

**THE
MACARONI
JOURNAL**

**Volume 9,
Number 3**

July 15, 1927

The Macaroni Journal

Minneapolis, Minn.

July 15, 1927

Volume IX

Number 3



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

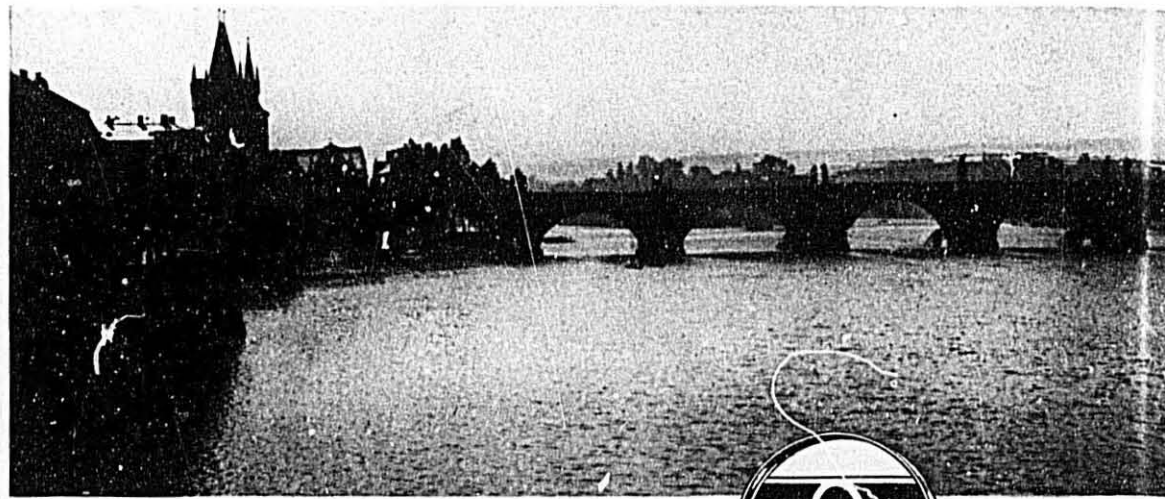
A Memorable Conference



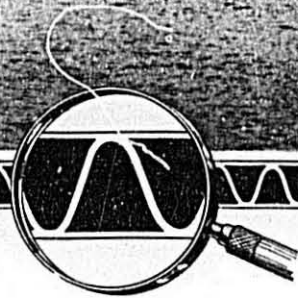
The 1927 Convention of the Macaroni Manufacturing Industry of America in Minneapolis June 13 to 15 surpassed all expectations in attendance and unity of purpose.

Harmony and Understanding made it so.

Complete proceedings of this record-breaking conference appear in this issue.



The historic "Old Bridge" across the Moldau at Prague, once the capital of Bohemia, is supported by powerful arches, which, like the high, resilient arches in Mid-West corrugated, offer a firm resistance to shock, vibration and pressure. The perfect arch insures the strength.



You Can Depend on Mid-West Boxes

Buyers and shippers in the Macaroni industry should not underestimate the potential reductions in packing and shipping costs which are made possible by the super-quality products of the Mid-West Box Company and Container Corporation of America. The tendency to discount any claims made for any manufactured product these days of high powered salesmanship, without any actual first hand knowledge of the quality, strength, durability, brains and company behind the product under discussion, is an error which causes "hard boiled buyers" to waste millions of dollars every year.

Our corrugated and solid fibre shipping containers, built up to the highest quality possible with modern equipment and intimate knowledge of shippers' requirements, deserve more than a passing thought. The long list of satisfied users of these money-saving boxes comprises practically a Blue Book of American "Big Business." The tremendous resistance of our boxes against transportation abuses has become a byword among big shippers—names on request.

We back claims for our products as enthusiastically as you do yours—because we KNOW exactly what our boxes will do under all conditions. Therefore we believe in the definite money saving quality of our shipping containers. If we did not—we wouldn't be in business. Our ideals go further than just selling quantity and taking our profit. We want to help you save money and to do that we offer you the best line of corrugated and solid fibre shipping containers made today—anywhere. A big, busy group of mills and box factories are your assurance of snappy service, quick, short haul shipments and a blue ribbon product that will give you real, first hand knowledge of what exceptional, precise quality boxes can do to simplify your shipping problems.

Fill in the coupon below and mail in today. No obligations.

MID-WEST BOX COMPANY
AND
CONTAINER CORPORATION
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111 W. Washington St.



CHICAGO, ILLINOIS

Five Mills — Nine Factories

Capacity 1000 tons per day

RETURN COUPON

MID-WEST BOX COMPANY
111 West Washington Street, Chicago, Dept. 20
Gentlemen: Please have one of your experts check our present packing and shipping methods—without obligating us—for the purpose of reducing our costs if possible.

Name _____
Title _____
Firm _____
Address _____

Facsimile of welcome to Minneapolis convention from durum millers of the Northwest

To the National Macaroni Manufacturers: WELCOME TO MINNEAPOLIS

THIS week Minneapolis and Minnesota will be hosts to the Twenty-fourth Annual Convention of the National Macaroni Manufacturers Association.

Leaders in this great and growing division of America's food industry have come from all parts of the United States to visit Minneapolis to talk shop, to exchange ideas, and to visit their sources of supply, the great semolina mills of Minnesota. Our visitors are representative of an industry which supplies approximately 500,000,000 pounds each year of a food famous the world over as one of the most nutritious, digestible, delicious and economical dishes available—a product with an annual value of more than \$50,000,000.

This occasion is of unusual interest to Minneapolis and the Northwest—particularly to the farmers of the Northwest—because Minnesota and the two Dakotas constitute the principal American source of Kubanka, Arnautka, and Mindum durum wheat—the only varieties which produce the best macaroni. Northwestern farmers who produce these three varieties of durum wheat have been paid a premium of as high as 65¢ a bushel for their product by Northwestern millers, who use it in the production of high-

grade semolina. Semolina is the granular product of durum wheat used in the making of the best macaroni.

In the name of Minneapolis and the Northwest, we, semolina millers, welcome you. We hope you will enjoy your visit, and that it will be mutually valuable to yourselves, to us, and to the farm producers of the Kubanka, Arnautka and Mindum durum wheat, so that we may all co-operate even more effectively in the production of one of the world's finest foods—Macaroni.

Capital Flour Mills, Inc.
Commander Milling Company
Crookston Milling Company
Duluth-Superior Milling Co.
Durum Milling Corporation
King Midas Mill Company
Minneapolis Milling Company
Pillsbury Flour Mills Company
Washburn Crosby Company



QUALITY

is

Supreme

in

★ ★ **T U S T A R** ★ ★
MINNEAPOLIS MILLING CO.
 MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume IX

JULY 15, 1927

Number 3

Conference Dividends

In business, firms that are successful manifest that condition by declaring dividends, enlarging their spheres of activity, issuing additional stock to the owners or by setting aside additional capital in the surplus fund for emergency work.

Trade Associations likewise manifest their success by declaring dividends, not in money or in stock or material improvements, but in broadcasting knowledge and generally bettering the conditions affecting their respective trades. This end is usually accomplished through closer cooperation and greater unity of purpose.

As in the case of business dividends are declared after a conference of the officers, so in trade associations dividends are doled out at and after their annual meetings. In the latter case, the dividends are sometimes of such a nature that they will reach out to the absent trade but usually they are enjoyed mostly by those who attend the conferences.

Last month, as most Macaroni Men are well aware, there was held in Minneapolis an open conference of those engaged in the manufacture and distribution of Macaroni Products. Real appreciable dividends were declared. From them will come immediate benefits while from the surplus of stored up knowledge, well laid plans there will from time to time be drawn ideas and plans that will tend toward the general uplift of the individual and unretarded advancement of the industry.

For nearly a quarter of a century the progressive macaroni men of the industry in America have been conferring annually or oftener. More and more of the successful men find it most convenient and very practical to attend. Because of this the Minneapolis convention was even a greater success than its most ardent sponsors had looked for.

The Northwest has a natural attraction for macaroni manufacturers. From thence comes the greater portion of that basic raw material used in making our foodstuff that is daily becoming more popular, not altogether from the limited amount of advertising it receives but because a nutritious, naturally good food becomes popular in spite of the lack of concerted publicity.

The leaders prefer to believe that the extraordinarily large attendance is attributable to the growing desire among the progressive element in this business to confer more frequently

in full appreciation of the indisputable fact that the vexing problems are easily solved when considered in unity with others rather than by individuals.

The Twenty-Fourth annual conference of the Macaroni Industry in Minneapolis last month really declared a dividend from which all will benefit. It will be paid on the instalment plan. To those who were present the first instalment was pleasingly large and will increase as the well laid plans develop. To the absentees, wilful or otherwise, dividends are accruing with the good will of their associates in business who are concerned in the industry's progress, spend time and money to bring it about. How much longer this latter group will continue to accept the dividends without aiding in their creation is for them alone to decide.

It was truly a "National Conference" in every sense of the word. Macaroni Manufacturers were there from every section of America. They came from the populous Atlantic seaboard, from the sunny Pacific, from Texas on the South to and including Canada on the North, and all in between. Representatives of small firms that convert only a few barrels of semolina daily into edible products mingled and cooperated with those who represented firms having a daily capacity of 500 or more barrels, fully assured that their opinions would be heard and their rights respected. Furthermore, topics of national interest occupied the attention of this, the largest gathering of its kind, and decisions of general import were made that will favorably affect the industry throughout the nation.

The National Macaroni Manufacturers Association that sponsored this and other similar open conferences and through which it is hoped to broadcast the dividends declared therein, is an unselfish body that places the industry foremost in its aims. To that end it publishes a full account of the proceedings for the benefit of those who, unfortunately for both, were not present, asking no recompense other than their future cooperation in helping to increase dividends that will be our when a greater number join in bringing a better understanding, improve products and more ethical business practices.

To you, Messrs. Macaroni Manufacturers and Allied Tradesmen, is voted a dividend in proportion to your interest in this concern. May this yearly increase.



Food Laws Enforcement Officials Handicapped

There seems to be some justified impatience among macaroni and noodle manufacturers over the apparent inaction on the part of state and federal officials who have in their hands strict enforcement of the various food laws, particularly those pertaining to adulteration, including artificial coloring of alimentary pastes to palm them off as egg products. It might be well to consider the handicaps under which these officials work.

The federal government, for instance, has in the neighborhood of only 20 laboratories with from one to 5 inspectors connected therewith. It is their business to see that all of the hundreds of foods and thousands of manufacturers and distributors obey all laws. It must be realized also there are many food products of a perishable nature which require the constant attention of this limited force. It is, therefore, practically impossible for

them to make anything but spasmodic raids on a food product like ours.

When the macaroni industry obtained the favorable ruling against added artificial coloring its leaders knew from previous experience that enforcement would largely be in our hands. Even the skeptical will admit that in the 15 months since the promulgation of the anticoloring regulation much good work has been done.

Solely through the efforts of the National association and by means of a special fund contributed voluntarily by a small number of manufacturers who are vitally concerned in the enforcement of anticoloring law, the federal government and several state officials have instituted proceedings against nearly 100 violators, and nearly 100,000 lbs. of adulterated products seized. Where several hundreds of macaroni manufacturers were using artificial coloring only a few are doing so now.

There is actually no lack of willingness on the part of state and federal of-

ficials to enforce the food laws insofar as our products are concerned. Lack of sufficient force and lack of funds leaves the erroneous impression of laxity of enforcement. The National association through its Vigilance Committee has been most ready to assist but here, also, the limit of possible cooperation has not been reached, because of the lack of financial support which the work deserves at the hands of the law abiding manufacturers.

The law in our statutes is a good one. Every day sees its stricter observance. Patience and determination will sooner or later bring about the ideal condition to which the industry eagerly looks forward. In the meantime, the macaroni manufacturers should not cease their vigilance, should contribute equitably in supporting the state and federal officials in their work and continually preach purity of products to the ever increasing number of consumers who are most discerning in their choice of foods.

Biggest Macaroni Conference in History

From the viewpoint of harmony, attendance and enthusiasm the 24th annual convention of the National Macaroni Manufacturers association, June 13-14-15, 1927, in Minneapolis will go down in history as the best ever held by the growing macaroni manufacturing industry. Incidentally it was by far the most promising conference of all groups of macaroni men ever promoted by this national trade body, there being present representatives from firms in California, Texas, Canada, central and eastern states, practically every section of America.

Most all of the progressive and successful firms engaged in the manufacture of this valuable food product took part in deliberations and enjoyed the festivities that mark the Minneapolis meeting as one of the most successful of its kind ever sponsored by the farseeing element in the trade. Owners of plants with only a few barrels a day capacity mingled, conferred and cooperated with members of firms whose daily capacities are in the hundreds of barrels, all with one intent and purpose, the betterment of their chosen profession.

The registration exceeded even the record breaker at the Chicago convention in 1926. The daily attendance was exceptionally good in spite of the many outside attractions. The entertainment was unexcelled.

MONDAY, JUNE 13

Over 115 macaroni and noodle manufacturers and interested allied tradesmen responded to roll call when the 1927 convention of the National association was called to order in the Nicollet hotel, Minneapolis, at 10:30 o'clock by President Henry Mueller. Past President James T. Williams who resides in Minneapolis was introduced by President Mueller and invited to take charge of the opening ceremonies. Mr. Williams welcomed his fellow craftsmen to the convention in his happy and easy style.

"It is needless to say how happy I am to have the privilege of greeting my best friends and bidding them welcome to my home city. I have worked with you for the past 20 years and I want to say to you that never did any man have any truer or better friends. I served as your president for 5 years; I have worked in other organizations and I want to say from my experience in organization work that the members of the Macaroni

association are as loyal and true a bunch as I ever came in contact with," he said.

"I want to give you a little idea of the thoughts and feelings that have come to me this morning. I felt happy indeed to come down from my home to welcome you, and when I met you boys, and looked into your faces and received your warm greetings and expression of friendship, my heart filled with happiness that was sweeter and better than I had anticipated. Immediately I thought of some of our good friends who are not here. At the breakfast table this morning some vacant chairs brought to my mind the absence of men who in the past worked with us and served with us—men we dearly loved and to whom this industry must ever be grateful. I have in mind such organization leaders as Mr. C. F. Mueller, Mr. Frank S. Foulds, and Mr. Wm. A. Tharinger. Indeed there came a heart throbbing this morning when the vacant chairs were called to my mind, and I am going to request that we all rise for a moment of silent prayer in memory of these and other departed leaders.

"Our mayor is an ex-service man and like all good soldiers must obey orders. This morning he was called away to military duty and though not here in person is with us in spirit. He is a man among men whose policy in business and everyday life is 'good will to all and special privileges to none.' Hope that this good man will drop in to say 'Hello' sometime during the convention.

"Though absent he has sent a very able representative, one of our leading citizens whom I am now proud to introduce as the representative of our mayor who will officially welcome you to this city, Truman Pierson."

Mr. Pierson stated that the macaroni manufacturers paid high compliment to Minneapolis in choosing it as the convention city. He welcomed the visitors in the name of the mayor and assured them that everything would be done by the city fathers to make their stay delightful. He said:

"Minneapolis is a very peaceful city and one of the most magnificent in the country, if not in the world. We have 400,000 people or more in our city and we are growing daily, yet there is required only 500 policemen to maintain order. At that, most of these are engaged in traffic regulation.

"I formerly lived in Jersey City where macaroni was considered in terms of

Italy. Since coming to Minneapolis I find that macaroni is also to be considered in terms of the northwest. When I lived in the east I thought there was nothing finer than a dish of spaghetti, a little meat and a few bottles of beer. I have heard it said that if a man will take this diet only occasionally, he can kill a policeman any time. I hope you fellows won't eat too much macaroni and kill any of our 500 here.

"Minneapolis with its 5000 acres of parks, its many beautiful lakes and all its beautiful environments are yours during your stay here. We want you to feel at home. We want to prove to you our gratitude for coming and to invite you to come back again, again and again."

In behalf of the macaroni manufacturers of the Twin Cities Walter F. Villeneuve of the Minnesota Macaroni company welcomed the visitors, congratulated the National association on the large attendance and assured the visitors that nothing would be left undone to make them feel at home and pleased that they had chosen the northwest for the 1927 conference.

Speaking for the Durum Millers Committee of which he is chairman, A. J. Fischer welcomed the conventioners as follows:

"Welcomes are very much alike inasmuch as what we all wish to say is 'we are glad to have you.' We welcome you to the northwest, the Home of the Durum Millers. To symbolize the warmth of our welcome, we present each of you with a key to our home. We will very much enjoy offering our hospitality to you on this, your 24th annual convention.

"The word 'together' bespeaks cooperation. It is one of the most inspiring words in the English language. All 'together' in conventions can mean so much to the macaroni industry. There are certain things in conventions which make 'together' possible, such as tolerance and respect for the opinions of others; patience and detailed explanation in debate, imagination and picturing with words the possible results of 'together.' Coming 'together' and working 'together' throughout the coming year will surely spell progress and success to your plans. 'Together' we will endeavor to make your stay here a happy one while we are 'together' in this convention city. In the name of the Durum Millers I again bid you welcome."

The opening ceremonies were concluded.

GOOD WILL MESSAGES



Heartiest Congratulations From CALIFORNIA

The "Boys" from the Pacific Coast are pleased with their reception at the meeting and are stronger boosters than ever for National Macaroni Manufacturers Association.

R. R. BARBER, Representing
WASHBURN CROSBY CO., Los Angeles.

Congratulations

Your convention was up to the high standard of the American Macaroni Industry.

JOHN J. CAVAGNARO

Macaroni Machinery Builders

Harrison - - - - - New Jersey



Advertiser's
Smile

As True As a Die

Your Minneapolis Convention is proof of what an Industry can do when it keeps true to its purpose. May this spirit grow.

F. MALDARI & BROS., INC.
DANIEL MALDARI, Pres.
NEW YORK CITY NEW YORK



The Macaroni Fraternity Is To Be CONGRATULATED

on its wonderful and most enjoyable convention. An industry that can harmonize so keenly in conventions should harmonize in every way.

REYNIER VAN EVERA CO.
Kansas City Los Angeles

CONGRATULATIONS

A VERY SUCCESSFUL CONVENTION.
KEEP IT UP.

Consolidated Macaroni Machine Corp.
BROOKLYN NEW YORK.

1927-1928 Officers of National Macaroni Manufacturers Association

President.....Henry Mueller Treasurer.....L. E. Cuneo
Vice President.....John Ravarino Secretary.....M. J. Donna

DIRECTORS:

Henry Mueller.....C. F. Mueller Co.....Jersey City, N. J.....1 year
John Ravarino.....Mound City Macaroni Co.....St. Louis, Mo.....1 year
Alfonso Gioia.....A. Gioia & Bro.....Rochester, N. Y.....1 year
C. S. Foulds.....The Foulds Co.....New York, N. Y.....2 years
L. E. Cuneo.....Connellsville Macaroni Co.....Connellsville, Pa.....2 years
A. S. Vagnino.....American Beauty Macaroni Co.....Denver, Colo.....2 years
G. Guerissi.....Keystone Macaroni Mfg. Co.....Lebanon, Pa.....3 years
Frank L. Zerega.....A. Zerega's Sons.....Brooklyn, N. Y.....3 years
F. J. Tharinger.....Tharinger Macaroni Co.....Milwaukee, Wis.....3 years

ed by the singing of the convention songs after which President Henry Mueller called the meeting to order for the regularly scheduled business session.

The president's annual address covering the activities of the association was received with applause, indicating confidence in the official and appreciation of the work done. The annual report of the Treasurer, Fred Becker, was then presented showing that the industry is fairly well established financially.

Secretary M. J. Donna then presented a complete report of the activities of the association during the past year, particularly commenting on the increased membership and making recommendations that were later acted upon favorably by the convention.

Dr. B. R. Jacobs, Washington representative of the association, then told of his activities, particularly with reference to the vigilance work done in cooperation with federal and state food officials.

The big topic of the first day was the open discussion of the pertinent question "What Does The Macaroni Industry Need Most Today?" Some excellent papers were presented, one in particular by H. D. Rossi of Peter Rossi & Sons, charter members of the National association. This subject will be more freely treated in the August issue when high spots of the convention will be touched.

Convention committees were appointed and urged to start in immediately with their work in order that carefully considered reports be made early on the second or third day of the convention.

