new system that he

is willing to construct a trial drying chamber in any responsible plant in the country at his own expense.

## West Coast Shooks

The West Coast Sales corporation is offering a special macaroni shook for use of macaroni manufacturers, made out of west coast lumber. The circular to the trade states that tests conducted by the dairy division of the Department of Agriculture to determine the suitability of various kinds of wood for butter containers showed that the hemlock and spruce from that section of the country did not impart any noticeable flavor to the butter.

## Lower Rate to Encourage Dumping

A New York manufacturer commenting on the article appearing last month in which the activity of several firms toward freight adjustment was discussed, voiced on July 1 the prevailing opinion among manufacturers of that metropolitan district in the following argument:

We emphatically disagree with the last statement in your article on the freight rate adjustment cases now pending before the interstate commerce commission.

You state, in this paragraph, that the success of these cases cannot help but have a beneficial influence on the entire industry. We fail to see how the reduction of freight rates on macaroni products eastbound would in any way benefit manufacturers in the eastern sections.

With the present freight rates, the western manufacturers are using the eastern markets as dumping grounds for what is apparently their surplus production.

We fail to see why they should be further benefited in this dumping policy by a decreased freight rate.

## New Plant at Beaumont

An unconfirmed report from Beaumont, Texas, states that plans are under way for erection of a macaroni plant in that city by the Lion Brand Products company of San Antonio. The firm recently purchased a 2-acre site just outside the corporate limits of Beaumont with adequate trackage facilities. According to report the plant, costing approximately \$300,000, will produce 10,000 cases of macaroni daily. This would be the second largest plant in Texas and would employ approximately 90 men.

## Lorentz Quits Business

After being in business for more than a quarter of a century the Lorentz Macaroni company of Mansfield, O., has discontinued manufacturing macaroni products. Early last month the plant equipment was disposed of to the Wuerdeman Macaroni company of Cincinnati. The Lorentz Macaroni company was conducted by J. F. Lorentz, president and founder, and his sons, W. C. Lorentz as vice president and R. G. Lorentz as secretary and treasurer. The plant, a specially built brick building at 32-40 S. Adams st., remains the property of the firm. Mr. Lorentz and sons

have not decided what business they will engage in.

## April Durum Receipts

According to carload inspection reports to the Department of Agriculture by inspectors licensed under the U. S. grain standards act the receipt of durum wheat at the various points of inspection were, for April 1924, decidedly decreased when compared with the previous month.

## Amber Durum

The No. 1 class of this variety totaled only 21 carloads, a favorable comparison with the previous month's receipts. Duluth reported 9, Minneapolis 7 and Chicago 5. No. 2 grade made up nearly half of the total amber durum receipts; 227 carloads of this grade being reported, 113 by Minneapolis and 110 by Duluth and the others scattering. The No. 3 variety totaled 186 carloads: of these Duluth reported 88 and Minneapolis 86. 75 carloads graded low. The total amber durum receipts were 509 carloads as compared with 951 carloads in March. That the amber durum receipts are quite generally uniform year in and year out is indicated from the totals reported. The total receipts from July 1923 to April 30, 1924, were 13522 carloads; this compares favorably with the total of 13,553 carloads inspected from July 1922 to April 30, 1923.

## Durum

The durum wheat crop has been short throughout the year. This feature is again manifested in the April receipts. For the 10 months ending April 20, 1924, only 5446 carloads of ordinary durum underwent government inspection as compared with 22,007 carloads marketed for the same period ending April 30 last year.

Only 3 carloads made the No. 1 grade, 2 of these going to Duluth and the other to Minneapolis. The No. 2 quality was quite plentiful, Duluth reporting 35, Minneapolis 19 out of a total of 59 cars inspected. 122 carloads made up the No. 3 grade, Philadelphia reporting 60, Duluth 28, and Minneapolis 18.

