

**THE
MACARONI
JOURNAL**

**Volume 7,
Number 3**

July 15, 1925

The Macaroni Journal

Minneapolis, Minn.
July 15, 1925

Volume VII

Number 3

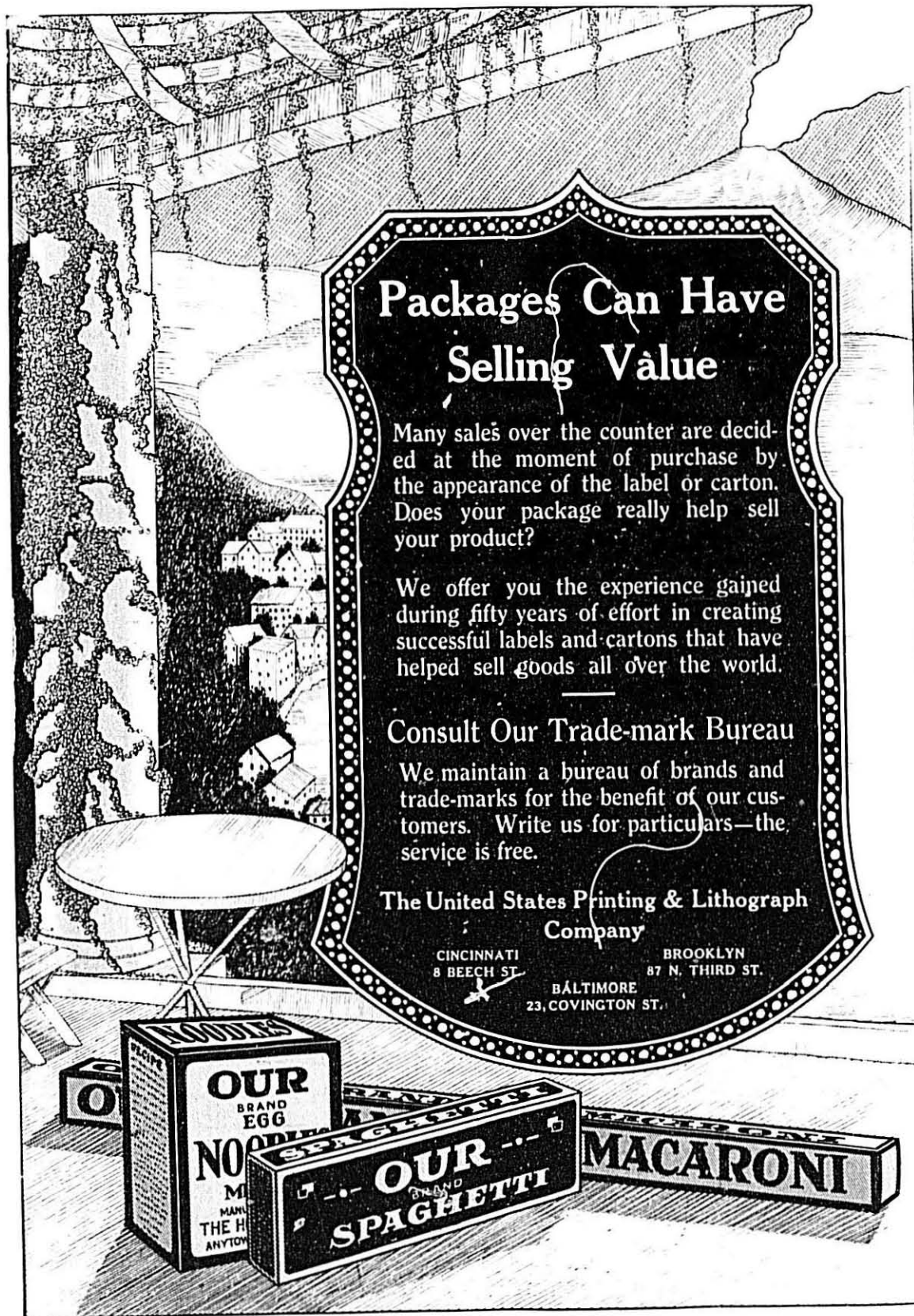


*A Monthly Publication
Devoted to the Interests of
Manufacturers of Macaroni*

1925 Convention Proceedings

READ in this issue the reports, addresses and general action of the annual convention of the National Macaroni Manufacturers Association and allied interests held July 7-8-9, in Hotel Traymore, Atlantic City, N. J.

RESOLVE to join willingly and actively with your fellow businessmen in promoting the general welfare of the macaroni manufacturing industry, an act that will naturally reflect to the credit of those who cooperate to this end.



Packages Can Have Selling Value

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

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

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

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Painted
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OUTDOOR ADVERTISING AGENCY

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6 NORTH MICHIGAN AVENUE
CHICAGO

NEW YORK

MINNEAPOLIS

PITTSBURGH

TWO STAR

The Greatest of Macaroni Semolinas



QUALITY

SERVICE

Eat More Macaroni—the

Best and Cheapest Food

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume VII

JULY 15, 1925

Number 3

Friendship in Business

FRIENDS

Life is sweet just because of the friends we have made
and the things which in common we share;
We want to live on, not because of ourselves, but be-
cause of the people who care;
It's giving and doing for somebody else —on that all
life's splendor depends;
And the joy of this world, when you've summed it all
up, is found in the making of Friends.—The Shaft.

Seeking to promote the Spirit of Friendship in the Macaroni Manufacturing Industry in this country, the National Macaroni Manufacturers Association successfully sponsored a record making convention in Atlantic City this month. For nearly a week progressive macaroni men from almost every section of the country gathered in friendly conference seeking unselfishly ways and means for bettering general conditions for the industry.

History tells us that early man found it expedient to "play his own game in his own way." Individualism quite generally prevailed. The world was sparsely settled. Great distances discouraged cooperation between men in the sense we know it today.

As the population grew civilization developed. Men met more frequently and soon learned the value of exchanging ideas and experiences. Friendships were made and cultivated as a protection against common dangers.

Gradually, but surely, this old tendency of individuals keeping their own ideas for their own benefits gave way to a broader conception of one's duty to another. Somehow, somewhere, sometime, a genius conceived the idea that two minds were superior to one, and more so many minds with many ideas. From this originated what business men term trade conventions.

From the mutual exchange of ideas at the Macaroni Manufacturers convention above referred to will come progress for the individual who attended and for the industry generally. Those who were a part of this important gathering were fortunate enough to get first hand information such as comes only when like interests are brought into friendly contact.

Carrying out its prime purpose of promoting Friendship, the officials who planned the program saw to it that almost every important allied trade was represented. These brought messages of good will and new suggestions for betterment, and they took back with them, in turn, the best wishes and appreciation of an industry of all the self help and outside assistance it can get.

Through Friendship comes Appreciation, and later, Understanding.

If the spirit engendered at Atlantic City can be kept alive, old jealousies submerged and misunderstandings avoided, the Macaroni Industry will proudly enjoy an era of deserved progress.

Our 1925 convention was a most harmonious one. Every one in attendance was accorded the privilege of "speaking his piece" freely. All who addressed the convention were accorded the respectful attention and the courtesies that trained business men can be expected to show those whose experiences permit them to speak knowingly on various points of common interest.

From every side, association members and nonmembers, allied tradesmen and other representatives, words of praise are spoken for the fair and able handling of the convention by President Henry Mueller and his able staff of assisting officers. This sincere appreciation is a sufficient recompense for many weeks of worry in preparing for the enlightenment and entertainment of the leading interests of the macaroni industry in one of the best conventions ever held under the auspices of the National Association.

This same spirit will be passed on to the new staff of officers. It is hoped that during the fiscal year of 1925-1926 every assistance will be given them to the end that their progressive administration of our national affairs will redound to the benefit of the whole industry.

The convention is over. Those who attended are "pepped up" with new ideas and broader viewpoint. The spirit of Friendship engendered there should long live. It should spread to all those who were unable to attend. An era of better understanding should arise. If this be the case, we should all profit.

When in need we naturally turn to a friend. A good friend seldom fails us. The National Macaroni Manufacturers Association aims to be the true friend of every macaroni and noodle maker in America and will be if they will let it.

In Friendship's name let us carry on for the progress of the individual and the welfare of the industry.

Notes of the Macaroni Industry

Spaghetti for Orphans

Society folks and movie stars joined in serving a delicious meal of spaghetti to the orphans last month in Los Angeles. It was a gala day for the little homeless children, who gave proof that this food when properly prepared is highly relished by little ones.

Justice Joseph Marchetti of Los Angeles supervised the cooking of spaghetti and the preparation of a tasty accompanying sauce. He was assisted in serving by several of the leading stars of movieland from Hollywood, under supervision of those well known, silent actresses, Sally Long and Clara

that city to subscribe its quota toward building the Connellsville stadium. It thus became one of the first 100% members of the Cement club. The employees of the firm were placed on the honor roll of the Cement club through contribution of 100 sacks of cement valued at \$65 to the public work sponsored by the firemen of that progressive city. Once more does a macaroni manufacturer come to the front in a community activity, proving interest in the welfare of his home town.

Buys Bronx Factory

The Westchester Macaroni Co., Inc., of New York, has purchased the fac-

that wrecked the Randazzo Manufacturing & Importing company's plant at Ninth and Carr sts. Guards were placed by the insurance companies, which are investigating the fire that caused a loss of \$125,000. To protect its own interest the company also placed 2 watchmen, the police joining in maintaining a watch as an impartial body. John Randazzo, one of the 3 brothers who own the company, welcomed the investigation. The loss was partially covered by insurance.

This is the third explosion in this plant in 4 years. The first occurred April 26, 1921, doing little damage. Second was June 19, 1923, wrecking

A Simple Lesson in Arithmetic

21 Years + Sound Principles	= Reliability
21 Years - Destructive Criticism	= Good Will
21 Years X Self-management	= Valuable Experience
21 Years ÷ Unselfish Support	= Advancement

National Macaroni Manufacturers Association = Result

An easy problem that macaroni manufacturers alone can solve for the betterment of the macaroni industry

Horton. While the occasion afforded society folks an opportunity to do some charity work, the little ones profited by it and consumed many miles of spaghetti.

Macaroni Man Noted Yachtsman

Macaroni manufacturers, especially those along the Pacific coast, are watching with interest one of the longest and greatest yacht races in history. They are interested because one of the entries is handled by a leading macaroni manufacturer of San Francisco. Mark Fontana, president of the Fontana Foods company, is the yachtsman referred to. His entry is the yacht "Shawnee." The race is from San Francisco to Tahiti, in the Samoan group, 3700 miles distant. According to last reports Mr. Fontana's yacht had covered more than 1500 miles of the distance and was making steady headway for the goal. As the knowledge of his entry in the race spreads macaroni manufacturers everywhere will be pulling for victory for their fellow tradesman.

Macaroni Firm Boosts Stadium

The Connellsville Macaroni company of Connellsville, Pa., was one of the first large industrial concerns of

tory at Baldwin and Railroad avs., and Mechanics st. The plot is 200x240. It will be used to house the greatly expanded macaroni and noodle unit of the company.

Supply Macaroni to School

The Imperial Macaroni company of Butte, Mont., encouraged the Miner-Rex cooking school conducted last month in that city by Miss Jeanette Beyer by supplying the macaroni and noodles needed in the school. The exhibit and demonstration were the most interesting events for women during the summer season. Daily talks were the features of the school work. In addition to the proper preparation of various foods, correct methods of serving were outlined. Miss Beyer stated that a perfectly appointed table is a mark of civilization, and properly cooked foods served from such a table are more appetizing and healthful than foods which are carelessly served.

Guard Fire Ruins

Constant watch was maintained last month while workmen were busy cleaning away the ruins of the macaroni factory destroyed by fire May 19, in St. Louis. It was expected that the ruins would reveal the cause of the explosion

the building and damaging adjacent structures to the extent of almost \$160,000. The third and last explosion May 19 gutted the building.

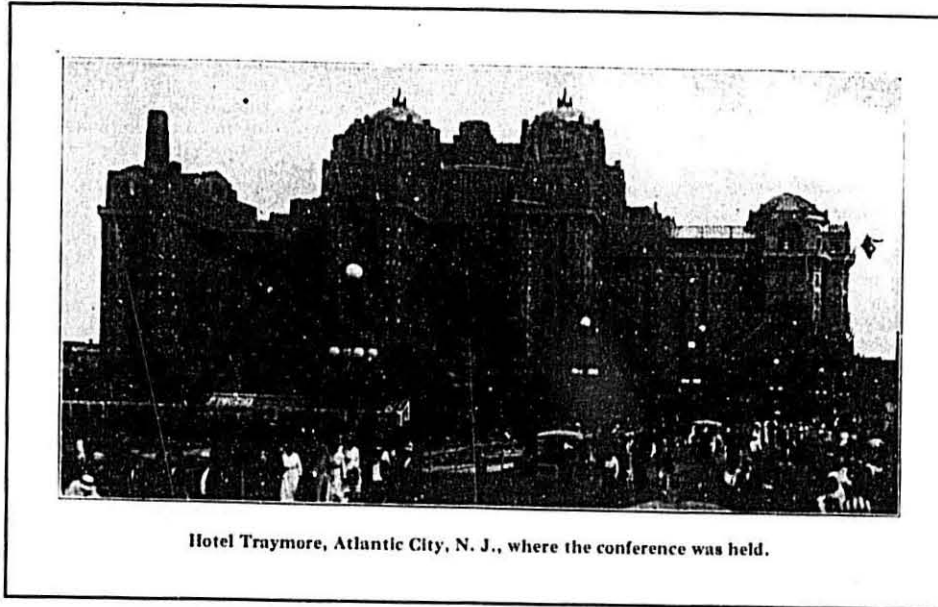
Incorporate Mt. Vernon Company

The Grand Macaroni company of Mt. Vernon, N. Y., was incorporated last month under the state laws. The papers filed show a capitalization of \$25,000, practically all of which is owned by the incorporators, who are C. Rezza, P. Rezza and D. Battista. Definite plans have not yet been announced by the new firm.

Employee Picnic

More than a hundred employees of the Peter Rossi & Sons company of Braidwood, Ill., and their families enjoyed an annual outing Saturday, June 20, on the beautiful Kankakee river. The firm provided the "cats" and entertainment. Games were played between teams representing various departments of the plant. Two members of the firm, Felix J. and Henry D. Rossi, supervised arrangements for this annual June event to which the employees look forward eagerly.

True in industry too, "The biggest blower doesn't always lead the band."



Hotel Traymore, Atlantic City, N. J., where the conference was held.

Macaroni Conference a Success

Harmony and progress were the dominating features of the 1925 conference of the Macaroni Industry of America held July 7-8-9 in Hotel Traymore, Atlantic City, N. J. This very successful and history making gathering was sponsored by the National Macaroni Manufacturers association as its 22nd affair of this kind.

Making up for the prophesied record breaking attendance by "pep" and enthusiasm by the progressive manufacturers who composed this year's convention, action taken there may be far-reaching in effect, if the spirit shown does not die down as the enthusiasm cools.

Held on the cooling shores of the Atlantic at a season when most of the country suffered intense heat, the deliberate actions of the conference tending to harmonize all interests in the trade augur well for the future of this important food industry.

Many of the old "dependables" were conspicuously absent. Some were ill, others were tied up otherwise and a few would not come away from their homes on the eve of or immediately following July 4. Therefore the eastern manufacturers were most prominent in the conference, being within easy reach of the famous summer resort that entertained the 1925 gathering of macaroni men.

The usual number of allied tradesmen were there, loyal as ever, striving willingly and continuously to make the meeting constructive and pleasant. Credit is surely due for this feature of the convention. Several brought along the ladies and some their entire families. Unfortunately the expected com-

Officers of National Macaroni Manufacturers Association

Year 1925-26

President..... Henry Mueller
C. F. Mueller Co., Jersey City, N. J.
1st Vice President..... E. Z. Vermyleen
A. Zerega's Sons, Brooklyn
2nd Vice President..... H. D. Rossi
Peter Rossi & Sons, Braidwood, Ill.
Treasurer..... Fred Becker
Praffman Egg Noodle Co., Cleveland
Director..... Wm. A. Tharinger
Tharinger Macaroni Co., Milwaukee
Director..... A. C. Krumm
A. C. Krumm & Son Macaroni Co., Philadelphia
Director..... J. V. Canepa
Jno. B. Canepa Co., Chicago
Secretary..... M. J. Donna
Braidwood, Ill.

bination Business and Vacation trip did not appeal as strongly as it was expected, though the weather could not have been more pleasant and a gathering of kindred souls more enjoyable than was the Atlantic City convention of 1925.

The meetings throughout the 3 days were held in the airy, spacious and beautiful "Belvedere Room" specially assigned by the hotel management for the comfort of the macaroni men. The convention hall was excellently suitable, facing the peaceful Atlantic ocean whose salt laden breezes cooled the fevered brows of the conventioners who faithfully attended all of the sessions.

The open meetings were harmonious and instructive. They brought together the varied interests in the trade on a most friendly footing and as a result real constructive action was taken that is expected later on to shower benefits on the whole industry.

The closed sessions were marked by free and unlimited discussions of the many pertinent problems, including abuses best known to the guilty ones and generally condemned by the fair minded manufacturers. Here everything was handled without gloves. A spade went by that name. But when the convention drew to a close misunderstandings of months and years had been practically all cleared away and the foundation laid for greater harmonious and peaceful cooperation for the trade's promotion and advancement.

Throughout the whole 3 days the floor of the convention was free to any and everyone who was or is in any way interested in our business. Valuable information was liberally broadcast and the general result was that who did attend left with new ideas, broader views and a firmer determination to carry on, individually and collectively, for the advancement of what most present admitted is one of the most important food trades in the world.

The weather was sufficiently variable to suit every taste. With a program of merit, an array of influential, forceful and experienced speakers and a willingness to confer for common advantage, this homogeneous gathering responded willingly and determinedly to promote a most progressive and enthusiastic program of trade promotion, based on a friendly understanding of the rights of competitors, distributors and consumers.

Henry Mueller of Jersey City was re-elected president of the National Macaroni Manufacturers association for the 1925-26 term. Backed up by an effi-

cient board of directors and the pledges of cooperation by the assembled members and representatives of the allied trades he starts his new duties with confidence that bodes good for the macaroni men of the country.

CALL TO ORDER

The convention proper opened when President Henry Mueller called to order the assembled manufacturers and guests at 10:00 a. m. Tuesday, July 7. Prior to that hour, Secretary M. J. Donna had been busy enrolling those who wished to register, passing out to each his convention badge, banquet ticket and other effects that went to duly and properly registered conventioners.

President Mueller explained the aims and purposes of the 22nd annual meeting of the national association, welcomed all guests to make themselves right at home during the week, asking the support of the entire industry for the actions to be taken at this memorable conference of the macaroni manufacturing industry of America.

Past President Frank L. Zerega of Brooklyn, delayed by other business, did not arrive in time to extend the welcome as per schedule and President Mueller did this in an able way that immediately put all at ease and this progressive meeting was on in full swing.

In his annual address he briefly considered the activities of the organization since the Niagara Falls meeting last year, leaving the details to be taken up in the fuller and more complete report of the secretary. He made pertinent recommendations that later were adopted by the conference.

The report of the secretary was a voluminous affair but was sufficiently interesting to hold the close attention of the gathering. The "high spot" in the report was the success of the official organ, the Macaroni Journal, of which he is editor, but credit for which he gives to the help received from the board of directors and the general cooperation of macaroni manufacturers and allied trades.

His big recommendation was that the macaroni industry join harmoniously in putting over "FRIDAY—MACARONI DAY." Some very good and convincing arguments were advanced as to the timeliness and necessity for harmonious action in support of this activity that promises so much for the trade.

Dr. B. R. Jacobs, who has served as the enforcement officer of the vigilance committee of the national association, gave an interesting account of the activities of that committee during the past 3 years. Much good work was done and the foundation laid for some stringent corrective actions, through prosecution in the civil courts of the chronic cases that would not yield to reason or sound argument.

Just before noon adjournment the president appointed the regular con-

vention committees, urging the members to give various matters assigned them prompt and careful consideration to the end that early reports be made to the convention for action. The committees were as follows:

Auditing: Henry D. Ross of Peter Ross & Sons, Braidwood, Ill.; Frank De Angella of F. De Angella Macaroni Co., Philadelphia; A. Lambrosa of Lambrosa & Co., Brooklyn.

Nominating: Leon G. Tujague of Tujague Foods Products, Inc., New Orleans; Frank L. Zerega of A. Zerega's Sons, Brooklyn; Max Kurtz of Kurtz Bros., Philadelphia.

Resolutions: A. C. Krumm, Jr., of A. C. Krumm & Son Macaroni Co., Philadelphia; A. Glola of A. Glola & Bro., Rochester, N. Y.; Ted Mollnari of Splendor Macaroni Company, Boston.

AFTERNOON SESSION

The conventioners were slow in gathering for the afternoon session and it was 2:30 o'clock when the president called the meeting to order.

The secretary presented several matters for the attention of the members, made some timely announcements and then offered a resolution for a message of good will and speedy recovery to L. E. Cuneo of the Connellsville Macaroni Co., who was confined in Mercy hospital, Pittsburgh, Pa., following a serious but happily successful operation.

The principal address of the day was made by Dr. J. A. Le Clerc of the Bureau of Domestic and Foreign Commerce, Department of Commerce, Washington, D. C. He had an interesting subject, "World's Trade in Macaroni," and he handled it in an able manner. Lengthy and able discussion followed. Macaroni manufacturers and durum millers plied him with question after question, all of which brought out answers that were greatly beneficial in pointing out to the macaroni industry the many opportunities that macaroni exportation offered American business men in the way of business expansion. Several well prepared charts aided him materially in making his many good points to the very attentive audience.

Free-for-All

For 2 hours before adjournment late in the afternoon, the macaroni men had their inning in an event that all had looked forward to with much interest and some concern. This was the open forum during which every interesting and important phase of the manufacturing business was considered from every angle.

The topic assigned for discussion under that heading, "Protecting Our Industry," covered a multitude of sins of commission and omission about which there has been misunderstanding and accusation. Though the situation was quite electrical the free and friendly discussion cleared away much of the imaginary and real troubles that had for some time prevented that degree of harmonious progressive action on important matters confronting the industry and the individual.

TARIFF naturally led the discus-

sions during the session. The natural and continued interest of the officers and members of the National association on the subject of properly protecting the American industry against competing importers was convincingly proven, not only by making this the leading subject for consideration at the convention but by an array of facts covering past actions. It served to set at rest accusations from several sources.

There was presented a vivid picture of the injury being done the American manufacturer in his home markets by importers who were aided and backed by foreign governments to sell abroad, thus extending the credit and the business of European and Asiatic governments and business. While present conditions were such as to make importation feared the comeback of Russia as a wheat exporting country was viewed with alarm. That country supplied the principal macaroni making countries of Europe with the most suitable wheat for macaroni purposes, and when things become normal there raw materials could be obtained by foreign competitors at prices that will prove ruinous to American business men.

The discussion further brought out the fact that tariff was a nation wide problem. That while it seriously affected the seacoast markets first, the interior would feel the effect by reverting the channels of trade inwardly to the less competitive centers of the country. It would be natural, declared one seacoast manufacturer, for him to look toward such centers as Pittsburgh, St. Louis, Cleveland, Chicago, Minneapolis, Kansas City, Omaha and Denver for business when competition was made too keen for him in his natural territory. In that way foreign competition would soon affect the macaroni markets everywhere in the United States.

