

**THE
MACARONI
JOURNAL**

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The
Macaroni Journal



Minneapolis, Minn.

July 15, 1930

Vol. XII No. 3

Our 1930 Conference

A complete story of the history-making convention of the Macaroni Manufacturing Industry of America held at Niagara Falls, June 24, 25 and 26, 1930.

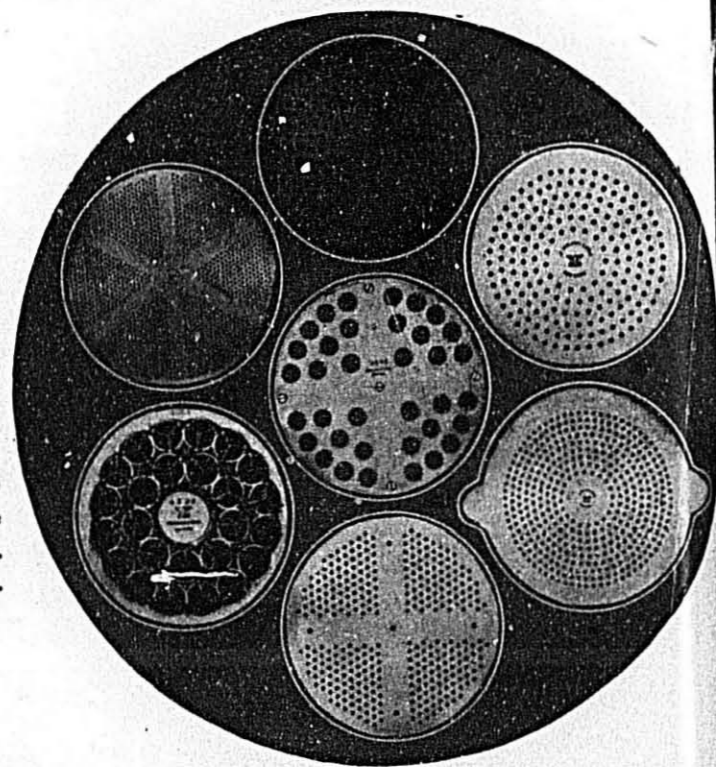
A most successful conference that stands to the everlasting credit of the National Macaroni Manufacturers Association that is always striving so unselfishly to promote the general welfare of this industry.

Read the story in this issue.

If You Should Need Us Tomorrow

--or next day--or next year--the Maldari factory will be here, ready to make you a new die or repair the old one. We are established,--make more dies than any other die-maker--and during our 28 years have had experience with practically every kind of die and die-making problem. If you are seeking a die-maker you can depend on--whether in 1930 or 1931 or 1935, we solicit your "acquaintance" order.

Some of our customers have been with us so long that we have come to know their die requirements almost as well as if our shop was inside their building. You will find that our service is of co-operative character, that we study constantly to improve Maldari dies so you can make better paste products. There's a Maldari die for either plain and fancy shapes. CATALOG SENT ON REQUEST.



F. MALDARI & BROS., INC.

178-180 Grand Street, New York City

"America's Leading Die Makers for Over 28 Years with Management Continuously Retained in Same Family"

July 15, 1930

1930-1931 Officers and Directors

Frank L. Zerega, President (33), A. Zerega's Sons, Inc. Brooklyn, N. Y.
 G. G. Hoskins, Vice President (32), Foulds Milling Co. Libertyville, Ill.
 F. J. Tharinger, Advisory Officer, Tharinger Macaroni Co. Milwaukee, Wis.
 G. La Marca, Director (31), Prince Macaroni Mfg. Co. Boston, Mass.
 C. B. Schmidt, Director (31), Crescent Mac. & Cracker Co. Davenport, Ia.
 Wm. Culman, Director (32), Atlantic Macaroni Co. Long Is. City, N. Y.
 F. S. Bonno, Director (31), National Macaroni Co. Dallas, Texas
 John Ravarino, Director (32), Ravarino & Freschi Imp. & Mfg. Co., St. Louis, Mo.
 Louis S. Vagnino, Director (33), Faust Macaroni Co. St. Louis, Mo.
 G. Guerrisi, Director (33), Keystone Macaroni Mfg. Co. Lebanon, Pa.
 Henry Mueller, Director (33), C. F. Mueller Co. Jersey City, N. J.
 F. A. Ghiglione, Director (31), A. F. Ghiglione & Sons. Seattle, Wash.
 Alfonso Gioia, Director (32), A. Gioia & Bro. Rochester, N. Y.
 B. R. Jacobs, Washington Representative. Washington, D. C.
 M. J. Donna, Secretary-Treasurer. Braidwood, Ill.



Chas. M. Newcomb who kept the banquet guests in a happy mood for 3/4 of an hour while discussing the "Psychology of Lunch"

Membership Committee Report

Your membership committee is pleased to report a slight gain in membership under the existing laws and a very appreciable gain when the laws are amended as per recommendations of the board of directors whereby membership will be conferred on all firms submitting to our Macaroni Advertising Campaign.

As previously reported by Secretary Donna, new members were admitted during the year, namely: Schneider's Home Made Egg Noodle Co., Brooklyn; Westchester Macaroni Mt. Vernon; and Wyckoff Macaroni Mfg. Brooklyn.

In addition 3 firms we had recommended membership at the New York convention failed to act on our recommendation have become subscribers to our Macaroni Advertising Campaign. They are: Flower Macaroni Co., Rochester; Procino-Rossi Co., Auburn; Campanella, Favaro, Glaviano Macaroni Corp., Jersey City.