While there was considerable general discussion, only 2 set addresses were scheduled for the day. The first was by C. H. Janssen, secretary-manager of the National Association of Retail Grocers, who told the manufacturers how to gain the grocers' confidence. This was followed by an address by C. M. Yeager, editor of the Modern Miller, Chicago, on "Bagging the Weevil Evil."

The convention adjourned early in the

afternoon to permit the visitors to enjoy the hospitality of the Creamette company of Minneapolis, of which Past President James T. Williams is the head. Fifty large automobiles bearing banners announcing the convention of the macaroni manufacturers carried the visitors to points of interest in and around Minneapolis and St. Paul, made a tour of the wonderful lake region and finally landed at the Minneapolis Automobile Country club on the banks of the beautiful Minnesota river, 14 miles from the con-



TOASTMASTER
JIM WILLIAMS
THE CREAMETTE CO.
MINNEAPOLIS

vention hall. There the guests enjoyed games and other diversions. A group photograph was taken at 6 o'clock. The complimentary dinner dance given by the Creamette company will long be a matter of pleasant memory to those who attended. Mr. Williams was an ideal toastmaster; Mrs. James T. Williams won the plaudits of the gathering with her wonderful singing. Secretary M. J. Donna served as song leader and under his direction the guests sang the convention songs vociferously and apparently self-satisfactorily.

The Hon. W. I. Nolan, lieutenant governor of Minnesota, and Mr. Curtis M. Johnson of Rush City, Minn., were the after dinner speakers. Both were de-

cidid his and added much to the enlightenment and the entertainment of the evening. Following the banquet that was satisfactorily served in the circular banquet hall of the cozy club house the guests repaired to the dance hall where dancing was enjoyed until midnight.

"Bravo! Jim!" was the parting salutation of the well entertained and pleasingly satisfied guests.

TUESDAY, JUNE 14

Three interesting talks featured the morning session of the second day. Representing the Minnesota Retail Grocers and General Merchants association, Secretary George M. Peterson of Duluth welcomed the macaroni men and guests and told them how they could best cooperate with the retail trade in "Getting Your Dollar's Worth." The talk on "Merchandising" by T. K. Kelly, president of the T. K. Kelly Sales System, Minneapolis, was most enlightening. In his talk on "Macaroni for Health" Dr. C. Houston Goudiss, editor of the Forecast magazine, New York, the world's greatest food publication, extolled macaroni products as the basis for building "Master Minds." In the discussion that followed, many points of interest were brought out concerning the value of macaroni products as a general food, its worth as a special food, and ways and means for making it more popular in this country.

President Mueller urged the macaroni manufacturers to fully cooperate with the newly organized Committee on Trade Relations recently formed at the direction of the Chamber of Commerce of U. S. A., to bring about a better understanding between the various trades. The National association was asked to appoint a committee to attend the organization meeting in Chicago on Saturday, June 18. For this purpose Messrs. Henry Mueller, C. S. Foulds and Frank J. Tharinger were secured to represent the association. Secretary M. J. Donna was appointed secretary.

F. Patrone of the Independent Macaroni company, Mt. Vernon, N. Y., recently elected president of the American Macaroni Manufacturers association of the New York district, then addressed the convention, conveying the good wishes of that local body to the national organization and presented some special matters on which his association had agreed. The New York manufacturers went on record as strongly approving elimination of artificial color in alimentary paste products and sought the co-



Two Things

Gold Medal Semolina can do for you

IN the making of spaghetti and macaroni, Gold Medal Semolina can assure you of high quality and uniformity.

We can guarantee this. Because of the care we take in selecting only the choicest Durum wheat and because of the tests we make at each stage of the milling.

We guarantee the quality and uniformity of every type of Gold Medal Semolina. We stand ready to return your purchase price of any sack of Gold Medal Semolina that is not up to our quality standard in every way.

**Tested at the mill--
uniformity guaranteed!**

First—a corps of chemists analyze and test the Durum Wheat.

Second—a sample of wheat from every car is ground in the experimental testing mill. The sample of Semolina thus obtained is actually manufactured into Spaghetti or Macaroni in the Miniature Experimental plant exactly under commercial conditions.

Third—the finished product is finally subjected to the actual boiling test.

Fourth—only after these tests have proved the wheat equal to our high standard requirements is it unloaded into our storage elevator.

GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY, Dept. 246, Minneapolis, Minn. - Millers of Gold Medal Flour

operation of the national organization in obtaining, if possible, a higher standard for macaroni products together with fair and proper labeling thereof.

Mr. Patrone's suggestions were well received. It was the consensus of opinion that absolute elimination of additional coloring would attain the ends sought by both organizations.

The convention adjourned before 1:00 p. m. to attend the luncheon served in the Francis First room with the compliments of the Durum Millers, and later to visit various mills in Minneapolis and St. Paul, with the millers as hosts. The afternoon was given over to enjoyment. On their return from the mill inspection trip, the guests were carried by automobiles to Excelsior on beautiful Lake Minnetonka where launches were boarded for a 2 hour sail. At the end of the boat ride the guests were taken by motor to the Lafayette club at Minnetonka Beach, where a group photograph was taken and an evening's entertainment enjoyed. Every macaroni manufacturer will be presented with a panorama picture with the compliments of the Durum Millers.

In the beautiful banquet hall of the club, tastefully decorated for the occasion, the Durum Millers proved most excellent hosts. A 7 course dinner was served which included spaghetti, boiled chicken, and all the necessary trimmings. Between courses there was introduced a quartet of singers purporting to be some macaroni manufacturers who had



THE ONLY WOMAN DELEGATE
IDA L. GINSBERG
EG-HOES CO
ST. PAUL

lost their way to the convention. Though later this was proved not true, the four did prove to be excellent singers. Then came some beautiful girls, many of whom would qualify for a beauty contest, who did some wonderful dancing, sang a little and otherwise entertained the guests. Three exceptionally fine after dinner

speaker were heard, among them being Dr. C. A. Prosser, president of the William Hood Dunwoody Industrial Institute of Minneapolis, Hon. L. C. Hodgson, mayor of St. Paul, and "Senator Lutefisk." The latter was a very humorous speaker and whacked away at what he chose to feel to be the enemy of good



macaroni.—"Old Bull Durum From Kansas."

President Henry Mueller of the National association acted as toastmaster with ease and composure, introducing the various speakers and other entertainments. The Durum Millers who have in previous years proved wonderful hosts surely outdid themselves on this occasion. The evening's entertainment was brought to a close with dancing till midnight, interspersed with musical and dancing specialties at various intervals.

WEDNESDAY, JUNE 15

The third day of the convention which was to be the biggest business session, was very well attended. In the forenoon 2 notable addresses were made, by A. E. Philips, president of the American Grocery Specialty Manufacturers association; on, "1927 Marketing," and by Dr. C. H. Briggs, president of the Howard Wheat and Flour Testing Laboratories, on "the Role of Moisture in Durum Wheat Products." The latter treated with the raw material phase of manufacture while the former dealt mostly with matters of distribution. Both papers were well presented and well received. Following a general discussion of the papers presented the convention adjourned for the noon recess.

Afternoon Session

In calling the meeting to order President Henry Mueller stated that the afternoon session was a closed meet-

ing, for macaroni manufacturers only. To prevent confusion he requested the voting members to occupy one section of the hall, while the nonvoters stayed on the opposite side.

The convention committees which had been about their duties since Monday returned their respective reports.

RESOLUTIONS:
Presented a series of resolutions expressing the attitude of the convention and industry on various matters affecting the meeting and the trade.

AUDITING:
That the accounts of the association had been properly audited by Wolf & Company, public accountants, and the records found correct.

PUBLICITY:
That the macaroni convention has been receiving considerable publicity not only from the papers of the Twin Cities but everywhere throughout the country.

STANDARDS:
That it had been very active during the year and recommended the following Definitions for raw materials used by the trade:

1. Wheat **FARINA** is the purified middlings of any wheat.
2. **SEMOLINA** is the purified middlings of durum wheat. These were adopted as the official definitions so far as the industry is able to determine.

CODE OF ETHICS:

That time did not permit for drafting a proper Code of Ethics for the in-



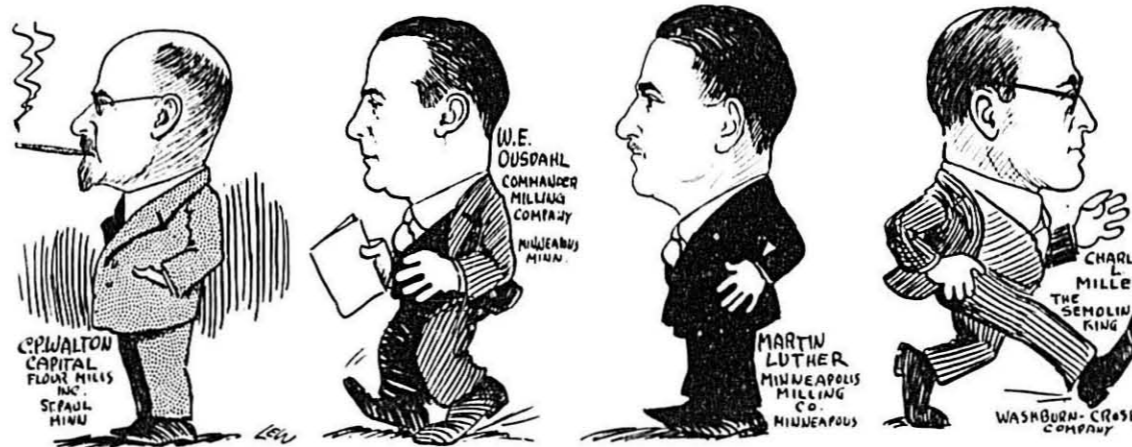
LLOYD SKINNER
SKINNER MFG. COMPANY
OMAHA

dustry. The committee was allowed to stand and instructed to continue its work for report later to the board of directors.

MEMBERSHIP:

Three applications for active membership and one for associate membership were presented for election.

Jolly Durum Millers



Membership was unanimously conferred.

CONSTITUTION AND BY-LAWS:

A redrafted constitution and by-laws were adopted to make them more in keeping with the times. These will be published and distributed to the members.

TRADE NAME:

Unanimously decided by rising vote that all products heretofore termed as "Alimentary Paste," "Macaroni," "Spaghetti," "Vermicelli," "Noodles" or "Short Cuts," and other 99 varieties be hereafter included under the general American term of "**MACARONI PRODUCTS**." That every effort be made to popularize this general name with the government officials, the manufacturing and distributing trade and the consuming public.

COST OF RAW MATERIAL:

That it had been busy throughout the year, having accumulated many figures on costs and that its work had brought about a considerable savings to the manufacturers.

INDUSTRY'S NEED:

A plan for some national advertising financed on equal basis by durum millers and macaroni manufacturers was presented, discussed at length, but not approved.

NOMINATION:

A special committee of 7 active members then placed in nomination the following board of directors:

One Year

- Henry Mueller, C. F. Mueller Co., Jersey City, N. J.
- John Ravarino, Mound City Macaroni Co., St. Louis, Mo.



V.P. DURUM MILLERS CORP.
FRANK MUSCOLINI
ST. PAUL, MINN.

Alfonso Gioia, A. Gioia & Bro., Rochester, N. Y.

Two Years

- C. S. Foulds, The Foulds Co., New York, N. Y.
- L. E. Cuneo, Connellsville Macaroni Co., Connellsville, Pa.
- A. S. Vagnino, American Beauty Macaroni Co., Denver, Col.

Three Years

- G. Guerrisi, Keystone Macaroni Mfg. Co., Lebanon, Pa.
- Frank L. Zerega, A. Zerega's Sons, Brooklyn, N. Y.
- F. J. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.

These proved to be the unanimous choice of the convention, and were duly elected for their respective terms.

At this time a mysterious committee made a report. H. D. Rossi of Braidwood, Ill., C. B. Schmidt of Davenport, Ia., and L. M. Skinner of Omaha, Neb., had been quietly canvassing the con-

vention with the result that President Henry Mueller was presented with a \$75 traveling case as an expression of the good will of the convention and the high esteem in which his friends hold him as a business associate and as an officer. The presentation was made by Mr. Skinner. Mr. Mueller accepted in his gracious manner. Everybody applauded and everybody was pleased. This little side act was performed after the directors had left the hall to select their 1927-28 officers. They later reported as follows:

For President—Henry Mueller of C. F. Mueller Co., Jersey City.

For Vice President—John Ravarino of Mound City Macaroni Co., St. Louis.

For Treasurer—L. E. Cuneo of Connellsville Macaroni Co., Connellsville.

The 1928 convention time and place was left open to be decided upon by the board of directors when conditions warrant.

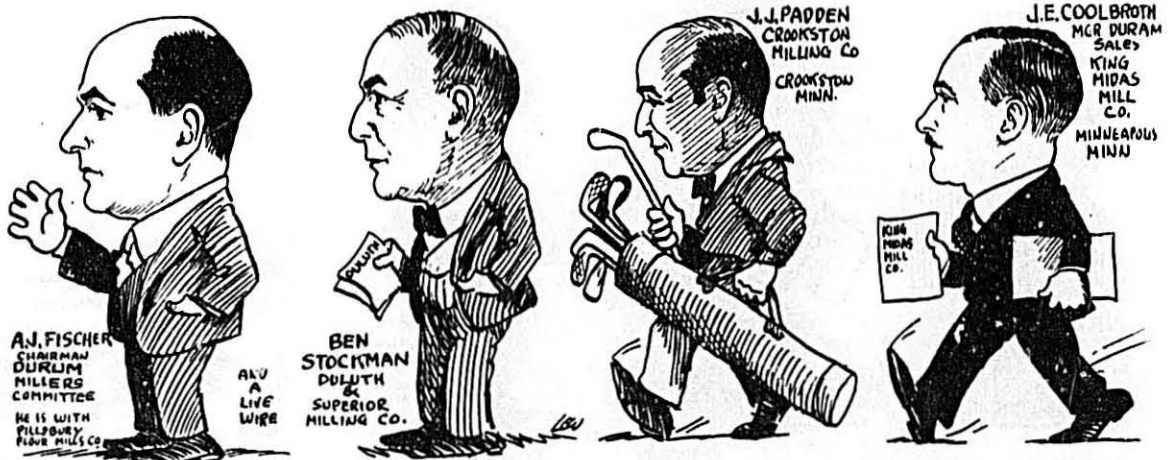
The final hour of the convention was devoted to a general discussion of the present needs of the macaroni business. It was voted to appoint committees for special work which included:

- (a) Classification of Macaroni Recipes.
- (b) Macaroni, A Grocery Salesmaa.
- (c) Macaroni, Educational and Publicity Committee.

The first committee of which President Mueller is chairman is to study the numerous recipes with the idea of condensing the number to about 12 **TESTED and RECOMMENDED RECIPES.**

James T. Williams was made chair-

Jolly Durum Millers



man of the Macaroni, A Grocery Salesman committee, which is to prepare plans for selling the grocer the idea that a sale of macaroni means the sale of other accompanying foods that will greatly increase his profits.

C. S. Foulds was named chairman of the Macaroni, Educational and Publicity committee that is to study a plan submitted to the convention for releasing to the press of the country weekly or semiweekly items of interest.

The biggest and most enthusiastic convention ever held by the macaroni manufacturers was brought to a close at 5:30 p. m. Wednesday, June 15, by the group singing of convention songs.



Resolutions

Adopted by the 24th Annual Convention of The National Macaroni Manufacturers Association June 15, 1927.

We, your Committee on Resolutions, recommend the adoption of the following resolutions expressive of our combined views, hopes and opinions.

L. M. Skinner
Alfonso Gioia
L. J. Laneri
Resolutions Committee

Whereas, We value highly the information and counsel given by the various speakers at this Convention, therefore be it

Resolved, That we extend our sincere thanks and appreciation to the following speakers:
Mr. C. H. Janssen Dr. C. Houston Goudiss
Mr. C. M. Yaeger Mr. Geo. M. Peterson
Mr. A. E. Phillips Mr. Curtis M. Johnson
Mr. C. H. Briggs Hon. L. C. Hodgson
Dr. C. A. Prosser Hon. W. I. Nolan
Mr. T. K. Kelly

entertainment of the visiting macaroni men and guests, therefore be it

Resolved, That we most cordially thank each and all of them for their successful efforts as hosts of this wonderful convention.

Whereas, The Creamette Company through its president, James T. Williams, Past President of the National Macaroni Manufacturers Association, has contributed so generously towards the pleasure of this convention, by the sumptuous banquet and delightful entertainment voluntarily offered and successfully managed,

Resolved, That we express our sincere appreciation for this firm's friendly concern in our pleasure on the opening night of the convention, and especially for the wonderful singing of Mrs. Jimmy Williams, his good wife.

Whereas, the Durum Millers have outdone even their previous records of sociability by means of unsurpassed entertainment, a most enjoyable dinner and general solicitedness for the pleasure of those who attended this convention, therefore be it

Resolved, That we once again express our gratitude and appreciation for their unstinted hospitality.

Whereas, Such a large portion of the Mis-

issippi Valley recently suffered from an unheard of flood, and

Whereas, The loss to this section of the country causes an appreciable loss to every line of business, therefore be it

Resolved, That the National Macaroni Manufacturers Association strongly favors national legislation aimed at preventing the recurrence of disastrous floods of this nature.

Whereas, Competition has driven some firms to the unethical practice of using inferior raw materials to produce products at a price and

Whereas, crop conditions indicate a bountiful harvest of good macaroni wheat this year, therefore be it

Resolved, That this the National Macaroni Manufacturers Association strongly urge manufacturers to strive in every way to better the quality of their products because of the general good that will result therefrom.

Whereas, It is conceded that the reuse of soiled and torn bags is an unsanitary practice that might enhance the weevil evil, therefore be it

Resolved, That we condemn the practice of refilling bags unless bags are made pure and undecayed by thorough sterilization.

Whereas, The U. S. Department of Agriculture and the U. S. Department of Commerce have compiled information regarding the production, exchange, importation and exportation of our commodity, therefore be it

Resolved, That we approve of the statistical work being carried on by these two Government bodies and recommend its continuation and extension.

Whereas, The memory of the wonderful personality of the late William A. Tharinger, whose deep interest in the affairs of this organization of which he was once an honored President, will long endure, and

Whereas, His service was an invaluable uplifting force in the macaroni manufacturing industry which will be long remembered, therefore be it

Resolved, That we herewith publicly express our sorrow over his untimely departure and our enduring gratitude for his long service and excellent example.

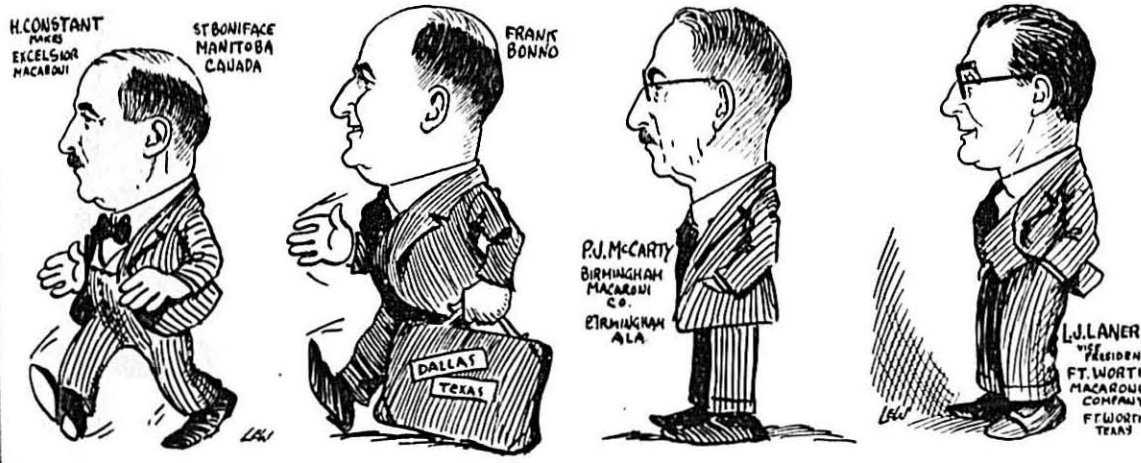
Whereas, Death has taken its toll during the past year from among the macaroni and noodle manufacturers of the country, therefore be it

Resolved, That we thus memorialize those who have preceded us to the Great Beyond.