## Decreased Durum Acreage

A decrease of about 20% in the acreage of durum wheat sown in Minnesota, Montana and the Dakotas is indicated by the figures made known in the crop and market reports of the government last month. These 4 states produce practically all of the durum wheat grown in the country. A large portion of it is of a quality not suitable for macaroni manufacturing purposes. The plantings this year are estimated at about 4,032,000 acres in these 4 states. The decrease is noted in comparing the 1924 acreage with the 4,748,000 acres of durum planted in 1923 and of the average of 4,678,000 acres of durum in these 4 states for the 5 years 1919-1923.

## Made to Satisfy Packer, Jobber and the Retailer.



Solid Fibre  
or  
Corrugated Fibre  
Shipping Containers

Made by

**ATLAS BOX CO.**  
1385 No. Branch St. CHICAGO

# 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

# JOHNSON PACKAGING MACHINERY

Many of the largest nationally known producers of Package Goods use Johnson Packaging Machinery not only from a point of economic production but because of the superior appearance of the package and the sanitary condition of its contents when the product reaches the consumer.

## Over 50 Thousand Packages in 9½ hours

A Large Western Macaroni Manufacturer, (name on request) writes:  
"To be exact we have had little or no trouble in operating this machine (Johnson) for 9½ hours at 98% efficiency—or an actual production of 222 cases—24 packages to the case, per hour."

We will gladly furnish list of users and shall be pleased to quote on your requirements.

**JOHNSON**  
Automatic Sealer Company, Ltd.  
Battle Creek, Michigan

NEW YORK  
30 Church St.

CHICAGO  
208 South La Salle St.

LOS ANGELES, CAL.  
1210 Marsh-Strong Bldg.



## The Macaroni Journal

(Successor to the Old Journal—Founded by Fred Becker of Cleveland, O., in 1903.)

A Publication to Advance the American Macaroni Industry.

Published Monthly by the National Macaroni Manufacturers Association.

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

**PUBLICATION COMMITTEE**  
HENRY MUELLER, JAS. T. WILLIAMS  
M. J. DONNA, Editor

**SUBSCRIPTION RATES**  
United States and Canada - \$1.50 per year in advance.  
Foreign Countries - \$3.00 per year, in advance  
Single Copies - 15 Cents  
Back Copies - 25 Cents

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

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

The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

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

**ADVERTISING RATES**  
Display Advertising - Rates on Application  
Want Ads - Five Cents Per Word

Vol. VI July 15, 1924 No. 3

### Macaroni and 1924 Golden Rule Sunday

Dr. J. C. Curran of Near East Relief

On December 2 last year the Near East Relief inaugurated Golden Rule Sunday. We had displays in 30,000 grocery stores in the United States, and in these displays we featured the foods that were used in our orphanages, in our refugee stations and in hospitals overseas. The Near East today is operating the largest child feeding clinic in the world. The Near East Relief is incorporated by Act of Congress and works directly under congressional supervision. After very exhaustive tests macaroni was decided upon as one of the staple articles of diet, with the result that within the past 4 years macaroni as food has actually saved to posterity one million unfortunate refugee children.

We have restored to healthy, normal growth children with a history of malnutrition, children with a history of the most wretched environment that human beings could exist under; children with a history of horror; children whose little minds have become dwarfed by seeing their parents slaughtered before their eyes. Now, my friends, if macaroni can restore children with a background like those children have to normal, healthy growth, it can certainly help restore our six million undernourished children in the United States. During the past year I have received from over 800 doctors in the United States letters commending us on our program of feeding.

On Dec. 7 this present year we are going to have another Golden Rule Sunday. Through presidential proclamation every man, woman and child will be asked to observe Golden Rule Sunday. They will be asked, not to starve themselves; not to eat something that is less nutritious than the food that they have been using; but they will be asked by presidential proclamation, by clergymen of the Protestant, Catholic and Jewish churches, to observe that Sunday, and eat, on that Sunday, a menu made up of the same food that we use in our orphanages overseas. As you know, one of those foods is macaroni.

