

**THE
MACARONI
JOURNAL**

**Volume 10,
Number 3**

July 15, 1928

The
Macaroni Journal

Minneapolis, Minn.

July 15, 1928

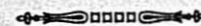
Volume X

Number 3

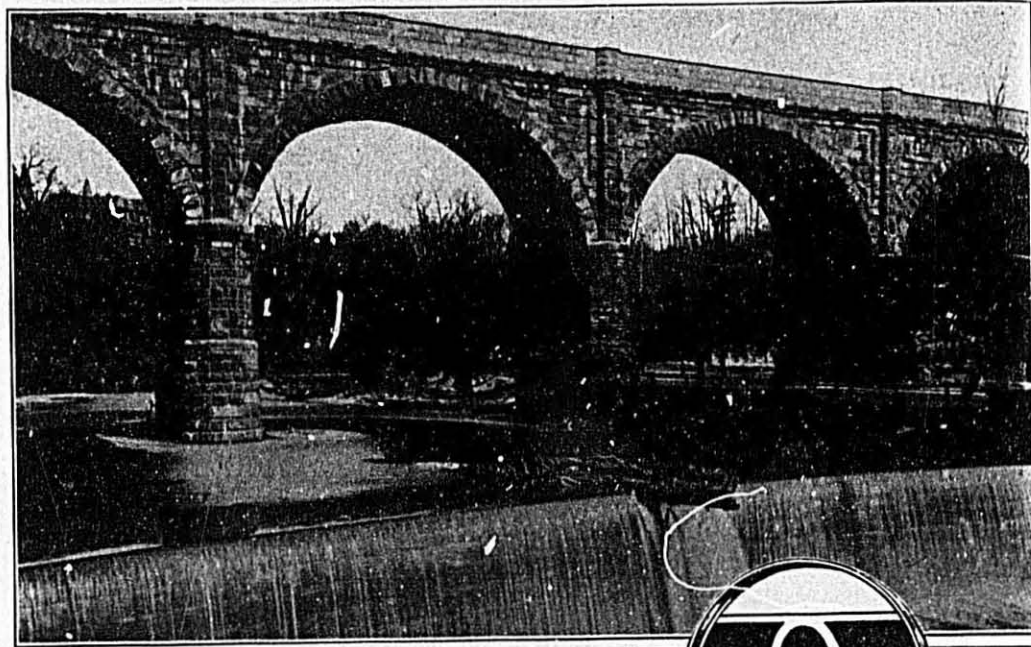


*A Monthly Publication
Devoted to the Interests of
Manufacturers of Macaroni*

Our 1928 Convention Number



To the fortunate ones who attended the Twenty-fifth Annual Conference of the Macaroni Industry in Chicago June 19-21, 1928; to those who stayed away either by intent or with regrets; to all the allied tradesmen and to everybody who in any way is concerned in the advancement of the Macaroni Manufacturing Industry, we dedicate this complete report of the most enthusiastic conference ever sponsored by the National Macaroni Manufacturers Association.



The high-arched railroad bridge over the Wissahickon Creek, Philadelphia, has the same fine attributes of quality, strength and RESISTANCE to shock and vibration as typical of Mid-West Corrugated boxes. One of our largest plants, making Solid Fibre and Corrugated products, is located near this bridge. (Photo Reading R. R.)

The Mid-West Box is Strengthened by the Arch in the Same Way as a Bridge

Whether in a bridge or the walls of our Corrugated shipping boxes, the function of the arch is the same—to protect to support, to brace, to absorb weights, pressures and shocks, and to insure safety.

For fourteen years the Mid-West Box Company has made a strong container that is favored by large shippers and used in quantities of multiplied millions annually. Many large companies standardize on Mid-West because—"a superior, always dependable product." They know that Mid-West Corrugated boxes reduce packing costs and shipping losses, discourage smashage and give maximum protection to shipments. Tests have shown a 30% to 70% greater protection over "hit or miss" boxes.

The Solid Fibre boxes of the Container Corporation of America contain every good feature desired by careful shippers. The fifteen mills and box factories of both companies offer prompt service, short hauls and superior, always dependable products.

Let us serve you. Fill in and mail coupon, without obligation of any kind. Start to economize NOW.

MID-WEST BOX COMPANY
AND
CONTAINER CORPORATION
OF AMERICA

111 W. Washington St.

CHICAGO, ILLINOIS

Six Mills—Nine Factories



Capacity 1200 tons per day



A Strong Solid Fibre shipping box that will protect your goods and deliver them in good condition.

RETURN COUPON

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

Name _____
Title _____
Firm _____
Address _____

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Standing Committees--1927-28

The standing committees of the past year which reported at the Chicago convention were as follows:

Legislation (3)

(Definitions and Standards)
Frank L. Zerega, Chairman
James T. Williams
Henry D. Rossi

Business Ethics (3)

A. S. Vagnino, Chairman
Erich Cohn
C. W. Knapp

Association Welfare (3)

John Ravarino, Chairman
C. S. Foulds
Frank S. Bonno

Trade Relations (3)

James T. Williams, Chairman
E. T. Villaume
L. M. Skinner

Educational (2)

B. R. Jacobs, Chairman
M. J. Donna

This one dish—
IN PLACE OF MEAT,
POTATOES, AND A
HOT VEGETABLE!

Macaroni

makes a very fine vegetable itself. Yet it has the strength of wheat. And with its delicacy of flavor, it offers thoroughly excellent combinations with the fresh vegetables that Nature in every garden is telling you to eat. . . . Merely boil the macaroni till tender, drain it and serve—

Macaroni

—Cooked with green peppers in rich chicken broth. This, with a salad of sliced tomatoes, makes the efficient lunch.

—Stuffed with tomatoes in green peppers. An easy, valuable platter.

—Mixed with hot, melted butter, and covered with onion sauce.

—As a hot salad, with minced onions, mayonnaise and lettuce.

—Scalloped, with green peppers and chopped left-over chicken.

Or, if you must have a meat dinner,

TRY

Macaroni WITH PORTER-HOUSE SAUCE

Toss the macaroni lightly, till brown, in the hot buttery juice after frying the porter-house steak. Serve garnished with small celery leaves.

MACARONI is an American Food made in American Factories from American Wheat.

NATIONAL MACARONI MANUFACTURERS ASSOCIATION
Macaroni
Spaghetti
Egg Noodles

Special Committees--1927-28

During the past year President Henry Mueller found occasion to appoint 3 special committees in keeping with the action of the Board of Directors. All of them made progressive reports during the convention:

Publicity (7)

C. S. Foulds, Chairman
B. S. Scotland
C. B. Schmidt
G. Guerrisi
L. M. Skinner
A. Gioia
Henry Mueller

Freight Classification (5)

G. G. Hoskins, Chairman
H. V. Jeffrey
E. Ronzoni
E. Z. Vermylen
R. J. McCarty

Macaroni Recipe Committee (3)

Henry Mueller, Chairman
F. J. Tharinger
Steve Matalone



Success comes from making things better than other people consider necessary.

That is the reason for the popularity and success of

TWOSTAR SEMOLINA.

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINNESOTA



Chicago Office
112 N. Michigan Blvd.
New York Office
313 Produce Exchange

THE MACARONI JOURNAL

Volume X

JULY 15, 1928

Number 3

THE OLD AND THE NEW

The silver jubilee convention of the National Macaroni Manufacturers Association is now a matter of history. It is a celebration of a quarter of a century of co-operation for a trade.

Things change. Starting back in 1904 more or less casual and business body, it has progressed in scope and power until today it stands as one of the oldest trade associations in the country and the recognized spokesman of a growing and promising industry.

According to law and custom officers are elected annually to administer the affairs of the organization between yearly meetings. In Chicago this year new directors and new officers were chosen to shoulder the responsibilities of association management. Though there has been a change in personnel of the board and staff there will be no radical change in the policies to be pursued.

A few moments before the close of what was indeed one of the best and the greatest conferences ever held by the Macaroni Industry in America, President Herrie Mueller passed on his gavel of authority to his successor and by him was passed from the highest office in the gift of his fellow businessmen to that of a mere lay member in the ranks of the organization. This he did most graciously and with a glad heart, his successor that he would endeavor to show the members how best they can give unstinting, efficient support to association officials that he knew they were deserving and who often was denied him.

For a long years Mr. Mueller has been at the helm. He has led the National Association through both its lowest and highest ebb in membership while unwaveringly adhering to its policies. Elected first in 1922 he has since been re-elected with regularity and without opposition in 1925 and 1927 in accordance with his will and desire.

It is hardly to be wondered at that when conditions arose that would have discouraged a stouthearted man, Mr. Mueller's determination to the rescue of the organization but under his skillful guidance was restored and prestige regained.

At the very outset of his long term the members of the association assembled thoughtlessly adopted a plan of dues payment based on business done annually and which did not prove satisfactory. Many preferred to withhold rather than pay the high scale of dues agreed upon. As a result the membership in less than one year dropped to only 13 Active Members and standing.

Recognizing the mistake made and being brave enough to admit it, in judgment he and the other faithful called for renewed determination to restore the organization to its former position of honor and usefulness. The high dues plan was abandoned and the present satisfactory classified schedule adopted. In a very short time he had the pleasure of noting a changed attitude that brought about many re-statements

and new appointments until on the last day of his long term in office he had the satisfaction of knowing that all previous records of membership were broken.

Though frequently misunderstood at the beginning of his career and his good intentions grossly misinterpreted by those who are now his staunchest supporters, he leaves the presidency with a host of warm friends and well wishers. They all share his courage, his tenacity of purpose and his careful watch over his trade and its association. As the Advisory Council of the Board of Directors his services will be invaluable.

To take his place comes one who is particularly fitted for the position because of his years of experience in association work. Though a newcomer in the macaroni business he has already made a wide circle of true friends and gained the confidence of his fellow businessmen. His broad vision of business in general, the thoroughness with which he tackles every problem and his open-mindedness permits him to adapt and give forward the policies laid down by his predecessors and approved by the managing director.

Frank J. Thieringer is the new president. He has already worked a year on the Board of Directors and is intimately acquainted with the various activities lacking only the personal acquaintance with the membership that will come to him through personal contact in the performance of his own duties. He is coming to us with a full and rich experience. In his home town, Milwaukee, Mr. Thieringer is well known for his untiring efforts in organization work and frequently he has been called upon to lead groups and committees to handle important civic projects. Never has he neglected his home community for his trade friends.

Every member has accepted the honor of Association President only after much urging on the part of the other members of the Board of Directors, the industry promises to give fullest cooperation and support. This same promise is expected from all the Active and Associate Members present at the big convention. He has faith in his friends and he expects all of them to make good their promises. It is hoped that when part of the next year will be rapidly waiting to undertake.

Just as the first great century of development in the advancement of the Macaroni Industry in America came to a glorious close and a national outgoing president completed a successful six year term, there rises to lead the macaroni industry a young man of ability and promise. Believing as should really every element in the industry and profiting by the trade association's experience of the past twenty five years, in stronger support, the National Macaroni Manufacturers Association should within the next few years outstrip the progress made in the past. Earnest cooperation is all that is needed. What manufacturers with real interest in his business will contribute? As we gave to the old let's give to the new. We have been derelict, let's do our fullest duty. Please the old, boost the new!

Silver Jubilee Anniversary

Properly Observed

With an attendance that broke all previous records the macaroni manufacturers of the country very properly and most enthusiastically observed the Silver Jubilee Anniversary of the organization of its national trade body, the National Macaroni Manufacturers association, in a memorable conference in the Edgewater Beach hotel, Chicago, June 19-21, 1928. Macaroni manufacturers and allied tradesmen numbering nearly 150 from Canada, the Pacific coast, the Atlantic seaboard and the region in between joined in honoring the occasion. Makers of this food from every section of the United States and Canada were present to celebrate the anniversary and to carry out the keynote of the convention—"Team Work for Trade Betterment."

When the gavel of President Henry Mueller called the convention to order at 10 a. m., Tuesday, June 19, there were present in the audience many of the old faces and a goodly number of new ones of those who attended for the first time. A feeling of friendliness and elation generally prevailed. The business of the convention received its due share of attention, as did the entertainment which was of the highest calibre and fully enjoyed.

Eight of the 20 firms that 25 years ago were charter members of the National association and which have since retained continuous membership in the trade body that promotes the welfare of the macaroni industry in this country, were represented at the silver anniversary gathering. In alphabetical order the firms honored as such are:

John B. Canepa Co., Chicago, Ill.
Crescent Mac. & Cracker Co., Davenport, Ia.
C. F. Mueller Company, Jersey City, N. J.
Minnesota Macaroni Co., St. Paul, Minn.
Pfaffmann Egg Noodle Co., Cleveland, O.
Peter Rossi & Sons, Braidwood, Ill.
Tharinger Macaroni Co., Milwaukee, Wis.
A. Zerega's Sons, Brooklyn, N. Y.

Fred Becker, who was very prominent in the organizing activities a quarter of a century ago, was unable to attend though he has been present at most of the conventions of the association. His absence was regretted by his old fellow business men and by the many new friends who have since joined the organization which he helped to launch in Pittsburgh in 1904. "More Macaroni" was the thought that generally prevailed at the anni-

versary gathering. Not more macaroni from the standpoint of production alone but from the point of consumption by a larger proportion of the American population. This was the basis of discussions and actions that will result in greater support of the essential educational and publicity work which the industry must promote to gain its rightful share of the American food dollar. The bulk manufacturers and the package men joined in a harmony program that will benefit every element in the trade.

Tuesday, June 20

The heavy registration on the morning of the opening day delayed the call to order by President Henry Mueller until nearly 11 o'clock, otherwise the opening ceremonies proceeded as per schedule. Nearly 150 voices joined in singing "America" after which the presiding officer explained the purposes of the gathering and introduced the speakers who were to make addresses of welcome.

Louis A. Bowman, vice president of the American Trust & Safe Deposit company, representing the Chicago Association of Commerce, gave a ringing welcome to the city of "I Will." He asked the macaroni manufacturers to judge Chicago not as reported by the press but as they themselves would find it during their stay. He offered the good offices of his organization in making the stay in Chicago as pleasant and profitable as possible. A. Irving Grass of I. J. Grass Noodle company, Chicago, extended a warm welcome to the visitors in the name of the Illinois macaroni manufacturers and H. K. Becker, vice president of the Peters Machinery company, Chicago, did likewise in the name of the allied trades of the country.

Following the opening ceremonies the president inaugurated the business program by giving a verbal report of the activities of the National association during the past year, particularly from the angle of the head officer. This was followed by a financial report by L. E. Cuneo, treasurer, and a lengthy report of the association activities by Secretary M. J. Donna. Dr. B. R. Jacobs, the industry's adviser, reported on action taken during the year in accordance with his duties at the national capital.

Several of the standing committees made interesting reports while others made only tentative ones. The convention committees were appointed by the chairman and instructed to begin work early so as to be ready to report as per the program schedule.

In the afternoon a topic of "Selling our industry to ourselves and ourselves to our industry" brought out some wonderful papers of interest to the industry and caused lively discussions from the floor. G. G. Hoskins of the Foulds Milling company presented interesting figures in his discussion of "Cost of macaroni manufacture." G. Guerrisi of the Keystone Macaroni Manufacturing company showed benefit to be gained by "Cooperative buying and selling." Dr. B. R. Jacobs, Washington representative, told of the "Value of research and statistics to our industry." Frank S. Bonno of the National Macaroni company pointed out the harm done in certain sections by the "price cutting" and "dumping element in the trade, under the tag 'Play in your own back yard.'"

Never have macaroni manufacturers manifested so much interest in the question of cost of converting raw materials into finished products and of distributing them through the

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Wednesday, June 20

channels to the consumers. C. Marsh of Wolf & Company, well known accountants who have handled the books of many macaroni firms, explained how other industries take care of their cost problems and averred that selling below cost is considered as one of the harmful trade practices, condemned alike by good business and by the government. As the result of the discussion of this subject a special cost committee was appointed to study the various proposals made and to report its recommendations before adjournment. Mr. Hoskins was made chairman of the committee.

The entertainment for the first evening was in the nature of a special "Hi-Fi" contest at the Rainbo Fronton sponsored by the macaroni machinery and equipment firms. Prizes had been offered the Spanish players and 2 special macaroni handicaps featured the evening games. Two double deck buses were used in transporting the manufacturers and guests to and from the games. It was Macaroni Night and macaroni manufacturers did not hesitate to tell the world about it.

Four interesting and instructing addresses featured the second day of the convention. J. W. Lowrie, editor of The Wholesale Grocer, addressed the convention on "The Trade Press—An important link in macaroni distribution." Later in the morning O. J. McClure gave an instructive address on "Developing the natural ability of your salesmen." Both talks aroused lively debate and many questions were answered.

During the noon recess a buffet luncheon was served the guests in the ball room after which some high class entertainment was given by members of the cast of "Sunny Days" playing at the Four Cohans theater. Both the luncheon and the entertainment were provided by the macaroni machinery and equipment firms.