Whereas, Our respected President in Chicago last year finally consented to serve this organization through the year just completed and

Whereas, His untiring zeal for the Industry

Were Far From Home



and for the National Association's welfare has brought about peace and harmony, and

Whereas, The record of his several terms as President is one of which he and his friends are justly proud, therefore be it

Resolved, That the thanks of this Association be and are hereby extended to our retiring President, Henry Mueller, whose administration is a memorable one, whose unassuming character, frankness and friendliness has gained for him many warm friends who will long remember and cherish his unselfish service to the Industry and to this trade Association.

Whereas, The Directors of the National Association have efficiently performed their respective duties at personal sacrifices of both time and money, therefore be it

Resolved, That we express to them our thanks and gratitude for duties well performed.

Whereas, The employees of this Association, M. J. Donna, Secretary and Editor, and Dr. B. K. Jacobs, Washington Representative, have performed their respective duties in a manner that is pleasing and edifying, therefore be it

Resolved, That we fully approve of their work and express our sincere appreciation of their efforts towards the betterment of the National Association and the macaroni industry.

Whereas, the people of Minneapolis, the newspapers and the trade press of the Twin Cities have collectively striven to add to the comfort of our stay and

Whereas, The Nicollet Hotel has extended courtesies that made this convention very pleasant, therefore be it

Resolved, That we herewith express publicly to all these our thanks and appreciation.

Whereas, Our official organ, The Macaroni Journal, has accomplished much in the way of coordinating the various interests in our trade, of promoting more earnest cooperation among the members of our Industry and of encouraging a better feeling between manufacturers and allied tradesmen, therefore be it

Resolved, That we strongly commend the editorial policy of our trade organ and urge its continued support and cooperation on the part of every member of this Association and of the allied trades interested in this Industry's welfare.

Whereas, Mr. Fred Becker, a charter member of the National Macaroni Manufacturers Association, has seen fit to resign as Treasurer, a position which he has filled with credit to himself and to this body for the 24 years of its existence, therefore be it

Resolved, That we tender him our unanimous, sincere thanks for his long service and that we join in welcoming his continued in-

terest in the activities of the National Association which he helped to organize, build and guide.

Whereas, Our Constitution and By-laws clearly state the Purposes of our organization and the qualifications of its members, and

Whereas, It would be impractical to select any one of the several Unfair Business Practices as a basis for expelling a Member from our Association, therefore, be it

Resolved, That the resolution submitted by Treasurer Fred Becker concerning expulsion of color users be not approved.

Whereas, The Macaroni Manufacturers of the Twin Cities, namely, the Minnesota Macaroni Co., the Eg-Noo-S Company, the Creamette Co. and the F. A. Martoccio Co., have proved such pleasing hosts, and especially recognizing the latter company's liberality in supplying its Radio Broadcasting Orchestra for our entertainment Monday night, therefore be it

Resolved, That we extend our most hearty thanks to the members of these firms for their hospitality and general concern for our welfare at this memorable convention.

Whereas, This Association has repeatedly gone on record as favoring the entire elimination of Adulterated Artificial Color in Macaroni Products, and

Whereas, The Bureau of Chemistry of the





U. S. Department of Agriculture has been very active in enforcing the present meritorious ruling, and
Whereas, The various officials of the Food Bureaus of the different States have been equally fair and diligent in the strict enforcement of the Pure Food Law applying to our products, therefore be it
Resolved, That we again reaffirm our position as strongly approving the Federal Anti-Coloring Ruling; that we commend the vig-

orous enforcement of same by Federal and State Officials, to the end that all adulterated and misbranded Macaroni Products be eliminated from the American Markets, and
Resolved, That a copy of these resolutions be sent to the several Federal and State Officials with our renewed promise to cooperate in this essential work to the fullest extent possible. Namely, the Bureau of Chemistry, the Food Officials of Illinois, Pennsylvania, Ohio.

vention. My motto will be to put in 60 seconds worth of distance run into every minute we are here. We all will derive in fun and knowledge out of this meeting, exactly as we put in it.
 A convention affords all of us a very special opportunity of becoming enriched by an exchange and intercourse of ideas with fellow members. I am informed that a great future, as well as many perplexing problems, is before us. We can afford to have more energetic cooperative action for our mutual benefit. Other great industries have blazed the way. They have acquired tremendous advantage by a plan of effective cooperation. Our opportunity is here. It is up to you gentlemen of more mature experience and success to suggest what is going to be of benefit to us all. I am very confident you will easily meet the need of the hour and tackle the task.
 I want to thank you gentlemen for the fine courtesy you have extended me, and it has been a pleasure for me to welcome you all in the name of our city, St. Paul.

An Address of Welcome

By Walter F. Villame, The Minnesota Macaroni Co.

It is a privilege for me to be given an opportunity of welcoming you gentlemen from all over the Union to these beautiful Twin Cities.
 I am especially happy to welcome you in the name of the folks of St. Paul.
 Happy as I am upon this occasion, I am going to hope that in the very near future we in St. Paul may have the honor of entertaining you gentlemen in our city. I am sure that if that occasion presents itself we can be assured of the brotherly cooperation and support of our friends in Minneapolis, which I know will make it a great success so far as Minneapolis' part is concerned.
 We of St. Paul are confident that all of you gentlemen will have your fill of pleasure after you have completed the entertainment program arranged for you by our ingenious members from the Mill City; and we feel that you will return to your respective cities wiser and happier for having been here.



Treasurer's Report

Cleveland, Ohio, June 1, 1927
 To National Macaroni Manufacturers Association:

Gentlemen:—Herewith is my report of financial standing of the Association as of June 1, 1927:

Balance on hand June 1, 1927\$ 1,897.90
 Receipts from all sources... 17,546.11
 Total\$19,444.01
 Disbursements 14,969.98

Balance on hand June 1, 1927\$ 4,474.03

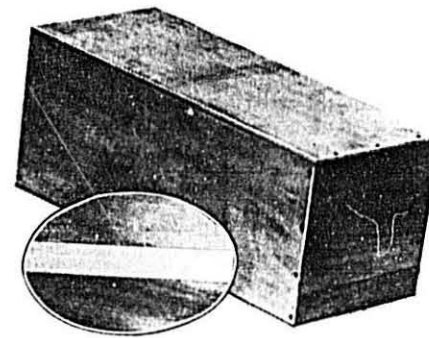
Summary of Receipts
 Regular fund\$15,826.05
 Vigilance fund 1,678.25
 Interest 41.81

Total\$17,546.11

Summary of Disbursements
 Regular fund\$12,779.33
 Vigilance fund 2,190.65
 Total\$14,969.98



An Ideal Wood Shipping Container



Carrying strength and pleasing appearance, nail holding qualities and lack of odors—

**"FOUR REQUIREMENTS"
 "FULLY MET"**

by our materials, Gum and Cottonwood

We endeavor to give you a good substantial package at a reasonable price. We keep cost down by preventing useless waste in manufacturing, using up our narrow stock in the bottoms, making them in two pieces held together with two corrugated fasteners, the joint between the two pieces being sealed with tape. Bear in mind that unwise or unnecessary box specifications ALWAYS increase cost to the manufacturer and are reflected in sales price to the consumer.

We solicit an opportunity of figuring on your wood box requirements

ANDERSON TULLY CO.

Memphis, Tennessee

Good Wood Boxes

The President's Address

It is a pleasure to note the increased interest in our Industry's welfare as manifested by the wonderful attendance at this convention. As President of the National Macaroni Manufacturers Association and in the name of the other officers I bid welcome to our members, and to our guests.

Minneapolis has always proven a good convention city for our Industry. We came here in 1915 and again in 1918 when the war situation acutely affected all business. Indications are that this convention will be the biggest ever held, even surpassing that wonderful meeting held in Chicago last year.

At this point our program calls for the "President's Annual Address." I am going to forget the word "address" and just give you a little talk, reviewing briefly the activities of the past year and leaving to this assembly for general discussion that all important topic, "What Does The Macaroni Industry Need Most Today?"

I wish to open with a public expression of appreciation of the assistance and excellent cooperation always given me by the Board of Directors and the various committees which worked hard and accomplished much during the past year.

I want to say also that I appreciate the untiring efforts of Secretary M. J. Donna and also Dr. B. R. Jacobs, our Washington representative. They both have been very nice. I could call on them for anything any time and never got a refusal. When they promised to do a thing they did it. I wish every member of this Association and every manufacturer in the industry could spend a day or two in the Secretary's office. You would quickly realize what the Association is doing and what a wonderful amount of work our Secretary carries on during the year.

During the past year the Association has aided the various food officials in enforcing all food laws, particularly the recently enacted anticoloring ruling. In this work we have been handicapped by lack of funds. The cooperation given the Federal and State officials through our Vigilance Committee has been appreciated by the Government.

It is a pleasure to acknowledge very liberal contributions to the Vigilance fund by a few members of our Association as well as others who are not now affiliated with us. This money has enabled us to keep Dr. Jacobs on the job. He will give a full report of his activities later in the day. I trust that the manufacturers of the country will realize the importance of helping the Federal and State food officials to properly police our industry and to continue the work so well started.

There have existed some differences of opinions as to the use of coloring in macaroni products but I am convinced that if we will clean up this end of our business, stop the use of coloring, there will be fairer competition, better macaroni products on the market and increased consumption in every section of the country. For 20 years our Association has struggled with the problem of the elimination of coloring and with the long hoped-for ruling of the past year, our goal is apparently in sight.

A change always presents trouble. When color was eliminated from noodles a good many years ago there were objections and indecisions, but today we find the noodle business thriving and benefiting as a result of the color elimination. In proportion noodles are increasing faster in consumption than macaroni and spaghetti because noodles are more nearly standardized by law and practice.

Nothing is more unfair than to permit a man to use poor raw materials and to give them a nice yellow artificial color to simulate the high priced and better grade goods. That is absolutely unfair competition. Let us eliminate this unfair practice. We have the law; we have the machinery to help its enforcement; let us properly support the activities of Secretary Donna and Dr. Jacobs by supplying them sufficient finances that will guarantee their staying on the job until the matter is entirely cleaned up.

Another improper practice looms. I refer to the slack filled packages. Right here there occurs a great waste in our business and unless we look toward efficiency and economy, competition will annihilate us. It is only a matter of common sense—of getting together to make our packages the right size, just sufficient to carry the contents. It would save much money and appeal to the consumer. We have no right to add to the cost of our products anything that does not add to the benefit of the consumer.

As a member of the American Grocery Specialty Manufacturers Association I have studied other food trades, some of them very successful and all of them very prominent in business circles. I am proud to say that the macaroni industry is as clean today as any food business and if we will just stick to the ship and cooperate a little more freely we will succeed in putting our Industry on the highest pedestal of any food product in the country. Let us banish color and avoid slack filled packages to promote fairer competition and better business understanding.

"How Can We Increase The Consumption of Macaroni Products?" Personally, I believe that consumption of macaroni is not increasing as it should when you consider it is an economical food high in food value. Is this not because we do not get behind our product solidly enough, do very little advertising, and do not give it sufficient publicity? We should shout loudly and bravely if we are to succeed under the keen competition given us by every food on the market.

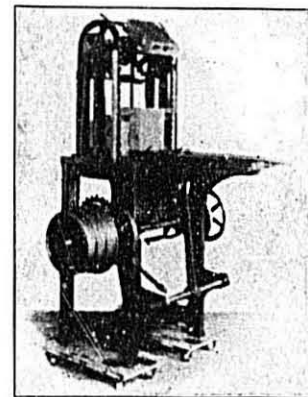
The American public is daily offered a new food product in some form or another. Vegetables of all kinds are now being canned. You can eat vegetables all the year 'round. Any other food that is used for breakfast or for luncheon, or for dinner, any other food consumed by humans, is in competition with our food. We must see to it that macaroni products are not pushed off the American table. We should choose to believe that all advertising, publicity and research work that is done on other foods is aimed at us. Increased consumption of macaroni products will come only if we come out in the open, properly advertise and suggest to and continually remind the consumer that ours is a food that is nutritious, economical and offers the variety which the American appetite craves.

As I see it today the biggest thing for this industry to accomplish, our real big job, is to cooperate more determinedly in finding ways and means to educate the consuming public to the real and true value of our products. One thing to be accomplished this year, I hope, is that we get out 12 tested and carefully written recipes that will result in more uniform dishes, a general pleasing of all tastes in easily prepared combinations, recipes that will place our products on the table for breakfast, luncheon or dinner.

During the year we have attempted some standardization work and sought to have our raw materials properly defined. While we have not fully succeeded in this important line of effort, the basis has been laid. The question of moisture has been somewhat of a stumbling block. Per-

We can safely say that the largest percentage of packaged macaroni products are automatically packaged by

Peters Package Machinery



THE least expensive cartons of the "Peters Style" are used with our package machinery — the least number of hand operators are necessary — hence the most economical package. Its protective features are recognized everywhere.

Our engineering staff are at your disposal. Our catalogue is yours for the asking.

PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

CHICAGO, ILLINOIS

haps some understanding will be arrived at between the interested parties during the coming year.

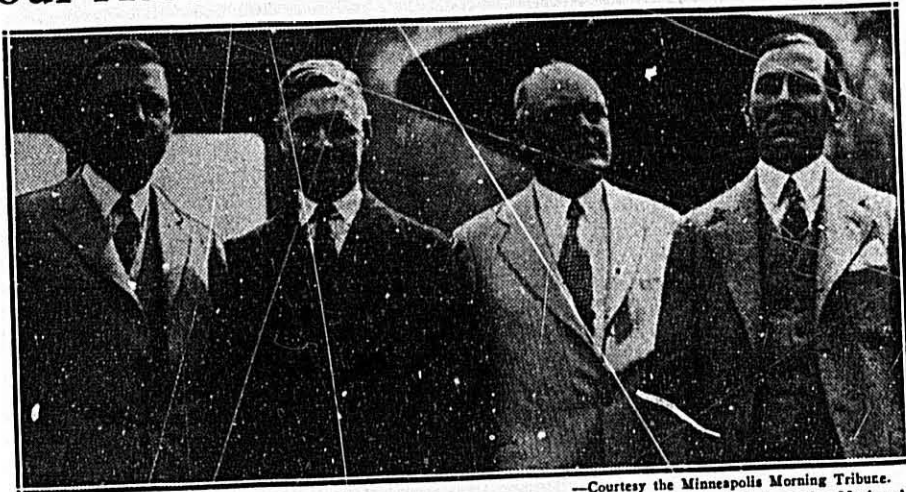
At my suggestion Secretary Donna has prepared a valuable resume of the activities of this organization from its establishment in 1904 down to the Chicago convention in 1926. It deals with the formation of the present Association, naming the charter members and briefly reviews the action taken at the annual conventions during the 24 years of its existence. On receiving this history of the National Association I thought it would be of great good to every manufacturer in the country, particularly Association members, and for that reason I had it multigraphed so that a copy could be handed to every manufacturer. The facts contained therein will be of interest to you and surprising to many.

During the year the officers have given serious thought

to the drafting of a suitable Code of Ethics as per the suggestion made by me last year. The Secretary has prepared a draft for the attention of the members here and it is my intention to appoint a special committee to consider this important matter. At this meeting it is hoped that a Code of Ethics will be adopted that will result not only in lip promises but in actual business practice.

Briefly this is a report of the activities of the year, together with my recommendations. I trust that this will give you food for thought, for discussion and consideration in this most promising convention. Your officers have worked unselfishly for the welfare of the Association and the general betterment of the industry. I hope that our actions will receive your fullest approval and that the National Association will continue to serve unselfishly the great and growing industry which it strives to represent.

Four Association Leaders at Convention



Common interests of grocers and macaroni makers were discussed by leaders of both before the National Macaroni Manufacturers association convention in Minneapolis. Four of these leaders are shown, left to right—A. E. Phillips, president of the American Grocery Specialty Manufacturers association; J. C. Sheerhan, president of the National Association of Retail Grocers; J. T. Williams, past president of the National Macaroni Manufacturers association; Henry Mueller, president of the National Macaroni Manufacturers association.

Secretary M. J. Donna's Report For Year 1926-27

At the convention time there devolves upon your Secretary the pleasant duty of reporting on the present status of this organization, to review the recent past, noting its effect on us, comment on existing conditions and to study the future.

It is pleasing to note the attendance to this conference. I must take this opportunity to acknowledge my appreciation of help so freely given by Association Members and Allied Tradesmen in encouraging Macaroni Men to attend.

Everything reasonable, almost all that was possible was done from the Secretary's office to arouse interest in this meeting. Circulars and personal letters

were issued, cards sent and other publicity stunts resorted to. Some are absent because it was utterly impossible for them to be here; others because our advanced publicity failed to interest them as was the case of a tired Los Angeles man who was invited to attend a celebration.

"No," answered the friend over the phone. "I'm tired. I want to get a good night's rest tonight."
"But this is going to be a pageant, a real spectacular affair," insisted the willing host.
"Oh, I've seen all the pageants," said the Los Angeles man. "I won't bother coming out tonight."
"And there's going to be a parade, fireworks and almost unlimited jollification," continued the insistent friend.

"Thanks for the invitation, but I'm not coming. I'm tired."
"And," went on the optimistic host, "one of the most beautiful movie stars in Hollywood is going to ride a white horse, attired only in a very thin, diaphanous veil."
"You say she is going to wear only a thin veil and that she is going to ride a white horse?" came the query over the phone.
"Then I'll come, I haven't seen a white horse for a year."

Perhaps we have failed to enumerate all of the many attractions that might have brought to Minneapolis some who are not with us this morning. We regret their absence; it's their loss.

Macaroni and Noodle Manufacturers have interests in common and once a year should gather in friendly conference to promote them. Unfortunately for our industry altogether too many manufacturers either fail to realize their responsibility to their trade by sitting in

Tanzi's Dies

are a long jump ahead of many another make.

Have you seen our Mostaccioli die? Uniform cut assured—100% faster than any other cutting device—sanitary—easy to operate. It is inexpensive too. Ask us!

We manufacture any other size, style and variety of moulds.

Let us solve your die problems.

MARIO TANZI CO.
Boston, Mass.

at these conferences or else they flatly refuse to cooperate with their competitors in solving these common but none the less vexing problems.

To foster this common interest, the National Macaroni Manufacturers Association has been functioning quietly but determinedly for nearly a quarter of a century, happily satisfied with the support of the progressive manufacturers in the business. The sole purpose of this trade body is to foster understanding and to render service to all members regardless of size of plant, capacity, location or other qualifications,—limited only in this service by the laws of the land and by the ethics of business, our financial capacity to serve and the willingness of the members to use the machinery of their trade association to the full extent for which it is serviceable.

As viewed by disinterested students, the greatest hindrance to cooperative progress is LACK OF CONFIDENCE,—the eternal suspicion of competitors. The view referred to recalls the story of the "slow pay" customer who sent his daughter to his grocer with a note that read as follows:

"Please send me 6 dozen eggs; if good will send check."

The grocer, who did not do business on such risky terms, replied, "Send check; if good, will send 6 dozen eggs."

Practically the same words in each message, but how different their meaning. No, we are not quite that far apart but there could be greater confidence, more faith and by far more and closer cooperation.

As you have judged from the able address of our President, the conditions in our industry at this time are about as they were a year ago—perhaps not quite so good. The short crop of good maca-

roni wheat last season and the consequent almost prohibitive price of our basic raw material comes in for its just share of the blame for the unfavorable conditions now worrying us.

No association could either foresee or prevent the situation arising out of the conditions referred to. There are, however, certain other equally depressing elements of our own creation which we might profitably and immediately eliminate. Our present status as an industry recalls a part of a sermon by a negro preacher who shouted:

"Bredren, we must do something to remedy de status quo." "Brother Jones, just what am dis status quo?" asked a member of the congregation. "Dat, my Brudder," replied the preacher, "am de Latin fer de MESS WE'S IN."

Business generally in America has been summarized as reasonably favorable with a slight tendency to wariness. Money was plentiful despite the fact that some of us had some difficulty in finding enough. Production facilities have increased, not alarmingly, but beyond present needs. On the other hand the restriction of immigration has had a deterrent effect on the expected equalizing consumption increase.