In following out that program we will have in 740,000 grocery stores of the United States a cutout display. The seven foods which have saved one million orphans will be mentioned. On one side will be "How to Observe the Golden Rule" and on the other

will be "The Story of The Near East Relief." Here will be the food display: macaroni, beans, rice, cocoa, milk, bread and corn syrup. There will be 16,000,000 pieces of literature distributed. Every piece of literature will ask people to eat macaroni as one of the foods that day. In every loaf of bread put out by The General Baking Company there will be a dodger underneath the paper, asking the people to participate in Golden Rule Sunday and eat the menu outlined on that dodger. In every street car in the United States there will be street car advertising asking people to participate in Golden Rule Sunday. On billboards throughout the country, through the courtesy of The Association of American Automobile Tire Manufacturers, every billboard owned or controlled by that association will carry a Golden Rule message, asking people to eat macaroni as well as the other foods on that day. Every motion picture theatre will carry a trailer, showing the work of The Near East Relief and asking them to eat a Golden Rule dinner on that day.

On top of that, during November, every week, there will be at least one page in The Saturday Evening Post. During November there will be at least one page in The Ladies Home Journal, asking people to participate and observe Golden Rule Sunday.

Now, we are going on with this thing and naturally want your cooperation. In all the advertising you have contracted for during the months of October and November, and the beginning of December, we want you to ask people to observe Golden Rule Sunday—to observe the spirit of it—by eating on that Golden Rule Sunday the menu made up of the food that has saved for posterity one million unfortunate little children.

### Bologna Style Abuses

One of the worst forms of adulteration or misbranding, and an unfair trade practice that is working havoc to the macaroni and noodle business of

the country, is that practiced by unscrupulous manufacturers, jobbers and retailers who sell Bologna style macaroni products as egg noodles. This may be done with or without intent but the harm done by the practice is none the less injurious. A special effort is being made through the officers of the National Macaroni Manufacturers association to prosecute all who persist in this unfair practice and names of violators or names of the brands so abused are sought. It is planned to reach a peaceful solution in every case, if possible, by bringing the manufacturer, jobber or retailer to realization of what are fair tactics in the manufacture and distribution of products of this kind, which should sell on their merits without the necessity of simulating goods supposed to contain eggs. Failure to arrive at a peaceful solution, cases will be referred to the federal foods and drug officials of the U. S. Department of Agriculture.

Even tombstones say good things about a fellow when he is down.

### WANT ADVERTISEMENTS

Five cents per word each insertion.

**HELP WANTED**—A well established Northwestern Milling company making Durum flour, has opening for an experienced Sales Manager to take charge of its Durum business. Must have acquaintance with the Macaroni trade, and some previous experience in selling Semolina. Address "Durum Manager," care Macaroni Journal, Braidwood, Illinois.

**WANTED**—An experienced manager to take charge of production in a small macaroni plant manufacturing quality products. References necessary. Write L. C., care Macaroni Journal, Braidwood, Illinois.

## BUSINESS CARDS

### GEO. B. BREON

Specializing in Macaroni Shooks. Prompt Local or Carload Shipments.

314 Liberty Bldg., Philadelphia

Filbert 3899 Telephones Race 4072

### JAMES T. CASSIDY

House to House Distributor of Advertising Samples and Literature in Philadelphia, Pa. and Camden, N. J.

We Solicit Your Account

James T. Cassidy

S. W. Cor. 4th & Wood Sts. Philadelphia, Pa.

### A. ROSSI & CO.

Macaroni Machinery Manufacturer

Macaroni Drying Machines  
That Fool The Weather

387 Broadway -- San Francisco, Calif.

Have You A Message For The Macaroni Manufacturer? If So, Now Is The Time to Tell It.

Business conditions are rapidly improving. They will become normal when all of us Think, Talk and Act normal.

Give your message direct to the big buyers in the industry through the columns of the

NEW MACARONI JOURNAL.

## COMMANDER

### Semolinas Durum Patent and First Clear Flour

Milled from selected Durum Wheat exclusively. We have a granulation that will meet your requirements.