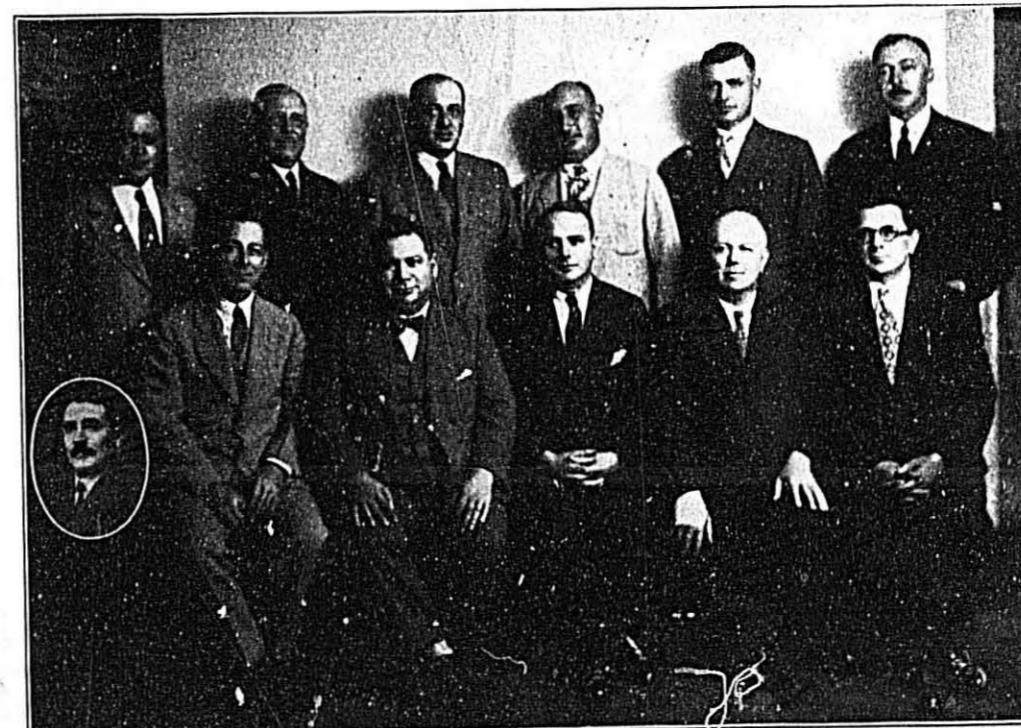
Mrs. Leona A. Malek, editor of the Women's Page in the Chicago Herald and Examiner and better known as "Prudence Penny," spoke encouragingly of the need of more general information as to the food value of macaroni products and of the numerous

ways in which this food can be prepared in palatable, appetizing and satisfying combinations. Her subject was "Macaroni in the American Menu." Frank M. Surface, assistant director of the United States Department of Commerce, gave some excellent advice in treating his subject—"The New Era in Distribution." Both the afternoon addresses created much interest and caused lively discussions.

Late in the afternoon the nominating committee made its report, placing before the convention 3 new directors, namely: C. B. Schmidt of the Crescent Macaroni & Cracker company, Davenport, Ia.; G. La Marca of Prince Macaroni Manufacturing company, Boston, Mass.; Frank S. Bonno of the National Macaroni company, Dallas, Texas. These were unanimously elected to replace Henry Mueller, A. Gioia and John Ravarino, directors whose terms had expired and who did not wish to stand for reelection.

Wednesday was the big day of entertainment as usual. About 35 ladies who accompanied the manufacturers and allied tradesmen were treated to

The 1928-29 Official Staff of the National Macaroni Manufacturers Association



OFFICERS, DIRECTORS AND EMPLOYEES

Left to right—Standing—A. S. Vagnino, Frank L. Zerega, L. E. Cuneo, Frank S. Bonno, G. G. Hoskins, C. B. Schmidt. Seated—Henry Mueller, G. Guerrisi, Frank J. Tharinger, M. J. Donna, B. R. Jacobs. Insert—G. La Marca.

a bus ride along the lake shore, a view of the city from the Tribune tower, a luncheon in the Marshall Field store, a fashion show and a trip to the Art Institute, all as guests of the macaroni machinery and equipment firms. The annual dinner dance was given



DAN MALDARI MALDARI BROS. N.Y.

that evening in the beautiful ball room of the hotel, a change to this more spacious quarters made necessary by the extra large attendance. It was one of the best gatherings of this kind ever sponsored by the industry. Seven courses of the dinner were interspersed with singing of popular songs and appropriate parodies. President Henry Mueller was toastmaster and introduced A. J. Ogaard, executive secretary of the Farm Seed Association of North America, who gave an excellent address on "Seedy Slants at Macaroni Cockles," well illustrated by stories in the Swedish dialect. The entertainment that followed was varied and high class and has seldom been exceeded anywhere. Credit is due to the macaroni machinery and equipment firms and their efficient committee for the social end of the affair which was so well handled and pleasingly executed. Dancing was enjoyed by the guests until 1:30 a. m.

Thursday, June 21

The manufacturers were slow in convening the morning of the last day and the session did not open until nearly 11 o'clock to hear 2 outstanding addresses, the first by Donald McConaughy of N. W. Ayer & Son, who spoke of macaroni as one of the foods offering the greatest possibilities in the way of development. Development in sales rather than in production was his thought. He reviewed the faint

effort made during the past year to broadcast the macaroni message to the waiting millions, cited many examples of what advertising will do toward popularizing a product, warned against competition that is daily becoming greater, and urged a stronger cooperative effort than ever before to "sell" macaroni to the Americans so that consumption in this country may somewhat approach the per capita consumption in the Old World.

O. P. Decker of S. W. Straus & Company spoke on "Curing business ills by financial organizations." He referred to the current tendency in business toward merger that would reduce overhead, increase production and lower the selling cost. All business must be properly financed if it is to succeed and the firms that are weak financially are always found in the group that is retarding general progress.

Detailed reports of the activities of the Educational Bureau as the former



L.G. SMITH C.E. SCHAEFFER STOKES & SMITH CO. PHILADELPHIA

Vigilance Committee is now known were made by B. R. Jacobs and M. J. Donna. While the work of these officials as well as the purposes of the bureau were approved no definite action was taken to support it financially to the extent it deserves. President Henry Mueller in his annual report had recommended that 20 or 25 manufacturers should offer to support this activity as one of the most promising that the industry has yet sponsored. This matter will be left to the board of directors for early disposal.

The Question Hour proved unusually interesting, though so many questions were propounded that much time was required for answering, which necessitated an extraordinarily long session on the closing day.

Following the luncheon recess the

board of directors announced election of 1928-29 officers which included Frank J. Tharinger of Tharinger Macaroni company, Milwaukee, Wis., as president; G. Guerrisi of Keystone Macaroni Mfg. Co., Lebanon, Pa., as vice president, and M. J. Donna as secretary-treasurer.

The new president responding to a call for a speech asked the support and cooperation of every member of the association and every manufacturer in the industry in carrying on the organization work to which the National association is pledged. Vice President Elect G. Guerrisi thanked the convention for the honor conferred upon him and promised to do everything in his power to support the president in his program, and to obtain for him the cooperation asked for.

The question of time and place of the 1929 convention was left to the directors for later discussion. New York city seemed to be the choice of many of the manufacturers for the 1929 convention.

The resolutions committee reported appropriate resolutions which were unanimously adopted, and the other convention and standing committees made reports just before the greatest convention in the macaroni history was brought to a close shortly before 6 o'clock.

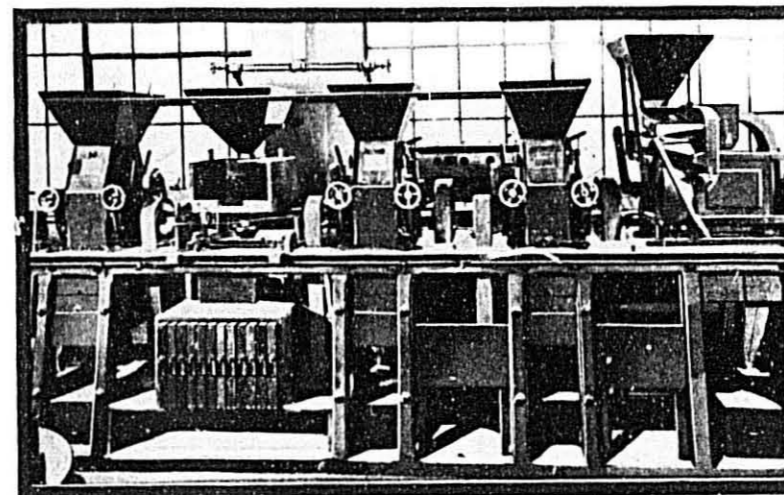
While the manufacturers put in a strenuous afternoon solving business problems the women of the convention were guests of the Macaroni Machinery



B. STOCKMEN DULUTH-SUPERIOR MILLING CO.

ery and Equipment Firms at a theatre party in the Selwyn theatre where the popular musical comedy "Good News" was enjoyed. At noon they were the guests of the Washburn Crosby Co. for luncheon at the Edgewater Beach hotel.

Through our own experimental "Semolina Mill" we secure the facts upon which We guarantee the quality of Gold Medal Semolinas



GOLD MEDAL "Tested" SEMOLINAS

Our testing unit includes a miniature mill; a macaroni mixer, a kneader and press; drying chambers and cooking equipment. In this miniature testing plant we test and develop the character of the gluten necessary in the production of good macaroni; we develop any defects in the wheat as to color; and any excess of foreign seed and ergot which produce an excess of black specks.

Several years of experience have taught us that the manufacture of semolina, both as regards the wheat mixture and the milling, requires constant care and watchfulness; that it demands a more delicate adjustment of raw materials and machinery than is the case even in the making of flour.

This is why we designed and installed an experimental semolina mill. It enables us to find out a great deal more about the quality of different grades of durum wheat than ever could be obtained through chemical analysis alone.

Following our chemical analysis of samples of the

wheat received at our elevators, enough wheat from each shipment to make five or six pounds of semolina is ground in our experimental mill, and the resulting semolina run through the mixer, kneader, press and dryers.

We feel that through this careful experimental work, we are giving the manufacture of semolina the serious consideration it deserves, and that our efforts will result in a constant improvement of the macaroni products made from Gold Medal "Tested" Semolinas.

Gold Medal "Tested" Semolinas are guaranteed. If any sack does not prove satisfactory in every way, your full purchase price will be refunded.



GOLD MEDAL SEMOLINAS

"Tested"

WASHBURN CROSBY COMPANY

Welcome!

Words of welcome pronounced at the opening of a convention are often perfunctory. Not so the hearty welcome extended by civic and business leaders of the city of Chicago and state of Illinois when the Macaroni Men convened for their Silver Jubilee Conference last month.

Representing the Chicago Association, Louis A. Bowman said in part:

"The Association of Commerce of Chicago, one of the greatest business organizations in the world, is always delighted when anyone and particularly when a national body chooses Chicago as its meeting place. The Association of Commerce is more than anxious that your sessions shall be of interest and value to you and that all your physical surroundings shall be comfortable and pleasant. If there is anything that our association and its efficient headquarters staff can do to add to the pleasure and comfort of your stay here we want you to call upon us, and will consider it an honor to have you do so.

"We are very anxious that while you are here you shall get the right idea of Chicago. Our city suffers greatly because of misinformation and misrepresentation the country over. Chicago is a great city. We want you to see something of it while you are here. Chicago leads the world in 49 different branches of commercial and industrial activities. In the macaroni industry Chicago stands relatively high. It is great in its geographical extent, in its commercial and industrial supremacy, in its civic pride and as a moral force. There are so many fine things that I could say about our city but time will not permit. Your return to Chicago the second time in 2 years is

proof of your appreciation of our hospitality and our city's value as a convention center. In the name of the entire community of 3 million real American citizens, The Chicago Association of Commerce bids you welcome."

Representing the Edgewater Beach hotel management, B. B. Wilson said in part:

"We consider it a great compliment to have the pleasure of entertaining your wonderful organization again and we want you to know that we will help you this year as we did in 1926 in every way to make your meeting more successful. Every entertaining and recreational feature in connection with our hotel is open to all macaroni manufacturers and guests without charge. We want you to be happy while you are making this hotel your convention home."

Representing the macaroni manufacturers of Chicago and of Illinois, A. Irving Grass of the I. J. Grass Noodle company said:

"I am pinch hitting for Steve Matalone of the Chicago Macaroni company who is unable to welcome you as per schedule because of illness in his home. I deem it a great honor to welcome you to this city and to this fair spot. You must have enjoyed yourselves here 2 years ago to again designate the city of 'I Will' as your convention place.

"Just 2 years ago I attended my first convention, and believe me I derived so much good out of the 2 conventions attended, both from a business and friendship standpoint, that I wouldn't miss a session even were it held in China. I

President's Annual Address

For the sixth time I stand before you to render a report of the Association's activities as your president. Every year it becomes harder to report without repeating.

At the very beginning I must say that this year I have received the very best of cooperation during my career as president from the Board of Directors and from the various committees. All of this tended to lighten my work considerably.

Our efforts to uplift the standards of our products are meeting with success. Mr. B. R. Jacobs has been active in his duties as our Washington representative and from his work I feel that another feature concerning macaroni standards must get our undivided attention. We

predict a very successful convention and you are sure that everything the Illinois manufacturers can do to please you will be done. Last year I heard several say that the Minneapolis convention was the best ever. All we ask is that we work together as efficient business men to make this even a better one. That is our welcome to you."

In behalf of the macaroni allied trades of the country H. K. Becker, vice president of the Peters Machinery company, said:

"In behalf of my fellow business men I bid you welcome to this convention city. We are glad to see so many of the old faces and glad to see so many new ones. There has been so much welcoming that there is little for me to add except that the welcome is wholehearted and sincere. We mean every word of it and we mean to prove that we mean it before you leave our beautiful city."

During the year we have appeared before the Food Standards Committee in Washington to help draft a definition of farina and semolina and to determine the moisture and flour dust limits permissible. Your Association first ascertained the wishes of the industry and then stood for a definition that would state that farina is the purified middlings of any wheat and that semolina is the purified middlings of durum wheat. Also that



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must soon take up the question of just how much of tomatoes and how much spinach, etc., must enter a combination rightfully entitling it to be called tomato macaroni, spinach macaroni, etc. These specialties command good prices and necessitate some regulations.

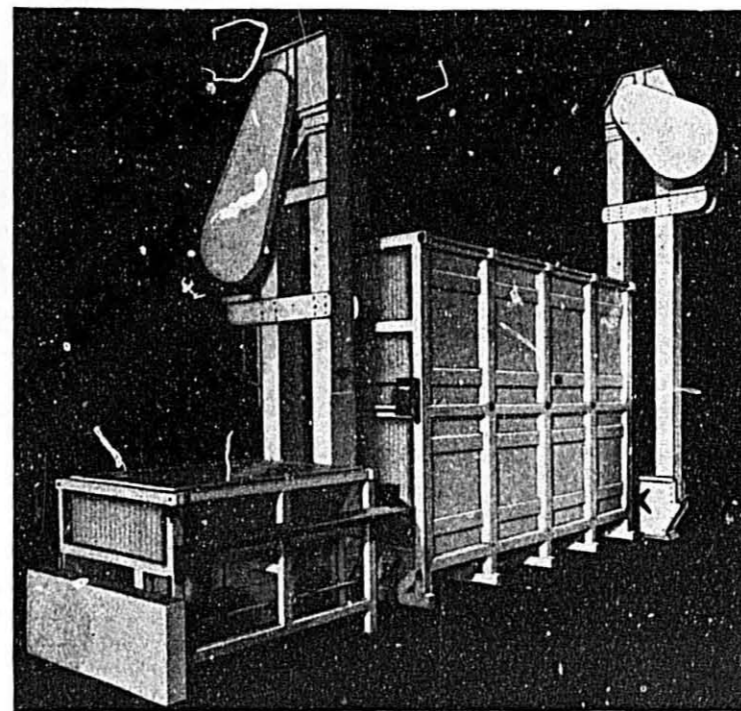
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AMERICA'S FOREMOST BUILDERS

of Dependable, Labor-Saving

FLOUR HANDLING OUTFITS



5 POINTS
of
SUPER-
IORITY

- 1 Sanitary
- 2 Everlasting
- 3 Economical
- 4 Labor Saving
- 5 Uniform Blending

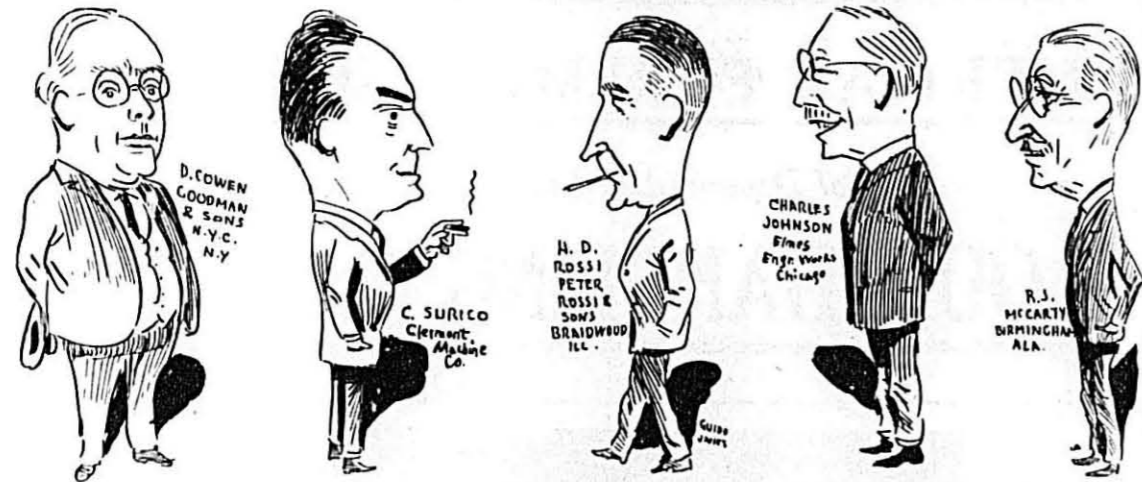
SCORES
in
DAILY
USE
in the
Leading
Macaroni
and
Noodle
Plants in
America

ANY SIZE TO FIT YOUR PLANT
ANY TYPE TO SUIT ALL NEEDS

Write us for full particulars, for list of satisfied users of this
Equipment that will greatly reduce your manufacturing cost.

THE CHAMPION MACHINERY COMPANY

JOLIET, ILLINOIS



the moisture limit be 14%. There was some indecision as to the flour dust tolerance, due to the many grades of semolina on the market; but to have the right control on semolina it was generally agreed that it should never contain more than 2% of flour dust. While it should rightfully be only 1/2%, a tolerance of 1% would be generally fair. The Department of Agriculture has not yet made any decision but we are hopeful that our suggestions will be given the consideration they deserve before a ruling is finally made.

For the last 25 years this Association has done a great deal in building up the quality of our products, in trying to get fair standards for our products so as to create fairer competition. The work before us is a continuance of that policy, to build a permanent foundation on which even greater progress can be constructed. Among things that need our immediate attention are the following:

(1) The slack filled package; (2) strict enforcement of the anti-coloring rulings of state and nation; (3) absorbing excess production; (4) eliminating unreasonable free deals; and (5) getting our share of the consumer's dollar.