That eminent authority, Roger W. Babson, reviews the future prospects in this brief statement:

The consensus of opinions seems to be that the volume of business is very good; but the profits are gradually dwindling. It is really surprising to note the very small margin of profit under which many large concerns are operating today. Failures have increased over 100% within the past 12 months. Unemployment has decreased about 5% while wages are little changed. Carloadings fell off 30% and buying in smaller quantities has made an appreciable gain.

In our own industry numerous small firms and some large ones have gone into bankruptcy or quietly discontinued by

other routes indicating failure. Some consolidations have been effected, and a few new plants opened. All of this seems to have a beneficial effect on the industry.

Competition, also, in our business has been drawing the profit margin thinner and thinner, with the major part of the profits accruing to a few of the more progressive and well established firms. In this connection R. M. Hudson, chief of the Division of Simplified Practice, U. S. Department of Commerce, declared:

Keen Competition, a constantly declining price level and capacity that can easily cause production to run ahead of consumption are 3 forces now attacking profits in various lines of manufacture.

Competition is not only between individuals and firms within the same industry, but also between entire industries.

Declining Prices have increased the problem of the manufacturer caught between the upper millstone of consumer resistance to a further rise in the cost of living, and the nether millstone of pressure to maintain current high wage level, to meet the higher cost of materials, equipment and supplies, and to absorb the higher cost of doing business.

Capacity beyond the required quantity to satisfy the current rate of consumption encourages efforts to increase that rate, yet circumstances operating to cut the current rate of consumption would obviously render idle much of the capacity now operating.

Closer cooperation through this trade organization seems to be the chief reliance of the Macaroni Industry for the permanent betterment of our trade. We continually and consistently preach this policy of cooperation; but only self-realization of its value will bring about concerted action behind stabilized policies. In the language of that great, living English poet, Kipling:

I shall know that your good is mine;
Ye shall know that my strength is yours.

It is an admitted fact that men work-

Dress up your Package!
The right kind of
LABELS
— AND —
CARTONS
WILL HELP YOUR SALES.

Let us be your "Package Counselors."

CONSULT OUR
TRADE MARK BUREAU

No new brand should be adopted without a thorough investigation of its availability.

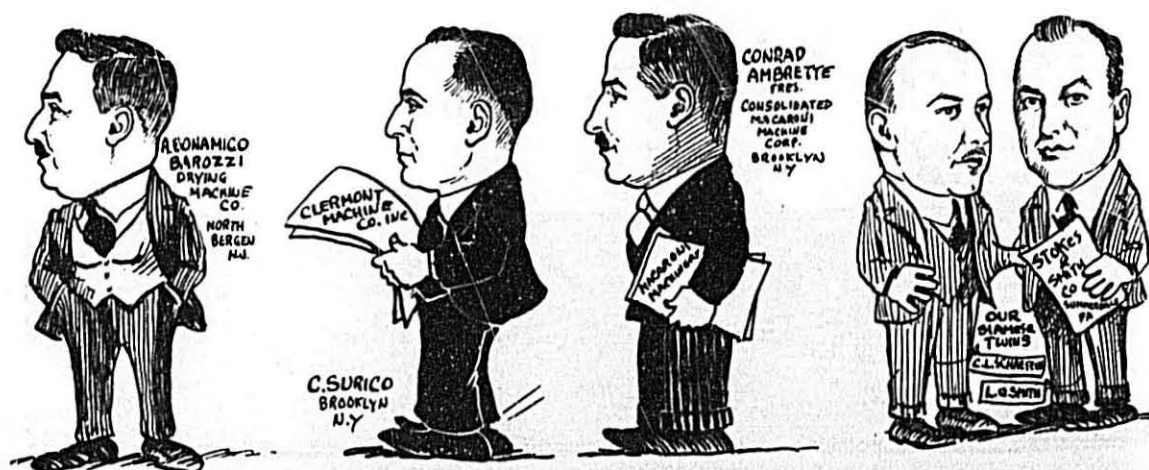
The complete history of 829,200 brand names is on file in our trade mark bureau.

We search titles and help safeguard against infringement. Write us for particulars. The service is free.

The United States Printing & Lithograph Co.
Color Printing Headquarters

CINCINNATI BALTIMORE BROOKLYN
8 Beech St. 87 Covington St. 23 N. 3rd St.

Machine Manufacturers



Some of the Association Directors



ing in cooperation and in harmony can accomplish that which the individual finds impossible. A disorganized trade with a weak Association indicates that it is still groping in the dark because many therein do not want to see the light.

What is expected of a Trade Association? Entirely too much by some. In it we can agree within reason to do that which we are legally and conscientiously permitted to do, and then we can share our portion of the burden in carrying on agreed upon policies. Those who expect too much must of necessity be disappointed as the story of the husband of one of our modern 1927 flappers indicates:

There is a limit to all things. I don't mind washing the dishes. I don't mind feeding the cat. I don't mind mending my own clothes. But I'll be durned if I'll wear pink ribbons on my night shirt to fool the baby.

Many of the activities requiring the attention of your Secretary during the past 12-month have been of a nature as not to appear of great moment when considered individually but are really valuable and of some moment when viewed as a whole.

Mail of every description ranges from 20 to 50 letters daily. Information is sought that we can readily give. Some require hours and days of digging while others are unanswerable.

We are asked to supply recipes, to recommend new ones, to approve of some particular food concoction of which our food is a negligible part; give interpretations on present laws and rulings and our opinions on proposed new ones; promote favorable legislation in State and Nation and fight inimical bills; cooperate with various Government Bureaus and Chambers of Commerce; read numerous exchanges, provide them with readable articles about our products and

our business, call information of interest to our readers and publish our official organ; solicit new members for our Association, pacify dissatisfied ones; collect funds for regular and for special purposes; seek new and more advertising to keep our Macaroni Journal prosperous, increase the number of readers and to gather together enough readable material for our monthly magazine from our members and an industry that is very reticent about divulging facts or supplying information.

Briefly, there is more than enough to keep our small force out of mischief.

In one activity we admit failure. During the year we tried to have our members agree on a limited number of selected recipes to be uniformly adopted and recommended in order to prevent confusion, to increase consumption and to bring about a better appreciation of our food among Americans where increased consumption is most promising. The move was a flat failure judged from its reaction. Perhaps we have failed to realize the seriousness of continuing to broadcast recipes calling for one cup of boiled macaroni to one chicken. Despite the lull, I still feel that in this movement there is ground for some beneficial cooperation.

Vigilance

Dr. B. R. Jacobs, our Washington Representative, will give a full report of the work during the year in helping Government and State Food Officials in policing our industry as he shouldered practically all of this important duty. I will report briefly the financial side of this independent movement on the part of the whole industry working through our organization.

As you will recall, an appeal for funds was made early in 1926 when the new Anti-Coloring Ruling was promulgated. A total of \$3606.75 was voluntarily con-

tributed by 18 firms. Of this amount \$1928.75 was received before and reported at the Chicago and \$1678.00 has since been received. The expenditures from this special fund were as follows:

Payee	1925-1926	1926-1927	Total
B. R. Jacobs	\$1289.76	\$2174.55	\$3464.31
M. J. Donna	176.50	16.00	192.50

The balance in this fund June 13, 1927, is \$189.25. Against this there is outstanding the claim of Dr. B. R. Jacobs for \$409.86 for services and expenses during May and April 1927, leaving a deficit of \$320.61.

Tariff

The National Association preferred to let well enough alone with respect to the present import duty on our products. In the Special Tariff Fund there remains a balance of \$50.

Standards

During the year a serious attempt was made to have Farina and Semolina properly defined. We went so far as to agree on definitions and offer them to the Foods Standard Commission. Here the move rests because of division of opinions and subnormal crop conditions. It is quite generally agreed that there should be some definite understanding on this point between millers and manufacturers rather than government regulation. An agreement could be easily modified after a tryout, a move that may or may not be easy after an official ruling is made. Here it rests.

To the outsider our business appears to be flourishing while those on the inside are not unduly pleased with our situation. The time seems opportune for self analysis. This will come up for due consideration in this convention when



"You sure can rely on JOHNSON Packaging Machines!"

Superintendent: "Let me say this, young man: 'JOHNSONS' not only do all you claim for them, but your follow-up service is great!"

JOHNSON Salesman: "Thanks! But it is only the usual service sold with each machine that leaves our plant."

Superintendent: "Your shipment of that replacement part the same day we wired you helped us out of a hole, all right. That was service!"

Salesman: "That again was only keeping our promises made to you when you gave us your order for JOHNSON machines."

Superintendent: "You may be sure that when we buy more machines they will be JOHNSONS."

We welcome the exacting requirement in automatic packaging. Our company is progressive; young enough to have that spirit of cooperative service, old enough to have acquired substantial experience. Let us work with your purchasing or engineering department.

Write for free Catalog and Bulletin No. 12

We manufacture complete packaging units—Net Weight Scales, Gross Weight Scales, Bottom and Top Sealing, and Lining Machines (with or without Automatic Carton Feeders), Wax Wrappers and Glassine Wrappers.

JOHNSON AUTOMATIC SEALER COMPANY, LTD., BATTLE CREEK, MICHIGAN, U. S. A.

Branches: -- NEW YORK -- CHICAGO -- LONDON

JOHNSON
AUTOMATIC PACKAGING MACHINERY

the general topic of "What Does The Macaroni Industry Need Most Today?" is discussed. If there is something radically wrong, let us find it out and prescribe beneficial remedies. If not, let us once and for all time quiet the calamity howlers who are doing us undue injury by their continued and insistent depressing talk.

I have received several suggestions and some very good papers on this subject and with the free and open discussions that our President will welcome thereon, it would not be surprising that this will be the high spot of this conference.

Finances

Thanks to the generosity of our membership, 50% of whom voluntarily contributed varying amounts from \$5 to \$100 to "Help Wipe Out Our Deficit" under which we have been struggling for several years, we are now on a much better footing financially. We cannot say that we are exactly out of the "red" because we may still have to call on next year's dues for our present requirements, but the Association is now more nearly solvent than it has been for some time.

During the fiscal year June 1, 1926, to May 31, 1927, our income was as follows:

For Membership Dues—\$6485. Of this amount \$2105 was specially and voluntarily contributed to "Help Wipe Out The Deficit" while \$4380 was for regular dues.

For advertising in the Macaroni Journal—\$8016.60.

For subscriptions and incidentals—\$519.70.

For interest paid on Treasurer's accounts \$41.81.

For 1926 Convention Registration Fees—\$805.

During the same time, our expenditures totaled \$14,969.98. Of this amount \$7547.51 was for Association expense, \$5231.82 for the Macaroni Journal and \$2190.65 for Vigilance Work.

Our balance in the General Fund on June 1, 1927, was \$4284.78, in the Vigilance Fund \$189.25 and in the Special Tariff Fund, \$50.

Membership

Our Membership has shown a healthy increase. Six new members joined us as a result of the amalgamation agreement with the American Macaroni Manufacturers Association of the New York District made at the Chicago meeting and 15 others in response to appeals and solicitations by the Secretary and others, whose able assistance is herewith acknowledged and appreciated.

REGULAR MEMBERS	Location	Joined
Atlantic Macaroni Co.	Long Island City, N. Y.	July 1, 1926
Independent Macaroni Co.	Mt. Vernon, N. Y.	July 1, 1926
Naples Macaroni Co.	Brooklyn, N. Y.	July 1, 1926
Ronzoni Macaroni Co.	Long Island City, N. Y.	July 1, 1926
Campanella & Favaro Macaroni Co.	Jersey City, N. J.	July 28, 1926
Prince Macaroni Mfg. Co.	Boston, Mass.	Sept. 15, 1926
Golden Crown Macaroni Co.	Trinidad, Colo.	Oct. 6, 1926
DeMartini Macaroni Co.	Brooklyn, N. Y.	Oct. 13, 1926
Savoia Macaroni Mfg. Co.	Brooklyn, N. Y.	Oct. 13, 1926
Federico Macaroni Mfg. Co.	New Orleans, La.	Jan. 20, 1927
Los Angeles Macaroni Co.	Los Angeles, Calif.	Apr. 15, 1927
San Diego Macaroni Co.	San Diego, Calif.	Apr. 15, 1927
United States Macaroni Co.	Los Angeles, Calif.	May 2, 1927
F. A. Martocchio Co.	Minneapolis, Minn.	May 3, 1927
McLaren Macaroni Co.	Dayton, O.	May 23, 1927
The Eg-Noo-S Co.	St. Paul, Minn.	May 23, 1927
ASSOCIATE MEMBERS		
Carrier Engineering Corp.	Newark, N. J.	June 9, 1926
Barozzi Drying Machine Co.	North Bergen, N. J.	Oct. 13, 1926
Applications Received—Dues Unpaid		
Lino & Glaviano Macaroni Co.	Jersey City, N. J.	Oct. 13, 1926
Pacific Macaroni Co.	Los Angeles, Calif.	Apr. 15, 1927
Superior Macaroni Co.	Los Angeles, Calif.	Apr. 15, 1927

During the term, 8 former members were stricken from our membership roll.

Five firms went out of business, namely:

- Illinois Macaroni Co., Chicago, Ill.
- Macaroni Foods Corp., Omaha, Neb.
- A. Lambrosa & Co., Brooklyn, N. Y.
- Peoples Macaroni Co., Buffalo
- Wisconsin Macaroni Co., Chicago.

One firm voluntarily withdrew—Sharp-Elliott Mfg. Co., El Paso, Tex.

Two were suspended for nonpayment of dues—Bolla Bros., Chicago, Ill., and G. D'Amico Macaroni Co., Newark, N. J.

Resume of Membership

Membership reported 1926	Reg-Asso- lar-iate
Convention	57 8
Admitted during the term.....	16 2
Total	73 10
Dropped during the term.....	8 0
Membership on June 13, 1927..	65 10

Location	Joined
Long Island City, N. Y.	July 1, 1926
Mt. Vernon, N. Y.	July 1, 1926
Brooklyn, N. Y.	July 1, 1926
Long Island City, N. Y.	July 1, 1926
Jersey City, N. J.	July 28, 1926
Boston, Mass.	Sept. 15, 1926
Trinidad, Colo.	Oct. 6, 1926
Brooklyn, N. Y.	Oct. 13, 1926
Brooklyn, N. Y.	Oct. 13, 1926
New Orleans, La.	Jan. 20, 1927
Los Angeles, Calif.	Apr. 15, 1927
San Diego, Calif.	Apr. 15, 1927
Los Angeles, Calif.	May 2, 1927
Minneapolis, Minn.	May 3, 1927
Dayton, O.	May 23, 1927
St. Paul, Minn.	May 23, 1927

Newark, N. J.	June 9, 1926
North Bergen, N. J.	Oct. 13, 1926
Applications Received—Dues Unpaid	
Jersey City, N. J.	Oct. 13, 1926
Los Angeles, Calif.	Apr. 15, 1927
Los Angeles, Calif.	Apr. 15, 1927

A GAIN of 8 Regular and 2 Associate Members during the year. (The above figures do not include the

Some of the Association Directors



C.S. FOULOS
PRES.
FOULOS
MACARONI
COMPANY
NEW YORK
&
CHICAGO

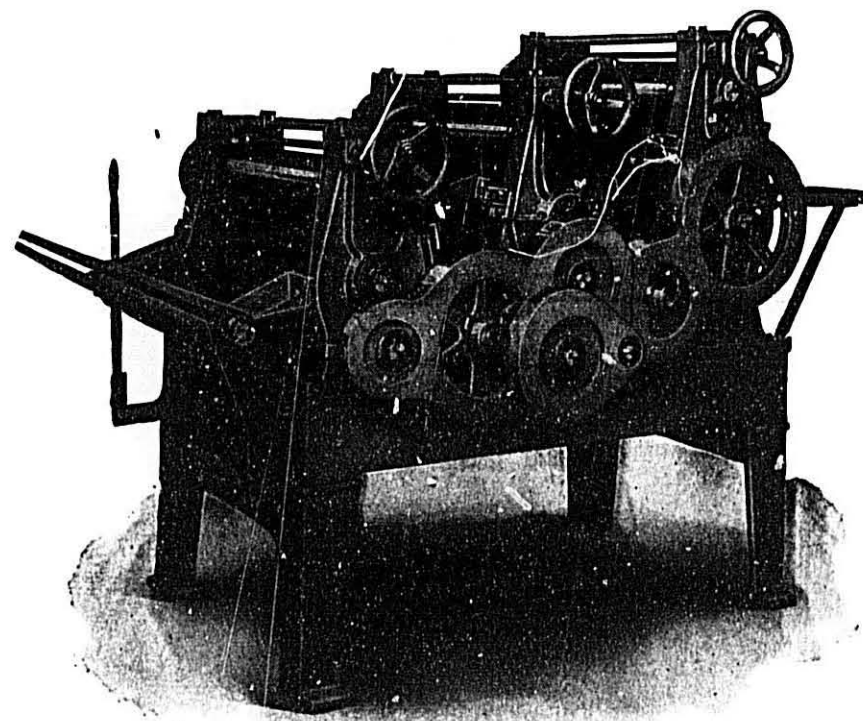


FRANK L.
ZEREGA
A MACARONI
PIIONEER



FRANK
THARINGER
MAKING
MILWAUKEE
FAMOUS

The Clermont Triplex Calibrating Dough Breaker



By actual test this machine is able to flatten 50 lbs. of dough per minute, with a 3½ H. P. Drive, and besides no operator is required to work this machine.

We are also manufacturers of "CLERMONT"

- Dough Breakers
- Calibrating Dough Breakers
- Noodle Cutting Machines
- Noodle Folding Machines for package and bulk trade
- Fancy Stamping Machines for the manufacture of Bologna Style Noodles and Mostaccioli Cutters

New inventions and new machinery with labor saving devices constitute the increasing production of a progressive business man. That is the reason for the great expansion of the American industries.

The Clermont Machines stand for progress and success. They will help you attain the highest goal possible in the manufacture of your noodles. Several of the largest and most progressive concerns in this country are today using our machines to their entire satisfaction.

Write us for catalog and detail information.

CLERMONT MACHINE COMPANY
268-270 WALLABOUT STREET
BROOKLYN, NEW YORK

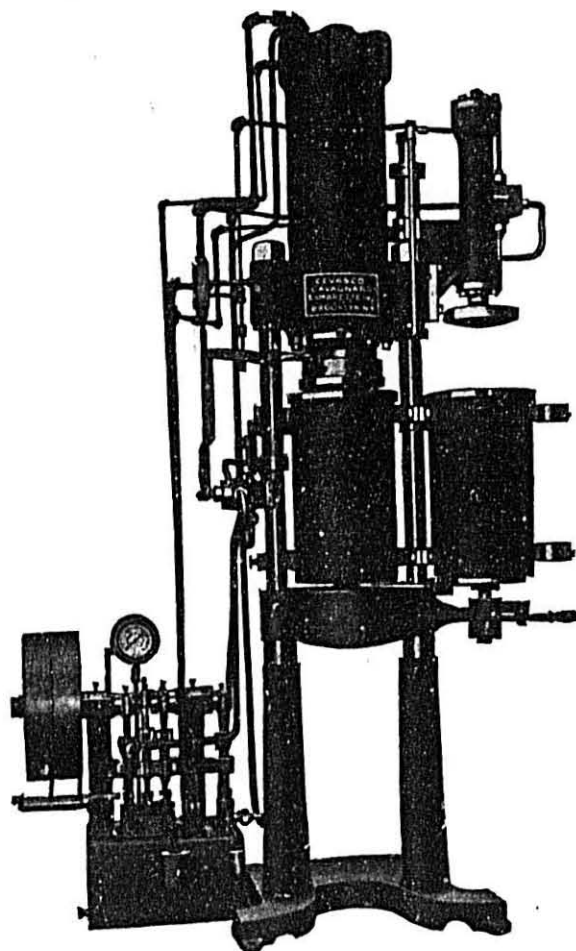
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die

between the two faces, there can be practically no wear on this part. Very little power required to set same as the movement is concentric.

MATERIAL. All cylinders are of steel, and have a very high safety factor.

QUICK RETURN. By means of an improved by-pass valve, we have reduced the pressure on the return stroke to practically nothing. By reducing the back pressure, the ram or plunger returns to its starting point in less than one (1) minute.

PACKER. While the hydraulic packer has independent control, it returns automatically when the main control valve is set to the return position.