Among the firms on whom membership will be conferred if the by-law changes above re-

ferred to are approved by this convention, are:

Anthony Macaroni Co., Los Angeles, Cal.
 California Paste Co., San Jose
 Coliseum Macaroni Co., Sacramento
 Genoa Macaroni Factory, San Francisco
 Golden Gate Mac. & Paste Factory, San Francisco
 Gragnano Products, Inc., San Francisco
 Italian-American Paste Co., San Francisco
 Pompei Macaroni Factory, San Francisco
 Roma Macaroni Factory, San Francisco
 San Jose-Bay Area Paste Co., San Jose
 Santa Rosa Macaroni Factory, Santa Rosa
 Vulcan Macaroni Co., San Francisco
 American Noodle & Mac. Co., Chicago, Ill.
 Liberty Macaroni Co., Rockford
 A. Russo & Company, Chicago.
 France Dantoni & Co., New Orleans, La.
 Federico Macaroni Mfg. Co., New Orleans
 National Food Products, Inc., New Orleans
 David Kerr, Baltimore, Md.
 Checker Food Products Co., St. Louis, Mo.
 Faust Bros. Macaroni Co., St. Louis
 Mercurio Bros. Spaghetti Mfg. Co., St. Louis
 Viviano Grocery & Mfg. Co., St. Louis
 D'Amico Macaroni Co., Newark, N. J.
 Beech-Nut Packing Co., Canajoharie, N. Y.
 Dunkirk Mac. & Supply Co., Dunkirk
 Elka Noodle Corporation, Massena
 Quality Macaroni Co., Rochester
 Zucca's Food Products Corp., Long Island City
 Metropolitan Mac. Co., Cleveland, O.
 A. Falazolo & Co., Cincinnati
 Porter-Scarpelli Mac. Co., Portland, Ore.

1930 Convention Committees

Credit is due to the following Convention Committees appointed by Frank J. Tharinger, association president, for their share in the smooth working, result getting action of the conference held at Niagara Falls, June 24-26, 1930:

Auditing
 J. H. Diamond (Chairman).....Gooch Food Products Co.
 John Busalacchi.....Busalacchi Bros. Macaroni Co.
 G. Viviano.....V. Viviano & Bros. Mac. Mfg. Co.

Publicity
 John L. Fortune (Chairman).....Fortune-Zerega Company
 H. E. Menard.....C. F. Mueller Company.
 A. W. Quiggle.....Cremette Co.

Resolutions
 Lawrence E. Cuneo (Chairman).....Connellsville Macaroni Co.
 Alfonso Gioia.....A. Gioia & Bro.
 R. G. McCarty.....Birmingham Macaroni Co.
 L. S. Vagnino.....Faust Macaroni Co.
 Max Kurtz.....Kurtz Bros.

Nominations
 Edward Z. Vermylen (Chairman).....A. Zerega's Sons, Inc.
 G. G. Hoskins.....Foulds Milling Co.
 John V. Canepa.....John B. Canepa Macaroni Co.
 Henry D. Rossi.....Peter Rossi & Sons.
 Alfred A. Bianchi.....Italia Macaroni Co.
 Walter F. Villaume.....Minnesota Macaroni Co.
 Joseph Freschi.....Ravarino & Freschi Importing and Manufacturing Co.

Membership
 A. Irving Grass (Chairman).....I. J. Grass Noodle Co.
 Frank Traficanti.....Traficanti Bros.
 F. Patrono.....Independent Macaroni Co.



W. Kincaid, President The Spirella Co. International in operation, who vividly of "The Trade Association's Opportunity"

**UPSIDE DOWN OR
RIGHT SIDE UP---**



**--IT MEANS THE SAME
--GOOD OLD TWO-STAR
QUALITY**



**BE SURE
TO SEE US
BEFORE BUYING**

**TWO-STAR
IS A GOOD
PRODUCER**

MINNEAPOLIS MILLING COMPANY

Minneapolis, Minnesota

New York Office,
410 Produce Exchange
Philadelphia Office,
418 The Bourse

Chicago Office,
605 N. Michigan Ave.
Buffalo Office,
Dun Bldg., 7th Floor

Boston Office,
177 Milk Street
San Francisco Office,
Merchants Exch. Bldg.

THE MACARONI JOURNAL

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Number 3

A Friendly, History Making Convention

The 1930 general conference of the Macaroni Manufacturing Industry of America held at Niagara Falls June 20-21 is now a matter of history; and what important history it proved to be the coming years will emphasize.

In that scenic section, with nature at its loveliest, and inspired by the power and the majesty of that great cataract, the attending manufacturers took action on a progressive program that will have a powerful influence on the welfare of the industry on this continent.

The attendance was truly a most representative one. Nearly three score of the leading firms of the country sent their principal officials to "sit in" on a series of well planned meetings, and practically all of them left with a greater respect for their own business and their trade as well as a greater appreciation of the aims and purposes of the National Macaroni Manufacturers Association that sponsored the conference.

The number of registrants did not equal the record-making enrollment of the New York convention last year, but every one in attendance at the Niagara Falls meeting that month had gone somewhere away from home and did so for one specific purpose, trade promotion through friendly concerted action. They came from the Canadian border to the Gulf coast, from the Rockies to the Atlantic, with one thought, the banishment from the minds of macaroni men the feeling of pessimism that seems to prevail among business men generally. To some extent they succeeded.

The outstanding feature of the 1930 conference was the national macaroni advertising campaign that is about to be launched with the help of the progressive, generous and seeing business leaders in the trade. Here was made the conspicuous macaroni history. Practically unanimous approval was given a program of publicity that should make macaroni spaghetti and egg noodles even more popular in America than it is and has been for years in some European countries where its caloric and health giving values have long been understood and appreciated.