There seemed to be a general agreement in the assembled delegation that it was practically impossible to obtain the added protection at this time. But now is the time for preparation. The next congress will make radical changes in the tariff laws of the country. By gathering information, preparing data and otherwise preparing now for the tariff battle of 1926, it is hoped to obtain through legislation the protection that American industry is deserving, now and always.

MACARONI STANDARDS—Trade evils as they exist today were generally blamed on the rather inadequate ruling by government bodies on the standards of macaroni products. The present standards are even poorer than those in force a few years ago, and with the thought of unifying macaroni manufacturing and durum millers on a standard that they would agree to recommend to the Joint Committee on Definitions and Standards for adoption later in the year, a special committee on standards was appointed. It was composed of 4 manufacturers and 3 millers,

At least one-half the success of Macaroni depends upon the uniform goodness of the Semolina

That's why we test *Gold Medal Semolina*
at the mill—so we can guarantee
you *uniform* high quality

ALL Gold Medal Semolinas are made of the very
choicest durum wheats.

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

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

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

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

Thus we guarantee the uniformity of Gold Medal
Semolina. We stand ready to return your purchase
price for any sack of Gold Medal Semolina that is not
up to standard in every way.



Eventually Why Not Now ?

GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY, Minneapolis, Minn.

Millers of Gold Medal Flour

with Leon G. Tujague of New Orleans as chairman. Other macaroni men on the committee were J. B. Hubbard of Boston, Frank De Angelis of Philadelphia, and Henry D. Rossi of Braidwood, Ill. The semolina men were represented by A. J. Fischer of Pillsbury Flour Mills Co., A. L. Ruland of Washburn Crosby, and Martin Luther of Minneapolis Milling company. A long protracted but progressive session of this committee was held during the early evening to report next day.

ARTIFICIAL COLORING—The prevailing opinion that the one solution of the majority of the problems confronting the quality of American made macaroni products would be fully and finally solved when the manufacturers would willingly agree to the entire elimination of added coloring in their products. Only when products are offered for just what they are and not what they are painted to be will deceptions be at an end. A more serious attempt than ever was agreed upon to be made this fall to bring about some needed understanding on this point. Even some of the manufacturers who have long held out for the exclusion of the Bologna style from the operations of the anticoloring law which seems to be generally desired, finally agreed that this avenue offered an equitable solution.

FRIDAY—MACARONI DAY—It was pointed out that the suggestion made that the macaroni industry join in popularizing FRIDAY—MACARONI DAY struck a popular chord in the press and among the people generally. Most of the leading papers made much of the suggestion, playing up the idea quite fully and prominently. On due discussion that matter was left at rest pending financial arrangements for this form of publicity at the opportune time.

THE SECOND DAY

Wednesday July 8 was easily the "high spot" of the 1925 conference in point of attendance, high calibre of the speakers, intense interest and wonderful entertainment that the occasion provided.

The morning session was called to order by President Mueller promptly at 9:30 a. m. After a friendly exchange of opinions on several subjects considered the previous day the chairman introduced the first speaker, Attorney Charles Wesley Dunn of New York city, who spoke convincingly on the subject "Your Association and You."

Mr. Dunn reviewed the activities of the macaroni industry and particularly the National association aiming to get a higher protective rate on imported macaroni. He expressed the view that it would be inopportune to press the matter too strongly at this time, particularly in the face of the position of President Coolidge, who refused to act on the sugar tariff in spite of the recommendation of the tariff commission. He

further added that little action could be expected now since it was expected that the new Congress would in all probability pass some new tariff legislation affecting the whole tariff schedule. He urged preparation on the part of the whole industry to properly safeguard its interests when the new tariff legislation will be proposed.

Attorney Dunn discussed trade practices that might better be discontinued, urged a closer study of the various state laws concerning taxation in order to fight against the payment of additional taxes in different states for doing business, and closer cooperation for the advancement of the industry. His talk was an unusually strong one and made a deep impression on those who were fortunate enough to be privileged to hear him.

Dr. F. C. Blanck, chemist in charge, Food Control Laboratory, Department of Chemistry, Washington, D. C., gave an interesting and enlightening talk on "Definitions and Standards" clearing up several points on procedure that had been long misunderstood. His talk was followed by a long discussion, many manufacturers and millers taking part.

The proposed standards on macaroni products were considered at length and the information conveyed that their final adoption would be delayed for several weeks in order that the macaroni manufacturers of the country may determine just what they want in the way of standards and then make known their wants to the proper commission.

As a result a resolution prevailed for appointment of a special Standards Committee of the National association to confer with every other interest in the macaroni trade in order to agree on a position that the industry should assume on the question of standards when the Joint Committee of Definitions and Standards holds its hearing next September.

The standards committee is composed of the following:

Frank L. Zerega of A. Zerega's Sons, Brooklyn.
Leon G. Tujague of Tujague Food Products, New Orleans.
Henry D. Rossi of Peter Rossi & Sons, Braidwood.
A. C. Krumm, Jr., of A. C. Krumm & Son Macaroni Co., Philadelphia.
Erich Cohn of A. Goodman & Sons, New York.

This committee will organize, arrange for a general conference with other clubs and sectional organizations, arrive on some agreement as to standards desired and then meet with the U. S. commission in September.

M. L. Toulme, the well known and popular secretary of the National Wholesale Grocers association, addressed the convention in place of John W. Morey of that organization, who was unable to be present. He spoke of the great success that the "Phone for Foods" publicity campaign has gained

during its short life and bespoke similar success for "Friday—Macaroni Day" if it is equally well promoted by combined and sustained effort on the part of not all, but a few of the more progressive macaroni men of the country. He congratulated the macaroni industry on the success attained by Secretary M. J. Donna of the National association who made the first page of several of the papers in New York city through his recommendation that a special day be designated each week for serving so nutritious and palatable a product as macaroni, spaghetti or noodles.

Mr. Toulme then presented a member of the Swenson Advertising company of Chicago which is handling the publicity campaign, who told of the preparation for popularizing the "Phone for Foods" movement and especially of the interest created among the retail grocers of the country who joined willingly in promoting it. A special Macaroni Day offers the same problems and the same opportunities.

Allan P. Ames of Ames and Norr, New York city, addressed the convention on the general advantages of cooperative advertising of the food. He cited the wonderful possibilities offered for increased consumption of macaroni products through judicious advertising of the food value of these products. The services of his firm were placed at the disposal of the industry if it should at any time determine on a united effort to "sell its products" to the American housewives.

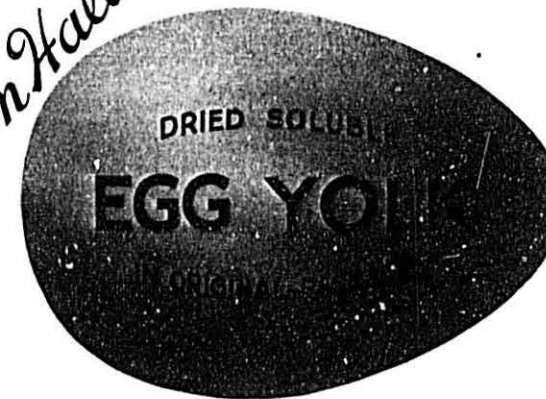
The Millers' Surprise

In keeping with the determination of those who arranged the 1925 program to make it "different," the durum millers were called upon to take charge of a part of the convention program. Scheduled as a "surprise," it proved to be a real one. Realizing that the conventioners would appreciate a relaxation from the rather heavy program that they had to withstand so far the first 2 days, the millers' share of it was of a lighter vein. It was fitting, pleasing, entertaining and inspiring.

This novel feature was sponsored by the various durum mills which enjoy associate membership in the National Macaroni Manufacturers association. These were the Pillsbury Flour Mills Co. of Minneapolis, represented by A. J. Fischer as chairman of its entertainment committee; Washburn Crosby company of Minneapolis, represented by A. L. Ruland; Minneapolis Milling company of Minneapolis, represented by Martin Luther; Commander Mills Co. of Minneapolis, represented by W. E. Ousdahl, and the Duluth-Superior Milling company of Duluth, represented by W. E. Sutherland. The Capital Flour Mills of St. Paul were also interested but their representative, E. T. Villaume, was unable to be present this year.

The Convention Banquet
After 2 days of talking about food,

Stein Halls



PURE
FRESH
SWEET
CLEAN
ECONOMICAL

Unexcelled for noodles

Stocks in principal cities
Write for Samples

ALSO ALBUMEN
AND WHOLE EGG

STEIN, HALL & CO., INC. **STEIN, HALL MFG. Co.**
61 BROADWAY, NEW YORK. 2841 SO. ASHLAND AVE. CHICAGO.

DIRECT IMPORTERS
ESTABLISHED 1866



its protein value, methods of selling and dozens of other "shop" problems, the macaroni men, their ladies and other guests gathered at 7:30 p. m. in the completely rearranged convention hall for an entirely different purpose—to eat food.

The occasion was the annual convention banquet, an affair that is becoming better every year. The 1925 banquet was peer of the best of them. The many women in attendance added color to the gathering giving the affair that fine setting that was usually lacking in the stag affairs of years ago.

The menu was up to the standard of the famous Traymore hotel and up to the expectations of the guests. The service was excellent and the entertainment of a calibre that made even those skeptics who were on a diet forget their doctor's orders to dispose of twice the amount of food allowed them.

The tables were tastefully decorated with seasonal flowers and so located as to permit dancing between courses. The speakers table at the head of the banquet hall was decked very attractively. Among those who were seated at the table of honor were President Henry Mueller, Vice President Henry D. Rossi, Director and Mrs. A. C. Krumm, past President Frank L. Zerega, Mr. and Mrs. Thomas H. Toomey, Mr. and Mrs. Leon G. Tujague, Dr. E. J. Cattell and Dr. Thomas Darlington.

Menu cards and programs thoughtfully prepared for the occasion were distributed by Secretary Donna, one for each cover position. The diners knew just what to expect both in the way of "eats" and entertainment. The menu program follows:

Menu

Pearls of Melon au Muscat	
Green Olives	Salted Almonds
Consomme Riche with Pates d'Italie	
Paillettes with Parmesan	
Filet of Lemon Sole Verdi	
Bread of Milk-fed Guiney Hen Fines Herbes	
Egg Noodles a la Persillade	
New Green Peas au Beurre Fin	
Traymore Salad	
Strawberries Souffles Montmorency	
Petits Fours	
Cafe-Double	
Cigarettes	Favors
Entertainment	
Music.....Hotel Traymore Orchestra	
Toastmaster.....Henry Mueller, President	
"Toaster".....E. C. Baum, New York	
"Convention Cocktail"	
Dr. E. J. Cattell, Philadelphia	
Vocalization	Good Fellowship
1926	COME AGAIN
1926	1926

Those who were absent intentionally or otherwise are invited to feast their eyes on the above feast that their more fortunate competitors enjoyed gastronomically at this convention banquet. May this inspire them to attend all future gatherings of macaroni men for the good fellowship and profitable acquaintance these promote.

President Henry Mueller of the National association served as toastmaster in a way that may rightfully entitle him to be called a "past master." In a fitting manner he introduced each

speaker and presented the entertainers so as to place them immediately at their ease and the listeners in a mood to listen. This happy combination was the basis of the very pleasing social feature of the banquet.

The surprise of the evening was in the person of Dr. E. J. Cattell of Philadelphia, renowned after dinner speaker, who delivered a most cheerful message in his able and inspirational manner. For nearly an hour he blended nicely business facts with timely humor, that kept his audience convulsed with laughter when not more seriously attentive. This was the first time in the history of the macaroni industry that a speaker of national repute appeared with an inspirational message and from the reception given Dr. Cattell this will be a regular feature hereafter.

E. C. Baum, salesmanager of the Joe Lowe company, New York city, was another pleasing feature. In an interesting song and talk sketch he kept the banqueters in fine humor. Roars greeted his many timely stories and imitations and nothing would satisfy the crowd but an encore, that he gave in his usual pleasing manner.

Having had a taste during the afternoon, the ladies quartet which appeared on the durum millers program during the afternoon was called upon at the banquet and responded ably and plentifully. Several of the song hits of the afternoon were repeated by request. The exceptionally fine vocal and instrumental work was greeted with prolonged applause.

Between courses dancing was enjoyed to the strains of the "jazzy" Hotel Traymore orchestra. Taken all in all the 1925 banquet was voted the best, the liveliest and the most pleasing feature of the convention and even exceeded many such pleasing affairs of the past.

THE THIRD DAY

The motto of the third day was "Everybody Happy!" Evidently every one was as the early gathering of interested manufacturers and allied tradesmen indicated. The meeting was called to order by President Mueller at 10 o'clock. Interesting messages were read from many former leaders of association activity who for various reasons were unable to be in attendance, but whose heart and interest were still in the work. These all conveyed good cheer and best wishes for a successful convention.

Secretary M. J. Donna then read numerous invitations from cities seeking the honor of entertaining the 1926 convention of the macaroni industry, an affair that is growing yearly so in magnitude and importance as to attract the attention of the leading civic bodies of the country. The invitations were referred to the business session scheduled for the afternoon.

The first speaker of the third day

was H. E. Newell of the National Fire Waste council, substituting for T. Alfred Fleming, who was unable to attend because of a recent operation. His talk told of the fire hazards industrial plants such as ours undergo and means for reducing this hazard were given. The talk was interesting and instructive.

"Promoting Health Through Proper Food Manufacture" was the topic ably handled by Dr. Thomas Darlington, former commissioner of health of New York city. His was a commonsense consideration of the serious problem of protecting the public health by proper cooperation between manufacturers and distributors under the guidance of the constituted health authorities. The subject was well handled and the listeners got some valuable points on the production of clean and healthful foods.

The old reliable, Dr. J. C. Curran of New York city representing the Near East Relief, made a successful appeal for great cooperation by macaroni manufacturers in the general observance of Golden Rule Sunday. As macaroni was one of the foods recommended for use on the regular diet for that day, he suggested that the producers of this food capitalize the advantage thus offered. As a result of his talk a resolution prevailed calling upon the entire industry to cooperate in making Golden Rule Sunday this year a bigger success than ever.

In appreciation for the general attitude of the macaroni industry toward the successful observance of Golden Rule Sunday, the Near East Relief has arranged to make President Henry Mueller an honorary director of that institution, of which President Calvin Coolidge is one of the honorary officers.

In addition the Near East Relief is planning to publish a 12 page booklet called "Macaroni, the Life Line" which will be extensively distributed this summer and fall. The booklet is very interesting, beautifully illustrated and filled with facts that manufacturers will find profitable for consumers to know.

The Business Session

Foregoing the usual luncheon adjournment, the convention determined to continue in session until all business of the convention had been attended to. As a result the business session was unusually well attended, many remaining on invitation of President Mueller to confer and advise.

First came the report of the special Joint Committee of Manufacturers and Millers on Macaroni Standards. After wrangling over the subject under consideration for many hours, and arriving at a compromise that would please all interests, it was learned through the address of Dr. Blanck of the Department of Agriculture that the question of macaroni standards would be left open till September to allow more time for agreement. The conclusions of the

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special committee, consisting of Leon G. Tujague, Frank De Angelis and Henry D. Rossi for the macaroni men and A. J. Fischer, A. L. Ruland and Martin Luther for the durum millers, were epitomized in the resolutions presented by Chairman Tujague, though it was deemed expedient not to act on them at the time, in order to allow the special joint committee since appointed the necessary leeway to enable it to function most efficiently.

Next came the report of the committee on audit by Chairman Henry D. Rossi. Only a partial report was possible owing to the inability of the bank to present all records, the bank being in the process of moving its records to its new building. The report as read was adopted and the expert accountant asked to complete the audit.

The committee on resolutions reported a series of resolutions expressive of the attitude of the National association and allied trades on various problems before the industry and their appreciation of services well given during the year and the convention. The report was adopted unanimously.

The committee on nominations saw fit to recommend the entire staff of officers and directors for reelection and, the convention being of the same mind, the 1924-25 officers and directors will again carry on the work of the organization till the next convention.

President Henry Mueller expressed the hope that he would be relieved of the duty that he had attempted so faithfully to fill during the past 3 years, but concluded that he would be a good fellow, listen to the dictates of his fellow members and carry on for another term. He pleaded with those present as well as with those who were unable to attend to give the affairs of the association more personal and direct attention, thus assisting him in his duties to the organization.

On a viva voce vote the recommendation of the nomination committee was adopted and the elected officers were extended the congratulations of all present.

The question of the time and place of the 1926 annual convention came in for considerable discussion. The absence of so many leaders of former years was attributed to the fact that the present dates crowded so closely on the Fourth of July that many found it inconvenient to leave their families. The opinion was voiced that a convention during the busy season of the year would be best attended because one very seldom objects to leaving his business when things are going nicely and hesitates doing so when it's a fight all along the line to keep the business machine running smoothly.

Though more than a score of cities had extended cordial invitations to the macaroni men, it was found expedient to leave the matter in the hands of the new board of directors to determine

later. Chicago and Minneapolis were mentioned as probable hostesses for the 1926 meeting, the idea being to hold that meeting in the central west next year. Macaroni men all over the country are invited to send in their suggestions to the secretary for later consideration by the directors.

Shortly after 2:30 p. m. Thursday July 9, the small but determined group of men representing the highest ideals of business arose to register a final vote of tribute to those who in any way contributed to the success of the most successful convention of the macaroni industry, which was brought to a fitting close by the fall of the gavel in the hands of President Mueller at the conclusion of a brief but timely closing message to those present and through them and the Macaroni Journal to the absentees.

Those Who Registered

- Henry Mueller.....Jersey City
A. C. Krumm.....Philadelphia
Henry D. Rossi.....Baldwood
M. J. Donna.....Baldwood
Leon G. Tujague.....New Orleans
Emanuele Ronzoni.....Long Island City
Alfonse Lambrosa.....Brooklyn
J. P. Weldenhamer.....Lebanon
Thos. H. Toomey.....Brooklyn
Max Kurtz.....Philadelphia
Frank De Angelis.....Philadelphia
Frederick Margaret.....New York
Jesse B. Hubbard.....Boston
T. Molinari.....East Boston
Alfonso Giola.....Rochester
Erci, Cohn.....New York
Jerome I. Maler.....New York
E. H. Walker.....Philadelphia
Hugh Graham.....Philadelphia
Geo. J. McGee.....Philadelphia
Frank L. Zerega.....Brooklyn
Robt. H. Leggat.....Fulton
G. La Marca.....Boston
A. W. Robertson.....Clarksburg
Samuel Mueller.....Jersey City
Sidney Kurtz.....Philadelphia
Jos. F. Joy.....Brooklyn
Daniel Maldari.....New York
Carmel Surico.....Brooklyn
Conrad Ambratte.....Brooklyn
A. Bonamico.....Hoboken
Frank A. Motta.....Joliet
J. E. Coolbroth.....Minneapolis
F. C. Blanck.....Washington
A. B. Bennett.....New York
C. L. Pancoast.....New York
Erwin Fischer.....New York
Dwight K. Yerxa.....Buffalo
Ralph Mastrojanni.....Brooklyn
J. A. Le Clerc.....Washington
Arthur Simonetti.....New York
B. R. Jacobs.....Washington
Joseph De Francis.....Brooklyn
Joseph C. Marcellino.....Brooklyn
C. F. Yeager.....Chicago
W. H. Sutherland.....Duluth
C. M. S. Langlone.....New York
W. E. Ousdahl.....Minneapolis
E. J. Thomas.....Minneapolis
Geo. B. Johnson.....Philadelphia
L. G. Smith.....Philadelphia
A. L. Ruland.....Minneapolis
Theodore S. Banks.....Buffalo
C. E. Mears.....Baltimore
A. P. Cole.....Pittsburgh
James P. Rodgers.....Philadelphia
H. K. Becker.....Chicago
H. E. Derrick.....Minneapolis
Edgar O. Challenger.....New York
Fred A. Hamilton.....Chicago
Walter J. Stockman.....New York
A. J. Fischer.....Minneapolis

- H. S. Pearlstone.....New York
Chas. L. Miller.....Chicago
Harry S. Leviston.....Boston
Charles W. Dunn.....New York
M. L. Toomey.....New York
Asa R. Schaeffer.....Philadelphia
Allan P. Ames.....New York
T. A. Fleming.....New York
Dr. Thos. Darlington.....New York
Dr. J. C. Curran.....New York
E. C. Baum.....New York
Joe Lowe.....New York

Resolutions

Committee on resolutions has fully considered the various matters referred to us. Would recommend the following resolutions for your consideration:

Whereas, we highly appreciate the efficient and self sacrificing service of our honored president, Henry Mueller, through which he advanced the cause of our association, the welfare of our industry, helped to unite and stimulate the various interests, thus endearing himself personally and officially, therefore, be it

Resolved, that we extend to him our heartfelt thanks and sincere appreciation.

Whereas, the board of directors and the various standing and special committees have fulfilled their duties with honor to themselves and with credit to our organization, therefore, be it

Resolved, that to them individually we extend our appreciation of duties well performed.

Whereas, conscientious macaroni manufacturers throughout the country have seen fit to make voluntary contributions to enable our vigilance committee to function properly and efficiently, therefore, be it

Resolved, that the thanks of this body be extended every contributor and that we solicit their continued support of this important and necessary work of cleaning up the decreasing number of abuses of this kind, as the result of the activity of our vigilance committee.

Whereas, the machine builders, supply firms and the durum millers have consistently promoted the best interest of the industry and of this association through personal contact with their trade, therefore, be it

Resolved, that we fully commend this fine spirit and pray its continuation for the mutual benefit that it brings.

Whereas, speakers of renown, government officials and representatives of the various supply, distributive and other business interests have appeared before us, bringing us messages of good cheer, invaluable advice and a sign of unselfish service, therefore, be it

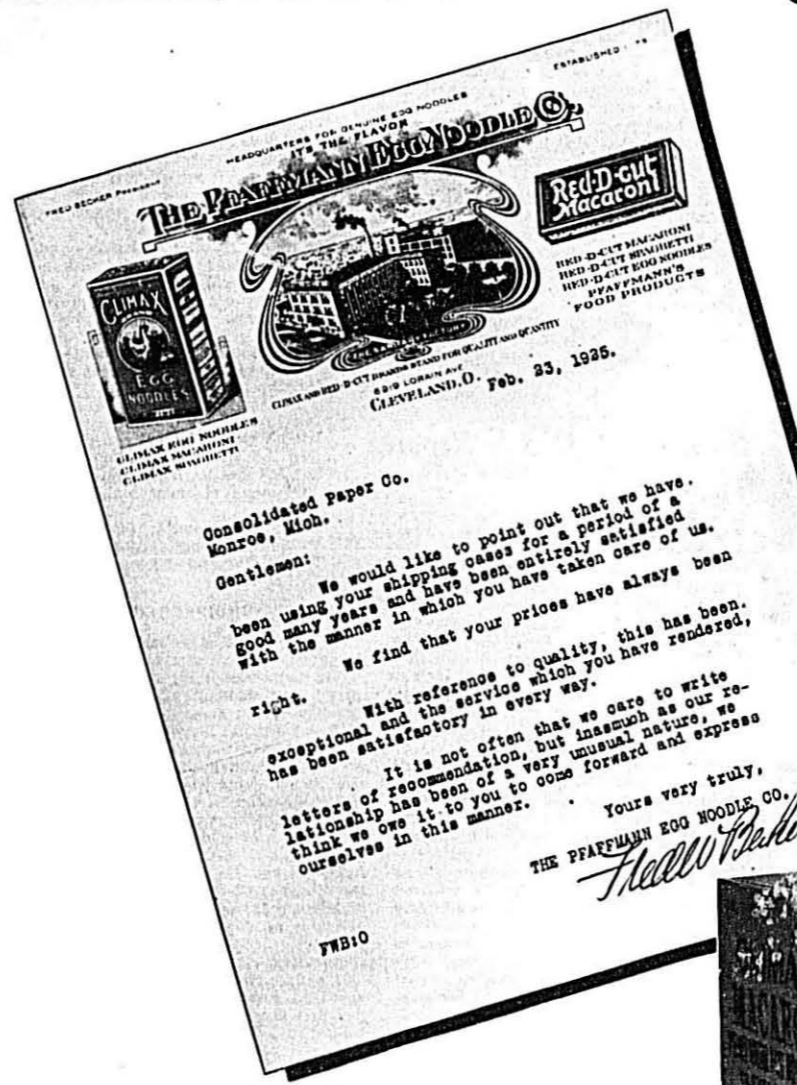
Resolved, that to each and everyone of the speakers on our program be extended thanks of the National association and the appreciation of the entire industry.

