

**THE
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JOURNAL**

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July 15, 1929

The Macaroni Journal

Minneapolis, Minn.
July 15, 1929

Volume XI

Number 3



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

A Record Breaker

Progressive Macaroni Manufacturers and Allied Tradesmen in numbers even beyond the hopeful expectations of the most optimistic sponsor made up the Twenty-sixth Convention of the National Macaroni Manufacturers Association in New York City, June 18, 19 and 20, 1929.

From the standpoint of enthusiasm, attendance and program, both business and entertainment, it stands unsurpassed, because the leaders in the Macaroni Products Manufacturing Industry are learning more and more the real value of these truths:— [1] That Competition and Changing Business Conditions have greatly altered the old SUCCESS formula. [2] That today, SUCCESS is just as hard earned as ever, yet more difficult to maintain. [3] That the forerunner to continued SUCCESS is continued COOPERATION—GETTING TOGETHER.

Read the Convention Story in this issue

DID YOU Attend the Convention in New York Last Month?

If you did, you took back some good ideas which you can apply to your business—and probably in addition you had a mighty good time. For it was a good convention—one of the most successful within the history of the association.

Many of those in attendance visited our plant—and we were happy to renew old friendships and form new ones. Each one who called carried away an attractive and practical souvenir thermometer as a remembrance of the convention and visit.

If you were unable to get to New York for the Convention we want you to have one of

these thermometers, just the same. All you need do is to send us your name and address. It will be mailed to you, prepaid, with our compliments.

Whether the weather is hot or cold, sunny, gray or stormy, the Maldari plant will still be running right along, turning out those economical, long-lasting Insuperable Macaroni Dies now being used by the majority of alimentary paste manufacturers in America.

Too, as we send you the Thermometer, we will mail also an Illustrated Book about Maldari Dies. Write for them today.

F. MALDARI BROS., Inc., 178-180 Grand St., New York City

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Trade Mark
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QUALITY
WORKMANSHIP
SERVICE
SATISFACTION

"America's Leading Die Makers for over 27 Years With Management Continuously Retained in Same Family."

New York city may have some ideal climate but it surely played hide and seek with the macaroni convention—92 to 95 in the shade, and no letup for 3 days.

A pleasant change in the meeting hall to the roof garden the last day came almost too late. My, what a relief!

Daniel Maldari of F. Maldari and Bros. and C. Enrico of Clermont Machine company must have ordered that exceedingly hot spell to give their friends a chance to test out the souvenirs which they so freely distributed—thermometers.

Mustn't have many canes in one of the middle west cities where lives a macaroni man who only occasionally attends conventions. He was seen late Friday hurrying to the train with 7 Commander Mills company canes strapped to the side of his bag.

My, how popular must be the small bills which the government expects to issue soon! The little leather folders to hold the new paper money distributed by C. Ambrette of Consolidated Macaroni Machinery Co. went like hot cakes the first day.

The Capital Flour Mills company had some very useful souvenirs for distribution—a fine combination comb and nail file in a high grade leather container; also a most useful key case.

The Minneapolis Milling company must be playing for the ladies' vote. What cute little lighters they passed around—cardinal red—small in size to fit any purse.

Henry Mueller is aging. When attempting to do what was formerly an ordinary setting-up exercise he badly sprained his ankle. It soon responded to first aid treatment and was able to dance jig in jig time.

Are the macaroni men, and women, great smokers? The King Midas Mill company passed around some fine cigarettes; the Du Pont Cellophane company distributed Cellophane wrapped cigars, and Washburn Crosby Co. some "smokers"; all in addition to the lighters above mentioned.

Then there was glue passed out by the National Adhesive company, pencils by

the Forbes Paper company and letter openers by the Star Macaroni Dies Co. Yes, we had some SOUVENIRS.

The Foulds company had the largest representation among the macaroni firms at the convention, namely: James M. Hills and C. S. Foulds of New York office; Webb Faurot of Chicago office and G. G. Hoskins of the Libertyville, Ill. plant. Next came firms with 3 delegates each: Campanella-Favaro & Glaviano Corp. of Jersey City, Dom. Glaviano, John and Giusto Campanella; A. Goodman and Sons, New York, David Cowan, Erich Cohn, Jerome I. Maier; Kurtz Bros. of Philadelphia, Max and Sidney L. Kurtz, Dan Lowenthal; V. La Rosa & Sons, Brooklyn, Peter and Stephen La Rosa, Carlo Titone; Westchester Macaroni Co., Mt. Vernon, N. Y., Vincent J. Counzo, Herman Klein, Solomon E. Weisel; Lo Bue Bros. of Jersey City, Jos. and G. Lo Bue, M. Simongnelli; C. F. Mueller Co. of Jersey City, Henry and Samuel Mueller, H. E. Menard.

In addition there were exactly 12 firms with 2 representatives each.

Some delegates came from great distances to attend the conference. Karl Rickel came from Euderslacht, Germany, as the representative of B. Riehel Cohue. Of the macaroni makers the prize for distance traveling goes to A. Spadaforo and F. L. Sherwood of the Superior Milling Co., Los Angeles, Cal.

V. Arena of Arena Macaroni Co. arrived late. He swears that he will join the Association this year and be there on time hereafter.

Ralph Nevy of Cumberland Macaroni Co. brought his wife along. "It's my first convention, but you can bet it won't be my last."

Yes, "Creamette" Quiggle was there, and he was all business too. Too bad, Boss James T. couldn't have come along.

The Chicago twins—Matalone-Culicchia—enjoyed themselves immensely, but Culicchia can't play rummy.

Charley Jones of Domino Macaroni Co. never saw so much of New York city before. Even the ladies at the Battery drew his eye.

Welcome, G. D'Amico of Newark D'Amico plant—glad to have you with

us again. It's been some time since you attended. Don't fail us next year.

Where was Weidenhamer of Feezer Co. hiding? Pretty hard to keep track of that hustler.

Flower City Macaroni Co. was well represented by J. C. Meisenzahl of Rochester, N. Y. Glad we met on the Majestic.

No one suffered more from the weather than did our friend L. J. Laneri of Fort Worth, Tex. "We have a breeze in Texas but I'm still here."

John L. Fortune, popular president of Fortune-Zerega Co., Chicago, made it the last day, being detained by attendance at the graduation of his son from one of the down east colleges. He teamed it with Salesmanager Brown the last day.

The younger men are fast coming to the front—there was G. A. Gooch, son of President Gooch from Lincoln, Neb.; Samuel Gioia, replacing his older brother, and such "kids" as V. J. Lentini of Niagara Macaroni Co., Buffalo; A. Rossi of Procino & Rossi, Auburn, N. Y.; M. Iaccono of Savoia Macaroni Co., Brooklyn; Frank Traficanti of Traficanti Bros., Chicago; S. D. Alessandro of V. Viviano & Bros. Macaroni Mfg. Co., St. Louis.

F. W. Kreider of Keystone Macaroni Co. was there with his whole family and President G. Guerrisi with only part of his, but between them they leased nearly all of one gallery of Astor hotel, fourth floor.

A. C. Krumm, Jr., of Philadelphia was discovered early though he has been slipping in his convention attendance for several years. Secretary Donna found him the evening before the convention when he entered Krumm's room, mistaking it for his own. Yes, A. C. treated

No macaroni manufacturer is more at home at conventions than is our good friend Irvin John of Milwaukee Macaroni Co. And how that man does enjoy himself every minute!

P. George Nicolari of New Haven (Conn.), Macaroni Co. led the New England delegation in discussing important matters from the convention floor.

(Continued on Page 31)

Convention Sidelights

Well, so long Joe. We want to look after your semolina needs again this year just as we have before."

"Count on us, Tom—and by the way, at the convention a lot of fellows told me how well satisfied they were with your Two Star Semolina. It is mighty good advertising when they talk that way about you."

"Yes—I heard of it and we expect another big increase in business this year. Good-bye, we'll have the stuff you want, Joe."



**BE SURE
TO SEE US
BEFORE BUYING**

**TWO-STAR
IS A GOOD
PRODUCER**

MINNEAPOLIS MILLING COMPANY

Minneapolis, Minnesota

NEW YORK OFFICE,
410 Produce Exchange

CHICAGO OFFICE,
612 N. Michigan Avenue

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Adopt and Promote "Acquaintance Program"

Trade conventions have been variously defined, sometimes in technical language and again in long legalistic terms, but in the plain words of one of the country's most successful macaroni manufacturers trade conferences, such as promoted by this industry, may best be termed as occasions where an individual goes into a general conference to forget his own business worries while generously helping to solve the greater problems of his trade.

That was the spirit in which over four score of the leading macaroni and noodle men of the country collaborated in making the record breaking convention in New York city last month, the epoch making event it proved to be for the Macaroni Products Manufacturing Industry in America.

Better understanding between individuals and a fuller knowledge of the needs of the industry's products by the consumers thereof, those were the keynotes of every stirring speech and every studied paper which featured the three day program; it was also the basis of every action or suggestion for the industry's advancement.

When the Chicago convention voted upon Frank J. Tharmer of Milwaukee the honor and duty of the presidency of the National Macaroni Manufacturers Association, he felt reluctant to accept the task that this office involves, not from any desire to shirk but because of his lack of acquaintance with the leading men in the trade. In his acceptance speech he stressed this fact, and one of his first acts was to ask every member and guest present to shake hands there and then with neighbors to their right and to the left.

He voiced the opinion that there was altogether too much formality between men in the same business when they met in convention and otherwise, and he pleaded with them to call one another by first names.

First, for the selfish purpose of making himself personally acquainted with men with whom and for whom he was to work he started determinedly a small "personal friendship" campaign. Finding that it worked so well he suggested that it be tried out as a good thing for the trade and in the various sectional meetings held during the first term of this young, bustling head officer, men became more than ever personally acquainted with each other; and with acquaintance grew faith and understanding.

The idea "took." Manufacturers began to forget business grudges and acted more like humans toward one another. The handshake changed from one of mere formality to one with that friendly grasp that establishes confidence, and we wonder if, after all, the big attendance at the recent convention of the industry was not the result, directly or indirectly, of this "get personally-acquainted" campaign?

In the opinions of many macaroni men the selection of New

York city for the 1929 convention place was a grave mistake—a "bonehead one," because so many industries had found that the unlimited outside attractions in the metropolis, the unescapable business appointments that a trip to New York almost naturally becomes self-made, all of these would prevent anything like a good attendance to the business sessions. Never was a convention knit closer, kept more compact and under full control of the officers than was this one, and forever in the minds of the macaroni men has departed the thought that New York is a poor convention city.

Credit for this change of opinion in our case must be given to the designers of the convention program and to those who aided in planning the most suitable entertainment program. All the pleasures were grouped in a way that the whole gathering acted and moved as a unit. But here again must be recognized the inner workings of that "get personally acquainted" campaign.

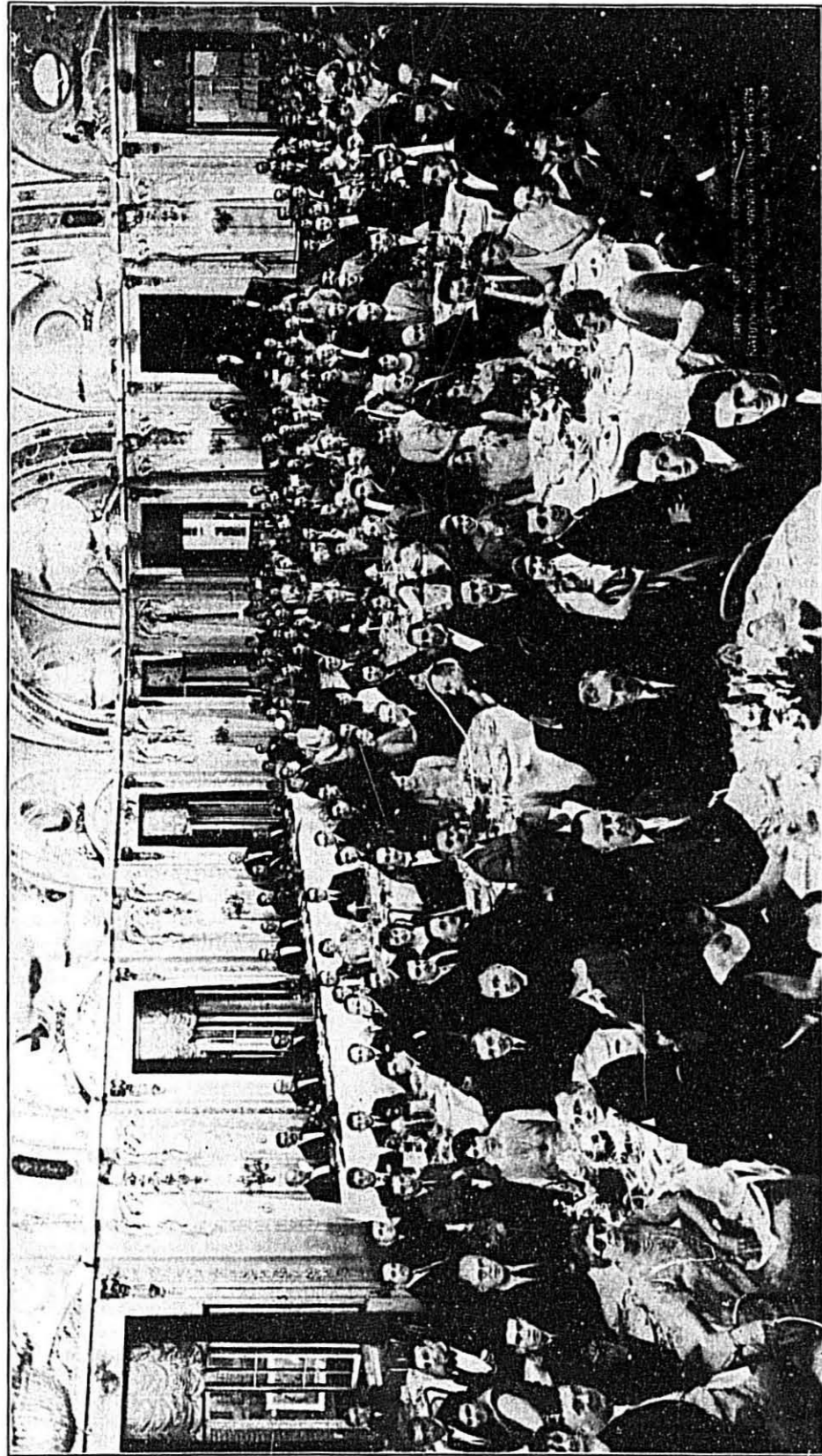
With an attendance breaking all records, and with many manufacturers and guests attending their first convention one naturally would expect a sort of aloofness atmosphere to prevail. That is exactly what did not happen. President Tharmer early referred to his wish that fellow business men be better acquainted and had a staff of able assistants in the Directors and Officers in seeing to it that all knew each other before the first session of the conference was ready to adjourn; and at each entertainment move, the work continued until it is safe to predict that very few fellows did not know almost every other fellow's wife or sweetheart before the convention closed.

Acquaintance begets faith and confidence. It is much easier to trust one who is known than a perhaps more deserving stranger, and for this reason the 1929 conference may be designated as one of the most successful of its kind ever held.

The "get better acquainted" movement in the macaroni trade has merely been merely started. It should have the support of every one in the trade. The big plant owner wants to personally know that little plant operator, and vice versa. Why not adopt this as our own policy? Make it a point to meet and know your competitors, do this within the next week or two and then await the good results, for nothing but good can come out of such action.

If the 1929 conference of the Macaroni Products Manufacturing Industry accomplished nothing more than to start this movement on its way and induced the industry at large to adopt it as its future policy, it will have done something extremely worth while for the trade.

Join heartily in the "get personally acquainted" campaign and urge all your known competitors to do likewise.



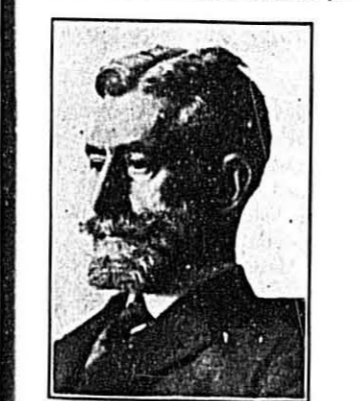
This is the pictorial review of the annual banquet of the National Macaroni Manufacturers Association June 19, 1929 in the North Ball Room of the Astor Hotel, New York city, the speakers' table at the left, Secretary-Treasurer M. J. Donna standing. The menu is printed in this issue with story of the event, page 39

Convention Attendance Breaks All Records

With a registration of approximately 175 of whom 90 were macaroni manufacturers and the remainder representatives of the allied trades, the Twenty-Sixth annual convention of the National Macaroni Manufacturers association at Hotel Astor, New York city, June 18 to 20 broke all previous records. Another record was broken; never before had such torrid weather prevailed. Despite the sweltering heat the members of the National association and their guests showed deep interest in the proceedings and thoroughly enjoyed the most extensive entertainment program ever provided for a macaroni convention. Some of the old timers were missing but into the breach stepped a number of new comers. Interest in the subjects under discussion was as keen as was possible under the debilitating, atmospheric conditions.

The convention was called to order about 10 a. m., Tuesday, June 18 by past President Henry Mueller, who welcomed his fellow manufacturers and the allied tradesmen with the suggestion that their first thought be of the convention business because the prompt dispatch of this feature would enable them to enjoy all the more the entertainment features pro-

vided. He introduced William Culman of the Atlantic Macaroni Co., who greeted the visitors in the name of Eastern Macaroni Manufacturers. He remarked that this was the first opportunity in 13 years that the New York manufacturers had to act as hosts to the important and constantly growing convention of the macaroni industry. He predicted a heavy attendance on the part of the manufacturers in metropolitan New York and he expressed the hope that the action taken at the convention would redound to the benefit of the macaroni industry throughout America and the world.



WILLIAM CULMAN

facturers and allied trades which had so generously contributed to the entertainment fund and he and his committee were hopeful that the firms which helped to sponsor the entertainment would be entirely satisfied with the program, as he felt the visitors would be.

Past President Speaks

Basing his short talk on his 6 years experience as president of the National association, Henry Mueller, the Association's adviser, urged all to be prompt at every session so that the meeting would start on time and that the features near the end of the daily programs would not



HENRY MUELLER

A Hearty Welcome

Edgar O. Challenger, chairman of the joint entertainment committee, was then introduced to welcome the conventioners in the name of his committee. He briefly outlined the entertainment program and stressed the fact that it should be considered secondary to the business program. He thanked the macaroni manu-

be crowded out. He asked that all committee members take their appointments seriously and assume their duties as soon as possible after the first business session, to the end that reports be not unduly delayed. He then turned the gavel over to President Frank J. Tharinger, who was greeted by long and loud applause which he accepted graciously. Then followed the president's annual address in which he stressed the need of wider and better acquaintance among the individuals who compose the macaroni industry in America, which is daily becoming more and more recognized as one of the outstanding food producing lines. "We are here today as partners in the

Association's business and as such we should be deeply and personally concerned in the proper functioning of this body," he said. "We hope to speak for the entire industry and it is my sincere wish that we will do so only after the freest of discussion and soundest of thought."

Mr. Donna Reports

Secretary-Treasurer M. J. Donna then presented his annual report showing that the association was on a sound financial basis and the membership slightly increased during the past 12 months. Only through associated and cooperative effort can the consumption of macaroni products be increased, and to emphasize the need of such action he commented on an article that appeared in the New York newspapers that morning stating that the consumption of macaroni products was less than one quarter of an ounce per person per day. He pointed out an opportunity to increase consumption through recommending macaroni products as the ideal food for the 10 million weaned children in the United States who are under 6 years of age and closed by recommending that the manufacturers agree to give facts and figures from which could be compiled some badly needed statistics on production and distribution.

The several convention committees



EDGAR O. CHALLENGER

"The Man With the Million Dollar Smile"

Mr. Challenger was a strong contender for the title of "the busiest man in New York" the week of June 17. His policy in managing the convention entertainment—DO IT YOURSELF; YOU'LL KNOW IT'S DONE. It kept him on the jump day and night to live up to that policy but the convention folks profited materially from it. Good boy, Edgar, may you sell more Two Star than ever!

were then named and all were urged to give attention to their respective duties and to be ready to report on the morning of the third day when the convention would go into closed session.

The remainder of the first session was devoted to a general discussion of trade problems by the manufacturers, guided by leaders of discussion who had been selected because of their known knowledge of a particular problem.

Vagnino Stirs Them

Louis S. Vagnino of Faust Macaroni Co. St. Louis, Mo., a graduate of the Harvard University and one vitally interested in the research work on distribution being done by that college, led the discussion on the topic "Economic Distribution as a Business Builder." Using charts prepared by the Harvard University Research Board, he made the point that the marketing expense of a group of manufacturers including macaroni makers, was 27% of the total cost. He noted, with regret, the failure on the part of macaroni manufacturers to collaborate with Harvard University by failing to return questionnaires annually prepared to obtain more complete data on this important phase of business. His talk aroused a lively discussion from the floor and it was generally agreed that a deeper study of distribution would be of great benefit to macaroni manufacturers irrespective of whether their goods were marketed in packages, in boxes or in barrels.

Transparency Value

"The Value of the Transparent Package" was the topic discussed by Frank Traficanti of Traficanti Brothers, Chicago, one of the outstanding users of "the package with the 'eye appeal'." Supported by a very extensive exhibit of Cellophane-wrapped macaroni in the lobby of the convention room, he emphasized the point that most of the selling nowadays was done through the eye and that the better the display of macaroni products on the grocer's shelves or counters the surer would a sale be consummated. The well displayed goods of a manufacturer have every advantage over the poorly displayed products of a competitor. Mr. Traficanti told some of the troubles which his firm and others had experienced with their transparent wrappers but felt that many of the shortcomings of Cellophane and similar wrappers were rapidly becoming minimized through the research work which was continuously being carried on by the manufacturers. Many questions from the

floor manifested the interest in this new phase of marketing macaroni products.

Urges Cost System

Laurence E. Cuneo, former treasurer of the National association and for many years a leading executive of the Connellsville Macaroni Co., told of "The Good and the Bad in the Bulk Macaroni Field." He expressed the opinion that the consumption of bulk macaroni was on the increase but that profits in this line were most meager. He recognized that production capacity greatly exceeded the country's needs. On the other hand he could state no good business reason why any part of the production should be sold below cost. He recommended the installation of cost systems in plants and "stiffer" salesmanship.

Macaroni Wheat Research

The recent crops of macaroni wheats have been found lacking in both color qualities and protein and the macaroni manufacturers are deeply interested in retaining these qualities in their raw materials. Thomas Roberts of Washburn Crosby Co., Inc., Minneapolis, has made a thorough study of durum wheat production in United States and he spoke learnedly on the subject "Improving Protein and Color Qualities in Macaroni Wheats." Durum wheat is produced in quantities from 5 to 6 times the present needs for macaroni manufacture, yet the durum millers are frequently confronted with the problem of obtaining a sufficient quantity of high quality durum to meet the macaroni makers' requirements. Various agencies are now attempting to improve the character of macaroni wheats and all of them are anxious to have the cooperation and views of the commercial users of this grain. He made several valuable recommendations for later consideration by the National association.

THE SECOND DAY

In contrast with the shop talk in which the manufacturers indulged the first day, the program for the second day of the National conference of the macaroni industry brought to the manufacturers the outsider's viewpoint, particularly that of the food experts and the housewives. Four able speakers treated from 4 different angles the convention theme "Whetting the Appetites for American Macaroni Products."

Hits Food Faddists

Dr. Daniel R. Hodgdon, direct of Home and Food Bureau of the Dietetic College at Columbia University, New

York, an authority on food and a prolific writer of newspaper releases on macaroni and other food products, told the manufacturers of the need of educating American consumers as to the real food value of their products and suggested ways and means of doing this effectively. He ridiculed the food faddists, especially those who went to extremes, when he said "Not all who eat hay and grass were thoroughbreds; some, unfortunately, were jackasses. Among the new channels for increased consumption of macaroni are the young children of the land who need food that is stimulating and that contains the great energy building qualities which the strenuous American life requires. Macaroni is also a food for those suffering from intestinal troubles because of its almost complete assimilability. It should appeal both to the poor because it is economical food and to the rich, because it is a satisfying food easily adaptable for use in all seasons."

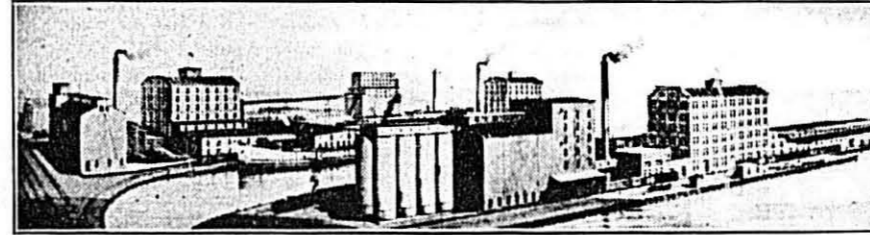
"Macaroni Speaking"

Mrs. C. H. Goudiss, editor of The Forecast, was unable to be present owing to a previous appointment at the Battle Creek Sanitarium, but had sent a substitute well able to discuss the subject of how the radio will help to make macaroni popular in the American homes.