With regard to the slack filled package, we must regulate ourselves because if we fail to do this the government will take a hand. We should agree on a package that is not too small to make it cumbersome or troublesome for the manufacturer, yet one that will be fair to the purchaser. I feel that there should be a tolerance allowing for a variation of products—say 20% for slackness.

The Educational Bureau headed by Mr. Jacobs has been doing much to help the macaroni men strictly obey all food regulations. It has been handicapped by

lack of financial support. This activity has been promoted by voluntary contributions but often Mr. Jacobs and Mr. Donna have been unable to travel about because funds did not warrant that expense. We now owe over \$3000 for this work and if we can't get all the manufacturer to contribute to this work, then 15 or 20 should raise a fund to continue it. This is one of the most important pieces of work that our association can do—to get the colored goods, the misbranded goods, and the adulterated foods out of the markets.

To absorb our excess production we must create a demand for macaroni in places where it is seldom served. This we can do only by intelligent advertising. No one or two manufacturers can do this—it must be done cooperatively. If we don't cooperate some of the leaders will and because of their unity of purpose will force the others out. I'd rather see a cooperative advertising program that will create a demand that will make



all our plants run on a reasonably full production basis. Then most of the keen competition would disappear.

The free deal is getting to be a serious matter because in some instances it is being overdone. While we may never be able to entirely eliminate it we surely can do something to check it and keep it within bounds. It is certainly unethical competition to give one case free with every case bought. If we could restrict it to one free with 10, that would not be so bad. It is a problem worthy of our deepest consideration.

Getting our share of the American food dollar is a big undertaking. Every advertised food is a keen competitor whether it be suggested for breakfast, dinner or supper, whether it is used in lunch baskets, for picnics and in barbeques. We humans eat just so much and we are prone to eat what is suggested to us most forcefully in advertisements. We have a nutritious food but it has not yet been put before the public in the proper light. We have tried several advertising propositions but the big fault was that we didn't get enough cooperation—not enough money to make them effective.

I will repeat what I have said last year—I don't think that macaroni consumption has increased on the whole as much as some of us think. There might be a slight increase but the field of possibilities is still unscratched. Figuring 500,000,000 lbs. a year as the amount of macaroni products consumed in America and figuring only 100,000,000 people, the per capita consumption would be 5 lbs. This is not much to brag about, yet the figure is high. I don't believe that consumption is much more than 4 lbs. per person per year.

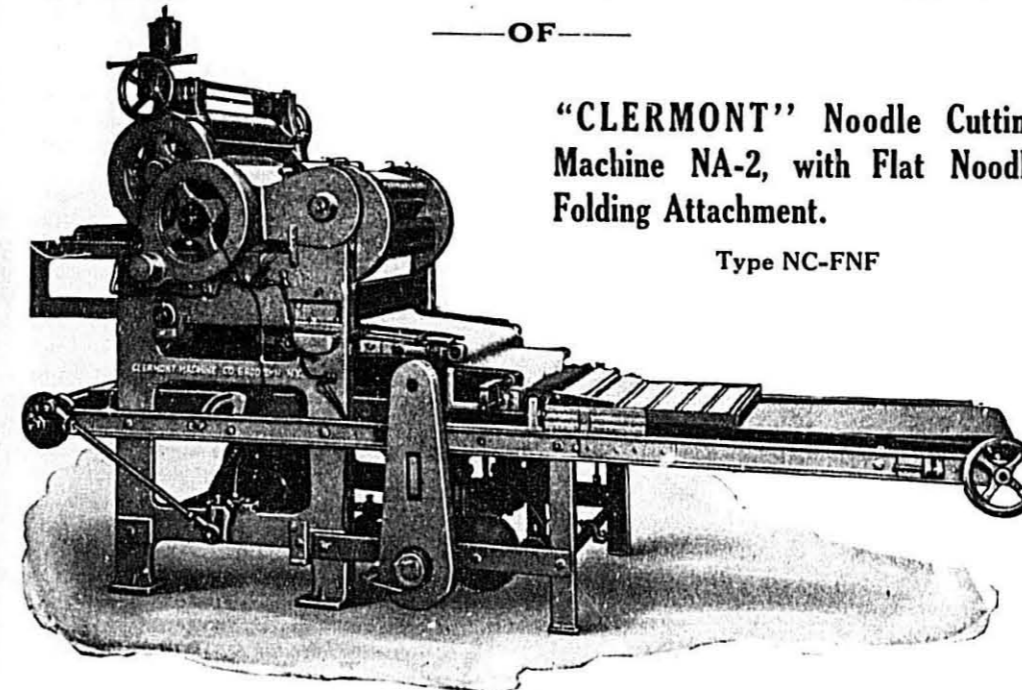
The consumption should easily be

THE LATEST TYPE

—OF—

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

Type NC-FNF

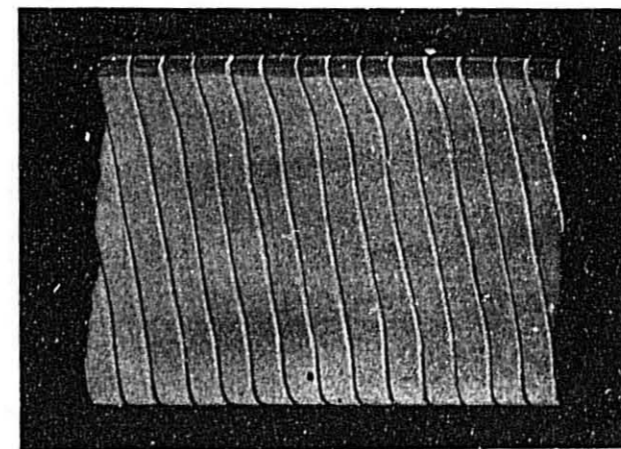


THE MACHINE WHICH PAYS DIVIDENDS

No skilled operator required

No hands touch the product

Suitable for Bulk Trade



Suitable for Package Trade

The finished product of above machine.

WE ALSO MANUFACTURE:

- Dough Breakers
- Noodle Cutting Machines
- Mostoccioli Cutters
- Egg-Barley Machines
- Triplex Calibrating Dough Breakers
- Fancy Stamping for Bologna Style
- Square Noodle Flake Machines
- Combination Outfits for Smaller Noodle Manufacturers

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.

doubled if we would only get together, cooperate—fight for greater consumption, do away with all unethical practices and improve the quality of our products. Let us continue the work of the Educational Bureau. Give the Association the support that it deserves and next year will see even greater progress that we experienced in the past.

I want to express again my appreciation to the Board of Directors and to the various committees for their help and support; also to the entire membership for its cooperation. Secretary Donna and Mr. Jacobs have done very fine work. They are always willing to go right ahead and do whatever is necessary and I know we all appreciate their efforts.

In closing I want to bring up a subject that I spoke of the last 2 years. I want you to take me seriously this year when I say that I don't care to take the presidency again, or even a directorship. There are 3 directors to be elected this year and I want you to kindly forget me when you elect these. I am serious. I feel that I have given 6 years, about as long as any man has been president of the Association, and that a new man would bring you new ideas and new thoughts in a fresh, clear way. I know that you will elect a board of directors



H. MUELLER
C. F. MUELLER
JERSEY CITY

among whom will be many suitable to serve as president and vice president.

I hope the program prepared by our secretary will meet with your approval and that this convention will be beneficial to us all. I am hopeful that you will all feel free to participate in the discussions at any time. It is only when different ones express opinions that we know what is on their minds. Make this an open forum. Speak out freely and you will have helped to make this the biggest convention in our history.

Report of Secretary M. J. Donna

It is with a feeling of keen satisfaction that I present to you this annual report of the association activities and accomplishments at the opening of this Jubilee Year.

We have just completed a year of progress and trade betterment in keeping with general business conditions. As a trade we have undeniably advanced in recognition among business circles. As an organization we have more and more gained the confidence of our manufacturers. Thanks to the dauntless spirit of the progressive and appreciative element in our industry our food is slowly finding its place in the American menu.

Trade associations are daily becoming better appreciated as indispensable factors in business building. Recognizing this trend the U. S. Department of Commerce made an exhaustive study of this phase of business and recently issued a 380 p. book entitled "Trade Association Activities." Of the 2000 or more trade associations studied hardly any 2 were found alike. Each seems to incline toward activities made necessary by peculiar conditions existing in each trade.

To the credit of the National Macaroni Manufacturers association it is recorded as one of the earliest of its kind that has remained in continuous, useful existence for nearly a quarter of a century.

General Purpose of Organization

The general aim and purpose of all trade organizations—and it is none the less true of ours—is to act for the better-



SECY.-TREASURER
M. J. DONNA
BRAIDWOOD
ILL.

ment of the better class in the trade. Our actions are not expected to get 100% approval nor our proposals 100% support.

That some manufacturers will be unfavorably affected by actions that will benefit most of their competitors cannot be denied but it would be unfair to our trade to hesitate because of the harm it may do one by neglecting to act for the general good. Let the unprogressive ones beware!

In this I am reminded of a story of a young man who recently married one of 2 very beautiful twins, as alike as two peas in a pod. Many people remarked at the likeness between the 2 women and often wondered how the husband knew one from the other. One day one of his friends met him on the street and being curious said: "John, the whole town is interested in your case. What we would like to know is—how do you tell the two of them apart?" "Well, to tell the truth," replied John, "I don't try. The wrong twin just has to look out."

We study the great needs of the greatest number and then seek through cooperation to overcome the drawbacks that are retarding the progress of this group.

Need of a Trade Association

One of the country's leading bankers in an address on Trade Associations made the following pertinent remarks:

"The time is not far away when a business man's membership in trade associations will be an important factor in his banker's judgment of his credit rating. It will be that for 3 reasons:

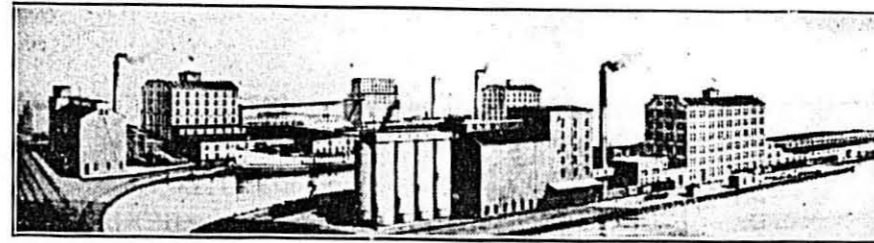
"1. Trade Association membership is a measure of character, because it shows the member's ability to get along well with others.

"2. Trade Association membership is a measure of intelligence of the member's business methods because he is planning to eliminate competitive waste and to use cooperation as an economical promotion weapon.

"3. Trade Association membership is a measure of the soundness of the industry because it is doing something for the stability, efficiency and economy of production and distribution.

"That is why, as a banker, I believe the need of the nation to be better, stronger, more active, more intelligent, more public spirited trade associations. Only through them can there be better business men and better business."

For 24 years our industry has had an organization of some kind. One can hardly visualize our industry without a trade association. What agency would provide a common meeting ground for the exchange of ideas and crystallization of opinion, necessary in this day and



HOURGLASS BRAND Semolina and Flour

Quality of First Consideration

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

Every Sack Guaranteed

*Location Enables Prompt Shipment
Write or Wire For Samples and Prices*

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

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

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



The good professors whose job it is to enlighten youth are an invaluable part of our educational system. Nevertheless they are accused of being about the most absent minded class in the world. Only the other day a very prominent Chicago professor met some students on the campus and stopped to talk.

After a few minutes he inquired suddenly:

"By the way—which way was I going as you met me?"

"Why, you were going north, Professor," was the reply.

"Ah, good," he beamed, "then, I have already had my lunch."

If among those who hear or read this report there are any who have either pledged their membership or should have done so, and have not yet made application, I hope that they will act immediately so as not to be classified as those

age? Where and when could we debate the different views held by various manufacturers? By what means could we take joint action either offensively for our welfare or defensively against action that is actual or pending? Which of us would be licensed to speak for the industry in matters of general concern?

Our association is functioning. We have in it the foundation for great service which the members of the industry desire. Generally speaking a trade association cannot and does not really do things for its members but rather helps them to help themselves. With your cooperation the association can do things for the industry as a whole, and incidentally this benefits members and non-members alike.

Practically everyone believes in organization. Some organize their own business but forget to look beyond. During the 9 years of my incumbency I have had many firms pledge their support and promise their membership. Those who have forgotten their promises recall a professor's story that illustrates the point:



who are unmindful of this, their important duty to their fellow manufacturers.

Leaders in the Trade

It is natural to pay tribute to the successful men in the industry. Who are they? There are not many in the macaroni trade but is it not true that the successful ones are also the leaders in promoting their trade association?

Some of us are skeptical enough to say, "Oh, they are just lucky," but a closer study of their methods, a deeper investigation of their climb to success will show that it was not their luck but pluck that made them what they are today. When you meet what the world terms a successful man, you also meet a dissatisfied one who in his own mind feels that he still has far to go to be successful. From his vantage point in his line of business he sees greater heights that can be gained only through greater service to consumer, better treatment of his employees, friendlier consid-



eration of the rights of competitors and a firmer belief that success to the individual can only keep step with success of the trade and that this can be gained only through closer and more sincere cooperation with other manufacturers in the recognized association of the industry.

In our association you will find the leaders in the trade. They belong because they believe in their business. As in other lines we have 2 classes to deal with:

1. Those who fully believe in their business—the successful class.
 2. Those who look upon the macaroni industry as a mere incident or a temporary business toy—the dissatisfied kind.
- Our business will be what the real friends of the industry wish and help it to be. They will be found working constructively from within. The more we have in this class the smoother will be our path forward and upward.

Competition and Quality

With our ever growing knowledge of manufacture, better machinery and the very best raw material easily obtainable,



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



QUALITY

SERVICE

There Is No Substitute For Durum Semolina

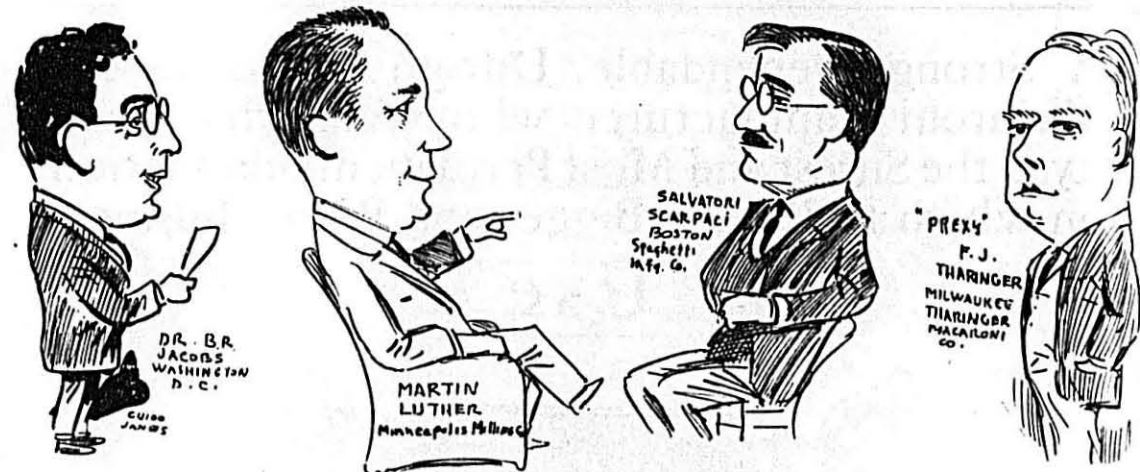
KING MIDAS MILL COMPANY
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD SEMOLINA

No. 3 SEMOLINA



our business has been growing rapidly. Competition has become so keen and price cutting so disastrous that many wonder if quality continues to be foremost in the minds of those who take part in most of these price wars? Some complain about the sales policies of competitors; manufacturers in one section claim that it is impossible to compete in their own market with macaroni products manufactured in distant states; producers on the coasts wonder how an interior brand can undersell theirs and pay the freight.

Well, there are prices and prices, and perhaps some reasons for all of them. Those who want to be charitable can be so but they should also be considerate.

Whenever one finds similar products being sold at a considerable difference in price it is advisable to ascertain whether the quality has been cheapened, substitution made or something necessary left out. This incident illustrates the point:

After drinking several glasses of cut price lemonade a man approached the lad in charge of the stand on the opposite street corner:

"Young man, how can you expect to sell your lemonade at 5 cents, when you have a competitor offering the finest lemonade I ever drank at 2 glasses for a nickel?"

"Well, mister," answered the boy, "We're in partnership. The cat fell into his bowl an hour ago, and we decided to get rid of his lemonade before the news spread."

It is quite generally conceded that if greater attention were given to the quality of the product produced than is given the sales policies of competitors much of the ill feeling that has prevailed between competitors would practically vanish.

Association Activities

As previously stated the National association has carried on all the recognized and ethical trade association activities that it could consistently assume with the support at its command. Among a few of the outstanding functions can be mentioned the following:

1. The Educational Bureau

An activity whose full import is not recognized to the extent it is deserving. So far-reaching is this work, formerly performed by the Vigilance Committee, that every manufacturer is favorably affected by its quiet actions even though he is not immediately conscious of the benefits derived. Financial support of this activity has been so lacking and its need so urgent, that your association has seen fit to borrow from the general fund the sum of \$2000 during the past year to carry on the educational work. Despite this we now owe \$938.14, putting us \$2938.14 "in the red" for this work, as of May 31, 1928.

Will the macaroni industry allow

this activity to lapse when it can be kept functioning efficiently at a cost of not to exceed \$4000 to \$5000 a year? To enable you to answer intelligently let me call your attention to the detailed report of Dr. B. R. Jacobs, who has personally interested himself in this movement; also to some of the activities that have come directly under my observation.

a. Harmful Publicity:

Several outside agencies have persisted in ridiculing our product, particularly the eating thereof by the alleged funny class, and in speaking degradingly of its mode of manufacture in backward countries. In every instance the Educational Bureau has made objection to the harmful publicity which seeks to give temporary pleasure to a few at the expense of permanent injury to many.

b. Unfair Brand Promotion:

In their enthusiasm some manufacturers have unwittingly attempted to bespeak the superiority of their product while unintentionally belittling the quality of competing brands. In a nice way their attention was called to the unfairness of this practice and invariably the firms have agreed to desist and have recognized that



Preparedness for BETTER BUSINESS

Competition is growing in the manufacture of Macaroni.