Whereas, the official organ of this association, The Macaroni Journal, renders invaluable service to our industry and every interest connected therewith, therefore, be it

Resolved, that we individually and collectively pledge our support to this publication by aiding in enlarging the list of subscribers, in increasing the number of advertisers through recommendation of this valuable medium to the various supply firms with which we do business individually and by means of frequent submission of news notes, personal items, and short articles of interest, give to it the personal touch that our secretary and editor suggested in his report.

Resolved, that all macaroni, both domestic and foreign, be required to carry on label and on box, the proper commercial designation, of the classification of wheat, or other cereal products, contained therein.

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39 Cortlandt Street

from which the macaroni was made; said classification to be in accordance with the practices and usages of the flour trades.

Resolved, that we endorse and urge all our members to do all in their power, to further the observance of Golden Rule Sunday, Dec. 6, 1925, to the end that the Near East Relief may continue its humanitarian work among the destitute children of the Bible land.

Resolved, that our association be represented on the National Golden Rule committee through the person of our worthy president.

Whereas, in addition to their usual concern for the general welfare of and interest in the progress of the macaroni industry day after day, the durum millers—associate members of the National Macaroni Manufacturers association—provided some timely and pleasing entertainment as a welcome innovation on the usual hard convention work of the past two days, therefore, be it

Resolved, that the entire membership of this convention, ladies, association members and other guests, join in extending to the durum millers, collectively and individually, our sincere appreciation for their thoughtfulness in presenting so enjoyable a feature, and be it

Resolved, that this same appreciation be extended to the entertainers for their exceptionally fine work, and to the national association for providing the occasion and opportunity for so pleasant a social hour.

Whereas, L. E. Cuneo, president of the Connellsville Macaroni Co., a leading member of this industry, is confined in Mercy hospital, Pittsburgh, Pa., following a critical and happily successful operation and thus unable to be with us to give usual sound advice and encouragement, therefore, be it

Resolved, that the National Macaroni Manufacturers association and allied tradesmen in convention assembled, join in sending him a message of good cheer and sincere hopes for a speedy and complete recovery.

Whereas, on Dec. 6, 1923, in the course of his address to the congress and referring to needed regulatory legislation, President Coolidge said: "Revision of procedure of the federal trade commission will give more constructive purpose to this department;" and

Whereas, it is in the public interest to revise the procedure of the federal trade commission to make it more constructive, just, economical and effective and the commission an instrument of larger and more constructive and helpful service to American business and the public at large; and

Whereas, the Wadsworth-Williams bill is designed to effect the recommendation of the president of the United States and to secure the required revision of the commission's procedure; therefore, be it

Resolved, that the association does hereby endorse and urge the enactment of the Wadsworth-Williams bill; and be it

Resolved, that each member of this association be and hereby is requested to address his representative and senators in the congress to obtain their support of this important and constructive legislation.

Whereas, the business and social success of this convention is unquestionably due to the thoughtfulness of our efficient secretary, M. J. Donna, who prepared a very interesting and instructive program for the convention and a most pleasing banquet and social hour on Wednesday evening, July 8, and

Whereas, he shows this same efficient service day in and day out as the secretary of the National Macaroni Manufacturers association and editor of the trade journal, always willing to respond, ever courteous and generally solicitous for the welfare of the macaroni industry as a whole, therefore, be it

Resolved, that this convention thank him sincerely for his faithful service, pledge

anew our united support and join in wishing him long and continued success as the secretary of our trade association.

Whereas, our Washington representative, Dr. B. R. Jacobs, has labored efficiently at the nation's capital to watch over the interests of our industry, and

Whereas, his services as manager of the vigilance committee of the industry have done some effective work in eliminating unfair business practices, therefore, be it

Resolved, that the thanks of this convention be extended him in appreciation of good work, well done.

We felicitate our many friends in the macaroni industry who have in any way through personal or joint effort aided in promoting the general welfare of our business and recommend the adoption of the above resolutions as voicing the prevailing opinion in our trade on the points covered.

Respectfully submitted,

A. C. KRUMM,

A. GIOIA,

TED MOLINARI,

Committee on Resolutions.

Secy. M. J. Donna Report

I am inspired by the remarkable representative attendance at this the twenty-second National Conference of the Macaroni Manufacturing Industry of America. To me this is a manifestation of increased interest in and for the future welfare of our business which is growing rapidly in standing in the food producing world.

It is pleasing to see in this gathering, men who 21 years ago were responsible for the formation of this organization and many who have been in constant attendance to conferences of this kind for years. New faces are present. We welcome them as their presence inspires us to even greater progressive efforts.

I feel highly honored on this occasion when the pleasant duty again falls upon me, not to report, but rather to review the efforts made by this Association during the past year. Very seldom have I swerved from my adopted policy of answering today's mail TODAY and in keeping the industry fully acquainted with the progress of affairs of our industry through timely bulletins and by editorials in our trade magazine. For these reasons to report to you now would be mere repetition. Duty demands, however, that I make an annual review of our affairs, and, with your good will and patience, here goes.

SERVICE

A Trade Association to function efficiently must give "Trade Service." There are many such services which an organization like ours might give. They depend, however, on what the macaroni manufacturers want and will fully support. Our small membership and resultant limited income restricts the number though not the quality of our service. Our "Trade Service" will increase with our growth in membership strength.

This is the day of organization. Even our government recognizes the value of better organization of business and is encouraging efforts along this line, both domestic and foreign. Through organized action an industry can attain ideals that few individuals can even aspire to.

Has organization attained its full growth in the Macaroni and Noodle Manufacturing Industry? I would say.—Not Yet. Though organized 21 years ago, we are still small in numbers and limited in service. We may not have accomplished all that may have been expected of us, but who is there among us who will say that during this period we have not been the source of considerable good to this industry?

In unison there is strength. The day of individualism is past and that of business

cooperation is here. Every day and in every way we are more and more impressed with the truth proven by the ancient king who called together the strongest men of his kingdom and invited them to break a bundle of fagots which he had tied together. They pulled, strained and grunted, but the organized bundle held. The king then untied the bundle, called upon a little lad to break each stick separately, which he did easily, thus accomplishing what the strong men failed to do. This same principle applied to business becomes a trade association. Without it an industry fails to keep pace with the advance of modern business that succeeds through thorough organization.

Did you ever notice that nobody ever imposes on hornets? Why? Because they are organized. I will emphasize this point by reading to you two verses from Rudyard Kipling's poem:

It ain't the guns or armament
Or the funds that they can pay,
But the close cooperation
That makes them win the day.

It ain't the individual
Or the Army as a whole,
But the everlasting teamwork
Of every bloomin' soul.

That is what counts; that is the real thing. Give it to your National Association and it will give you the very best kind of "Trade Service."

INDIFFERENCE

The greatest drawback to successful trade organization service in this and many other industries appears to be "Indifference." Very seldom is one found who actually opposes his trade association but altogether too many thoughtlessly permit more willing ones to carry the load. Here we are on the Atlantic seaboard in an important conference of our industry. Within a radius of 500 miles of this beautiful place are situated approximately 400 plants. How many are represented here?

True, the noodle makers, the bulk manufacturers and the package men send here the cream of the craft, but the majority are at home running their brakes and presses, oblivious of this gathering and its worthy purposes. They know not the meaning of cooperation.

If a firm is of a caliber sufficient to be listed as a manufacturer of our products, that firm should feel privileged and be most willing to permit one of its officials to give at least a few hours a year to the general work of boosting our business through better understanding that business acquaintance promotes.

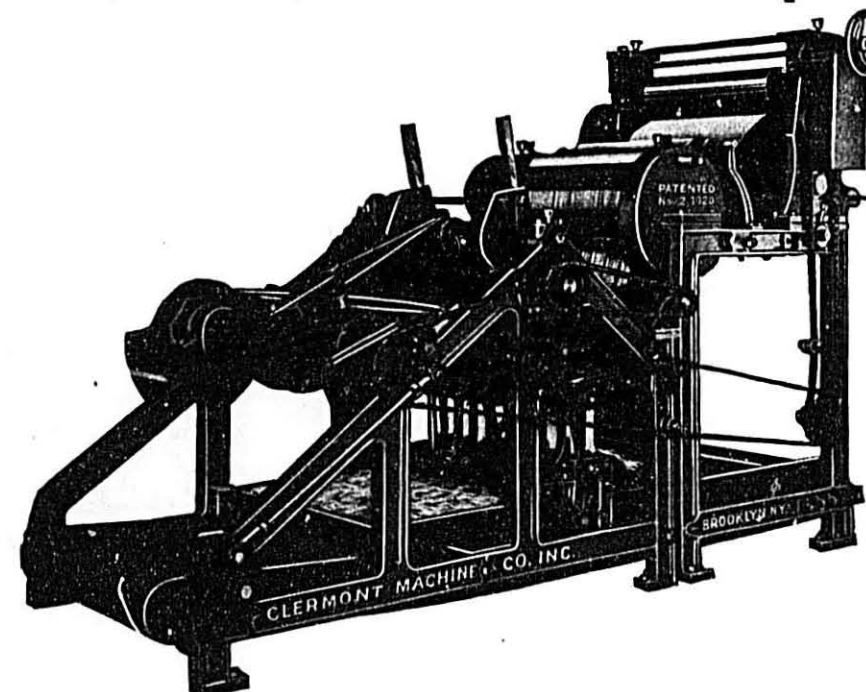
PURPOSE

The one prime purpose of the National Macaroni Manufacturers Association is to give and to receive trade service. We hope through friendly gatherings of this kind to come to some agreement as to just what constitutes right and wrong business principles and knowing this enable us to do away with the need of constantly watching our competitors. Our competitors should be our friends, not our enemies.

The Romans of old had only one word for stranger and enemy. To them a stranger was an enemy and was accorded the same treatment. Civilization brought progress. Now a stranger or competitor is no longer looked upon as an enemy, but as one whose acquaintance we should cultivate through meetings of this kind. Here we hope to appreciate the fact that competitors are real human beings, willing to listen to reason, anxious to be convinced by sound arguments and ready to cooperate for the common good.

May every one in attendance aid us during the next 3 days to attain this one big

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purpose of this organization, the promotion of Friendliness among competitors.

ACCOMPLISHMENT

How often are we confronted with the question: "What has the National Association done for the Macaroni Industry?" The good that any organization does for its membership is not always of a nature that you can place your finger on any specific accomplishment or point out special or direct benefits. However, the benefit is there. The very fact that you have a National Association is beneficial. The general welfare of the macaroni industry is something almost intangible, yet it is apparent to those who wish to commend good work. To those who seek only to criticize, no good is ever seen in anything.

It is easy enough to be a good critic,—anybody can find fault. The Bible has been found faulty by many, as has been the work of the world's greatest Man. What this world needs, the macaroni industry included, is more competent appreciators.—Manufacturers who can see and help others to see, the real value of harmonious cooperative effort.

Having accomplished much in a quiet but consistent way, what can the National Association do in the future? The answer is in your hands. If the better class of manufacturers will get properly behind the industry's national organization with the true spirit and with the vim that they are capable of showing, our future accomplishments will satisfy us and surprise the unbelievers. There are even occasions when knocking is justified, as, for example, when it will open the door to better things. If that has been the purpose of the criticisms, then the end justifies the means and ours will be the glory. We will always welcome constructive criticism.

MEMBERSHIP

To be as successful as we aim to be the macaroni association should have the undivided support of the big majority of the progressive firms of the country. With this in mind this office has made solicitation after solicitation of nonmembers, pleading with them to cooperate with us in promoting the general good of our common business. The result has hardly been up to our expectation, primarily because these solicitations lacked the personal touch that seems so essential in getting a firm's name on the dotted line of a membership blank.

I am now more convinced than ever that a personal solicitation is worth a dozen letters or circulars. Our finances do not warrant our assigning this duty to any particular officer; hence, it must be undertaken by the members who are alive to the value of a strong organization. One of our members has suggested that we draft a plan whereby the value and purpose of the National Macaroni Manufacturers Association be properly and fully SOLD to nonmembers. This is a fine suggestion and we hope that a plan will be devised this year.

The results of our drive for new members during the past term has not been discouraging as the following membership report shows:

	Reg.	Asso.
Membership reported July 7, 1924	45	8
New members during past term	14	0
Total to be accounted for	59	8
Dropped	6	0
Membership July 7, 1925	53	8

(A gain of 8 members for the year.)
Of those dropped 2 are defunct firms, 3 withdrew and 1 was suspended for arrearages in dues. Of the present membership all except 4 have paid their 1925 dues and received their new Membership Sign.

Our newest member, who rejoined us last month, showed so fine a spirit in making his application that we are proud to quote

briefly from his letter. He said: "I am inclosing a check for \$100 for dues for 1925, which I understand is the dues of the highest class. I certainly don't see how any macaroni manufacturer can afford to stay out of the National Association at a cost of not more than \$100 per year, and certainly not when the smallest manufacturer can get under the wire for as low as ten dollars."

Would it not be wonderful indeed if most or all of the better class of manufacturers would view the value of a national organization in the same light as this welcome member! May this fine spirit inspire others to do likewise.

Another member who joined in 1924 said: "I withdrew from your National Association when you adopted the very high rates of dues two years ago. I have been ashamed of my action. I have felt lonesome, and



stranger among men in the same line of business. I sincerely hope my thoughtlessness in the past will be overlooked and that I will once more be accepted as a member, more determined than ever to shoulder my share of the responsible work of unifying the macaroni industry." This is another example of what it means to be fully sold on the value of a National Association and of the obligation that one feels he owes his industry.

We have invited the entire macaroni industry to attend this conference, not with the idea of embarrassing them by soliciting their membership, but to prove to them the need of some central organization that will promote meetings of this character and between meetings stand for and speak for our industry. If this appeals to nonmembers we will appreciate and welcome their membership.

FINANCES

From the detailed report of the accountant who audited our books, which will later be read to you, we glean the following facts about our finances:

Our receipts for the fiscal year 1924-25 were slightly less than the amount expended for association work. The total, not including voluntary contributions to the Vigilance Fund which is kept as a distinct fund, was \$12,872.20. The expenditures totaled \$13,482.05. Our balance on May 31, 1925, was \$885.33.

Of our total income, \$4,135 was for dues; \$7,113.05 for advertising in our Macaroni Journal; \$537.15 for subscriptions and \$1,101 from miscellaneous sources.

Our biggest expense was for editing and publishing our trade paper, which cost us \$3,622.35 for the year. For Association purposes we spent \$6,021.11.

It will be seen from this that we are just barely living within our income, which can be increased only through an enlarged membership and the sale of more advertising space to our supply firms. May both

these fall to our lot, with your help, this year.

With no particular reference to priority of importance, I will briefly review the various matters seriously considered by this association since our last convention.

Tariff

Over a year ago the whole industry—bulk manufacturers, package men and noodle makers—voted strongly in favor of a petition to the United States Tariff Commission for an increase in the present duty on macaroni products that would give the American industry adequate protection against the imported goods that were and are now flooding our seacoast markets. Free will contributions were made by all classes. At our last convention you reaffirmed this attitude and again pledged your moral and financial support.

A fulfillment of our hopes has so far been impossible. In spite of several well prepared, and to us convincing briefs drafted by a most learned counsel in American business circles, aided by individual manufacturers and other groups, not overlooking our friends the durum millers, the United States Tariff Commission is still unconvinced, judged from its silence. We are not discouraged and will not give up the fight. We will carry on till every means has been exhausted for obtaining a much needed higher protection against the cheap made foreign products.

Subsequent reports will tell you in detail just what has been attempted and what are the plans to bring success to a movement that should have the solid backing of all whose very business is at stake. We appreciate the help already given us in this fight and solicit your continued support, irrespective of who leads the fight for added protection.

Anti-Coloring

At our last convention following what we took for granted was a general appeal for protection against the unfair competition created by the sale of colored goods, we sought to take some corrective action. Through bulletins and in our Macaroni Journal we advised you from time to time of the attitude of the industry as shown by referendums.

Despite this apparent favorable expression we found it expedient to proceed slowly because of the loud objection of a minority. May it not be that what we hesitate to do voluntarily may be forced upon us even more rigorously by legislation? This might be the case if the flagrant violations of the past are continued. If our intended action has succeeded in reducing violations by publicity given them, then our activity will have served its purpose.

Golden Rule Sunday

With no knowledge of the exact extent of cooperation given Golden Rule Sunday last year by friends in this industry, it must be admitted that more firms should have taken advantage of the opportunity this feature gave us for popularizing our products by the wonderful publicity campaign sponsored by the Near East Relief.

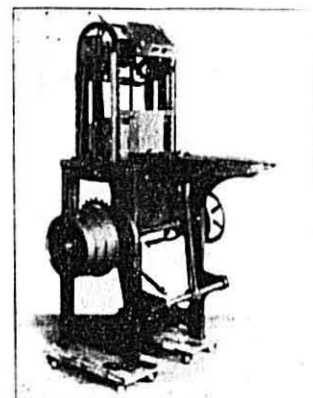
Other food industries have successfully capitalized this national day. The opportunity will be presented to us again this year. A new feature will be the publication of a booklet by the sponsors of Golden Rule Sunday, specifically naming macaroni products as one of the foods recommended for use that day, and generally as a pleasing satisfying food for children. More will be heard of this plan when a representative will address you Thursday morning.

Our Washington Office

Every progressive and worthwhile trade organization aims to have a good representative in the nation's capital, Washington, D. C. The object is to keep the industry in close touch with officials, business af-

Package macaroni is
Everywhere produced but
Takes care in obtaining low costs, so
Ease your mind
Right now and
Save pennies per package with

Peters Automatic Package Machinery



Here are some representative concerns who use our machinery for packaging their products:

- C. F. MUELLER COMPANY, Jersey City, N. J.
- FOULDS MILLING COMPANY, Libertyville, Ill.
- THARINGER MACARONI COMPANY, Milwaukee, Wisc.
- FONTANA FOOD PRODUCTS COMPANY, San Francisco, Cal.
- A. ZEREGA'S SONS, CONSOLIDATED, Brooklyn, N. Y.
- A. GOODMAN & SONS, INC., New York City, N. Y.
- FORTUNE PRODUCTS COMPANY, Chicago, Illinois.
- A. C. KRUMM & SON, Philadelphia, Pa.

Catalog and detailed information furnished upon request.



Peters Machinery Company

4700 Ravenswood Avenue

CHICAGO

ILLINOIS

fairs centering there, new regulations, rulings and interpretations of existing laws.

This Association is fortunate in having Dr. B. R. Jacobs act in that capacity. His former connection with the Department of Agriculture and his wide acquaintance and experience stand us in good stead. Our Washington office is more than a listening post. Through it we make chemical analyses of raw materials, finished products and egg contents; look after law proposals and regulations; register trade marks and protect registrants against infringements. Every year more and more use is made of this important office and macaroni manufacturers who overlook doing so are wilfully negligent of their best interests. This service is given free to members in some respect and at reduced rates where charges are to be made.

Legislation

Careful watch of all proposed legislation in state and nation is maintained throughout the year. Our major action during the past 12 months was confined to a study of laws and rulings, harmoniously working with other food manufacturers and distributors to conserve our rights.

The California Minimum Weight Bill was of direct interest to the trade whether one did business in that state or not. Its features were made known to you by timely bulletins. California manufacturers were divided on the merits of the proposed legislation. Nationally the bill was considered inimical. We argued that the proposed law savored of class legislation, and that it would tend to draw a line between the various interests in our industry.

In several other states arguments for and against proposed bills were presented and we are pleased to report that in practically every case the best interests of the whole industry were served by our action as an Association national in scope.

Booklet, Medical Authorities

Perhaps no other activity last year gained for us the favorable, permanent advertising that did the publication of the booklet, "Food and Medical Authorities on Macaroni Products," containing a complete survey of this field made by William Cledenin for the former American Package Macaroni Association. In all over 50,000 of these 16 page booklets were published and distributed, many from our headquarters but most of them by firms for which they were printed by us with firms' imprints thereon.

These were supplied at reasonable cost per thousand. At this very moment we have on the press a run of 5000 copies ordered by a progressive firm that has already exhausted its former supply but finds the demand for the booklets yet unfulfilled. We are still holding this type and will take care of any additional orders up to Sept. 1, 1925, at the old rates.

Favorable comments on this booklet were received from every section of the country, from Canada and even from Mexico and Europe. They came from physicians, dietitians, food experts, domestic science teachers and editors of women's pages in newspapers and trade magazines. The latter quoted frequently from the booklet giving both the author and the National Association due credit for broadcasting such valuable and dependable information about our products.

The Macaroni Journal

Since our last convention we have duly registered the title of our official organ, the Macaroni Journal, in the Patent Office as the property of the National Association.

Little need be said about the value of our official spokesman. That it fills a want, both macaroni manufacturers and allied tradesmen agree. It can be improved as every good thing can. What it lacks most is that personal touch which macaroni manufacturers can easily supply if they are so inclined. Along this line we would welcome accounts of personal incidents in

the plant or company, affairs and doings of members that can be made public, methods of doing business under certain conditions, personal views on timely problems, plans for plant improvement and business advancement, and such similar information as will make readable and interesting material for a publication like ours.

Our relations with our friends, the advertisers, continue most pleasing and cordial. Of this we are truly proud. We have even considered their interests as ours and have ever striven to be helpful. As a result most of our advertisers have remained with us year in and year out until now our readers know them to be reliable, dependable and trustworthy.

There are still many supply firms who furnish you with good materials and who are not yet advertisers. Some new ones will be with us this month. With the help of you men who do business with these firms we may soon include them on our roster of dependable advertisers. Several macaroni firms have been most helpful along this line and to them we are grateful.

Our list of paid subscribers has shown a healthy increase during the past year. Aside from reaching every macaroni and noodle manufacturing firm in the United States and Canada, our publication goes to about a dozen foreign countries and to many government officials. Many of the larger firms subscribe for our publication to be sent regularly to their salesmen on the Club Plan especially made with this point in view. It helps keep the salesmen in direct touch with general conditions in the industry. More firms are invited to take advantage of this idea which has proven a profitable investment for others.

Incidentally I wish to report to you that in keeping with our known policy of supporting first, last and all the time, the American macaroni industry, we have frequently and consistently refused some empty offers by importers and foreign manufacturers for space in our publication. We would not be doing our full duty by you to act otherwise.

Friday—Macaroni Day

One at a time is good fishing. Many things might be suggested at this time for united and harmonious action by this body, but if this convention will put over only one constructive movement, it will have served its purpose fully. I would like to suggest one that every macaroni manufacturer can fully and profitably support and that is that we unite in putting over "FRIDAY—MACARONI DAY."