Miss Marion B. King, former supervising medical dietitian at the Battle Creek Sanitarium, Battle Creek, Mich., and first assistant to Mrs. Goudiss in her broadcasting work, proved both an interesting and a pleasing speaker. She first extolled the food virtues of macaroni and told how readily it lends itself to popular advertising. She was very modest in her claims and had a way about her that was most convincing. Her talk aroused considerable discussion from the convention floor.

Serve Along With What

Taking as her cue the newspaper reports that the consumption of macaroni products equaled less than one quarter of an ounce per person per day, Miss Elizabeth Hallam Bohn, New York food consultant, made some good suggestions as to how macaroni products could be made more popular in this country. She recalled a recent survey she had conducted in one of the large centers of the country which brought out the astonishing fact that less than one quarter of the housewives used macaroni not at all and that more than half of them used it most rarely. She emphasized the fact



King of them all . . .

Hourglass Brand Semolina

Quality Beyond Comparison



Milled exclusively from choicest durum wheat
in plants that are up to the minute.

We also manufacture a full line of Durum
Semolina and Flour to meet all requirements.

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BOSTON OFFICE: 88 Broad Street
SYRACUSE OFFICE: 603 State Tower Bldg.
CHICAGO OFFICE: 14 E. Jackson Blvd.

that when the leaders in the industry would agree on certain fundamentals, such as time required to properly cook macaroni, and to designate other foods with which it may properly be served, gastronomically perfect and scientifically correct—until such time as there is a unity of aims and purposes along these lines the growth of macaroni consumption would be very slow. Miss Bohn is a forceful speaker who knows her subject, and she made a great impression on the hearers.

Warm Weather Food

The second day session was brought to a close by a lecture and demonstration that will long be remembered by those who were privileged to listen in to a delightful story and to feast their eyes on the delicacies prepared with macaroni products as the base. "There is a community of interests between macaroni manufacturers and cheese makers," declared Miss Marye Dahnke of Kraft-Phenix Cheese Corp. of Chicago as she told of the work being done by the cheese men in their effort to increase consumption of both of these products. Surrounded by prepared dishes such as Macaroni Loaf, Macaroni Salad (wherein elbow macaroni was substituted for potatoes), Noodle Rings, Spaghetti Rolls, Vermicelli Pancakes and other tempting cold dishes, she told the manufacturers that they were overlooking a big thing when they failed to fully support a campaign to popularize their products as a warm weather food. After seeing the concoctions prepared by her none doubted that her recommendations were well founded.

This program, which gave the outsider's views of the value of macaroni products and how they can be best made known to the millions who are still unacquainted with its merits was voted by those present as one of the best balanced programs that they had ever had the pleasure of listening to and congratulations just poured in on the program plan.

THIRD DAY

Closed Session

The final day of the 1929 convention was an executive session open only to members of the National Macaroni Manufacturers association. At the opening of the session President Frank J. Tharinger announced the election of three directors as called for by the Association laws. They are G. G. Hoskins, Foulds Milling Co., Libertyville, Ill.; Wm. Culman, Atlantic Macaroni Co., Long Island City,

N. Y.; John Ravarino, Ravarino & Freschi Manufacturing and Importing Co., St. Louis, Mo., whose terms expire in 1932. While the convention was getting underway the 9 members constituting the 1929-30 Board of Directors were asked to retire to elect the officers for the year.

In the meantime the chair was turned over to R. B. Brown, chairman of the Macaroni Publicity Committee, who made an able report on the wonderful work done by that body the past year. The report was discussed at length and finally a resolution prevailed referring it to the incoming board of directors with instructions to carry out the suggestions of the committee so far as practical.

Officers Chosen

On the return of the directorate to the meeting hall it was announced that Frank J. Tharinger had been reelected president for another year, G. Guerrisi was again named vice president and Henry Mueller, adviser. The board further announced the appointment of M. J. Donna as secretary-treasurer of the Association and editor of The Macaroni Journal.

Voluntary Cost Club

As a result of a very well prepared report showing the need of more dependable cost figures by G. G. Hoskins, chairman of the Cost Committee, a Cost Club was voluntarily organized on the floor of the convention. Thirty firms announced willingness and desire to contribute cost facts and figures to a central committee to be used in deducing conclusions that would serve as a guide to the members of the club. The actual formation of the cost club was referred to the board of directors after a motion prevailed to retain the services of the present cost committee and its efficient and able chairman. As at present constituted the committee consists of G. G. Hoskins, Foulds Milling Co., Libertyville; E. Z. Vermylen, A. Zerega's Sons, Inc., Brooklyn; A. W. Quiggle, The Creamette Co., Minneapolis; Joseph Freschi, Ravarino & Freschi Mfg. & Imp. Co., St. Louis, and G. LaMarca, Prince Macaroni Mfg. Co., Boston.

Continued Educational Work

Dr. B. R. Jacobs then made a report on the work accomplished by the Educational Bureau during the year. He found that as a rule the macaroni manufacturers quite generally observed the food laws and regulations but that the transgressions discovered would work irreparable harm to the entire industry

if left uncurbed. In some sections of the country violations were quite rare but in others they were sufficiently numerous to bring the product into disrepute and the manufacturers into disrepute.

Those who voluntarily pledged contributions for the support of this work were commended and it was voted to continue this work for another year and to urge the establishment of a fund of approximately \$3500 for this purpose. Additional pledges from former contributors were sought, to be made to the secretary as soon as the representatives at the convention could determine from their firms what amount each would pledge.

Risk Rates Too High

William Culman, chairman of the special committee on compensation insurance, reported a survey made on prevailing rates disclosed a vast variance in charges made for this protection. He was of the opinion that his committee had merely started its work and that it should be continued under the direction of the incoming board of directors. A motion to that effect prevailed.

A. Irving Grass, chairman of the Membership Committee, made a popular report showing the admission of a large number of firms to membership in the National association, naming several good prospects on which the committee has been working, in which work it is hoped to have the help of members who are personally acquainted with the prospects.

Selection of the 1930 convention dates and place was referred to the board of directors with instructions that a decision be arrived at as early as possible in the coming year. The directors would be in a better position to make a choice in keeping with conditions and sentiment.

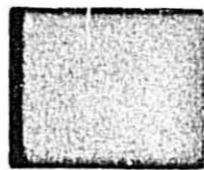
"Neatest Ever" Closes

The third day's session drew to a close shortly after noon on Thursday, June 20. The convention was one of the greatest ever held by the industry in both attendance and constructive action. The campaign of President Tharinger to have the macaroni manufacturers become more personally acquainted is beginning to bear fruit and the 1930 conference should beat even the New York record breaker. These were the opinions that prevailed in the minds of the officers, members and friends of the National Macaroni Manufacturers association as they dispersed after the final session on June 20.

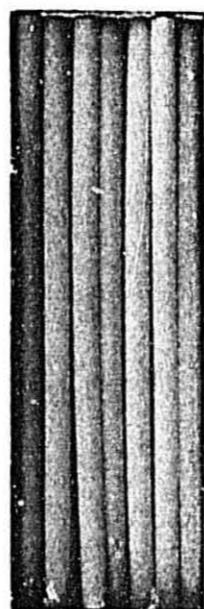
Comparison of the Quality of three Durum Varieties



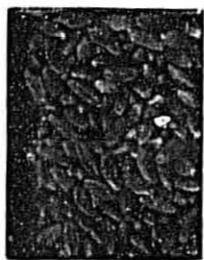
I. Kubanka Durum with sample of Semolina and Macaroni which were produced from it. Note the brightness and rich, yellow color of the products. The Mindum variety produces similar color. The American Macaroni consumer demands this quality of product and this type of wheat commands substantial premiums in the Duluth and Minneapolis markets.



II. Acme Durum with sample of Semolina and Macaroni which were produced from it. Note the grey and dull appearance of the products. The Monad and Peliss varieties produce similar color. Products of this quality cannot be sold in the American markets and such wheat (though it may be graded No. 2 Amber Durum or better) must go for export at the export level of prices.



III. Red Durum with sample of Semolina and Macaroni which were produced from it. Note the dirty as well as the grey and dull appearance of the products. As in the case of the Acme variety such products are unsaleable in the American domestic market. The domestic demand for this variety of Durum is chiefly for feed purposes.



There's a Vast Difference in Wheats

The reproduction of a sample case made to show the vast difference in macaroni products made from different types of Durum Wheat, as shown on the opposite side of this sheet, is quite startling. While a printed reproduction of this sort cannot show the transparent consistency nor the lustre of the Semolina and Macaroni samples, still it does show very clearly how some Durum Wheat makes wonderful Macaroni products and other Durum Wheat is absolutely unsatisfactory.

It is this knowledge and study which has caused this company to develop the most complete equipment for testing every bit of Durum Wheat offered us and actually manufacturing small samples of Macaroni products under commercial shop conditions before we accept any Durum Wheat for our mills.

We pledge ourselves to keep in the lead in assuring macaroni manufacturers the highest degree of uniformity and best consistency and color in GOLD MEDAL Semolina that it is possible to buy.



Washburn Crosby Co., Inc.

Millers of

**GOLD MEDAL
SEMOLINA**

General Offices: MINNEAPOLIS, MINN.

President's Annual Message

A year ago your Directors saw fit to inflict upon the Association a new president. He stands before you to give an account of his stewardship.

Business each year is becoming more difficult but also more efficient, still many fundamental principles remain the same, the efficient succeeding and the inefficient standing still or failing entirely. Our Association, however, must go on.

As you know, I have endeavored to bring about a better and closer acquaintance between our members; how I succeeded can best be answered by you. Do you know more members personally and more intimately?

Through the local meetings during the year I believe a closer relationship between many of the members exists than in the past.

A better understanding with one another will increase the value of our organization and make possible necessary undertakings to improve our condition generally, and I feel certain with considerable less effort.

After all we are partners in this Association.

Much good work has been done by the Educational committee of which Dr. B. R. Jacobs is chairman. This committee accomplished much the past year in further eliminating the use of coloring matter, so that today one seldom hears a complaint on this score.

It also obtained an increase in the tariff of 1¢ per lb. on macaroni products made with eggs, to offset the tariff on imported eggs.

His report will outline in detail the activities of this committee. I wish to thank those members who so generously contributed to the fund that made this work possible.

It is our hope to work up a revolving fund to carry on this work, so members who did not contribute the past year may do so this year, making possible a continuance of this most important work.

The Cost committee, of which Glen Hoskins, vice president of Foulds Milling company, is chairman, has been busy all year, devising a cost system best suited for our requirements, which when put into use will mean much to all of us but a great deal more to those who have no cost system.

Some of our members fear the work connected therewith. I must admit that I do not know the details of a cost system, but realize the comfort of

knowing what our finished products cost.

The average bookkeeper should be able to prepare a cost statement with the assistance of a well prepared form and, if not, I know that the cost of the services of an accountant is money well expended for this necessary information.

Establishing a selling price for merchandise of which we do not know the cost isn't good business.

Our Advertising committee is in capable hands. R. B. Brown of the Fortune-Zerega company of Chicago is its chairman and, like all active



FRANK J. THARINGER

chairmen, this year has devoted much time to this important subject.

More patience and work will be required but I feel certain that this program, as others in the past, will bear fruit.

I have been informed that a period of years involving much work was consumed to obtain legislation on the use of coloring matter in the products we manufacture. As no particular cost to the member was attached to this item we must not expect our advertising program to develop too rapidly; the sooner the better is my belief, however.

My hope is that the cost of any advertising done by this Association should be borne only by the industry, for no matter what allied agency assists us it is ourselves who pay the bill ultimately as an indirect tax.

While on this subject I wish to bring to your attention that advertising and quality are closely related, for when we make the grade and national advertising becomes a reality nothing is going to be of greater importance than quality, for no amount of adver-

tising will sell merchandise of inferior quality.

It is not in my province to set a standard nor to criticize the quality of the product of any manufacturer. Nevertheless, in my few years of experience in this business I have discovered there is a difference in macaroni products, and unfortunately the poorer qualities do not invite the consumer to become a regular user of a product containing such wonderful food value, and naturally retard consumption.

This brings to our attention increased consumption. Have you ever thought how much more would be consumed if all 7 oz. packages packed at the present time would contain an extra ounce? The increase would be many tons, I venture, as the housewife will not extract an ounce when preparing a dish requiring a package of macaroni products.

This, I believe, would also have a tendency to stabilize prices, which the jobber and retailer would welcome. As it is at present the buyer, when being quoted a certain price per case, must consider weight, and should he expect delivery of an 8 oz. package and receive one containing but 7 oz. he feels he has been imposed upon, especially if he is accustomed to an 8 oz. package. Although the price may be relatively cheaper he loses respect for the business methods of the men engaged in this industry instead of placing greater confidence in us.

I make a particular request and urge you all to hear the reports of these committees.

At times during the year I have felt that some of our members were of the opinion that the Association was not assuming a progressive attitude toward matters in which certain individual manufacturers appeared interested.

In answer to this we must remember our limited funds and that we must consider the general instead of the individual welfare of our members, with the hope that eventually every one's desire will be satisfied.

During the past year the government has launched two projects that concern us vitally, one the Federal Commission Trade Conference of the grocery trade last October at Chicago and the other known as the Louisville Grocery Survey by the Department of Commerce, with which you no doubt are familiar, because considerable has been printed about these in the Maca-

roni Journal and various food journals and magazines.

Our Association as an organization did not take active part in either of these surveys, although many members were present as individuals at the hearings.

Should we be called upon, however, I feel we should give these movements our hearty support, as there is no question in the minds of the members of the government agencies and the grocery trade generally, that there are abuses in the trade which should be corrected; and we should do our share to assist in eliminating them.

Last fall the government also established definitions and standards on semolina, which were also published in the Macaroni Journal.

I have suggested through the columns of the Macaroni Journal and at group meetings that a big savings to members through reduced premiums for compensation insurance could be made if an effort were made to reduce the accidents in our plants through safety methods. This has wonderful possibilities and will pay worthwhile dividends to us.

I am hoping that our "get acquainted" campaign will result in a greater interest in our Association by all members, produce sounder trade practices, thereby ob-

taining the good will of the jobbers and merchants handling our products and the public at large, all of which will benefit us.

Team work brought about in this manner will bring success and prosperity to us, not only as an organization but as individual manufacturers as well, and will create a greater security in our industry.

I would like to recommend that the chairmen of various standing committees be, whenever feasible, members of the Board of Directors. This, I believe, would keep the directors in closer touch with the work of these committees for at each meeting of the directors the committee chairmen would be present to submit reports of the work performed by their committees.

Under existing conditions the chairmen not directors report during the year only to the president, and usually by mail. If action is taken on this suggestion I hope it will be done only after a thorough discussion.

In reviewing the membership of the Association I desire to compliment you on the fact that practically all worthwhile manufacturers of macaroni products and egg noodles are members of your Association. Due credit must be given A. I.

Secretary-Treasurer's Report

Once more there is a pleasing duty for me to perform, that of reporting to you upon the activities of my office since the very successful convention held in June 1928 in Chicago.

The growing inclination in business circles to confer with competitors is a wholesome, a beneficial and a welcome tendency. In the Macaroni Products Industry of America the value of such free and open conferences of men with like interests is annually being more and more appreciated as indicated by the record breaking attendance at this gathering of manufacturers and allied tradesmen.

For the twenty-sixth time in as many years the progressive manufacturers in our industry have gathered in a friendly convention for the sole purpose of exchanging experiences and to trade ideas, the latter being one of the few forms of trading from which all parties thereto profit.

For the twenty-sixth time the National Macaroni Manufacturers association sponsors this nation wide conference in which competitors study conditions with

intent to improve them wherever possible. As a result of this meeting there unquestionably will be better understanding in years to come, a friendlier feeling toward one another, and profitable progress.

Speaking the same language and facing the same problems, the task of one individual, or group, should find its solution in the experiences of others. This is the only motive that prompts the National association to provide this annual opportunity for an interchange of ideas and information that benefits everyone in the industry.

The trade association movement, according to President Herbert Hoover, is a force which may revolutionize American business. Recently he said:

With these agencies (trade associations) used as the machinery for the cultivation and spread of high standards and the elimination of abuses, I am convinced that we shall have entered the great era of self governing industry and business.

On all sides and in all lines of business indications are unmistakable that there is a growing need for cooperative solution

Grass, chairman of the Membership committee, for bringing about this most satisfactory condition.

It has been a pleasure to serve you during the past year, and the support I obtained from our members has been most gratifying. The committee chairmen have taken their tasks seriously, the directors have attended meetings regularly, and some, I know, at considerable expense to themselves and their business.

I wish also to mention that the spirit of cooperation on the part of the Allied Trade Industries is a distinct compliment to our Association.

Your Secretary, M. J. Donna, has been most willing and obliging, and may I add that your splendid journal is due entirely to his efforts. In this connection, as our advertisers make our journal possible, it behooves us to give them our patronage.

I believe that our organization has wonderful possibilities, is economically operated and with your assistance and financial support, and possibly a little patience, much will be accomplished.

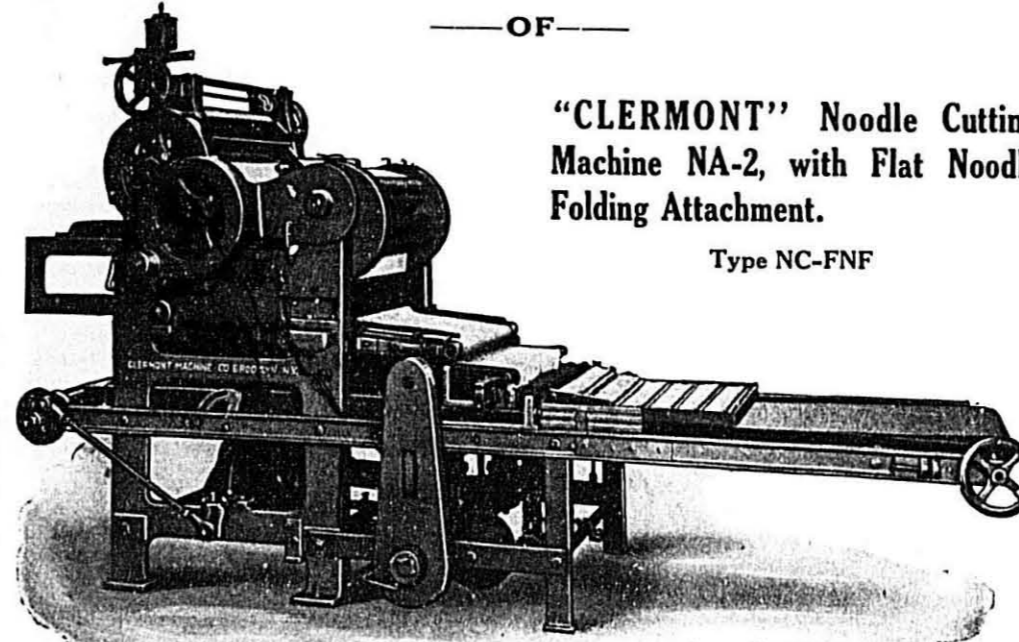
In closing I wish to thank the officers, directors, committee chairmen and members, also individual members, for their cooperation and the loyal support accorded me the past year.

THE LATEST TYPE

—OF—

"CLERMONT" Noodle Cutting Machine NA-2, with Flat Noodle Folding Attachment.

Type NC-FNF

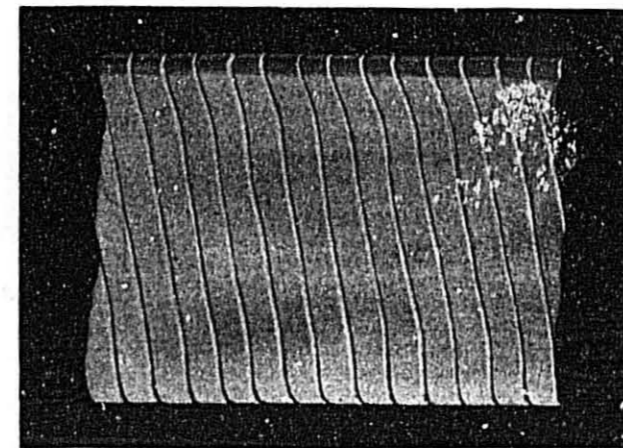


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No skilled operator required

No hands touch the product

Suitable
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Bulk
Trade



Suitable
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Trade

The finished product of above machine.

WE ALSO MANUFACTURE:

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Write for our descriptive catalogue and detailed information.
Will not obligate you in any manner.

CLERMONT MACHINE CO., Inc.
268-270 Wallabout St. Brooklyn, N. Y.

been lack of cooperation on the part of those who rightfully should assist, rather than the unwillingness of the leaders to do their part, might properly be blamed.

Cooperation is the greatest power in the world for accomplishment. In our industry there are still too many who are withholding their support. They should welcome cooperation as did the little girl who, after being punished many times by her mother, said:

You heard me say my prayers, didn't you, mother?

Yes, dear.

And you heard me ask God to make me a good girl?

Yes.

Well, he ain't done it, yet.

Despite repeated invitations and continuous urgings to join the National association's activities, quite a few firms "ain't done it yet." May they soon see the light and volunteer to lend a hand, cooperate.

What we need most in this industry is more wholehearted confidence in each other and a greater willingness to look things squarely in the face, acting above board, no side stepping. The competitive race for a place on the American table by an almost endless variety of foods is becoming one of industry against industry rather than the competition of unit with unit within a trade.

Practically every other line of business with which we come in daily contact is more strongly organized than we are, especially manufacturers of foods with which macaroni competes, not overlooking the distributors whose good will and cooperation are so essential. Greater confidence in our own business and in the National association which aims to represent it efficiently will not only serve to encourage that spokesman of the trade but will serve to warn outsiders that the macaroni manufacturers are united in their efforts to improve conditions in the trade and to better our relations with distributors and consumers.

The year just passed was a normal one. As you were told in the interesting and comprehensive address of our able and willing president, no opportunity to serve the best interests of the trade has been overlooked. Despite slight setbacks that must occasionally be expected, the National association is probably in a better position today than it ever was to effectively represent this industry in government and business circles.

In a report of this kind details are odious. Here are a few of the outstanding activities of the past year:

1—Greater personal service to members has been the unswerving policy of the officers.

2—Imparted to the trade much reliable and impartial information insofar as our limited records permitted.

3—Followed through a fruitful campaign inaugurated by President F. J. Tharinger to promote better personal acquaintance between head officers of the different firms composing our association.

4—Kept a close watch on the protective tariff situation: first by getting our government to bar all imports of adulterated and artificially colored products; second by presenting effective and convincing arguments before the Ways and Means committee of the House of Representatives that prompted that body to recommend the retention in its newly proposed tariff act, the present import duty of 2c a pound on plain macaroni products and to raise the duty to 3c a pound on these products that contain eggs. Indications are that



M. J. DONNA

the measure will pass without modification in the rates in which this industry is so directly and vitally concerned.

5—Encouraged fact finding studies by the Cost committee, as to the cost of macaroni manufacturing and distributing. Reliable and dependable information has been uncovered that will prove more convincingly than ever that "selling below cost is business suicide."

6—Research work has been carried on quietly by the Macaroni Publicity committee to ascertain what other trades like ours have been doing in the line of cooperative advertising, how it was financed and conducted, and finally the results obtained. Some interesting facts have been uncovered.

7—The Educational Bureau work has been more indispensable than ever, more beneficial and far-reaching than many have realized.

8—The contacts between the macaroni industry, the government bureaus and all the allied trades have been such as to promote understanding and exalt the merits of our products.

9—The relation between our industry and the various agencies concerned in popularizing our products have been such that in many of the food magazines of our country there have appeared more frequently than heretofore, articles on macaroni products and ways of best serving them in appetizing combinations. This is specially true in radio broadcasting of macaroni facts, stories and recipes.

For 10 years I have carefully and studiously watched developments in the trade, and based on this experience would

recommend the following matters for your careful and serious attention:

1—Statistics on production and distribution are sadly lacking in our industry. They are so beneficial as business guides and truly indicative of trends in the trade, that one wonders why this has not become the leading activity of the association. On this subject, Dr. E. Dana Durand, Chief of the statistical division of the Bureau of Foreign and Domestic Commerce, recently said: "It is the common opinion in the United States that the widespread use of economic statistics has been an important factor in steadying our industry and commerce and in preventing industrial and financial crises." Practically the only reliable figures available are those compiled by the Bureau of Census in its biennial census of manufacture. These hardly do our industry justice. Gathering and compiling statistics is purely and simply a trade activity which should be started immediately in our industry.