Better made dies are essential to produce the best Macaroni at a low cost.

Before the fall rush season, have your dies ready.

LOOK THEM OVER and the doubtful ones send to us for our expert opinion on them.

We maintain a special department for repairing; our service is quick, efficient and reasonable.

If new dies are necessary use "MALDARI'S INSUPERABLE MACARONI DIES" with removable pins and improve your product.

F. MALDARI & BROS., Inc.

178-180 Grand St., New York City

America's leading Macaroni Die Makers for over twenty-five years

SEND FOR OUR ILLUSTRATED CATALOGUE. YOURS FOR THE ASKING



G. E.
DEL ROSSI
PROVIDENCE
R. I.

took our suggestions under advisement.

3. Cooperative Advertising

A limited publicity campaign through certain national magazines has been sponsored by this association and supported by a score or more of interested and willing manufacturers. It is too early to determine its effect on our trade. A more detailed report on this activity will be made later in the convention.

4. The Official Organ

Our Macaroni Journal continues to serve as a medium for intercommunication and for contacting affiliated trades in a way that its value to our association and the industry is enhanced. It continues to arouse interest in activities that are deserving of general support, to warn against actions and practices that

the food itself is deserving of their first consideration.

c. Correcting Wrong Impressions:

We have been kept busy correcting the very general wrong impression of what constitutes macaroni products; for instance the erroneous belief that our food is for winter use only. In another instance an eminent physician, food authority and United States senator recently advised the public that macaroni is a product made from winter wheat. When his attention was called to his error he readily consented to correct the wrong impression which he innocently and thoughtlessly helped create.

2. Definitions and Standards

A serious attempt has been made to properly define the raw materials out of which our products are made and to standardize them. Throughout the year every attempt was made to arouse interest in the Definitions and Standards proposed by our government and last April your association spoke for the industry at a hearing in Washington, D. C. Official announcement has not yet been made of the decision of the Food Standards Committee which



A.
CULICCHIA
CHICAGO
MACARONI CO
CHICAGO

are harmful, to stimulate interest in the trade as a whole and to keep readers advised of what is going on in business circles, emphasizing matters of special concern to our industry. It remains an indispensable, educational and profitable venture.

5. Association Funds

The system in vogue for handling the association funds by the secretary and treasurer is simple yet safe and thorough. All moneys are collected by the secretary and deposited by him in his local bank. Periodically he remits by check to the treasurer who receipts for it and in turn deposits the remittance in the treasurer's bank at 4% interest. Voucher checks are drawn by the secretary, forwarded to the treasurer for countersignature and returned to the secretary for distribution. Thus the association funds



L. E.
CUNEO
CONNELLEVILLE
MACARONI CO
CONNELLEVILLE
PA.



MRS
H. J.
BRUNNERKE
CINCINNATI

pass through 2 banks and every expenditure is scrutinized by 2 officials, insuring ample safety and security.

During the fiscal year June 1, 1927-May 31, 1928, there was received a total of \$14,183, of which \$8,105.55 came from Macaroni Journal advertising, \$509.25 from Journal subscriptions, \$4570 from association dues and \$995.20 from sundry sources. The latter amount includes \$930 registration fees received at the Minneapolis convention.

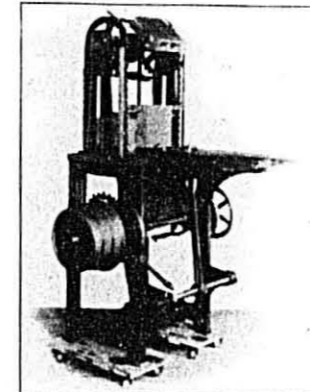
In the same 12 months there was expended a total of \$15,818.48. Of this amount \$8065.52 was for association purposes covering officers' salaries, office help, traveling expense, supplies, etc.; \$7752.96 was expended for preparing, publishing and distributing the official organ. Half of the secretary's salary is charged to this fund. Though the expenditures for the year somewhat exceed the receipts there remains in the treasury a balance of \$2,893.93.



ERWIN
JOHN
MILWAUKEE

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

Peters Package Machinery



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

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

PETERS MACHINERY COMPANY

4700 Ravenswood Avenue
CHICAGO, ILLINOIS



as of June 1, 1928. In addition there is coming to us the sum of \$2000 loaned to the Educational Fund. A difference between my figures on receipts and those of the treasurer is due to interest on deposits which he received from his bank and not paid to me.

While membership in a trade association means little unless each is actively interested for the good of the whole, we should constantly strive to bring within the ranks all progressive manufacturers. Frequently we are asked what proportion of our industry do we represent. We represent a majority in capacity and a minority in number. Perhaps among your business acquaintances there are some worthwhile manufacturers who should belong and who would join if you personally invited them, thus getting the result that the secretary has aimed at through correspondence and general appeal.

In the past year 12 firms have joined and 6 firms have discontinued their membership. The new members are:

ACTIVE

- La Rosa Macaroni Co., Brooklyn, N. Y., June 15, 1927.
- V. Viviano & Bros. Mac. Mfg. Co., Inc., St. Louis, Mo., June 15, 1927.
- Mound City Macaroni Co., St. Louis, Mo., June 15, 1927.
- Oregon Macaroni Mfg. Co., Portland, Ore., July 1, 1927.
- Natural Egg Noodle Co., Inc., Union City, N. J., Aug. 20, 1927.
- Feeser Macaroni Co., Harrisburg, Pa., April 20, 1928.
- F. Pepe Macaroni Co., Inc., Waterbury, Conn., April 24, 1928.
- Fortune-Zerega Co., Chicago, Ill., May 7, 1928.
- McAlester Macaroni Factory, Mc-

- Alester, Okla., June 7, 1928.
 - Brooklyn Macaroni Co., Brooklyn, N. Y., Nov. 19, 1927.
 - D. K. Kreider Noodle Co., Harrisburg, Pa., April 18, 1928.
- Those who have been dropped are:
- Active**
- Canpanella & Favaro Mac. Co., Jersey City, N. J. (suspended).
 - Federico Macaroni Mfg. Co., Inc., New Orleans, La. (resigned).
 - Savoia Macaroni Mfg. Co., Brooklyn, N. Y. (resigned).
 - Naples Macaroni Co., Brooklyn, N. Y. (inactive).



- Traficanti Bros., Chicago, Ill. (suspended).
- Union Macaroni Co., Beaumont, Texas (suspended).

Associate

- Carrier Engineering Corp., Newark, N. J. (resigned).
- Our membership June 1, 1928, totals 82 firms with 73 active members and 9 associate members. Three firms are still in arrears for 1928 dues. During

the year one firm voluntarily raised its classification from Class D to C. One lowered its classification from Class A to B and one from B to C.

Our membership is classified as follows:

Active Members

- 19 firms in Class A
- 10 firms in Class B
- 33 firms in Class C
- 11 firms in Class D

Note: Further admissions to Class D have not been made since the Minneapolis convention when Class C was made the lowest classification for new members.

Resume of Membership

Regular Associate	
Membership Minneapolis convention	65 10
Reinstated since.....	2 None
New members	12 None
Total	79 10
Dropped	6 1

The membership June 19, 1928..... 73 9—Total 82

Just a word or two about our speakers. The matter of preparing an interesting and instructive program for our convention is always a difficult and responsible task. If you will consult this year's program you will note that timely topics are to be discussed by outstanding authors who voluntarily have offered to give freely of their time and their ability for your enlightenment. We owe these speakers courteous attention and full attendance at all sessions. We have always given the former; let us guarantee the latter. President Henry Mueller is a modest man. Self-effacement for the association's interest and the industry's welfare is his unswerving policy. Fre-

Juliet Macaroni

A NEW PRODUCT

FROM DIES MADE EXCLUSIVELY BY MARIO TANZI CO.

(PATENT PENDING)

348 COMMERCIAL STREET

BOSTON, MASS.

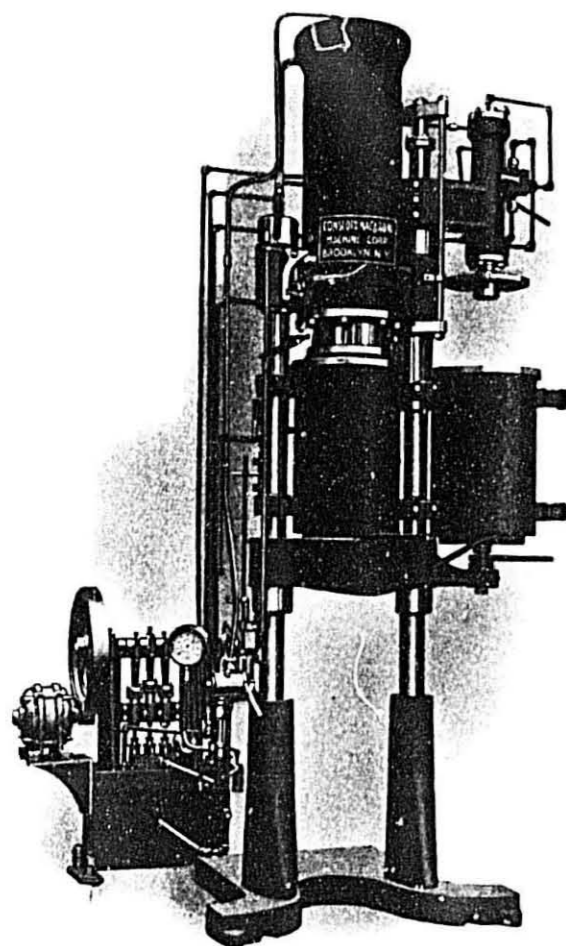


Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.
I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



16 1/2 inch Vertical Hydraulic Press.

All material is of the best obtainable. No unnecessary weight. This machine weighs 50% less than any press of equal size constructed by any other manufacturer.

AT LAST! The press without a fault
The machine you must eventually buy
to keep abreast of the times.

Simple and economical in operation.
Compact, solid construction and long life.
No unnecessary parts, but everything essential
for the operation of a first class machine.

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

**INCREASE YOUR PRODUCTION.
REDUCE YOUR LABOR AND WASTE.**

The machine shown herewith is our 16 1/2 inch diameter press with a capacity of 350 pounds. We have furnished several of these machines to one of the largest manufacturers in the United States.

A repeat order proves the satisfaction and efficiency of this machine.

This machine is constructed on the same general plan as our other machines incorporating therein such modifications as are necessary in a machine of this size.

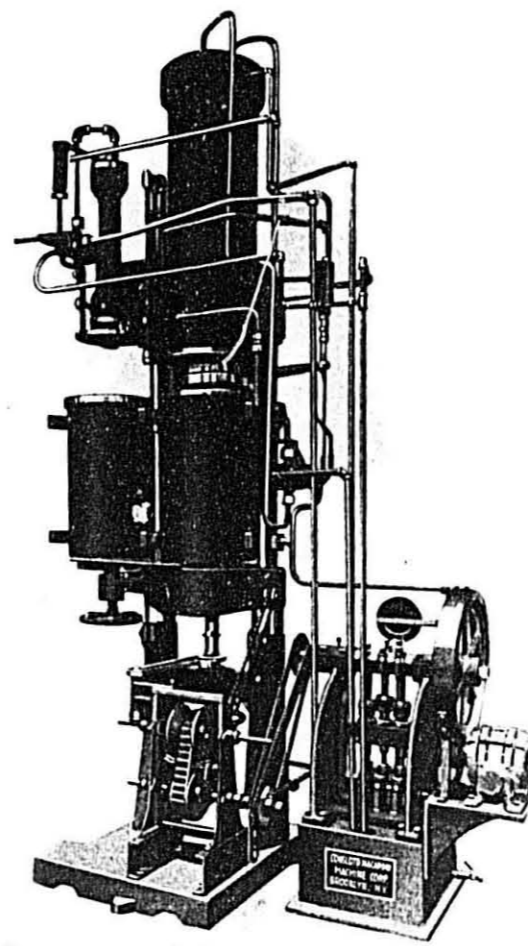
156-166 Sixth Street **BROOKLYN, N. Y., U.S.A.** 159-171 Seventh Street
Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.
I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Cutting Press. 12 1/2 and 13 1/2 inch diameter

Only one die is used for both cylinders, as this machine is of the stationary die type, and the die need not be touched until a change in the quality of the paste is desired.

Specialists in everything pertaining to the Macaroni Industry.

Complete Plants Installed. Let us show you how to put your plant on a paying basis.

We Do Not Build All the Macaroni Machinery, But We Build the Best.

The machine shown herewith has been specially designed for those desiring a large daily production of short pastes, but who have a limited amount of space.

Instead of horizontal, this press is vertical, but will give a production equal to our horizontal press.

In order to facilitate the adjustment of the lengths of the various pastes, this machine is equipped with a Reeves Variable Speed Transmission.

This allows the paste to be cut to any desired length with only one change on the drive pulleys.

The general construction is similar to our other machines, four plunger pump, hydraulic packer, simplified controls, etc.

All cylinders are of steel and the main or pressure cylinder is bronze lined.

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

quently in past years he has been called upon to take a stand for the industry even to the detriment of his own business, but he has done so loyally and unflinchingly. It has been a pleasure, indeed, to work for and with him.

The directors have worked together with faith in each other, in the organization and in the industry. They all have given unstintingly of their time and money, ever ready with advice and



G. GUERRISI
KEYSTONE
MACARONI
MFG. CO.
LEBANON
PA.

All important matters have been referred to the directors at stated meetings, or by mail when urgent. Opinions are heeded and their decisions strictly conformed to. I have striven unremittingly to retain their confidence and to give the association service, the kind of service you have a right to demand and expect. Whether or not my efforts have been successful you, and the results, will determine.

As my years of service increase I try to maintain the interest and enthusi-



A. CARDONE
DENVER,
COLO.

entails. My aim to serve you satisfactorily continues unabated.

If I am to succeed in my avowed purpose, if the macaroni industry is to progress as it should and if you will prosper as fully as you can, then we all must cooperate in a common cause. Cooperation is a doctrine that is not altogether new. It will do no harm and may do a little good to recall one of Aesop's fables that applies to cooperation for results:

Four oxen dwelt in a field in which



F.S. BONNO
NATIONAL
MACARONI
CO.

suggestions. The work of these officers and of all former officials supported by the entire membership is responsible for the progress which the National association has made despite the handicaps under which it operated.

In conducting the office of secretary of the association and editor of The



FRANK A.
GHIGLIONE
SEATTLE
WASH.

asm which is essential. The work of the secretary would be made much lighter if the proper interest and enthusiasm would be manifested by the entire membership. The need of more interest and enthusiasm that will bring success to our associated activity recalls a story that particularly applies:

Everything was in readiness for the marriage ceremony, and both bridegroom and best man had arrived at the church in plenty of time. The former, however, was uneasy.

"What's worryin' ye, Sandy?" asked the best man, tiptoeing up the aisle. "Ha'e ye lost the ring?"

The other gazed at his friend's immaculate attire and general air of gay bachelorhood. Then he heaved a woe-ful sigh.

"Na!" he answered rather despondently. "The ring's safe enough, mon, but I've lost ma wild enthusiasm!"

In closing will say that there is no reason in this day or age why any business man should lose his enthusiasm so far as his trade association is concerned. It affords me extreme pleasure and gratification to express my appreciation of the confidence placed in me and my due regard for the responsibilities that the position

lion prowled. Often the lion attacked them but on his approach they turned their tails to one another, so that no matter from which side the lion attacked he was met by horns of one of them. At last they fell to quarreling among themselves and each went his way to a distant corner of the pasture. Then the lion attacked them one by one and soon killed all four.

True cooperation is a "give and take" proposition. In our industry it can



E. DE ROCCO
SAN DIEGO
MACARONI
CO.
SAN DIEGO,
CALIF.

best be carried on through our National association. Give it the support it deserves and the results will speak for themselves in better understanding, greater progress and lasting business building.

Macaroni Journal I have ever aimed to carry out the instructions of the officers and the desires of the members, rather than my personal inclinations.

U. S.

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Cooperative Buying and Selling

G. Guerrisi, Keystone Macaroni Manufacturing Company

This subject is rather broad and possibly rather hard to confine to a short space of time. What I intend to do is to simply touch on some points that I think are of vital importance.

In the first place as you all know, we, as an industry, are one of a very few who are not fully and efficiently organized. There are, I am sorry to say, entirely too many of us who are rather suspicious of one another. This can be overcome only by a better acquaintance and understanding of each other. It seems a shame that with the possibilities of our industry we should waste our time and

show how easy it is to think the other fellow is working against you when in reality he is heart and soul with you.

Such cooperation could be carried into various lines of our industry. Let us consider the buying line. I think I am safe in saying that the majority of us do all our buying in a rather loose manner. We have no way of determining whether we are getting what we contracted for. That is, to my mind, a very important phase of our industry and would be glad to have you think seriously along these lines. It is almost impossible for each individual concern to maintain a fully equipped department for purchasing but by cooperating through the Association our purchases could

be checked up at a small cost to each member. There is no doubt that much could be gained by the adoption of some plan of this kind. It would give us a means of keeping check on all concerned from whom we buy and would encourage them to help us get the best and most for our money. I do not want you to think that I am distrustful of the concerns from whom we buy but it certainly would put them on their guard. We naturally first think of the semolina mills as their product is the chief material used in the manufacture of our macaroni. I am sure that if we, as an industry, agreed that we needed a certain grade or class of goods they would do all they could to give us the best that was possible. They are just as vitally interested in the proper manufacture of macaroni as we are. It is only logical that they should, because we are their only domestic consumers of semolina.



energy wrangling among ourselves while the consuming public is waiting for some concerted action from us. The possibilities, you must admit, are unlimited and because of our petty jealousy we are losing an opportunity that someone is going to grasp. Because of our disconcerted action our product is being looked upon as very ordinary. This is a mistake as we should determine to elevate our industry to a much higher plane. Let us have faith in our industry and our product and thereby instill the same faith in the consuming public. Let us put our industry on the level it belongs. We have a wonderful product but the public has been led to believe that it is only a mediocre product because we have not had the courage to stand on our feet and tell that we have something worth while.