Ask For Samples

Commander Mill Company  
MINNEAPOLIS, MINNESOTA

## The W. K. Jahn Co.

INCORPORATED

BROOKLYN, N. Y.  
Bush Terminal Bldg., No. 10  
Telephone Sunset 8035

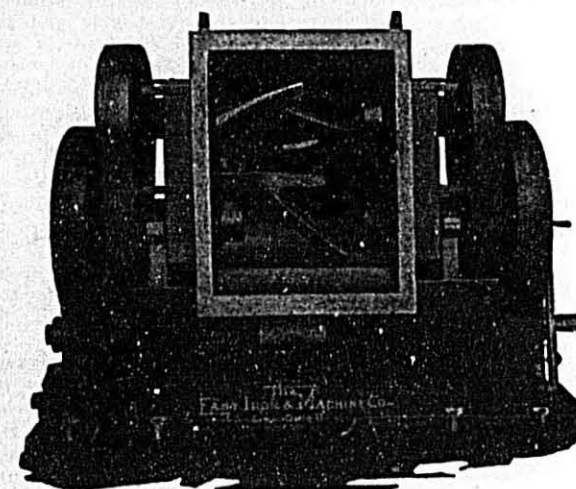
CHICAGO, ILL.  
561 East Illinois Street  
Telephone State 6661

### Importers of GOKL EGG PRODUCTS FOR NOODLES

GOKL EGG YOLK  
(SPRAY---GRANULAR)  
GOKL WHOLE EGG  
GOKL ALBUMEN  
RICO WHITE OIL  
RICO COLORS

Prices and Samples on Request

CONTRACT NOW FOR 1924-1925



## "EIMCO" Mixers and Kneaders

Insure Uniformity, Color and Finish

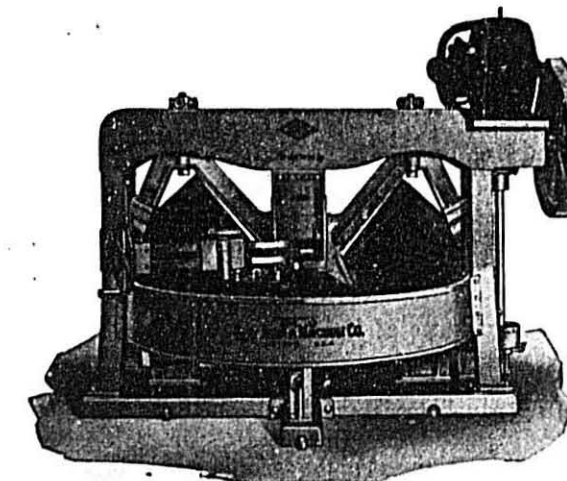
"Eimco" mixers develop the full strength of the flour and produce perfect doughs, absolutely uniform in color, temperature and finish, just like an expert would do it by hand but they do it many, many times quicker—also much quicker than ordinary machines—because they are scientifically designed and built.

"Eimco" kneaders knead the lumps of dough, as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers at rolls to prevent dough from clinging. All gears are fully enclosed.

Save time, labor, power, and make better doughs at less cost. "Eimco" mixers and kneaders will do it for you.

Ask us for bulletin and photos.

The East Iron & Machine Co.,  
Main Office and Factory, Lima, Ohio.





<p><b>OUR PURPOSE:</b></p> <p>Educate Elevate</p> <p>Organize Harmonize</p>	<p><b>ASSOCIATION NEWS</b></p> <p><i>National Macaroni Manufacturers Association</i></p> <p><i>Local and Sectional Macaroni Clubs</i></p>	<p><b>OUR MOTTO:</b></p> <p>First— The Industry</p> <p>Then— The Manufacturer</p>
---	---	---