2—Overcapacity in our industry following the postwar expansion is a vexing problem. The present tendency to dispose of excess production to consumers heretofore supplied by competitors must sooner or later give way to some plan whereby the excess will be taken care of by creating new avenues of consumption.

3—The disposal of old machinery, selling wornout machines to irresponsible dreamers, creates a cheap competition that retards healthy progress.

4—Unwise extension of credit by supply and equipment firms but adds to the burden of the firms which pay their bills promptly. Also the only recompense of this honest group is the increased, unfair competition on the part of the firms financed by the altogether too liberal credit extension policy of some supply companies. Curb undue credit and price competition will wane.

Annually I try to make at least one suggestion for trade betterment. Perhaps you rightfully feel it rather presumptuous on my part to do this and are of the same opinion as was the little newsboy.

The famous evangelist, Billy Sunday, once stopped a boy on the street to inquire the way to the post office.

"Up one block and turn to the right," directed the urchin.

"You seem a bright little fellow," said Sunday. Do you know who I am?"

"Nope!"

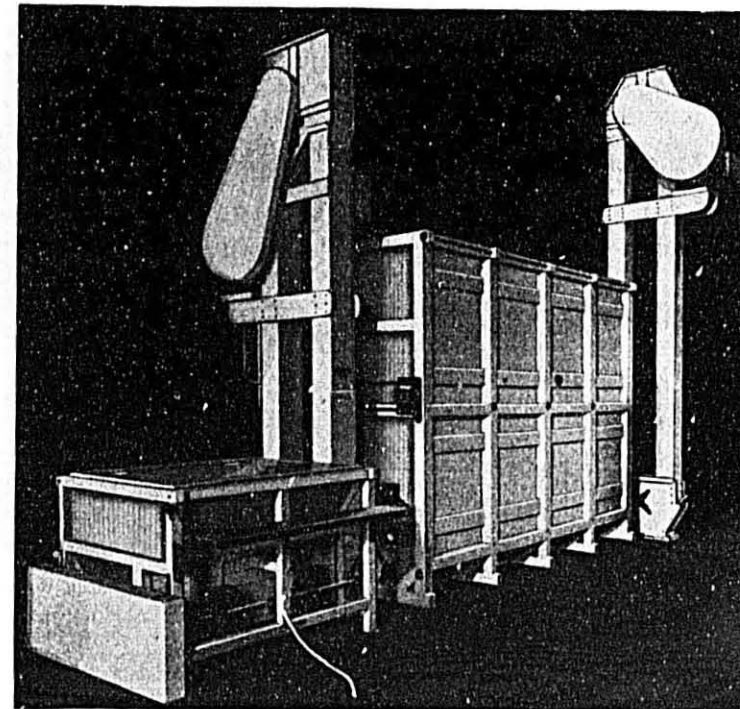
"I'm Billy Sunday, and if you come to my meeting tonight, I'll show you the way to heaven."

"Aw, go on," answered the little lad. "you didn't even know the way to the post office."

What I am about to suggest is not new but it's an opportunity that has not been properly capitalized. Do we fully appreciate the possibilities for increased consumption of macaroni products offered by the infants in this country?

It is estimated that we have here about 10,000,000 weaned infants under school

THE USE OF CHAMPION FLOUR OUTFIT GIVES POSITIVE CONTROL OF FLOUR HANDLING AT A MINIMUM OF COST



The Best Outfit At Lowest First Cost

Easily installed, simple to operate.
Let us submit a drawing and price.

We build outfits for all size plants.

Champion Machinery Co.
Joliet Illinois

Fill in
and
Mail
Today.

We want price on bbl. outfit.

Name

Street

City..... State.....

age, 6 years. Our products, especially egg noodles and the finer pastes, are relished by these youngsters and are ideal foods for this growing class, because of their muscle developing and bone building qualities. They are especially palatable, appetizing and nutritious when boiled in milk or served with cream.

Charles E. Sohm, public analyst of New York city, once said: "No other food or group of foods can 'hold a candle' to macaroni products for the building up of body strength and for keeping us fit and well. It is the greatest of all foods for the little folks who are everlastingly hungry and who are building up their little bodies into strong and healthy men and women of tomorrow."

Dorothy N. March in "Good House-keeping" stated: "What place does macaroni hold as a richly nourishing food? Its tissue building material, and mineral content as well, make it particularly valuable in children's diet."

Dr. Frank X. Walls, Chicago's leading baby specialist, recommends macaroni for practically all of the babies under his care and observation. "Babies like it and thrive on it. It is easy for them to digest and at the same time is highly nutritious, something that makes them grow."

Just think of it, 10 million youngsters under school age! Suppose that through the combined efforts of the industry we succeeded in getting every child under 6 years of age to eat only ONE OUNCE of our products daily, surely an insignificant quantity. That would mean 10,000,000 oz. a day of the stupendous total of 225,000,000 lbs. a year, practically equal to one half of the entire present annual consumption of this food in the country. Is this not worthy of a little thought?

Association Finances

Happily the association finances are sufficient this year to meet the demands for current expenses. As received all funds are deposited in the First National bank in Braidwood, Ill., and are disbursed only on proper association checks, duly countersigned by me as your secretary-treasurer. A detailed account of the audit made by certified accountants will be read later by our president.

During the year ending May 31, 1929, the association receipts from all sources and its expenditures for all purposes were as follows:

General Fund

Receipts—\$14,920.70 (10-yr. average \$13,292.15) divided as follows:

Journal advertising \$7,571.50 (10 yr. av \$8,186.50)
 Journal subscriptions \$459.82 (10 yr. av. \$454.90)
 Association dues \$5,178.50 (10 yr. av. \$4,440.00)
 Chicago convention registration fees and extra banquet tickets \$1,518.00 (highest ever).
 Interest on deposits \$118.63 (highest ever).
 Miscellaneous \$74.25
 (As Treasurer I also received \$31.20 additional interest on deposits in First National bank Connellsville, Pa., from former Treasurer L. E. Cuneo, and \$15.20 over remittance which will be returned to him by check No. 142.)
 Expenditures—\$14,695.82 (10 yr. average \$13,540.00) divided as follows:
 Journal publishing, etc. \$7,284.01 (10 yr. av. \$7,552.30)
 Association work \$7,411.47 (10 yr. av. \$5,639.40)
 Balance in General fund June 1, 1929 \$6,228.82

Firm (Active)	Representative	City	Date
Traficanti Bros. (Reinstated)	Frank Traficanti	Chicago	June 19, 1928
Boston Spaghetti Mfg. Co.	Salv. Scarpaci	Boston	June 19, 1928
Western Union Mac. Co.	C. Carbone	Denver	June 19, 1928
G. D'Amico Macaroni Co.	Carl D'Amico	Steger	June 21, 1928
Niagara Macaroni Co.	Angelo Leone	Buffalo	June 21, 1928
New Haven Macaroni Co.	P. Geo. Nicolari	New Haven	July 7, 1928
Kentucky Macaroni Co.	Jos. Viviano	Louisville	Nov. 14, 1928
The A. & P. Corp.	E. J. Dent	Brooklyn	Jan. 18, 1929
West Virginia Mac. Co.	R. V. Golden	Clarksburg	May 11, 1929
Busalacchi Bros. Mac. Co.	John Busalacchi	Milwaukee	May 13, 1929
Maravigna Macaroni Co.	Jos. Maravigna	Boston	May 27, 1929
Mrs. C. H. Smith Noodle Co.	Mrs. C. H. Smi.	Ellwood City, Pa.	June 13, 1929
Catelli Macaroni Products Corp	Paul Bienvenu	Montreal, Canada	May 13, 1929
(Associate)			
King Midas Mill Co.	Alex G. Graif	Minneapolis	June 13, 1928
Clermont Machine Co.	C. Surico	Brooklyn	June 19, 1928

Seven members were dropped from the roll during the year.

Pacific Macaroni Co.	Los Angeles	Merged July, 1928
United States Mac. Co.	Los Angeles	Merged July, 1928
McLaren Macaroni Co.	Cleveland	Quit Business 1928
Indiana Macaroni Co.	Indiana	Resigned May 9, 1929
La Rosa Macaroni Co.	Brooklyn	Suspended May 31, 1929
Superior Macaroni Co.	Los Angeles	Suspended May 31, 1929
Natural Egg Noodle Co.	Union City	Quit Business May 31, 1929

Summary of Membership

	Active	Associate	Total
Reported Chicago convention	73	9	82
Reinstated	1		1
Admitted	12	2	15
Total	86	11	97
Dropped during year	7	0	7
Membership June 17, 1929	79	11	90

(Gain of 6 Active and 2 Associate)

The present membership is classified as follows:

- Class A, 18
- Class B, 20
- Class C, 34
- Class D, 7
- Associate, 11

Applications approved-only awaiting first payment of dues:

Catelli Mac. Products Co., Paul Bienvenu, Montreal, May 13, 1929

Educational Bureau Fund

Receipts—\$7,552.84 of which \$3,510 was in voluntary contributions by supporting firms and \$4,042.80 donated out of the Macaroni Publicity fund. Four cents was the old balance.

Expense—\$5,908.34 of which \$3,908.34 was paid to Dr. B. R. Jacobs and \$2,000 refunded to National association general fund to repay loan made early in 1928.

Balance in Fund June 1, 1929, \$1,644.50.

Macaroni Publicity Fund

Contributions \$19,970. Expenditures \$12,959.23 for advertising and \$4,042.80 paid Jacobs and General fund. Balance in fund June 1, 1929, \$2,967.97

Tariff Fund

This fund remained untouched. Balance still \$50.

ASSOCIATION MEMBERSHIP

It is a pleasure, indeed, to report on our association membership, in both the Active and Associate classes. Those enrolled during the past year, or since the beginning of the Chicago convention, are:

Courtesy of Traficanti Brothers

Extra Noodle Sales ... in Cellophane

The fine counter display that noodles get in Cellophane packages makes many extra sales. They suggest themselves to every housewife to pick up and take home.

Convenient packages are ready for instant sale—protected from dust and handling.

Cellophane has helped many manufacturers get new customers and greater sales. Have you considered it?

Our Package Development Department will be glad to cooperate with you.

Du Pont Cellophane Co., Inc., 2 Park Avenue, New York City. Canadian Agents: Wm. B. Stewart & Sons, Limited, Toronto, Canada.

DUPONT CELLOPHANE

***Cellophane**

*Cellophane is the registered trademark of Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheets and films, developed from pure wood pulp (not a by-product)

files that is constantly becoming more valuable.

The policies of the past year were developed by the board of directors and were put into effective operation under the able guidance of President Tharinger and the various committee chairmen.

As for my personal work as your secretary-treasurer, I sincerely hope that it has been as satisfactory to the rank and file of the association as some of the officers tell me it has been to them. I have striven to serve you to the very best of my limited ability. Perhaps I can best express my good intentions in the words of the immortal Lincoln: "I do the best I know. If in the end I am right, all that is said against me will not matter. If in the end I am wrong, forty angels swearing that I meant well will not help me." My work is my record and you are the judges.

In closing I wish to express my deep-

est appreciation for the patient good will and cooperation always given me and my efforts by our good president, Frank J. Tharinger, and the willing Board of Directors. To work for them and with them has been a pleasure indeed. I am also deeply grateful to the membership at large for faith and confidence that it has been my pleasure to always receive.

At the end of this conference all should return to their respective places of business with a better knowledge of conditions in the trade because of personal contact with manufacturers from all parts of the country, with a clearer understanding of the aims and purposes of the National Macaroni Manufacturers association, and with a willingness to apply the knowledge and experience here gained, all for the success of your own particular business and the everlasting glory of the Macaroni Products Manufacturing Industry of America.

Economic Distribution as a Business Builder

By L. S. VAGNINO,
Faust Macaroni Co., St. Louis, Mo.

Distribution of food products, with its many intricate and diverse aspects, is today the outstanding problem facing the industry.

With the advent of the Industrial Revolution there came a virtual replacement of hand labor by machinery, and all problems from the inception of that era to the present century have been primarily concerned in the determination of effective economical

need, first, for a thoroughly analytical study of the exact problems of distribution, and, secondly, the judicious application of sound economic principles in the solution.

An approach has already been made by the Bureau of Business Research of Harvard University. During 1927 the Bureau undertook the task of developing a classification of marketing expenses for grocery manufacturers. Manufacturers were divided into 7 groups, according to the type of products made and sold by them. In one was included macaroni manufacturers. To each manufacturer a schedule of marketing expenses was sent with the request that the amounts spent for the various marketing activities be enumerated in their respective blanks. Upon the return of these schedules the Bureau separated, classified according to industry and volume of sales, and analyzed the data submitted. The material herein presented was taken from that study.

Division of the Consumer's Dollar

When a consumer purchases a dollar's worth of groceries, how much is retained by the grocer for his services; how much by the wholesaler; how much by the manufacturer? Of the amount retained by the manufacturer what proportion is spent for his marketing activities?

Approximately 20¢ of each consumer's dollar is required by the retail grocer for his services in distribution.

From the survey made by the Bureau in 1924 the retailer's gross profit was 19.8%; his total expenses 18%; and his net profit 1.8% of net sales.*

Of the 80¢ left for the wholesaler and manufacturer, approximately 10¢ is retained by the wholesaler for his services. Operat-

*Bulletin No. 40, Operating Expenses in Wholesale Grocery Business.
**Bulletin No. 52, Operating Expenses in Retail Grocery Stores.



L. S. VAGNINO

methods of production. That much has been accomplished in this direction is evidenced by the enormous expansions in industry, and the growth in recent years of gigantic organizations operating on large-scale production. While advances in production methods will continue, the center of attention of the industry today is directed toward problems of distribution.

Need for Analytical Study of Distributing Problems

Consequently, there is an imperative

ing expenses for wholesale grocers in 1924 amounted to 10.6%; gross margin 11.3%; net profit 0.7% of net sales.**

The 70¢ as the share which the manufac-

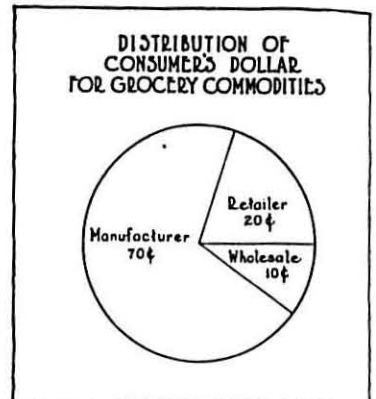


CHART A

turer retains pays for his raw materials, conversion expenses, fixed charges, marketing expenses, and includes a margin of profit, if any. Of this amount 27% is spent for marketing activities.***

COMPARISON OF MARKETING EXPENSES WITH TOTAL EXPENSES FOR GROUP 5*

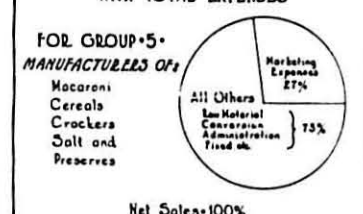


CHART B

Marketing Expenses for Product Group V.

Due to the fact that there were not sufficient reports submitted from any one group to warrant a separate study of their marketing expenses, the Bureau grouped together reports of manufacturers of kindred products, such as Group V—Crackers, Macaroni, Salt and Preserves. However, the total marketing expense figures for these products showed surprisingly close correspondence. Below is a tabulation showing the various divisions of marketing expenses for this group.

Marketing Expenses for Product Group V Cereals, Crackers, Macaroni, Salt and Preserves

	Per cent	Per cent
Salesforce and Brokerage.....	8.5	
Salesforce	6.5	
Brokerage	2.0	
Sales Promotion and Advertising	6.5	
Field Promotion.....	1.7	
Space Advertising.....	4.0	

**Bulletin No. 40, Operating Expenses in Wholesale Grocery Business.
***Bulletin No. 77, Marketing Expenses of Grocery Manufacturers for 1927.

Other Sales Promotion and Advertising	0.8
Shipping, Transportation, Warehousing and Delivery.....	8.5
Shipping	0.8
Transportation	6.0
District Warehouse.....	1.1
Local Delivery.....	0.5
General Outdoor Traffic and Stock Control.....	0.1
Credit and Collection.....	0.2
General Credit and Collection Expense	0.05
Loss from Bad Debts.....	0.15
Marketing Administration.....	3.2
Salaries and Wages.....	2.0
Travelling	0.1
Office Expense.....	1.0
Other Marketing Administration	0.1
Total Marketing Expenses.....	26.9

Salaries and expenses of salesmen and brokers constituted one of the largest divisions of distributing expenses; approximately one third of the total.

Sales promotion and advertising amounted to 6 1/2%. Of this amount 4% was spent for space advertising, which included newspaper, magazine, and poster advertising. Other sales promotion and advertising included Free Deals, Direct Mail Advertising, Premium Advertising, and Miscellaneous Sales Promotion and Advertising.

Shipping, Transportation, Warehousing, and Delivery expenses also approximated one third of the total. In this division 6% accounted for freight, which indicated that these products were sold f. o. b. destination. Marketing Administration required 3.2%; Credit and Collection 0.2%.

According to the conclusions drawn by the Bureau, it is interesting to note that:

(a) Total Salesforce and Brokerage was lowest for companies which sold nationally and only to wholesalers and chains; on the other hand, total Sales Promotion and Advertising was generally very high for this group.

(b) Those companies which sold on a national scale to unit retailers, in addition to wholesalers and chains, commonly showed relatively high Salesforce and Brokerage expenses; however, their Advertising and Sales Promotion expense was comparatively low.

(c) Sales Promotion and Advertising expense for companies selling sectionally, and only to wholesalers and chains, tended to be lower than was the case for either group of companies which sold on a national scale.

(d) Total marketing expense tended to be lower for those companies with relatively high sales per salesman than for companies whose sales per salesman were relatively low.

(e) For those companies whose brokerage sales constituted a relatively substantial proportion of total sales, total marketing expenses tended to be lower than for companies whose sales through brokers were comparatively small.

(f) Total marketing expense tended to be distinctly higher for those companies whose salesmen secured a large volume of missionary sales than was the case for

those companies in which missionary selling was not so extensive.

Comparison of Marketing Expenses by Product Groups

A comparison of marketing expenses for this group with marketing expenses of the 5 other grocery product groups will be of value.

	I	II	III	IV	V	VI
	(Net Sales—100%)					
	Flour	Meat Packers	Canned and bottled fruits	Coffee, Tea, Chocolate, Cocoa, and Spice	Cereals, Macaroni, Salt & Preserves	Soaps, Cleaners, and Detergents
Salesforce and Brok. Sales Promotion & Adv.	2.5%	2.5%	5.5%	7.5%	8.5%	9.0%
Shipping, Transportation, Warehousing, and Delivery.....	0.4%	0.1%	2.3%	3.2%	6.5%	13.0%
Credit and Collection.....	1.1%	3.3%	6.0%	3.0%	8.5%	8.0%
Marketing Administration	0.25%	0.1%	0.2%	0.3%	0.2%	0.2%
Total Marketing Expense	1.25%	1.0%	3.0%	3.5%	3.2%	7.0%
Total Marketing Expense	5.5%	7.0%	17.0%	17.5%	26.9%	37.2%

Total marketing expenses of flour millers and meat packers were lower than for any other group. However, no true comparisons can be made between these 2 groups and the others on account of the varying customs and business practices that prevail in each group. For example, millers generally sell their products f. o. b. mills, or basing point, whereas manufacturers in groups III, V, and VI sell their products delivered destination. This fact alone accounts for the relatively low Shipping, Transportation, Warehousing, and Delivery expense (1.1%) for millers, and the correspondingly high expense (8.5%) for manufacturers in group V. While Salesforce and Brokerage expense was lower for flour millers and meat packers than for any other group, the proportion to total marketing expenses was higher, approximately one half in the case of the flour millers.

Merchandise brokers were more extensively used by Canned and Bottled Foods than by any other group, judging from the proportion of expense involved.

Of the total salesforce expense, of the companies that showed a separation according to the type of salesforce, missionary salesforce commonly amounted to approximately one-fourth and regular salesforce to three-fourths of the total salesforce expense.

Companies in product group VI showed distinctly higher figures for sales promotion and advertising expense than did companies in any other group.

The low shipping expense item for product group IV (Coffee, Tea, etc.) is explained by the fact that a majority of these companies did not sell on a national scale.

The high total salesforce and brokerage expense for manufacturers in product group VI (Soaps, Cleaners, etc.) may be accounted in the fact that these companies generally sell directly to the retail trade in small units, thus requiring an unusually large sales personnel.

Losses from bad debts in general were extremely low for grocery manufacturers

as contrasted with the same losses for wholesale and retail trades.

Companies in product group VI showed the highest total marketing administration expense; companies in groups I and II, the lowest.

Salesforce and brokerage, and sales promotion and advertising, except adminis-

tration, tended to vary directly with the total marketing expense; on the other hand, shipping, transportation, warehousing, and delivery expense showed no such correspondence.

The subject matter here presented affords a starting point for the consideration of such a study of our industry, undertaken and supervised by our association. Marketing activities are becoming increasingly more important since our distributing costs are apparently increasing from year to year. The Bureau found that of the companies that mailed their schedules for 2 consecutive years, total marketing expenses were found to be higher for 1927 than for 1926 by approximately 1% of net sales. "The general predominance of increases throughout almost the entire marketing expense schedule substantiates the conclusion that distribution costs as a whole have shown a tendency to increase."

Whatever may or may not be done at the present, here is a subject that will sooner or later command our keenest attention, for in the successful solution of these problems lie the hope and realization of better understanding of our marketing functions and the eventual elimination of the ill practices and abuses now prevalent in the marketing field of our industry.

PRICE CUTTING

Never did anyone any permanent good

Is an admission that the first price was too high, anyway.

Is unnecessary if your customers are getting a fair deal.

Is a poor way to establish public confidence in your business.

Is easy to start and hard to stop.

Is inefficiency's last resort.

Is the first step toward a receivership.—*The Last Word.*

Sales Value of the Transparent Package

By Frank Traficant
Chicago

In food product merchandising a recent years has come the definite realization that a large percentage of the buying is done by eye and that display is necessary to capitalize on this factor to the utmost.

As a result progressive grocery men in all parts of the country are revising entirely the layout of their stores so that the largest percentage possible of their merchandise will be on display. We are told that in stores using this new layout sales have increased 11%.

The desire of the buying public to see what they buy has resulted in a growing use of the transparent type of package that combines visibility and protection. Displayed on the dealer's counter the appetizing goodness of these food products is clearly seen and as a result customers buy with confidence.

Today what do we see as a result of this development? In the meat industry, Armour, Swift and other meat packers are selling their bacon, dried beef, sausage and now even whole hams in this transparent type of package.

In the baking field we see Drake, Ward and others selling cakes, and many more selling cookies in this visible wrapper.

In the fish industry the new frosted fillets are being sold in Cellophane as well as smoked herring and other items.

Turning to the dried fruit industry we see millions of packages of dates, figs, prunes and apricots displayed in this transparent form.

And so it goes. In addition to the above food items, tea, honey, candy and many other products are enjoying the added sales appeal of this Cellophane wrapper.

One of the outstanding reasons for the success of the new type of package is the fact that it suggests the product to the housewives for their menu, and thus sales are made to customers who come to the store and who would not have thought of buying that particular item if the goods had not been seen.

In the case of noodles this point is, I believe, the prime reason for considering the transparent package. It suggests these items to extra buyers and this means added sales.

The transparent package is an ideal display unit, convenient, attractive and easy to buy. It shows the product and makes the noodles their own salesman.

I first became interested in the transparent package because I believed it could increase noodle and macaroni sales in the same way it was increasing sales of other items. Coming at the time when the Association had finally succeeded after many years in abolishing coloring I thought it best that the public should see the noodles as they are really made without color. The Cellophane manufacturers were advertising the advantages of this new type of wrap to the buying public and I believed it would benefit us to tie up with this new idea.

Our sales of Cellophane packages have been very satisfactory and I understand the use of Cellophane in the noodle industry has grown by leaps and bounds.

Now of course like any other new thing we had some production problems. But practice makes perfect and we are now able to get

quite an excellent rate of production.

We had some breakage too in times of severe cold weather and this indicated that we should use a heavier wrap. We did that and our breakage was greatly reduced. I understand that with millions of Cellophane noodle packages marketed during the extremely cold season the percentage of breakage is very small indeed.

The Good and Bad of the Bulk Business

By L. E. CUNEO
Connellsville Macaroni Co.

In the last few years a number of problems have been solved by the bulk macaroni manufacturer, which has proven very profitable. There are still a number of problems that require serious attention and the only way to accomplish this is by a true knowledge of facts in which the National association is trying to give us a lot of help. The bulk manufacturer is either happy or full of grief when



L. E. CUNEO

it comes to trying to solve certain problems that have been more or less a nightmare since the World war. I intend only to give you some food for thought, and if anything can be accomplished at this convention along the lines that will be suggested to you it will only add some more profit to the bulk business to which we are entitled.