Other industries have found it profitable to concentrate their efforts in sponsoring special days and weeks. For instance, we have "Candy Day," "Apple Week," "Canned Foods Week," etc. Why not a "Macaroni Day"? Friday, a meatless day in thousands of American homes, is a natural macaroni day. In thousands of homes our products are seldom served. If we can induce them to use our food every Friday of the year, say a half pound each Friday, consumption immediately is increased over 25 pounds annually per family.

Here is something constructive, generally appealing to manufacturer, wholesaler, retailer and consumer and a movement that we can put over very economically. Along the lines successfully followed by our friends, the Wholesale Grocers in the popular "Phone for Foods" movement, the cooperation of retailers might easily be enlisted and the day made a big success. The grocer is naturally interested in having customers substitute macaroni for meat or fish on Friday as he would then make the sale.

This is not a new suggestion, but a timely one. Frequently it has been mentioned in our publication. Interest has already been created in the movement as proven by letters from various parts of the country from which we will quote.

A Pacific coast concern writes:

"In reading one of the late issues of your Macaroni Journal we became quite interested in your suggestion to make FRIDAY—MACARONI DAY. We gave the dope to several Pacific coast papers, some of which used full pages in putting your suggestion before our friends. The proposal is fine and if properly supported should bear good fruit."

An eastern manufacturer says:

"Your suggestion that our industry join in popularizing FRIDAY—MACARONI DAY hits me as a 'HOT SHOT.' It should be easily done. We may need a good slogan. How would this one suit? 'TAKE FRIDAY OUT OF FRIDAY.' The idea would be to suggest in all our advertising that consumers substitute macaroni, spaghetti or noodles for such foods as fried meats, fried potatoes, fried eggs, etc., at least once a week as a health measure."

A mid-western firm states:

"I am impressed with your effort to put over Friday as a national weekly macaroni day. As a slogan I would suggest, 'Macaroni, the Meat from Wheat,' though a better one may finally be adopted."

"Would surely like to cooperate with other macaroni men in a campaign to put over FRIDAY—MACARONI DAY and if the National Association arrives at some definite plans, count us in on them. Through the thousands of our employees who patronize grocery stores and the hundreds of our salesmen who call upon them frequently, we could easily interest the retail grocers from the profit standpoint and have them pushing our products strong at least one day a week. Let us do it, boys!"

This is my one and big suggestion at this time. If we can put over FRIDAY—MACARONI DAY we will have done something that will greatly increase macaroni consumption in this country.

Appreciation

It has been a pleasure to work for and with the members of the macaroni industry during the last and previous years. I have been fortunate in having the welcomed help of a most efficient board of directors and especially that of our president, Henry Mueller. To these and to all who in any way aided me in doing my duty to this organization, especially the durum millers, the machine builders and supply men, I am most grateful. Their services are deserving of your appreciation also.

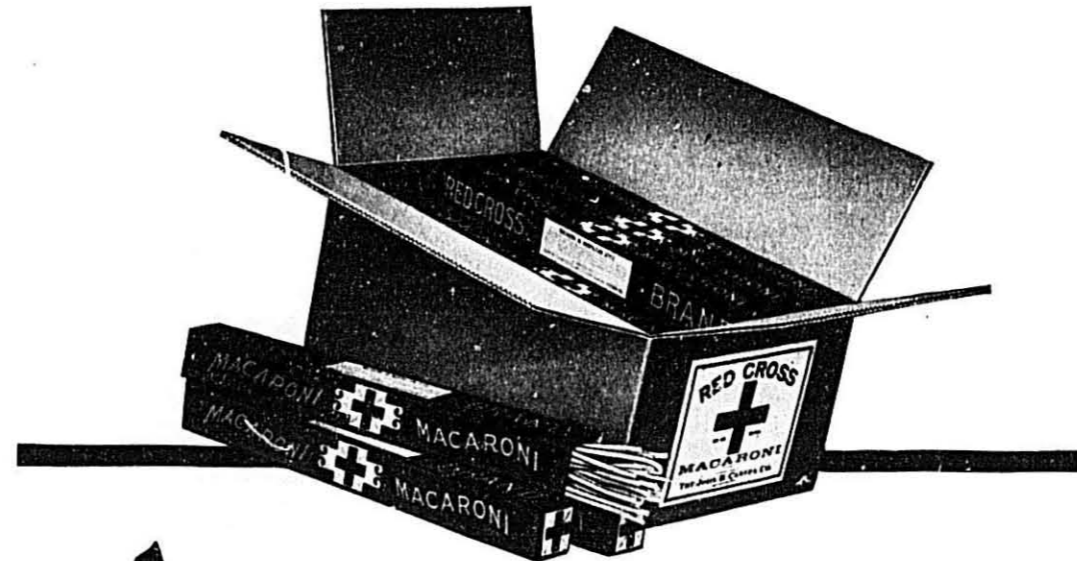
Closing

Gentlemen, we are gathered here as friends to consider, discuss and understand problems of mutual concern and to get that broad viewpoint that can come only when we know the opinions of others and learn to recognize their rights in carrying on legitimate competitive business. Having gained that proper perspective through acquaintance engendered here we should depart as better friends, more respectful of each other and fully appreciative of the responsibilities of our National Association to the macaroni industry, to its members and the allied trades and they to it.

If this meeting, in addition to this, serves in harmonizing all interests, all groups and all factions among the more progressive manufacturers, its purpose and our existence will have been justified, and we will have had, truly, a successful conference.

An expressive of my appreciation of the privilege to serve you and your interests at all times, may I quote in closing, a verse from that modern poet, Herbert S. Stalk:

We're born to SERVICE, you and I;
And should we need the urge of words
and pen
To show us duty to our fellowmen?
The chain of service spans the world;
And he who falls to weld his link,
Lo, weakens all the rest, and lets them
sink
And sag and drag, and lose their power,
Because his part is missing.



AMERICA'S ANDERSON BEST BROOKLYN CARTONS CHICAGO

LEADERS
SINCE
1888

COMPLETE PACKAGING SERVICE
~Corrugated Containers~
Folding Boxes & Display Cartons

SEFTON MFG. CORPORATION
General Offices: 59 EAST MADISON STREET, CHICAGO

Treas. Fred Becker Report

Fellow manufacturers, as treasurer of this trade organization, an honor which I have long enjoyed, permit me at this time to



report to you the financial standing of our organization.

Cleveland, Ohio,
June 12, 1925.

Treasurer's Report

\$1,030.91 balance on hand June 19, 1924
13,572.88 receipts from all sources

14,603.79 total
13,479.05 disbursements

Balance: 1,124.74 balance on hand June 12, 1925
\$ 885.33 regular account
239.41 vigilance fund

Receipts: 1,124.74
\$12,876.20 regular account
675.00 vigilance fund
21.68 interest

Disbursements: 13,572.88
\$13,043.46 regular account
435.59 vigilance fund

13,479.05

Auditors' Report

Gentlemen:
We, your auditing committee, beg leave to report that we have examined record of auditing made by Wolf & Company of Chicago, certified accountants, and submit their findings as our report.
Henry Mueller, president,
N. M. A.,
Braidwood, Ill.

Dear Sir:
In accordance with your instructions, we have examined the records of Past Receipts and Expenditures as kept by the secretary of the
**NATIONAL MACARONI MANUFACTURERS ASSOCIATION
BRAIDWOOD, ILLINOIS**

for the twelve months ended May 31, 1925, and present our report as contained in the exhibits listed below, and our comments thereon:

FOLIO 1 EXHIBIT "A" Receipts and Expenditures—General
FOLIO 2 EXHIBIT "B" Receipts and Expenditures—Vigilance Fund
FOLIO 3 EXHIBIT "C" Receipts and Expenditures—Tariff Fund

(The records kept by the treasurer were not available for examination.)

Comments

All cash receipts as recorded in the cash book, as kept by the secretary, were traced to remittance sheets to the treasurer. The

receipts were divided into various sources of revenue and the footings were verified. All cash expenditures as recorded in the cash book, as kept by the secretary, were totaled and checked with the voucher record.

All cash receipts and expenditures in the vigilance fund and the tariff fund were totaled and checked with the voucher record, as kept by the secretary. Due to the fact that the bank was moving at the date of this report, confirmation of the bank balances was not obtained.

Respectfully submitted,
WOLF & COMPANY.

Dated at Chicago, Illinois,
June 30, 1925.

**Receipts and Expenditures
General**

For Twelve Months Ended May 31, 1925
Folio 1 Exhibit "A"
Balance—June 1, 1924.....\$1,030.91
Add: Interest on bank balance
as reported by F. Becker, treas. 21.68
1,052.59

Receipts:
Advertising ..\$7,113.05
Subscriptions 537.15
Association dues 4,135.00
Convention registration receipts ... 637.00
Booklets and reprints 454.00 12,876.20 13,928.79

Expenditures:
Journal—
Editor's salary 1,999.80
Editor's bonus 200.00
Office expense 367.65
Stenographer's salary 337.50
Printing and mailing 3,895.82
Clippings and subscriptions 133.85
Advertising and cartoons ... 35.60
Registration of magazine title 50.13 7,022.35

Association—
Secretary's salary 1,999.80
Secretary's bonus 200.00
Office expense 367.15
Stenographer's salary 157.50
Traveling expense of secretary 186.00
Printing and office supplies 485.73
Dues and subscriptions .. 40.00
Telephone ... 63.95
Washington representative 1,354.16
Convention expense 1,028.07
Auditing service 25.00
Membership signs 113.75 6,021.11 13,043.46

Balance as per secretary's report
May 31, 1925.....885.33

**Receipts and Expenditures
Vigilance Fund**

For Twelve Months Ended May 31, 1925
Folio 2 Exhibit "B"
Receipts: Subscriptions\$675.00
Expenditures:
Dr. B. R. Jacobs..... 438.59
Balance May 31, 1925..... 236.41

**Receipts and Expenditures
Tariff Fund**
For Twelve Months Ended May 31, 1925
Folio 3 Exhibit "C"
Balance June 1, 1924.....\$428.22
Receipts:
None 428.22
Expenditures:
Dr. B. R. Jacobs..... 250.00
Balance May 31, 1925..... 178.22
Respectfully submitted,
Henry D. Ross,
Frank De Angeli,
Alfonse Lambrosa,
Auditing Committee.

**Annual Address of
President Henry Mueller**

A year is not long in passing. Here we are on the beautiful shores of the Atlantic ocean gathered in friendly conference for the industry's advancement. Just 12 months ago we met, similarly inclined, amid the roar of the thunderous Niagara.

For the third time I have the pleasure to preside at the opening session of the annual conference of the Macaroni Manufacturing Industry of America, ably sponsored by the National Macaroni Manufacturers association. For the third time I am pleased to bid you welcome—macaroni men, allied tradesmen and guests.

The year just ended has been a normal one so far as the business of our association is concerned. True the macaroni business has been none too good and we have been compelled to give more than the usual amount of attention to our private affairs to the neglect of the business of this association. However we have not greatly suffered either way.

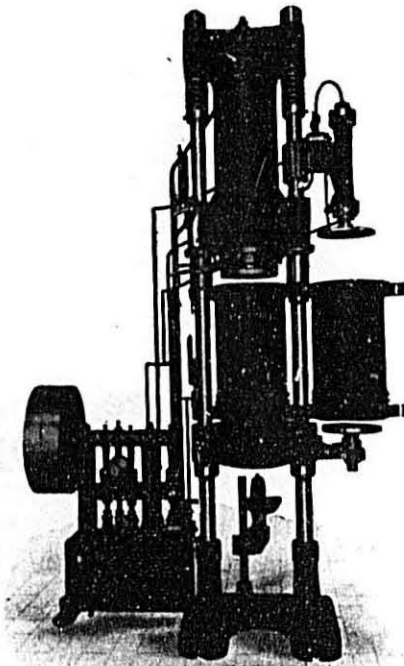
Briefly, I will say that your National association has been concerned, as usual, in matters of general interest to the industry, such as fighting abuses, seeking reforms and urging more united action for the common good. The average macaroni manufac-



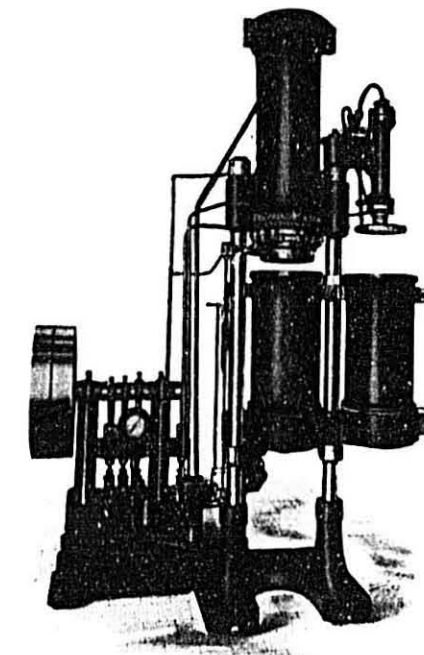
turer hardly appreciates what an economic force an association like ours can be nor does he even estimate its possibilities for benefit to our business.

My three years as your president convinces me more than ever before of the great responsibility of the association to the industry and individual manufacturers to it, because of the many worthy things it must attend to for us, and how difficult it is to accomplish our aims and intentions because of a very general lack of interest, disunity and indifference on the part of the rank and file. It is a fine thing to have you join our association, pay your dues regularly and come to an occasional meeting, but what really makes an efficient trade association is when the members avail them-

DE FRANCISCI



Hydraulic
Presses



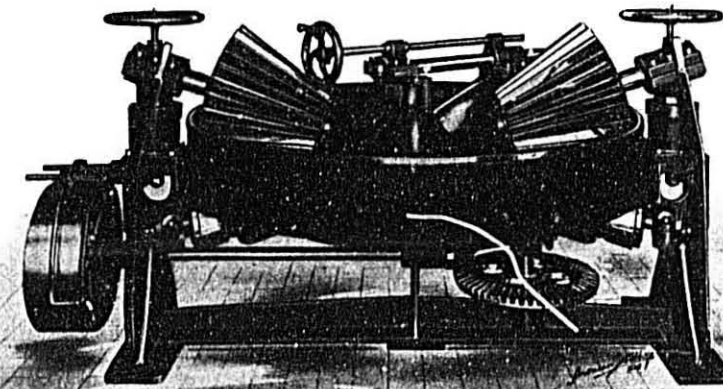
Kneaders

Mixers

Die
Cleaner
Machine

PRESS STYLE C
STATIONARY DIE TYPE

PRESS STYLE A



I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.

selves of the combined judgment of our group and support it 100% in agreed action.

My experience in this business teaches me that our industry should be more and better united. After all we all manufacture one of the world's best foods in some form or other. Why should a line be drawn on the basis of size, shape or mode of packing for marketing? All our big problems are common ones. We should join more willingly and more thoroughly in solving them for the benefit that they will bring all deserving manufacturers.

For instance some have attempted to draw a line of demarcation on the tariff question. This is a universal problem. Every macaroni manufacturer in the United States will be affected by the raising or lowering of the import tariff on macaroni products. Naturally the coast centers feel the effect the first and the longest, but like a mighty wave this same effect will permeate every section of the country until all are affected.

Every fight for right is a fight for us all. If any one succeeds in convincing the United States Tariff Commission of the fact that we are rightfully entitled to more protection against foreign made goods and obtains for us the increase we seek, we will commend him for his success because we will equally enjoy the benefits that this increase would bring. Our association should not, however, be accused of disinterestedness in this matter. Our past actions prove otherwise.

On the question of the Abuse of Added Coloring, neither the National association nor myself have had any occasion or reason for changing our previously expressed attitude. If added coloring were not used to make the products appear what they are not, objections to its use would not be as frequent nor as vehement as they have been in almost every section of the country. It is the flagrant violations that irritate and concentrate the prolonged attack on the policy. Selling our goods for what they really are is always commendable business.

Our industry differs little from that of other lines. The one general ailment is the tendency to give too much time in watching our competitors. A competitor has been termed a business rival who helps us to do better than we otherwise would. But we can watch him too strong and harm our own business.

I recall a story told by the late J. A. Wood of the N. W. Ayer Advertising agency that suits this situation nicely:

In an eastern city a boy in the early days when bicycles were popular had become quite an expert in riding that vehicle. He rode when he might well be doing something else. He became a "slick" cat rider. Other cyclists practiced tricks. Rivalry sprang up. Soon a race was arranged with one condition that no boy was to put his hands on the handle bars. And so they started down the course. The expert that all thought would win the race, didn't. "Why, we are surprised at you, Bill, that you didn't win the race." "Well," he said, "I will tell you. Maybe I couldn't have won the race anyhow, but I thought that I would keep behind and see whether the other fellows put their hands on the handle bars and while I was watching them and the handle bars, Jim passed under the wire."

The moral is, "Don't keep both eyes on your rivals." Keep at least your good eye on your business. In these days of hard competition Mr. Wood's advice is good and timely. You had better keep pedaling some too, don't you think?

May I be permitted to repeat a recommendation that I made last year—that some way be found whereby we may have more frequent friendly contact with competitors, both association members and nonmembers.

This would necessitate more frequent and better attended sectional meetings that would promote friendship, awaken interest in our association and the industry's problems and give your officials an insight into

the attitude manufacturers in different sections have toward various vital matters that concern individuals, groups or the industry at large.

I strongly endorse the timely suggestion advanced by our secretary, M. J. Donna, that the National association and the whole industry join heartily in popularizing "FRIDAY—MACARONI DAY." The proposal offers wonderful possibilities for increasing the general consumption of our products in homes where they are little known today. We should support this activity to the fullest extent. Our secretary will explain the suggestion more fully in his report.

Before closing this brief report I feel duty bound to publicly acknowledge my sincere appreciation of the loyal support so freely given me by the entire membership, by my able and willing co-workers and the representatives of the various trades interested in our welfare. Without their help the duties of the president of the National association would be arduous indeed.

Our secretary, M. J. Donna, is certainly deserving our sincerest commendations. For over 6 years he has efficiently and satisfactorily served our interests, both in his secretarial work and as editor of our official

Report Legislative and Vigilance Committee Ending June 30, 1925

By B. R. Jacobs

At the last annual meeting of the association at Niagara Falls, a resolution was passed authorizing the president to appoint a committee of five to be known as the legislative and vigilance committee.

He also designated me as secretary to this committee with the idea that I should work in close cooperation with the chairman.

Legislative matters of interest to the industry and infractions of the food and other laws which affected the interests of the industry were to be reported by me to the chairman of the committee and handled directly from the Washington office. This was done because a large number of the complaints made by manufacturers involved the examination of products before complaints could be made to the manufacturer making the product. It was also found that sometimes it was necessary to get the advice of government departments before action could be taken.

At the outset I wish to state that we have handled every complaint that has been made to us without fear or favor and with due consideration for the best interests of the industry. It has not always been easy to get manufacturers to change their methods, neither has it always been easy to obtain the full cooperation of law enforcing bodies as these, many times, do not understand our problems and are more interested in other lines. But on the whole I believe that we have obtained as full cooperation as we could expect from both manufacturers and government officials and I believe that conditions concerning law infractions are not so numerous now as they were a year ago. Neither do they involve the large volume of products that were involved when we first started this work.

To get down to details we have examined more than 100 samples of macaroni products on which complaints have been made. Of this number only a few of the complaints were not justified, that is the sample sent was up to standard. In these cases, of course, no action was taken. On the other hand it can safely be said that 95% of the complaints made were justified as examination showed. Practically all of these com-

plaints involved products which were deficient in eggs or were artificially colored. Of course you all know artificial color is not permitted in noodles or egg noodles under any circumstances. Artificial color is permitted in other macaroni products where the word "egg" is not used or the label, provided the label is marked "Artificially Colored." Some complaints received were concerning manufacturers who had forgotten to declare the use of artificial color on their labels. In all instances proper labeling resulted after correspondence with the offender.

In the case of noodles, however, the matter was not so simple. Some manufacturers and many retailers are selling Bologna Style macaroni, artificially colored and containing little or no eggs as egg noodles. In fact some of them have gone so far as to label this product as an egg noodle. In New York city I visited a number of retailers who were selling Bologna Style macaroni artificially colored and eggless, as egg noodles and getting 18c a lb. for it. This was brought to the attention of the health department and a number of cases are on the docket for the fall term of court.

As soon as these cases are tried it might be well for the association to make provision for giving them proper publicity as unless this is done all the efforts that have been put into these cases and in the enforcement of the law will be lost.

Under the sanitary code of New York city macaroni plants are classed as bakeries and are subject to rigid sanitary requirements. A sanitary survey has been ordered by the commissioner of health and as soon as this is reached by the inspection force we will have the means of compelling better sanitary conditions from a large number of small plants located there.

Besides these complaints which involve the composition of macaroni products we have handled complaints involving the use of distinctive names where a manufacturer believes that this is being used to his disadvantage. For example complaint was made that a fanciful name was being used on the label of a product made in the shape

CEVASCO, CAVAGNARO & AMBRETTE, Inc.

Builders of High Grade
Macaroni Machinery

Presses—
SCREW AND VERTICAL AND
HYDRAULIC HORIZONTAL

Kneaders

Mixers

Dough Brakes

Mostaccioli and
Noodle Cutters

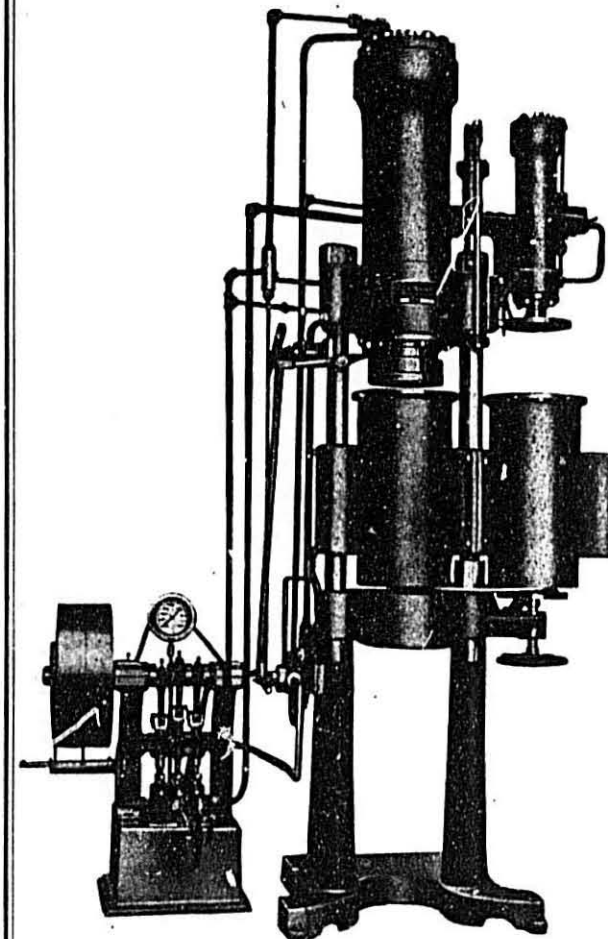
Bologna Fancy
Paste Machines

Die Cleaners

Specialists in everything pertaining
to the Alimentary Paste Industry.

Complete plants installed.

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



Vertical Hydraulic Press with Stationary Die

At Last! The press without a fault. Simple and economical in operation; compact and durable in construction. No unnecessary parts, but everything absolutely essential to the making of a first class machine. Only two controls on entire machine. One valve controls the main plunger and raises cylinders to allow swinging. Another valve controls the hydraulic packer. No mechanical movements, all parts operated hydraulically.