CONSTRUCTION. This press is solidly and heavily constructed throughout. All material is the best obtainable. The base is very rigid and the uprights extend to the die platen support, thereby preventing any vibration of the press.

AT LAST! The Press Without a Fault.

Simple and economical in operation; compact and durable in construction. No unnecessary parts, but everything absolutely essential for the construction of a first class machine.

Only two controls on entire machine. One valve controls main plunger and raises cylinders to allow swinging. Another valve controls the packer. No mechanical movements, all parts operated hydraulically.

Guaranteed production in excess of 25 barrels per day. Reduces waste to one-third the usual quantity.

This press has many important features, a few of which we enumerate herewith.

LINING. Both the main cylinder and the packer cylinder are lined with a brass sleeve. By lining, these cylinders, the friction is reduced and the possibility of any loss of pressure through defects in the steel castings is absolutely eliminated. It is practically impossible to obtain absolutely perfect steel cylinders. Other manufacturers either hammer down these defects or fill them with solder. Either of these methods is at best a make-shift and will not last for any length of time.

PACKING. New system of packing, which absolutely prevents leakage.

RETAINING DISK. The retaining disk at the bottom of the idle cylinder is raised and lowered by means of a small lever, which moves through an arc of less than 45 degrees.

PUMP. The pump is our improved four (4) piston type.

DIE PLATEN. The die platen or support is divided into three (3) sections for the 13½ inch and two (2) sections for the 12½ inch press. (We originated this system of sub-division of platen, since copied by competitors.)

PLATES. There are plates on front and rear of press to prevent dough falling when cylinders are being swung.

JACKS—SPRINGS. No jacks or springs are used to prevent leakage of dough between cylinder and die. Our special system of contact prevents this. Springs will lose their resiliency from continued use and will not function properly.

CONTROL VALVE. Both the main plunger and the packer plunger are controlled by our improved valve. The movable part of this valve rotates against a flat surface. As there is always a thin film of oil

Consolidated Macaroni Machine Corporation

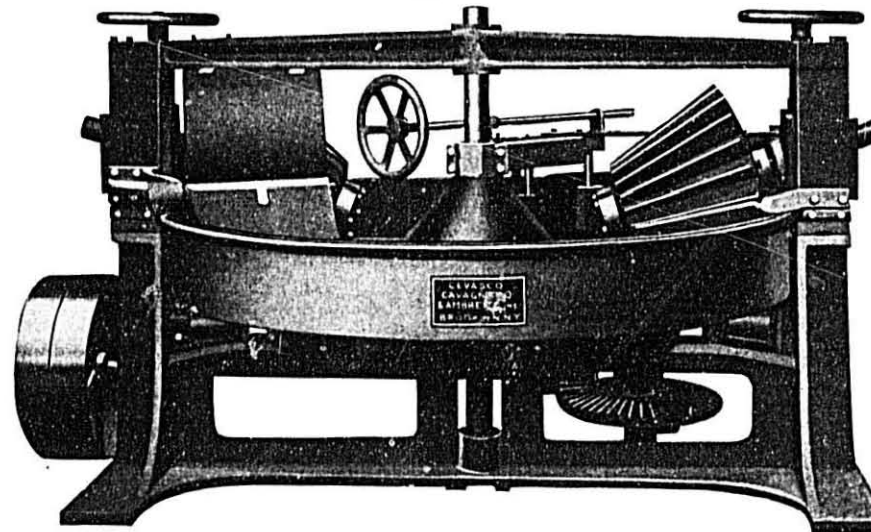
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G.



Kneader with Guard for Cone, Apron for Pan and Scraping Attachment to Prevent Dough adhering to Cones. The main driving shaft, which carries the pinion driving the large internal gear, is fitted with a roller bearing, adding greatly to the life of the machine.

Specialists in everything pertaining to the Macaroni Industry.

Complete Plants Installed. Let us Show You how to put your Plant on a Paying Basis.

We do not Build all the Macaroni Machinery, but we build the Best.

HYDRAULIC PRESSES:--Vertical and Horizontal.

Kneaders. Mixers. Dough Brakes. Die Cleaners.

Mostaccioli & Noodle Cutters. Bologna Fancy Paste Machines.

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.

156-166 Sixth St.

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

159-171 Seventh St.

3 applications above referred to whose dues have not yet been paid.)

Of our present membership all except 5 firms have paid their 1927 dues, which are payable in advance according to our laws.

Invitations to Join

Every Macaroni and Noodle Manufacturer in America whose standard of doing business is up to our requirements has been invited two or more times during the past year to join the National Association for the benefit it would give them and the prestige we would gain. Whether our invitation was overlooked or ignored, the result is the same. I am reminded of the attitude of a former officer of this organization who was greatly enthused over what a stronger National Association meant to our industry. He believed that their indifference indicated that they were asleep.

We prefer to feel that they are not really antagonistic, just thoughtless. We are reminded of the story told of a church deacon who formed the habit of sleeping all through the service. Towards the end of a rather lengthy sermon, the clergyman wanted some one to lead in prayer and said,

"Deacon Jones, will you please lead?" Thus suddenly jarred from pleasant dreams, Deacon Jones replied, "No, I just dealt."

If nonmembers once could be brought to a full realization of what greater and closer cooperation means to themselves and to the industry, they would no longer withhold their support. May that day and time be hastened!

Code of Ethics

Last year our President wisely and ably suggested the adoption of a suitable Code of Business Ethics for our Association and Industry. This has been given serious consideration during the past year. Now purely from a trade association and a trade journal standpoint, I wish to offer the following brief Code of Ethics that all might well adopt for personal edification and better business.

- 1—To manufacture only high grade products that will raise the standard of our food among the choice edibles.
- 2—To use only high grade ingredients to insure wholesomeness, purity and attractiveness.
- 3—To study cost of manufacture and distribution on which to base fair prices, good wages and reasonable profits.
- 4—To compete fairly, seeking business solely on merit and service.
- 5—To adopt as our guiding spirit "Do As Ye Would Be Done By" in our

relations to fellow members, customers and supply firms.

6—To cooperate broad mindedly and whole heartedly, willingly and unselfishly with competitors and with our trade associates both for personal betterment and trade advancement.

7—To join the National Association and to help plan its policies, promote its activities and support its magazine, The Macaroni Journal.

Appreciation

What a pleasure it is to say a kind word about President Henry Mueller! It has been my great pleasure to be closely associated with his wonderful personality, his strong character which so well typifies the successful business man today in America.

You will recall his sincere, expressed desire a year ago in Chicago to be relieved of the arduous duties of the presidency of this organization. You will remember our joint pleadings that he remain with us for at least one more term. Though willing to step aside, he did not quit when he was redrafted into service. He has always kept in close touch with the most intimate details of our association work, traveled hundreds of miles to attend meetings and otherwise perform the duties of his office, disregarding expense, inconveniences and his own personal business sacrifices.

The National Association's success has been his one great ambition as president and it is a pleasure to report progress under his able leadership. I am thankful to him for his help, advice and cooperation so freely given, all of which served to lighten my burdens as Secretary and Editor. To you, President Mueller, my personal and sincere gratitude.

To the 1926-1927 Directors, I am also grateful. They have given willingly of their time and money in performing the duties imposed, including regular attendance at meetings at their own expense, answering voluminous correspondence and being generally ready and willing to promote the interests of this organization by strict and unselfish adherence to duty.

To the general membership, I am fully appreciative of their courteous correspondence, their willingness to cooperate and for their kind treatment on the rare occasions when I visited those in nearby and distant cities.

To the Allied Tradesmen, particularly the Durum Millers and the Macaroni Machinery Builders, I am ever mindful of the fact that they have never failed

to respond to a call for help or advice and that they have always been most friendly and hospitable.

Conclusion

In conclusion, will say that after all the human element predominates in all organized effort as it does in individual work. Firms reflect the prevailing human element in their makeup. As a man lives, so will his acts be reflected in his business associations.

For your present consideration and for deeper thought in your more quiet moments, I am pleased to close with the following poem from an unknown author:

A MAN'S CREED

Let me live, Oh Mighty Master,
Such a life as men should know;
Tasting triumph and disaster—
Joy—but not too much of woe.
Let me run the gamut over,
Let me fight and love and laugh,
And when I'm beneath the clover,
Let this be my epitaph:

Here lies one who took his chances
In the busy world of men;
Battled luck and circumstances;
Fought and fell and rose again.
Won sometimes, but did no crowing;
Lost sometimes, but did not wail;
Took his beatings but kept going;
And never let his courage fail.

Thank You, worthy officers, members and friends.

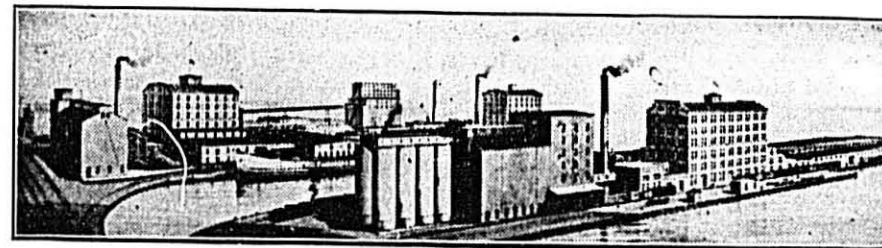
M. J. Donna, Secretary.

VIGILANCE FUND—MARCH 9, 1926, TO MAY 31, 1927

Contributing Firms	Amounts Contributed
C. F. Mueller Co.	\$1,700.00
Foulds Milling Co.	500.00
Skinner Mfg. Co.	500.00
Pfaffmann Egg Noodle Co.	250.00
The Creamette Company	100.00
The Creamette Macaroni Co.	100.00
Milwaukee Macaroni Co.	60.00
V. Arena Macaroni Co.	51.75
Prince Macaroni Mfg. Co.	50.00
Joliet Macaroni Co.	50.00
Crescent Macaroni & Cracker Co.	50.00
Kurtz Bros.	25.00
Wuerdemann Macaroni Co.	25.00
I. J. Grass Noodle Co.	25.00
Domino Macaroni Co.	10.00
R. DeAngelis & Co.	5.00
West Philadelphia Macaroni Co.	5.00
American Macaroni Co.	5.00
Total Contributions for this special work	\$3,606.75
Collected just before Chicago Convention, 1926	\$1,928.75
Collected between Chicago and Minneapolis Conventions, 1927	\$1,678.00
Total is	\$3,606.75

Expenditures—	1925-1926	1926-1927	Total
B. R. Jacobs	\$1,289.76	\$2,174.55	\$3,464.31
M. J. Donna	176.50	16.00	192.50
Balance June 13, 1927			\$189.35
Outstanding Bills—Jacobs \$409.86, for April and May 1927.			

WIPING OUT ASSOCIATION DEFICIT
Thirty-seven member firms voluntarily contributed to our November 1926 appeal for money to help WIPE OUT OUR ASSOCIATION DEFICIT. They are:



HOURGLASS BRAND Semolina and Flour

Quality of First Consideration

Milled exclusively from carefully selected Durum Wheat, which eliminates entirely the necessity of artificial coloring.

Every Sack Guaranteed

Location Enables Prompt Shipment
Write or Wire For Samples and Prices

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

NEW YORK OFFICE: F6 Produce Exchange
PHILADELPHIA OFFICE: 458 Bourse Bldg.

BOSTON OFFICE: 88 Broad Street
CHICAGO OFFICE: 14 E. Jackson Blvd.

De Martini Macaroni Co.	\$ 50
Crescent Mac & Cracker Co.	25
Rosconi Macaroni Co.	35
Chicago Macaroni Co.	100
A. Zerega's Sons	100
Cumberland Macaroni Mfg. Co.	25
A. Goodman & Sons	100
Tharinger Macaroni Co.	100
C. F. Mueller Co.	100
Ravarino & Freschi Co.	25
Washburn Crosby Co.	100
Schoeneberger & Sons	10
Commander Mill Co.	100
Minneapolis Milling Co.	100
Independent Macaroni Co.	25
Milwaukee Macaroni Co.	50
Splendor Macaroni Co.	25
Naples Macaroni Co.	15
John B. Canepa Co.	100
Grass Noodle Co.	15
Duluth-Supply Mill Co.	100
Keystone Macaroni Mfg. Co.	100
Prince Macaroni Mfg. Co.	50
Savoia Macaroni Mfg. Co.	50
Pfaffmann Egg Noodle Co.	50
Italia Macaroni Co.	10
Horowitz Br. & Margaretan	10
Skinner Mfg. Co.	100
Pillsbury Flour Mills	100
Creamette Co.	50
Peters Machinery Co.	25
Lo Bue Bros.	5
Capital Flour Mills	50
Foulds Milling Co.	100
National Macaroni Co.	15
Consolidated Mac. Machinery Corp.	50
Kansas City Mac. & Imp. Co.	50
Total	\$2105.00

The Officers of the National Macaroni Manufacturers Association are most thankful for their liberal support. May they be well repaid for their generosity.

Convention Notes

2 STAR TOAST

*Good Men Are Scarce!
Here's to Us!*

June, the month of brides, roses, and—MACARONI CONVENTIONS.

It was a "WHALE" of a convention. Everybody busy,—all satisfied. The Secretary was on the job before, during and after convention hours. M. J. must feel that to make a convention a success he must not only lie awake at night, but keep awake in the daytime.

Frank A. Motta of the Champion Machinery company, Joliet, had many friends whom he entertained royally during the meet. On the second day he wired his dad as follows: "No mon; no fun. Your son." Knowing him as he does, the senior telegraphed, "How sad; too bad. Your dad."

Secretary Donna celebrated his birthday during the convention. He passed some nice, sweet long smokes that all enjoyed. He was as busy as usual during the 3 days. One of the wits from Texas declared that the Secretary was

as busy as a one armed man trying to open an umbrella in a Texas tornado.

When H. H. Hoskins of the Foulds Milling company reached Minneapolis he drove his car into the garage and asked



to have it pressed and clean. They have some wonderful atmosphere in the northwest.

It is not easy to upset President Henry Mueller, he's so stoical; but he was both surprised and confounded when his friends stayed the regular convention procedure to present him with a token of their esteem in the way of an ebony traveling outfit including a hair brush especially adapted for hairs that are become rare.

The other members of the Two Star Club, in fact every miller present, envied Edgar Challenger of New York the night of the Durum Millers' banquet as he was singled out by the beauty of the chorus who clasped him about the neck as she sang "Ain't He Sweet." Edgar blushed becomingly while the others frowned.

On June 14 there was a complete eclipse of the moon. Many were still celebrating when the moon hid his face at 2 a. m. Some noticed the phenomenon while others concentrated their looks on more becoming and rarer faces. From the beautiful location of the La-Fayette club on Lake Minnetonka, both groups enjoyed the most magnificent and awe inspiring sight.

The community singing at both the banquets Monday and Tuesday nights made a big hit with everyone, even those who came as guests. How they did sing "In the Good Old Macaroni Time,"

"Macaroni In Smiles" and the other parodies specially written for the convention.

As usual the Allied Trade trimmed the Macaroni Men at baseball at the Minneapolis Automobile club house the afternoon of the Creamette company's outing. But as the macaroni men are used to being "trimmed" throughout the year by this bunch, one trimming more or less in no way affected their "aplomb."

Henry D. Rossi of Peter Rossi Sons, Braidwood, Ill., declares he is not old enough to take up legitimate golf, but at "barn yard golf" he is unbeatable. He proved his dexterity by flinging a mean horse shoe at the "Two Star Dinner" the Sunday before the convention. Among the victims, well, never mind that.

The Durum Millers are to be congratulated not only for the personnel of their various committees but for the thoroughness with which they carried out their respective duties. Macaroni men were met at the trains and their every want cared for during the week. Special committees took charge of the ladies and treated them so pleasantly that they will be hard to shake off next convention.

How did you like the vaudeville at the Durum Millers' dinner? Some beautiful sights, eh? No, the chorus was in no way related to millers, merely "platonic" friends out to show the visitors a good time.

Robert T. Beatty, editor of the Northwestern Miller, had a lot friends in the convention and made many new ones. He attended practically every session and made full reports thereof. Read them in the June 15 and 23 issues of his popular publication.

Walter Ousdahl of the Commander Mill company was so busy looking after the transportation of the guests that he forgot his own machine which remained parked about 48 hours till the police commandeered it. Just a little discomfiture, that's all.

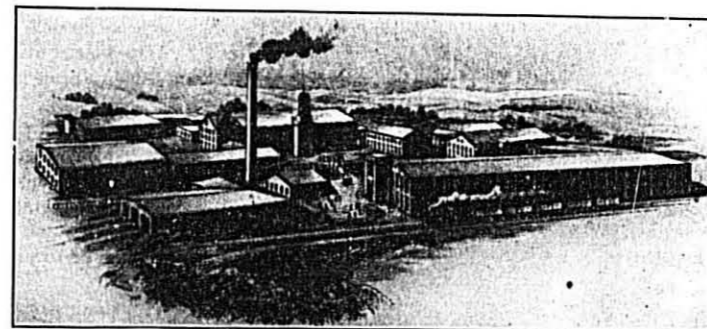
J. E. Smith, who carefully scrutinizes the editorial that goes into the Macaroni Journal every month, was most favorably impressed with the macaroni men who attended the convention. He got quite a kick out of Hy Rossi and Ed Vermeylen's still undecided argument as to which was the Nicollet hotel's front entrance. To substantiate their arguments these

NATIONALLY KNOWN MANUFACTURERS USE ATLANTIC CARTONS



The use of Atlantic Cartons by these prominent manufacturers and many others is proof of Atlantic Quality. Confidence in your source of supply is a deciding factor in placing your orders for cartons.

OUR PROMISES ARE FULFILLED BY PERFORMANCE
ORDERS HANDLED RIGHT AND ON TIME
Quality Cartons - Intelligent Service - Economical Prices



ATLANTIC CARTONS

Will Create Sales—Attract Customers to Your Packages

PACKAGE PERFECTION IS AN ASSET TO YOUR BUSINESS

Let Our Artist Design a Sales Compelling Package for You.
We Will Gladly Solve Your Package Problems.

ATLANTIC CARTON CORPORATION

Manufacturers of FOLDING PAPER BOXES of Every Description

NORWICH, CONN.

SALES OFFICES:
San Francisco Philadelphia Boston New York New Orleans Atlanta

"macaroni twins" entered the hotel first from one side, then the other; they went in forward and backward, singly and in pairs, but still they are divided in their opinions as to which door is the front entrance of the hotel.

Walter E. Turner of the Atlantic Carton Corporation, Norwich, Conn., attended his first macaroni convention. It



won't be his last he declares. He was named "Lucky Dog" because of his big winnings at "Red Dog" on the train and at the "Dog Races" en route. Walter said that he had to get the money somehow that he had spent for the useful and ornamental ash trays that he presented to all who attended the convention.

The mysterious, unexplainable look in A. L. Ruland's actions and appearances is at last deciphered. He was married the week following the convention, and that was enough to make him look different than ordinary.

Martin Luther of the Minneapolis Milling company was still the life of the party. Who said he could not behave? Well, one really can in his home town. Martin did.

It was a tie race between H. E. Pearlstone of New York city and Walter E. Turner of Atlantic Carton Corporation, Norwich, to see which would be first to register. Both were equally dexterous in drawing their ten spots and they went in as twin entries.

Paraphrasing the statement attributed to Senator Borah of Idaho who said concerning the trouble with Mexico,—"God has made us neighbors; let justice make us friends," that well read representa-

tive of the Crescent Macaroni & Cracker company of Davenport, C. B. Schmidt, said, "By choice we are competitors; let common sense make us friends."

Miss Ida L. Ginsburg of St. Paul was the only woman registered representing the Eg-Noo-S Co. of St. Paul.

Frank L. Zerega of A. Zerega's sons does not often attend conventions but when he does he does so fully. He took a hand in everything, discussion, play and after-hour diversions. One more convention, Frank, and you'll be a "bug."

A. J. Fischer as chairman of the Durum Millers committee had a job that kept him out of mischief. He was everywhere, doing everything and because of him everything ran smoothly. It's a knack with "A. J."

C. P. Walton of Capital City Flour Mills will qualify to act as host at a reception of the 400. One more convention and he'll matriculate. He glad handed every man and beamed on the ladies. In this pleasant duty he was aided and abetted by "Adonis" E. J. Thomas, his able salesmanager.