Several manufacturers contend that the bulk business is the athletic end of the industry. Macaroni that has been sold in bulk and sold so cheaply and kicked around like a football in the different markets that you all know of—when it sold as cheaply as 5c per lb. it is a known fact that the manufacturer doing this has to practise a very severe and economic administration to show a profit. Many of us here would like to know the recipe for this kind of distribution and how it can be done.

How many of us keep accurate costs? The successful manufacturer today knows his cost. How many of us know the shrinkage in the raw material and finished product that we distribute? Records show that there is at least 3 1/2% shrinkage over a period of a year's op-

I believe the Du Pont Cellophane company has made a thorough survey of this past experience in production methods and breakage troubles and expects to have some production economies to recommend as well as methods of minimizing breakage in the future winter seasons.

It has been said that Cellophane is a novelty in our industry. I do not think it is any more of a novelty for macaroni than for meat or cakes, prunes or fish. It is a means of letting the public see what it is buying. It is the modern way of merchandising macaroni and noodles and increasing the sales of our industry.

eration. How many of us know that for every barrel of semolina we use at least \$1000 per bbl. must be invested. This does not include building investment.

The bulk macaroni business is on the increase, more of it being consumed in this package every year, as shown by the increase of purchases from the miller by bulk manufacturers, especially those who have survived the financial strain of the last 3 or 4 years and have finally placed their business on an economical basis and are producing a high quality macaroni.

The lack of unity among ourselves has cost us a lot of money. By this I mean not for the purpose of regulating a price but to have a better understanding among ourselves as to costs, quality manufacture, and the different practices that we are confronted with daily. One of these problems that confront us today is the summer business. From past experience we know that from the middle of August until the first of May our production is practically 100%. From then on it seems that a good many of us feel that we want to continue 100%, and go into the markets giving our product away for practically nothing. Would it not be better to close our plants down for 30 days out of the 365 and clean house the same as the housewife does in the home? Sanitation means everything in the manufacture of this divine food. The class of raw material we use is subject to the weevil and the flour bug, and it does not matter how clean our plants may be we are bound to discover this pest during the summer months. Cleaning house for 30 days means profit to us for the balance of the year.

As far as quality of the bulk macaroni is concerned, we can truthfully say that we feel we are manufacturing the highest excellence in this food. Methods of distribution could show a lot of improvement over present day practices if we could get together from time to time for discussion.

There are so many points to bring up in the bulk business that I hesitate to even try to bring them before you today, as it would be impossible to solve every problem that we have in a short time. The Association in the last few years has made every effort to assist us in solving a number of problems, and I know that it is willing to continue along this line if the bulk manufacturers would only show a uniform front, but a good many of us are very

A Strong Dependable Durum Semolina for Macaroni Manufacturers who Realize that Quality is the Surest and Most Permanent Foundation on which to Build a Bigger and Better Business

Use



There Is No Substitute For Durum Semolina

KING MIDAS MILL COMPANY
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD SEMOLINA

No. 3 SEMOLINA

timid in bringing out some problems that could be corrected by discussion around the table.

The opportunity is now here, and if I have missed any point that you desire to bring up this is the place to do so. I do not want to be lengthy on this subject but there are no doubt many of you who desire to discuss

Improving Protein and Color Qualities in Macaroni Wheat

By Thomas Roberts
Washburn-Crosby Co., Inc.

It seems desirable in commenting upon the possibilities of improving the quality of durum available for the manufacture of macaroni in this country to outline briefly not only the current situation but also the underlying causes:

It is a matter of common knowledge to every macaroni manufacturer in the United States that the amount of durum raised in this country is from 4 to 6 times the total required at the present time to take care of the needs of the macaroni industry, and in spite of the fact that semolina millers find it difficult in many crop years to purchase sufficient quantities of durum of high enough quality to meet the standards for top quality semolinas.

From all that I have been able to gather in talking with agricultural experiment station men, millers, grain buyers and seed dealers, I believe that the durum situation has been growing steadily worse for several years; until a few years ago it became almost impossible to procure any quantity of pure durum seed of a single variety. The situation finally became so bad that several agencies set to work independently to better it, if possible, and they are, I believe, beginning to accomplish something. This is a matter I wish to take up in more detail later.

The reasons underlying the introduction of durum wheats into the United States have had much to do with the present situation. So far as I know Arnautka durum was first distributed by the Department of Agriculture in 1865. It was sent into different parts of the country and apparently disappeared. Around 1900 cerealists of the Department of Agriculture gave serious study to varieties of durum adaptable to conditions in the United States, and the recognized growth of durums in this country dates from approximately that date.

In the early literature on the subject there is, it is true, repeated reference to the desirability of the durums for macaroni and pasta manufacture; but there is also constant reference to their value as a source of high quality bread flour. While the value of durum for macaroni manufacture was thus early recognized there was no standard for comparing the desirability of varieties for the manufacture of macaroni set up regularly in connection with experimental work until comparatively recently. The earlier reports are full of comparisons based upon bread baking.

In addition durum gained headway just prior to the serious rust epidemic of 1904. While the durum varieties grown were more or less seriously affected that year, it was demonstrated clearly through the whole northwest that they were more resistant to the effects of black rust than the bread wheats. Much of the work that was done in succeeding years in developing new varieties of durum for this

some of the points that I am bringing out today, or it may be that I have missed some very important items that mean a lot to our industry.

I trust before this convention is over that all of the bulk manufacturers will have a clearer understanding among themselves as to the practices that should be corrected.

area was based largely upon comparative rust resistance.

Unfortunately many of the durums developed for rust resistance are of low quality for macaroni manufacture in that they are lacking in that clear yellow color considered so desirable in macaroni.

In addition the Kubanka durums imported by various agencies and the Arnautka and other durums brought in by Russian immigrants were a mixture of several varieties.

The character of durum produced at present



THOMAS ROBERTS

is doubtless due in considerable part to the fact that the main emphasis was placed for many years upon other factors than desirability for the manufacture of high grade macaroni products.

In the last 6 or 7 years, however, we begin to find the gasoline color value of different varieties of durum recorded in experimental reports, and for many years both the Department of Agriculture and the North Dakota Experiment Station have been in the habit of submitting samples of known durum varieties and of new durum varieties to the semolina millers for opinions as to their commercial desirability. As a result of this work and of such experimental work as the semolina mills carry on as an aid to improving their production one or two varieties of durum have become recognized as outstandingly desirable.

In 1927 the grain buyers for the mills met, appointed a committee, and each made a contribution to be continued for at least 5 years for durum improvement. A considerable number of charts showing the wheat, semolina and macaroni from comparable samples of different varieties of durum were distributed to county agricultural agents, country elevators, etc. The North Dakota Experiment Station assisted by publishing a list of available

sources of durum seed wheat, confining this list almost entirely to the variety Minidom, which all experimenters agreed upon as the most desirable.

Since that time the Northwest Crop Improvement association has been organized to take over a number of independent activities, all of which were attempting crop improvement work of one sort or another in that territory. This agency is now handling the funds referred to above.

The main purpose of this consolidated organization is to improve the quality and the yield per acre of northwestern crops. It is steadily establishing closer contacts with agricultural stations, with county agents, with farmer associations, and is attempting with growing success to transmit information that is of commercial value to the farmers regarding the actual acceptance of the crops being raised and the possibilities of improving that acceptance.

There is, therefore, already a consciousness of the fact that color in durum wheat can be improved and some definite steps taken to attempt to promote the growth of the variety which at present apparently offers the best possibilities of color improvement.

Protein in semolina is judged as to quality and quantity. There is no satisfactory basis for measuring quality except by physical testing of samples by skilled operators and even then there is frequent disagreement on account of the human element involved. Moreover it is by no means certain that some so-called quality differences in protein are not due rather to the presence or absence of other factors. Quality differences therefore are difficult to record and to discuss. Quantity is easy enough to measure, of course, and quantity of protein is a variety characteristic of wheat as well as a characteristic that is influenced considerably by growing conditions surrounding a given crop. By the above is meant that some varieties of wheat naturally contain more protein than others when raised under similar conditions.

In regard to bread wheats, we know that some of the naturally high protein wheats have undesirable features which make their extra protein of no additional value. There is little reported about significant differences in amounts of protein among different durum varieties, except that Monad is apparently higher in protein than other varieties. Monad durum is, however, one of the least desirable varieties from the point of view of color.

In addition to the possibilities of improvement in color through the distribution of information as to the most desirable varieties and the accumulation of seed of those varieties, there is also the possibility of improvement in color, and in protein as well, through the development of new varieties either through crossbreeding, selection or importation. The fact that such work all requires elaborate testing over many years and under varying climatic conditions before recommendations regarding any new variety can be made on a sound basis indicates that this work should be done by government or by state authorities rather than by private individuals.

Any discussion of the possibilities of improvement is not complete without mention of the principal factors limiting such improvement.

First, we may be able to improve the general average of a crop; but we cannot con-

rol the weather and weather in any given season is very considerably responsible for the character of that particular crop. Therefore such improvement cannot be expected to do away with seasonal variation.

Second, the dissemination of information and distribution of seed of better varieties is of little value in the long run unless the work is constantly pressed to the end that undesirable varieties are pushed completely out of the picture. It is impossible either on the farm or in the country elevator to devote more than a very limited number of bins to any one variety of grain. Consequently an area growing both desirable and undesirable durum types will in all probability market them as a mixture.

To this Association and to any individuals seriously interested in attempting to improve the character of the durum crop I wish to emphasize the fact that constant interest over a period of time is of the utmost importance. The development of new wheat varieties is a long, slow undertaking, and barring a terrific calamity such as an overwhelming rust epidemic, it is a slow job convincing the farmers of a large locality that they should change varieties. The men who are engaged in this work need and appreciate interest and encouragement from the commercial industries which will be influenced by the results of their work. In addition, such interest on your part will insure you some say in the conclusions drawn, and from past experience both with plant breeders and with publicity workers, it is highly desirable that they be kept in constant contact with the commercial viewpoint.

At the present time the cereal crops and dis-

Report of Committee on Advertising

By R. B. BROWN

The report of your Advertising committee is predicated on the statement, "We are not in competition with each other but we are all, as an industry, in constant and severe competition with other food industries." We do not expect you to take the first part of that statement literally. We do, of course, compete with each other but the vital competition today is inter-industry competition. In 1928 something like 26% of the consumer's dollar was spent for food. How much of that do you suppose went for our products. We cannot know exactly but we do know that it was far too little. If we needed proof of that we certainly got it yesterday from the 3 charming and intelligent women who emphasized, from their position as outsiders, the opportunity which this industry had ignored to increase the consumption of its products.

Now let's consider what happens when your wife or mine sits down after breakfast each morning to devote herself for a few minutes to the planning of menus for the family table for the next 3 meals. How does her mind work? Something like this, I think, "Oh, if I only didn't ever have to think of food again! Now let's see, for lunch we will have so and so. No, we had that yesterday. Well then, so and so. But it's so hard to make the children eat that, I don't feel equal to it. I would like some so and so but I don't think Johnny likes that." And so, by process of elimination

cases department of the Bureau of Plant Industry in the Department of Agriculture has plans drawn for elaborate work on durum investigations. An interest on the part of members of this Association will doubtless be of material assistance in the department's obtaining further funds for this work. I also suggest that any interest expressed by this Association through such established agencies as the Northwest Crop Improvement association, the farm papers and grain trade journals, in the form of comments upon the qualities most desired in macaroni and upon the possible improvement in demand for macaroni resulting from these characteristics, would be of very considerable importance in furthering the campaign under way at present.

Moreover, some of your members doubtless have contacts with European semolina millers and macaroni manufacturers. Statements from such sources regarding the character of the average durum exports from the United States, compared to durums from other sources, would be of value. I suggest, however, that contributions of this sort be cleared through a single agency such as the secretary of your Association, in order that they may be applied to maximum effect.

In short, various agencies are now doing some work in attempting to improve the character of the durum crop on the basis of improved quality for semolina manufacture. The experimental agencies working on durum wheats are more than willing to receive advice from the commercial users of durum products, and a sustained interest, therefore, on the part of your Association is at this time particularly likely to accomplish good results.



R. B. BROWN

That's not enough. We want to make the people, particularly the great middle class and the lower class, who are and probably always will be the largest users of our products, "Macaroni conscious." We want them to make it a regular, not an occasional part of their menu. We want them to know that macaroni, spaghetti and egg noodles can be prepared in a hundred different ways, each one better than the last. We want them to know how economical they are—and believe me, notwithstanding this era of prosperity we are enjoying there are still people here and there who have to count their pennies. We want them to know that macaroni is a wholesome food for well people, particularly for children, and that it is a topnotcher for the not-so-well and the convalescents. We want them to know good macaroni from bad, and to insist upon getting the good. In addition to all this we want to educate buyers—wholesalers, retailers and chain store operators—how to increase their volume. We want them to know how to distinguish quality from the other kind, and we want to educate those fellows to another very important thing—how to pay a fair price for macaroni, spaghetti and egg noodles and still increase their turnover and make money.

In short, we want to work toward that pot of gold at the end of the rainbow which Miss Bohn assured us is waiting for us.

We believe there is just one way to do all this and that is through cooperative merchandising.

You will notice I do not say "Cooperative Advertising." Advertising is only a part of the job. It is an important part but by no means the whole job. Cooperative merchandising is much more comprehensive. In addition to the advertising of our products to the consumer, and with that as a background, it means the establishment of definite quality standards, the education of all the factors in

**PUBLICITY COMMITTEE'S
WATCHWORD**
WE ARE NOT IN COMPETITION WITH EACH OTHER—
BUT AS AN INDUSTRY WE ARE ALL IN CONSTANT AND SEVERE COMPETITION WITH OTHER FOOD INDUSTRIES.

the distribution of the goods so that the money we spend to tell the consumer about our products will produce the largest possible results. It means the setting up of a standard of ethics so that the industry will be respected in the trade (something which I think it does not now enjoy) and it means the closest kind of cooperation and the broadest possible confidence among ourselves.

Now, gentlemen, we assume that the need for cooperative merchandising in the macaroni industry is granted, and that the membership of our Association will be wholeheartedly for it if it can be shown that in other industries similarly placed, it has been the means of improving conditions within the industry and increasing profits; if it can be shown that a large majority of the industries which have resorted to this method have been successful and are continuing their effort; if it can be shown that the amount of money involved will not lay too heavy a burden on the manufacturers in our group; and if it can be shown that there is no obstacle to cooperative effort in the path of the macaroni manufacturer which did not also confront the hundreds of others who have made successes of their work.

These are precisely the things we believe we can show.

Our information comes from unquestionable sources. Starting in December of last year we wrote to the secretaries of some 75 or 80 associations, enclosing a carefully and individually prepared questionnaire, asking 14 questions, all concerning some phase of their experience as cooperative merchandisers. Before we were through we had had replies from practically 100%. These replies form the basis of our report so far as the experience of others is concerned. In addition we sought and got the willing and often enthusiastic assistance of others—the Periodical Publishers Association of America, the trade papers, notably Printers' Ink, the United States Department of Commerce, several advertising agencies, the Association of American Trade Executives, the Chamber of Commerce of the United States, and our own Association files.

In order that you may have a bird's eye view of our subject, I am going to read the questions which were included in the questionnaire, and then go back and analyze them separately.

1. What was the condition of the industry at the time the idea of cooperative advertising was first conceived? and what were the main purposes of the campaign?
2. Was it the first cooperative campaign of the kind ever attempted in the industry?
3. When did the advertising begin?
4. What was the total appropriation first, second and third year?
5. For what period did the members sign up?
6. What percentage of the industry contributed?
7. On what basis were the contributions made?
8. How were the payments made: (a) by cash payment; (b) by note; (c) in advance or periodically; (d) What percentage of assessments were not collected?
9. Did the campaign go through as planned? Was it continued?
10. Was the campaign considered a success, failure or draw, and if successful how were the results measured?
11. What were the principal factors responsible for the success or failure of the campaign?
12. How was the appropriation used?
13. Has any plan been worked out by which regional campaigns have been conducted for the benefit of local contributors?

Now, taking up *INQUIRY NO. 1*. What was the condition of the industry at the time the idea of cooperative advertising was first conceived? and what were the main purposes of the campaign?

I will just read some of the purposes as they were given to us: to correct antiproducer propaganda; to correct seasonal tendency—as in cranberries for Christmas, Thanksgiving, etc.; to broaden the market, that is, to create new uses; to re-popularize a product which was slipping, as in the case of knit underwear; to correct temporary maladjustments and to move surplus stocks; to establish a code within the trade (this was done in the plumbing and other building trades); to identify a product which had become confused in the public mind with a different and sometimes an inferior product; and lastly (and this was the purpose in considerably more than 50% of the campaigns) to educate the public to the merits of the product and to thus increase consumption.

All of these associations had of course as their purpose, direct or indirect, the increase in the sale of their product, but in the cases of the first few of those I have mentioned the primary purpose was not to increase consumption. However, of the 75 interrogated considerably over half had as the sole and only purpose the education of the consumer, and hence an increased demand for the product.

We can agree, I think, that this is the problem in our industry. We do not have to worry very much about antimacaroni propaganda (although we know there is such a thing), or how to move temporary overstocks, or how to clear up confusion in the public mind as to what our product is. We are solely interested in getting the consumer in this country to include macaroni, spaghetti and egg noodles more often in the menu.

Therefore, from this point on let us consider principally the statements of those associations whose problems were exactly the same as ours, and which are engaged in comparatively simple campaigns to educate the consumer and popularize the product.

INQUIRY NO. 2. Was it the first cooperative campaign of the kind ever attempted in the industry?

In running over the replies we find that 60 out of 75 reported that the campaign now running was the first to be tried cooperatively. Some 9 or 10 reported that there had been previous campaigns and that these had been discontinued for various reasons. Some of them were designed to cure temporary ills and were discontinued when the cure had been effected. Some were discontinued during the war years.

INQUIRY NO. 3. When did the advertising commence?

The first cooperative campaigns that we have any record of started between 1907 and 1912, and they increased in number from 1912 to 1929. In 1915 and 1916 we have record of 3 group campaigns having gotten under way. In 1925, 7 started; in 1926 some 14 of those with whom we have corresponded began their work. In 1927 there were 15. It appears from this that we may expect an ever increasing number of cooperative campaigns, with many of which we will be in direct competition.

I am going to bracket with *INQUIRY NO. 3* Numbers 9 and 10. Did the campaign go through as planned, and was it continued?

It is a little difficult to tabulate the replies

to these inquiries, but by far the greater number of those questioned reported that the campaign did go through as planned, that it was continued, and in most cases the appropriations have been very vastly increased from year to year up to the present time. To give you a few instances, the Cranberry association started in 1918 with an appropriation of \$51,000. Its expenditure for advertising in 1928 was \$150,000. The American Walnut Lumber association started in 1919 with \$4700, and is collecting and spending \$100,000 a year. The Tile association started with \$5700 and now has an appropriation of \$125,000 per year. The Hawaiian Pineapple group began with \$30,000 and is now spending \$327,000 per year. The California Fruit campaign, with which we are all familiar, started in 1907 with \$6000 and is now working on an annual appropriation of \$1,000,000. The Walnut Growers went from \$10,000 in 1915 to \$68,500 last year; the Citrus Exchange from \$7800 in 1915 to \$80,000 in 1928; the Kraut association from \$12,000 in 1922 to \$50,000 last year. The Save-The-Surface campaign, which is probably the most interesting of all the cooperative merchandising efforts and one of the most successful, started with \$74,000 in 1919 and is now running along on an annual appropriation of \$102,000. The other best known campaign "Say It With Flowers" began in 1918 with \$28,000 and is now appropriating annually \$145,500. Sun Maid Raisin started in 1913 with \$93,000 and has now reached an annual expenditure of \$491,000.

In some cases the annual appropriation has been reduced rather than increased. This is not because of lack of interest or unwillingness on the part of the members to continue but because the campaign in the original stages was so very effective that it was necessary to appropriate only a maintenance fund to continue sales on the upgrade. It is interesting to note here that we have record of 11 associations formed in 1928 now just beginning to function, or ready to begin, 6 of which report pledges already in in an amount totaling \$1,880,000.

INQUIRY NO. 4. What was the total appropriation for the first, second and third year?

I have among my papers here a tabulation of this reply but it is too lengthy to present, and in any case would not be particularly interesting. What we are interested in is the amount of money necessary to begin work and to continue it. The campaigns of which we have record range in their first year appropriations from \$147, which was the amount spent the first year by the Skookum Packers association (packer of Skookum apples) to \$1,000,000, appropriated the first year by the National Retail Furniture association. Most of the second year appropriations naturally increased in size and this is also true of the third year appropriations in most cases. While averages do not mean much they may serve to give you an idea here of the size of the appropriations for the first 3 years. The average of 74 for the first year was \$114,000; for the second year \$132,000; and for the third year \$127,000.

INQUIRY NO. 5. For what period do the members sign up?

Here we have a wide range. In some associations the original pledge or contract or subscription was for as long as 10 years. In others the members agreed to participate for one year only, but in the majority of associa-

When STORMS are raging



You need Fivefold Protection*

DRIVING sheets of rain . . . swirling drifts of snow . . . open trucks roaring for shelter through mud and slush . . . drenched packing cases and grimy hands. Bad weather comes unannounced—at any time.

And what of your merchandise?—Was it ruined? . . . Did cases swell and break? . . . How many customers will receive damaged goods? . . . How many customers will buy elsewhere?

Storms, wrecks, rough handling, prowling thieves—you cannot control these things. But you can safeguard your goods from the time they leave your plant until they are on your customers' shelves.

Only *Fivefold Protection—Good Wooden Boxes can give you the

proper assurance that your merchandise will be delivered in perfect condition.

Thousands of manufacturers have found that *Fivefold Protection is the safest and most economical way of packing and shipping their goods.

The Wooden Box Bureau maintains a competent staff of packing engineers and designers to assist manufacturers with their shipping room problems. Their services cost you nothing—place you under no obligation. If you are confronted with any problem related to the packaging and shipping of your goods one of these men will be glad to call on you.

A convenient coupon is attached. Why not clip and mail it today?

*FIVEFOLD PROTECTION

Good Wooden Boxes safeguard your merchandise against

1. Rough Handling in Transit
2. Hidden Damage (crushed contents, torn labels, etc.)
3. Pilferage
4. Bad Weather
5. Disgruntled Customers



Wooden Box Bureau
111 West Washington Street, Dept. 8188
Chicago, Ill.

Gentlemen: We are manufacturers of

and would like to have one of your engineers confer with us on our packing problems, without cost or obligation.

Name.....
Firm.....
Street.....
City..... State.....



WOODEN BOX BUREAU

of the National Association of Wooden Box Manufacturers
and of the National Lumber Manufacturers Association

CHICAGO, ILLINOIS

tions 3 years is the period of the initial campaign. Where the period is longer the members usually have the privilege, once each year, of retiring from the plan on giving proper notice. It is notable that in the newer campaigns the initial period is rarely shorter than 3 years, indicating that experience has shown this to be the correct one.

INQUIRY NO. 6. What percentage of the industry contributed?

Wide range again. We have instances where campaigns have been started and continued for some time successfully with as small as 20% of the total industry represented. In some few industries 100% was in from the start. The interesting thing about the information obtained from this question, however, is that wherever the information was given it showed gradually increasing participation, never decreasing, and the success of the campaign runs in direct ratio with the percentage of the members included in it.

INQUIRY NO. 7. On what basis were contributions made?

The predominant method is to base subscriptions on sales, sometimes on the average sales for the 2 or 3 preceding years, sometimes on the preceding year, and sometimes on estimated sales for the current year with provision for refund in case shipments do not equal the estimate. There is usually a minimum and maximum amount stated in the subscription form. Two associations which reported very satisfactory results from their campaigns made their subscriptions on a voluntary basis, 2 appropriated their funds from their association's ordinary income, one assessed every member alike regardless of sales, and one on capital rating. Many of those who were good enough to answer our questions attached to their replies copies of their subscription forms, and we have found these very interesting. This is particularly true of the way in which the Soap and Glycerin association collects its funds. It has what it calls an investment contract, rather than a subscription or contribution form. The secretary of this association says in sending us a copy of this, that they have found the term "investment contract" very helpful from a psychological standpoint. They consider that they, as individuals, are making an investment in a joint enterprise which is being carried on purely and simply for the benefit which they will derive from it, and they also consider that their arrangement with the group is a contract to be regarded as sacredly as any other contract. I have a copy of this investment contract.

INQUIRY NO. 8. How are the payments made: (a) by cash payment; (b) by note; (c) in advance or periodically; (d) What percentage of assessments were not collected?

The usual method, judging from our replies, is a quarterly or monthly collection. Sometimes collections are made every 6 months, and in one or two cases annually. We would say that the quarterly collection period is the most common. Almost without exception payment is made in cash. In rare cases notes are taken as assistance to individuals who are temporarily embarrassed. Only 4 associations out of 75 reported any loss whatever from uncollected subscriptions and these 4 estimated amounts uncollected as—one at 15%, one at 10%, one a 5% and one at 3%. That, we think, is a remarkable showing.