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

Do you want to increase your production with less expense for power and labor? Let us install one of these presses in your plant on 30 days' trial. If it does not meet all our claims, we will remove the machine without any expense to you.

Our new catalogue is now ready for distribution, describing in detail the above machine and many others manufactured by us. If you have not received your copy, let us know and we will send it to you.

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.

of noodles; that this product was being sold as a noodle to the grocer and sometimes even invoiced to him as such; also that the grocer would pass this out to the customer when he called for noodles. This manufacturer agreed to label his product Bologna Style macaroni but investigation has shown that in some instances this product is still being sold to the consumer as a noodle. We believe that it should be sold for what it is. If it is put up in package form and sold as a noodle it should have the amount of eggs that the law requires. If it is artificially colored it should be sold as an imitation plain noodle artificially colored. The word imitation should be in the same sized type and on the same colored background as the words plain noodles. Unless something is done by the manufacturer of this product we will request the government to make seizures wherever it is found.

A manufacturer who makes package goods and has a very wide distribution through the south and southeast issued a circular last fall which in effect disparaged the product of every manufacturer except his own. Complaints were received from many sources concerning this circular. Some went so far as to state that they believed it was malicious and that the matter should be complained of to the federal trade commission. Through the prompt action of the vigilance committee and by direct means with the manufacturer the offending circular was discontinued. It is true that it had done some harm, not only to other manufacturers, but we believe that it did not sell one pound of macaroni for the manufacturer who issued it as it left the impression that all macaroni was bad.

Another manufacturer sent out a prospectus for the sale of stock which investigation showed to be greatly exaggerated. This was taken up with the manufacturer and when no reply was received, feeling that it required prompt action the matter was taken up with the district attorney and the prospectus suppressed under the blue sky laws of the state where the manufacturer was doing business.

The Southern California Macaroni Manufacturers association issued a price list in which the words semolina, imitation, imported and colored were used very freely in describing the products quoted. A letter from the Washington office putting them straight on the requirements of the federal food law as well as those of the state of California has brought about a better description of their products.

In every case that we have handled we have offered the manufacturer the free services of our office in correcting his labels and his formulas to comply with the requirements of the law. In the very few instances where repeated admonition has not had the proper effect we have reported the cases to the proper authorities for action. In some instances we have found it necessary to make personal visits to plants to examine the raw material, the formulas and the labels used. In every instance of this nature we have felt that our efforts have been appreciated and that the proper changes have been made. There is not one instance where the manufacturer has felt that we have interfered with his business or infringed upon his rights.

Another matter in the province of the legislative and vigilance committee that was brought to consummation was the formation of new standards for macaroni products. The committee on definitions and standards of which Dr. Blanck who will address you later is a member, requested information concerning the requirements of the macaroni industry. This information was furnished and was used in the formulation of the standards. An opportunity may be offered later to discuss these standards. They are not, however, materially changed from what they previously were except that they have been simplified and made more definite. This is due to the fact that a

moisture limit has been fixed and the egg content has been placed on a definite moisture free basis. Of the large number of letters received concerning the standards from manufacturers only one or two believed that the egg content was too high and should be reduced. Practically all felt that the standards were satisfactory and reasonable.

Another matter which may be considered of a legislative nature is that of an increased tariff on macaroni. As you all know there is now an import duty of 2c per lb. on macaroni products. Efforts have been made to get the tariff commission to make

an investigation into the relative cost on conversion here and in Italy. Nothing has been done so far and I am advised that an investigation might show that the 2 cents now in effect more than covers the difference in cost and in that event the commission would have to report unfavorably on the matter. This is the reason why the Washington office has not pressed its request for an investigation. We have the interests of the industry at heart but we do not want to take the responsibility of hazarding a decrease in the tariff which would certainly result in an added hardship to the industry.

World Trade in Macaroni

By J. A. Le Clerc, Bureau of Foreign and Domestic Commerce

Nearly 150 years after the signing of the original Declaration of Independence (which event was celebrated so fittingly last week), the United States became practically independent of foreign macaroni.

The manufacture of macaroni in this country was until comparatively recent times carried on for the most part in relatively small factories. The World War was

178 million lbs., of which Italy supplied 140 million lbs. or 79% of the total; China, 33 million lbs. or 19%. Exports from France amounted to 3 million lbs., from Germany and Spain less than a million lbs. each. The United States had not at that time begun to export macaroni in amounts sufficiently large to warrant the keeping of separate statistics. (Table 1).

TABLE I. EXPORTS OF MACARONI (Million pounds)

Year	Italy	United States	France	Germany	Spain	China	Total six countries
Prewar	140.0	...	3.1	0.7	0.9	32.2	177.9
1922	31.6	7.5	2.8	(1)4.4	2.0	35.1	83.4
1923	35.8	7.2	6.8	(2)3.4	2.7	34.0	87.9
1924	41.0	7.5	7.7	0.3	...	Not available	...

(1) Including 4,942,960 to Saar.
(2) Including 403,900 to Saar.

the stimulus which caused the American macaroni manufacturer to take full possession of the American market with its 100 million potential consumers, and to convert the country from an import to an export basis. Prewar the United States imported over 110 million lbs. annually. At present more macaroni is being exported than imported. The small, inadequate factory of former days has given way to large modern establishments, capable of producing a wholesome food in a most attractive form under rigid sanitary conditions and, compared to many other foods, at a most reasonable cost to the consumer.

The manufacture of macaroni has now become a highly specialized business in which, in order to succeed, it is necessary to eliminate all semblance of wasteful and inefficient methods. Efficiency in the manufacture of macaroni means the knowledge and ability to adapt production to the needs of the market, both domestic and foreign. It is a well recognized fact that people cannot be made to consume unlimited quantities of food. The consumption of macaroni in this country, however, has not anywhere near reached the limit. While Italy consumes approximately 50 lbs. per capita, our consumption is estimated at less than one-tenth as much. There is apparently a wonderful future ahead for the macaroni industry of this country. What is needed most is to convince the consumers that in macaroni they are buying an appetizing, nourishing and healthful food at a moderate price.

How to bring about an increased consumption of such a meritorious food product is a subject worthy of the keenest study on the part of the members of this association. In the work of developing the macaroni industry, especially in the foreign field, I want you to feel that you have an ally in the Bureau of Foreign and Domestic Commerce.

The prewar exports of macaroni from the 6 principal export countries averaged nearly

R. C. EDUCATION WORK

Canepa Company Campaign Propaganda for Alimentary Pastes Use of Value to Whole Industry in Its Promised Results.

In a well organized and quietly conducted campaign to educate the American public to use macaroni products as the main dish of a meal the John B. Canepa company, maker of Red Cross brand, has supplied the trade press with good material from the pen of R. H. Dawson, salesmanager. This publicity propaganda, while particularly referring to the company's brand, is intended to interest consumers generally in the value of this food:

"Macaroni, little known prior to the early '80's, is rapidly becoming an American dish.

"This product, also known as 'alimentary paste,' is made of genuine durum wheat and its intrinsic value as a body building food has been highly spoken of by eminent physicians and food authorities all over the country and the world, and its popularity is being largely developed through advertising.

"The manufacture of macaroni products is not a craft that can be quickly learned if quality is to be produced. Quality in macaroni products is developed by years of experience, depending

upon methods used and established processes in drying."

The publicity continues by quoting medical authorities such as Lorand, Rubner, Wiley, Garibaldi. Interesting stories have been furnished the newspapers and trade magazines. Much seasonal advertising is being done and

The company expects much direct benefit while the entire industry is also expected to profit from the campaign. All work of this nature deserves and does get the credit due it.

People like your ambition if it is entirely out of their field.



This is a cut of one of the several billboards posted with the Red Cross Macaroni posters in the extensive campaign recently launched by this company, capitalizing its 60 years of established trade throughout the middle west. As part of the campaign propaganda to increase macaroni consumption, millions of dealer-helpers such as window trims, large lithograph cut-outs, booklets, shelf-strips, outdoor signs, etc., have been distributed through the various business channels to consumers.

billboards are used judiciously in the educational campaign that aims to capitalize the numerous advantages of these products because of their economy, ease in preparation, and exceeding high food value.

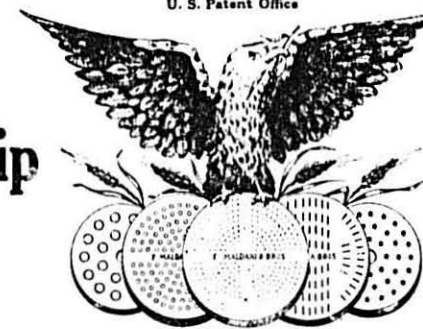
HE KNEW!
Teacher—"Children, can any of you tell me what is the most dangerous part of an automobile?"
Tommy—"Yes, miss; I can! It's the driver."—London Answers.

MALDARI'S INSUPERABLE MACARONI BRONZE DIES

with removable pins

Quality

Trade Mark
Reg.
U. S. Patent Office



Workmanship

Service

Satisfaction

F. MALDARI & BROS., Inc., 127-31 Baxter St., NEW YORK CITY

SEND FOR CATALOGUE

Established 1903

(Continued on page 28.)

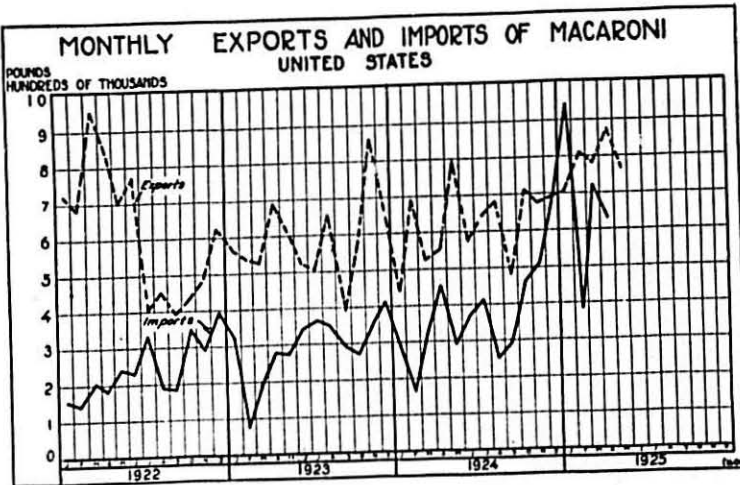


Chart B.

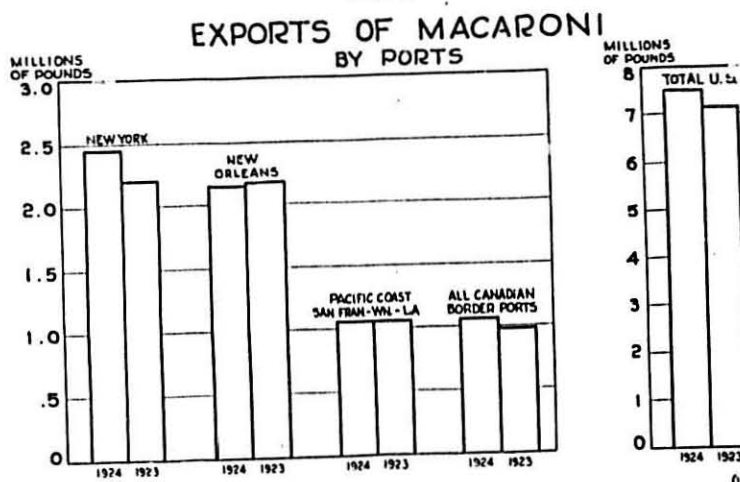


Chart C.

(Continued from page 26.)
 (Chart C.) New York is the principal port and New Orleans a close second through which macaroni is shipped from the United States. In 1923 and 1924 nearly one third of the macaroni exports went from New York and about 30% from New Orleans. All the Pacific ports together handled 13% of our exports or about the same amount as was shipped through the combined Canadian border ports. Very little macaroni is as a rule shipped from Philadelphia, Baltimore, Norfolk, Mobile, Galveston and other minor ports. The only ocean ports through which 100,000 lbs. or more of this product are exported are New York, New Orleans, San Francisco and Seattle.
 Before the war 96% of our imports originated in Italy. Last year Italy supplied 80% of our importations, but the actual amount was only 3,625,000 lbs., compared to 109 million as the prewar average.
 Canada's imports have shrunk from nearly 7 million lbs. prewar to about 1.5 million lbs. during the fiscal year ended March 31, 1925.

(a) Fiscal year beginning April 1.
 (1) 90% to the United Kingdom.
 (2) 70% to the United Kingdom.
 Canada's production of macaroni was less in 1923 by over 2.5 million lbs. than in 1922. Her imports were only slightly greater than in 1922. Her consumption per capita in 1923 was about 1.5 lbs., or somewhat smaller than in 1922.
 The United Kingdom imports yearly 10 to 12 million lbs., two thirds of which is Italian. Over a million lbs. of American macaroni were imported into the United Kingdom in 1923, but that amount was only half of the quantity imported in 1922. No later data are available.
 China buys about 12 million lbs. of foreign macaroni, but nearly 90% of it comes from Hongkong.
 Prewar Italy exported, as has been said, about 140 million lbs. of macaroni, of which 100 million lbs. came to the United States.

The next countries in importance were the United Kingdom (7,400,000 lbs.); Tripoli (6,780,000); Canada (5,997,000); Egypt (2,192,000); and Austria (2,032,000). To the following countries from 100,000 to 223,000 lbs. were exported from Italy: Argentina, 923,000; Germany, 688,000; European Turkey, 639,000; Switzerland, 623,000; Peru, 452,000; France, 510,000; Chile, 259,000; Asiatic Turkey, 294,000; Australia, 293,000; Belgium, 289,000; Denmark, 256,000; Spain and Portugal, 169,000; India and Ceylon, 177,000; Spanish and Portuguese Africa, 176,000; Mexico, 137,000; Brazil, 106,000; Holland, 105,000; Russia, 108,000. In other words, before the war over 100,000 lbs. of macaroni were shipped by Italy to each of 24 different countries.

In 1923, the last year for which detailed figures are available, Italy exported only 35,765,000 lbs. of macaroni. Her exports were greater to the following countries than they were prewar: the United Kingdom, France, Germany, Switzerland, the Netherlands, Yugoslavia, Greece, Malta, India, Palestine, Asiatic Turkey and Egypt. To these countries Italy exported 12,000,000 lbs. prewar and 21,000,000 lbs. in 1923. Italy's exports to all other countries (excluding the United States as well as those just mentioned) amounted to 27,000,000 lbs. prewar and to only 12,000,000 in 1923. In other words Italy has gained 9 million lbs. in her exports to 12 countries but has lost 15 million lbs. to her trade with all other countries. This does not, of course, include the United States where her loss in exports is about 100,000,000 lbs.

Of China's export 8% goes to the Straits Settlements and 80% to Hongkong, which latter in turn tranships (1) to the Straits Settlements (36%); (2) to other parts of China (22%); (3) to India (17%); (4) to Indo-China and Siam (12%); to the Dutch East Indies (3%); (5) to the Philippines (2%); and (7) to Australia (1%).

Latterly the exports from France, Spain and Germany have not been published in detail, so that it is impossible to estimate the amount of macaroni shipped to any one country. Judging from the total amount exported by each country, it is evident that great strides have been made by the United States, France and Spain. Italy has lost the United States market, the largest macaroni market in the world; even excluding the United States from all consideration, Italy is not yet exporting so much macaroni as she did prewar.

The exports from Germany were even less in 1924 than before 1914. China's exports are no larger than they were prewar.

The United States manufacturers of macaroni have not thus far been able to export more than around 7 1/2 million lbs. yearly; that is only 8.1% of the total exports as given in Table I.

To keep up a successful foreign market, the macaroni manufacturer must at all times offer for sale a macaroni whose quality is unsurpassed by that of any other country. It costs a lot of money to develop a foreign market and this market can be totally destroyed by a single shipment of goods falling short of the high standard once established. Serious attention should be given the needs of foreign countries, the most acceptable methods of doing business with each nation, and the kind of product most successfully sold in each market; the

(Continued on page 30.)

TABLE II. IMPORTS OF MACARONI (Million pounds)

Year	United States	Canada	United Kingdom	Cuba	China	Total 5 countries
Prewar	113.9	7.0	10.1	(1)2.4	12.2	145.6
1922	2.9	1.0	10.7	1.6	12.6	28.9
1923	2.5	1.2	12.8	2.5	11.8	31.8
1924	4.5	1.4				
1925	(2)2.7	(3)1.5				

(1) Two year average.
 (2) Four months.
 (3) Eleven months.

Calendar Year	Produced	Imports	Produced and Imports	Exports (a)	Domestic Consumption
1921..	13,134	1,097	11,231	2,695(1)	8,536
1922..	14,417	1,249	15,066	396(2)	15,170
1923..	11,805	1,626	14,431	176	13,250
1924..				203	

Hot Weather Advice

Eschew, in hot weather, the croquette, the casserole or anything "a la maitre d'hotel" when eating in uncertain places and take instead the eat of meat that can be recognized as a steak, chop or roast. Pass up also the dish that is disguised with a highly spiced gravy and to avoid having to call the village doctor out of bed in the middle of the night.

That is the advice given to tourists and travelers by Dr. Chester T. Brown, associate medical director of the Prudential Insurance Company, regarding the digestive ailments that manifest themselves in hot weather in much the same way that the bronchial diseases increase during the winter.

"These digestive disorders are more likely to attack a person when he is away from home," said Dr. Brown. "They may be caused by indiscretion in eating or drinking an excess of iced food or beverages, or they have their origin in bacteria consumed in food and drink.

"Stomach poisoning is often a misnomer, and yet there is a real danger of it from tainted meat, fish or improperly canned foods. It results from the decomposition of protein before it is taken into the body as food. The results may prove serious and leave after effects for several weeks. It is a thing to avoid in the home by scrupulous care of refrigerators and vessels in

which food is cooked or kept and the purchasing of only strictly fresh food.

"Away from home we cannot inspect the refrigerators but we can choose food in which any taint would be easily detected. It is safe to say that the choice cuts of meat are rarely chopped up. The less desirable pieces, the ones that are most likely to be tainted, are the ones generally utilized in this way. The best pieces of meat are not to be improved upon by the highly spiced gravy. That gravy is pretty sure to be serving a purpose—it is an alibi, so to speak, in some places. Things really good in themselves are rarely disguised.

"Fish and shell fish reveal their lack of freshness more obviously. It can be easily detected and is more difficult to overcome than is taint in meat."

"The ordinary digestive disorders can be avoided by a little common sense in eating and drinking," continued Dr. Brown. "Don't freeze out the stomach by iced beverages. Cold drinks in moderation are another thing. Eat easily digested food and not too much of it. The person in normal health should not be troubled by digestive or intestinal disturbances if he is reasonably careful of his summer diet."

Wholesale Grocers Meeting

The 1925 convention of the National Wholesale Grocers association at West Baden, Ind., was brought to a success-

ful close June 11 by the reelection of practically all of the old board, with 2 vice presidential vacancies filled. The meeting was an enthusiastic one, replete with constructive thought and a pleasant vacation for several hundred hard working wholesalers. The 1925-26 officers are as follows:

President, John W. Morey, Denver, Colo.; vice presidents, Austin L. Baker of Boston, Roy L. Davidson of Indianapolis, Carl H. Schlapp of St. Louis, Perry T. Cumberson of San Francisco, Paul H. Earle of Birmingham, Ala.

Executive committee—Samuel B. Steele of Chicago, E. M. Schenecker of Fort Worth, Texas, E. Frank Brewster of Rochester, N. Y.; M. A. Christopher of Kansas City; Milton W. Griggs of St. Paul, Minn.; Guy W. Rouse of Grand Rapids, Mich.; C. C. Virgil of Chicago; Amos Ayres of Sioux Falls, S. D.; T. F. Branham of Eau Claire, Wis.

The most significant action of the gathering was the indorsement by resolution of the "Phone for Foods" campaign and in favor of merging the 2 national associations into one strong body truly representative of this phase of the grocery business.

There was a usual number of addresses by leaders of affiliated interests and a very pleasant blending of entertainment that made the convention both pleasing and profitable.

Many are dead but they won't lie down.

Ianieri's Rapid Drying Process for Macaroni and Noodles

Questions that we like to submit to every Macaroni Manufacturer:

- DO you want to end your macaroni drying troubles?
- DO you want to economize on your daily production?
- DO you want to save labor?
- DO you want a better drying system?
- DO you want to increase your production without enlarging your factory?

The IANIERI'S RAPID DRYING PROCESS is the **Only Modern, Economical System** that can answer the questions.

It will SAVE 75% of time, space and money

We construct a first drying-chamber at our expense in your factory from which you can get your own idea.

Our guarantee will protect you

Do Not Delay—Write Now to:

JOHN IANIERI COMPANY, 553 North 63rd Street, PHILADELPHIA, PA.
 AMOROSO & DI MARINO, Sole Agents

(Continued from page 28.)
 kind of packages which seem to command popular fancy, and to the maintenance of the highest quality of product commensurate with the cost of manufacture.
 To export a product of uniformly high quality cannot fail to increase the prestige of the industry. Your attention should be called to the success Denmark is enjoying in the export of butter of a uniform stan-

dard quality. In order to be privileged to have one's product bear the "stamp of quality" of the Danish Cooperative associations, every pound of butter must be of a certain high standard. If the American Macaroni Manufacturers association should take the Danish association as a model, and if only uniformly high grade macaroni were exported, it is not too much to expect that a steady foreign demand can be developed.

EXPORTS OF MACARONI

Destination	1923		1924(1)	1925 (5 mos.)
	Italy	United States		
United Kingdom	7,406	1,613	1,361	835
France	510	2,247	58	3
Germany	622	725	30	58
Switzerland	105	291	299	219
Netherlands	2,032	961	...	42
Austria (2)	80	2,309
Jugoslavia	47	778	10	13
Greece	639	273	...	73
Malta	177	192
Turkey	177	196
India and Ceylon	294	441
Palestine	2,192	700
Asiatic Turkey	2,192	2,201
Egypt	6,180	2,407
Tripoli, etc.	223	351	422	145
Australia	100,906	2,714	422	145
United States	5,997	216	1,400	575
Canada	1,294	1,400

(1) Italy's data not available.
 (2) Includes Hungary.

EXPORTS OF MACARONI

Destination	1923		1924(1)	1925 (5 mos.)
	Italy	(2)Italy		
Belgium	289	...	191	...
Denmark	256	...	2	...
Norway and Sweden	31
Russia	108
Spain and Portugal	169
Rumania and Bulgaria	44	...	153	165
China and Hongkong	76	...	149	63
Japan and Korea	13	...	25	49
Indo-China and Siam	40	...	52	54
Dutch East Indies	11	...	83	114
Philippines	11	...	626	705
New Zealand	137	...	890	985
Cuba	12	...	77	65
Mexico	12	...	625	906
Haiti	45	45
Dominican Republic	271	384
Jamaica and Bermuda	45	49
Panama	147	155
Guatemala and Nicaragua	14	30
Honduras
South America	1,829	34

(1) Italy's data not available.
 (2) Not given separately; included under "All Other Countries."