C. Surico started a belated celebration when after the adjournment he learned that his firm, the Clermont Machine company, had won the appealed case from the C. F. Mueller company on his noodle machine. He kept his "noodle" and his celebration within the limit.

Room 340 was very popular. H. Constant and son were the landlords, but they had something fine in the way of attraction,—some 20 years old private stock. Altogether too soon exhausted.

Steve Matalone of the Chicago Macaroni company and Charles L. Miller of Washburn Crosby Co., also of Chicago, were inseparable. They were full of tricks and pulled off some funny stunts that made all feel happy.

"Mussolini" Prina always had an audience to listen to his inexhaustible store of funny stories. This official of the Durum Milling Corporation was not particular; when his men listeners dwindled, he attracted and held the ladies spellbound.

B. Stockman of Duluth-Superior Milling company ably represented his firm in the absence of the old reliable conventionier, Mr. Sutherland, who is conva-

lescing from a recent operation. Quite a number of manufacturers were induced to visit the mills in Duluth and Superior and were well treated en route, there and on the return trip.

Did you note the Four Vivianos? Yes, they were there,—Cav. Vito Viviano of St. Louis, the daddy of them all, Joseph of Chicago, Sam of Carnegie,



Pa., and L. E. of New York city. Combined they are some big power in the macaroni game.

J. J. Padden wore his golfing outfit one of the convention days. That was a scheme to sell the golfing bugs in the trade some of his excellent macaroni semolina made in Crookston.

A. Bonimico of the Barozzi Drying Machine company was continually doing some "dry" talking. He has convinced several manufacturers that their plants need some modern drying equipment such as he furnishes.

Conrad Ambrette had the macaroni press, kneader, etc., end all to himself and he talked fluently and effectively. His "Organization" argument is a fine one.

Jim Williams is a man of many moods. As toastmaster at the complimentary dinner given the macaroni manufacturers by his Creamette company on Monday night, he was jovial and then serious. He was sincere; he was proud of his friends; he was happy and wanted everyone else to be. They were.

Those who heard Mrs. James T. Williams singing that wonderful ballad—"Remembering"—will long remember her beautiful voice and the happy occasion.

The carton never stops

Canadian installation of Stokes & Smith Carton Filling and Sealing Machine.

The Stokes & Smith Automatic Carton Filling and Sealing Machine for end-opening Cartons is unique in that the cartons move continuously at uniform speed throughout the machine. The packages are filled while they are in motion, and more time is available for filling. A speed of at least sixty packages per minute is easily maintained.

As many as twenty-eight cartons are in the machine at one time—some being filled, some lined, others having flaps glued and folded.

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Whether your chief requirement is speed, or tightness, or economy, or display value, you can meet it dependably with Stokes & Smith packaging machinery.

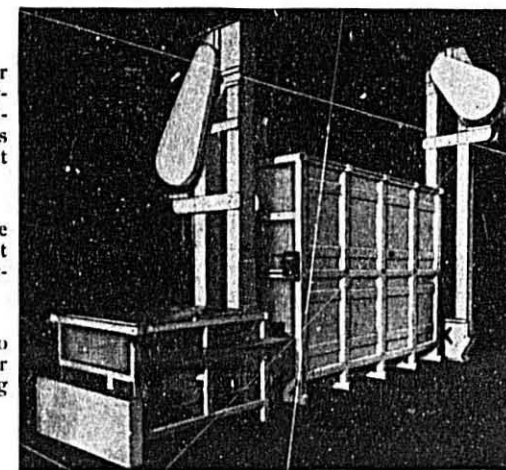
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Cavalier Entertains

The durum millers who were voted royal entertainers at the Minneapolis convention were themselves delightfully entertained in the Nicollet hotel, June 16, by Cavalier Vito Viviano, president of the well known V. Viviano & Brothers Macaroni Manufacturing company of St.



CAV. VITO VIVIANO PRES. V. VIVIANO & BROS. MFG. CO. ST. LOUIS, MO.

Louis, Mo. In recognition of service given the country of his birth, the King of Italy conferred upon him the title of Cavalier and in celebration of this honor he gave a banquet for his friends, the durum millers, as above stated.

Cav. Viviano has decided opinions of his own in matters of semolina and macaroni manufacture in general and following the repast he addressed the guests on his pet theories. Frank R. Prina assisted in interpreting this leading macaroni manufacturer's views. A very delightful time was reported.

Every Day—Macaroni Day

While the macaroni industry is thinking about a campaign that will encourage use of its products on Fridays or during some special week, other food dealers are acting. The fish people are now out with some appealing advertising to bring their food to the American table daily. They are emphasizing the fact that there are "Seven Fridays a Week" so far as their food is concerned.

Seven Fridays a Week

The Gorton-Pew Fisheries company, of Gloucester, Mass., is telling retail grocers through their business papers that there are 7 Fridays in every week for dealers who will push sea foods. "You'd be surprised," said one piece of copy, "to find out how easy it is to multiply Friday by 7, as far as certain of your store profits go. If you'll just put out of your mind the old idea that Friday is the only day people will eat fish, and try calling customers' attention to Gorton sea foods on Mondays, Tuesdays and other days you'll find out I'm right." The advertisement was signed by "The Man at the Wheel."

Registrants, Macaroni Convention Minneapolis, June 13-15, 1927

Table listing registrants at the Macaroni Convention in Minneapolis, June 13-15, 1927. Columns include Name, Firm, and Location. Registrants include Albert Alberto, Frank S. Bonno, J. Capolino, Giusto Campanella, John Campanella, Lawrence E. Cuneo, H. Constant, Erich Cohn, Jos. E. Del Rossi, Frank De Angelis, Joseph Freschi, C. S. Foulds, A. B. Furch, Alfonso Gioia, Ida L. Ginsburg, G. Guerissi, A. Irving Grass, G. G. Hoskins, J. G. Hotaling, Erwin John, Charles R. Jones, C. W. Knapp, L. J. Laneri, Stephen LaRosa, S. Matalone, A. Culiccia, F. A. Martoccio, Henry Mueller, R. J. McCarty, F. Patrono, A. W. Quiggle, John Ravarino, E. Ronzoni, Ralph Raulh, Henry D. Rossi, C. B. Schmidt, Lloyd M. Skinner, J. S. Scotland, R. J. Smith, Giuseppe Seminari, F. J. Tharinger, J. S. Tharinger, Carlo Titone, Cav. Vito Viviano, S. Viviano, Joseph Viviano, E. Z. Vermylen, E. T. Villame, Eugene J. Villame, Walter F. Villame, A. S. Vagnino, James T. Williams, Frank L. Zerega, C. Ambrette, A. Bonamico, Theo. S. Banks, J. E. Baldwin, J. E. Coolbroth, Edgar O. Challenger, J. A. Dugan, J. F. Diefenbach, H. T. Felgenhauer, Erwin Fischer, A. J. Fischer, Alex G. Graf, Fred A. Hamilton, Geo. B. Johnson, F. G. Kruger, Harry S. Leviston, Joe Lowe, Martin Luther, A. S. Leo, Howard P. Mitchell, Frank A. Motta, Charles L. Miller, Ralph Mastrojanni, H. A. Nonwiler, W. E. Ousdahl, P. M. Peterson, J. J. Padden, E. M. Pettibone, H. S. Pearlstone, "Mussolini" Prina, Frank J. Postorino, C. H. Rider, A. L. Ruland, James J. Rodgers, Carmine Surice.

Table listing registrants at the Macaroni Convention in Minneapolis, June 13-15, 1927. Columns include Name, Firm, and Location. Registrants include C. E. Schaeffer, Leon G. Smith, B. Stockman, F. B. Stubbs, E. J. Thomas, G. H. Turner, Jr., C. M. Tronsen, Walter E. Turner, L. A. Viviano, Reynier Van Evera, C. P. Walton, Theo. Wolff, B. F. Walschlagler, B. R. Jacobs, M. J. Donna, C. H. Janssen, C. M. Yager, Geo. M. Peterson, T. K. Kelly, Dr. C. Houston Goudiss, A. E. Philips, C. H. Briggs.

Report of Dr. Benjamin R. Jacobs

The most important activity of the Washington office has been the enforcement of the anticoloring ruling made Jan. 15, 1926, by the Bureau of Chemistry, effective April 15, 1926. Today the only manufacturers who are using artificial color are those selling their product locally. That is, where the Pure Food law has no jurisdiction.

The Federal Government has made 30 seizures representing more than 45,000 lbs. of goods, and a few states, such as Pennsylvania, Michigan, Illinois, Maryland and Ohio, have prosecuted dealers and manufacturers within their jurisdiction who have sold or offered for sale artificially colored macaroni products. In all about 70 prosecutions have been instituted by the Federal and State authorities and these have represented within the neighborhood of 100,000 lbs. of macaroni products.

The expense to the association for carrying on this work has been less than \$2500. Throughout this first year the largest amount of time and expenditure has been educational. It has been necessary to carry on this educational work not only with manufacturers but in many instances to convince the State authorities that they had jurisdiction in the matter and that under their State Food Laws they could require discontinuance of artificial color. There has been a tendency among certain manufacturers to attribute motives to our efforts not in accordance with the facts but I believe they are now all convinced that elimination of color is in reality to the best interests of the whole industry and I think that we will get more full cooperation from the Federal as well as the State authorities in eliminating artificial color from our products.

At the same time the manufacturers who have seen the light will be able to cooperate with us to a greater extent so that enforcement of the ruling will be easier and less costly.

In this matter of cost I want to say that the work has gone along rather slowly because it has been necessary in instances to wait until numerous offenses take place in a given territory and until funds were raised for the work before we were able to make expenditures in travel to investigate. In other cases it has not been possible to make investigations because of lack of funds and this work must of necessity be carried on in a personal way to make it effective. Correspondence only brings about delays and raises false hopes which are never realized. In every case where we have had action it has been necessary for either Mr. Donna or me to make inspections, take samples of colored goods, make analyses and submit to the authorities all these data before action would be taken by them.

Usually it is not lack of willingness to enforce the law that withholds action by the law enforcing authorities. They work on limited appropriations with limited inspection force and can hardly be expected to go out blindly looking for shipments of artificially colored macaroni products to prosecute, when they have hundreds of



DR. B. R. JACOBS WASHINGTON REPRESENTATIVE OF THE NATIONAL ASSOCIATION

other food products of a more important character and even of a more perishable nature which constantly demand their attention. In other words, if we expect the cooperation of the law enforcing officials we must in our way cooperate with them to the extent of furnishing them absolutely reliable information on which they can act; thereby minimizing their expense, saving their time and insuring results. The evil of artificially colored macaroni products is largely behind us, exists only in a few isolated points and so far as quantity is concerned it has been reduced largely to products made and consumed locally.

Much attention has been given by your Washington office to traffic in noodles deficient in egg solids. This is a matter that the Federal government is now anxious to eliminate. It has recently sent a letter to the trade showing the minimum quantities of eggs and yolks both dry and frozen which should be used with standard amounts of flour to make noodles that comply with the standards, and I would not be surprised to hear of numerous sei-

zures of products because they are misbranded and adulterated in that they are deficient in eggs.

The food authorities are also becoming more insistent on a proper declaration of net weight on the package. Your packages usually have at least two principal panels or labels and the net weight must be declared on each in type sufficiently large and distinct to be easily seen by the consumer. Many packages have been sent to me showing an improper method of declaring the net weight, such, for example, as "Average Net Weight" or "Net Weight When Packed" and similar phrases. These are not proper or acceptable by the authorities. The declaration should be made merely "Net Weight — Oz." and the manner of stating the weight should be in the largest unit, that is, if a package weighs a pound it cannot be stated as 16 oz. but it must be stated as one pound. Neither can the weight of smaller packages be stated as fractions of pounds but must be stated in ounces and fractions. In some instances I have noted that the net weight is stated on the ends of packages or on the printed matter and which are the faces of the label which are not displayed when the product is offered for sale to the consumer.

In other cases the net weight is so closely surrounded with other printed matter as to make it difficult to find and illegible.

I would suggest that all members who have any doubt about the declaration of net weight on their packages should send me samples of their wrappers or labels so that we may have a uniform method of stating the net weight of our products.

Closely connected with the statement of net weight on labels is the subject of "slack filled packages," to which the manufacturers must give attention very soon if we are to keep out of difficulties sure to arise. Although there is no specific law which deals with the subject yet it can be dealt with by the Federal Trade Commission which has jurisdiction over unfair trade practices. Complaints have been made to us concerning the marketing of packages only partially filled and it will require only a formal complaint to the Commission to get manufacturers into difficulties and unfavorable publicity.

The Washington Office has also been engaged in compiling a large amount of analytical and other data for the formulation of standards for farina and semolina. These data were turned over to the Standards Committee of the Association and a further report will be made by chairman Frank L. Zerega.

We have now ready to print a manual for the macaroni manufacturers that will contain information of value. Much of it is devoted to the relation of Federal and State Food Laws to the macaroni industry, information concerning egg macaroni products, formulas for their manufacture, data on costs, imports, exports, production and consumption of durum wheat and nutritive value of macaroni products will be found in this pamphlet. This will be distributed at cost to the members of the Association and will be available for distribution about July 1, through the office of the Secretary.

In conclusion I want to recommend that the President of the Association appoint a committee on "slack filled packages." That the committee on resolutions formulate resolutions: first, commending the Bureau of Chemistry on its work on anticolor and reaffirming its stand against use of artificial color in macaroni products; second, resolutions commending the Food Commissioners of Illinois, Michigan, Ohio and Pennsylvania for their work in prosecuting cases in violation of the state laws and in issuing special notices and regulations on this subject. I also want to urge the members to cooperate in cleaning up the last vestiges of artificially colored products which remain on the market and we will then be free to take up work of a more constructive nature, of direct benefit to the industry and not merely elimination of evils which long ago should have disappeared.

Role of Moisture in Durum Wheat Products

By Charles H. Briggs,

Howard Wheat and Flour Testing Laboratory,
Minneapolis

It is my aim in discussing the role of moisture in durum wheat products to present not merely a certain amount of theory, but if possible to give you also some practical help. I hope to throw some light on the rather narrow roadway that it is necessary to follow in manufacturing good goods—first semolinas and flours, then pastes of high quality. I may say some things that are perfectly self-evident, but I make no apology since in preparing this I have simply been thinking aloud and trying to explain as I have proceeded.

Moisture in the wheat, semolina or finished pastes is the basic reason for most of the difficulties which the miller and macaroni manufacturer encounter. In parts of the spring wheat growing area the past year, rains during and following harvest caused a moderately high degree of damage.

The addition of water as rain to the ripe grain in the field, or to the grain in the mill in tempering as a preparation for milling, or to the semolina in making macaroni, all have some things in common with one another as well as certain results that differ as the materials differ.

When moisture in the form of rain on the grain while in the head, or water applied to grain in the mill for the purpose of tempering or conditioning it for milling, reaches the wheat grain, the first action is penetration into the several layers which make up the skin or bran. The innermost of these layers apparently resists the further penetration of the moisture into the floury portion of the grain, but all the layers convey the moisture to the germ or embryo plant at one end of the kernel. Here the presence of the water soon starts the life process into activity. Enzymes or soluble ferments are formed which quickly penetrate through the inner side of the germ and begin to soften and dissolve the floury part of the grain. The two most notable enzymes formed are diastase and pepsin. Diastase acts upon starch and converts it into malt sugar and maltodextrin. Pepsin acts upon gluten forming simpler soluble materials known as proteoses, peptone and amino compounds. These dissolved substances are destined for the nutriment of the growing plantlet. When there is a sufficiency of moisture present, it will be only about 24 hours before the swelling rootlet begins to push out and break through the skin of the grain. If the conditions are favorable, that is, if the moisture supply continues and the temperature is high enough and there is a certain amount of air, the rootlet and the stem shoot out to a length of an inch or more in the course of a week or two. At the same time, the interior of the grain becomes converted more and more into sugars, gums and other water-soluble compounds. The mass or grain becomes matted together by the "legs" as the miller calls the sprouts. Under carefully guarded conditions, the process of malting or sprouting is employed, especially with barley, to produce malt. In wheat, however, any degree of malting from so little that the skin is not broken to the production of long sprouts is considered as damage, though it is not easy to recognize by the appearance, after the grain is dried and the sprouts rubbed off. The degree of sprouting can be determined in the chemical laboratory by testing for the amount of sugar and gums present in the wheat, or in the products of the wheat. Wheat that has once been wet and that has commenced to grow or that has been otherwise damaged is much more subject to further damage.

If there are present, as there usually are, large numbers of spores or seeds of molds and bacteria, and the conditions are suitable, as when a certain amount of moisture is pres-

ent, the growth of bacteria and molds progresses very rapidly, heat develops and the grain is rapidly and seriously damaged by organisms which bring on sourness, mustiness or even putrefaction. Bacteria bring about sourness and putrefaction while molds bring about mustiness. With limited moisture, the heat may go so far as to cause what is called bin-burn, where the kernel becomes actually roasted brown. Bin-burn is probably the worst form of damage to wheat. It turns the interior, floury part of the kernel to a dull reddish yellow color. Grown wheat may not possess any unpleasant odor after drying, nor may grain that has soured slightly. But moderately sour, musty or rotting grain, even though the damage is merely superficial, will have odors which cling to and remain not only in the wheat but also in the flours or semolinas made from it. Other changes in the products may be detected by chemical methods. The necessity of knowing, and at all times controlling, the moisture content of grain is obvious.

It is necessary, for the purpose of effecting a good separation of bran from semolinas or flours, to dampen the wheat. The amount of water used must be strictly measured and should be based on the amount of moisture present in the untempered grain. About 15% is considered necessary to prepare the wheat for milling. In milling durum wheat, it is customary to allow the grain to temper a much shorter time than in milling common wheat for flour. One or two hours suffices, hence the chance of musty grain developing is very slight. Too much water and too long tempering are believed to give a semolina of whiter color, which is not desired. Wheat washing followed by quick drying is especially to be recommended as a preliminary, or rather a beginning, of the tempering process. Molds and bacteria lodged in the hairs and the crease of the wheat are diminished to a much smaller number than by dry scouring.

The durum miller, if he is to produce semolinas that are sound and of good quality must at all times exercise the greatest care to avoid using damaged wheat of any of the kinds mentioned, or that contains any cockle or other difficulty removable impurities or frosted or frozen or diseased grains. Fungous diseases, such as wheat scab and ergot, the latter of which seems to affect durum wheat worse than other wheats, are to be particularly avoided. Freezing and fungous diseases, especially scab, increase acidity. Immature wheats also have higher acidity than fully ripe wheat. When unripe grain freezes as is sometimes the case, the cells are crushed and ruptured and considerable acid is formed, being often evident by a sour odor, so that in a general sense, acidity is a measure of the degree of unsoundness and represents the amount of breaking down of protein that has taken place. It may be considered as the result largely of enzymes set free by moisture from the cells of the wheat itself, or by invading bacteria. Flour for breadmaking may sometimes even with advantage to baking quality be made from a blend of wheats having a little grown or slightly sour wheat, but such is not the case with semolina.

There was rather widely scattered rain damage to spring wheats of the 1926 crop. All degrees of damage resulted to both common wheat and durum wheat. The miller's problem has been to find sound, unrusted, plump, dry grain. Durums, as I have said, are more subject than common wheats to ergot, a poisonous fungus disease which turns the kernel to a blue-black color. Also in wet seasons, rust brings damage, except to the rust resistant varieties. But here again is a problem, for apparently these newer so-called rust proof, and drought proof varieties or strains are inferior in quality for the manufacture of edible pastes. It is a question whether these varie-

ties are advantageous to the miller and macaroni manufacturer, however good they may be as heavy yielders. A gray or reddish color in the finished goods characterizes some of these new varieties. I believe I can safely assert that Kubanka and Gharnovka durum wheats when kept pure or nearly so have maintained the same high quality from the time when they were introduced about 1903 until the present. There appear to be ups and downs from year to year, but on the average, quality has been maintained. Mixed varieties are the miller's bugbear. It should be the durum miller's aim to encourage by paying premiums the raising of the best pure, high protein wheat, with the bright, glassy, large, but not too plump, kernels that indicate high gluten. These wheats may be depended upon to give semolinas which produce pastes that stand up well in the cooking test. In turn you should be willing to pay a premium for high protein semolinas.