INQUIRY NO. 9. Did the campaign go through as planned?

I have covered this with No. 3. My figures show here, however, that 53 out of the 74 campaigns covered went through exactly as planned without any modification, and then, as I have already intimated, some were altered in various ways, a few were discontinued for specific causes, such as the exhaustion of raw material. Only two, I think, reported that the campaign was necessarily discontinued because sufficient manufacturers refused to come in to carry it on.

INQUIRY NO. 10. Was it continued?

By this question we meant to develop whether or not the majority of these campaigns, even though they went through as originally planned, continued after the initial period. We felt that this information would indicate whether the association members were sufficiently sold on the idea after a good trial period to warrant a resubscription, possibly on a new and often a more elaborate plan. I will give you the replies from the 55 who answered. There was some doubt about just what this question meant and several made no reply. Seventeen reported "yes," that is that the campaign was continued after the initial period had been completed. Six reported "Yes, with an increased appropriation." Twenty-five reported "Yes, with a largely increased appropriation," and 5 reported "Yes, with a reduced appropriation."

INQUIRY NO. 11. Was the campaign considered a success, failure or draw, and if successful how were the results measured?

I am going to cover *Inquiry No. 12* at the same time. "What were the principal factors responsible for the success or failure of the campaign?" These 2 questions are similar and were often answered together.

The only way in which I can give you an adequate idea of the experience of these groups is to quote from some of the replies. The American Bottlers of Carbonated Water say that reports "from various sections indicate notable stimulus of trade generally, more extensive advertising by individual members, better selling methods, growing desire for information concerning the industry, increased interest on the part of the public." The Cranberry association: "Yes, the cranberry season lengthened. *Prices increased.* Advertising appropriation returned many times over." (The American Walnut Manufacturers association reported, in answer to our first question, that when the campaign was conceived "there was a production of about 50,000,000 feet a year, of which only 5,000,000 was consumed at home and the balance abroad." In answer to this question, it says that "at the present time out of 55,000,000 feet produced only 15% is being exported and the balance consumed at home." The comment is, "While our campaign was small the members stuck to it through thick and thin, and this steady pounding away over a decade produced results.") The American Metal Lath manufacturers say that as a result of their campaign "consumption increased more rapidly than the building industry." The Salmon Packers, "Prices have increased, with prospect of healthy demand for output." The Associated Tile Manufacturers, "In 1923, sales increased 175% over 1919." (1923 was the second year of their campaign.) In 1927, the fifth year of their campaign, sales had increased 350%

over 1919. The Association of Hawaiian Pineapple Canners say that "Product soon began to rival sliced pineapple. Recognition by the public was noted 6 months after the campaign was launched." The California Fruit Growers say that "The per capita consumption has trebled in 21 years, and the consumption now is fairly even throughout the year." Their success is attributed to the adoption of the trade name "Sunkist." The Common Brick Manufacturers association makes an interesting statement that "Individual members have been stimulated in their marketing methods." The Brass people report that the consumption has increased nearly 300% since their campaign began in 1922. We all know from our own experience how the Greeting Card business has grown. They say that in 1925 the volume was between \$55,000,000 and \$60,000,000, as against \$10,000,000 in 1913, and further that through their advertising they have been able to considerably extend the buying season. The Independent Oil Men of America, which is a very live outfit, say that their success is due entirely to the establishment of an emblem. The India Tea Bureau reports success due to the establishment of a trademark. Personally I have wondered what was going to become of the ice industry since mechanical refrigeration appeared. They are now spending upwards of \$300,000 a year in cooperative merchandising, and they say that "The sale of ice has increased 10% since mechanical refrigeration has come on the market." The Kraut Packers say that the success of their campaign is due to the establishment of an emblem of good kraut, emphasizing the health appeal, [and they also say that a questionnaire sent out by a hotel management to 7841 managers and stewards asking "What is the best seller in food" brought nearly 400 replies in which sauerkraut combinations ranked second. A similar questionnaire sent to 6200 restaurants showed sauerkraut standing first in popularity.] In some ways the kraut campaign accomplished nearest the thing we should have as one of our aims—to dignify the product. [The Oak Flooring bureau says that it has increased the use of oak flooring 1000% since 1909. The Photographers Association of America increased its business 20% the first year, and give as the reason for its success the establishment of an emblem. The Portland Cement association, since 1902, has increased sales 1000% and says direct personal promotion by trained field men, direct-mail, advertising in periodicals, and various other methods of lesser importance were the reasons for the results they got.] The Sauerkraut Surface campaign reports that the output doubled in 4 years. They hope now to "treble the output by 1931," and as the reason of their success, they give the adoption of the slogan "Save the surface and you save all." The American florists say that their volume has doubled in 4 years and largely due to the adoption of the slogan "Say It With Flowers." The Silversmiths, who started in 1926, say that there is a decided increase noted in dealer interest and in public consciousness. The use of raisins, as the result of the Sun Maid Raisin campaign, has more than tripled since the campaign began. The Wallpaper people report that sales have increased and a higher grade of paper is being used today.

That pretty well completes the interesting part of the questionnaire information. We

then asked 2 questions which we thought might guide the next advertising committee if and when a cooperative campaign is undertaken in this industry. "How was the space used, and has any plan been worked out by which regional campaigns have been conducted for the benefit of local contributors?" To the first the answers indicate that almost every form of advertising has been used. The percentage allotted to each form, that is general magazines, women's magazines, newspapers, bill boards, car cards, radio, trade papers, special publications, direct mail, research, varies according to the particular needs of the industry. To the second we can find no record of a satisfactory regional campaign plan, such as was suggested in our own industry a few years ago. Personally I am not sure but that such a plan can be worked satisfactorily, but in these other associations the experience seems to have been that advertising done locally or in restricted areas is best done by the individual, but with copy furnished by the Association or made to tie up closely with the cooperative campaign.

We have tried to give you in all of this collected information some idea of what has been accomplished by other groups whose position, if not identical with ours at the start, was at least similar. We have showed by presenting first-hand information that by far the greater number of those who started on cooperative merchandising found it effective sometimes to an undreamed of degree, and that they continued and are continuing, often with enormous appropriations made voluntarily, willingly and enthusiastically because of the results. They have found it as necessary to their progress and profit as their own individual merchandising, and many of the officers with whom we corresponded say that they do not believe anything would induce their members to cease cooperative activities.

Now, gentlemen, before these various campaigns were inaugurated these industries stood just where we stand today. They didn't know. Being good business men they hesitated to pledge company funds for a cooperative effort which might not work. Many of them had seen it fail before but in these 75 or more industries they did go ahead, and what I have put before you here today is a very brief record of their achievements. We in the Macaroni Industry have one big advantage over them all. We can use their experience to our profit. We can bring into our own service the brains that put these things across. The job which looks to us so indefinite, so vague, so uncertain, and so difficult will not look that way to them. They have a measuring stick to use on us and can, out of their experience, predict with reasonable accuracy what the results will be.

There have, of course, been failures, just as there are individual failures but in every case the trouble can be traced to mismanagement, impatience or dissension within the industry. Without any exception that we have been able to discover success has been attained by every group that has gone through with its program and cooperated freely and completely under the guidance of a competent head.

Well, what are we going to do about it? We have shown that cooperative merchandising in its broadest sense is practical and profitable for industries like ours. We have more information in our files than I have been able to present here, but we have no magic

plan to spring on you which will transform the industry overnight into the kind of a thing we would like it to be. If anything is accomplished it will be by a lot of planning, much hard work, some small sacrifice on the part of the individual for the good of the group, and a vast amount of patience, but it will be well worth while.

Let's not put it off longer. The few recommendations which we make are simple and form only a basis on which to proceed. The only question is whether the individuals which make up this industry are willing to make an investment for larger sales and larger profits in the future, exactly as you would in real estate, in plant, in plant equipment, or in raw material, with almost as certain a chance of getting your money back with satisfactory dividends, and whether you are ready to add into your production costs a very small item to remain there indefinitely as a fixed charge, and to be considered as much of a fixed charge as your raw material, labor and overhead. We have prided ourselves sometimes upon the fact that we are progressive, intelligent business men. Now let's prove it. "Gentlemen, we've got to get down and saw our own wood. Nobody is going to saw it for us."

We recommend:

- (1) That the National association undertake a cooperative merchandising campaign designed to increase the consumption of macaroni, spaghetti, and egg noodles, to improve general conditions in the industry, to establish high quality, to put on a higher and more ethical plane our relations with the trade, and to thus make our efforts more pleasant and more profitable.

- (2) That a minimum fund of \$300,000 be provided for, to be collected equally over a period of 3 years and to be spent at the rate of \$100,000 per year.

- (3) That this fund be collected from the members of the Association and others participating, through a levy of 10¢ per 100 lbs. of total net production of package goods, and of 10¢ per 100 lbs., less a discount of 10%, on bulk goods. According to the 1927 Department of Commerce census we produced about 480,000,000 lbs. of macaroni products in this country that year. At the rate we suggest here; that is, 10¢ per 100 lbs. (which is only 1.2¢ per case of 24-8 oz. packages, or 2¢ per 20 lb. box without the discount which we propose) we would need about 22% of the tonnage in the industry to raise our \$300,000 in 3 years. We think that should certainly be possible. If, however, you feel that this tax is too great the rate may be decreased, but we should keep in mind the fact that as we reduce the rate we necessarily increase the percentage of tonnage necessary to participate.

The discount of 10% which we propose for the bulk manufacturer is not proposed because we think his benefits will be less than those of the package goods manufacturer. On the contrary we feel that they may in some respects be greater. (For instance, would not a campaign to increase macaroni consumption tend to offset the falling off of immigration—your immigrant being a very large consumer of bulk goods.)

We know, however, that bulk business is done on a large volume basis and at a lower rate of profit.

- (4) That this levy be made by means of a pledge which would be irrevocable except

by action of a majority of the board of directors of the Association.

- (5) That payments be made monthly or quarterly in advance direct to the office of the secretary or manager, based on production for the previous month or quarter, or on the same period of the previous year, or on 1/12 or 1/4 of the total production of the previous year.

- (6) That (as the foundation of cooperative marketing is the secretary or manager) before any other action is taken, a special executive secretary or manager be engaged, who has had successful experience in exactly the kind of work we propose to do; that his salary be commensurate with his record and experience; and that his salary and expense be considered a part of the campaign and be paid out of the campaign fund.

- (7) That the campaign be on the broadest possible lines, featuring neither package nor bulk goods, nor products made from any particular raw material. We would not ask consumers of bulk goods to change and use package goods, and we would not ask package consumers to change to bulk, but we would urge them all to use more macaroni, spaghetti and egg noodles. As an Association, we are not interested in whether they buy package or bulk—that is up to you and me as individual manufacturers.

- (8) That there be created within the Association an institute which might be known as the "National Institute," or "The National Council of Macaroni Manufacturers," to be composed of all those participating in the campaign. This to be a scientific body which would set up and vigorously maintain standards of quality and service. Advertising is wasted money unless the product advertised comes up to a set standard of excellence. A device would be created as the symbol of this quality and service, and this device would appear on every container carrying products which met the Institute's requirements, both package and bulk. (It is certain that such a device, produced prominently on bulk containers, could through trade advertising become as important a factor in establishing quality with the jobber and retailer as when produced on the individual package for the attention of the consumer.) The device would also appear in every cooperative advertisement, in every advertisement of the individual member, in all store advertising, window display material, etc., on members' letterheads, bill heads, stock reports, etc. In short the campaign would be built around this symbol, so that within a very short time it would in itself represent a most valuable asset to the Association and to the individual members privileged to use it. We think also that if a really good slogan could be invented it could be very effectively used.

- (9) That the general campaign include a strong educational campaign to jobbers' buyers, retailers, etc., to be carried on largely by the members themselves through mail inserts, direct letters, package and container inserts, etc.

- (10) That the campaign be started entirely independently of the millers, and that if, after starting, they care to come in on our terms we would be glad to have them.

- (11) That the educational work being done now by the Educational Committee be taken over by the person in charge of the merchandising campaign.

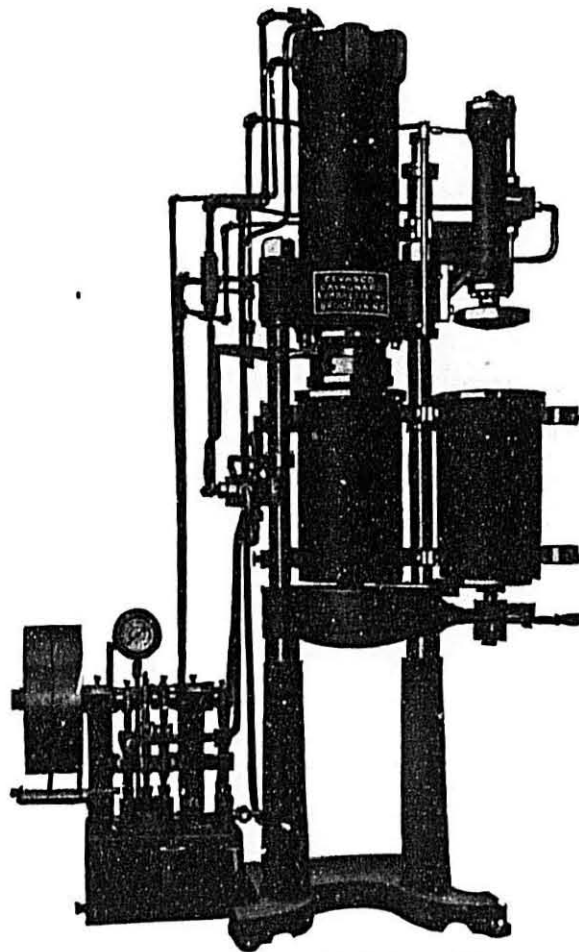
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die
12½ and 13¼ inches

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 arm 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 dies 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

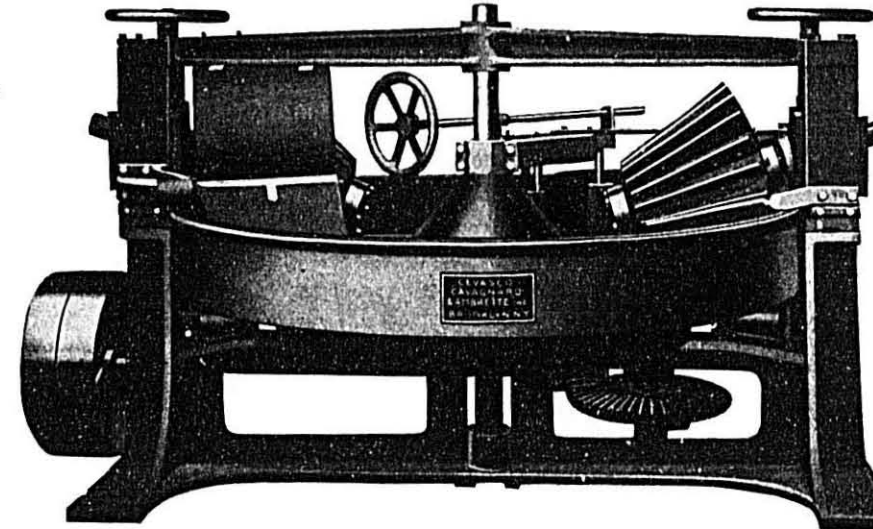
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G-R



The Kneader is a machine of considerable importance in the production of quality macaroni. Many macaroni manufacturers ask the question, "Why don't my macaroni look as good as Mr.?" mentioning the name of some other manufacturer. The explanation is very simple. Mr. is using a properly designed kneader.

Aware of the requirements of this industry, we have designed the Kneader shown above. The proper operation of a kneading machine depends almost entirely on the proper design of the two corrugated cones used for kneading the dough to the proper consistency. After many experiments, we designed the machine shown herewith, which meets the exacting requirements for properly preparing the dough.

This kneader is fitted with an apron to prevent the operator from coming in contact with the revolving pan. Also with a guard to eliminate the possibility of the operator being drawn underneath the cone. Unguarded kneaders have often been the cause of serious injury and sometimes the death of the operator. Both cones are equipped with scraper attachments to prevent the dough from sticking to the cones and revolving with the same, thereby causing much annoyance.

The pan is supported by adjustable rolls which revolve on Timken roller bearings. These supporting rolls are set immediately under the corrugated cones, which is the point of highest pressure. Each cone is independently adjustable and revolves on roller bearings. Due to elimination of unnecessary friction, very little power is required for the operation of this machine.

Built in various sizes up to 76 inches in diameter. Send for our catalogue for further details.

156-166 Sixth Street **BROOKLYN, N. Y., U.S.A.** 159-171 Seventh Street
Address all communications to 156 Sixth Street

156-166 Sixth Street **BROOKLYN, N. Y., U.S.A.** 159-171 Seventh Street
Address all communications to 156 Sixth Street

Report of Cost Committee

By G. G. HOSKINS,
Chairman

At the last convention your president saw fit to appoint a special Cost Committee to study the needs of the industry and to work toward a uniform system of costs.

It was first thought that the most desirable way to do this would be to work through a firm of accountants but after several conferences with accountants and a review of the system used to obtain standardized costs in other industries your committee came to the conclusion that the preliminary work could be done without expense by the Cost Committee and recommended that the policy of this committee be determined at this convention. This decision was approved after a full discussion in the midwinter meeting of members in Chicago.

With this in mind questionnaires were sent to all the members of the association and if we judge by the replies received, the manufacturers would welcome a standard system. Ten were returned out of 99 sent out.

The first page of the questionnaire furnished information that 8 compiled costs monthly, 1 semiannually and 1 annually; 10 believe that a uniform cost system would be practical; 7 would adopt such a system; 2 did not answer that question, and 1 would not adopt a uniform system. Nine would make changes in their present system if necessary to make the results compare with a standard system; 7 would furnish data to a reputable accountant; 3 would not.

We have gone carefully over the costs as submitted on each questionnaire and have made comparisons with last year. We find that the replies this year bear out the statistical data accumulated and given you on mimeographed sheets last year. This information was printed in detail in the Macaroni Journal for August 1928. Therefore we are not going into figures in this discussion, except to say that 23 sets of costs reported for last year and this year indicate that it costs an average of 2½¢ per lb. over and above flour and containers to produce macaroni products without egg. The lowest figure submitted, which can be considered authentic, was 2¼¢.

Therefore with semolina at 3¼¢, taking into account the natural shrinkage, bulk goods would cost in the neighborhood of 6¢ without containers and freight or anything added for advertising and selling costs. I mention these figures in passing for the moral support that they may give to you who are tempted to meet some of the prices on bulk goods that are being made in your territory.

A comment was made, "that a standard cost finding system is impractical in the industry and that every manufacturer knows how much it costs to make macaroni today and every one knows that the product is undersold."

If we are knowingly selling under our cost it is certain that all of the work of the Cost Committee cannot help the situation, but it does seem that if we can create what we will call "cost consciousness" it

will be a definite step toward getting manufacturers to refuse to sell below cost.

We hear on all sides criticism and condemnation of the other fellow, because he sells his goods so cheap. There is a constant agitation among local groups to come to some kind of a price understanding. I am comparatively young in the industry, having been identified with it for only 12 years, but I have observed other industries as well as this one, and while selling price agreements might work for a short time sooner or later the agreements are broken and the industry gets into a more chaotic



G. G. HOSKINS

state than it was at the start. Therefore price agreements are both illegal and impractical.

The other alternative is, therefore, to educate our industry to the point where we are so sure of our costs of doing business that we are conscious that we either make a profit or take a loss on each pound of goods we sell. We are willing to admit that the grade of intelligence represented by the macaroni manufacturers will bear comparison with that of any other industry. We like to think that we are business men with common sense. Does it seem reasonable that the average one of us, possessing the qualifications I have just mentioned, will continue to sell below cost if we know what our costs are?

Volume is a bugbear and we are all alike

**COST COMMITTEE
NATIONAL MACARONI MANUFACTURERS ASSOCIATION**
G. G. Hoskins, Chairman—The Foulds Milling Company, Libertyville, Ill.
A. W. Quiggle—The Creamette Co., 429 First St. N., Minneapolis, Minn.
Ed. Z. Vermeylen — A. Zerega's Sons, Consol., 26 Front St., Brooklyn, N. Y.
Jos. Freschi—Mound City Macaroni Co., Kingshighway and Shaw Av., St. Louis, Mo.
G. LaMarca—Prince Macaroni Mfg. Co., 207 Commercial St., Boston, Mass.

in trying to get it because we believe that with an established investment we can cut our costs if we increase our volume, but when we stop to figure that from the statistical information which we have obtained in our questionnaire the macaroni business would have to be doubled before all the plants are running to full capacity in the months of highest macaroni consumption, we will have to realize that while volume with profit is all right, full capacity cannot be had for everybody unless consumption is increased. Volume at a break even or a slight loss is never justified.

100% of those who replied to our questionnaire believe that a uniform system of costs is practical. I can not think of a cost of operation that would not be common to all plants in the industry. We all grant raw material, labor and packing supplies as costs. Most of us figure insurance and taxes, but when we begin to get down to such items as depreciation, executive salaries, bad debts, expenses and what we might call the indirect costs, we will find that a lot of us are not taking everything into account, but these costs have to be paid and the only way to continue to do business is to have them paid out of the price we get for our goods.

The bulk manufacturer who makes a line of bulk goods does not need the elaborate costs of the manufacturer who makes a varied line of bulk and package goods and is constantly pushing out into new fields to keep up with the changing ideas of the package buyer but he does need an absolutely dependable set of costs. Bulk macaroni products are more or less of a commodity and as such should carry a price which may fluctuate closely with the raw material market. For this reason and since the bulk business must necessarily be done on a close margin, the cost figures although simply kept and simply arrived at must cover every item.

On the other hand, the manufacturer who is branching out with new ideas gets into trouble shortly if he does not have full confidence in his basic costs. My small experience has shown that we can easily kid ourselves into thinking that our costs are right, but when we get right down to a real analysis we find that there are certain items which are not properly allocated to our various lines of product.

A uniformly established system should be of such a nature that it embraces all costs but leaves to the individual manufacturer the opportunity to make those refinements which he finds necessary to the proper conduct of his own business.

It was something of a disappointment to receive answers from less than 15% of our members. We will grant that our questionnaire looked complicated but we know that anyone who has an adequate cost system should be able to fill out this questionnaire in a few hours. We are, therefore, led to believe that 85% of our members are in one of 2 classes—they do not have an adequate cost system from which they could readily draw the figures to fill out our questionnaire; or they were not sufficiently interested in this phase of research to put themselves to a little extra work to answer the questionnaire.

Now that last remark was not in a spirit of criticism. If there is any one here who received that questionnaire and was not interested enough to fill it out, he undoubtedly had a good reason, but the thing we want to know is whether or not the Cost Committee should follow up the research work that it has started and develop plans for a standard system.

Every member of this committee is as busy and has just as much responsibility as other members of the Association. They have been willing to put time and effort behind this proposition but naturally they want to feel that they are doing something that is for the good of the Association and

that meets the approval of the majority of the Association.

We do not believe that the 15% of the whole Association that unanimously voted a uniform cost system as practical should govern the future action of the committee, but we do feel just as strongly now as we did a year ago that a "cost consciousness" must be developed in the industry. We believe that a model cost setup should be submitted to all members to be used as a check against their own system or to be adopted as they see fit. The future action of your president and the Cost Committee will be determined by your action on this proposition here today.

Report of Educational Bureau Jan. 1-June 10, 1929

By Benjamin R. Jacobs,
Washington Representative

The work of the Educational Bureau has been confined mostly to the enforcement of the egg requirements in egg noodles, and the elimination of artificial color in macaroni products.

In the past 5 months I have examined 104 samples of macaroni products that were suspected of being either artificially colored or deficient in egg solids. Many of these samples were purchased by me at retail stores and public markets, while others were sent by manufacturers who were interested in determining whether or not they complied with the Government requirements. Of the 104 samples tested, 15 were found to be artificially colored, and 19 were found to be sufficiently deficient in egg solids to warrant further investigation. Most of the samples found to be in violation were reported to the state or federal authorities. In all cases where samples were purchased in retail stores or public markets, and where the manufacturer was located in the same state that the purchases were made, the complaints were made direct to the state authorities. In all cases where interstate shipments were involved, complaints were made to the federal authorities. In a few instances, complaints were made directly to the manufacturer and distributor, and by agreement with them the violations were corrected.

For example, in New York city a large distributor of egg macaroni products to the retail trade was found to be selling 2% egg noodles which were artificially colored, and which were being sold by the retailer in competition with standard egg noodles. After a meeting between the distributor, the manufacturer and myself, the violation was corrected without the necessity of calling in either the New York state or New York city authorities.

We have now pending a number of prosecutions, none of which has yet been decided, and we are working in close cooperation with the state officials in New York, Pennsylvania, Ohio, Virginia, Maryland, Michigan, Illinois and New Jersey. Other states have been slower to take the initiative in violations of this sort due to the fact that their appropriations for food work are limited, and are expended almost entirely on what they consider more pressing work.