<p><b>OFFICERS, 1924-1925</b></p> <p>HENRY MUELLER.....President 180 Baldwin av., Jersey City, N. J.</p> <p>E. Z. VERMYLEN.....First Vice President 55 Front st., Brooklyn, N. Y.</p> <p>H. D. ROSSI.....Second Vice President Braidwood, Ill.</p> <p>FRED BECKER.....Treasurer 6919 Lorain av., Cleveland, O.</p> <p>WILLIAM A. THARINGER.....Director 1458 Holton st., Milwaukee, Wis.</p>	<p>A. C. KRUMM, Jr.....Director Philadelphia, Pa.</p> <p>JOHN V. CANEPA.....Director Chicago, Ill.</p> <p>M. J. DONNA.....Secretary P. O. Drawer No. 1, Braidwood, Ill.</p> <p><b>ASSOCIATION COMMITTEES</b></p> <p>Committee on Cooperation with Durum Millers James T. Williams, The Creamette Co., Minneapolis, Minn.</p>	<p>F. X. Moosbrugger, Minnesota Macaroni Co., St. Paul, Minn.</p> <p>Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.</p> <p><b>Legislative and Vigilance Committee</b></p> <p>A. C. Krumm, Jr.....Philadelphia John V. Canepa.....Chicago C. B. Schmidt.....Davenport Leon Tujague.....New Orleans F. A. Ghiglione.....Seattle</p>
--	--	--

**Eastern Association Meets**

The 7th annual meeting of the American Macaroni Manufacturers association, June 19 in Hotel McAlpin, New York city, was a most progressive gathering, according to an announcement by B. R. Jacobs, executive secretary.

The following representatives of eastern firms were enrolled: G. Campanella, S. Migliore, E. Ronzoni, David Cowen, Francesco Patroni, Thomas H. Tocmey, Frank L. Zerega, Edward Z. Vermylen, Sunshine Macaroni Co., V. La Rosa & Sons, Lambrosa & Co., Long Island Macaroni company, M. Lombardi, Edward H. Walker, W. Culman, Frank DeAngelis, Robert H. Leggat, Splendor Macaroni Co., and R. Costa. Attorney Thomas F. Gleason was also present in an advisory capacity.

The reports of the various officers and committees were made as adopted. The following resolutions were passed:

(A) Concerning the method adopted by millers in making quotations on semolas has been found inconvenient in practice and a recommendation is made that the former method of quoting prices per bbl. be restored or that quotations in dollars and cents per 100 pounds be adopted.

(B) That it was the sense of the entire membership of the association that the pure food laws governing coloring matter in the manufacture of alimentary paste should continue to be enforced without change and that they be strictly enforced.

(C) That since numerous complaints have been made to the association regarding the sale of Bologna style macaroni with intent to deceive the purchaser and that these complaints bring disrepute to the members, that such deception should be prevented by action of the association; and that a committee be appointed by the president to investigate the conditions and that on information or evidence of fraudulent practices being found to lay such before the proper authorities, and that offenders be vigorously prosecuted.

(D) Commending the millers for their generous support and valuable assistance in the matter of obtaining an advanced rate of duty on imported

macaroni products which the association has been endeavoring to bring about.

Note—The National association which met subsequent to the meeting above referred to went unanimously on record as favoring a change in the present food laws to provide that coloring matter in macaroni products of any kind be entirely eliminated and that the importation of macaroni products containing coloring also be strictly prohibited. The abuse of the privileges allowed under the present law is the cause of the action by the National association. Editor.

**"Our Business"**

By S. Wallace Dempsey, Congressman, Lockport, N. Y.

Well, this is a time when we naturally pause and take stock of what we have been doing for the last few years. We always do it in a presidential campaign, once in 4 years. And then there is another thing that makes us do it at this time. We have reached a point since the war where we are beginning to take stock of whether we have recovered from the effects of the war. Prices have gone down. There is some unemployment and the question is, "What does the future hold for us?" Well, first of all, it is the habit to be pessimists in presidential years. You are hardly in fashion unless you pull a long face and sympathize with everybody upon their disasters, whether imaginary or real. And then you have, of course, the war claims and the fact that we have not recovered from its effects.

As the result of our distance from the scene of conflict, although we were in it only a year and the war lasted 4 years and over, our cost was the largest of that of any of the participants. The enormous total of \$43,000,000,000.

The United States, fortunate, great rich country that it is, without overburdening taxation, has reduced the debt growing out of the war to between 21 and 22 billions of dollars. It has cut the cost of the war in two, and the war has been over less than 5 years. Now, that is a marvelous accomplishment.