There are so many ways whereby only a little cooperation on our part would work a decided change in our business. This is true mainly among the bulk manufacturers but is also true to some extent among the package manufacturers. I am convinced that in the last several years we have seen a decided improvement along this line. A striking example was the attitude taken recently at a meeting in Washington with reference to certain standards. This proves without a doubt we are getting closer together. I wish to say there was a feeling among some of us that our common friend, Henry Mueller, was back of some action proposed to be taken against us by the Bureau of Standards but I am happy to say, and it has been proven, that we were all laboring under the wrong impression. This has all been cleared because someone has had the courage to go direct to Mr. Mueller and discuss the matter with him in a friendly manner. I am citing this case to

Registrants Macaroni Manufacturers Convention Chicago, June 19-21, 1928

Name	Firm	City
Vincenzo Arena	V. Arena Macaroni Co.	Norristown, Pa
P. R. Arnold	Prince Macaroni Mfg. Co.	Boston
F. W. Becker, Jr.	Pfaffmann Egg Noodle Co.	Cleveland
Alfred A. Bianchi	Italia Macaroni Co.	Worcester
Frank S. Bonno	National Macaroni Co.	Dallas
R. B. Brown	Fortune-Zerega Co.	Chicago
Mrs. Harry J. Brunneke	Wuerdeman Macaroni Co.	Cincinnati
Victor J. Brunelli	Viviano Grocery & Mfg. Co.	St. Louis
John V. Canepa	John B. Canepa Co.	Chicago
James T. Canepa	John B. Canepa Co.	Chicago
A. Carbone	Western Union Mac. Mfg. Co.	Denver
A. Culicchia	Chicago Macaroni Co.	Chicago
H. Constant	Excelsior Macaroni Co.	St. Boniface, Can
J. Constant	Excelsior Macaroni Co.	St. Boniface, Can
David Cowan	A. Goodman & Sons	New York
L. E. Cuneo	Connellsville Mac. Co.	Connellsville
Vincent J. Cuonzo	Westchester Mac. Co.	Mt. Vernon, N. Y.
J. H. Diamond	Gooch Food Products Co.	Lincoln
J. L. Fortune	Fortune Food Products Co.	Chicago
C. S. Foulds	The Foulds Co.	New York
Jos. Freschi	Mound City Macaroni Co.	St. Louis
A. B. Furch	Milwaukee Macaroni Co.	Milwaukee
Frank A. Ghiglione	A. F. Ghiglione & Sons	Seattle
M. H. Gotthille	Savoia Macaroni Mfg. Co.	Brooklyn
A. Irving Grass	I. J. Grass Noodle Co.	Chicago
C. W. Griffin	The Creamette Co.	Toronto, Can.
G. Guerrisi	Keystone Mac. Mfg. Co.	Lebanon, Pa.
Glenn G. Hoskins	Foulds Milling Co.	Libertyville, Ill
James M. Hill	Foulds Milling Co.	Chicago
Mario Iacono	Savoia Mac. Mfg. Co.	Brooklyn
Erwin John	Milwaukee Mac. Co.	Milwaukee
Charles R. Jones	Domino Macaroni Co.	Springfield, Mo
D. W. Killip	Trafficanti Bros.	Chicago
A. S. Klein	F. L. Klein Noodle Co.	Chicago
Max Kurtz	Kurtz Bros.	Philadelphia
S. L. Kurtz	Kurtz Bros.	Philadelphia
G. La Marca	Prince Macaroni Mfg. Co.	Boston
L. J. Laneri	Fort Worth Mac. Co.	Ft. Worth
A. Leone	Niagara Macaroni Co.	Buffalo
G. G. Luehring	Tharinger Macaroni Co.	Milwaukee
R. G. McCarty	Birmingham Mac. Co.	Birmingham
E. J. Martin	Pfaffmann Egg Noodle Co.	Cleveland
F. A. Martocchio	F. A. Martocchio Co.	Minneapolis
Theodore Molinari	Splendor Macaroni Co.	Boston
Henry Mueller	C. F. Mueller Co.	Jersey City
Frank Patrono	Independent Mac. Co.	Mt. Vernon
A. W. Quiggle	Creamette Co.	Minneapolis
John Ravarino	Ravarino & Freschi I. & M. Co.	St. Louis
E. Ronzoni	Ronzoni Macaroni Co.	Long Island City
Henry D. Rossi	Peter Rossi & Sons	Braidwood, Ill
N. J. Roth	Roth Noodle Co.	Pittsburgh
G. M. Russell	McAlester Mac. Factory	McAlester, Okla
B. C. Ryder	Illinois Mac. Co.	Chicago
S. Scarpa	Boston Spaghetti Mfg. Co.	Boston
Eugene Skinner	Skinner Mfg. Co.	Omaha
F. J. Tharinger	Tharinger Mac. Co.	Milwaukee
F. Trafficanti	Trafficanti Bros.	Chicago
A. S. Vagnino	American Beauty Mac. Co.	Denver
E. Z. Vermynen	A. Zerega's Sons	Brooklyn
E. J. Villanue	Minnesota Macaroni Co.	St. Paul
Frank L. Zerega	A. Zerega's Sons	Brooklyn
E. De Rocco	San Diego Mac. Co.	San Diego
Ios. Viviano	Chicago Mac. Co.	Chicago
Steve Matalone	Chicago Mac. Co.	Chicago
C. B. Schmidt	Crescent Mac. & Cracker Co.	Davenport

A uniform contract for the purchase of semolina as well as other articles we buy in quantities should be agreed upon. This would very often save us money and annoyance. It is to our interest to produce the best macaroni that it is possible to produce. Only by constantly improving our product can we expect to have a greater consumption. This does not mean only the ingredients that enter into the manufacture but in the manner in which it is placed in the hands of the public, and the appearance thereof. All these things would surely tend to put our industry on a higher level. Some of my friends have expressed a desire to buy our principal products through an association or group. This may be all right if the group is not too large. If we were to attempt to have the Association do the buying of our main products for all members I am afraid it would work against us rather than for us. What I meant by cooperative buying is that

we discuss with each other the difficulties that we meet and the manner in which we have met them. In such an exchange of ideas only one thing can result, and that is a close cooperation of the different members as well as a better managed industry.

Cooperative selling, to my mind, is far more important than the buying. To arrive at a price at which to sell our product we must absolutely know the cost of manufacture. Here is where so many of us are lacking. Statistics show that invariably the man or concern that fails did not have full knowledge of the cost of his product. I think if we could get the members of this Association to adopt a uniform cost system a very great percentage of our selling troubles would be solved.

No one would be willing to sell under his cost price for any length of time as it means only one thing and that is insolvency. This phase might be dwelled upon quite fully but

it is enough to say that if all manufacturers had a real cost system they would be loath to do what some are now frequently doing. Macaroni is too often used by our jobbing friends as a leader in selling other goods. Some of our friends are missing a great opportunity to make a nice profit on macaroni. They are too often, because they happen to be engaged in the wholesale grocery business, selling their macaroni products to their retail customers at wholesale or jobbing prices. It



FRANK MOTTA JOLIET

is here where I claim they are missing a great opportunity to make a little money. In fairness to their fellow manufacturers and friends they should make their macaroni business carry itself and not depend on the profits of the grocery business to carry it along. A closer understanding and cooperation among us manufacturers would be a great help.

The macaroni industry is of enough importance and holds a position among the other industries of the country that it is absolutely foolish to think of using it as a leader.

It is probably impossible as well as unlawful to enter into an agreement to regulate



A. BIANCHI ITALIA MACARONI CO. WORCESTER, MASS.

price, but by referring to other industries we will find that through their associations and institutes they get to understand each other so well that it is not necessary to regulate prices. What we need is a real association. I realize, however, that to have an association that will do things we must have friends on hand. I feel that if we could work out some plan on an equitable basis we could raise

Name	Firm	City
J. T. Abbott	Pillsbury Flour Mills Co.	Minneapolis
W. E. Albright	Minneapolis-Larabee Flour Co.	Minneapolis
Conrad Ambrette	Consolidated Mac. Machinery Co.	Brooklyn
John E. Baldwin	Washburn Crosby Co.	Minneapolis
Theodore S. Banks	Minneapolis Milling Co.	Buffalo
R. T. Beatty	Northwestern Miller	Minneapolis
H. K. Becker	Peters Machinery Co.	Chicago
Al Belanger	Reynolds Electric Co.	Chicago
E. C. Benson	Pillsbury Flour Mills Co.	Minneapolis
A. Bonamico	Barozzi Drying Machine Co.	North Bergen, N. J.
Thos. L. Brown	Minneapolis Milling Co.	Minneapolis
A. L. Cernaghan	King Midas Mill Co.	Minneapolis
Edgar O. Challenger	Minneapolis Milling Co.	New York
C. Clarkston	Crookston Milling Co.	Chicago
E. Coolbroth	Minneapolis Milling Co.	Minneapolis
John P. Crangle	Duluth Superior Milling Co.	Chicago
Roy F. Crosby	Capital Flour Mills	Buffalo
John B. Dougherty	King Midas Mill Co.	Scranton
E. Del Rossi	Washburn Crosby Co.	Providence
F. Diefenbach	Durum Milling Corp.	Minneapolis
W. W. Farmer	King Midas Mill Co.	St. Louis
H. T. Felgenhaur	Capital Flour Mills	Chicago
A. J. Fischer	Pillsbury Flour Mills Co.	Minneapolis
Irwin Fischer	Duluth-Superior Milling Co.	New York
C. L. Grandy	Minneapolis Milling Co.	Minneapolis
H. J. Grunsey	Commander Milling Co.	Chicago
Fred A. Hamilton	Minneapolis Milling Co.	Chicago
C. E. Holcomb	Pillsbury Flour Mills Co.	Minneapolis
Charles Johnson	C. F. Elmes Engr. Works	Chicago
G. B. Johnson	Duluth-Superior Milling Co.	Philadelphia
H. Lavinge	Worcester Broken Belt Detector Co.	Worcester
H. S. Levison	Minneapolis Milling Co.	Boston
W. A. Little	Washburn Crosby Co.	Boston
Martin Luther	Minneapolis Milling Co.	Minneapolis
Joe Lowe	Joe Lowe Co.	Brooklyn
D. Maldari	F. Maldari & Bros.	New York
C. F. Marsh	Wolf & Co.	Chicago
R. Mastroianni	J. C. Nichols	New York
Chas. L. Miller	Washburn Crosby Co.	Chicago
H. P. Mitchell	Washburn Crosby Co.	New York
C. F. Moore	Commander Milling Co.	Minneapolis
W. F. Ousdahl	Commander Milling Co.	Minneapolis
J. J. Padden	Crookston Milling Co.	Crookston
E. R. Prina	Prina Corp.	New York
C. H. Rider	Street Car Adv.	New York
J. J. Rodgers	Minneapolis Milling Co.	Philadelphia
Edward Rossetti	Rossetti Litho. Co.	New York
A. L. Ruland	Washburn Crosby Co.	Minneapolis
A. E. Schaeffer	Stokes & Smith Co.	Philadelphia
L. G. Smith	Stokes & Smith Co.	Philadelphia
L. H. Schuler	Arabol Mfg. Co.	Chicago
W. A. Schmitt	Central Adv. Service	New York
A. Simonetti	Duluth-Superior Milling Co.	New York
B. Stockman	Duluth-Superior Milling Co.	Duluth
W. J. Stockman	Pillsbury Flour Mills Co.	New York
C. Surico	Clermont Machine Co.	Brooklyn
M. Tanzi	Mario Tanzi Co.	Boston
E. I. Thomas	Capital Flour Mills	Minneapolis
C. M. Tronson	Washburn Crosby Co.	Milwaukee
Chas. M. Turner, Jr.	Pillsbury Flour Mills Co.	New York
F. T. Whalley	Duluth-Superior Milling Co.	Boston
F. O. Motta	Champion Machine Co.	Joliet
F. P. Walton	Capital Flour Mills	Minneapolis
W. R. Kuehn	King Midas Mill Co.	Minneapolis
R. W. Goodell	King Midas Mill Co.	Minneapolis
B. R. Jacobs	Washington Representative	Washington
M. J. Donna	Secretary	Braidwood, Ill.
J. A. Lenhardt		New York
G. Cirillo	International Mac. Moulds Co.	Brooklyn

enough money to operate effectively and for the benefit of all. I would be glad to have you express your views. Our Association is only as big as we make it. It depends on each individual to do his part. Collectively we can push our industry forward but if some of us pull in one direction and others in another we will never get anywhere. We must all have the same ideal and strive for it.



the right direction. Let us all take an active part in the work of the Association as through such activity we become more familiar with the work and can see what our friends in the same business are doing for the industry. You realize that singly we cannot do much but unitedly through full cooperation the possibilities are unlimited. Let us strive to know each other better because you will find that we are all good fellows.

For an example of an Association I would refer to Grocery Specialty Association. Here we can see what can be accomplished by close cooperation. They have a very complete organization and are continually assisting their members. I realize that this takes money and I feel that we should lay our plans for such an organization.

Another very important factor to be borne in mind is that immigration has been greatly reduced, especially of the class of persons who consumed much macaroni. We have all increased our facilities to produce macaroni but have been very negligent in providing an out-

THE TRADE PRESS

An Important Link in Macaroni Distribution.

By J. W. Lowrie

Again I would say that the whole matter depends on the confidence we have in each other.

I have had several experiences where if I had not called several of my fellow manufacturers they would have been led to believe that I was selling at a ridiculously low price. Without exception the matter was all straightened out and we understood each other perfectly. Our main trouble is that we so readily believe our customers and our salesmen and do not take time to investigate.

Another thing that I think should be seriously considered and that is our relation to the jobber. We all know that he is necessary as a distributing medium to the manufacturer. It is only too true that his position in the business world is almost impossible. However this may be, we as manufacturers have no right to overlook him in the conduct of our business. He has always been and still is a vital link in our business. To ignore him and sell to his customers at the same price or near it is absolutely wrong. We need him much more than he needs us. He can get out into some other line of business but if we must be our own distributors in each territory the cost of selling our product will almost double itself. You might say, how about the chain stores? It is true that they are becoming a recognized factor in the distributing field but the jobber still has his place in this distribution and we should not ignore him by selling direct to his customers. Here is where we need cooperation.

We have an Association now and I am happy to say that I see a decided improvement in the working and relationship of the different members. The longer I am associated with you men the more I appreciate the hardships and disappointments the organizers must have experienced. It also convinces me that we have men of conviction, foresight and courage, otherwise we would not have the organization we have. There is much room for improvement but I am sure we are headed in

I am down for an address. I never knew that a trade press man could make a speech and I am not going to be the first one to try it. I am going to try to explain to you what the trade press is and I want you to understand that in any remarks I may make there is nothing personal—no reference to anyone who may be in the publicity business with me.

I am really sorry, in a measure, that I happen to be the publisher of 2 trade papers. A great many years ago there were about 10 or 15 trade papers (supposed to be at least) which were treated more or less as parasites and otherwise known in Chicago (and of course Chicago is my home and I am going to use a common ordinary Chicago word) as merely grafters. Now that has all been changed.

I ran across a little piece of poetry the other day that is apropos of the situation as I see it this morning, and I will give it to you:

If both of us could plainly see,
And with an inner sight divine,
The meaning of your heart and mine,
I'm sure that we would differ less
And clasp our hands in friendliness,
Our thoughts would pleasantly agree
If I knew you and you knew me.

The trade press of today has become a factor in the distribution of all products. Now I would like to ask you a question. What is a trade paper? A trade paper today is an actual factor. There are in the food industry 137 good, bad and indifferent trade papers. There isn't really a paper in the food industry that can be compared with the Dry Goods Reporter in the dry goods industry or with the Iron Age in the hardware industry or with many more that I could name, for the simple reason that the grocery industry is composed of associations. Each city of any size has an association. For instance, in Ohio there are 5 distinct trade papers operated. Every association of national standing is entitled to a trade paper.

You in the National Macaroni Manufac-

let for this production. This is a serious question and must be met. Just recently, as you all know, the Association asked for funds to start an advertising campaign. The response from the different members was not nearly what it should have been. It is a settled fact that unless we are provided with funds we will never get very far. You may say that competition is so keen that there is no money to be made. This is correct, but why do we not remedy it? It is in our power.

Apparently we are more concerned about injuring our competitors than we are in elevating our industry, and until we get the right slant on our business we will continue groping along in the same old way. We are pulling too much at our own boot straps. As Patrick Henry said, "United we stand, divided we fall. Unless we hang together we shall all hang separately."

In closing I wish to repeat that I appreciate more fully each day the work that has been done and hope that we may continue to improve as time goes on.

ers association have a wonderful organ. It is a pleasure to read it when it comes into our office each month, as we always find something of interest regarding the macaroni industry. I am sorry to say that isn't a fact with other organs. The majority of trade papers, particularly those formed by local organizations, are merely for paying a secretary a salary.



There are few associations in the grocery industry that are self supporting, if any. The National association has gone ahead by leaps and bounds in the grocery industry and today they have a real publication. The American Association of Wholesale Grocers has a real publication. There are some 15 worthwhile independent publications that are worthy of support.

What does all this mean to you? Why should you, a macaroni industry, patronize a trade paper, particularly a grocery trade paper, and what benefit can you reap?

One of the best advisers that I have ever had in my present profession is a macaroni man. I am sorry he is not with us today. I refer to James T. Williams. Jim Williams, as he is familiarly known to you all, has given me more fatherly advice than any other man in the food industry. I went to him years ago when I succeeded S. W. Roth, the founder of our 2 publications, and I took my troubles to him, and how few men like to see a man come into his office who has troubles on his mind! We like to see fellows with smiles come into our office. Well, he gave me some good sound advice which I have tried to follow.