It is gratifying to find that of all the samples that were found to be either artificially colored or deficient in eggs, not one of them

was made by a large manufacturer. They were all made by small concerns whose outputs are largely restricted to local sales, and who are mostly new concerns going into the Cellophane package end of the game.

The transparent package has encouraged a large number of individuals to either manufacture or sell egg noodles under special brands. Usually they carry the name of a woman, and are called "HOME MADE" to give them



DR. B. R. JACOBS

more prestige. As a rule they are very poorly made and are misbranded in that they do not usually have a proper declaration of weight, or they bear statements on the label which are not in accordance with the facts. It has been very hard to control the use of the term "HOME MADE" in these products. Although state and federal food authorities have ruled against its use in factory made products, still they have been very reluctant about taking any cases to court. Usually they are satisfied when they have written a letter stating their objections.

However, in my opinion most of these products which I have just referred to are sold to the consumer because he believes they are really home made and of better selected material than the factory made product, and it is manifestly unfair to the larger manufacturer to deprive him of the use of this term, and still not make more serious effort to have its use discontinued by the smaller manufacturers.

I have visited a number of these smaller plants, and found most of them anything but inviting either as to cleanliness in the plant or as to method of manufacturing or packaging their products. I visited one plant in Cleveland where the woman who made her so-called "HOME MADE" egg noodles had a curtain stretcher on which she had spread a very soiled sheet. On top of this she placed the noodles to dry. From here they were removed to the kitchen where they were packed in the transparent 4 oz. package. The kitchen was anything but clean, and everywhere there were egg shells and empty egg boxes lying around.

This woman stated that she used 250 eggs to 100 lbs. of flour in making her noodles. This would be equivalent to about 7.5% of egg solids in the finished product. Examination, however, showed that the product did not contain even the required 5% of egg solids and that her noodles were artificially colored. This product was selling in one of the high class department stores in Cleveland at 15¢ per package or the equivalent of 60¢ per lb. It was recommended to me by the salesgirl as a high class product.

As already stated, there is no doubt that the work of the Educational Bureau, insofar as law enforcement is concerned, will be confined largely to keeping close contact among the smaller manufacturers, who are selling their products locally but who are nevertheless a factor in the community in which they are established.

After considerable difficulty we have succeeded in eliminating the importation of macaroni products in transparent packages made in Switzerland. These products are practically all misbranded in that they are labeled "Egg Macaroni" products when they contained mostly less than 1% of egg solids. These products had a large sale up to a few months ago. They could be seen in the most prominent places in every high class grocery and department store. They must have had a very wide distribution because everywhere I went I saw them on display. In conversation with a salesgirl in one of the large department stores I was informed that that they were recommended for making fancy colored salads. The customer was induced to buy packages, one red which contained tomatoes, one green which contained spinach, and one yellow which contained eggs. In making a salad it was recommended to cook each package separately, and to place some of each color in the same dish dressed with pimento peppers and mayonnaise dressing. It was supposed to make a very attractive dish, and probably did.

However, in the future these products will have to be sold for what they are, and not as egg macaroni products.

Last February I appeared before the Ways and Means committee of the House of Representatives in Washington, and presented the case of the macaroni manufacturer for an increase in the rate of duty on macaroni products imported into this country. As you all know, the present rate of duty is 2¢ per lb., and at this rate there are about 10 million pounds imported annually. This is a considerable reduction from the 130 million pounds that were imported annually before 1914. Of the 10 million pounds imported at the present time, about one third are noodles which are carrying the same rate of duty as plain macaroni.

aroni products, so that the eggs in the imported egg macaroni products are entering into this country duty free. On the other hand the American macaroni manufacturers, who are making egg noodles containing 5.5% of egg solids, are paying just exactly 1c per lb. duty on all of the standard egg macaroni products they make. The duty on dried eggs is 18c per lb., and it requires 5½ lbs. to each 100 lbs. of flour, therefore the duty is 5½ times 18 or 99c duty for each 100 lbs. of egg macaroni products made. We asked the committee for an increase of 1c per lb. on egg macaroni products to offset the duty that the American macaroni manufacturer is paying, and we also asked that if there is an increase in the import duty on egg products that the amount given the macaroni manufacturers be increased sufficiently above 3c to compensate for this difference.

The new Tariff Act, as it passed the House, carries the 3c rate for egg macaroni products, and under the flexible provisions of the act the President is authorized to increase the duty 50% if in his opinion the rate is not an equitable one. We are therefore letting the matter rest until the Senate has passed the bill, and at that time if we find it necessary we will go before the Tariff Commission and request a further increase in the rate to cover any differences between the import duty paid by American macaroni manufacturers on imported eggs, and the rate paid by foreign macaroni manufacturers on the egg they import as egg noodles.

The Canadian government has recently ruled that egg macaroni products imported into Canada shall bear a higher rate of duty than plain macaroni products. The rate on

plain macaroni products is \$1 per 100, while the rate on egg macaroni products is 27% ad valorem. This is a greater difference than we have asked for in this country, but since there is no differentiation at all made in the present Tariff Act between plain and egg macaroni products we should be satisfied at the present time to get recognition of the difference, and then later to work for a fair rate which will carry full recognition of the difference between the two products.

A very important phase of the work of the Educational Bureau has been in the preparation of specifications for semolina and egg products purchased by manufacturers. These specifications have been submitted to the Board of Directors, and no doubt they will be acted on. But I wish to urge the necessity for some action which will create a better understanding between yourselves and the people from whom you buy your raw materials.

Numerous controversies have arisen between macaroni manufacturers and millers, for example, based on the difference of opinion of the grade of semolina that was contracted for and the grade that was delivered. Almost invariably the miller questions the accuracy of

analysis, or he questions the methods of analysis, or he questions the value of analysis in the evaluation of semolina. I have here correspondence between a manufacturer and a mill, and this is only one instance where this subject has arisen. I believe that it is possible for us to get together with the miller and arrive at some method of evaluation, so that these questions will not arise and so that you will have a better opportunity to recover claims for the delivery of inferior goods. I want to take this opportunity to recommend that the Standards Committee of our Association be given this problem to work out, and that the chairman make arrangements with the millers so that they may appoint a committee to work with us to this end. We have amassed a large amount of information on this subject. There is no doubt that the millers also have a great deal of information that will be very useful in arriving at some basis of evaluation.

I want to take this opportunity to thank all the manufacturers present who have so generously cooperated with us in our work, and I hope that this spirit of cooperation will continue so that we may all receive the greatest possible advantage from it.

Report of Membership Committee

By A. IRVING GRASS,
Chairman

The following is the report of the activities of the chairman of the Membership Committee throughout the past year and of the entire committee serving at this convention:

We have worked diligently to help the membership situation for the good of the National association and of the firms who have seen the light. Since the Chicago convention, and with the assistance of our

FOR SOUPS AND BABY FOODS
The Lenner Patent New Type Egg Barley Machine produces 1200 Pounds of Uniform Granules per day sifted into small, medium and large sizes.

EGG BARLEY

IS DRIED
ON TRAYS
IN THE
SAME WAY
AS NOODLES
AND SHORT CUT
MACARONI



EGG BARLEY

PASTES
CAN BE
MIXED
WITH ANY
ORDINARY
DOUGH MIXER

THE CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, Ill., U. S. A.
HYDRAULIC PASTE-GOODS PRESSES AND PUMPS. COMPRESSED AIR AND GRAVITY TYPE ACCUMULATORS
DOUGH BRAKES NOODLE MACHINES DRYERS KNEADERS MIXERS TRIMMERS

ELMES
SINCE 1851

secretary-treasurer, M. J. Donna, we have succeeded in signing up the following memberships:

Kentucky Macaroni Co., Louisville, Ky.
A. and P. Products Corp., Brooklyn, N. Y.
Maravigna Macaroni Co., Boston, Mass.
Busalacchi Bros. Macaroni Co., Milwaukee, Wis.
West Virginia Macaroni Co., Clarksburg, W. V.
Catelli Macaroni Products Corp., Montreal, Can.
Mrs. C. H. Smith Noodle Co., Ellwood City, Pa.

During this convention in New York the following firms have shown the proper spirit and made applications:

Westchester Macaroni Co., Mt. Vernon, N. Y.
Metropolitan Macaroni Mfg. Co., Brooklyn, N. Y.
Wyckoff Macaroni Co., Brooklyn, N. Y.

We have also a number of live prospects—all splendid fellows that should belong and we ask the cooperation of our entire membership in getting them and other eligibles to put their names on the dotted line of an application, now or as soon hereafter as possible.

Your committee feels that there should be a key man in different districts to get into personal contact with the prospects. The time is not far distant when a macaroni and noodle manufacturer will be ashamed to admit that he is not a member—that he will not wait to be asked to join but will volunteer his application.

It has been a pleasure to work for the association's extension and with a little more "pull together" we should succeed in making our association the strongest and best trade organization of its kind.

A. Irving Grass (Chairman),
Frank Patrono,
Louis S. Vagnino.

Resolutions

Our President and the Directors
Whereas, our president, Frank J. Tharinger, who has gloriously carried on the work of the National association during the past term, his first in that office of honor and responsibility, served with credit to the entire industry, sparing neither time, expense or energy in the utmost fulfillment of his duties, and

Whereas, he has presided over this convention, fairly and impartially, to members and visitors, and

Whereas, the 1928-1929 board of directors have to the very best of their ability supported the executive and acted in accordance to the wishes and desires of the rank and file of the National association, giving to their duties as directors much valuable time, making frequent long journeys at their own expense, for pure love of their work, therefore, be it

Resolved, that we extend our fullest appreciation of their loyalty and our thanks for their service so willingly and efficiently rendered.

Our Employees

Whereas, our Washington representative, B. R. Jacobs, has ably represented our Association in the nation's capital, ever watchful of our interests, and

Whereas, our secretary-treasurer, M. J. Donna, has served faithfully and efficiently at our headquarters in Braidwood, Ill., and most satisfactorily edited our magazine, The Macaroni Journal, in a way to cast favorable reflections on our industry, therefore be it

Resolved, that to each of them we express our appreciation of their services and approval of their actions.

Appreciation of Committee Work
Whereas, several standing committees

have labored diligently throughout the past year, each at their respective duties, and

Whereas, the various convention committees have kept faithful adherence to duty, even at sacrifices of time and pleasures, therefore be it

Resolved, that we thus publicly express our appreciation of their services, which in some instances, were performed at the personal expense of the members, particularly of the chairmen, namely:

Macaroni Cost Accounting, G. G. Hoskins; Macaroni Publicity, R. B. Brown; National Association Membership, A. I. Grass; Uniform Contract, G. Guerrisi; Compensation Insurance, Wm. Culman; Convention Entertainment, E. O. Challenger; Convention Business, The Association Officers; Convention Publicity, W. A. Schmitt; Ladies Reception, Mrs. Henry Mueller.

Appreciation of Entertainment

Whereas, annually much attention is given to social side of the convention for the entertainment and comfort of increasing numbers attracted to the conferences of the Macaroni Industry of America, and

Whereas, several agencies have liberally contributed of their time and money to make our stay in New York most enjoyable almost every minute of the 3 days, therefore, be it

Resolved, that we unite in expressing our appreciation and thanks to our hosts:

C. F. Mueller Company of Jersey City for its splendid afternoon and evening entertainment on the first day of the convention, and to all who in any way aided past President Henry Mueller to so pleas-

ingly manifest his appreciation of past honors, so willingly conferred.

The Eastern Macaroni Manufacturers and Allied Tradesmen who arranged and provided for so much diversified entertainment which we all so thoroughly enjoyed.

The officials of the International Mercantile Marine Company and the officers of the S. S. Majestic for their personally conducted tour of this world's biggest and best ocean liner and for the very delicious luncheon served our members and guests the afternoon of the second day.

The splendid and earnest working Ladies Committee that so pleasantly looked after the welfare of the visiting ladies.

The Joint Convention Entertainment Committee, especially its Chairman, E. O. Challenger, who for weeks prior to the convention days and during our stay here kept foremost in mind our happiness and amusement.

Resolved, further that as an additional outward show of our delight the audience arise in approval of these resolutions expressive of our sincerest feelings toward these wonderful hosts, separately and collectively.

Equitable Insurance Rates

Whereas, there is an apparent discrimination against macaroni manufacturing plants in several states in the matter of premiums charged for Compensation Insurance, and

Whereas, the number of accidents due to carelessness in older days may have warranted higher rates, and

Whereas, with improved machines, rates based on the current number of accidents would be a fairer rating, therefore, be it

Resolved, first, that a concerted, well sustained, fully supported and properly directed Safety First Campaign be inaugurated in every plant in the country, by fully convincing the employes of the importance of such a campaign, warning all machine workers and drivers of their danger, of safeguarding every dangerous mechanical device, not only as required by factories rules and regulations of our respective states, but as a duty to our employes' safety and well being, and be it further

Resolved, that the Macaroni Manufacturing Industry in every state in the union join in a general demand for lower, fairer and more equitable compensation insurance rates.

Improving Macaroni Wheats

Whereas, the quality of macaroni wheats, particularly that of Amber Durum, has been deteriorating in protein and color through mixing, careless harvesting and shipping so that the high quality original strain of this very neces-

sary wheat has practically disappeared in many sections of the northwest, and

Whereas, this wheat proves a most valuable crop in certain sections of the country and is almost indispensable in macaroni making, therefore be it

Resolved, that we urge the Federal and the interested State Departments of Agriculture to give serious attention to the matter of macaroni wheat improvement and that the Macaroni Industry join with all agencies that seek to educate the wheat growers to sow and harvest more carefully to the end that the quality of our basic raw material be improved.

Speakers

Whereas, several speakers during this convention have given freely of their time and advice in some of the most interesting addresses to which it has ever been our pleasure to listen, therefore, be it

Resolved, that we extend to each and all of the following our warmest thanks for the valuable time given in preparation and delivery of helpful and appreciated addresses:

L. S. Vagnino, T. Roberts, Miss Elizabeth Hallam Bohn, F. Traficanti, Dr. D. R. Hodgdon, Miss Marye Dahnke, L. E. Cuneo, Miss Marion B. King, Dr. Comm. A. H. Giannini.

Whereas, The Macaroni Publicity Committee, through its able chairman, R. B. Brown, has presented a most learned report of its research into trade association cooperative advertising, and

Whereas, this report should be thoroughly studied and fully digested in order

that proper action be taken along recommended lines, therefore be it

Resolved, first, that the report of the Publicity Committee be approved, and

Resolved, second, that it is the conviction of this Convention that in the best interests of the Association and all its members, a Cooperative Merchandising campaign of the general character and according to the general recommendations contained in the report be planned and put into execution without delay and that to this end the entire matter be referred to the Directors of the Association with instructions to proceed as rapidly as they deem advisable with the making of the plan, the solicitation of the individual members, the securing of the necessary pledges, and, finally, with the execution of the campaign.

(Motion by Mr. Toomey—Seconded by Mr. Grass.)

Convention Sidelights

(Continued from Page 3)

"Fact and Figures"—L. S. Vagnino had them all guessing the first day.

Among the newcomers who apparently fitted most naturally can be mentioned Giuseppe Maravigna of Maravigna Macaroni Co., Boston; John Buscemi of Metropolitan Macaroni Co., Brooklyn; Carmello Gugino of People's Macaroni Co., Buffalo; Louis Roncace of Philadelphia Macaroni Mfg. Co.; Philip Moreschi of F. Pepe Macaroni Co., Waterbury, Conn.; P. Rialmuto of Roman Macaroni Co., Long Island City; Rudolph Jonke of Schneider's Egg Noodle

Co.; Giuseppe Orlando of West Philadelphia Macaroni Mfg. Co.; R. V. Golden of West Virginia Macaroni Co.; J. Coniglio and L. E. Riisi of Wyckoff Macaroni Co., Brooklyn.

Out of the west where the tall corn grows came tall C. B. Schmidt with his long cigar. Carl is everyone's friend.

A. Lambrosa, large of frame and with his nice mannerisms, ably represented the Brooklyn Macaroni Co.

Macaroni machinery business may not be so good, but the Consolidated Macaroni Machinery Co. of Brooklyn honored the convention by sending its 3 big guns, C. Ambrette, J. DiFrancisci and N. J. Cavagnaro.

J. J. Cavagnaro of Harrison, N. J., represented by A. C. Cavagnaro, treated the visitors to copies of the New York World, each morning editions of that paper being placed at the doors of macaroni manufacturers' rooms.

G. Teyssier of Italo-French Produce Co. of Pittsburgh, Pa., has a host of lady friends everywhere he goes. It was his first convention and it pleased him to a "T."

S. Viviano of Carnegie, Pa., brought along some fine posters showing chefs properly blending macaroni and sauce; also was accompanied by what Salvatore says is the champion spaghetti chef in the world, his missus. And how she can cook spaghetti! Ask Tharinger and Hoskins.

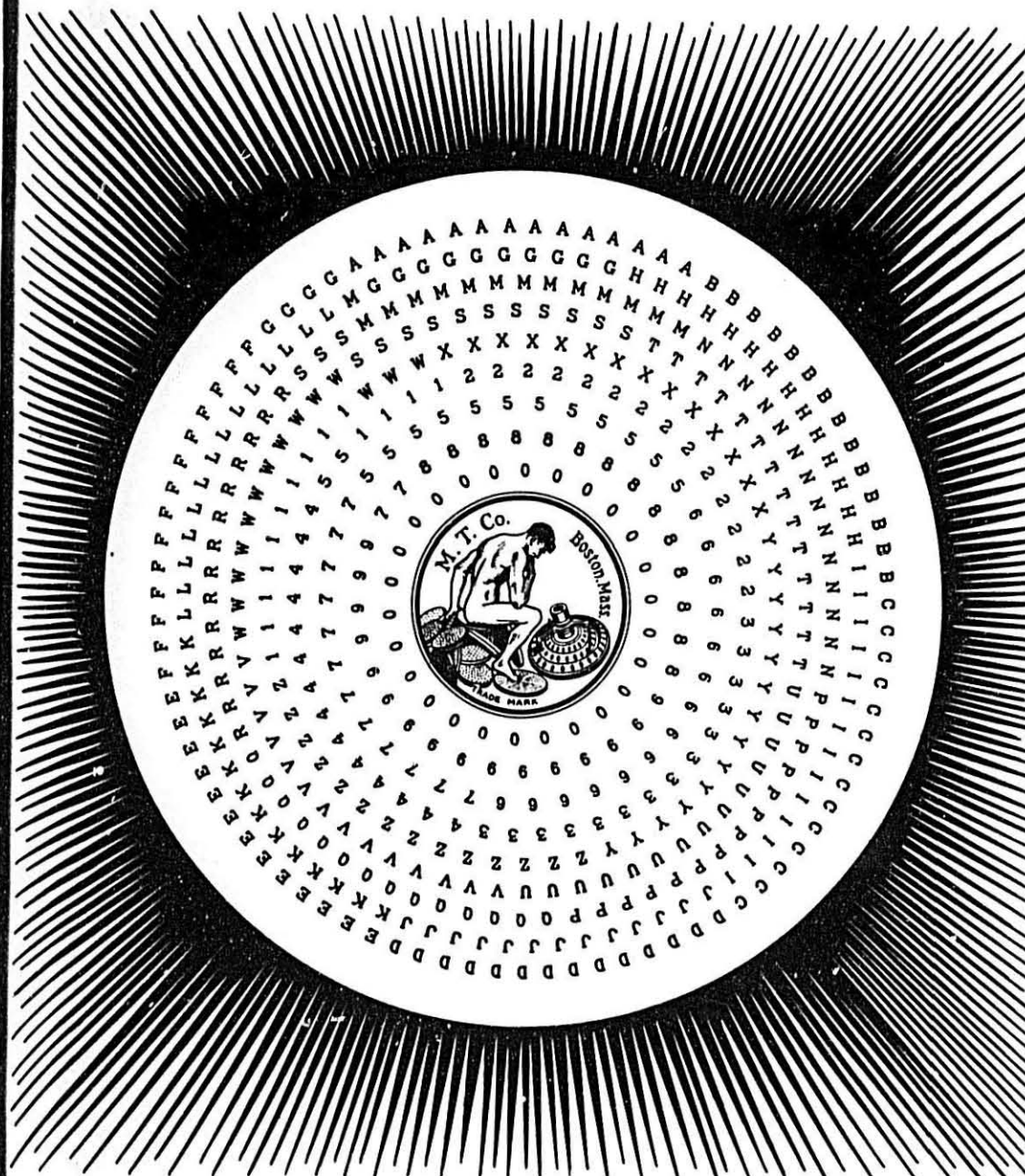
Our friend A. A. Bianchi of Italia Macaroni Co., Worcester, Mass., must have a bodyguard and being unable to coax a lady along, he brought friend J. J. Marone.

Samuel Mueller rarely attends conventions, Henry doing that for the firm, but Samuel surely was in the midst of everything in New York. Look for him at the convention wherever it may be held.

Dr. Jacobs was sitting pretty throughout the convention, ladies always on hand and at this command. No, we are not envious, just honest. And his cool but gay summer suits—wow!

A Frost

G. G. Hoskins has a way with the ladies that is all his own. He likes them



The Highest Accomplishment of Perfection in Die Making

Another Product of

MARIO TANZI COMPANY

Mfrs. of Macaroni Dies

348 Commercial St.

BOSTON, MASS.

Majestic Captain Sends Regrets

On Board S. S. "Majestic"—New York Harbor June 19, 1929.

Edgar O. Challenger, Chairman Entertainment Committee, Macaroni Manufacturers Convention.

Dear Challenger:

I am so sorry that, owing to other engagements, I shall not be able to join you at luncheon on board today.

Captain Jackson (Staff Commander) has gone to Philadelphia so I must make his apologies also.

I trust that in spite of the hot weather you have an enjoyable time.

Please convey my regrets to the National Macaroni Manufacturers Association that I am unable to be with them at luncheon today. With kindest regards,

Very truly yours,

(Signed) W. Marshall.

(Captain William Marshall, R. N. R., Senior Captain S. S. Majestic and Commodore of the White Star Fleet.)

Among Those Present at Macaroni Manufacturers Convention

New York City, June 18-20, 1929

Table with 3 columns: Name, Firm, City. Lists attendees such as William Culman, A. Lambrosa, E. Angelicola, etc.

pretty—pretty often. At the dinner dance he picked out a peach for a twirl around the floor. On his return C. S. Foulds asked, "The young lady looks like she's from Ireland." Glenn—"No, she's from Iceland."

Overcoat for Sale

A. Irving Grass, the hustling chairman of the membership committee, left Chicago wearing a heavy spring coat—gay and attractive in color. On the last day of the convention he carried it around on his arm, tagged with the notice, "For sale, cheap; a good overcoat. New York has the most hellish weather."

Well Supported

Henry D. Rossi is a neat dresser but occasionally overlooks some little things. Hurrying for the train he found a sock hanging and, thinking that he had forgotten a supporter, he purchased a new pair in Chicago and then on attempting to put them on, to his surprise he found that he had 2 on, only one being hooked properly.

Abstemptuous

This might sound like a joke, but it's an absolute fact. Our president, Frank J. Tharinger, is a hearty breakfast eater and among other foods must have his bran. One morning, when hungrier than usual, the waiter opened the bran carton and prepared the contents with plenty of sugar and cream. As Frank was about to consume the cereal he noticed that it was not as it should be. He called to the waiter:

"Here, take this away, immediately."
Waiter—"Why, what's the matter with it?"
Prexy—"The bran is full of weevils."
Waiter—"My kind sir, little things like that won't hurt you."
Prexy—"I know, but today's Friday!"

Millers Were Represented

As usual the durum millers turned out in large numbers to the New York convention. In fact several of the sales organizations held round table meetings of their own. From a study of the registration list, the Pillsbury Flour Mills company led with 10; next came the Washburn Crosby Co. with 9; Commander Mill Co. and Minneapolis Milling company were tied with 6 each, and 2 firms, King Midas Mill Co. and Duluth-Superior Milling company, were also tied with 5 each; and Capital Flour Mills with 4 delegates. This tabulation may be incorrect in that it probably does not in-

Table with 3 columns: Name, Firm, City. Lists attendees such as Frank L. Zerega, E. Z. Vermeylen, Ralph Mastrojanni, etc.

clude some representatives who registered as individuals rather than salesmen of their firms.

A Freeze-out

Our secretary-treasurer's head is not adorned with flowing locks and yet he was hardly in the race for the honor of being the most baldheaded man in the convention. However, he received as fine a trim as one ever gets at the hands of other than barbers, when the neat little waitress in the Astor did some unexpected cutting.

Said Donna—"See here, young woman, my cocoa's cold!"

Said Waitress Bold—"I can't help that; if that blamed thing's chilly, put on your hat."