The naval reduction treaty between the powers means just this: You can place all of the expenses of government in two columns, one column you will call army and navy war expenses, and in the other column you can place all of the other expenses. You can reduce the army and navy just so far as you can secure agreement among the great nations of the world to reduce, and you can by that means cut down your total expense hundreds upon hundreds of millions of dollars in each branch of the service. And so by that simple process of having this conference we lopped at one blow hundreds of millions of dollars from the annual expenditures of this government. That was the first means by which we are able

to accomplish such a wonderful reduction in public debt.

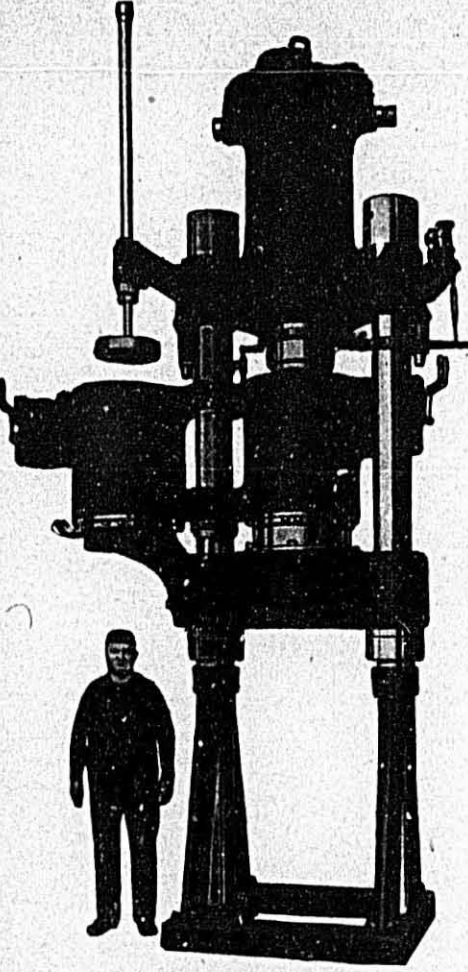
What was the second means? Why, since this government was formed, down to two or three years ago, the process of incurring expenditures by the government was this: Each one of the departments of the government, War, Navy, Post Office, Treasury, and Interior departments, all of the various departments, would separately send in their separate estimates, or their expenditures for the coming fiscal year.

The government for the first time in its history discovered that that was not a businesslike or good way in which to make the estimate. And so they said, "We will have a budget officer, and instead of the departments each sending direct to congress its estimate, we will have them send these estimates to the budget officer. He is not at the head of any department. He has not any purpose to serve of expanding or growing or showing that his department is greater than that of all the other heads of departments. His only purpose and his function will be to examine the estimates and see that they are reasonable and see that they are conceived in the interest of economy and see that there is no overlapping, that we do not expend twice or three times or four times for the same purpose. In other words, his business was to see that while we should make progress in accordance with the spirit of the times, we should incur no unnecessary expenditure, we should cut out every unnecessary expense and we should prevent every duplication. So the institution of the executive budget was the second great step toward economizing and enabling us to reduce the public debt as we have.

And the third was rigid, unswerving, ceaseless economy in the administration by the executive department. And that has resulted in cutting down within a year our expenses from five billions and a half a year to three billions and a half, and putting us practically upon a prewar basis.

That reduction has resulted in the new tax bill, the new income tax bill. What does that mean to all of you? It means that much money, 25% in all cases and 50% where you include the earnings up to \$10,000 per year, instead of being paid out in taxes, bringing no return, can all of it go into the useful channels of trade and for better living by the people of the United States.

This reduction in taxation would not have been possible except for the reduction of the public debt. The reduction of the public debt was made possible only in the ways which I have described here. And so you have for the future, beginning right now this year, a surplus in the treasury. You have such a reduction in the public debt and such a reduction in taxations as should afford enormous relief to the individual and to the business community. So there is no reason, based on the situation as it exists, for distress.