The one regret in connection with this promising activity is the absence from the list of supporting firms, of the names of a half dozen or more of the successful manufacturers who heretofore have always been found in the van of all progressively promotional operations sponsored by the trade. With their undivided support the results would have been even more satisfactory. There is still hope that these men will listen to reason, see the light, loosen their purse strings

and invest in an activity that is so promising and timely. It is a movement deserving one hundred per cent support.

One affiliated action that has not yet come in for the credit that it deserves is the spontaneous demand for better cost knowledge expressed by nearly all of the firms enrolled at the convention. Listeners were early impressed with what apparently is the principal complaint among manufacturers; it is a general regret for the price cutting mania that obviously has gripped so many macaroni and noodle manufacturers and distributors.

Evidently many have permitted themselves to become panicky; letting slightly adverse conditions get the better of their usual good business judgment. Having in many cases overbought and misjudged the markets, they seek to get out from under by offering goods at ridiculous and ruinous prices. Some orders are booked at cut prices but at what a cost. Manufacturers are not only trading dollars but in some cases are selling at a loss, with the result that there is a general demoralization in the trade.

If there is one lesson to be learned from the experiences told by the manufacturers who attended the Niagara Falls conference last month, and which are very generally substantiated by others who were either unable or unwilling to do so, it is that now is the time for macaroni manufacturers to hold their heads, keep their feet on the ground and not permit themselves to be stampeded into making price concessions, even under the most trying conditions, that will later reflect on their business.

Business conditions are bad in other lines as well as in the macaroni trade. Realizing this many have arranged to "dig in," cut down the overhead, restrict production within profitable sales, awaiting a change in the business tide for the better. Surely this is not the time for sacrificing policies, principles and profits. We are on the eve of a trade expansion that must come in the wake of our well conceived publicity campaign.

Summing up the results of the 1930 conference of the Macaroni Manufacturing Industry so successfully promoted, they are: (1) a greater need than ever for better acquaintance and closer cooperation between manufacturers, (2) a more thorough knowledge of costs as a means of avoiding unfair price cutting, and (3) a general manifestation of the fact that the macaroni men will not permit themselves to become panicky over an unfavorable business situation which can more quickly be remedied by earnestly supporting the macaroni publicity campaign and by calmly holding their heads, keeping their feet on the ground.

Macaroni Men Hold Successful Conference

The 27th annual convention of the National Macaroni Manufacturers association held June 24-26, 1930, in the General Brock hotel, Niagara Falls, Ont., attracted representatives from practically all of the progressive firms east of the Rockies. The attendance was not up to that of the New York meeting of last year but considerably more representative.

The interest in the subjects discussed was keen and the attendance large and regular. From the moment when the Honorable Chas. F. Swayze, mayor of Niagara Falls, extended greetings and a warm welcome to the visitors until the gavel in the hands of the new president, Frank L. Zerega, fell announcing the close of the 3-day meeting, the enthusiasm of the attending members never diminished.

Four matters of far reaching importance occupied the attention of the manufacturers and their allies. Foremost was the 4-year Macaroni Advertising Campaign which has been successfully financed and which will be launched starting with the September 1930 issue of a group of leading women's magazines. One whole session and a part of another was devoted to a discussion of several phases of this enterprise and everybody left the convention fully informed as to the aims and purposes of the campaign as well as means whereby it would be made effective in bringing about the macaroni consumption increase which this publicity assures.

Perhaps of equal importance was the study of means for improving the quality of macaroni wheats for macaroni purposes. The Durum Millers took an active interest in this feature. The prevention of minor and fatal accidents in plants was a subject that next occupied the attention of the manufacturers. This was the result of an extensive survey by a special committee that has been functioning quietly but efficiently throughout the year. The fourth subject was a study of manufacturing costs and the need of profitable selling in conjunction with the consumer campaign. As a result of this, a Volunteer Macaroni Cost Club was organized with an original membership of 26 firms.

TUESDAY, JUNE 24, 1930

Opening Ceremonies

Promptly at 10:00 o'clock on Tuesday, June 24, President Frank J. Tharinger called the convention to order, welcomed

all members and invited all visitors to join freely in the work of the convention. He pleaded for prompt and regular attendance at all sessions and asked that all speakers be accorded every courtesy of an attentive audience.

Mayor Chas. F. Swayze of Niagara Falls, Ont., expressed pleasure for the opportunity to welcome to his city the manufacturers of such a popular food product; stressed the growing importance of the Niagara Falls district as a manufacturing center and extended to the visitors the keys to the city, to the province and to the Dominion. Louis S. Vagnino of Faust Macaroni Co. ably responded on behalf of the macaroni manufacturing industry.

In his message President Frank J. Tharinger outlined the activities of the Association during the past year. Based on his experience he made several suggestions that were later adopted and which will prove of immeasurable benefit to the trade.

Secretary-Treasurer M. J. Donna reported on the membership and finances of the Association, touched on the activities of the organization as handled from his office and suggested some progressive policies which were referred to the new Board of Directors.

In an able report Dr. B. R. Jacobs, Washington Representative of the National Macaroni Manufacturers association, told of his work in Washington and as chairman of the Educational Bureau. The latter activity will be carried on more extensively and consistently than ever under a new financing arrangement approved by the convention.

Frank L. Zerega, the president-elect, as chairman of the Legislation Committee made a verbal report that the activities of his committee had been fully reported upon by Dr. Jacobs, who serves as the committee's adviser.