Wide and Handsome

John Ravarino lost his hat during the convention, left it in some one's room. He went to the haberdashery to buy a new lid. A clerk eager to make a sale, tried on one that was several sizes too large for John, in fact the rim rested on his ears. "A wonderful fit, old man," said the hat clerk. "Yeh," answered Ravarino, "but—suppose my ears get tired."

At Luna Park Swimming Pool

Edward Rossotti, the sheik lithographer, found his match in the person of a fair bather. Thinking to compliment her on her shape, he said, "Sweetie, I can't see how you get into that bathing suit."

Beach-re replied, "You're darned right, you can't."

Knew What He Wanted

Ted Molinari, a down east Yankee, from Boston, knows what he wants, and how! To a nice maiden whom he met on the "air whirl" at Luna Park, after paying for their second ride, he said, "Do you believe in the hereafter?" Babe—"Why er-a-yes." Ted—"Well, how about a little necking? That's what I'm hereafter."

Under Supervision

Friend: "Say, Cunco, when in New York, did you do as the New Yorkers did?"

Larry Cunco: "No. I had my wife along with me and I did as she did."

In Dad's Footsteps

Thomas H. Toomey of DeMartini Macaroni company is proud of his 18 year old son that tops 6 feet 2 inches. He introduced him to Secretary Donna the first day of the convention. The natural

87 macaroni manufacturers representing 57 manufacturing firms and 89 allied tradesmen representing 43 firms and organizations made up the record-breaking registration at the New York city convention of the Macaroni Products Manufacturing Industry of America June 18-19-20, 1929.

question was propounded: "What does that young boy of yours do?" Toomey—"He's a girl scout." Donna—"You mean a boy scout, do you not?" Toomey—"No, he's always out scouting for girls."

Patience—a Virtue

Every one who attended the convention with one exception agreed that the speakers were both interesting and considerate. They all made their points early; none was wearisome as is often the case with some speakers when they get the floor.

The exception was one of those who attends conventions for sociability. All talks are long ones to him. He entered the convention hall in the middle of a session and conveniently dropped into the back row of seats. Soon he began to fidget. Finally he leaned over to a friend of the speaker and whispered: "How long has he been speaking?"

"Some 20 or 30 years, to my knowledge," replied the speaker's friend, "I don't know exactly."

"I'll stay, then," decided the impatient one, "he must be nearly done."

A Case for Willebrandt

A well known member of the industry (name deleted) had celebrated vehemently, and not too wisely. Just where, none seemed able to discover. He arrived at

the hotel about 3 a. m., managed to reach his room on the sixth floor, but made so much fuss attempting to unlock the door that a friend in nightly attire, from down the hall, was heard to say:

"Smatter down there. Have you no key, Jack?"

"Gotta key all right," said the noisy one, "but wouldja jussasoon throw me a few keyholes?"

Safety First

A. J. Fischer is a great admirer of beauty but he is, nevertheless, most cautious. In the dining room one evening, lonesome for someone back home, he was attracted by a lovely creature that was dining alone. His sympathetic heart longed to cheer some one. Who needed it more than this lonely damsel? Calling a waiter, he said:

"Has the lady at the next table paid her bill?"

"Yes, sir!" replied the waiter.

"Good, then I can make eyes at her."

Must Keep a Book

Martin Luther is not exactly slipping but his memory, in certain things, is failing. Strolling along Broadway in the early morning after midnight, a beautiful thing accosted him and said, "Don't you remember me? I was your sweetie not

so long ago." Martin, languidly, "Oh, yes! Let me see! What's your cereal number?"

Show Fusilli Die Product

"Fusilli" spaghetti, or spaghetti with a regular twirl, manufactured by the Victoria Fusilli company of Brooklyn, N. Y., from a newly invented die made by the M. Tanzi company proved quite an attraction at the convention. The die now makes the coiled spaghetti that was formerly laboriously made by twirling a strand of spaghetti around a small rod. The product exhibited was Cellophane wrapped, contents 1 lb. and labeled "con il buco."

Captain Wm. Marshall, R. N. R., able and popular Senior Officer of S. S. Majestic and Commodore of the White Star Line Fleet, who regretted that a previous engagement prevented him from personally greeting the macaroni manufacturers and their guests on the occasion of the luncheon aboard his renowned passenger-liner and subsequent inspection tour.



Convention Entertainment--- Varied and Elaborate

Never before were delegates to a National Conference of the Macaroni Products Manufacturing Industry so well entertained as they were in New York city, June 18, 19 and 20. "Why, you are even showing New York to New Yorkers" exclaimed many of the downcasters with reference to the extensive program of entertainment so carefully planned and so well executed by the joint convention entertainment committee. Among the 300 or more who daily joined in the pleasant features were some New Yorkers who, for instance, had never before inspected an ocean liner in port, circled the little island of Manhattan or played in the world's most renowned playground, until the occasion for doing so was presented by the Macaroni Convention committee.

The special convention committee and the association officers who aided in preparing the entertainment program were given unstinted praise not only for the amount but for the quality of the pleasure program. The appreciation was extended to the many firms who contributed financially and otherwise toward this feature.

The C. F. Mueller company with the collaboration of Baron C. Collier provided a delightful outing and a wonderful shore dinner the afternoon and evening of the opening day. Staid business men became boys once more enjoying the jollicking rides and swings at Luna Park, feeding the elephants and applauding the circus acts in a special performance. Boarding special buses shortly after the luncheon adjournment nearly 300 conventioners sped across Greater New York under police escort. The macaroni men had the right of way through the red, green and yellow traffic regulation lights and reached Luna Park on Coney Island in record time. On their arrival a circus parade awaited them and 4 abreast the visitors followed the elephants around Luna Park to the pavilion where both still and motion pictures were made. Later they enjoyed a special performance of the Luna Park Circus with C. H. Rider of Baron C. Collier Co. as assistant ringmaster. With pockets bulging with tickets admitting them to all the rides and special features the conventioners then spread throughout the grounds seeking personal pleasures until dinner time when a shore dinner was provided by the C. F. Mueller Co. in the Luna Park Auditorium at 7:30 p. m.

The menu cards were an imitation of the Mueller package, white centers and blue ends. In the blue ends were printed scenes of Luna Park and in the center appeared a welcome by past president Henry Mueller which read:

**"Welcome, thrice Welcome,
ye men of the hour,
Who furnish spaghetti for
vigor and power—
May this little dinner appeal
to you all,
And remember, you're wel-
come whenever you call."**

—Henry Mueller.

At the head table presided Henry Mueller, supported on his right by President Frank J. Tharinger and on his left by the gracious Mrs. Henry Mueller. Other members of the C. F. Mueller Co., directors of the National association and representatives of Baron C. Collier Co. had places at the head table. During the dinner music was provided by the Luna Park orchestra and group singing of popular songs enjoyed. The menu enjoyed by the guests was as follows:

Queen Olives, Celery, Radishes
Sweet Pickles
Clam Cocktail, Meunier
Clam Chowder, Manhattan Style
Broiled Penobscot Lobster.
Pommes Duchesse
Broiled Spring Chicken on Toast
Golden Bantam Corn New String Beans
Baked Spaghetti, Parmesan
(As a change from potatoes)
Hearts of Romain, Russian Dressing
Spumoni and Cake
Roquefort Cheese Assorted
Crackers Fruits
Demi Tasse

At the conclusion of the dinner several short addresses were made after which the guests were asked to enjoy the dancing downstairs or the various pleasures which Luna Park provided. Just before this the guests' appreciation of Henry Mueller's treat was manifested by a general chorus of "He's a Jolly Good Fellow" while Henry was carried on the shoulders of several stalwarts through the dining hall. Bus tickets were provided enabling the guests to return to their hotels or homes at leisure.

The thrill of eating aboard the world's largest ocean going passenger ship and later a stroll around the 13 decks that make up the passenger carrying depart-

ments of the S. S. Majestic were accorded the convention delegates and visitors through the courtesy of the International Mercantile Marine company. This was the feature of the afternoon's entertainment of Wednesday, June 19. Buses carried the macaroni men and their ladies to pier No. 59. On arrival they found the tables on the main deck of the first class portion of the ship laden with good things to eat, specially prepared for the guests by the renowned manager of the Ritz-Carlton restaurant, Sig. M. Boscasso. The luncheon was complimentary to the members and guests of the National Macaroni Manufacturers association by the White Star Line, owner of the S. S. Majestic. The meal was one of the most pleasing ever served aboard ship and the landlubbers did ample justice thereto.

MENU

Fruit Cup Majestic
Bagrattion (Gras)
Fried Yellow Peas
Spaghetti Calabraise
English Mutton Chop—Broiled Tomatoes
Cauliflower au Gratin
French Fried Potatoes
Salade Waldorf
Caramel Custard Pudding
French Pastry
Ice Cream
Coffee

Following the luncheon the party was divided into groups and led by expert guides throughout the ship from stem to stern, from top deck to boiler rooms. The host gained for the White Star Line many friends and boosters for the S.S. Majestic and her sister ships among the macaroni manufacturing industry and allied trades, who so thoroughly enjoyed the party aboard ship.

Two hundred sixty-five ladies and gentlemen, many in formal attire, provided the setting for the beautiful picture that the annual dinner of the National Macaroni Manufacturers association proved to be in the Astor hotel the evening of Wednesday, June 19. Tables were beautifully decorated with flowers in season, and so grouped around the speakers' table that everybody heard and saw all that was going on in this, the greatest of the Association's parties. Mr. Challenger and his committee had provided most appropriate 8-page menu cards which bore the national colors on a beautiful semolina tinted base, and in addition contained the names of the speakers and entertainers, the officers of the Nation-

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al association and the committee on arrangements.

Headed by President Frank J. Tharinger, supported by Henry Mueller, association adviser, the guests paraded to places at the 27 tables to the strains of a stirring march and at a sign from Toastmaster Edgar O. Challenger were seated, making as beautiful a picture as was ever seen in the beautiful and historic North Ballroom in the Astor hotel. The banquet menu was as follows:

- Cantaloupe Rafrachi
- Minestra A L'Italiene
- Celery Salted Nuts Olives
- Filet of Boston Sole Florentine
- Macaroni Bolognese
- Boned Long Island Duckling Rossini
- Fruit Salad Astor
- Gateau Glace Palermitaine
- Petits Fours
- Friandises
- Moka
- Cigars and Cigarettes

After the guests had done justice to the meal Toastmaster Challenger presented Frank J. Tharinger, president of the National association, who welcomed the guests to the annual get-together feast of the association, calling on all to be sociable and friendly throughout the year as they should be during the banquet, which he hoped all fully enjoyed. The toastmaster then presented Paul Meyer, editor of The Theater Magazine, who gave a short entertaining address and later introduced Dr. A. H. Giannini, Chairman of the Board, Bank of America, National Association, who delivered a strong address on "Faith as the Basis of all Successful Business." Senator Evan B. Davies then gave a humorous talk and was followed by "Mar-Vee-Lous" Maurice, who entertained with sleight - of - hand work and jokes. Group singing of popular songs was enjoyed throughout the evening and dancing followed the banquet.

Au Revoir

For the reason, perhaps, that the ride around Manhattan island provided relief from the torrid heat that prevailed in town, many of the guests voted that feature of the entertainment as one of the most pleasing on the program. Buses took the guests to the Battery where they visited the Aquarium, seeing many strange fish and other ocean creatures. A special boat was completely filled by the guests who had to satisfy their hunger with hot dogs and soda water in the absence of a lunchroom aboard. The boat left the point of the island about 2:30 p. m., proceeded up the East river under the large bridges that connect

New York with Brooklyn, steamed past the Navy Yard, the yacht harbor, New York's penal institutions, then through the Harlem river into the Hudson, south along the Palisades, past the numerous wharves in which were seen dozens of foreign vessels, to the point of beginning, approximately a 3-hour trip. During the trip a "spieler" pointed out places of interest. Buses carried the guests to their hotels where final farewells were said as the manufacturers and allied tradesmen and their ladies parted to meet again at the 1930 convention of the National Macaroni Manufacturers association, to be held somewhere next June.

Attractive Cellophane Exhibit

The Du Pont Cellophane company had a most attractive display of Cellophane wrapped macaroni, spaghetti and egg noodles in the hallway leading to the convention hall in the Astor hotel. It was in the hands of capable and courteous representatives who answered hundreds of questions daily. A constant stream of manufacturers filed slowly past the exhibit that sold the "eye appeal" idea as one of the surest means of popularizing macaroni products. C. W. Bollinger and B. C. Robbins of the

New York office of the Du Pont company had charge of the exhibit.

Foreign Congratulations

A congratulatory cablegram from Italy and a telegram from Canada were read at the convention expressing regrets of inability to attend and wishing the convention every success. One came from Flice Maldari, former official head of F. Maldari & Bros. of New York but who has long been in Bari, Italy, where he is in the banking business.

The other message came from H. Constant of St. Boniface, Can., who has been a very regular attender. Business prevented him from going to New York this year.

New Western Connection

Braly & Company of 1754 No. Main st., Los Angeles, has been appointed exclusive agent in the state of California for the Consolidated Macaroni Machine Corp. of Brooklyn, N. Y., the well known manufacturer of macaroni machinery. Mr. Braly and Mr. Triulzi of the above firm will have personal charge of sales and erection.

Some people waste a lot of energy climbing mountains before they are even in sight.

Official Figures on United States Macaroni Imports and Exports, 1900 to 1929

Imports		Fiscal Year (Ending 6/30)		Exports	
Pounds	Value	Pounds	Value	Pounds	Value
18,608,037	\$ 820,163	1900	a	a	a
18,186,399	735,239	1901	a	a	a
23,780,756	974,929	1902	a	a	a
29,670,190	1,200,418	1903	a	a	a
40,224,204	1,617,634	1904	a	a	a
53,441,080	2,083,833	1905	a	a	a
77,726,029	2,941,204	1906	a	a	a
87,720,730	3,479,824	1907	a	a	a
97,233,708	4,009,995	1908	a	a	a
85,114,003	3,676,786	1909	a	a	a
113,772,801	4,926,812	1910	a	a	a
114,779,116	4,864,318	1911	a	a	a
108,231,028	4,738,937	1912	a	a	a
106,500,752	4,913,624	1913	a	a	a
126,128,621	5,693,783	1914	a	a	a
56,542,480	3,061,337	1915	a	a	a
21,789,602	1,525,695	1916	a	a	a
3,472,503	262,909	1917	a	a	a
Calendar Year (Ending Dec. 31st.)					
669,524	54,713	1918	a	a	a
402,010	40,925	1918	a	a	a
902,551	101,859	1919	a	a	a
805,008	107,150	1920	a	a	a
1,587,464	166,294	1921	a	a	a
2,917,369	234,241	1922	7,494,873	\$605,184	
3,474,713	249,981	1923	7,159,864	566,230	
4,534,928	298,058	1924	7,486,436	589,988	
6,408,878	454,146	1925	8,557,218	726,765	
5,225,245	396,151	1926	8,272,364	711,122	
3,512,512	332,289	1927	8,468,264	714,274	
3,433,561	370,529	1928	9,979,375	900,113	
963,862	89,060	1929(b)	3,879,500	312,997	
(4 Months)					

a. Export figures prior to 1922 not available.
b. For four months Jan. 1, 1929 to April 30, 1929.

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Imports Drop While Exports Ascend

According to figures released by the U. S. Department of Commerce dealing with the country's trade in macaroni products the usual trend is maintained, namely the imports are decreasing while the exports are forging ahead.

During April 1929 the importation of macaroni products dropped to the low point of 199,082 lbs., valued at \$19,163 as compared with 411,725 lbs., worth \$48,144, the macaroni imports in April 1928.

For the first 4 months of the calendar year imports totaled 963,862 lbs., valued at \$89,060, while during the same period in 1928 we imported 1,368,704 lbs., at a cost of \$162,459.

From the same source comes the information that during April 1929 the exportation of American macaroni, spaghetti and noodles totaled 834,088 lbs., valued at \$69,485 as compared with 806,472 lbs. exported in April 1928 for which exporters received \$69,485. April sales were at a much lower figure per pound due to keener competition for the growing export business.

From January 1 to April 30, 1929, United States exported a total of 3,879,500 lbs., valued at \$312,997, as compared with only 3,127,751 lbs., worth \$272,205 shipped in the first 4 months of 1928.

Canada was the leading export market during April. To that country 278,000 lbs. were exported by American firms. Next comes the United Kingdom with 150,000 lbs., then Australia with 66,000 and Cuba with 52,000 lbs.

Country	Pounds
Irish Free State	4
Netherlands	28
United Kingdom	150
Canada	278
Costa Rica	1
Guatemala	3
Honduras	15
Nicaragua	13
Panama	50
Mexico	34
Newfoundland	2
Jamaica	3
Trinidad	1
Cuba	52
Dominican Republic	60
Dutch W. Indies	2
Haiti	10
Virgin Islands	1
Colombia	4
Venezuela	5
British India	3

Straits Settlements	2
Ceylon	1
China	6
Java & Madura	1
Japan	7
Philippines	8
Australia	66
New Zealand	20
Union of S. Africa	1
Portuguese Africa	1

Cellophane-Wrapped Macaroni Exhibits

An interesting display, which comprised the macaroni paste products of 20 manufacturers, was made in connection with the 26th annual convention of the National Macaroni Manufacturers association in the Hotel Astor, New York city, June 18, 19 and 20. The display included stick macaroni, stick noodles, loose noodles, folded noodles, novelty noodles, elbow macaroni, novelty macaroni, whole wheat noodles, whole wheat spaghetti, vegetalized macaroni, vitamized noodles, diabetic noodles and diabetic macaroni. All of the packages containing the paste products were made wholly or in part of transparent Cellophane. The exhibit was arranged by the Du Pont Cellophane company.

While for most of the packages Cellophane only was used, some of them consisted of boxes wrapped with this material. In the cases of the boxed products the Cellophane provided a clear "window" through which the goods could be seen. Among the novelties were 2 "spaghetti dinners" made up to serve 4 persons. One of the dinners consisted of a bundle of stick spaghetti, wrapped in Cellophane, a Cellophane envelope containing grated Italian cheese, and a can of mushroom sauce. The other box contained spaghetti and cheese and a bottle of sauce. Both of the boxes were wrapped in Cellophane and had windows which exposed the ingredients of the dinners to view.

The exhibitors were De Martinia Macaroni Company, Inc., and Schneider's Egg Noodle company, Brooklyn, N. Y.; A. C. Krumm & Son Macaroni company, Philadelphia, Pa.; The Foulds Milling company, Trafficanti Brothers, Glees Roth Baking company, Franklin MacVeagh & Company, Chicago Macaroni company and Durand McNeil Horner company, Chicago, Ill.; Ravarino & Freschi, S.

Viviano Macaroni Manufacturing company, St. Louis, Mo.; Mr. Hartig's All Egg Noodle company, Osceola, Ind.; National Noodle company, Harowitz Bros. & Margareten, New York city; Ronzoni Macaroni company, Long Island City, N. Y.; Peter Rossi & Sons, Braidwood, Ill.; Italo-French Produce company, Pittsburgh, Pa.; The Pfaffman Egg Noodle company, Cleveland, O.; Keystone Macaroni Manufacturing company, Lebanon, Pa.; G. & J. Lo Blue Brothers, Jersey City, N. J.

Mario Tanzi Company Expands

Mario Tanzi, president of the Mario Tanzi company in Boston, announces an expansion of his firm and the establishment of an office in Brooklyn. Two brothers, both die-making experts, have joined the company and will have charge of the new office at 1274 Seventy-eighth st., Brooklyn, N. Y. They are Guido Tanzi and Aurilio Tanzi. With the added facilities and the increased personnel serving as officers, the company feels in a much better position than ever to care for the needs of a growing clientele.

Slight Increase in Macaroni Semolina

On their arrival home from the New York convention the macaroni manufacturers were greeted with the news that semolina had advanced slightly during the week, being about $\frac{1}{8}$ c higher per lb. The millers admitted that the higher price was not due to extensive demand but was rather a leveling movement in keeping with the rather limited supply of high grade durum for macaroni purposes. Perhaps the unfavorable reports from the spring wheat growing states may have influenced the markets.

During the last week in June the price of durum wheat advanced about $\frac{3}{8}$ c. Demand was principally from the domestic millers with export inquiry very quiet. Number One Amber and Number One Mixed containing 12 $\frac{1}{2}$ % protein were quoted at both Duluth and Minneapolis at 1.02 $\frac{1}{4}$ to 10c over. Unless there is a decided change in the crop conditions within the next few weeks there will be no radical changes in the present semolina prices.

So very many have been doing 5 days work and scattering it over 6 days.

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- 4—22" Elmes Vertical Hydraulic Presses, latest model
- 1—Elmes 15" Horizontal Hydraulic Press
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- 1—City Machine 14" screw press
- 2—5' City Machine Co. Kneading Pans or Grimolars
- 7—W. & P. Mixers 2 and 2 $\frac{1}{2}$ Bbl. Capacity
- 8—Elmes Mixers 2 and 2 $\frac{1}{2}$ Bbl. Capacity
- 6—W. & P. Flour and Water Automatic Weighing Units
- 3—W. & P. 16 $\frac{1}{2}$ " Dough Brakes
- 2—W. & P. 26" Dough Brakes
- 2—W. & P. 20" Noodle Cutters
- 4—Latham Carton Stitching machines, motor driven
- 36—Cleveland worm gear drive
- Approx. 2000 Feet 14" Ball bearing Steel roller conveyor, Stands and Boosters
- Approx. 5,000 Wood frame trays, with wire bottoms
- 2—Johnson Automatic Carton sealers with conveyors
- 2—American Automatic Carton Sealers with conveyors
- 1—Special 8 Pipe Noodle Nester, Capacity 600 lbs. per hour
- 1—Hoepner 10 scoop automatic Scale
- 2—Pneumatic Carton sealers with Automatic feed and scales
- 1—Pneumatic carton sealer with hand feed
- 1—Hoepner 2 Bucket Automatic Scale
- Approx. 1000 feet 6" and 12" steel encased screw conveyor
- 1—Portable air compressor with receiver and motor on truck
- 3—Barrett Lift Trucks
- Approx. 100 metal lined dough wagons
- 60—Toledo 1-lb. Dial scales
- Completely equipped machine shop consisting of 1 Allen High Speed Drill Press, 1 Aurora Drill Press, 1 4" Oster pipe machine, 1 Barnes 14" Engine Lathe, 1 No. 2 Marvel Power Saw, lot small tools
- Approx. 50 Motors from $\frac{3}{4}$ H.P. to 150 H.P., 3 Phase, 60 Cycle, 220 Volts
- 50 Blowers and Fans, all sizes
- 1—10 Ton Euclid Traveling Crane, 30 Ft. Span
- 3— $\frac{1}{2}$ to 1 Ton Chain Hoists
- 6—Sliding Fire Doors
- Complete Office Furniture and equipment, consisting of Desks, Chairs, Carpets, Filing Cabinets, Safe Cabinets, Adding Machines, Typewriters, Dictaphones, 200 Sample Cases, 3 Stereopticon Machines.

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Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of trade marks applying to macaroni products. In June 1929 the following were reported by the U. S. Patent Office:

Patents granted—none.

TRADE MARKS REGISTERED

The trade marks affecting macaroni products or new materials registered were as follows:

Aunt Sarah's

The trade mark of Traficanti Brothers, Chicago, Ill., was registered for use on alimentary paste products. Application was filed Jan. 7, 1929, published by the patent office Feb. 26, 1929, and in the Macaroni Journal March 15, 1929. Owner claims use since October 1927. The trade mark shows a neatly attired, aged housewife in the act of making noodles in the old fashioned way, of rolling out the dough. Dishes containing the ingredients are also shown on the table, on a drop leaf of which appears the words "Just like home."

Maria Stella

The private brand trade mark of A. M. Essuri & Son, New York, N. Y. was registered for use on macaroni. Application was filed Jan. 29, 1929, published in the patent office April 2, 1929 and in The Macaroni Journal May 15, 1929. Owner claims use since Jan. 16, 1929. The trade mark is the trade name in heavy black type.

Arteca

The private brand trade mark of Volpe Brothers, Laredo, Tex., was registered for use on alimentary paste and other groceries. Application was filed Jan. 14, 1927, published by the patent office April 2, 1929 and in The Macaroni Journal May 15, 1929. Owner claims use since Sept. 1, 1915. The trade mark is the trade name in heavy black type written in an arc.

TRADE MARKS REGISTERED WITHOUT OPPOSITION

Newmark

The private brand trade mark of M. A. Newmark & Co., Los Angeles, Cal., for use on macaroni, cooked spaghetti and other groceries. Application was filed May 11, 1928 and published by the patent office June 25, 1929. Owner claims use since 1920. The trade mark is the trade name in heavy type.

TRADE MARKS APPLIED FOR

Thirteen applications for registration of macaroni trade marks were made in June 1929, and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Knorr

The private brand trade mark of Knorr Food Products Corp., New York, N. Y., for use on alimentary paste and other grocery products. Application was filed Dec. 7, 1928 and published June 4, 1929. Owner claims use since Feb. 25, 1909 as to the picture; since Oct. 23, 1913 as to the word, and since Oct. 23, 1913 as to the trade mark as a whole. The trade mark is a little stout

man with a cap and apron on and holding in his right hand a black scroll on which is printed in white letters the word "Knorr."