Fire Protection--Application to Macaroni Industry

By H. E. Newell, Engineer, National Board of Fire Underwriters

Industry in general throughout our country has come to realize that the successful operation of business activity depends largely upon a thorough knowledge of raw product supply, cost of manufacture, marketing facilities and the prevention of waste. Industrial programs also lay particular stress upon production. As an agency for distributing helpful knowledge along these lines, to bring about better relations between industry members and prevent unjust and harmful legislation, the trade association has come into existence. That these associations have justified their existence and in a large measure accomplished their purpose is evident to anyone who will take the trouble to investigate. Not only has the trade association benefited industry, but the country as a whole, and it would appear that these commendable results were fully realized by the recent decision of the U. S. supreme court on the question of trade association activities.

It is to be regretted, however, that waste prevention efforts have not as a rule included the all important subject of fire pre-

vention. It is impossible to estimate the economic loss which comes as a result of fire. Such losses include interruptions of business, loss of contracts, annihilation of salesforce and loss of clientele, items that cannot be fully compensated by any insurance policy. Further, a fire stops the pay check for employees and frequently causes serious hardship in the homes of the working class.

In the past 50 years, while the increase in population has been 150% that of fire losses has been 696%. In 1870 the fire loss averaged \$19 a minute--today the figure is \$1,044. Think of it, a small fortune going to waste every minute. Is it not evident that the trade association is morally obligated to aid in reducing this criminal waste?

It is common to find in a newspaper report of a great fire the statement, "Loss One Million Dollars, covered by insurance." The public breathes a sigh of relief and for its consideration the incident is closed. The fact remains, however, that the cost of insurance is high or low in proportion to the extent of the losses incurred. Insurance

companies must collect premiums sufficient to cover 3 items: first, the fire losses; second, the cost of doing business, and third, a fair return on money invested. The manufacturer pays for the cost of protection on all his products and adds to it all other overhead charges. This, with all other charges is carried with all other expenses from the producer of the raw product, through its course of manufacture, and finally becomes part of the purchase price assumed by the ultimate consumer. It is therefore easy to see that in all articles purchased, whether for home or business consumption, we pay, as a part of the purchase price, our proportion of the great fire loss. It costs the average citizen 19 times the estimated per capita tax last recorded from all the countries of Europe.

Detailed figures concerning the fire loss in the macaroni industry are unfortunately not available, but the following was received from the Actuarial Bureau of the National Board of Fire Underwriters: In 6 cities individual losses in excess of \$10,000 totaled approximately \$240,000 for the years 1923 and 1924. Let us now consider the points of hazard in a macaroni factory.

Special hazards appear to lie chiefly in the dust hazard and the driers. The dust hazard should be negligible if the premises are kept clean, but unfortunately this is not always the case. The common method of drying is by air circulation, the air being slightly heated or at normal temperature. The air is circulated by means of rather slowly revolving fans. Driers are usually built of wood, a hazardous practice, as such processes should employ noncombustible construction. This is illustrated by the fact that fires occur in driers due to electrical appliance in connection with the fan and due to sparks struck by fan blades. The severity of these fires may be increased by dusty conditions. Fan blades should be made of nonferrous metal, and motors driving them and all other electrical devices likely to arc or produce sparks should be provided with dust tight enclosures. There may be a dust hazard in connection with the mixing and sifting processes, but this is not usually severe although it should be guarded against.

The forming machines are usually gas heated, but being stationary the hazard is rather slight. Care should be taken, however, to ensure that dust does not come in contact with the gas flame. The flame should be suitably screened or otherwise effectively enclosed.

There is a possibility of an electric hazard in connection with the mixing machinery, because it occasionally happens that a batch of dough is too stiff and therefore produces an excessive load on the motor.

The fire records would indicate that while the above noted points of hazard have contributed as fire causes, the principal cause has been due to poor housekeeping and the prevalence of smoking on the part of employees.

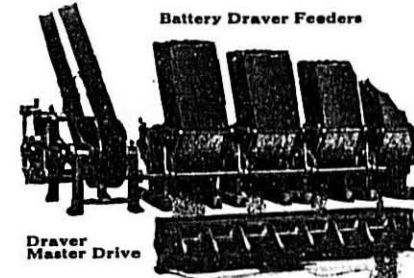
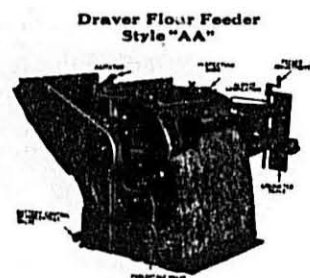
In addition to the foregoing an analysis of 25 fires in macaroni factories, as included in the records of the National Fire Protection association, indicates the following causes:

- Incendary 4
- Power 4
- Lighting 3
- Smoking 2
- Fuel Oil Systems 1
- Sun rays through wired glass windows... 1
- Flour dust at dough mixers igniting from overheated shafting..... 1
- Unknown--probably due to poor house-keeping 9

The question that naturally arises is--What can the National Macaroni Manufacturers association do to safeguard the industry against fire? In answer to this it might be pointed out that other trade associations have aroused the interest of their membership by inaugurating contests and

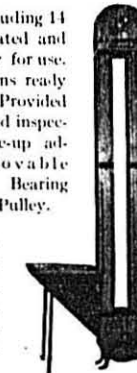
Automatic Feeding and Blending Equipment

Draver Feeders, under both ordinary and the most exacting conditions, accurately measure and feed any pre-determined proportion for any blending purpose.



Ideal Ball Bearing Elevators

Up to and including 14 foot, shipped crated and assembled, ready for use. Longer, in sections ready to assemble. Provided with clean-out and inspection doors, take-up adjustment, removable head-cap, Ball Bearing Head and Box, Pulley.



Complete Elevators, any type or style on orders promptly. Write for prices and full information.

In batteries, driven by Draver One-Belt Master Drive, an exclusive Draver feature, they are the last word in feeding soft, fluffy flours, powders, starch, sugar, meal, bran, wheat, cereals, whole or ground grain, etc.

Send for Book No. 41 showing installations and Draver Feeders For Every Feeding, Blending and Mixing Purpose.

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Established 1872

Specialists in Manufacturing Feeding, Blending and Mixing, Grinding, Sifting, Conveying and Elevating Machinery.



Cherokee Semolina

Made from the best selection of Amber Durum Wheat is most economical for the Macaroni Manufacturer.

Our wheat cleaning process eliminates and destroys any insect eggs that might be on the wheat berry, as well as removing all dirt. This insures Macaroni of the best keeping quality.

We have a good supply of No. 1 Amber Wheat.

CAPITAL FLOUR MILLS, INCORPORATED
 SAINT PAUL MINNESOTA

offering a prize for the cleanest and best regulated plant.

In addition to this many manufacturers at the instance of their trade association are at present paying particular attention to the establishment of greater efficiency in their plant fire protection. A weekly inspection report is being required by superintendents, showing all hazardous conditions in detail. Private fire brigades should be organized in order to attack and extinguish the blaze in its incipency. Each department has its own section of the fire service under the superintendent as fire chief, and is divided into 3 sections, viz.

1. Fire fighters who have care of the private fire apparatus and fight the blaze.
2. Searchers who are in charge of exits and the safety of women and men employed.
3. Salvage men whose duty is the protection of articles being manufactured from waste.

This is only the application of correct business principles to industrial manufacturers.

What other trade associations have accomplished the National Association of Macaroni Manufacturers can accomplish. If every individual member can bring himself to realize his obligation to future generations in so far as curtailing waste and preserving our natural resources, a long step will have been taken in the right direction. To this end it is urged that this organization, if it has not one already, include among its standing committees one on the subject of fire prevention. It should be the duty of this committee to disseminate knowledge along fire prevention lines in the macaroni industry, to see that this information reaches the employe as well as the employer, and further use its influence in promoting fire resistant construction for plants and the safeguarding of hazards in connection with the various processes. If this is carried out it will also mean a greater measure of protection for not only the plant owner but the employe as well.

The President of our country has set us a fine example in economy. Let me urge that this association get in line with the President's economy program not only by endeavoring to curtail waste through the elimination of unscientific and old fashioned manufacturing methods, but by entering wholeheartedly into the campaign to reduce the fire losses of our country.

Convention Side Lights

The weather was fine and COOL. While the remainder of the country was sweltering under the warmest spell in July, those who were fortunate enough to attend the convention enjoyed the cooling sea breezes.

Many ladies were there and everybody attempted everything possible to make them glad they came. Aside from the general pleasures of the famous resort, special efforts were made for their entertainment. They enjoyed themselves to the limit. One of the convention belles wanted to organize a Macaroni Ladies Auxiliary so as to be privileged to attend all future conventions with their friend-husbands. Go to it, ladies.

Fake telephone calls, as old as the telephone itself, were still on the working list at Atlantic City. Some rushed to the telephone to find themselves stung while others hurried to booths to get a sting of the stuff that is good for snake stings.

Fred Becker, the reliable treasurer of the National association, was sadly missed by his old cronies. A charter member of the organization he has missed only two other conventions since 1904. Business detained him this year.

Fred Hamilton, popular Chicago representative of the Minneapolis Milling com-

pany, was labeled inspiration Fred during the convention. Everything that he heard in and out of the sessions, mostly out, was an inspiration to Fred. He was inspired by this, by that and by 'other. It took some time to get over that deep inspiration that surrounded him completely.

"Smiling Jim" Williams and his gracious spouse were sadly missed at the convention. He is busy "chewing it over" about his Creamette chewing gum and had to attend some other convention in the northwest. Jim hates to miss the macaroni convention and so does his wife but fate determined otherwise this year.

A new form of an old note. A Semolina Wit who handles numerous notes during the year (business not amorous), notes a change that is slowly but surely creeping into the "note business." It used to be that a promissory note read, "Blank days after date, I promise to PAY"; now it reads, "Blank days after date, I promise to RENEW." Lots of truth in that, Jack.

The salesmen and brokers representing the Minneapolis Milling company had a side convention all of their own, starting on Monday. Special convention badges were provided them by Vice President Martin Luther. They were very large, cart wheel size, carrying the name of the carrier or bearer. Most of the leading macaroni manufacturers were presented with one of these very conspicuous badges.

The TWO ** STAR club was organized by the Minneapolis Milling company's representatives during the convention week. (One of the witty members thereof had suggested that it be called "Three ** Hennessey" club). The club selected for its inspiring precept, "The advancement of the Macaroni Business as a whole." The launching of the new macaroni association, and the woods are full of them now, came about spontaneously, was auspicious and its good work is awaited anxiously. Here's to the TWO ** STAR club and its noble aims!

A New York manufacturer who complained bitterly of the excessive freight rates that his firm was called upon to pay on semolina shipped from the northwest received the following reply in consolation: "You ought to see what it costs to ship to London." Rebuffed, but not satisfied the speaker sought immediately to acquaint himself with the London rate.

As an example of the friendliness which the sponsors for the macaroni conference hoped to promote through all conventions of the National association, a resolution was unanimously adopted early in the first session instructing the secretary to send a message of good cheer to L. E. Cuneo, president of the Connellsville Macaroni Co., Connellsville, Pa., who recently underwent a successful serious operation at Mercy hospital, Pittsburgh. Reports are that he is getting along finely and that the thoughtfulness of his friends in the industry is speeding his recovery.

The beau brummel of the convention was Theodore B. Banks of Buffalo. He brought several trunks, according to his friends, the millers, and a different suit was worn for each special occasion during the week at the sea shore. He was up among the stars most of the time as the records record no speech made by him on any topic during the meet.

Leon G. Tujague of New Orleans was there and in an exceptionally jovial mood. His good wife and daughter were along, to add dignity and beauty to the gathering. All agreed that they attained that end.

Henry D. Rossi, popular vice president of the National association, was voted honorary membership in the TWO ** STAR club

on Monday July 6. When called upon to make a speech in appreciation he made what was probably the world's shortest and most terse speech, saying "GOOD-BYE" as he bolted for the door. Nevertheless he is a full fledged member.

William A. Tharinger had planned to motor to the convention with his family but on last minute advice of his physician he had to forego the pleasure of the trip and the convention. He telegraphed that he very much disliked missing the meeting, having attended every convention of the industry except one since 1912, when he first became interested. They took him at his word and reelected him as a director.

Ted Molinari of the Splendor Macaroni company is not a speech maker, but aside from his acknowledged production of quality products, he is an artistic dancer. During the banquet he graced the dance floor, swinging a graceful yet wicked limb.

Secretary M. J. Donna displayed his usual cooperative spirit, helping the convention and conventioners in both weighty and lighter happenings.

When we say that the usual summer rates prevailed on the board walk and in the hotels of Atlantic City, you are right that the high tide of prices were in force throughout the week. As the popular A. C. Krumm of Philadelphia was leaving his room for a stroll on the beach he noticed a sign on the door of his room which read, "STOP, have you left anything?" He opined that the sign was all wrong—that it should read, "STOP, have you anything left?" A chorus of approval.

Many things happen along the board walk that one must wink his eyes at. In fact winking seems to be one of the big features of the season. We know of a case where one wink led to a drink and then to the bustle. Of course it was all in fun, a put up game. It had a cooling effect, however.

A prominent manufacturer thinking to have some fun with a waitress in one of the cabarets started to kid the lady. He was set right down in his right place for the evening, by this comeback—"Don't try to kid your mamma."

The dining room service was good but slow. A committee chairman who wished speedy service ordered a light lunch and waited, anxiously watching his timepiece. No signs of the waiter. He called another to his table and said: "Waiter, please find out if your colleague from whom I ordered my lunch some time ago is still employed here."

Quite a number of those who attended the convention motored there with their wives. C. L. Miller of Chicago was one of the lucky ones. In telling of his trip he boasted of the wonderful driving qualities of his car, claiming that he got over 16 miles out of a gallon during the trip. A very inconsiderate fellow miller came back with the statement, "That's nothing, I just got a good headache out of a pint."

Mesdames Frank De Angelis and Max Kurtz of Philadelphia were delighted with their first convention. Friend husband will have a fine time hereafter getting away without them as they have already decided to attend the 1926 convention wherever held. Good stuff.

A. J. Fischer of the Pillsbury Flour Mills company was unquestionably the most envied man at the convention. As chairman of the durum millers' entertainment committee he had full charge of a bevy of belles that composed the entertaining troupe. They were from Broadway, New York, and "knew their stuff." The little jealous streak was most noticeable among the other millers

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

SATISFACTORY

Wooden Macaroni Box-Shooks

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



A SILENT SALESMAN

An Attractive and Convincing Label on your Macaroni Package or Case is an effective and permanent salesman.

Our staff of Artists is at your Service. Designs and Prices at your request.

USE BETTER LABELS



Know a Workman by his Tools

IT MAY be that a clever man could build a Swiss watch with a Ford tool kit. But no one would expect him to do a good job,—to save money or to satisfy his customers. Modern manufacture is a question of good tools and sound methods. A single machine does the work today that took the time of a dozen men last year.

And the factory with the best tools and the soundest methods will do the best work at the lowest price.

Good tools and good methods are a feature of the Anderson-Tully plant. Saws are kept sharp, machines in expert running order. Equipment is up to the minute.

The result is that Anderson-Tully boxes fit your product, deliver it to your customers unfailingly and are supplied to you on the minute. Manufacturing economies mean that you get a quality product at a "cheapest in the long run" price. Let us quote you.

ANDERSON-TULLY CO.

Good Wood Boxes

Memphis

who had to help pay but did not get the personal touch that Mr. Fischer enjoyed.

Perhaps no one had a better time at Atlantic City than did Mrs. Krumm, popular wife of Director Krumm. She was at home on the board walk, on the dance floor and on the beach. Mrs. Krumm has been to several conventions and may be termed a "regular attender," and "a right good fellow."

Mrs. J. P. Weidenhamer, demure and petite wife of the popular representative of the Keystone Macaroni company, was there. She managed to keep well in the background till discovered by the convention wolves at the banquet. She said she thoroughly enjoyed every minute of her stay in Atlantic City and that her husband behaved as all good husbands should. Congratulations, J. P.!

The "giant" of the convention was Alfonso Lambrosa, the popular president of A. Lambrosa and company of Brooklyn. He is a big man, both in stature and in standing in the industry. Broadminded and considerate he has gained a reputation for fairness that many manufacturers must envy. His daughter, dark eyed, and wearing that natural sunny smile that may be expected in beauties of her kind, was ever at his side, enjoying every feature of the convention entertainment and many side shows that the famous seaside city affords.

No one on the board walk wore the macaroni convention badge more proudly than did the young son of Mr. and Mrs. Thomas H. Toomey. Why shouldn't he? Was not his father the first president of the National Macaroni Manufacturers association, back in 1904? Sure he was.

Frederick Margareten was the "babe" of the convention, not in age, but in newness of membership. He represented the most recent addition to the growing ranks of association members, making a successful application on July 7 for admission of his firm, Horowitz Bros. & Margareten of New York city, as regular members. Fred is new in the game but ambitious. Watch him!

Perhaps no conventioner got more out of the 1925 sessions than the highly esteemed president of A. Gioia & Bros. of Rochester, N. Y., Alfonso Gioia. He was among the first to attend each session and among the last to leave. He did not speak often, but when he did he had the dignified attention of the convention that is always shown those whose experience warrants them to speak knowingly.

Mr. and Mrs. Erich Cohn and Mr. and Mrs. Jerome I. Maier of A. Goodman & Sons, New York city, made up an inseparable quartet that thoroughly enjoyed the many convention features and the side shows. This was Mrs. Cohn's second convention and Mrs. Maier's first. Both are ready now for 1926.

Sure, it's true! Samuel Mueller of the C. F. Mueller Co. did find time to take 2 days of his valuable time away from the big Mueller plant at Jersey City to attend the convention. And he enjoyed himself, too. Glad to have you come oftener, Sam.

Among the many Philadelphians who helped make the convention a success were E. H. Walker and Hugh Graham of the American Macaroni company and George J. McGee of the West Philadelphia Macaroni Manufacturing Co. They were greatly interested in all the discussions and enjoyed the many good addresses made by speakers of renown.

Two new faces were there, one worn by Robert H. Leggat of the Fulton Macaroni Co. of Fulton, N. Y., and another by A. W. Robertson, popular official of the West Vir-

gina Macaroni Co., Clarksburg. Both were rather reserved, it being their first venture, but most attentive. They made many friends, enjoyed the whole affair and will be with us regularly in the future.

The convention "twins" were Max and Sidney Kurtz, the Kurtz Bros. of Philadelphia. Where you saw one, you saw the other, yet one could hardly swear which one was which.

The Prince Macaroni Manufacturing company of Boston was greatly interested in the 1925 session, sending 2 of its "big guns" to represent it in the persons of Gaetano La Marca and J. B. Hubbard. The former was the listener and the latter the spokesman for the firm. Much good resulted from this happy combination.

One of the quiet yet popular men of the convention was Emanuel Ronzoni, head officer of the Ronzoni Macaroni company of Long Island City, N. Y. He attended the sessions, early and late, seldom spoke but frequently advised, getting much good out of the meetings and giving more. We like his style. Come often, Mr. Ronzoni.

The vivacious Mrs. C. F. Yaeger outshone even her popular husband during the convention. Perhaps Carl was tired from the long drive, having motored from Kansas City to Philadelphia in 3 days. Did he exceed the speed limit? Ask him. Mr. Yaeger is no longer with the A. C. Krumm & Son Macaroni company of Philadelphia, having assumed a position as head of the egg department of the Stein-Hall company of Chicago and New York.

On every side came congratulations to Secretary Donna for the convention arrangements, especially for the banquet surprise in the person of Dr. Cattell whose humorous after dinner speech was as acceptable as it was unexpected.

President Henry Mueller must like to attend macaroni conventions. Just a week before the convention opened he was on the opposite side of the continent, at Vancouver, B. C., to be exact, with his family. The well known Mrs. Mueller and 2 daughters had accompanied our good president on a tour that started in May and had included all the west and central west points of interest from Colorado Springs and San Diego to Seattle, where he was forced to leave his family for a rush across the continent to preside at the convention. He had to forego the pleasure of an Alaskan trip which the others are now enjoying. Aside from the pleasure of guiding the convention along right lines President Mueller got other thrills that somewhat compensated for the losses in the northwest.

Walter Ousdahl of the Commander Mill company was there with his "uke." Aided and abetted by W. E. Derrick of the Pillsbury Flour Mills company they made the welkin ring during the durum millers' entertainment period and kept the deep sea fishes awake throughout the night because they are more easily started than stopped when it comes to singing, playing or order taking.

Convention Souvenirs

Passing out convention souvenirs appears to be a popular advertising activity at the macaroni men's conferences and each year the number and value of convention souvenirs are increasing. At Atlantic City this was made quite a feature. Among the souvenirs distributed were:
MACARONI WATCH by F. Muldari & Bros., New York city.

Hundreds of times throughout the year a macaroni manufacturer is asked by the uninitiated "how the hole is placed in macaroni?"

The macaroni watch is a small replica of a macaroni die, showing the pin and pin anchorage that perforates the dough in its passage through the mold. With this little souvenir the process of putting the hole in macaroni is made more easily understood by those who are not scientifically acquainted with the manufacturing process. The little souvenirs went like "hot cakes" and Daniel Muldari, who distributed them, had to promise to supply those who were absent when they were being passed around.

MATCH CASES by the Champion Machinery company, Joliet, Ill.

Frank A. Motta, representing this well known company of builders of flour handling outfits and macaroni machines, distributed a handy match case of nickel plate, bearing on the front a picture of the well known mixer.

PLAYING CARDS by Washburn Crosby Co., Minneapolis, Minn.

C. M. S. Langione of Newark, N. J. gave every conventioner, women included, a pack of playing cards, beautifully engraved on the back. They bear the well known slogan, "Eventually, Why Not Now?" that immediately distinguishes the Gold Medal Flour of that company.

CANES by Minneapolis Milling company, Minneapolis.

Martin Luther distributed canes during the convention. These helped to give the board walk paraders dignity and distinction. What say?

PENS by the Macaroni Journal.

These were center shaft pens on the handle of which was printed "Congratulations of the Macaroni Journal." It was a hint that more frequent correspondence would be appreciated.

Convention Story Hits

Story telling was a most popular sport during the week of July 6 when the macaroni manufacturers and allied tradesmen gathered for their annual "confab" to promote friendship, acquaintance and better understanding. Many of the stories were told out of hearing of the convention reporter but here are a few that apparently struck a chord of approval as they were frequently repeated during the convention. Some are entirely new, others somewhat ancient but in a new setting.

Excess Baggage

Conrad Ambrette of Cevasco, Cavagnaro and Ambrette, Inc., Brooklyn, who has regularly represented his firm at the macaroni conventions, is known as a high class entertainer by his friends. On reaching the convention Tuesday, the secretary greeted him: "How are you, Conrad?" "I am up against it," was the reply. "I lost the best part of my baggage en route." "Did you misplace it, or was it stolen?" asked the very considerate secretary.

"Neither," replied the machine man. "The cork came out."

Fooling Wifis

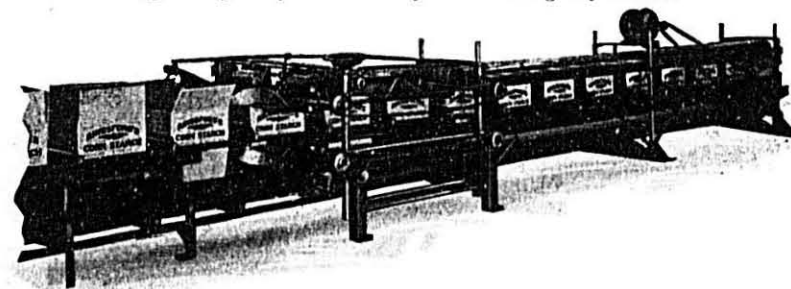
The most common story at the convention was that told by every husband to every wife when the former attempted to excuse his delays or glances at some board walk belle. We are im-

The Ferguson Automatic Container Sealer

Quickly Pays For Itself In Saving Of Labor

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LIKE THE
FERGUSON CARTON SEALING, WEIGHING, AND FILLING MACHINES

the AUTOMATIC CONTAINER SEALERS are constructed for long and continuous service, and are easily adjustable for various sizes within reasonable range.