I am going to try and tell you how you can use trade papers to advantage. In the first place the trade press can be used to sell your merchandise. When I say it can be used to sell your merchandise, I mean it can be used to sell the man who sells your merchandise.

There are very few retail grocers throughout the United States who really know how to sell macaroni and its allied products, and to a greater or lesser extent I blame the National association as well as the individual members of the association because of that fact. You haven't completely sold the retail grocer. True enough you have sold many of them a certain amount of macaroni and a certain amount of the rest of the products allied with your industry, but you haven't sold him the idea of actually selling your product. You haven't told him what it would sell besides that package of macaroni. When are you going to do that thing?

A great many of you (and this is true in all departments of the food industry) think



that by buying consumer advertising you are creating a demand for your article and that it naturally forces the retailer to stock your products. I am going to cite a little illustration that actually happened to me last Saturday morning. My wife was not feeling very well so she sent me to the grocery store to buy the groceries. As I was waiting for a particular clerk who was waiting on a lady I heard her ask for a certain nationally known product which has a competitor of equally known worth. This lady said she wanted a package of such-and-such a product. Very suavely the clerk said, "I am very sorry but we are just out of that article. We are ex-

pecting a shipment in a few days, but we have this which is just as good, if not better."

Remember this, these were 2 items in the same field with an equal reputation. She took the alternate package, and when he waited on me I said, "Would you please tell my why it is (I just overheard your conversation with the lady) you would allow your stock on an article which is as well known as that to run out?"

He said, "And that isn't all, brother, it's going to remain 'run out.'" I hope that is illustrating the point I am trying to make. If you were sick you would consult a doctor. If you are going to buy advertising, why not consult the man who knows the trade press? I am not speaking of myself now. There is a company recently formed in New York, The Grocery Trade Service, Incorporated, and I believe that the head of that organization is as well informed in regard to the trade press in the United States as any other man, and he has gathered around him 4 or 5 of the best known trade paper men in the United States.

I am going to give you just a little illustration of what I am trying to bring out. (Drew a triangle on the blackboard.) Here you are, Mr. Manufacturer; here is the retailer, and down here is the great consumer. There are people who believe that in advertising to this one down here they can force her to go up here, and by so doing they force this fellow across here.

If you had only \$20,000 to spend for advertising we would say that you could cover only 4 or 5 states. Now, sometimes there is in your state or district a publication with a reliably large enough circulation—but circu-

DO YOU LIKE THE Macaroni Journal?

It Costs Only a Dollar and a Half a Year.

It is devoted exclusively to the up-building of the Industry in which you are vitally interested.

If you are not already a regular paid subscriber, why not prove that you are a booster for anything that will benefit the Industry by filling in the order opposite and have it come to you regularly for One Year?

THE MACARONI JOURNAL,
Braidwood, Illinois.

Please send The New Macaroni Journal for One Year to the address given below, for which we enclose check for One Dollar and Fifty Cents.

Name

Address

City

State

lation after all, gentlemen, isn't all there is to it. How is it that the Chicago Tribune and the Chicago Daily News still control the advertising situation in the city of Chicago and its surrounding community? It is what is back of those 2 papers that is the reason they control the situation. It is because the people who read those 2 particular publications are the class which buys merchandise, and that is not said derogatory of the other 2, 3 or 4 in Chicago. It is the same in Louisville, in Cincinnati, in fact all over the United States. When you buy space in that newspaper, you buy what is back of it.

Now then, you would feel awfully funny if you started out tonight, we'll say to your banquet, and put on your dinner coat and the rest of the proper attire and then found you had on a pair of tan shoes to complete that outfit. You wouldn't ever put on your dress clothes with the exception of your shoes and enter anyone's reception room with a pair of tan shoes and a dress suit, and that is what a great many of you are trying to do in your

advertising. That isn't said unkindly. It is said from the standpoint of the man and the men who have placed their life in the work, placed what brawn and what brains may be back of them to help you, and when I say "you" I mean every branch of the food industry, but particularly so the macaroni industry which, with few exceptions, is seldom found in the trade press.

I am not here to sell you any individual trade paper, but I am here today to show you the advantage of completing your costume when you are going to a dinner. Why not break down sales resistance? Why not make it possible when your salesman enters a man's place of business to sell him? Why not break down at least 30% of the sales resistance? Why not have him sold on what your product and the sale of your product will move from his shelves?

I am going to bring this to a close as quickly as possible. I hope that I have brought to you just one thing. Remember the trade press is ever at your service, not just to accept

your money for so much blank space but to bring your industry to the groceryman and the groceryman's clerk and to teach him all about what you are selling.

Report of Auditing Committee

To the 25th Annual Convention National Macaroni Manufacturers Association.

We beg leave to report that we have carefully examined the report by Wolf & Co., accountants, of their audit of the accounts of our organization and we submit the report in detail with our approval of the manner in which our financial records are kept by our officials.

G. M. Russell,
E. J. Villaume,
Fred W. Becker, Jr.,
Auditing Committee

Social and Personal Side of the Convention

President Henry Mueller was unstinting in his praise of both the standing and the convention committees whose faithful performance of arduous duties made the gathering one easy to preside over. To them goes once more his sincere gratitude and thanks.

One of the ladies, undoubtedly one who still had memories of her wedding day, cried during one of the tours thoughtfully provided by the macaroni machinery and equipment firms for the entertainment of the gentler sex. When a friend tried to appease her with sympathy she said she just had to cry when she thought of what her dear hubby was missing. (Truthfully he didn't miss, even one.)

The unmelodious strains of "Sweet Adeline" as attempted by one group during the banquet caused the waiters to screen them off with suitable screens.



Thus they were hidden, but oh, those penetrating voices! They still haunt us.

The get-acquainted breakfast on Tuesday morning found about 60 early birds enjoying a new breakfast dish—the specialty of the Edgewater Beach hotel—SPAGHETTI WHEAT CAKES. Did they register favorably? Well, we'll say they did!

The Canepa Brothers, J. & J., figured that Red Cross was able to get along without them and attended the meetings regularly.

"Roly Poly" Carbone of the Western Union Macaroni Manufacturing Co., Denver, "joined up" during the convention and gave the convention an inter-

esting "baptism of fire" when his application for membership was favorably acted upon.

A few of the "hot" fellows cooled off in the waters of Lake Michigan. The weather was not suitable but what did they care?

Yes, the members of the Constant family of St. Boniface, Can., are constant by nature. They were there again this year, father, son and daughter.

Many must have overslept the day after the banquet as it was impossible to get a corporal's guard for the next morning's session before 11 o'clock. We know of some who did not sleep nights—but oh, what they did during the day!

David Cowan of A. Goodman & Sons, N. Y., is pondering whether he did right



The "National" Carton

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

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

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

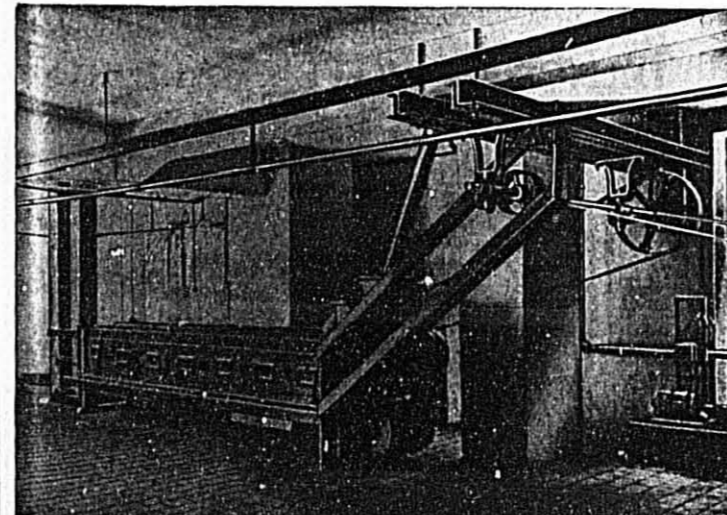
National Carton Company

Joliet, Illinois

CARTONS FOR FOOD PRODUCTS OUR SPECIALTY

BUHLER BROTHERS' for

Works at Uzwil, Switzerland



"Quality"
The BUHLER Preliminary Dryer

in connection with the Horizontal Press is a great *Time Saver* in the drying process of short goods.

Nicer and better quality goods.

Safer and easier handling either with elevator or pneumatic.

**SAVE TIME
LABOR MONEY**

By Installing

Buhler Preliminary Dryers

Th. H. Kappeler

Sole Distributor for Buhler Machinery

44 Whitehall Street
NEW YORK

... Mrs. ...
 ... so much that he wants
 ... to miss a macaroni convention.

Treasurer I. J. ...
 ... Frank J. ...
 ... V. W. ...



...
 ...
 ...

Mrs. V. J. ...
 ... of the Westchester Co. Mr. and
 ... Frank Patton and daughter of the
 ... Independent Co. I. Ronzon and daugh-
 ... ter of the Ronzon Co. Mrs. D. ...
 ... of A. Goodman and Son

... Edward ...
 ... during one of the luncheons.
 ... Well, why carry a fellow let loose at
 ... least once after a long period of solemn-
 ... ity?

The manufacturers who believed that
 ... nothing could ever replace the wonder-
 ... ful convention held in Minneapolis last
 ... year will ever keep in fond remembrance
 ... the Chicago 1928 affair which was voted
 ... by many as the "best ever" and which
 ... surely brought out the greatest attend-
 ... ance on record. Now let's plan to make
 ... the 1929 convention greater and better
 ... still!

... Fred W. ...
 ... on the ...
 ... Though his father was absent
 ... the firm was well represented by the
 ... younger generation.

Mrs. Harry J. ...
 ... representing
 ... the Woodman Macaroni Co. of Con-
 ... necticut was the only woman registered
 ... in the convention. She attended every
 ... session setting an example that more may
 ... might well follow. She was the center
 ... of all eyes, well, who doesn't enjoy look-
 ... ing at beautiful things?

... Victor J. ...
 ... of the Vivian
 ... Macaroni & Grocery company of St.
 ... Louis was mistaken for an Italian noble

... His erect carriage, and
 ... cious manners marked him as
 ... the nobility. That is his penalti-
 ... coming ottener and getting re-
 ... quanted.

Vincent Avenue of Northtown



...
 ...
 ...

... Despite the fact that C. D. S.
 ... the Crescent Macaroni company
 ... part he was one day late in
 ... the convention city, he was de-
 ... elected one of the new direct-
 ... has a good alibi for being af-
 ... spening day. While auto-mob-
 ... Peoria to Chicago through B.
 ... headquarters of the association
 ... so concerned at locating the of-
 ... secretary that he gave little at-
 ... tion to his machine. As a res-

ANNUAL DINNER DANCE IN HOTEL BALL ROOM



... down that necessitated his leaving
 ... and hooting it until he got a letter
 ... with one of the congenial est-
 ... Broadway

... everything was peaceful in the
 ... on there apparently arose a
 ... war" between some of the repre-
 ... es of the allied tracks and the
 ... of the hotel. Some disputes arose
 ... charge made for after hours
 ... of several cases checked a just-
 ... to the discomfort of the re-
 ... and spectators. In his opinion
 ... found Martin's own system of
 ... assessing the proper police in
 ... usually approved manner. This
 ... only flare up in the convention

... the vice elements had their own
 ... within as one of peace and har-
 ... mony of the worst electrical storms
 ... over the city at Chicago call-
 ... ing on the opening day of the
 ... substitute for convention. The
 ... chappily missing.

... Secretary M. J. ...
 ... was very pop-
 ... ular with the ladies, especially when dis-
 ... tributing favors to the gentlemen during
 ... the night. The favors were an as-
 ... surance of high grade premiums and

The House of Perfection Always at Your Service

Where Others Have Failed, We Have Succeeded.

Why not deal with a reliable house?

INTERNATIONAL MACARONI MOULDS CO.
 317 Third Ave. Brooklyn, N. Y.

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

STOKES & SMITH
 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 tightly cartons of many sizes.

SAVE---
 Material, Labor, Contents

IMPROVE---
 Display Value, Selling Power, Preservation of Contents

STOKES & SMITH COMPANY
 Summerdale Avenue near Roosevelt Boulevard
 Philadelphia, U. S. A.
 British Office: 23, Goswell Road, London, E. C. 1.

other ingredients which the ladies find so helpful in their make up.

John V. Canepa was playing golf alone early one morning on the miniature course adjoining the hotel. He is a novice at the game and sought some secret practice while his friends peacefully slumbered. A strange boy kept following him around the course. At the 7th hole he became impatient and turned to the boy, saying: "Son you'll never learn to play golf by watching me." The boy replied, "I'm not watching you. I'm going fishing as soon as you dig up some more worms." Though indignant, John had to agree that he still needs much practice.

A. Irving Grass was popular in the convention. First he welcomed the visitors in the name of the Illinois manufacturers, headed the membership committee and succeeded in getting about a half dozen or more manufacturers to sign on the dotted line.

Delegates from the east who failed to take advantage of the accommodations provided in the special car that carried the easterners to the convention city have every reason to regret their decision, according to H. P. Mitchell and Erwin Fischer, New York milling representatives who had charge of the tour. Similar accommodations were provided over the New York Central on the return trip, leaving Chicago the evening of June 21.

What many mistook for a Roller Canary during the annual dinner on Wednesday evening was nothing else but the "twittering" of Frank R. Prina of the Prina Corp., who whistled an accompaniment to all the songs sung between courses.

Three macaroni men, or could it have been 3 durum millers, anyway it was 3 conventioners, stepped into No. 1 elevator in the Edgewater Beach hotel after having attempted to make a night of it.
Operator—floors, please?
Macaroni Manufacturer—third.
Machine Builder—I'll have the same.
Durum Miller—make mine a cigar this time.

Frank A. Motta, popular representative of the Champion Machinery company, Joliet, Ill., has a reputation of being always chock full of business. On one of the convention days he rushed into the Marine dining room for a hurried lunch, having just put over a business

deal which completely possessed his mind. The waitress stood at his elbow with a pencil in one hand and her order pad in the other. He glanced up at her, cleared his throat and began:

"Connellsville Macaroni Co., Connellsville, Pa. Gentlemen: Your favor of the 10th received, and would say—Oh, excuse me! I'll take the blue plate lunch."

The favorite songs during the convention and the banquet were the parodies "Macaroni Times" and "Macaroni Smiles."

Miss Harriet, daughter of Mr. and Mrs. Henry D. Rossi of Peter Rossi and Sons, Braidwood, Ill., a winsome young miss, upheld the manufacturers' end of the entertainment by 2 very interesting and pleasing readings.

For reason that are not hard to guess, Mr. Theodore Molinari chose to attend the convention by a route that took him through Canada where his firm has several good accounts. Near Detroit he stopped on important business. During one of his calls the waiter asked him, "Would you like to drink Canada Dry, Sir?" Our good friend replied, "I'd love to, but I'm here for only a day or two," indicating that he'd be willing to try if there were time enough for the feat.

The 2-Star Club, consisting of the representatives of the Minneapolis Milling company from most of the important trade centers of the country, held its annual convention at the firm's headquarters in the Edgewater Beach hotel on Monday, June 18, and was intermittently in session throughout the convention dates.

Canes were distributed to the convention delegates and guests by the Commander Milling company of Minneapolis on opening day. Cards entitling the holder to a cane were distributed by the secretary at the suggestion of Walter Ousdahl, the popular manager of the firm.

The rubber badge worn by the conventioners made a hit. Secretary M. J. Donna had not foreseen the heavy attendance and his supply of badges was exhausted early the second day.

The leading members of the cast of "Sunny Days," one of the leading musical shows still playing at the Four Cohans

theater gave the macaroni manufacturer a sample of their humor and harmony as the main feature of the luncheon entertainment the afternoon of June 20. The comedian of the show, the star of the troupe and the singers performed to the entire satisfaction of the conventioners.

Souvenirs were more plentiful at the 1928 conference. To the registrants the secretary gave a choice of a handy nail file and comb in a case of paragon leather embossed with the monogram of the association or an embossed leather case of golf tees. As a personal favor he distributed handy automobile key cases with his compliments.

The Washburn Crosby company distributed some high priced and "guaranteed-to-light" lighters as did also the Champion Machinery company of Joliet through its representative, Frank A. Motta.

D. Maldari of F. Maldari & Bros. distributed "macaroni watches," about 150 in number. The "works" of the watch were exact duplications of the regular macaroni die showing the suspended pin which makes the mysterious hole in macaroni.

The Capital Flour Mills forecasting a warm summer distributed some beautiful thermometers made to resemble the dial of a clock.

During the dinner dance, guests were adorned in 10-gallon straw hats presented by the Minneapolis Milling company and its 2-Star club.

The "smokes" were some fine cigars bearing the name "King Midas" distributed by the several representatives of the King Midas Milling Co.

Thinking to have some fun with the porter at the hotel, Fred Hamilton who resides in Chicago arrived at the hotel sans baggage.

Porter—Where's yo' trunks, sub?
Fred—I use no trunks.
Porter—But Ah tho't you was one of them traw'ling salesmen.
Fred—I am, but I sell brains, understand? I sell brains.
Porter—Excuse me, boss, but you's the first traw'ling fella that's been here who ain't carrin' no samples.

Quite a number of manufacturers looked over the wonderful display of durum wheats, semolina and flour in the headquarters of the Capital Flour Mills. It was well worth seeing. So is a story told there worth repeating.

Many of the macaroni men sampled

CERTAINTY!

ARE YOU RELYING ON THE
HUMAN ELEMENT
IN DRYING YOUR MACARONI?

STOP

Our Patented Time Reversing Apparatus
Not Only Reverses But

DETECTS

ANY FAILURE DUE TO BROKEN BELTS
AND IMMEDIATELY

Shuts Off the Power and Indicates the
Room Affected. Ask Us About It.

Worcester Broken Belt Detector Company
53-55 NORFOLK STREET -:- WORCESTER, MASS., U. S. A.

Cheraw Box Company, Inc.

Seventh and Byrd Streets
Richmond, Virginia

SATISFACTORY
Wooden Macaroni Box-Shooks

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

CROOKSTON-SEMOLINA

From
Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company

CROOKSTON, MINNESOTA



the semolina, by touch, taste and smell. When asked if semolina could be judged that way, one fellow told of a trick practiced by his favorite "legger." "I always test my likker by placing my thumb in it. If the nail comes off, it's not fit to drink."