Lively Afternoon Session

When the convention reconvened following the luncheon recess, the secretary read several telegrams from interested persons unable to be present, all hoping for a successful convention and expressing their fullest approval and support of the newest venture of the trade, the Macaroni Advertising Campaign. Among those heard from were: Fontana Food Products Co., San Francisco; B. Stockman of Duluth-Superior Milling Co., Duluth; H. Constant of Catelli Macaroni Products Corp., St. Boniface, Can.; Di-

rector F. S. Bonno of National Macaroni Co., Dallas; President C. G. Harrell of the American Association of Cereal Chemists, Minneapolis; L. M. Skinner of Skinner Manufacturing Co., Omaha; G. & J. LoBue Bros. of Jersey City, N. J.; President W. G. Goodwillie of Atlantic Box Co., Chicago, and a cablegram from past-president Henry Mueller who had just arrived in Europe on a pleasure trip.

Safety First

David Cowen of A. Goodman & Son, Inc., New York city, chairman of the Plant Safety Committee made a fine report of the thorough work done during the past year and Supervising Inspector Wm. F. Jordan of the New York State Department of Labor stressed the need of care and caution in accident prevention if the industry is to obtain fair rates on compensation insurance.

Improving Raw Materials

On the topic of improving raw materials as a means of bettering the quality of macaroni products, H. R. Sumner, executive secretary of the Northern Crop Improvement association, told the work being done in the durum state to eliminate mixed and inferior seed to bring about the marketing of pure high grade durum on the premium basis offered by the market and of the care in milling semolina very generally taken by the few mills that specialize in this product.

Along the same lines there were reports by R. W. Goodell, vice president, Midas Mill Co.; A. J. Fischer, manager durum department; Pillsbury Flour Milling Co.; W. E. Ovsdahl, manager durum department, Commander Milling Co.; W. Sutherland, secretary, Duluth Superior Milling Co.; and a chalk talk by C. W. Walton, president, Capital Flour Mills, Inc., Thos. C. Roberts of Washburn Crosby Co. prepared a paper "The Buyer the Judge," which is also being found printed in this issue.

The convention approved of the work being done by the National association and its allies to bring about crop improvements and voted unanimously to continue this activity.

Macaroni Cost Club

Following the adjournment of the general session there was a joint meeting of the association directors and Board of Advertising Trustees where a motion prevailed suggesting that a properly constructed and appropriate-

June 15, 1930

Macaroni Cost Club activities along the lines discussed during the day. This action was the result of a complete report made by Chairman G. G. Hoskins earlier in the day.

SECOND DAY, WEDNESDAY, JUNE 25

"Our Macaroni Advertising Campaign" was the topic discussed by the convention throughout the second day. After disposing of routine matters following the call to order at 10:00 a. m. President Frank J. Tharinger, the meeting was turned over to Chairman Albert B. Brown of the Board of Advertising Trustees, who had charge of the session the greater part of the day. Chairman Brown related the story of the successful planning, financing and launching of a national advertising campaign that has been the dream of the macaroni industry for a quarter century. He complimented the manufacturers and tradesmen who have so generously supported the movement, financially and otherwise. He stressed the fact that a good start has been made, there is no good reason why every live progressive manufacturer of macaroni noodle products and all supply firms should not be enrolled as friends and supporters of the promising activity.

In the absence in Europe of Henry Mueller, chairman of the Fund Raising committee, G. G. Hoskins, vice chairman, gave a full report on the work of the committee. Acceptances totaling nearly \$1,300,000 had been received and numerous firms have the matter under advisement. Their signing is only a matter of time. It is hoped to fill the fund to \$1,500,000 before the campaign swings into action next September.

President Fred Millis of the Millis Advertising company talked on "A Hundred Million Americans Await Your Macaroni Message." He told of the successful campaign managed by his agency, mentioning such outstanding successes as florists' campaign popularizing "Say With Flowers"; the laundry men's campaign that made obsolete the wash in many homes; the photographers' campaign that raised photographing to a higher plane and several others. He was confident that his firm would be equally successful in the Macaroni Advertising Campaign, that consumption would early be doubled and unfavorable conditions favorably adjusted.

Miss Jean K. Rich, who has been employed as the recipe counselor for the national association, was introduced and spoke briefly on the value and importance of properly constructed and appropriate-

THE MACARONI JOURNAL

7

ly related recipes which will call for sizeable portions of macaroni products. These will be prepared in book form and published by the National association under the title "The Energy Trio Cook Book."

Thomas W. Beck, editorial director of the Crowell Publications, one of the best known advertising experts in America, gave an excellent talk on "Advertising and Selling." The campaign as planned by the macaroni manufacturing industry will be successful only to the degree in which it is made use of by the individual manufacturers and he advised that individual campaigns be tied in with the National Campaign in every reasonable, conceivable way.

There followed a lively and lengthy discussion of the value of "The Energy Trio" emblem, particularly the attitude of the Food Administration officials, who object to the use of the term "Energy" in connection with foods on the theory that it referred to therapeutic values. The macaroni manufacturers contended and still claim that the term "Energy" is used purely to express caloric values and quoted government bulletins and pamphlets confirming their stand. As a result of this discussion it was voted not to surrender any rights that the National association and members may have to the slogan and emblem, but to proceed cautiously so as not to appear defiant of the opinions of the government officials. It was voted that "The Energy Trio" emblem be used in all advertising and publicity material but not to encourage its use on packages or cases for the moment.