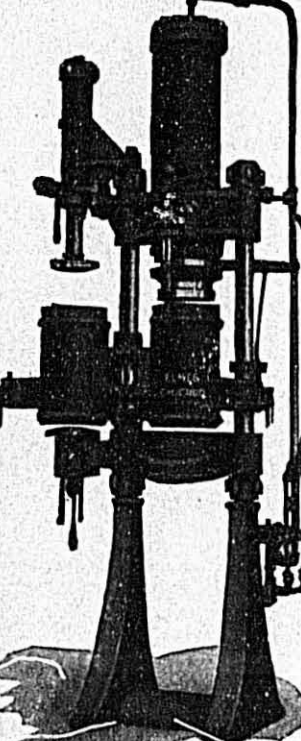
**John J. Cavagnaro**  
*Engineer and Machinist*

Harrison, N. J. - - - U. S. A.

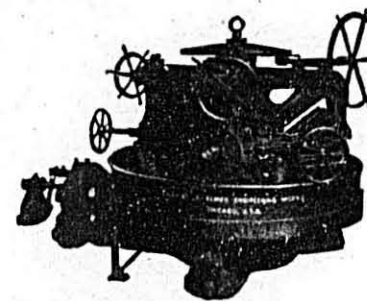
Specialty of  
**MACARONI MACHINERY**  
Since 1881