Here's a toast to the women at the banquet pronounced by one of the "wits" in a jolly party that preempted a table for unexplained reasons:

Here's to the ladies, Lord bless 'em!
You recall how we used to help dress 'em!
It was "Honey, hook this,"
Or "Dearie, pin that,"
"Please lace my shoes,"
Or "Straighten my hat."
A man had to be a little John on the spot
In the old-fashioned day, whether willing or not.

But now—what a joy and a blessing!
We live in the days of sane dressing.
There's nothing to fasten
On silken hose trim,
Nothing to lace up
And nothing to pin.

And so here's to the ladies, Lord bless 'em!
They're as fair as they were when we dressed 'em!

Macaroni conventions are becoming regular affairs. Experience makes them so. Programs are good and entertainment unexcelled. Whenever you get an invitation to a macaroni conference, put aside everything else because it's going to be worth going to. Just like the widower who was to be married for the third time to a widow who had been there before. Across the bottom of a wedding

RESOLUTIONS

We, your Committee on Resolutions, submit for your approval the declarations that follow as expressive of our attitude toward the various matters referred to:

1—Entertainment

Whereas, the Macaroni Machinery and Equipment Firms have recognized the fact that "all work" and "no play" tends toward a dull convention and have generously provided excellent entertainment for the convention guests and ladies, all of which we thoroughly enjoyed, therefore, be it

Resolved, that the thanks of the convention be extended to the entertaining hosts including Barozzi Drying Machine Co., North Bergen, N. J.; Clermont Machine Company, Brooklyn, N. Y.; Consolidated Macaroni Machinery Corp., Brooklyn, N. Y.; Champion Machinery Co., Joliet, Ill.; Charles F. Elmes Engineering Works, Chicago, Ill.; J. L. Ferguson Co., Joliet, Ill.; F. Maldari & Bros., New York, N. Y.; Peters Machinery Co., Chicago, Ill.; Stokes & Smith Co., Philadelphia, Pa.; Mario Tanzi Co., Boston, Mass., and be it further

Resolved, that we likewise express our appreciation of the efforts of the Entertainment Committee, thanks being extended to—Mrs. Charles L. Miller of the Ladies Committee; H. K. Becker, John V. Canepa and M. J. Donna.

2—Advertising

Whereas, a group of manufacturers have

invitation sent to a friend the groom wrote: "Be sure and come; this is no amateur performance."

All the sales hints are not made in conventions by the regular speakers. Here is one heard in the lobby: "Don't you know that in some states you cannot sell macaroni without a license?" "Is that so," replied a competitor, "I knowed I couldn't sell it but I didn't know the reason."

One miller spent a short vacation in Canada before coming to the convention. Asked "Did they hold you up when you came over the Canadian line?" he replied, "Hold me up? Say, they had to carry me over."

Not all was harmony in some respects. There still exists considerable rivalry between semolina men and their claims for quality. Two of them were heard in a heated argument over the relative merits of their particular granulations.

"I know ours is the best semolina made," one declared emphatically. "You can't tell me even one good reason why macaroni men buy your brand. Your sales remind me of the story of a man who walked into a bake shop and asked: 'How do you sell your pies?' The sad looking man behind the counter shook his head and replied: 'I often wonder!'"

voluntarily subscribed varying amounts in support of national advertising of macaroni products from which the entire trade benefits, and

Whereas, this publicity is serving to place favorably before the American public the wonderful values of our food, therefore, be it

Resolved, that we commend the public foresight of the supporters of this beneficial activity, and congratulate them on their good work, well planned and beneficially executed.

3—Speakers

Whereas, the various speakers have favored us with enlightening discussions of timely topics, and

Whereas, they have sacrificed time and business in preparing and presenting their convention addresses, therefore, be it

Resolved, that this convention extend its appreciation and thanks to the following: J. W. Lowrie, Donald McConaughy, Frank M. Surface, O. P. Decker, O. J. Ogaard, O. J. McClure, Mrs. Leona A. Malck, C. E. Marsh, G. G. Hoskins, G. Guerrisi and F. S. Bonno.

4—Definitions and Standards

Whereas, a serious attempt has been made during the past year by the U. S. Department of Agriculture to adopt suitable Definitions and Standards for Semolina, Farina, etc., and

Whereas, the Directors and members of the National Macaroni Manufacturers Association have presented arguments expressing the

views of our industry on this important proposal, therefore be it

Resolved, that we approve of the action taken by our officials, thereby strengthening by our vote and voice the demands of our industry, and be it further

Resolved, that the secretary send a copy of these resolutions to the Food Standards Committee.

5—Educational Bureau

Whereas, the Educational Bureau (formerly known as the Vigilance Committee) has functioned so effectively despite weak support, and

Whereas, we recognize the need of this interested committee to broadcast information, to call attention to infractions of the label and food laws and educational work, therefore, be it

Resolved, that we commend the work of the Educational Bureau and recommend that it be continued if it is possible to obtain the financial support for it, which the activity deserves.

6—Our President

Whereas, Henry Mueller has about completed a long and glorious 6 year term as president of the National Macaroni Manufacturers Association, and

Whereas, his personality, his standing in the industry, and his recognition in the allied trades has gained for our industry a very favorable name and a fine reputation, therefore, be it

Resolved, that we extend to our President our sincere thanks for his willingness to serve and our appreciation of his intense loyalty to a cause and an industry even at a great personal sacrifice.

7—Employees

Whereas, the aims and purposes of our National Association have been strictly adhered to by our employees, M. J. Donna, Secretary and Editor, and B. R. Jacobs, Washington Representative, in carrying out the respective duties, therefore, be it

Resolved, that we express our appreciation of their efforts and again assure them of our undivided support.

8—Committees

Whereas, the certain committees of the Association and the various convention committees consistently performed their respective duties to the betterment of the trade, therefore, be it

Resolved, that our thanks be extended to such committees as have completed their labors at this time, and be it further

Resolved, that our appreciation and support be tendered those committees whose duties are being continued.

Whereas, several of the firms of the allied trades have so generously contributed to the social side of our convention, such as distributing souvenirs, dining the ladies and in other ways helping the members and guests to be comfortable and royally entertained, therefore be it

Resolved, that we express our appreciation of their welcomed efforts and that we thank them in the name of the whole convention.

Whereas, in the wisdom of Almighty God, our lamented fellow member, Rocco Sarli, late president of the Kansas City Macaroni Company, was taken from among our councils during the past term, and

Whereas, other fellow manufacturers have been called to the Great Beyond thus putting

Barozzi Drying System

We manufacture patented Driers for
Long and Short Macaroni
Bologna and Genoa Style Egg Noodles
and Fancy Pastes
Guaranteed results. Sanitary, Labor
Saving Devices

Catalogue and information for
complete factories.

Barozzi Drying Machine Co., Inc.

949 Dell Avenue

North Bergen, New Jersey

New York District

Dependable Semolinas
of
High Quality and Uniformity

NORTHLAND FANCY No.2

AND

NORTHERN LIGHT

NORTHLAND MILLING CO.
MINNEAPOLIS, MINNESOTA

NEW YORK OFFICE
411 Produce Exchange

Labels

Package Wraps

Window Trims

Lithographing

Posters

General Color Work

Riverside Printing Co.

38 S. Dearborn St.

CHICAGO

ILLINOIS

Color Printers for 58 Years

an end to their earthly activities, therefore, be it

Resolved, that this Association voices its great sorrow at their loss, and its appreciation of their constructive work for the Industry

11

Whereas, the several artists from the "Sunny Days" company so generously entertained during our luncheon recess, to the pleasure and enjoyment of our members and guests, therefore be it

Resolved, that to the management of "Sunny Days" and to the talented members who entertained, be given this expression of our appreciation of their pleasing endeavors to make our luncheon recess so enjoyable.

Respectfully submitted,
Eugene Skinner,
A. Culicchia,
R. G. McCarty,
F. A. Martocchio,
L. E. Cuneo,
Resolutions Committee.

Adopted by unanimous vote.

Convention Committees

Among the regular convention committees appointed by President Henry Mueller at the opening day of the convention in Chicago last month were the following:

Auditing (3)

E. Villaumè, Chairman
F. W. Becker, Jr.
G. M. Russell

Publicity (3)

R. B. Brown, Chairman
H. D. Rossi
Alex Klein

Membership (3)

A. I. Grass, Chairman
E. Z. Vermynen
Jos. Freschi

Resolutions (5)

E. Skinner, Chairman
A. Culicchia
R. G. McCarty
F. A. Martocchio
L. E. Cuneo

Nominations (7)

F. J. Tharinger, Chairman
C. S. Foulds
Ted Molinari
F. A. Ghiglione
E. Ronzoni
F. S. Bonno
J. V. Canepa

Government Definitions for Semolina and Farina

Varying but slightly from the recommendations made by the Macaroni Industry through the National Macaroni Manufacturers association at the hearing held in Washington last April, the Secretary of Agriculture, U. S. A., on July 6, 1928, announced the adoption

1928-1929 Association Officers

President Frank J. Tharinger
Vice President G. Guerrisi
Secretary-Treasurer M. J. Donna

Directors

G. G. Hoskins, Foulds Milling Co., Libertyville, Ill., 1929.
L. E. Cuneo, Connellsville Mac. Co., Connellsville, Pa., 1929.
A. S. Vagnino, American Beauty Mac. Co., Denver, Colo., 1929.
Frank J. Tharinger, Tharinger Mac. Co., Milwaukee, Wis., 1930.
G. Guerrisi, Keystone Mac. Mfg. Co., Lebanon, Pa., 1930.
Frank L. Zerega, A. Zerega's Sons, Brooklyn, N. Y., 1930.
Frank S. Bonno, National Mac. Co., Dallas, Tex., 1931.
C. B. Schmidt, Crescent Mac. & Cracker Co., Davenport, Ia., 1931.
G. La Marca, Prince Mac. Mfg. Co., Boston, Mass., 1931.

of new definitions and standards for Purified Middlings, Semolina and Farina. A clear distinction is made as between the two raw materials used in macaroni manufacture, Semolina and Farina. While the quantity of flour dust in each is not limited definitely, the moisture limit is placed at 15%, slightly higher than that contended for by the industry.

The ruling goes into effect immediately. This, according to a recent statement by officials of the Food, Drugs and Insecticide Administration completes the schedule of standards and definitions for Alimentary Pastes (Macaroni Products).

The definitions and standards are adopted for the guidance of officials of the United States Department of Agriculture in the enforcement of the Federal food and drugs act and were recommended by the Food Standards Committee, a joint committee including representatives of the Association of American Dairy, Food and Drug Officials, Association of Official Agricultural Chemists and the United States Department of Agriculture.

The standards and definitions recommended by this committee are adopted not only by the United States Department of Agriculture but by many states in the enforcement of food laws. In some states the standards and definitions adopted by the Department of Agriculture automatically become standards and definitions for those states.

The text of the new definitions and standards follows:

PURIFIED MIDDINGS is the

clean, sound granular product obtained in the commercial process of milling wheat, and is that portion of the end-sperm retained on 10 XX silk bolting cloth. It contains no more flour than is consistent with good commercial practice, nor more than 15% of moisture.

SEMOLINA is the purified middlings of durum wheat.

FARINA is the purified middlings of hard wheat other than durum.

Special Convention Committee 1928-29

The special convention committee appointed in keeping with the resolutions adopted by the Chicago conference and which later reported to the gathering were as follows:

Uniform Contract (4)

G. Guerrisi, Chairman
John Ravarino
J. L. Fortune
B. R. Jacobs

Cost Committee (6)

G. G. Hoskins, Chairman
Jos. Freschi
F. S. Bonno
F. J. Tharinger
D. Cowan
G. La Marca

Container Corp. Acquires Board Mill

The Container Corporation of America has purchased the Chicago Coated Board Division of the Robert Gair company in Chicago as of June 1.

The Chicago Coated Board mill has a daily capacity of 300 tons and the production is divided between setup boxboard, folding boxboard and heavy weight chip for containers.

The Container Corp. will produce the same grades of board in the Chicago Coated Board Division as heretofore and assures customers of the Chicago Coated Board mill that it is anxious to continue to serve them as in the past.

It has ample capacity in its other mills to take care of additional expansion in container board.

The Manayunk division of the corporation serves a large eastern clientele of setup boxboard, and with the purchase of the Chicago mill, it is in position to serve a larger clientele of setup boxboard and will make it a point to cater to consumers of setup and folding boxboard so as to increase its list of customers for these divisions. This purchase gives the Container Corporation daily output of over 1200 tons in board, container board and strawboard and makes the company the largest producers of board.

The Perfect Egg Yolk

Fresher in Flavor
Deeper in Color

Jo-Lo

Certified American Dehydrated Spray Egg Yolk

JOE LOWE CO. Inc.

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Bush Terminal Bldg. 8 BROOKLYN, N. Y.
5-7 W. Lombard St. BALTIMORE, MD.
1100 Main St. LOS ANGELES, CAL.

Macaroni Making

—1927 EDITION—

In Italian - By Renato Rovetta

A complete, interesting and informative story of Alimentary Paste Manufacture—Mixing, Kneading, Pressing and Drying.

Well Illustrated Fully Explained

A 300-page book that should be in the library of every macaroni firm in America, whether you read Italian or not.

Price (duty and postage included) \$3.00

Address MACARONI MAKING,
care of Macaroni Journal,
Braidwood, Ill.

Industria del Pastificio

1927—DI RENATO ROVETTA

Storia—Fabbricazione—Impastamento
Gramolazione—Raffinamento—Torchiatura
Tranciatura—Asciugamento—Conservazione
Imballaggio—etc.

Con 107 Incisioni e 4 Tavole

JOHNSON Net Weight Scale, Bottom and Top Sealer, and Wax Wrapper



POINT 6 Progressive Straight Line yet Flexible Packaging!

THE 10 POINT Line

- 1 Fitted to Your Plant Requirements!
- 2 All Parts Made in Our Own Plant!
- 3 Modern Design, and Constantly Kept Set!
- 4 Same-Day Shipment of Your Parts Orders!
- 5 Speed with Accuracy, Safety and Efficiency!
- 6 Progressive, Straight Line yet Flexible Packaging!
- 7
- 8
- 9
- 10

UNITS of JOHNSON Automatic Packaging Machinery are so designed and built that they may be used in combination with other JOHNSON units for progressive or straight line packaging. This combination of units is graphically illustrated above.

This plan provides for rational organization and expansion as needed, while allowing great flexibility in the use of few or many JOHNSON Units.

Free Advisory Service

Call in a trained JOHNSON Sales Engineer. He will bring a wide experience gained from a long list of successful installations. He will apply the entire facilities of our organization to your specific packaging problem. No obligation or commitment on your part to buy.

Catalog and Bulletins gladly mailed at your request.

JOHNSON AUTOMATIC SEALER CO., LTD.

Battle Creek, Mich., U. S. A.
30 Church St.—New York City 228 No. LaSalle St.—Chicago, Ill.

JOHNSON
AUTOMATIC PACKAGING MACHINERY

Scales, Bottom and Top Sealing, Lining Machines, Wax Wrappers (Wax & Glassine)

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery; of applications for registrations of, trade marks applying to macaroni products. In June 1928 the following were reported by the United States patent office:

PATENTS GRANTED
Drying Apparatus

As announced on June 19, 1928, patent No. 1,674,326 was granted to Giuseppe Garbuio of Treviso, Italy, on a drying apparatus for curing of alimentary paste. Application for patent in this country was filed April 26, 1926, and in Italy on Nov. 7, 1925.

The patent is officially described: Drying apparatus comprising a series of simultaneously driven coaxial air propellers some of which are adapted for passing air through the drier, whilst others are adapted for circulating air within the apparatus so that an admixture of incoming fresh air with circulating humid air takes place substantially as and for the purpose set forth.

TRADE MARKS REGISTERED
Chop Suey

The trade mark of Jitsuji Aoki, doing business as the Oa and Noodle company, Oakland, Cal., for use on noodles. Application was filed Jan. 17, 1927, published in the Official Gazette April 3, 1928, and in the Macaroni Journal May 1928. Owners claim use since Sept. 1, 1922. Registration rights were duly granted June 19, 1928. The trade mark is the trade name in semi-Chinese characters appearing in a rectangle with checkered ends.

TRADE MARKS APPLIED FOR
Youth

The private brand trade mark of the Murphysboro Grocery company, Murphysboro, Ill., is for use on spaghetti, macaroni and other grocery products. Application was filed Jan. 5, 1928, and published June 5, 1928. Owners claim use since or about Sept. 1, 1927. The trade mark is in a heavy heavy script.

Heart's Delight

The private brand trade mark of Scoville Brown & Company, Wellsville, N. Y., for use on macaroni, spaghetti, noodles and other grocery products. Application was filed May 31, 1927, and published June 19, 1928. Owners claim use since 1894. The trade mark consists of the trade name in heavy script.

LABELS

Prince Superfine Macaroni
For labels to be used by the Prince Macaroni Manufacturing company, Boston, Mass., on its macaroni products was given title No. 34,196. Request for label permit was published Jan. 27, 1928.

United States Imports of Wheat

Imports of wheat into bonded mills for grinding into flour for export amounted to 836,000 bus. the week ended May 19. From July 1 to May 19 these imports have amounted to 14,359,000 bus. compared with 12,476,000 bus. for the same period last year.

Macaroni Exports Increase
Figures covering exportation of macaroni products recently released by the Department of Commerce for the month of May 1928 show a healthy, steady increase in poundage and value. During May 1928 our exports totaled 710,000 lbs. as compared with 644,000 lbs. in May last year. Shipments were heavier in April of this year when they totaled 806,000 lbs.

For the 5 months ending May 31 the macaroni exports totaled 3,837,000 lbs. as compared with 3,653,000 lbs. for the first 5 months in 1927. For the 11 months, July 1, 1927, to May 31, 1928, our exports totaled 8,224,000 lbs. as compared with 7,869,000 lbs. for the same period the year previous.