In addition to the damage, more or less, which excessive moisture produces in wheat, it also affects the yield of number 2 semolina obtainable. A wheat that is damp, or that has been damp and then dried, is likely to give a lowered percentage of number 2 semolina and a correspondingly greater proportion of dark flour. The semolina may be one or two hues grayer, the bright, yellowish color being partially bleached or destroyed by the enzymic action.

I pass now to the effects of moisture on the manufactured semolina. Of all semimanufactured food materials, semolina is probably more nearly sterile than any other, but a bacteriological examination of even the best will always show a number of the cells or spores of bacteria and molds. They need only a very little moisture to cause them to begin to grow. Generally speaking the bacteria need a little more moisture than the molds, but both are always waiting for the chance which moisture gives them to begin to grow and by growth produce, in the course of a few hours, amounts of acids and flavors sufficient to damage the product.

Moisture as determined by the vacuum method shows, as you know, about 15% more than the incomplete method formerly used by many flour mills. Semolina containing more than 13.8% of moisture begins to be a slightly hazardous risk and when more than 15% moisture the likelihood of damage increases rapidly if the semolina is to be stored for any length of time. The government limit of 15% moisture as determined by the vacuum method is higher than it should be, but I think many manufacturers of semolina recognize this and aim to hold the moisture at or below 13%. When stored for more than a couple of weeks, not only should the semolina be low in moisture but the air should not be damp. A hair hygrometer ought to be put at a convenient place among the sacks and 75% relative humidity set as about the allowable maximum. If the humidity goes higher for any length of time as may happen in basements or rooms where water is used and in southern and seaboard towns or elsewhere in humid weather, it should be a warning to use up the stock quickly or correct the condition if possible. You cannot store semolina with much over 14% moisture for more than a few weeks without more or less damage from unsoundness, that is, mustiness, souring, etc. Semolina, because of its coarse granulation, is less subject to souring than flour, but this is offset to some extent by a somewhat greater tendency to become rancid owing to its higher content of fat. Incidentally it is probably for this reason that durum flours when made into bread are said to give a more pleasant, nutty flavor than flours from common wheat.

The storage life of semolinas depends both upon the storage conditions and upon the quality of the product itself. The better the grade, the longer it will remain in good condition. Where there is no dampness, sound, high grade, dry semolina in storage at least 80° should remain sound and sweet for at least 6 months. Flours or semolinas of low grade become progressively poorer and go out of

(Continued on Page 42)

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

SATISFACTION



QUALITY

SERVICE

There Is No Substitute For Durum Semolina

KING MIDAS MILL COMPANY
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD

No. 3 SEMOLINA

Macaroni Convention Delegates and Visitors at Minnetonka



A sail on beautiful Minnetonka



The feminine contingent



*Some of the veterans—
Donna, extreme left; third,
Skinner; fifth, Tharinger;
sixth, Jacobs.*



*Macaroni machinery makers. Left to right: Smith,
Surico, Bonamico, Motta,
Ambrette, Schaeffer*

Reproduced through courtesy The Northwestern Miller

The "National" Carton

*Is more than a FOOD CONTAINER
It is a FOOD PRESERVER*

Packed in "NATIONAL" Cartons your products will reach the consumers in their original freshness.

*For Your Wrapped Package --- Use our "National" shells.
Makes package moisture and weevil proof when sealed with a label.*

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MALDARI'S INSUPERABLE MACARONI BRONZE DIES
with removable pins

Quality

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F. MALDARI & BROS., Inc., Now at 178-180 Grand Street
NEW YORK CITY

SEND FOR CATALOGUE

Established 1893

Notes of the Macaroni Industry

What Shall I Have for Dinner?

The most perplexing question to the American housewives particularly during the summer months is what they should prepare for dinner to appease our national appetite for variety, for something just a little bit different. Macaroni manufacturers might help them out of their dilemma by suggesting "Macaroni Salad," "Spaghetti Croquettes" or "Noodle Souffle."

Our products are now looked upon by knowing folks as the year around food and not as a winter dish, as was formerly the belief. Timely suggestions as to its proper preparation during the warm weather will help its increased use in what have heretofore been the dull macaroni months.

The Tharinger Macaroni company of Milwaukee has endeavored to answer the question "What Shall I Have For Dinner Today?" by giving 68 answers in a well arranged and beautifully illustrated booklet which is being freely distributed. In the foreword the firm says, "This book of recipes is published in the hope that it may add relish, nourishment and pleasant variety to your table at meal time."

"Perhaps you're looking for something easy for tonight's dinner—you want to get out early for a show, or you're having people in for cards and you want the dinner dishes cleaned up early. If so, perhaps the following pages will suggest to you several dishes you will find deliciously nourishing, easy to prepare, and a delightful relief from the everyday run of foods."

Then follow "General Directions for Cooking," "Reasons Why Macaroni Should Be Included in Diet for Old and Young," "Sixty-eight Selected Recipes" and "Expert's View of Values of Macaroni Products."

Imports Lower, Exports Higher

While the imports of macaroni, spaghetti, vermicelli and noodles are steadily decreasing, the exports of domestic macaroni products are proportionally increasing, according to the summary by Foreign and Domestic Commerce issued by the U. S. Department of Commerce for April.

During April 1927 there were imported 314,586 lbs. valued at \$27,487 as compared with 355,691 lbs. worth \$27,926, the imports for April 1926.

For the first 4 months of this year the imports totaled 1,297,438 lbs. at a cost of \$110,554. While the same period in 1926 we imported 2,069,947 lbs. paying \$146,033.

Our exports in 1927 were slightly lower than those of the same month last year, totaling only 628,125 lbs. worth \$56,662 as compared with 703,341 lbs. worth \$56,719. Macaroni shipped during April brought a slightly higher price than it did last year.

For the first 4 months of this year we exported a total of 3,008,491 lbs. for which we received \$294,775. For the same months in 1926 our exports totaled 2,841,908 lbs. bringing \$239,371.

"Q" Brokers Confer

A meeting of the brokers of the southern states who handle the "Q" brand of macaroni products manufactured by the Joliet Macaroni company of Joliet, Ill., was held the first week in June in Gay-Teague hotel, Birmingham, Ala. B. S. Scotland, president of the firm, addressed the brokers at a luncheon at which he presided.

Daniel Kreider Promoted

Daniel Kreider has been appointed salesmanager of the Keystone Macaroni Manufacturing company of Lebanon, Pa., in recognition of efficient service rendered that organization during the many years of his connection therewith. Under the supervision of its owner, G. Guerrisi, the Keystone Macaroni Manufacturing company plant has expanded until today it is one of the largest in the country. It is excellently placed to fill orders in the eastern part of the country, particularly the seaboard cities.

Mr. Kreider is well known to the macaroni trade, having frequently attended the conventions and sectional meetings of the industry, and having long been in touch with the jobbing trade in his section. Under his supervision the firm will continue its present successful business policies.

Federico Plant Destroyed

Fire that caused a damage of \$50,000 has put the Federico Macaroni Manufacturing Company, Inc., of New Orleans out of business for the next 3 or 4 months, according to a statement issued by President F. F. Federico. The fire was discovered about 5:30 p. m., June 1, on the 3rd floor of the building after the

plant had closed down for the day. While the cause is undetermined it is believed that the fire is a result of a violation of the antismoking rule. The fire loss is fully covered by insurance.

Mr. Federico has arranged to lease another factory for 3 months, during which time his plant will be rebuilt.

Exporting Macaroni Machinery

Macaroni machinery has for the past few years been listed among the articles exported from this country. American machines are now in use in several countries supplanting those of Italian, French and German make.

To properly care for this growing business Charles F. Elmes Engineering Works of Chicago have recently established an export office in New York. Paul H. Petersen, a globe traveler who is acquainted with the needs of the various countries of the world, has been placed in charge of the office. In the macaroni machinery line he will handle the Elmes products exclusively. In addition, this he will do in conjunction with 5 other well known machine tool lines on which he has the exclusive agency.

The Charles F. Elmes Engineering Works were established in 1851 and are now in the 76th year of successful business. They specialize in hydraulic machinery of all kinds. Among the leading officers of the concern are Chas. W. Elmes and Carleton L. Elmes.

Weidenhamer With Feeser Company

J. P. Weidenhamer, general salesmanager of the Keystone Macaroni Mfg. company, Lebanon, Pa., for 5½ years, has resigned to become associated with the macaroni plant being built in his home town, Harrisburg, Pa.

Mr. Weidenhamer will become vice president of the company which will start operation the later part of June, and will be actively in charge of sales, a position for which he is well fitted on account of his extensive executive and selling experience and his wide acquaintance in the grocery trade throughout the country.

The organization will be known as the Feeser Macaroni company and John F. Feeser, formerly vice president of the Keystone Macaroni Mfg. Co., will be president and the active head of the business. Mr. Feeser has had a wide and successful business experience, and should meet with much success with his

July 15, 1927

THE MACARONI JOURNAL

41

new company. Sales efforts will be concentrated on package specialties, that will be advertised extensively.

When completed the plant will represent an investment of approximately \$200,000, and it will be one of the most modernly equipped plants in the country. It is situated on a large corner lot in the hill section of the city, and will have a daily capacity of 100 bbls. of semolina or macaroni flour, to be gradually increased to 200 bbls. as the demand for the company products justifies. The main building is fireproof construction, steel, brick and concrete 200x70, 2 stories with private railroad siding for 4 cars. Open on all 4 sides, it will be an ideal daylight, sunlight food plant.

The Feminine Delegation

Among the ladies who accompanied their husbands and others at the big convention in Minneapolis last month were the following:

Mrs. F. D'Angelis, of Philadelphia, Miss E. Constant of St. Boniface, Man., Mrs. Fred Hamilton of Chicago, Mrs. E. Villame and two daughters of St. Paul, Mrs. G. G. Hoskins of Libertyville, Ill., and Mrs. L. E. Cuneo and daughter Irene of Connellsville, Pa.

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(Locatelli Building)

Role of Moisture in Durum

(Continued from Page 36)

condition after only a few weeks under the best conditions and of course much more quickly in unventilated and damp storage. Barring damage from flour beetles and weevils, it can be said that you can more safely store your finished product for long periods than your raw material. The reason is partly that there is usually better protection from the air, partly that the compacted condition gives less exposure to the deteriorating effect of the oxygen of the air and partly that usually there is much less moisture present in the finished material than in the semolina.

Durum wheats keep well when moisture is low enough but, when milled, the breaking up of the germ of the wheat immediately introduces a factor of trouble. Hence the keeping quality of graham flours, middlings and other products containing germ is poor. There is in the germ an oil which quickly tends to become rancid and sour after it is spread over the surface of the semolina particles. If it were protected from the air as any oil is protected in dry condition in cans or bottles, there would not be a change, but vegetable oils even in such small amounts as are present in semolinas are soon oxidized by air, and we first dimly perceive that foods lack something in flavor, then later we get the faint suggestion of rancidity. As I have said, there is not much trouble in high grade semolinas, for very little of the oil is present in the purified semolina. Moisture is not so much a factor in relation to rancidity as to mustiness. Must damage is far more serious and the odor is permanent. If a part of a sack of semolina has become musty, the whole sack will usually be permeated by the odor which is very persistent.

Molds grow from the surface inwardly and require air for active growth while the bacteria that cause sourness thrive better in the absence of air. This is, I believe, the reason why flour sours more strongly in the center of a sack under pressure while it molds on the outside. If you want to intensify and detect faint, unobvious odors, mix the material with hot, nearly boiling water in a teacup and any odor will usually be evident. The odor of weevils is somewhat like must and somewhat like rancid flour. Flour may sometimes sour and produce no sour odor. This is attributed to the action of lactic bacteria which produce lactic acid—an odorless material. Acetic and butyric bacteria produce acetic and butyric acids having the odor of vinegar and old butter. All these classes of bacteria are usually present in flour, needing only moisture enough to set them in action. Semolina is not as prone to absorb extraneous odors as flour but there are many odors which it will take on. Fortunately such odors if not of too persistent a nature, kerosene for instance, are easily dissipated by aerating, as when semolina is sifted in a current of air.

It has been proposed that the maximum figure for moisture in semolina should be 13.5%, vacuum method. The official definition for flour allows 15%, but this figure is admitted to be much too liberal. The Howard Laboratory has for many years advised millers not to send out flours having more than 13% for complete assurance that the flour will not become unsound under average storage conditions. 13% is absolutely safe and 13.8% reasonably safe. This happens to be about the moisture content of flours tempered with nearly the right amount of water and milled under the best conditions. We consider that the same figure is applicable to semolinas. A chemical analysis of a durum semolina or flour for its moisture, acidity and content of sugars and gums (soluble carbohydrates) will disclose its condition of soundness and likelihood of keeping sound. As these products age, they tend to increase slowly in acidity so that a correct interpretation of the acidity is necessary to judge their degree of soundness. The qualities of the flour or semolina used can not be now discussed further than to say that the higher the grade, the lower will be the content of microbic life. So the less red,

gray and brown, which are the shades that indicate lower grade products, the better the semolina will be. The amount of yellow and white color is a better guide than the ash test alone. The ash test always needs to be interpreted, as it is not, when taken alone, of much value. A low ash figure may mean the use of considerable common wheat instead of durum wheat and a moderately high ash in flours may mean the presence of considerable low grade flour from either kind of wheat. Number one semolinas have usually the lowest ash, and number three the highest, excepting the flour. Durum flours, meaning clear flours, have, of course, the highest ash because they have more fine bran particles present than the semolinas.

As a measure of the elastic quality, the contrary of brittleness, and the ability of the product to hold its shape and not disintegrate in water, there is nothing better than the protein and bread baking test properly interpreted. This may seem like an unwarranted statement, but our experience confirms it. A loaf volume of 140 to 165 cubic inches in our test gives the best macaroni. The acidity test of the semolina and the soluble carbohydrate test are, as has been said, tests of soundness and keeping quality.

When water is added to semolina, at once you begin a strenuous race to get rid of the water before the product begins to mold or sour. Each species of these minute plants possesses its own more or less distinctive flavor and acid producing power. Some tend toward acid production, others toward putrefaction.

Every measure of cleanliness is helpful. Fresh, filtered, sterilized water should be used. It should not be stored in tanks or cisterns, especially if uncovered, for bacteria will multiply even in water that appears pure and clean. Clean, dust free air preferably washed, will give a more sanitary product and one which will allow a wider leeway before souring than under less careful conditions. The air both indoors and outdoors, except during and after a heavy shower, teems with bacteria and molds. Fortunately most of them are not disease-producing but nearly all are contaminants of food to just the degree that moisture allows them to grow. Even in such a material as salt, a teaspoonful may have collected millions by being allowed to stand for a week in a room that was not dusty. If the air is dusty, then the number may be in the billions.

When hot water is used, slightly less of it is necessary than when cold water is used and the dough being warmer is not as stiff. There may be a further advantage that some destruction or weakening of bacteria or molds in the dough results from the hot water. What temperature of water should be used is a moot question which needs settlement.

The amount of water present in the semolina or flour used will naturally affect the amount of water you should add. Each one per cent decrease of moisture in semolina means, if other conditions are the same, about 1.5% more water that you will need to add to get the same water content in the dough. The size of the particles in the semolina or flour, that is, the granulation, will also have an apparent influence on the amount of water which should be added. The amount of water added should not, however, be a matter of the unaided judgment of the stiffness of the dough, but it should be based on knowledge of moisture present and controlled temperature. It may be of interest to note here that a gallon of water at 50° F. weighs 7.7% more than a gallon of water at 150°.

There are plenty of opportunities during the mixing, kneading, and pressing or cutting of the products, for them to become sown with bacteria and molds. Absolute cleanliness of the rooms, the machinery and the clothing and hands of the attendants will help to reduce the tendency to sour or develop off flavors and so allow more chance to give the goods, especially the long pastes, the best possible drying conditions. The molds, particularly should be cleaned as soon as the last dough has been pressed. If put to soak in water, the water should contain cleansing and bac-

tericidal materials for wet particles of dough soon swarm with bacteria and molds growing and multiplying at an amazing rate and covering a mass of wet dough into a strong bacteriological culture. You should get rid of all dough particles so as not to inoculate the next day's doughs with strong cultures of bacteria and not allow the corrosive action of sour dough on the expensive die metal. It would be well to dip the molds in boiling water just before beginning to use them in the morning.

To produce smooth, yellow tinted macaroni with the minimum of breakage, cracking, checking, streakiness and spottiness and get it dried before the least noticeable trace of sourness develops, is no simple problem. One precaution that should be observed is never to permit the formation of a dry skin on a mass of dough. If a dough must wait more than a few minutes for pressing, it should be protected by a moist cloth or water proof cloth.

What are the conditions under which the products will best dry? I have indicated the necessity for cleanliness in holding down to a minimum the contamination of the dough by bacteria and other microbes brought by water, air, particles of old scrap dough and contact with machinery. A proper control of these is highly important, but no more so than the quality of the semolina or flour used and the control of temperature, humidity, etc., during drying.

While drying, we have four variable conditions which are more or less controllable. They are temperature, humidity and volume of air, and periods of time for each stage of drying.

The amount and temperature of the water used, the amount of mixing and kneading given, and the time and drying effect of the air before pressing have more or less effect on the quality, but the drying process makes or spoils the product.

The road to good flavor, appearance and elasticity is a straight and narrow one between too slow drying, with souring or moulding on one hand and too quick drying, with cracking or checking on the other.

I cannot lay down a hard and fast program for all pastes because the character of the semolina and all its treatment before pressing will make some difference. However, some principles can be presented that may be helpful. The rate at which a dough exposed to air loses water, depends on the moisture present. The moisture of the dough, the more moisture is lost in a given period of time if the air is not too moist. Half the excess moisture may be lost in the first quarter of the drying period. Then also, the dryer the air, the more rapid the drying. The warmer the air, the more moisture it can take up. Air at 60° when half saturated, that is, with 50% humidity, contains 2.87 grains water per cubic foot, hence before being saturated it would take up another 2.87 grains, but if heated to 95 degrees it would, when saturated, contain 17.12 grains and so is capable of taking up 14.25 grains. For quick drying, therefore, air originally containing less than 3 grains moisture when warmed up only 35 degrees will have its capacity to take up water multiplied by five.

Another more obvious principle is the drying effect of rapid or slow currents. The more rapid the current or volume of air passed through the goods, the more rapid the drying. The preliminary fanning commencing as quickly as possible to prevent pastes adhering to each other and lasting a half hour to an hour if a rapid current of fairly dry warm air is used, may remove nearly half of the added moisture.

When a material like a flour dough, glue, etc., dries rapidly, a tough, glassy, more or less impervious covering forms, which, to a considerable extent, serves as a skin, protecting the layers below from loss of water. The skin tends to shrivel and in so doing to check and crack. A strain results just as when a veneer is exposed to heat. Something similar is seen in what takes place in Rupert's drops. These are glass drops that have been melted and suddenly cooled. When the tail is broken off, the whole drop breaks into small bits.

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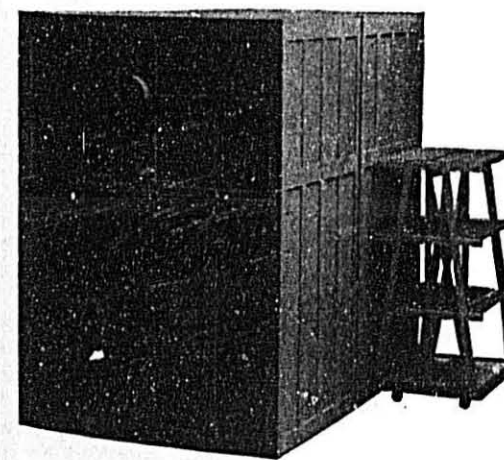
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Macaroni cracks as the result of unequal shrinkage between the partly dried outer skin and the moist interior. It is necessary to stop the preliminary drying or fanning before actual cracking begins, so it is put into a moist atmosphere to sweat, that is, to equalize the distribution of moisture between the inside and the outside. Little or no air is required, but it must be moist so as at least to stop any drying. The moisture ought to be distributed in the course of two to four hours so that drying can again begin at a slow rate using at first very moist, warm air and slowly decreasing the humidity of the air. This, as explained, increases its capacity to take up water and so the goods are dried. By this method, the removal of moisture goes on rapidly most of the time and there is no chance to sour. Automatic control of the temperature and humidity in accordance with these various requirements is not simple, but I understand that it has been successfully achieved. The more nearly the moisture and temperature and amount of air used conform to these conditions, the speedier and safer will be the drying and the sweeter the final product. Spaghetti and smaller sized pastes do not require the same degree of care, since they dry much more readily without cracking. The same is true of all short pastes.