N. Y. Office & Shop 255-57 Centre Street, N. Y.

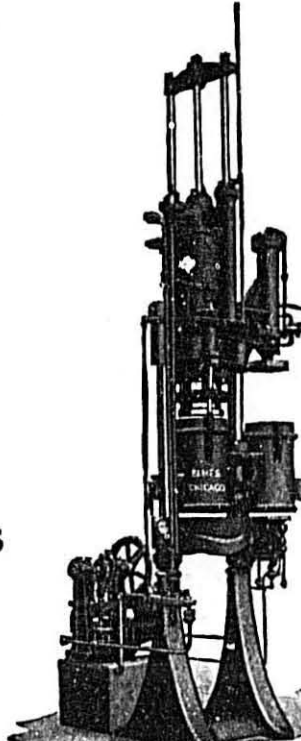
**E L M E S**  
**HYDRAULIC MACHINERY**  
ACCUMULATORS — — — KNEADERS



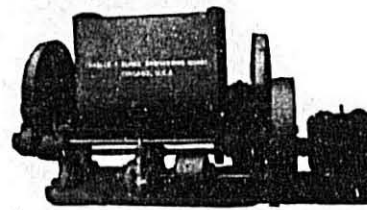
PRESSES



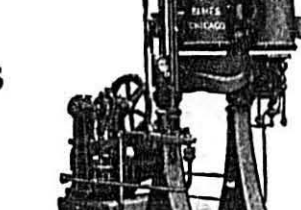
MIXERS



DIES



PUMPS



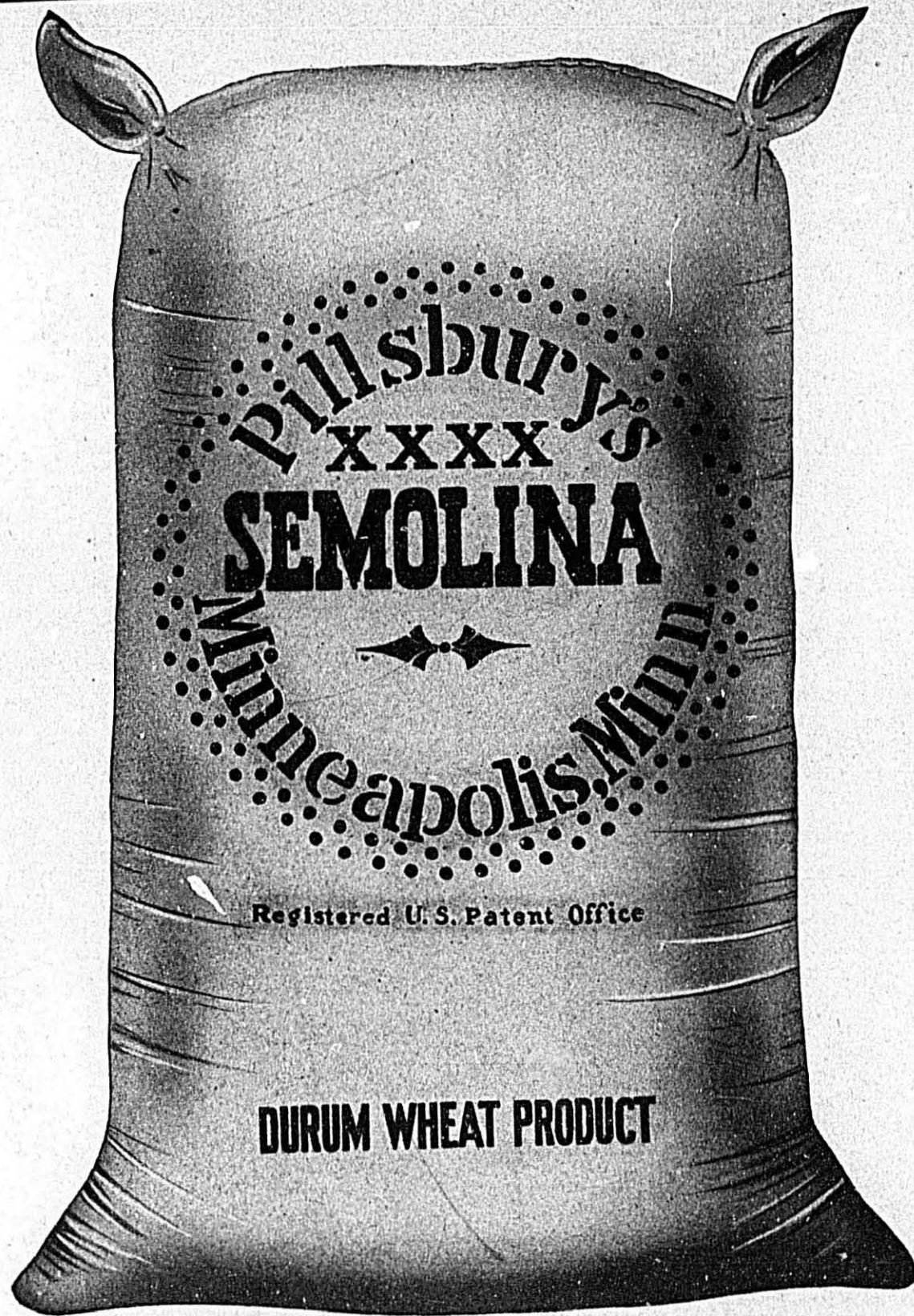
FITTINGS

**COMPLETE PLANTS INSTALLED**  
THE MOST MODERN STATIONARY DIE TYPE PRESSES  
**REQUIRES ONE DIE ONLY**

Vertical or horizontal with 10 in., 13½ in. or 15 in. Dough Cylinders to operate from Pump or Accumulator System.

**CHARLES F. ELMES ENGINEERING WORKS, Inc.**  
213 N. Morgan St. "SINCE 1851" CHICAGO, U. S. A.





Pillsbury's Semolina No. 2, Pillsbury's Durum Fancy Patent —always insure macaroni of exceptional strength, finest amber color and desirable flavor. Ask our many satisfied customers.

***Pillsbury Flour Mills Company***

"Oldest Millers of Durum Wheat"

***Minneapolis, Minn.***

BRANCH OFFICES:

Albany  
Atlanta  
Altoona  
Baltimore  
Boston  
Buffalo

Chicago  
Cincinnati  
Cleveland  
Dallas  
Detroit  
Indianapolis

Jacksonville  
Los Angeles  
Memphis  
Milwaukee  
New Haven  
New York

Philadelphia  
Pittsburgh  
Portland  
Providence  
Richmond  
Saint Louis

Saint Paul  
Scranton  
Springfield  
Syracuse  
Washington