THIRD DAY, THURSDAY, JUNE 26

It was during the third day that the convention theme, "More Practical and Profitable Merchandising," received the attention it deserved. In a session open only to the members of the National association the subject was considered along 3 lines,—(a) How best to capitalize the Macaroni Advertising Campaign, (b) Closer Cooperation in Trade Associations for Trade Betterment, and (c) Trade Practices—Worthy Ones and Others.

The greater part of the discussion centered around "The Energy Trio" slogan, how it was to be used and by whom. It was generally agreed that the subscribers should have some sort of slogan or design to designate themselves as supporters of the campaign but that it should at no time be used as an emblem of quality. The convention was practically a unit in the contention that the manufacturers of macaroni products

could rightfully term their products as "energy" foods and to establish their right to the use of "The Energy Trio" slogan, resolutions expressive of their opinions were unanimously adopted.

Election of Officers

During the closed session it was voted to make 2 distinctive changes in the Constitution and By-Laws of the National association, one concerning membership and the other increasing the number of directors who manage the association affairs between conventions. Membership in the National association was made contingent with subscriptions to the Macaroni Advertising Campaign, this to become effective Jan. 1, 1931. The board of directors was increased from 9 to 12, and the advisory officer was given both a voice and vote as a member of the board.

The nominating committee recommended that Frank L. Zerega of A. Zerega's Sons, Inc., Brooklyn and G. Guerrisi, Keyston; Macaroni Mfg. Co., Lebanon whose terms as directors had expired, be reelected for terms of 3 years; that Henry Mueller of C. F. Mueller Co., Jersey City, be elected to succeed retiring President Frank J. Tharinger for a full term of 3 years; that L. S. Vagnino of Faust Macaroni Co., St. Louis, be named as the additional director for 3 years; Alphanso Gioia of A. Gioia & Bro., Rochester for 2 years and Frank A. Ghiglione of A. F. Ghiglione & Sons, Seattle for one year. The recommendations of the nominating committee were fully approved and the directors unanimously elected.

As provided by the by-laws of the organization the directors then met, and elected from their own membership the following officers for the 1930-31 term: Frank L. Zerega of A. Zerega's Sons, Inc., Brooklyn as president and G. G. Hoskins of Foulds Milling Co., Libertyville as vice president. M. J. Donna was reappointed secretary-treasurer, and as Editor of the Association's official organ, THE MACARONI JOURNAL.

Numerous invitations from various hotels and different cities seeking the secretary, but the convention voted to leave the selection of the time and place for next year's meeting in the hands of the new board of directors. In all probability a choice will be made early in 1931.

Following the acceptance of reports of special and convention committees and an open discussion of matters of general interest to the association and to the trade, the new officers were introduced.

They pledged themselves to strive earnestly to carry on the good work of the organization, asking for the cooperation

of the rank and file, after which the convention adjourned thus bringing to a close one of the most successful gather-

ings ever sponsored by the National Macaroni Manufacturers association in the 27 years of its existence.

President's Message

It is my pleasure to report to you the activities of our association during the past year. I shall try to be brief as it is my belief that you should do the talking at our meetings so that the officers you select after listening to your discussion and recommendations can properly consider them and with your cooperation accomplish your objectives.

First and foremost of course, has been our advertising campaign so ably handled by Robt. B. Brown of Fortune-Zerega company, Chicago, to whom I personally, as well as in behalf of the association, wish at this time to extend my thanks and appreciation. No one could possibly have done more. It was an inspiration to see Mr. Brown perform.

The Fortune-Zerega company of which Mr. Brown is an officer, is also entitled to a proper recognition for so willingly permitting Mr. Brown to give his and its time to this work. I also wish to thank the subscribers to the fund for their splendid cooperation.

As one entire session of this convention is to be devoted to the advertising campaign I shall not waste any time trying to cover this all important subject with a few meaningless words. However we have a good sum of money and extreme care and caution must be exercised in the expenditure of it. We are extremely fortunate to have the expenditures from the advertising fund in the hands of so able an organization as the Millis Advertising Co. and as supervised by your present board of trustees excellent results should be obtained. The work of the trustees has been most conscientious.

I want to take this opportunity to say that following my endeavor during my first administration to bring about a closer acquaintance between our members, the advertising campaign so far has brought many of us still closer together, and if we continue to become better acquainted with one another our association, in time, will be able to do even greater things than were accomplished in the past, and with considerable less effort.

May I at this point make a suggestion that during these few days you not only renew acquaintances, but try to make a few new friends.

Finance Committee. The Finance

Committee had a most laborious task and Mr. Mueller and the members of his committee performed most ably as the sure subscribed to date testifies.

Dr. B. R. Jacobs, chairman of the Educational Committee, continues to obtain most encouraging results considering the limited funds available for this work. I am sure it will be good news to you to know that more money has been made available so that greater and more beneficial results will be made possible. You can help this committee if you will keep its chairman advised of the conditions



Frank J. Tharinger

requiring his attention in the territory in which you operate. His report will outline in detail the activities of this committee.

Glenn Hoskins, vice president of the Foulds Milling company, who is chairman of the Cost Committee, is going to submit a proposition which I urge you to consider carefully and discuss freely. The question of costs in our industry is most vital. The prices on bulk and package products prevailing in certain sections of the country this season were so ridiculous that I cannot believe the manufacturers quoting these prices have a proper method of ascertaining their costs. Really, when you give it any consideration cost knowledge is the backbone or bedrock of all industries. Because of this I ask you to give this committee your earnest and sincere cooperation in the future.

Membership Committee. Chairman

By FRANK J. THARINGER
Milwaukee

Irving Grass, of the Grass Noodle company, Chicago, started out well in the beginning of the year but the advertising campaign came along and stole thunder, for subscriptions to the fund, as you know, also carried with the promised membership to our association which at the present time is the largest in the history of the association. I am sure this convention will vote membership on all non-member subscribers to our advertising fund.