The new maximum percentage of moisture for macaroni goods as officially promulgated under the Food and Drugs Act is 13%. I strongly advise, however, that you aim to put out goods with 11 to 11.5% of moisture, since it is in this neighborhood that cereal products tend to become stable after long storage under average conditions of atmospheric humidity in the United States. At this period they are doubtless in equilibrium with the air and hence show little tendency to lose or gain moisture. If packed in moisture proof packages, your goods will have a very long storage life anywhere. With 11 to 11.5% moisture there is involved some manufacturing loss, but in the long run it should be profitable.

I have prepared a table showing the relative value of 100 lbs. of semolina with various amounts of moisture, when semolina with 13% moisture is assumed to be worth \$5. Also the number of pounds of semolina that must be taken to yield 100 lbs. of macaroni with 11% moisture.

Percent Moisture In Semolina	Relative Value Per 100 Pounds	Lbs. Semolina to Get 100 Lbs. At 13%	Lbs. Required to Yield 100 Lbs. At 11% Moisture	Percent Yield Of Paste Of 11% Moisture
16.0	\$4.83	103.5	105.9	94.4
15.5	4.86	103.0	105.2	95.0
15.0	4.88	102.4	104.7	95.5
14.5	4.91	101.8	104.1	96.1
14.0	4.94	101.2	103.5	96.7
13.5	4.97	100.6	102.9	97.2
13.0	5.00	100.0	102.3	97.8
12.5	5.03	99.4	101.7	98.4
12.0	5.06	98.9	101.1	98.9
11.5	5.09	98.3	100.5	99.5
11.0	5.12	97.7	100.0	100.0
10.5	5.14	97.2	99.4	100.6
10.0	5.17	96.7	98.9	101.1

I also present here the formula for manufacturing yield when no loss of material other than as moisture occurs. Percentage of yield equals (100 minus moisture in original semolina) divided by (100 minus moisture in finished paste) multiplied by 100. I will close by adding one interesting thing that may not be known to all of you. 200 years ago, the word macaroni, in addition to its use as the name for food, meant also "elegant," "high class." The finest things came from Italy, so the dandies of London or the swell regiment of the Revolutionary Army were called macaroni, elegant. Yankee doodle put a feather in his hat and called it

**Members of the Two ★ Club
Minneapolis Milling Company**



Front row, left to right—H. S. Leviston, Boston; Martin Luther, F. A. Hamilton, Chicago; Back row, left to right—T. S. Banks, Buffalo; E. O. Challenger, New York; J. J. Rodgers, Philadelphia; Reynier Van Evera, Kansas City. These seven men were present at the macaroni convention in June. Bert Cole of Pittsburgh and Emmerick Mears of Baltimore were unable to attend. The TWO ★ Club is made up of live brokers, nationally known in the macaroni industry.

macaroni, "swell or swagger," we would say. Today that meaning is gone, and instead it is a curious fact that a macaroni in Italy is a dunce and that the word noodle in English has a similar sense.

Ruland Bows to Cupid

Arthur L. Ruland, manager of the durum department of Washburn Crosby company, will no longer be known as the "stern old bachelor," because on June 18 he succumbed to Cupid's attack and took for his bride Miss Alma Christopher of Minneapolis. Though usually of a happy spirit he was exceedingly jovial at the macaroni manufacturers convention in Minneapolis the week previous. The thought of what was forecast to happen, a strict secret, was undoubtedly the cause. Congratulatory messages were sent Mr. and Mrs. Ruland by many of the former's friends in the macaroni trade.

Patrone Heads American

F. Patrone of the Independent Macaroni company, Mt. Vernon, N. Y., was elected president of the American Macaroni Manufacturers association at the annual meeting of that organization held in McAlpin hotel, New York city, on June 10, 1927. He was also delegated to represent his organization at the convention of the National association, Minneapolis, of which practically all the American members also are a part.

William Cullman of the Atlantic Macaroni company of Long Island City, N. Y., was elected vice president, James Squanzo, secretary, and Thomas H. Toomey as treasurer.

The organization went on record as in favor of strictly banishing artificial col-

oring in New York district and promised the New York officials every cooperation in bringing this about. It also voted in favor of a higher standard for macaroni products, wishing if possible to make No. 2 the standard for good macaroni and also to require that all products be labeled properly as to their material content.

While most of the leading members of this organization that is concerned purely in local affairs are now members of the National association, newly elected President F. Patrone declared that it will be his ambition to have every worthwhile macaroni firm in the metropolis become a member of the national body, supporting its principles and promoting its activities.

The American Macaroni Manufacturers association will meet in the late summer to continue its work of progressive supervision of the trade in its section.

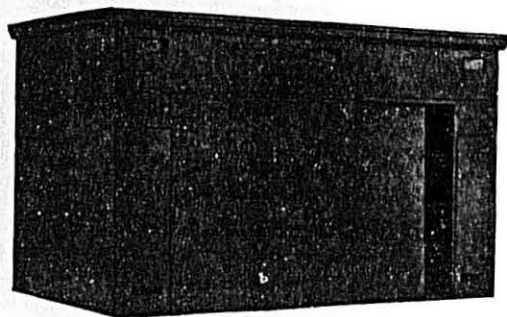
Exports on Even Keel

The exportation of macaroni products according to figures released by the food-stuffs division of the Bureau of Foreign and Domestic Commerce showed little change in May. A total of 644,000 lbs. was exported to 23 foreign countries in the 6 continents of the world.

The countries in the western hemisphere continue to be our best market, particularly those to the south. New Orleans handled nearly one third of the May exports, 239,000 lbs. being shipped through that port. New York was second with 126,000 lbs.; then came the Michigan ports with 84,000 lbs.; Washington and Baltimore with 33,000 lbs. each, and San Francisco with 25,000 lbs.

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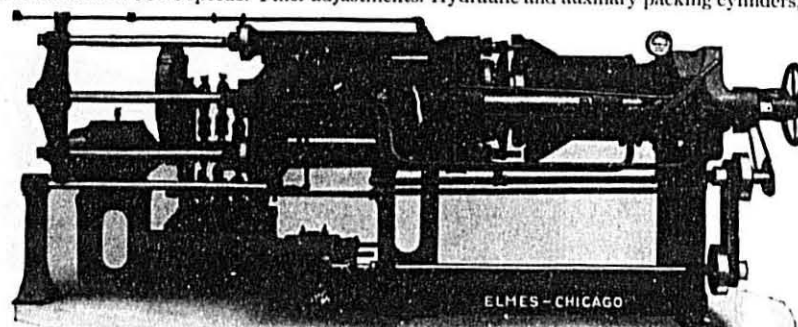
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Dough tempered by heating device for hot water or steam. Cylinders outside packed. No dismantling to repack cylinders. High and low pressure pump. Valve lift. Speed regulating valve.



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Climate and Brains Built Plant

San Diego, Calif., boasts of one of the best managed plants on the Pacific coast, one that is successful so far as profitable operation is concerned but also because of the high reputation it has gained for its products. It is the plant of the San Diego Macaroni Manufacturing company.

While some of the credit is due to able supervision by its owner, E. DeRocco, most of the success is attributable to the climate in the section of the country where the plant is situated. It is a very easy matter to properly cure macaroni under the almost perfect weather conditions that prevail in Southern California. Disposing of the output is another matter and here the ability and training of the owner shows best.

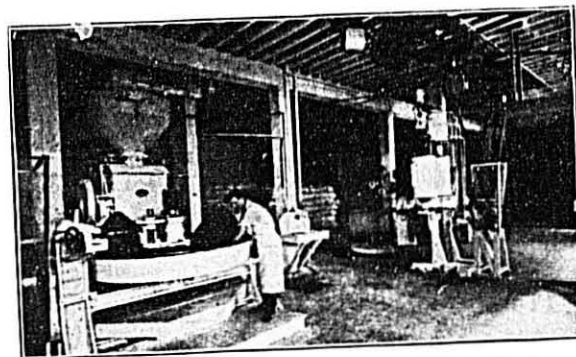
E. DeRocco, the president, received his first training in macaroni making in the town of his birth, Fara S. Martino, Province of Chieti, Italy. He came to the United States in 1899 as an expert in the business and was employed in Philadelphia receiving the magnificent stipend of \$750 for his ability and labor. Believing that the west offered greater opportunities he migrated to Coal Creek, Col.; later was employed by the Western Union Macaroni company in Denver.

In spite of the small pay that prevailed in those days he soon saved \$1000 and with 3 associates organized the Western Macaroni company at Salt Lake City in 1905. The business developed slowly and success was always a little in the offing. In 1912 illness

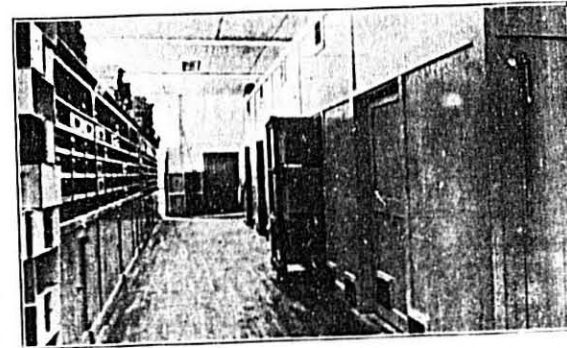
compelled him to dispose of his interest in Utah and he moved to San Diego where he has since resided.

There in the fall of 1912 he founded the San Diego Macaroni Co., beginning operations in a small frame building with antique presses having a capacity of less than a barrel of semolina daily. Business increased. More space was needed, so in 1925 the present spacious factory was completed. It is a 2 story structure 508,200 ft., equipped with modern machines and driers, a little show place to which visitors are always welcome.

The plant is advertised as "The House That Quality Built." Albert Bernardini is secretary and supervises the offices, 2308 Kettner bvd., San Diego, Calif.



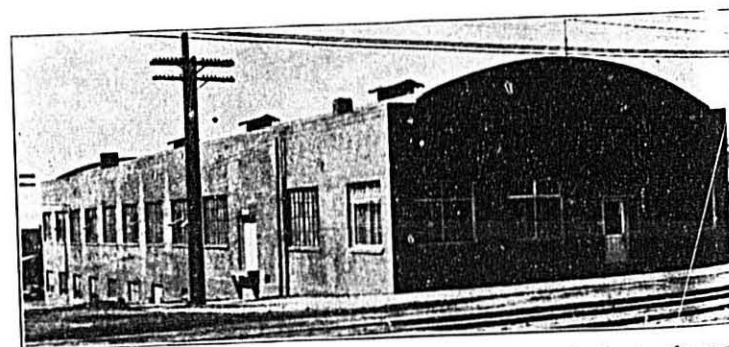
A Spick and Span Unit in the San Diego Plant



A Drying Corridor--On the left, short goods drawers; on the right, the long goods chambers at San Diego Macaroni Manufacturing Company



E. DeRocco,
President,
San Diego
Macaroni
Manufacturing
Company



Exterior View of one of California's modern macaroni plants, the most southwestern in the country, San Diego Macaroni Manufacturing Co.

Johnson Bulletin No. 12

A well illustrated, 4 page bulletin No. 12 is being distributed by the Johnson Automatic Sealer Co., Ltd., Battle Creek, Mich. Descriptive matter on Johnson gross weight scales, net weight scales, wax wrappers, and combination

top and bottom sealers, is concisely given in connection with unusual photographs. This bulletin describes packaging machinery which manufacturers with a comparatively limited output may use with efficient and economical results. The Johnson Automatic Sealer Co., Ltd.,

states that "copies of bulletin No. 12 will be gladly mailed upon request to any person interested in more and better packages at less cost."

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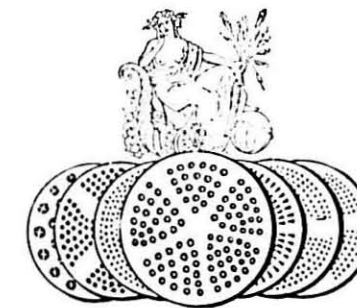
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The Macaroni Journal

Trade Mark Registered U. S. Patent Office
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 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

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Vol. IX July 15, 1927 No. 3

Regrets and Best Wishes

Letters and telegrams from many individuals and firms that for various reasons were unable to attend the convention, were read by the Secretary:

F. Maldari & Bros., Inc., New York city.

Charles F. Elmes Engineering Works, Chicago.

H. K. Becker of Peters Machinery Co., Chicago.

Leon G. Tujague of Tujague Foods Products, Inc., New Orleans, La.

John V. Canepa of John B. Canepa Co., Chicago.

Questions and Answers
 Journal Circulation

Question: Just what class of buyers does the Macaroni Journal serve and what is its guaranteed circulation?

Answer: The Macaroni Journal is the official organ of the National Macaroni Manufacturers association and the Macaroni and Noodle Industry's only trade magazine. It covers this industry of over 500 manufacturing plants practically 100%. Its circulation is approximately 1000 copies monthly.

Average Size of Container

Question: What is the average size of box that will properly contain 20 lbs. of macaroni? Of spaghetti?

Answer: While some manufacturers do not differentiate between these 2 forms of products, the better class does. The standard size of a wood or paper

container for 20 lbs. of spaghetti is 22 in. long, 9 in. wide and 5½ in. deep, inside measurement. For macaroni a slightly larger box is used, the length and width being the same but the depth being 8 in.

Tomato Paste Not Complete Sauce

Question: Would the imported tomato paste sold in some of our delicatessen shops be suitable for use as a spaghetti sauce in canned prepared spaghetti?

Answer: The concentrated tomato paste referred to may serve as a base for the spaghetti sauce but other ingredients are usually added to give flavor, etc.

Personal Appreciation

"I am sure you will agree with me that the Minneapolis convention of 1927 was the very best the association has had since its organization," writes Joseph Freschi of the Mound City Macaroni company, St. Louis, Mo.

"From the actual number of members present and the wonderful entertainment planned for us it was a big success. In addition to the various resolutions I wish to add my personal appreciation for the unsurpassed entertainment provided by that prince of hosts, James T. Williams, Mrs. Williams, and their associates; also to the Durum Millers whose untiring efforts made our stay very pleasant and happy. We 'shore' had a good time."

Mr. Freschi expresses the gratitude generally voiced by all of those who had the pleasure of forming a part of that momentous gathering in Minneapolis last month.

"I want to take this opportunity to give my impressions of the Minneapolis convention,—it was decidedly the best, both from point of attendance and every other angle, that I have ever attended," says A. L. Ruland of the Washburn Crosby company. "It really looked as though there was a genuine spirit of co-operation among these manufacturers and you are to be congratulated on the courage and perseverance in the face of many years of indifference which most of them have exhibited."

"My convention days are about over," stated B. Stockman of Duluth-Superior Milling company, "but it is a great pleasure to know that the gathering was a great success and that those who attended went away well satisfied. It was a pleasure to meet the officers of the association who are carrying on so nobly for the industry and also to meet those with

whom we have intimate business relations."

"One needs only to look over the list of registrants to note what a splendid success the 1927 Conference of the Macaroni Industry was and I want to offer my congratulations," says Martin Luther, vice president of the Minneapolis Milling company.

A bird in the hand is worth two in the bush but in business written orders count.

Visitors at Headquarters

Among the visitors at the headquarters of the National association during June were the following allied tradesmen:

B. F. Wallschlaeger and Charles L. Miller of the Chicago office of Washburn Crosby company.

E. J. Thomas, Minneapolis, general salesmanager of Capital Flour Mills, and his district representative H. T. Felgenhauer.

Most helping hands are empty.

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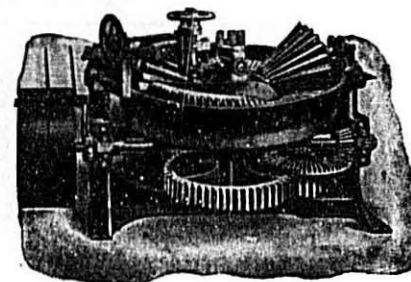
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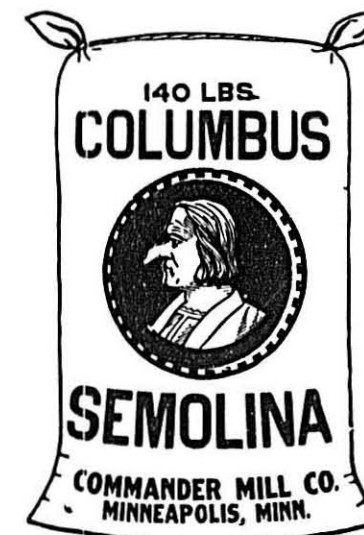
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OUR OWN PAGE
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The President's Column

The post-convention meeting will now come to order. All in favor of carrying on the actions of the 24th annual convention just completed in Minneapolis will make known their attitude by doing their share of the good work ordered during the year.



Say, wan't that some convention! They came from all sections of the country and in such fine spirit. Surely was pleasing to preside.

Yes, I'm the president for another year. It was a trick. I had intended to play around a little but found that the very laws that I recommended made me a member of the Board of Directors, and the latter made me the chief executive. Are you with me?

I was so surprised I could not properly express myself when my friends presented me with their valuable token of esteem. I want to thank the conspirator and all who had a hand in the act.

The convention did some fine work in outlining its plan of action for the coming year. It is to be hoped that every committee member will realize his responsibility and get behind the plans with the same vim that was shown in presenting and adopting them.

Got quite a kick out of that convention song—"Macaroni in the Summer Time." Lots of melody in that and more sense too. Why should we not all eat "More Macaroni in the Good Old Summer Time."

Believe that the durum millers made a poor choice when they selected me as toastmaster. However, I did my best and that got me by with the big array of excellent talent that they presented for our pleasure.

May your enthusiasm hold till next convention time. Where do you wish it to be held?

The Secretary's Column

A convention may be a pleasure to many, but to the Secretary it means work, before, during and after. It's a pleasure to work when one sees so many pleased and everything running smoothly.

It was gratifying to note how well the lengthy report of the Secretary was received. It proves that the membership is interested in the work of the association.

If the Secretary were to accept every invitation extended at convention to eat breakfast, luncheon or dinner, he would soon become too fat to work. No mention is made of other invitations that were equally numerous.

Of more than a half hundred progressive firms in America represented at the Minneapolis convention all were members or became such except one. Now let's make it unanimous. Send in your application.

The short sessions enlivened with good talks and discussions proved popular. The attention given was very pleasing to the officials who sought to arrange that interesting educational program.

Glad to note the approval given the work of the old Vigilance Committee since renamed THE EDUCATIONAL COMMITTEE. You will be given an opportunity to again manifest this approval by contributing financially to keep up the good work.

Plan now to attend the 1928 convention, wherever and whenever held.

Remember, that the Board of Directors will welcome your cooperation throughout the year. Give it freely.



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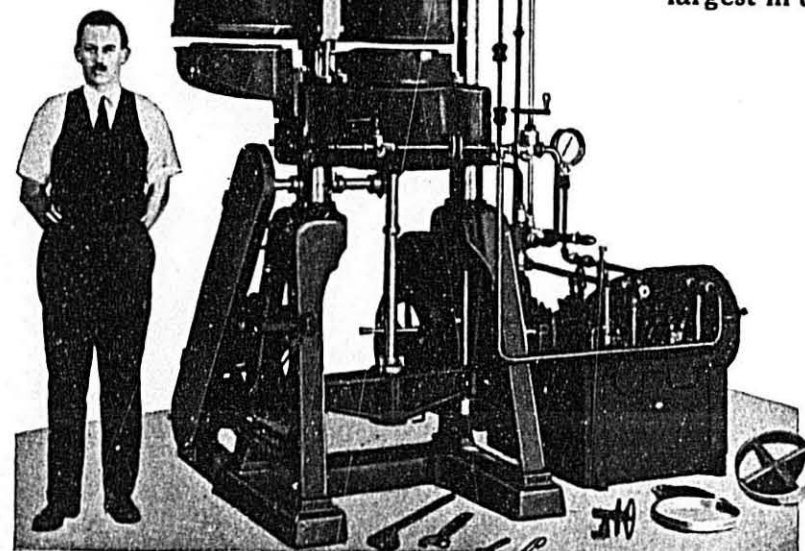
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