The filled cases, either corrugated or fibre board, are conveyed to machine, where top and bottom outer flaps are opened, adhesive spread onto outer flaps which are then again folded, and cases conveyed through the dryer. No operator is required. Production of 350 to 1500 or more cases per hour can easily be obtained and better sealed cases are guaranteed.

We also manufacture MACARONI DRYING CABINETS of more practical type.

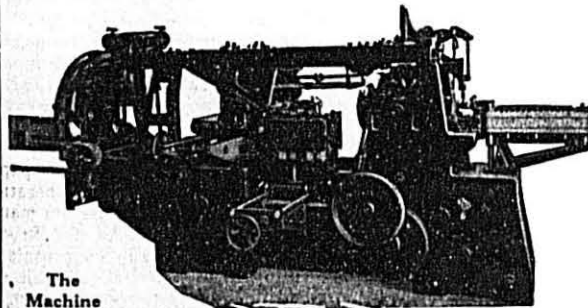
Write for copy of our new catalog, or let us show you some installations.

J. L. FERGUSON COMPANY — Joliet, Illinois

Meets Every Requirement of "The Ideal Container"



THE STOKES & SMITH TIGHT-WRAPPED PACKAGE



The Machine

The Tight Wrapped Package, which has long been used for Flour, Cereals and other products, is now coming into use for Macaroni, Spaghetti, Noodles, etc. The many advantages of the Tight Wrapped Package, as wrapped on the Stokes & Smith Package Wrapping Machine, make it the ideal container for food products.

Let us tell you about the latest package and the machine for wrapping it. We will send samples if you desire. No obligation on your part whatever.

STOKES & SMITH COMPANY
Summerdale Station PHILADELPHIA

mediately reminded of the old story told on this point.

Husband (after being caught and trying to explain matters): "But, sweetie, you don't think that I would deceive my own little wifie, do you?"
Wife: "No, I know you couldn't, but you are silly enough to try."

Truthful Miller

As a class the durum millers are as truthful as the general run of business men although some macaroni men may think otherwise at times, especially when told of increasing prices of semolina. W. H. Sutherland, popular representative of the Duluth-Superior Milling company, qualifies as a truth teller. When called upon for a little talk at the convention, he excused himself by saying that he was not an orator but that he was with the macaroni men from start to finish. He was reminded of a story of an Indian chief who had been converted to christianity and later was employed as a missionary to his fellow Indians in the southwest.

On being asked what he did for a living, the Indian chief replied: "Umph! Me preachum."

"Is that so," said the tourist. "What do you get?"

"Me get ten dollars a year."
"Well," says the tourist, "that's damn poor pay."

"Umph," replied the Indian chief, "me damn poor preacher."

A Kind Word

The jovial vice president of the Minneapolis Milling company, Martin Luther, has a taking way all of his own. He makes friends easily and everywhere. Even strange waitresses in the cabarets become friendly to Martin. When one of these beauties approached him at breakfast one morning after a more or less strenuous night and asked: "Can I take your order?" "Yes," said Martin, "two boiled eggs and a kind word."

The waitress brought the eggs and was moving away when Martin said: "Say! What about the kind word?" The waitress leaned over Martin's shoulder confidentially and whispered: "Don't eat the eggs."

Many Reasons—No Excuse

Here is a story with a good moral. Frank L. Zerega, past president of the National association, gives it to emphasize that while there may be many good reasons why macaroni men should not cooperate more closely with their fellow manufacturers and attend the industry's conferences, there are really very few good excuses.

A school boy who had been away from school the previous day was called into the principal's private office, reprimanded for his absence and ordered to bring an excuse the next day.

Pupil: "Who from, teacher?"
Teacher: "From your father."
Pupil: "He ain't no good making excuses. Ma catches him every time."

An Early Settler

A well known durum miller, A. L. Ruland, of Washburn Crosby Co., was

seen to be most attentive to a big macaroni manufacturer, going even out of his way to entertain him. A friend of his, seeking to satisfy his curiosity, asked Smiling Al:

"I observe that you treat that macaroni man very respectfully. Why?"
Mr. Ruland, "Yes, he's one of our early settlers."

Reporter, "An early settler? Why, he's not over 50 years of age."

Mr. Ruland, "That may be true, but he pays his bills the first of every month and that surely makes him an EARLY SETTLER."

Some Kick

Yes, the convention was a cosmopolitan one, being as it was held in one of the most cosmopolitan cities of the world. One of the old time conventioners, of the B. V. age (Before Volstead) had been celebrating in one of Atlantic City's famous cabarets. On his way to the hotel he attempted to satiate a burning thirst by stopping on the board walk to tilt his flask to his lips. Suddenly he was struck from behind by a fast propelled board walk chair and bowled over. Passersby heard him exclaim, "Hell's bells, I never thought the stuff had half as much kick as that."

Deserved Promotion

A successful semolina salesman told this one on himself. He first entered the employ of his firm as an office boy. He aimed to please his boss, even to the extent of telling lies about little things that happened in the office, and only with the best of intentions. Catching him in one of his lies the head of the firm called him to the carpet.

"Boy," he said, "do you know what they do with boys who tell lies?"
Unthinkingly and unhesitatingly he replied, "Yes, sir, when they are old enough the firm sends them out as salesmen."

Know Your Stuff

To emphasize the all-too-general lack of knowledge on the part of many manufacturers as to the actual cost of doing business, Dr. B. R. Jacobs told the story of a loving couple who had just returned from a honeymoon. The bride's limited knowledge about preparation of meals is the basis of the story.

"Hilda, dearest," said George, "I see there is some asparagus ready for cooking. Shall we go out and pluck it together, love?"

To which Hilda replied, cooingly, "George, dearest, it will be heavenly! You shall pluck it, and I will hold the ladder."

Mistaken Profits

We all profit by the mistakes of others. Whether the mistake be in manufacture, sales policy or general business judgment, the benefit to competitors is equally certain. In urging macaroni manufacturers to be on the qui vive for slips of this kind, J. P. Weidenhamer told the following:

Rastus approached the parson who had a few days previously performed the wedding ceremony and said, "I

say, parson, do you think it's right for a man to profit by the mistakes of others?"

"Why, no! Certainly not," responded the parson.

"Well, then, perhaps you would like to return the fee that I gave you for marrying me last week."

Why Be a Donkey?

Thomas H. Toomey of the De Martini Macaroni company, who believes that the prohibition act is hardly the most popular statute on our books, and is for light wines and beer, told the story of a temperance lecturer he recently heard.

The lecturer had lectured long but apparently ineffectively. His audience was restless and slowly dwindling. It heckled him and buried him with queries. Thinking to take the offensive and to bring home to them the point of his address, the prohibition advocate asked: "If I led a donkey up to a pail of water and a pail of beer, which would he choose to drink?" "Why, the water," replied the heckler. "Yes, and why?" asked the speaker. "Because he is an ass," was the unexpected reply.

Getting His Bearings

The telephone girl in the Traymore hotel tells a good story of a macaroni manufacturer who had been taking in the board walk and everything else in Atlantic City but the ocean. When she plugged in on the hotel exchange board, a man's voice said: "Hello. Is this the So-and-So hotel?"

"Why, no," answered the operator. "this is the Traymore."

"Oh, all right," said the macaroni maker. "Just woke up and just didn't know where I was."

For good and sufficient reasons, we refuse to give the fellow away. In truth, we promised on our word of honor not to divulge the secret, which lies between the beautiful telephone operator and us.

Macaroni Bulletin

Ralph Mastrojanni, secretary of the Greater New York Manufacturers club, was guest of the National Macaroni Manufacturers association at the Atlantic City convention. He cooperated plensingly in making the convention a big success that it was.

While there he asked for and was given the privilege of distributing sample copy of the first issue of the club's trade organ, "Macaroni Bulletin." It is a 16 page paper closely resembling the Macaroni Journal in color, appearance, and general makeup. It is printed in the Italian language with explanations of the most important articles in English.

The purpose of the little trade paper is to bring about a closer cooperation of the numerous small macaroni manufacturers in the New York and Brooklyn district. The trade congratulates the editor on the excellence of his paper and the worthy purposes for which it is being published.

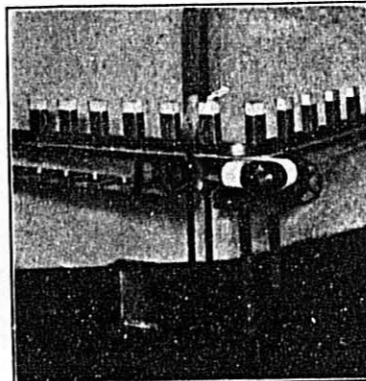
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EFFICIENT DRYING EQUIPMENT
FOR SHORT OR LONG GOODS

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KARL GAMMEL, M. E.,

For 20 Years a Builder and Creator of Drying Equipment.

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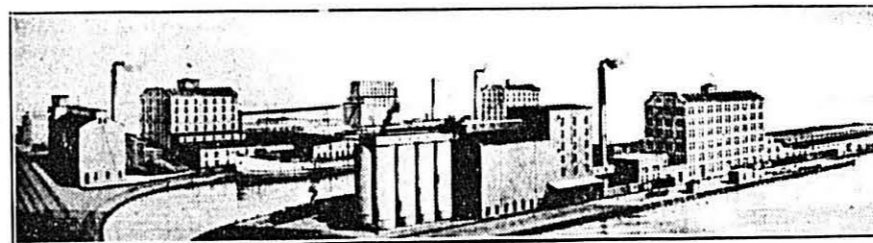
COMING AND GOING

"National Packaging" equipment always saves labor, and generally saves materials at the same time. It is this *double service* that brings our old customers back for more, and again for more.

Why not let us solve your packaging problems—once and for all?

It will pay you to read the description of this cut on page 28 of the April issue of the Macaroni Journal.

National Packaging Machinery Company
170 Green Street, Jamaica Plain, Boston, Mass.



THE UP-TO-DATE HOME OF

HOURGLASS BRAND

PURE DURUM SEMOLINA AND FLOUR
QUALITY OF DEPENDABLE VALUE

Location Enables Prompt Shipment.

We Solicit Your Inquiries.

DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE: F 7 Produce Exchange
PHILADELPHIA OFFICE: 458 Bourse Bldg.

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

The Millers' Surprise

Not to be outdone by the macaroni manufacturers who staged what was unquestionably the best program in many years the durum millers, who have annually contributed talent to the program, lived up and perhaps even beyond their past reputation.

Their share of the program this year was a pleasant diversion from the helpful talkfest of the 2 days. It was purely entertaining by artists of the highest calibre and of wonderful ability.

A quartet of beautiful and charming ladies from New York city was engaged by the durum millers who are members of the National association, the King Midas Milling company also contributing.

For over an hour during a very pleasant afternoon this group sang and danced their way into the very hearts of the conventioners and the women, who were specially invited to witness this feature.

As a reminder to those who enjoyed the entertainment and to show the absentees what they missed, the afternoon's program is given herewith:

"I Love Your Macaroni, Fellows"—Quartet—Miss Lily Oros, Miss Bessie Glass, Miss Nancy Corrigan, Miss Dorothy Miller.
 "A Heart That's Free"—"Love is a Bubble"—Miss Bessie Glass.
 "Ten for Two"—Miss Nancy Corrigan.
 "Kid Songs"—Miss Dorothy Miller.
 "Oh, How I Miss You Tonight"—"Indian Love Call"—Miss Lily Oros.
 "Minnetonka"—Duet—Miss Nancy Corrigan, Miss Dorothy Miller.
 "Lying Daisy"—Miss Bessie Glass.
 "You and I"—Miss Dorothy Miller.
 "A Kiss in the Dark"—Miss Nancy Corrigan.
 "I'll Forget You"—Miss Lily Oros.
 "Kiss Me Again"—Miss Bessie Glass.
 Finale: Medley—Everybody.

We love your macaroni, fellows,
 It's flavor is divine
 Your spaghetti is delicious, fellows,
 It is superfine,
 All the world must dine
 On real good macaroni
 Everywhere you go,
 Mother, Sister, Sweetheart
 All will tell you so,
 So fellows, give a cheer for macaroni,
 Now all together boys, Let's go—
 M A C A R O N I
 Macaroni! Macaroni! Macaroni!
 To show that the millers did not have to hire all the talent for the entertain-

Read These Convention Features in August Number

Charles W. Dunn—"Your Association and You."
 Dr. F. C. Blanck—"Definitions and Standards."
 Dr. Thomas Darlington—"Promoting Health Through Proper Food Manufacture."
 M. L. Toulme—"Phone for Food."
 Dr. J. C. Curran—"Golden Rule Sunday."

Also interesting abstracts from verbatim report of various discussions on live topics by macaroni manufacturers?

ment, William E. Derriek of Pillsbury Flour Mills Co. sang "Light Up the Lights of the Traymore," assisted by Walter Ousdahl of the Commander Mill Co. on his "uke."

They did it so well that they had to respond to several encores. Here are the words of the little ditty sung and played by these millers:

LIGHT UP THE LIGHTS OF THE TRAYMORE

By W. E. Derriek
 Light up the lights of the Traymore
 Light up the gay boardwalk
 Let's give a cheer
 For our gang gathered here
 Tell all the girls on the bathing beach

Each and every little peach
 And if you are right we might stay
 So light up the gay White Way!

The pleasing affair was brought to a close when Martin Luther took unto himself the position of master of ceremonies in spite of the able manner the previous part of the program had been handled by A. J. Fischer, the regular chairman. He introduced E. C. Baum of the Joe Lowe Co., who sang several little ditties in his entertaining "mimicking" way.

The whole affair was voted one of the real treats of a most successful convention and a resolution of thanks unanimously adopted by the gathering as an expression of their appreciation of the entertainment provided by the Durum Millers and their artists.

Grain, Trade and Food Notes

Pure Food Leader Retires

After serving more than 25 years as an official of the food department of Pennsylvania, James Foust, director of the bureau of food and chemistry, resigned June 15. He was first appointed in 1900 as field agent, rose to general agent in 1903 and then to food and dairy commissioner in 1907. He will be remembered best by the noodle manufacturers of Pennsylvania for his incessant fight against impure eggs which years ago were sold promiscuously to the baking and noodle trade. Under his direction the food laws of the state have been progressively modified till now they are models for other states. For many years he has been one of the leaders of the Association of Dairy, Food and Drug Officials.

Remodel Semolina Mill

C. P. Walton, president of the Capital Flour Mills, Inc., of Minneapolis, successor to the Capital City Milling & Grain Co. of St. Paul, announces that plans are underway for remodeling of the "B" mill to furnish semolina of the highest quality. The mill will have a capacity of 1000 bbls. of semolina in 24 hours. Additional equipment will be installed to insure this daily output.

June Semolina Market

Durum millers report the usual fluctuation in prices last month in the semolina market. These were due to varying reports from the durum wheat belt in the northwest. No radical changes in prices were shown. When the bullish government report on wheat was issued the early part of the month prices declined. Macaroni manufacturers made some purchases and the millers did a fairly successful business. However, it was only a spurt and soon thereafter buying was done on the hand-to-mouth scale to meet immediate requirements.

Reports from the wheat districts would indicate a normal crop of durum

wheat this year, though the bread wheat crop will be short. As the durum wheat crop average for the past few years has been in excess of 60 million bu. and the requirements for macaroni purposes only a third of that amount, local needs will be well supplied by the new crop. The only danger is that the amount of quality durum may be considerably below average.

Food Officials at Denver

The 1925 conference of the food officials of the nation, states and cities will be held July 28-31 in Denver, Colo., announce officers of the Association of Dairy, Food and Drug Officials. This will be the 29th annual meeting of this important food law enforcement body. For many years the value of this organization in promoting enactment and enforcement of uniform legislation for protection of the public health and prevention of fraud and deception in the production, manufacture, distribution and sale of food products and drugs has been generally recognized.

Protecting Banana Shipments

Over 45,000,000 bunches of bananas are imported into the United States annually, according to the Department of Agriculture. The distribution of this fruit from the ports of entry to all parts of the country is a highly organized service. Bananas are very susceptible to weather damage, especially cold, and protective measures must be employed.

Recently the manager of the southern division of a large fruit company with headquarters at New Orleans reported that serious losses occurred from sudden drops in temperature because the agent at the previous station did not have knowledge of the approaching cold and failed to properly adjust the ventilators. Appeal was made to the weather bureau for assistance, and arrangements for providing special service were made. The company furnished a chart showing the various shipping

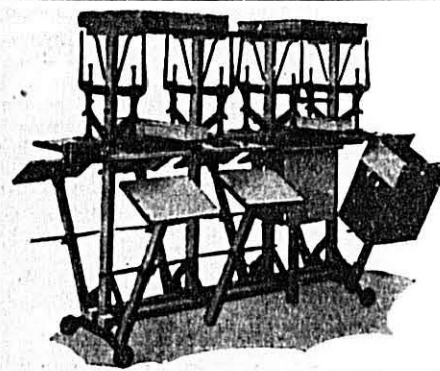
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routes and the location and names of their agents. The entire area was divided into zones and the duty of rendering service in designated zones was assigned to the officials in charge of the weather bureau offices best suited to render prompt and efficient service. Wherever a drop to or below freezing temperature is expected within the ensuing 24 to 36 hours a telegram is sent at the expense of the company to the fruit company messengers in the area to be affected. This service was inaugurated in the late fall of 1923 and the results during the past winter, says a recent bulletin, were highly beneficial.

Invention to Preserve Bread

The "Tribune de Geneve" of Wednesday, Feb. 25, reports that Jean Matti, a baker, has discovered as a result of 10 years of experimentation a method of preserving freshly baked bread. Professor Charles Arragon, cantonal chemist of the Canton of Vaud, on Dec. 4, 1924, issued the following declaration regarding the discovery:

"The undersigned chief of the state laboratory of the pure food department and director of the chemical analyzing and bacteriological laboratory of pure food of the University of Lausanne, certifies that the bread prepared by Matti's system has been perfectly preserved for a period equaling 10 months. This length of time may be guaranteed for 2 years at the minimum, the experiments having been done at a constant temperature of 40 degrees centigrade."

All kinds of flour may be used to make "Mattipan" bread of which the Swiss international trade marks have been deposited at the federal bureau. The quantitative output is the same as for ordinary bread and the cost only slightly higher (about 69c per bbl. of flour).

The department of the interior of the Canton of Vaud has officially declared that "Mattipan" meets the requirements of the pure food laws and that its consumption is in no way harmful. The taste is the same as ordinary white bread and it is even more nutritive.

The Swiss military authorities have agreed to replace the biscuit which is the present ration in use in the confederation, costing about 7c, by "Mattipan" which can be made at a cost of 4.4c.

In countries which do not have to import, as Switzerland does, the cost of manufacture would be still less.

Based upon report dated March 7, 1925, from S. Pinkney Tuck, American consul.

Ice Cream First Made in Italy

It is generally accepted that ice cream had its origin in Italy, perhaps about the time America was discovered. It is believed that it was introduced in France about 1550, and the earliest printed record of it in England was found in a magazine published in 1736.

The first wholesale ice cream business was not started in this country until 1851.

According to Professor M. Mortenson of the Iowa state college the development of the industry on a large scale was left to the United States. Jacob Russell of Baltimore started the first big ice cream plant. The business increased from 80,000,000 gallons in 1909 to 263,520,000 gallons in 1912. The ice cream cone, invented in 1904, was a great factor in making ice cream popular. Professor Mortenson attributes the great success of the business to the sound business principles employed by the men who entered it.

New Parcel Post Ruling

Manufacturers who send samples of goods by parcel post will be interested in the ruling recently announced by the postoffice department, effective Aug. 1, 1925. It is to the effect that they will have to guarantee return postage in event of nondelivery of the parcel, or renounce all claims for parcels which for any reason cannot be delivered to addressee.

The regulation will tend to reduce by almost 50% the number of parcels sent to the dead letter office, save thousands of dollars for the mailing public and the government, and eliminate an immense waste of time and effort on the part of postoffice employees.

Approximately 300,000 parcel post packages are undelivered annually for varied reasons. They must be sent to the dead letter office and there held at least 6 months before disposal. The new order will cause sender to be more careful in addressing parcels and will stop promiscuous mailing.

Sheehan Heads Retailers

John C. Sheehan of Minneapolis was elected president of the National Retail Grocers the week of June 22 in Dubuque, Ia. The 1925 meeting was declared to be one of the most progressive and useful sessions that this strong organization has had in years. Topics of particular interest to grocers were discussed by men of wide experience, fully competent to advise their fellow grocers as to what methods and theories were most practical for adoption under certain conditions.

The convention was minus the usual strong California delegation, its absence being due to a rift created last year in Los Angeles.

The convention endorsed the "Phone for Foods" plan proposed by the national wholesalers and went on record in favor of the continuation of the many activities the organization has successfully conducted the past few years.

Philip A. De Puy retired after serving 2 years as president, but remains a member of the board of directors where his experience will be of service to the new officials. To support John

C. Sheehan, the new president, John Coode of Nashville, Tenn., was chosen vice president, J. W. Wiederman of Kansas City as treasurer. H. G. Balsiger of Kansas City was retained as secretary manager.

A resolution was adopted favoring the holding of national conventions once in 2 years, with sectional or district meetings in alternate years.

The Premium Evil

A macaroni manufacturer whose sales policy has always been based on a flat price to retail merchants complains bitterly of the general trend in certain classes in the industry to influence trade by use of premiums, rebates, and similar inducements.

In a survey he has discovered selling plans with which he is not in accord and which he would like to see eliminated for the good of the industry. His survey shows a variety of premiums ranging from lead pencils to pots and pans, knives and handbags, balloons and toys. In addition there was found free deals, free goods, quantity rebates, preferential discounts and many similar inducements that have long been condemned but frequently practiced to the injury of those seeking to carry on a legitimate business along recognized business lines.

Fighting Credit Criminals

"Credit Frauds" is the title of a remarkable letter-bulletin issued by the bureau of public affairs of the American Institute of Accountants, which lists the methods used by credit criminals to fleece American business men of \$250,000,000 yearly, and which suggests ways of coping with the commercial crook. Publication of the letter-bulletin is a part of the public service work undertaken by the accountants in conjunction with bankers, trade associations, chambers of commerce and other public bodies.

"An unnecessary economic burden" is the term applied by the accountants to the annual credit fraud loss. They describe the nature of credit frauds, methods employed by credit criminals, means best adapted to prevent credit crimes, and statutory remedies available, or which should be enacted, for punishment of the credit criminal and discouragement of credit crimes.

Statements by several federal judges and officials are included, and there are valuable suggestions to business men.

Copies of the letter-bulletin may be had from the association office, or from the American Institute of Accountants, 135 Cedar st., New York, N. Y.

A PROSPECT

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Pretty Girl: "Perhaps you could. Come around in one some day."—Stevens Stone Mill.