David Cowen, chairman of the Compensation Insurance Committee, has given this problem considerable thought in the past year, but unfortunately we are not making the progress I feel we should. In fact, I have learned during the past year that in some instances the compensation insurance rates in our industry have increased.

While all of us comply with the law in the state in which we operate with reference to the safety devices, still personally feel this does not produce the results we desire.

It is apparent from our experience during the past few years that we must go farther; it isn't merely a question of complying with the law but it is a question of devising safety guards to reduce the hazards in our plants. Much money now paid out for premiums can be saved by installing proper safety devices through the promotion of safety campaigns.

Also much suffering on the part of our injured can be prevented.

To sum it up in a few words, for humanitarian reasons as well as economic reasons, it pays. I therefore recommend a greater interest in this direction on the part of our individual members as well as by the association as a whole.

The Secretary and Treasurer's report will disclose that the association is economically managed and in a healthy financial condition. Mr. Donna, your secretary and treasurer, has at all times been most helpful and willing to serve.

One still hears in some quarters that the bulk and package manufacturers have nothing in common. I feel that we have, and will try to tell you why in my opinion this is wrong thinking. Let us analyze the situation briefly.

Aren't both types of manufacturers



Why Not Now?

GOLD MEDAL "FACTORY-TESTED" SEMOLINA, milled from the finest quality amber durum wheat, gives:-

- 1—Bright and uniform amber color
- 2—Maximum strength
- 3—Rich and full flavor

WASHBURN CROSBY Co., Inc.
Minneapolis, Minnesota

interested in the kind, quality and cost of their raw materials; in manufacturing methods and equipment; sanitation, labor turnover, freight rates, delivery and cost systems, quality of merchandise manufactured; insurance of various forms particularly compensation insurance; sales organizations? Why in many instances they sell the same accounts. And now, aren't they common stockholders in the advertising campaign? Here I am going to repeat what I said several years ago, that this lack of interest, this indifference or whatever you wish to call it is without a doubt retarding the progress of our industry.

Therefore doesn't the statement that the bulk and package manufacturers have no common interests sound ridiculous?

Isn't a very easy task to meet the

demands and requirements of your association, but progress is being made. There is every indication that by everyone doing his bit and having a little patience most of our problems will eventually be solved to the satisfaction of most of our members.

Your Directors have been most painstaking in their deliberations on all the matters coming before them.

The questions have been freely and thoroughly discussed, the meetings have been well attended, and I feel the association owes a debt of gratitude for their work.

Personally it has been a delight to work with them. Their guidance and patience was most helpful in conducting the affairs of your association.

I also tried to be brief in this report as there are subjects which I am going

to bring to attention at the executive committee meeting.

Our Association suffered a distinct loss last fall in the passing away of Mr. Becker, president of the Pfaffman Noodle company of Cleveland. Mr. Becker was one of the organizers of this association and was its treasurer for nearly a quarter of a century, and at all times took an active interest in the association and industry as a whole. Our directors, one of their meetings passed proper resolutions and transmitted them to his family. I am sure we all will miss Mr. Becker.

In closing I wish to thank all of the officers, directors, committee chairmen and members, and all individual members for assisting me so ably and unselfishly to obtain the things accomplished this past year.

The Secretary-Treasurer Report

For the 27th time in 27 consecutive years the membership of the National Macaroni Manufacturers association is meeting in annual convention to study the past and legislate for the future,—all for the general welfare of their organization and the advancement of the Macaroni Manufacturing Industry in America. For the 12th time it is my pleasure to report to you the activities of the National Association insofar as they come under the observation of your Secretary-Treasurer.

Each year's report has, happily, been one of progress over that of the preceding 12-month. The initial goal aimed at by the organizers over a quarter of a century ago is still somewhere in the offing, due probably to 2 chief factors,—the impatience of the association minded and the indifference on the part of an entirely too large a portion of the industry.

Despite discouragements and temporary setbacks, the association movement in the Macaroni Manufacturing Industry in America has been steadily forward until today it encompasses practically all of the progressive firms in the trade. This week the movement reaches its greatest climax in what is unquestionably the most important, progressive conference in its history.

The Trade Association movement in all lines of business is rapidly coming into its own. Alfred Reeves, general manager of the National Automobile Chamber of Commerce, one of the world's best known and most successful trade association executives, had this to

say about the trade association's basis for work at the recent meeting of the Chamber of Commerce.

"Trade associations generally represent the greatest percentage of the progressive element of an industry, with an intimate knowledge of its needs.

"Trade associations supply the com-



Modesta J. Donma

mon meeting ground to develop a better understanding of our mutual problems that always follow when, as has been often remarked, 'decent competitors eat together without eating each other.'

"Trade association success depends on the interests of the biggest as well as the smallest members. No company in this country is bigger or more important than all the balance of the industry. You can build up a strong association only when the leaders take a definite interest in the movement by giving it both moral and financial support."

Legitimate trade association activities now have the approval and the encouragement of all government bodies and progressive business men. Under the new conditions the time is permanent when each individual or clique of manufacturers can function and operate independently. To succeed they must unite in supporting trade promotion, search work and in studying conditions of supply and demand. An industry cannot oversupply its markets without disaster to prices, to the quality of its products and to the ethics of its business.