The United Kingdom was our best customer in May 1928, importing 208,000 lbs. of American macaroni products. Canada was second getting 172,000 lbs., Australia third with 80,000 lbs. and the Dominican Republic fourth with 51,000 lbs.

Production—Consumption of Semolina and Durum

A survey of the grinding of durum wheat and the production and consumption of semolina and durum flour in the United States during the 6 month period July to December 1927 has been completed by the grains section of the Food-stuffs Division. Reports were received from 10 mills representing 8 concerns, which account for the grinding of practically all of the durum wheat made into semolina. Semolina is used for the manufacture of macaroni, spaghetti, and noodles. The amount of durum wheat grown and of semolina produced and consumed in the United States during the 6 month period July to December 1927 is the greatest reported for any similar period. Decreased production in the first half of 1927, however, accounts for a slight decrease in 1927 production and consumption as compared with 1926. Data by 6-month periods from the beginning of 1924 are shown in the following table:

	Durum Wheat Ground (Bbls.)	Semolina Produced (Bbls.)	Flour Produced (Bbls.)	U. S. Consumption Semolina (Bbls.)	Flour (Bbls.)
Jan.-June, 1924	5,451,715	821,503	341,636	763,830	194,088
July-Dec. 1924	6,594,830	1,062,410	416,073	895,212	184,884
Jan.-June, 1925	4,668,282	741,070	318,703	662,151	167,352
July-Dec. 1925	7,373,556	1,136,180	495,741	1,019,329	295,145
Jan.-June, 1926	6,841,438	1,050,873	470,684	987,918	307,733
July-Dec. 1926	7,009,579	1,165,192	414,664	1,070,241	234,660
Jan.-June, 1927	5,072,626	868,476	259,282	797,145	118,099
July-Dec. 1927	7,809,023	1,280,152	409,613	1,180,248	304,987

Macaroni Exports April 1928

American macaroni products were sold to the following countries in the following quantities during April, 1928, according to government figures:

Countries	Pounds	Dollars
Irish Free State	19,200	1,592
Netherlands	6,500	325
United Kingdom	122,069	13,530
Canada	231,307	17,069
British Honduras	1,143	113
Guatemala	1,103	84
Honduras	6,803	398
Nicaragua	12,548	754
Panama	47,819	2,579
Salvador	192	33
Mexico	65,304	4,891
Newfoundland & Labrador	2,237	271
Jamaica	2,900	232
Trinidad and Tobago	300	21
Other British West Indies	204	30
Cuba	31,578	1,811
Dominican Republic	49,001	3,253
Netherland West Indies	1,403	258
Haiti, Republic of	15,669	939
Virgin Islands of U. S.	1,010	85
Colombia	1,786	219
Ecuador	912	107
British Guiana	270	16
Peru	222	16
Venezuela	2,068	298
British India	2,338	265
British Malaya	1,955	215
Ceylon	2,010	227
China	39,406	3,040
Java and Madura	3,508	450
Other Netherland East Indies	1,164	128
Hong Kong	3,047	426
Japan	4,043	613
Kwantung	580	85
Palestine	120	14
Philippine Islands	4,433	674
Siam	185	25
Australia	101,181	12,306
British Oceania	936	113
French Oceania	264	45
New Zealand	16,623	1,740
British East Africa	205	24
Union of South Africa	800	87
British West Africa	78	8
Other French Africa	48	6
Total	806,472	69,485

Good, Hot or Cold

Mac: Who invented the hole in macaroni?
Dou: Oh, some fresh air fiend. I suppose.

The High Quality of

ALL

COMMANDER SEMOLINA

IS
POSITIVELY

"Guaranteed"

COLOR GRANULATION
STRENGTH

Commander Milling Co.
Minneapolis, Minnesota

"Good Macaroni requires good Cheese"

LOCATELLI'S

—LEADING BRAND FOR OVER 60 YEARS—



Genuine **ROMANO REGGIANO**

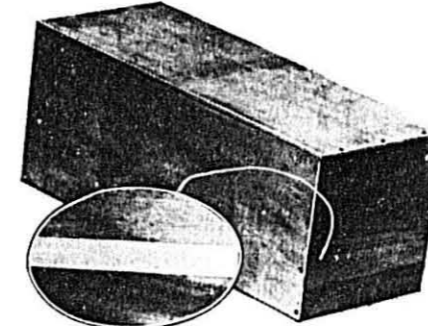
"Best For Grating"

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Branch
24 Varick Street (Locatelli Building)

WOOD BOXES

Our materials --- Gum and Cottonwood, ideal for meeting the essential needs of food packers.

1. Odorless
2. Clean, pleasing to the eye
3. Nail-holding texture
4. Great carrying strength



Inset is actual appearance of finished two-piece bottom.
Hidden under this tape which seals the joint are two corrugated fasteners, holding the pieces together.

We strongly urge use of ends at least one-half inch thick to give a surrounding for the nails that will make them hold. No matter what kind of woods you use this is essential but GUM holds and keeps nails as only Hardwood can.

Our ample facilities, timber supply, experience in this line, and railroad facilities guarantee prompt attention to orders.

ANDERSON-TULLY CO.
Memphis, Tennessee
Good Wood Boxes

The Macaroni Journal

Trade Mark Registered U. S. Patent Office
 (Successor to the Old Journal—Founded by Fred Becker
 of Cleveland, O., in 1903.)
 A Publication to Advance the American Macaroni
 Industry.
 Published Monthly by the National Macaroni
 Manufacturers Association.
 Edited by the Secretary, F. O. Drawer No. 1,
 Braidwood, Ill.

PUBLICATION COMMITTEE
 HENRY MUELLER JAS. T. WILLIAMS
 M. J. DONNA, Editor

SUBSCRIPTION RATES
 United States and Canada . . . \$1.50 per year
 in advance.
 Foreign Countries . . . \$2.00 per year, in advance
 Single Copies 15 Cents
 Back Copies 25 Cents

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 sponsibility for views or opinions expressed by
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 irresponsible or untrustworthy concerns.
 The publishers of THE MACARONI JOURNAL
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 Manufacturers Association.

ADVERTISING RATES
 Display Advertising . . . Rates on Application
 Want Ads Five Cents Per Word

Vol. X July 15, 1928 No. 3

New Association Members

Among the firms who tendered their
 application for membership just prior to
 and during the 1928 convention of the
 National Macaroni Manufacturers' As-
 sociation and who were duly enrolled as
 JUBILEE YEAR MEMBERS not pre-
 viously noted in these columns are the
 following:

Active Members

- Fortune-Zerega Co., Chicago, Ill.
- McAlester Macaroni Factory, McAles-
 ter, Okla.
- Western Union Macaroni Mfg. Co.,
 Denver, Col.
- Niagara Macaroni Co., Buffalo, N. Y.
- Roth Noodle Co., Pittsburgh, Pa.
- Boston Spaghetti Mfg. Co., Boston,
 Mass.
- G. D'Amico Macaroni Co., Chicago
 Heights, Ill.

Reinstated—
 Traficanti Bros., Chicago, Ill.

Associate Members

- King Midas Mill Co., Minneapolis,
 Minn.
 - Clermont Machine Co., Brooklyn,
 N. Y.
- Who will be the next Jubilee Year
 Member to volunteer his application?
 The secretary anxiously awaits.

Hearing on Second Hand Sacks

Semolina will cost more in the near
 future if the proposal of the Consolidated

Our Entertainment Hosts

CONTRIBUTIONS TO COVER CONVENTION ENTERTAIN-
 MENT EXPENSE WERE VOLUNTARILY MADE BY THE FOL-
 LOWING MACARONI MACHINERY AND EQUIPMENT FIRMS:

- Barozzi Drying Machine Co.....North Bergen, N. J.
- Clermont Machine Co.....Brooklyn, N. Y.
- Consolidated Macaroni Machinery Corp.....Brooklyn, N. Y.
- Champion Machinery Co.Joliet, Ill.
- Charles F. Elmes Engineering Works.....Chicago, Ill.
- J. L. Ferguson Co.....Joliet, Ill.
- F. Maldari & Bros.....New York, N. Y.
- Peters Machinery Co.....Chicago, Ill.
- Stokes & Smith Co.....Philadelphia, Pa.
- Mario Tanzi Co.....Boston, Mass.

The members of the convention and their ladies were highly pleased
 with the entertainment made possible by the above firms as voiced in the
 resolutions of appreciation unanimously adopted. The Entertainment Com-
 mittee consisting of Messrs. H. K. Becker, John V. Canepa, M. J. Donna,
 and Mrs. C. L. Miller are glad that both hosts and the guests were satisfied.
 Speaking for the contributors, C. Surico of the Clermont Machine company
 who organized the Macaroni Machinery and Equipment Firms said: "We
 wish to sincerely thank the Entertainment Committee for its splendid work
 at the 1928 convention. We are all pleased with the entertainment and the
 way in which it was handled. We sincerely hope our guests were as satis-
 fied with our effort to please as we are to have had the opportunity."

Classification Committee is not blocked
 by a preponderance of public opinion
 against its proposed action. For some
 time the railroads have been considering
 the rule prohibiting the acceptance of
 shipments of flour and other grain prod-
 ucts in second hand sacks. If all flour
 and semolina must be shipped in new
 sacks it means an additional cost of
 nearly 25c per sack on every purchase.

A hearing will be held on July 17 in
 Room 404, Union Station, Chicago, Ill.,
 at 11:30 a. m. Chicago daylight saving
 time, on the committee's new docket No.
 34, item No. 208 which provides that
 with the exception of grain bags, ship-
 ments of flour and other grain products,
 in second hand bags, will not be accepted.
 In its former docket No. 32 it was pro-
 posed to prohibit only the use of second
 hand cotton sacks and that no restric-
 tions were put on the use of second hand
 jute or burlap bags. The new docket
 makes grain sacks the only exception.

The National Macaroni Manufacturers
 association and several of the leading
 manufacturers will attend the hearings
 to watch out for the best interests of
 the industry. It may be difficult to an-
 swer the arguments of cleanliness and
 purity that will be made by the propo-
 nents of the ruling but the additional ex-
 pense as well as the confiscation of
 property, something that will actually
 occur if passed, may have its effect on
 the commission.

Grass Tours "Show Me" State

A. Irving Grass, treasurer of the I.
 J. Grass Noodle company of Chicago,
 with his salesman, J. Franklin,
 made a tour of Illinois and Missouri
 calling on the trade. En route home
 they visited the national headquarters
 of the Macaroni association at Braid-
 wood, Ill. "Business just fair," says
 Grass.

Visits Headquarters

H. T. Felgenhauer, Illinois repre-
 sentative of Capital Flour Mills, chat-
 ted with Secretary M. J. Donna at the
 association headquarters the last week
 in June. Merely wanted to compli-
 ment the organization on its very suc-
 cessful Silver Anniversary convention.

WANT ADVERTISEMENTS

Five cents per word each insertion.
 For Sale—1 1/2 bbl. Walton kneader and 1 1/2 bbl.
 Champion mixer. Almost new. Peter Ross &
 Sons, Braidwood, Ill.
 DOUGH BREAKER WANTED—From 15 to 20
 inches. Give description and price. R. G. H.,
 Macaroni Journal, Braidwood, Ill.

FLETCHER - EICHMAN & CO.

Importers of
 "Zolty Brand" Egg Products
 Pure Chicken Egg Yolk
 Especially selected for Noodles
 PURITY - COLOR - SOLUBILITY
 Let us figure on your egg requirements
 1435 W. 37th St. CHICAGO

HYDRAULIC-ELMES
 HYDRAULIC MACARONI MACHINERY

100. Mixer Belt Driven
 114. Kneader, Capacity 2-3 lbs.
 114. Packed Vertical Press.
 115. Inside Packed Short-cut Press for Accumulator System.
 116. Die Wanner.
 117. Outside Packed Short-cut Press and Pump.
 118. Outside Packed Vertical Press.

24 bbl. Mixer Hydraulically Tilted.
 5-6 ft. Kneader, Capacity 1 1/2 lbs.

An Elmes Mixer & Kneader conveniently installed.

SOLD WITH THE ELMES GUARANTEE—FIRST CLASS MATERIAL AND WORKMANSHIP
 CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, U. S. A.

CHEROKEE
 DURUM SEMOLINA

— IS —
 A GOOD MEDIUM GRADE SEMOLINA



Will Produce A High Quality Macaroni Product Such As Will Hold
 Your Customers And Merit Their Continued Patronage

CAPITAL FLOUR MILLS, Inc.
 MINNEAPOLIS MINNESOTA SAINT PAUL

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

OUR OWN PAGE
*National Macaroni Manufacturers
Association*
Local and Sectional Macaroni Clubs

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

OFFICERS 1928-1929

F. J. THARINGER Milwaukee, Wis. President	M. J. DONNA Braidwood, Ill. Secretary-Treasurer	FRANK L. ZEREGA Brooklyn, N. Y. Director
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The President's Column

Yes, I am the New President. At first thought and upon deeper consideration, I still wonder who is going to get the worst of this! I'm going to be in for my share of it and perhaps you are too, but you can help materially by advising me how and when to act. I am new at this game and I need every bit of assistance that all of you can and should give a new executive. I am only your servant and will carry out all reasonable commands. Just put me to the test.

The Silver Jubilee convention was a fitting climax in closing the successful 6-year term of my predecessor, Henry Mueller, the Association's Advisory Officer, whose policies in office I will seek to continue during my term. They have been thoughtfully conceived and splendidly carried forward. I ask the sincere cooperation of every manufacturer in the country, Association members and others in successfully performing our duty to promote the welfare of every branch of our industry in every section of the country. May I repeat here for emphasis: "OUR PURPOSE—TO EDUCATE and ELEVATE; TO ORGANIZE and HARMONIZE." "OUR MOTTO—FIRST THE INDUSTRY; THEN THE MANUFACTURER."

Our convention program was splendid; perhaps a little too heavy for the closing day. That was probably not the fault of the secretary who planned it but rather a natural condition brought about by delays in committee reports and special matters that came up during the conference—all very important. Lack of time prevented final action on many problems that will now revert to the attention of the Board of Directors. Those who were in any way responsible for what remains as unfinished business should remind the directors of their duties and urge attention and action. I count on the full assistance of these sponsors in completing this special work.

Among the "leftovers" on which I need your advice are:

- (a) The Educational Bureau and how to finance it.
- (b) The Macaroni Publicity campaign.
- (c) The Cost Accounting work.
- (d) Enrollment of every progressive manufacturer in our Association during this Jubilee Year.

Without "bouquet-ing" ourselves unduly, wasn't the Silver Jubilee convention in Chicago a "humdinger?"

The Secretary's Column

Gratifying indeed was the fact that the Chicago registration list showed more macaroni men enrolled than the ordinary enrollment of conventions a few years back, including allied trades.

California would like the honor and privilege of entertaining the Macaroni Manufacturers in 1929. E. DeRocco of the San Diego Macaroni Manufacturing company painted a glowing picture of his state, the sociability of its people and the harmonious effect on western manufacturers that a convention out west would have.

Six macaroni firms and 2 allied companies offered their applications for membership during the convention. That makes our total exactly 90. During the present Jubilee Year it is hoped that every progressive plant in the country will honor us and do itself credit by tendering voluntarily its application for membership. Who will be the next Jubilee Year applicant?

The Secretary must be some "dumbbell." Why on "God's green earth" didn't he have enough souvenirs and badges to go around? But who could predict that heavy enrollment? Caught napping that time—but never again! Even if the attendance is 200 in 1929 he'll be prepared.

The Macaroni Machinery and Equipment firms have a right to be proud of their share in the 1928 convention. That was really and truly SOME PARTY on Wednesday night and the ladies are loud and sincere in their appreciation of efforts made during the convention to make them feel glad they were there. Thank you folks!

Now while it is still fresh in your mind, tell me what features of the convention you believe could be improved upon. Constructive criticism is always welcome. Which do you prefer, broken sessions or one session a day with no luncheon recess? Should we have any set speeches on the last day or devote that entirely to discussions by macaroni manufacturers of their personal and general problems?

Yes, the Secretary could use several personal stories of individuals and articles on timely subjects by manufacturers. Send them in. Help make our magazine the open forum for the industry that it aims to be.

Where and when in 1929?

JOHN J. CAVAGNARO

Engineers and Machinists

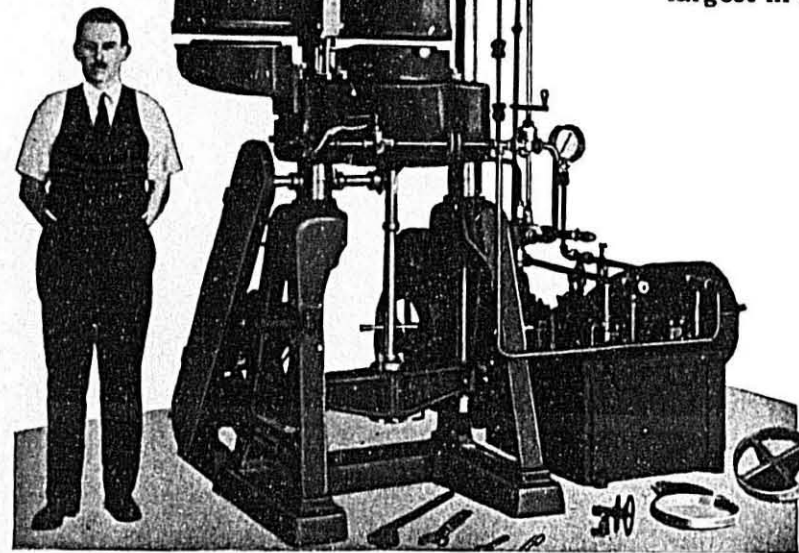
Harrison, N. J.

U. S. A.

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Equipments

Accumulator
Systems

N. Y. Office and Shop
255-57 Centre Street
N. Y. C.



No. 222 Press Special

Specialty of
MACARONI MACHINERY

Since 1881

Presses

Kneaders

Mixers

Mould Cleaners

Cutters

Brakes

Moulds, Etc.

in

All Sizes

up to the

largest in use.



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

"Oldest Millers of Durum Wheat"
Minneapolis, U. S. A.

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