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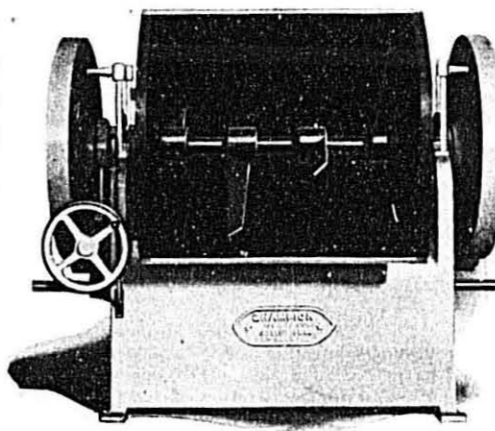
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Patents and Trade Marks

PATENTS

Macaroni Drier

On June 2, 1925, patent rights were granted jointly to Jos. Vernaci of Brooklyn and Antonio Carollo, Luigi Carollo and Salvatore Carollo of Long Island City, N. Y., on a macaroni drier. The official explanation of the invention follows:

1,539,976. Macaroni Drier. Joseph Vernaci, Brooklyn, and Antonio Carollo, Luigi Carollo, and Salvatore Carollo, Long Island City, N. Y. Filed Sept. 18, 1923, Serial No. 663,393. 6 Claims. (Cl. 94-19.)

In a drier for macaroni, or the like, the combination of a pair of drying chambers, and an intermediate chamber having openings in the drying chambers, a fan in the intermediate chamber, means to close said openings to permit the fan to circulate the drying medium through one chamber and exhaust it through the intermediate chamber and means to prevent the circulation of the drying medium through the other chamber, said means and said fan being reversible to cause the medium to circulate through either chamber.

TRADE MARKS GRANTED

Napoli Brand

On May 26, 1925, the Western Union Macaroni company of Denver, Colo., was notified that its trade mark "Napoli Brand," which was not subject to opposition, was duly registered for use on macaroni, etc. The company filed its application June 16, 1923, claiming use since May 1, 1919. The trade mark consists of the words "Napoli Brand" arranged in a small arc.

Olympic-Mezzani

On June 16, 1925, Albert Musher, doing business as Musher & Co., Washington, D. C., was advised that his trade mark "Olympic Mezzani" was duly registered for use on alimentary pastes. The company made application Nov. 14, 1924, claiming use since Nov. 12, 1924. It was published March 31, 1925. The trade mark shows the 2 words arranged with "Olympic" in large black type placed over the "Mezzani" in small type.

LaMontanara

L. Lambrosa & Co., Inc., of Brooklyn, N. Y., has had registered its trade mark "LaMontanara," according to notice of June 16, 1925. The company filed its application for registration Jan. 27, 1925, claiming use on macaroni products since Dec. 1, 1923. It was published March 31, 1925. The trade mark shows an Italian signorina standing in a wheat field, carrying in her arms a wheat bundle. In the background is a wheat field and a village situated in the foothills of beautiful mountains over which appears the trade name "LaMontanara."

Radio

The same firm registered its trade

mark "Radio" on the same date. The trade mark shows the letters formed with streaky outlines, indicating etheric waves.

TRADE MARKS APPLIED FOR

Golden Meadow

The Meador-Grant Macaroni company of Mobile, Ala., has applied for registration of trade mark "Golden Meadow" for use on macaroni, spaghetti, and egg noodles. Said application was filed April 7, 1925, and published May 26, 1925. The company claims use since Oct. 1, 1924. The trade mark consists of the words "Golden Meadow" in wave-like black type letters. Between the two words is an egg shape oval showing a wheat field being harvested.

Larkin

The Larkin Company, Inc., of Buffalo, N. Y., filed application March 5, 1924, for registration of its trade mark "Larkin" for use on a variety of products, including alimentary pastes. The notice was published June 2, the applicant claiming use of the trade mark since Oct. 1904. The trade mark consists of the word "Larkin" in large black type.

College Inn

The College Inn Food Products company of Chicago, Ill., seeks the right to use the trade name "College Inn," covering a variety of prepared dishes including spaghetti with cream chicken, spaghetti and beef casserole, etc. Application was filed April 18, 1925, and published June 2, 1925. The firm claims use since Sept. 1922. The trade mark consists of the words "College Inn" in heavy black type.

Big 3

Chicago Macaroni company of Chicago, Ill., on April 25, 1925, filed application for registration of the trade mark "Big 3" for use on alimentary paste products, namely macaroni, spaghetti, vermicelli, and noodles. The company claims use since Feb. 2, 1925. Notice of application was published June 9, 1925. The trade mark consists of large outlined figure "3" with the letters of "Big" placed vertically inside the loops of the figure.

Health Brand

R. C. Williams & Co., Inc., of New York city has filed for registration on April 9, 1924, its trade mark "Health Brand" for use on a variety of food products, spices, etc., including macaroni and noodles. Application was made under the 10 year proviso. The firm claims use of this trade mark since 1885. It was published June 23, 1925, and objections must be made within 30 days. The trade mark consists of the words arranged in a form of a half circle.

Wilco

D. S. Williams, doing business as Williams Brothers & Co., Wilkes-Barre, Pa., on March 13, 1925, made application for registration of his trade mark "Wilco" on various products including alimentary pastes. It was pub-

lished June 23, 1925. The company claims use since July 1, 1914. The trade mark consists of "Wilco" in large letters of black type.

Amoskeag

The Daniels Cornell company of Manchester, N. H., on March 17, 1925, asked registration of its trade mark "Amoskeag," which it claims it has used continually since January 1896 on macaroni, spaghetti, vermicelli, and many other prepared food products. Notice of application was published June 23, 1925. The trade mark consists of the letters arranged in an arc.

Label Makers' Code

In the May issue we were pleased to publish the code of ethics recently adopted by the Label Manufacturers National association as a guide to the members of that craft in doing business along certain approved lines. In June we published the same organization's trade customs and practices, having for its purposes practically the same end. We hope that aside from appreciating the fine intentions of the members of the craft, macaroni men will see the wisdom of thus publicly declaring a set of business principles to be universally adopted by this industry also.

Those in a position to speak for the label manufacturers vouch that their principles of business, which all macaroni manufacturers are urged to read once more, are most significant. It is not merely an accumulation of meaningless words and phrases written at a time of enthusiasm but rather a careful, studied outline of what is considered good business practices, and adopted only after long study.

These principles of business are not adopted today and forgotten tomorrow. They are pledges of future business conduct and should lead to better things, such as a higher regard for the business rights of others and more general business morality. Their practice mean much to those who buy labels as the declaration is the basis of an understanding that insures fairness in all transactions, confidence in one another, and approval by the public.

American business is steadily mounting upward. Unethical practices and tricky individuals are being steadily outlawed, and the objects of this organization for higher business ideals and more equitable practices should meet with universal approval and ultimate success.

Asparagus has the distinction of being the oldest of the plants used for food.

"What are cold storage eggs selling for now?"
"Strictly fresh, as usual."

The man who finds life chock full of interest is the man who has found himself.

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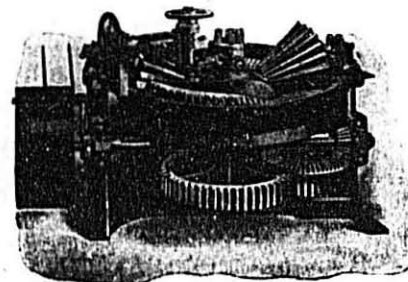
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The Macaroni Journal

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

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M. J. DONNA, Editor

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Vol. VII July 15, 1925 No. 3

Take Fri Out of Friday

"Friday—Macaroni Day" as a suggested slogan for macaroni manufacturers to adopt and consistently promote has met with an even more favorable response than expected. Manufacturers from every section of the country appear to be alive to the opportunity in the suggestion. One manufacturer has suggested that macaroni and noodles will enable the American housewives to take fried foods out of the Friday menus. As a substitute for fried meats, fried potatoes and other similar fried foods that may be enjoyed (perhaps) any day of the week, tasty macaroni, spaghetti or noodle combinations may be suggested by the macaroni manufacturers and distributors as easily prepared by the housewife and fully enjoyed by her family.

So much can be said in favor of serving macaroni products as the Friday meal in millions of American homes that macaroni manufacturers would be spiting themselves if they overlooked this opportunity.

We would be pleased to have the opinions of macaroni manufacturers on the suggestion that a general effort be made to popularize "Friday—Macaroni Day" and to learn what each is doing to bring about a popular approval of the movement.

Corn Flour Reaction

When corn is mentioned as a food the average individual immediately thinks of flapjacks, porridge, corn bread or "polenta." Seldom, if ever, is it associated with macaroni products.

Mentioning corn recalls a story of a southern colonel who on being asked in the course of a banquet if he would have some corn passed his glass instead

of his plate. What is intended to be considered here is corn flour as a substitute for semolina. A New York concern had the audacity to suggest that American macaroni manufacturers follow the policy of Europeans in substituting corn flour for the more suitable durum wheat semolina.

We quote from a copy of a letter of June 8, 1925, sent to a leading firm in New England:

"For many years the largest manufacturers of macaroni and spaghetti were in France and Italy, as you doubtless know. For many years we have been selling some of the largest of these foreign concerns Sunseal White Corn flour to be used in the manufacture of macaroni products.

"At present the situation has changed greatly, for today some of the largest manufacturers of both macaroni and spaghetti are in this country, and we are wondering if you would be interested in securing a free working sample of the flour which we have shipped and sold to these foreign concerns in the past.

"We are pleased to quote you the extremely low price of \$2.75 per hundred pounds in less than carload lots, f. o. b., Geneva, subject to immediate acceptance.

"Should you desire working samples of Sunseal White Corn flour, it would give us great pleasure to submit them to you."

Without entering into any argument as to whether or not corn flour is used by European manufacturers of macaroni products, it is granted that products of this kind are seldom found on the American markets. If used, corn flour macaroni is primarily intended for home consumption and in markets where price rather than quality rules. It would be satisfying to know just what reaction this offer to the macaroni industry has had.

Tested Macaroni Recipes

Macaroni a la King

Break macaroni in inch pieces, cover with boiling water containing 1 teaspoon salt to the quart and boil 10 minutes. Drain off water, cover with milk, add 2 tablespoons butter to ½ lb. macaroni; ½ teaspoon salt, a little pepper and cook in double boiler until done. Thicken as necessary with a little flour mixed with cold water. To a pint of the cooked mixture add 1 minced pimento, ½ cup sliced (canned or fresh) mushrooms, 1½ cups diced cooked chicken—veal or ham, and let it stand to become very hot. Add flavoring to taste and pour into a beaten egg yolk. Serve on buttered toast.

Spaghetti Combination

One half pound spaghetti broken into small pieces soaked in cold water 2 hours. Drain and drop into boiling beef broth—add 4 small potatoes diced—1 onion chopped fine, 1 pint tomatoes,

½ cup grated cheese and a dash of cayenne pepper; salt to taste and cook until vegetables are well done; serve hot.

Spaghetti Supreme

Cook one half pound spaghetti until tender and drain. Chop 1 green pepper and 1 onion fine and cook with 1 cup canned tomatoes, 2 tablespoons butter, 1 teaspoon salt, ½ teaspoon paprika 15 minutes. Add spaghetti and egg whites diced. Heat thoroughly over a slow fire. Place on hot platter. Sprinkle with cheese and egg yolks which have been pressed through a sieve. Serve hot. The eggs should be 3 in number and hard boiled.

Real Italian Spaghetti

One quarter cup of olive oil, 1 small dried red pepper (seeds only), 1 small garlic and onion, 1 can tomatoes. Put olive oil in large frying pan, add garlic, onion and pepper seeds and fry until light brown. Then add can of tomatoes and simmer on back of stove till quite thick, about two hours. Before serving add 1 good tablespoon of grated parmesan cheese and 3 or 4 chicken livers chopped fine. The livers may be omitted and some left over beef or mushrooms used. Sometimes a rich meat gravy makes a delightful change.

Spaghetti the size, or a little larger, of vermicelli cooks up well and can be much easier handled in eating. Use about 1 lb. Cook in active boiling salted water between 10 and 12 minutes. Drain and serve in a soup dish with the desired amount of sauce on top. Put a dish of parmesan cheese on the table; many prefer a generous amount sprinkled on top. We find this a whole meal in itself and helps cut down the "high cost of living."

Tasty Macaroni Dish

Cook a package of macaroni until done; strain all the water off.
Small can of tomatoes.
Small bunch of celery, cut fine.
1 good size onion, cut fine.
5 cents worth of York state cheese, grated.

Mix all together, season with pepper and salt to taste, then sprinkle on a very little curry powder. Put in a casserole and bake until the onions and celery are done. This is the best you ever had.

Be the man your mother thinks you are.

A. ROSSI & CO.

Macaroni Machinery Manufacturer

Macaroni Drying Machines

That Fool The Weather

387 Broadway -- San Francisco, Calif.

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Always at Your Service

Where Others Have Failed,
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MACARONI MOULDS CO.
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NOODLES

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

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

Special Noodle Whole Egg—

Dehydrated Whole Eggs—selected—
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Selected bright fresh yolk—entirely Soluble.

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JUST THINK!

FOR THE FRACTION OF A PENNY A PACKAGE

JOHNSON WAX WRAPPING WILL PROTECT YOUR PRODUCT AGAINST

WORMS WEEVIL MOISTURE AND DETERIORATION.

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Wrapping Machines—For Waxed or Glassine Paper

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A LETTER DATED FEB. 19, '24 READS

"The writer has in his possession a Package of Our Brand Macaroni wax wrapped in August, 1917. This Package was opened and rewrapped on Nov. 16, 1923. The contents were found to be in absolute sound condition, no signs of weevil; The Macaroni was as Palatable and Fresh as any packed in our Plant that day."

(Name of this manufacturer and brand paper used on request)

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Macaroni Research Report Complete

It is announced that the Business Bourse, International, New York, has completed a research of the macaroni and spaghetti industry. It covers nearly 100 typewritten pages and is illustrated with a half dozen hand drawn graphic charts which are tremendously interesting in their record of this industry. The research cost some thousands of dollars but copies are available at \$150 each.

The Business Bourse has for 17 years been the leading business research organization, specializing in researches on various industries. The head of the Bourse is J. George Frederick, author of several books on business—"Modern Salesmanagement," "Business Research and Statistics," "Book of Business Standards," etc. He also writes articles for Saturday Evening Post, Review of Reviews, etc., and is a frequent speaker at trade association and other conventions. Mr. Frederick's wife is Mrs. Christine Frederick, household editor of the Designer, whose article on spaghetti was reprinted in these pages recently.

The Bourse's research on macaroni and spaghetti covers the trade situation; statistics of production and consumption, distribution difficulties, analyses of price and discount problems, sales organization, advertising, bulk and branded goods and their relative status; average home conditions; consumer point of view; future sales possibilities, and so on. About the first such a research it is an important document, a copy of which every manufacturer, jobber, etc., may possess with advantage. It was made on a cooperative basis, so that various concerns in the field might possess a copy at a moderate price.

The long standing experience of the Bourse at this work entitles the report to high respect, and while no doubt not everything in it is absolutely new to manufacturers there is certain to be data of importance for everyone.

The Bourse has made research reports on the phonograph industry to the Victor company, on safety razors to the Gillette company, on yeast to

Fleischmann's and to other leaders in various fields who might be excused if they believed they knew more than any outside concern could learn. But the spirit of the times is for research, and the outside mind has proved its great value to any industry, when modern research technique is used.

The Business Bourse's address is 15 W. 37th st., New York city.

F. L. Zerega Reelected

The annual meeting of the American Macaroni Manufacturers association was held Friday, June 26, in Guffanti's restaurant, New York city. Sixteen macaroni manufacturers representing a large percentage of the macaroni output in the territory surrounding New York were present.

A feature of the meeting was an oral survey of the condition of the trade in the section of the country represented. The term "deplorable" seemed best fitted to express the results of the survey. It was agreed that this was due to the flooding of that section with cheap foreign products and inferior domestic goods.

As a relief from the former it was decided to petition President Calvin Coolidge to use his secretory powers under the elastic tariff law to increase the duty on macaroni to 3¢ a lb. To meet the condition created by the inferior grades being offered by American macaroni manufacturers the Department of Agriculture was asked to establish standards for macaroni products that will protect the better grades. It was further voted that the same department be asked to establish a standard for semolina.

The officers were elected as follows: President, Frank L. Zerega of A. Zerega & Sons, Consol., Brooklyn; vice president, William Culman of Atlantic Macaroni Co., Long Island City; treasurer, Thos. H. Toomey of De Martini Macaroni Co., Brooklyn; secretary, Edward Z. Vermylen of A. Zerega & Sons, Brooklyn; additional directors—P. G. Nicolari of New Haven Macaroni Co.,

New Haven, Conn.; J. B. Hubbard of Prince Macaroni Manufacturing Co., Boston, Mass.; A. Lambrosa of Lambrosa & Co., Brooklyn, N. Y.; E. Rongoni of the Rongoni Macaroni Co., Long Island City, N. Y.

Hold Old Customers

"Old Customers are the backbone of any business," says BY GUM, "But when they are 'taken for granted', the backbone is weakened."

Concerns spend heaps of money to get new customers. Special out-of-town trips, making up of samples, entertainment—all these are regarded (and rightly so) as legitimate selling expenses—what the insurance men like to call "acquisition cost."

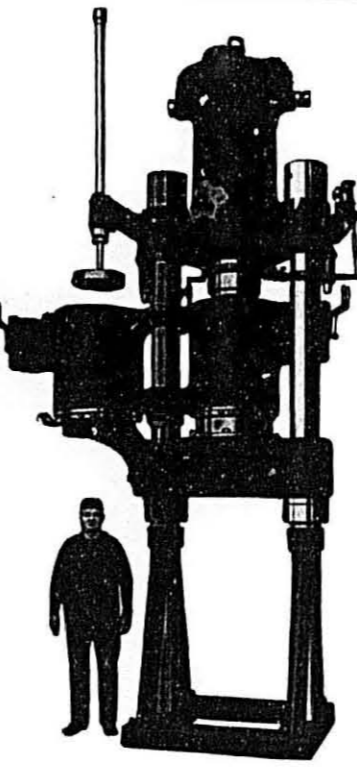
But how about "retention cost?" If one half the effort and money expended to add new accounts were devoted to HOLDING old customers, by keeping them satisfied and contented, there would be less customer turnover and less "high pressure salesmanship" required. Thus the cost of doing business would be reduced.

To prevent your old customer from becoming a competitor's new one spend a reasonable amount of time and money to keep him satisfied. Selling is a continuous process—not just the skill entailed in getting the original order. Don't neglect the backbone of your business.

Personal Notes

Mr. and Mrs. C. F. Yaeger of Chicago were visitors in June at the headquarters of the National Macaroni Manufacturers association. Mr. Yaeger will be remembered as former manager of the A. C. Krumm & Son Macaroni company, Philadelphia, and now is head of one of the leading departments of Stein-Hall company, Chicago.


C. L. Miller, Chicago representative of Washburn Crosby company, called on the national secretary the middle of June to talk over convention program. He was accompanied by Peter J. Rossi, production superintendent of the Fortune Products company of Chicago.



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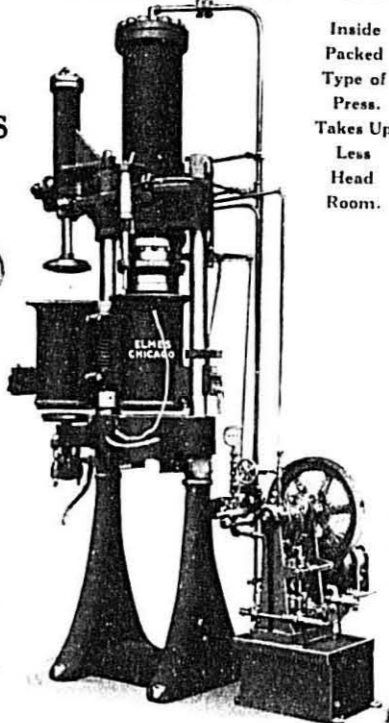
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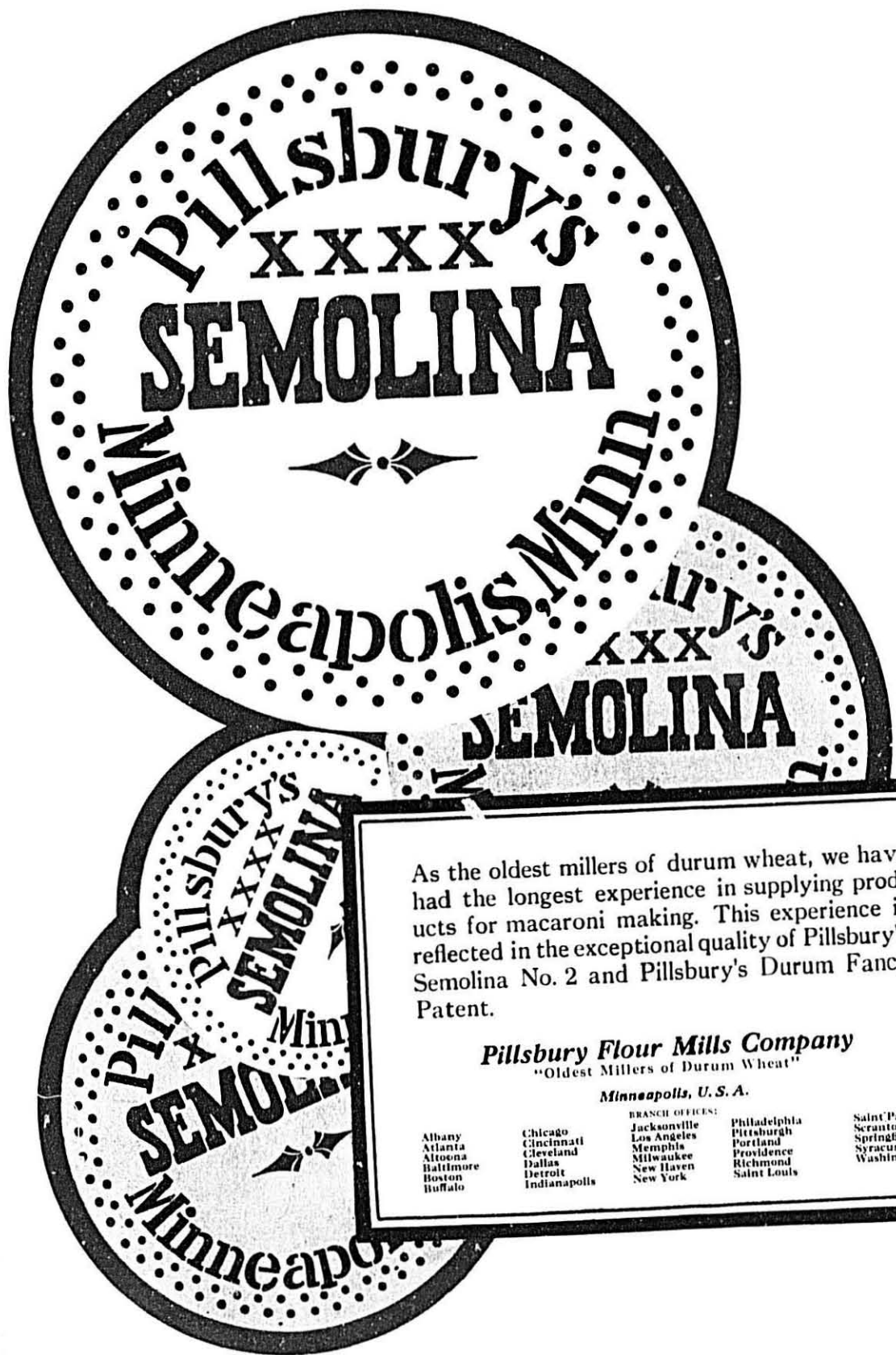
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