Macaroni manufacturers have just passed through a year of abnormal uncertainty. Business has been disturbed by several factors, some within and some outside the trade. First of all, of course, prevailed during most of the year with its consequent business recession and ruinous competition. Retrenchments had contracted heavily for their requirements on the expectation that business would remain normal, but the unfavorable turn in affairs reaped for them a harvest of cancelled orders or delayed shipping instructions for greatly reduced quantities.

Many sought to protect themselves by shading prices as an inducement to greater buying. Competitors, not to be caught napping, did likewise until competition which had heretofore been considered as "the life of trade" was fast by many macaroni makers to their death when carried to extremes to "death to profits."

Competition, like our shadow, will

follow business always. Everybody welcomes an honorable struggle for business but it serves to keep the management keen and the proprietors alert. Price wars, however, are nothing more nor less than bankruptcy agencies. Their greatest harm comes not from lack or absence of profits, though goodness knows that's not enough, but from a general lowering of quality which in turn creates greater consumer resistance.

When competition is acute, the tendency is to think only of the competitor and how to beat him to it. More important matters suffer from lack of attention. It is said that if two game cocks are placed on opposite sides of a knot in a fence and each given a bowl of the nicest food, they will both starve to death watching each other.

Aside from general business stagnation, overproduction is the principal cause of price wars. Unwise is he who turns up production to a point beyond which profits are impossible, as this leads to dumping, another bane of business. No one approves of dumping within his own territory, and this particularly harmful practice would disappear entirely if operations were confined strictly to profitable production.

To make an oft repeated statement,—every one loses from any form of unfair competition, but the industry loses most. Sudan, Africa, when 2 men love the woman they have an age old method of settling the affair with whips or fists. Each plays on the back of the other until one gives up. It is a case of getting a dandy beating. In the Sudanese language, this method of settling personal or business grudges is termed "abatanah"; in the American language "hell."

Appreciating the panicky conditions which prevailed during most of the year following our last convention, the officers of the National association very wisely elected to concentrate their efforts along 2 distinct lines, (1) obtaining more and more favorable publicity for macaroni products both with distributors and consumers, and (2) a closer cooperation between individuals in the trade with related industries. What has been accomplished along these lines will be learned from the encouraging reports of efficient, hard working committees.

Among the most outstanding activities which engaged the attention of the National association during the past year are the following:

Macaroni Publicity

Little need be said here about this activity. The wonderful, surprising results for themselves. Chairman R. B.

Brown and his fellow members on the Macaroni Publicity Committee are rightfully deserving of the credit which the rank and file unstintingly accord them. A treat is in store for you when the complete report of this committee is rendered.

Macaroni Costs

Education as to the cost of manufacturing and selling macaroni products is perhaps the surest solution of the competitive evils so generally complained about. This the Cost Committee under the leadership of Director G. G. Hoskins is attempting to accomplish through study and research. The committee has been at work quietly and now has a plan that should meet with ready approval and immediate adoption.

Contact With Government Bureaus

The National association has been and is in friendly contact with the various bureaus of the Federal government and most of the states. We continue to be recognized as the representative body of this industry growing daily in importance. Our cooperation has been sought in adjusting complaints and in molding legislation and rulings. We have always tried to show a willingness to assist in any fair activity and for this we have gained the confidence of the world.

Census of Manufacture

During the year we cooperated fully and willingly with the Federal Bureau of Census in planning and taking the 1930 census of macaroni manufacture. As a result the bureau not only has received a greater number of voluntary reports from our industry, but these have been more detailed and thorough. In appreciation the census director has promised to speed up the compilation of all returns so as to make this complete report available earlier, when the information it contains is all the more worth while.

Compensation Insurance Rates

On advice and by direction of President Frank J. Tharinger, a former insurance man of wide experience, the National association has endeavored during the year to make our members realize the great and urgent need for more uniform, fair rates for compensation insurance as it applies to macaroni and noodle plants. Because the present rates are based on the old loss-ratio of obsolete plants, the industry pays annually thousands of dollars too much for this protection.

The problem was attacked from 2 angles, (1) a study of rates prevailing in the several states and reasons for them, and (2) a plant safety campaign aimed at accident prevention. The columns of the Macaroni Journal were used advantageously in spreading "plant safety knowledge," the services of the National Safety Council were enlisted (we are collaborating with the council in the publication of a safety pamphlet particularly aimed at our industry). You will be interested in hearing the recommendations of the special committee that has been delving into this matter under the leadership of Chairman David Cowen.

Protective Tariff

There are some in our industry who sincerely believe that our business needs no tariff protection, but the big majority are of the opposite view. To guard against the influx of foreign macaroni products made by cheaper labor in foreign countries, the National association strongly supported retention of the present duty in the 1930 tariff law now before Congress, a duty of 2c a pound on plain macaroni products and obtained an increase to 3c a pound on paste products containing eggs,—such as egg macaroni and egg noodles.

In addition we sought and obtained for the trade a clarification of the new laws and rulings in Canada, covering increased duties and the antidumping regulations. Both were fully explained to the trade though we have not been able to obtain any relief from the high rates and strict regulations.

Educational Bureau

With business below normal most of the year just closed, there was a greater tendency in some sections to be a little more careless than ordinarily. The result was that the Educational Bureau had much to do in the way of policing the industry, some from this office but particularly from that of Dr. B. R. Jacobs in Washington. Here is where the splendid teamwork between our association and the food law enforcing officials showed at its best as will be explained more in detail by our Washington Representative.

Allied Relations

Taking its cue from the action of the leading lines of business the National association asked the whole industry to put itself in complete accord with the wishes and desires of President Herbert Hoover to help restore confidence in the country and in business, shaken by the business crash last fall. Our friendly relations were used in helping to bring about improved conditions, principally in mitigating abuses. We enjoy the good will and confidence of all the allied trades which supply our manufacturing and distribution needs.