La Choy

The private brand trade mark of La Choy Food Products, Inc., Detroit, Mich., for use on chow mein noodles and other groceries. Application was filed Mar. 5, 1929 and published June 4, 1929. Owner claims use since 1922. The trade mark is the trade name in black script.

Red Cross

The trade mark of The John B. Canepa Co., Chicago, Ill., for use on macaroni, spaghetti, vermicelli, noodles and varieties thereof called alimentary paste goods. Application was filed Mar. 30, 1929 and published June 4, 1929. Owner claims use since on or about Dec. 13, 1917. The trade mark is the outline of a box on which appears 4 crosses, and the words "Red Cross" twice.

Rialto

The trade mark of Cumberland Macaroni Mfg. Co., Cumberland, Md., for use on macaroni. Application was filed Feb. 8, 1929 and published June 11, 1929. Owner claims use since Oct. 30, 1928. The trade mark is the trade name written in black letters above a bridge. On the water beneath the bridge a gondola is cruising.

Tenderoni

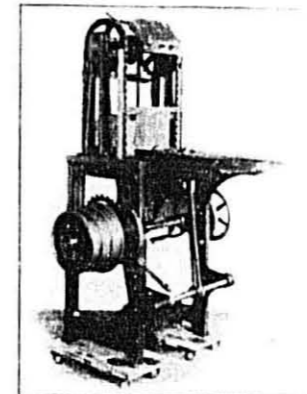
The trade mark of Bayard S. Scotland, Joliet, Ill., for use on macaroni. Application was filed Apr. 25, 1929 and published June 11, 1929. Owner claims use since Mar. 3, 1929. The trade mark is the trade name in heavy type.

Unicorn

The private brand trade mark of Francis

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.

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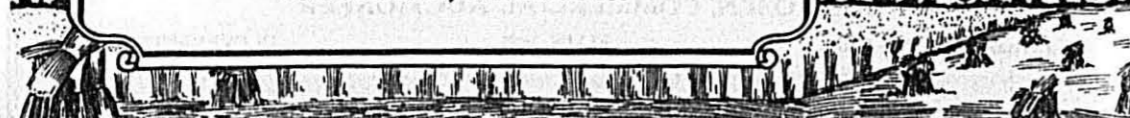
For Quality Trade

Crookston Milling Company

CROOKSTON, MINNESOTA

for
QUALITY
TRADE





H. Leggett & Co., New York, N. Y., for use on canned macaroni and other groceries. Application was filed Apr. 10, 1929 and published June 18, 1929. Owner claims use since Jan. 15, 1928 on canned macaroni and since Apr. 15, 1926 on the other groceries. The trade mark is the trade name in black letters.

Viviano's

The trade mark of Salvatore Viviano, doing business as Viviano Macaroni Mfg. Co., Carnegie, Pa., for use on alimentary pastes—namely, spaghetti, noodles, vermicelli and macaroni products. Application was filed Apr. 30, 1929 and published June 18, 1929. Owner claims use since Jan. 1, 1927. The trade mark consists of the trade name in black script written between 2 ears of wheat.

Sunland

The private brand trade mark of Ralph Raulli, doing business as Sunland Biscuit Co., Los Angeles, Cal., for use on macaroni and other bakery goods. Application was filed Jan. 31, 1929 and published June 25, 1929. Owner claims use since Dec. 15, 1928. The trade mark is the trade name in heavy type.

Rome

The trade mark of Salvatore Viviano, doing business as Viviano Macaroni Mfg. Co., Carnegie, Pa., for use on alimentary pastes—namely, spaghetti, noodles, vermicelli and macaroni products. Application was filed Apr. 30, 1929 and published June 25, 1929. Owner claims use since Mar. 18, 1920. The trade mark is a picture of a section of the city of Rome over which is written the

word "Rome" in large white outlined letters.

Plee-zing

The private brand trade mark of George W. Simmons Corp., New York, N. Y., for use on spaghetti, macaroni, noodles and other groceries. Application was filed June 19, 1928 and published May 28, 1929. Owner claims use since February, 1925. The trade mark is of white outlined letters.

M & C

The private brand trade mark of the Emm-An-Cee Co., Chicago, Ill., for use on spaghetti, cooked and uncooked, a combination package of spaghetti, sauce and grated cheese, and other grocery products. Application was filed Dec. 3, 1928 and published May 28, 1929. Owner claims use since Nov. 10, 1926. The trade mark is "M & C" in shaded letters between which appear a braided cord and crown.

Puritan Lady

The private brand trade mark of Boston Food Products Co., Brighton, Mass., for use on spaghetti Italiane and various groceries. Application was filed Mar. 16, 1929 and published May 28, 1929. Owner claims use since Apr. 9, 1920. The trade mark is a bust picture of a Puritan lady.

Megs

The private brand trade mark of the Megs Co., Harrisburg, Pa., for use on alimentary paste products. Application was filed Mar. 22, 1929 and published May 28, 1929. Owner claims use since Dec. 11, 1928. The trade mark is the trade name in black outlined letters in a box in the lower right hand corner of which appears a dish of steaming macaroni.

LABELS

Beech-Nut Macaroni and Spaghetti
The title was registered June 18, 1929 by Beech-Nut Packing Co., Canajoharie, N. Y., for use on macaroni and spaghetti. Applications were published Feb. 1, 1929 and given registration numbers 35908 and 35909.

New Branch Manager

The Duluth-Superior Milling company, Duluth, Minn., announces appointment of L. R. Elsroad as branch manager with headquarters in Philadelphia. He will be in charge of the durum sales to the trade in that district. He recently made a tour of the plants in Pennsylvania and New Jersey to form personal acquaintance with the macaroni men, and reports himself well pleased with the reception accorded him by the trade.

Display Value of Tight-Wrapped Package

Stokes & Smith Co. of Philadelphia recently issued an illustrated letter head in several colors, showing a variety of products usually sold in tight-wrapped packages. On the inside pages there is a well written article on "For Package Economy and Efficiency" and on the back page several testimonials from leading food firms. It is very attractive and carries a telling sales message.

A nationally-known package produced by Stokes & Smith Machines.



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Machines for Package Filling, Sealing and Wrapping

An extensive line of machines for packaging. Machines that measure by volume or by weight. Machines that seal and machines that wrap tight cartons of many sizes.

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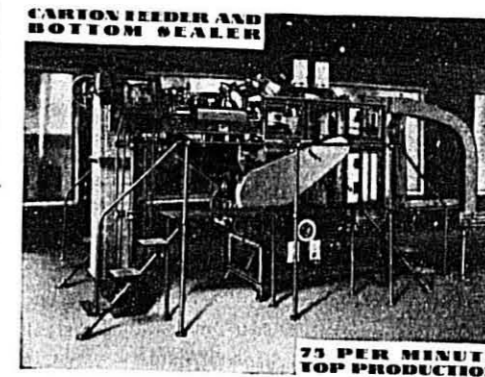
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75 PER MINUTE TOP PRODUCTION

What is your
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Durum Demand in Italy

A market exists in the Palermo district for American flour and hard wheat, according to a report from American Consul Howard K. Travers. Formerly a considerable quantity of grain was imported from Russia but recently these imports have been insufficient to care for the demand. The production of grain in Italy has increased during the past 2 years and plans have been made to further increase the acreage during the coming year.

The various forms of spaghetti and macaroni, or pasta as they are known locally, form the principal part of the diet of the great majority of the population, and importations of wheat from abroad are heavy and increasing, according to statistics obtained from local importers in Palermo. About 80% of the wheat and flour imported into this district is from the United States, with hard wheat from the middle and southern states predominating. A soft wheat is imported to some extent from Argentina, but it is stated that only 20% of the Sicilian importations are from that country.

Exporters to this district should interest themselves in an inexpensive brand, and preferably of hard grain, to supply

the pasta factories which require hard grain exclusively. Some offers have recently been received from American firms but quotations were for a high grade flour, and one that is too expensive to be successfully introduced into this district.

American firms have found it to their advantage generally to appoint a local agent who covers all Italy. The general agents are usually located in the more northern cities of the kingdom, such as Milan, Genoa, or Turin, and carry on business by sending traveling representatives periodically to this district. Ninety days credit is usually required and granted in this district although in some instances a much longer period is desired.

Shifts in Wheat Acreages

Seven varieties of wheat were in the million-acre-or-more class in 1924, whereas, in 1919 12 varieties were grown on a million or more acres each. In this 5 year period between census reports wheat acreage dropped from nearly 73 million acres to fewer than 51 million acres as the result of a recession of wartime demand.

In both these years, 1919 and 1924, Turkey and Marquis were the principal varieties and occupied the largest areas.

During the period Turkey decline somewhat in relative importance and Marquis gained and in 1924 stood a much closer second to Turkey than in 1919. The other principal varieties in 1924 were Kanred, Fulcaster, Fultz, Black hull and Poole. In 1919 the order of importance of the principal wheat varieties indicated by number of acres grown were Turkey, Marquis, Fultz, Mediterranean, Fulcaster, Poole, Preston, Haymes, Pacific Bluestem, Red Marquis, Wave, and Harvest Queen.

Varieties showing the greatest increases between 1919 and 1924 in the percentages of the total wheat acreage they occupied were Kanred 8.34, Black hull 2.99, Marquis 2.79, Trumbull 1.17, and Kubanka 0.87%. The greatest decreases in percentages were Fultz 3.08, Mediterranean 2.62, Preston 2.2, Haymes Bluestem 1.88, Turkey 1.45%.

The statistical study of the shifts in the distribution of wheat acreage appears in Department Bulletin 1498-D, Distribution of the Classes and Varieties of Wheat in the United States, a contribution from the office of cereal crops and diseases in the Bureau of Plant Industry, just published by the United States Department of Agriculture. The facts were obtained from census reports and from replies to thousands of questionnaires.

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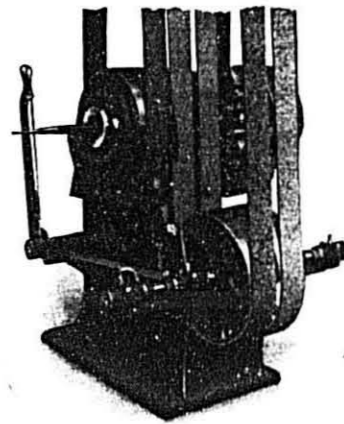
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For this industry we design and
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OUR Motto and one-word moral business code is "PERFECTION."

OUR many satisfied customers appreciate the fact that THE STAR PERFECTION DIES give their macaroni products that CLEAN, WHOLESOME, APPETIZING appearance so desirable.

OUR guarantee with each and every DIE.



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Durum Semolina

FOR A SWEET CLEAN PRODUCT

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Famous For Its
Quality



Recommended For Its
Uniformity

GUARANTEED

Carefully Milled from the Best Selection Amber Durum Wheat
CAPITAL FLOUR MILLS, INC.
MINNEAPOLIS SAINT PAUL

sent to farmers in all principal wheat growing sections.

The figures for the 2 years reveal that hard red spring, soft red winter, and the white wheat classes were relatively less important in 1924 than in 1919, and that the hard red winter and durum wheat classes were correspondingly more important. The department recognizes 252 distinct varieties of wheat grown in the United States, but the Turkey and Marquis varieties are grown on nearly half the acreage. Kanred, which was just getting started with only about 100,000 acres in 1919, occupied considerably more than 4,000,000 acres in 1924.

Only Durum Is Mixed

To refute a story that Canadian wheat is mixed or adulterated at the Atlantic seaboard before going into export, the Hon. Jas. Malcolm, minister of trade and commerce in the Canadian government, stated recently that the charge was untrue and that it probably was an elaboration of the fact that Canadian and American durum wheats are what were being mixed when sold to the foreign trade. "The wheat that is mixed at Montreal is what is known as macaroni or durum wheat. Those wheats of both Canadian and American origin are sold out of

American seaboard ports and out of Canadian ports on what is known as an open or seaboard certificate, which does not give the country of origin, passing through either an American or a Canadian port. The statement that they are low grades or high grades as of either country is incorrect.

"Durum wheats are used in the macaroni trade in Europe, and the buyers know exactly what they are getting," he said. "In many instances the admixture may consist of a high grade American durum and a low grade Canadian durum. In other instances it may be that the grade of Canadian durum is higher than the grade of American durum, and I think it is with regard to this admixture which is sold on an open or seaboard certificate in both countries that the impression mentioned has been created. But may I repeat again, that all wheat passing through Canadian ports on Canadian certificates is entirely of Canadian origin and that the statement referred to by my honorable friend is incorrect."

Weather Wisdom

A deep blue color of the sky even when seen through clouds indicates fair weather, a growing whiteness an approaching storm. A morning fog usual-

ly breaks away before noon. Unusual clearness of the atmosphere, unusual brightness or twinkling of stars, indicates rain.

A morning rainbow is regarded as a sign of rain; an evening rainbow a sign of fair weather. Fogs indicate settled weather. The first and last frost are usually preceded by a temperature very much above the mean.

A gray lowering sunset, or one where the sky is green or yellowish green, indicates rain. A red sunrise with clouds lowering later in the morning also indicates rain. A halo occurring after fine weather indicates a storm. A corona growing smaller indicates rain; growing larger, fair weather.

In 1845 Cyrus H. McCormick, after years of experimentation both on his own and his father's ideas, perfected the reaper. McCormick was born Feb. 15, 1809 and died May 13, 1884. It was he who endowed the McCormick Theological seminary now Chicago Theological seminary.

Were you ever disappointed in love?
Two and a half times, dear lady.
Two and a half times?
Yes; twice married and once rejected.—Boston Transcript.

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H·C·N

"H C N" is Hydrocyanic Acid Gas, which come to the job in liquid form, in cylinders. Your plant is sealed Saturday night, hose lines are laid to each floor, and the gas is fed into the building from outside by expert operators. The gas permeates flour bins and even the very most remote nook of the plant, instantly killing all weevils, moths, rodents and other forms of life. Then the premises are aired out and manufacturing is resumed Monday morning as usual in an ideally clean plant.

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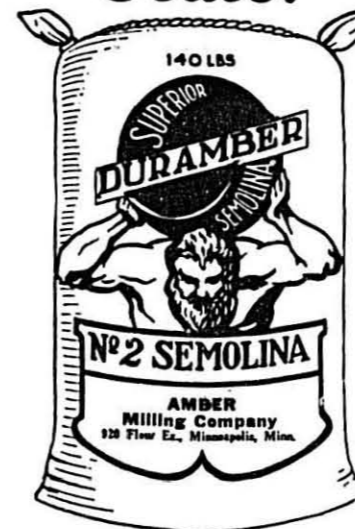
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Most Modern Durum Mills in America
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Our ample facilities, timber supply, experience in this line, and railroad facilities guarantee prompt attention to orders.

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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,
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The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
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Want Ads Five Cents Per Word

Vol. XI July 15, 1929 No. 3

The New Cost Committee

Recognizing the wonderful work which G. G. Hoskins of the Foulds Milling company has done during the past 2 years as chairman of the Cost Accounting Committee of the National Association, President F. J. Tharinger has again assigned him to the chairmanship of the body that will attend to the formation of A MACARONI COST CLUB in accordance with the wishes of 30 manufacturers at the convention last month. He has named assistants, first for their ability and willingness, and secondly for their convenience, as follows:

A. W. Quiggle of Creamette Co., Minneapolis (for hard work he is willing to do).

Carl Schmidt of Crescent Macaroni & Cracker Co., Davenport (to organize the Cost Club).

Louis S. Vagnino of Faust Macaroni Co., St. Louis (for analysis of distribution costs).

John L. Fortune of Fortune-Zerega Co., Chicago (general utility man).

G. G. Hoskins of Foulds Milling Co., Libertyville, Ill. (chairman to see that others do the work).

Our Newest Members

During the New York convention 4 firms made application for membership in the National Macaroni Manufacturers Association:

Metropolitan Macaroni Mfg. Co. (John Buscemi), Brooklyn, N. Y.

Schneider's Home Made Egg Noodle Co. (Rudolph Jonke), Brooklyn, N. Y.
Westchester Macaroni Co. (V. J. Counzo), Mount Vernon, N. Y.
Wyckoff Macaroni Co. (Joseph Conglio), Brooklyn, N. Y.

Additional applications are expected from firms which sent representatives who were properly impressed with the membership of the national body, the officers in charge of its activities and the purposes for which macaroni makers are banding themselves. Names of those who later join will be published in subsequent issues of The Macaroni Journal.

Grocers Feted in Twin Cities

Several delegations of grocers from eastern and southern states en route to and from the Portland, Ore., convention of the National Association of Retail Grocers were given a taste of northern hospitality when passing through Minneapolis-St. Paul last month. The leading milling concerns in that section were joined by the Creamette company in acting as hosts. James T. Williams of the Creamette company was chairman of the entertainment committee and was assisted by E. Sylvester of Washburn Crosby Co., W. A. Hutchinson of Pillsbury Flour Mills Co., Martin Luther of Commander-Larabee Co., Harold Ward of Russell-Miller Co., and Henry Gallaher of the Northwestern Consolidated Milling Co. A tour of the mills and of the scenic lakes was enjoyed by the visitors.

Star Dies Exhibited

One of the exhibits that attracted the attention of a large number of those who took in the New York city convention last month was that of the Star Macaroni Die Manufacturing company. This new firm had on display an array of finished dies for the better known and some special shapes, die-making tools, pins, and other accessories.

The exhibit was in charge of Messrs. Frank Lo Bombardo and Frank Lazzaro, 2 of the leading members of the firm. They distributed bronze letter openers in a move to introduce their new dies.

Plans Big Elevator

James Ford Bell, president of General Mills, Inc., has announced plans for construction of a 2,500,000 bu. terminal grain elevator by his company, work to start immediately. It will be located at Tenth av. S. and Second st., adjoining

the company's milling plant. When completed, the company will have elevator capacity amounting to 6,000,000 bu. in Minneapolis and a grand total of 33,000,000 bu. throughout the country.

Personal Notes

Rossi in California

Henry D. Rossi, secretary of Peter Rossi & Sons, Braidwood, Ill., one of the oldest macaroni firms in the central states, spent several weeks on the Pacific coast during which he inspected several of the plants en route. Mr. Rossi was accompanied by his family, the trip being made by train.

Manufacturer Escapes Drowning

Friends of John Busalacchi, head of Busalacchi Bros. Macaroni Co., Milwaukee, Wis., are congratulating him on his narrow escape from death by drowning. While fishing off Port Washington in Lake Michigan his boat capsized and he and his companion were forced to swim ashore, reaching safety only after a very great struggle.

La Marca in Europe

G. La Marca, president of Prince Macaroni Mfg. Co., Boston, Mass., and director of the National Macaroni Manufacturers association, was unable to attend the New York convention owing to absence on a European tour during which he visited his old home in Italy. Mr. La Marca expected to return in the late summer.

Zeregas Returned From Tour

Mr. and Mrs. Frank L. Zerega have returned from a 3 month tour of France, Italy and Spain. Director Zerega of the National association always combines business with pleasure and during his tours frequently visits the leading macaroni factories in the country through which he is passing. His ship docked on June 18 and he reported at the macaroni convention early the morning of June 19. That shows his interest in the Association work.

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"Zolty Brand" Egg Products
Pure Chicken Egg Yolk
Especially selected for Noodles

PURITY - COLOR - SOLUBILITY

Let us figure on your egg requirements

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BUSINESS friendships are built up and perpetuated by mutual respect and good service.

We like to think of our many good friends who for many years have trusted us with their Semolina purchases because success is personified by these relations.

It is a pleasure to anticipate meeting the members and guests of the National Association of Macaroni Manufacturers at the 26th Annual Convention.

Let us exchange experiences in which business progress is built, and have a good time as well.



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Davenport, Ia.**The President's Column****After Convention Thoughts**

As the time drew near for the first convention over which I was to preside as President, I was filled with apprehension that perhaps an insufficient number of business topics had been listed for the attention of the 1929 gathering. Now, it is my impression that we perhaps stress convention business unduly and overlook the value of the social features.

I am more than ever convinced that some of our little worries will fade in proportion to our increased acquaintance with each other. It is growing more and more difficult for business men to overlook friendship in their business relations.

Where have you ever seen a happier, a more jovial crowd than gathered at Luna Park on Tuesday, June 18, as guests of the C. F. Mueller Co.; or the gay party that strolled the decks of the S. S. Majestic following a delightful luncheon as guests of the White Star Line; or the frolicking group that made merry at the annual dinner dance in Hotel Astor the evening of June 19, not overlooking the companionship so evident aboard the boat in a cooling tour around Manhattan island?

Perhaps many are now of my opinion, which is, that a convention is a place for a friendly consideration of general problems, the solution of which rests in the hands of the Directors or Special Committees to which the problems are usually referred. At least this is what has happened at many conventions, and I am convinced that we should stress the social side of our meetings a little more than we have been accustomed to.

In expressing these passing thoughts of the New York Convention, I have in mind my obligations to the macaroni makers and allied trades for their kind assistance, their courteous attention and their sincere willingness to cooperate in making the conference that combined social-business affair which it proved to be. To these and to all who assisted in making our 1929 convention the big success it was I wish to say—THANK YOU BOYS; I AM COUNTING UPON YOU AGAIN NEXT YEAR.

F. J. Tharinger, President.

The Secretary's Column**Association Support Growing**

Yes! We surely had some hot, muggy weather during convention week. But did you notice that none of the Macaroni Makers weakened?

What was there about that convention that made our fellows stick so closely to their task with the thermometer 95 in the shade and still rising?

I choose to believe that it was increased interest in the work and possibilities of our trade association. What else could it be?

The most pleasing part of my annual report was to announce an increase in the Association membership in both the Active and the Associate class.

Then things were made even more pleasant my getting applications from 4 firms and the promise of several more within the next few weeks. Are we off the track when we say that Association support in our industry is growing?

A trade association is as necessary to a macaroni manufacturer as is fire insurance. It's a constant protection. You may probably never need its help but it's there when you do need it, just as is the fire insurance company when you have that unexpected fire.

The National Macaroni Manufacturers association will do for the Macaroni Products Industry in this country just what its members want it to do. It will not function independently, but cooperatively. It must be permanently and consistently supported to be most effective.

Did you ever see more real, downright, honest-to-goodness fellowship than was manifested in New York last month? It mattered not whence you hailed, what kind of products your plant specialized in nor whether your tongue was Bostonese or broken, all was as one family—business first and then pleasure—oodles of fun.

I take this opportunity of thanking each and every one of those who attended the convention for the kindness shown me during and between sessions and for their courteous consideration on every occasion. It is a pleasure to work for and with such jolly good fellows.

Again, I will say—it was devilish hot—but my how much more pleasing was the thought of the nice weather we would all enjoy after we once again reach our respective homes.

Here's hoping for cooler weather for the 1930 gathering.

JOHN J. CAVAGNARO

Engineers and Machinists

Harrison, N. J.

U. S. A.

Complete
EquipmentsAccumulator
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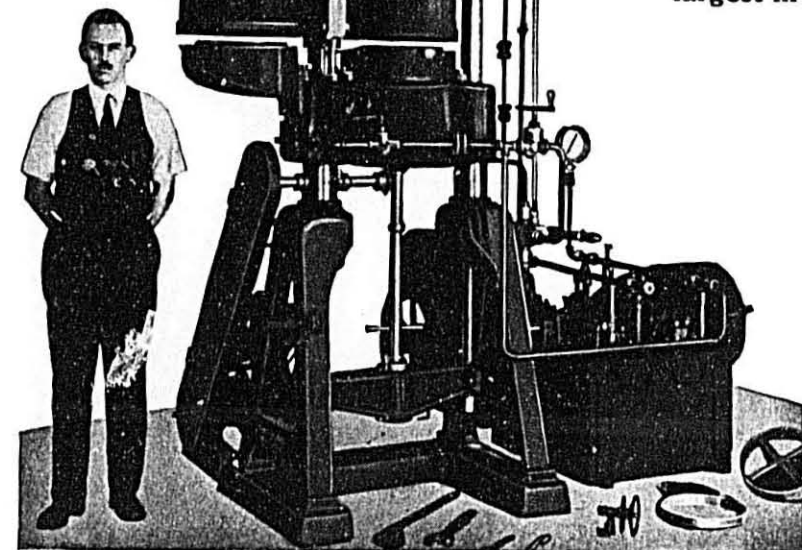
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All Sizes

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MACARONI MACHINERY
Since 1881



Pillsbury's Semolina No. 2, Pillsbury's Durum Fancy Patent—the many macaroni manufacturers who use these splendid products will tell you of their remarkable quality. Your macaroni will have exceptional strength, finest amber color, and desirable flavor—always.

Pillsbury Flour Mills Company

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 Minneapolis, U. S. A.

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