Our Official Organ

The Macaroni Journal continues to hold its position as the recognized, official

cial spokesman of our trade. Its influence is felt even beyond our borders. To cite an example—early in June, 32 copies of our magazine were mailed to 32 alimentary paste manufacturers in the State of Sao Paulo, Brazil, at the request of the Chamber of Commerce of that state.

The Macaroni Journal is not only self supporting but from its income is paid part of the expense of operating the secretary-treasurer's office. The income during the past year was a little below normal owing to some advertising cancellations brought about by adverse business conditions.

If I be permitted to venture one opinion in connection with our magazine, it is this,—it lacks the personal touch of macaroni men and allied trades which would be forthcoming if they would more frequently use its columns for expressing personal views and opinions. Why not have a few articles from the rank and file, to give this trade paper more of that personal tone which can come only from those in the trade? It's your magazine, so why not use it in this or in your way?

Trade's General Attitude

The willing-to-help spirit so readily displayed by many of the leading members of the National association as individuals, and by several of the allied trades, has been intensely gratifying. Seldom have requests or suggestions for help or information been ignored. In the matter of service on committees we have been indeed fortunate. Many have volunteered and all of them have found it profitable to serve. We have had several committees functioning this year that are shining examples of what committees can do when the members thereof tackle their jobs in the right spirit. Proof of this will be evident in this convention.

Association Membership

There has been little change in our membership, a gain of one having been recorded for the year just ended. Three new members were enrolled and 2 dropped because their firms merged. I am sorry to report that 4 of our member-firms are still in arrears for 1930 dues despite frequent demands for payment.

The membership as of June 21, 1930 stands as follows:

	Ac- tive	Asso- ciate	To- tal
Last convention.....	79	11	90
Admitted during year.....	3	0	
Dropped during year.....	2	0	
Membership—June 21, 1930	80	11	91
(Gain of ONE for the year.)			

The new members are:

- Schneider's Home Made Egg Noodle Co., Brooklyn, N. Y.
- Westchester Macaroni Co., Mount Vernon, N. Y.
- Wyckoff Macaroni Mfg. Co., Brooklyn, N. Y.

Those dropped during year:

- Los Angeles Macaroni Co., Los Angeles, Cal. (Merged with Los Angeles-Pacific Macaroni Co.)
- Western Union Macaroni Mfg. Co., Denver, Col. (Merged with American Beauty Macaroni Co.)

The good which our trade association can do for our industry and the beneficial influence for trade betterment which it can wield at the right time and under proper conditions, is probably limited only by our membership. Therefore, it behooves all macaroni and noodle manufacturers and all interested allied trades to join and support our organization thus helping to augment its usefulness.

Association Finances

Financially speaking, the National association was never in better shape than at present. We have not only been able to meet all our obligations promptly but our bank balance has always been such as to earn for us some creditable interest. It is a pleasure to make the following financial report:

General Fund		
Receipts June 1, 1929 to May 31, 1930.....		\$19,604.50
Association dues.....	\$5,007.00	
Journal advertising.....	9,792.25	
Journal subscriptions.....	534.41	
Convention registration fees.....	2,044.00	
Balance N. Y. entertainment.....	2,000.00	
Interest on daily bank balance.....	226.97	
Expenditures for the same period.....		\$15,561.50
Association expense.....	\$7,350.13	
Journal publication.....	8,166.01	
Refund—overpayments.....	45.20	
Balance in general fund.....		9,247.00
Educational Bureau Fund		
Balance June 1, 1929.....	\$ 1,644.50	
Voluntary contributions—year.....	1,562.50	
Total.....		\$3,207.00
Paid by Dr. B. R. Jacobs, per diem and expenses.....		3,207.00
Balance May 31, 1930.....		nil
Macaroni Publicity Fund		
Balance reported June 1, 1929.....	\$2,967.97	
Refund for overpayment.....	223.00	
Total.....		\$3,190.97
Expended during the year.....		1,700.00
Balance in this fund, May 31, 1930.....		\$1,490.97
(Recommend its transfer to General Fund)		
Tariff Fund		
Unchanged during the year—Balance remains at \$50.00.....		\$50.00
(Recommend its transfer to General Fund.)		

My experience prompts me to make 2 recommendations for your consideration if you deem them of sufficient value and importance. First,—a more determined effort to put into effect the "GET ACQUAINTED" campaign so well sponsored by President Tharinger during the past 2

years. Acquaintance allays suspicion and mistrust. Banish suspicion and you immediately pave the way for great improvement.

Second,—next to increased macaroni consumption, the most momentous problem confronting our industry is that of unchecked credits. Many of our trade abuses are chargeable to the practice of allowing firms so much credit that they are actually operating on the capital of the overgenerous machine makers, millers and packaging supply houses. To often credit extension leads only to price cutting and general demoralizing practices.

Personal Appreciation

This report would be incomplete without a word of commendation for the splendid spirit of harmony between the association officials that prevailed during the past year, their desire to serve faithfully your interests and the valuable assistance so willingly given me by my fellow officers; also the splendid operation shown by the rank and file of the organization and by members of allied trades.

The work of 2 officials stands out as examples of unselfish service,—(1) that of President Frank J. Tharinger in his supervisory work, his heart interest in his duties, and in his able direction

association activities. He has a keen sense of sensing our needs and applying proper remedies. No place was too distant to travel to, no hour too early to call to duty, no personal expense too great to incur. The association should and rightly is deeply grateful to President Tharinger for his unflinching

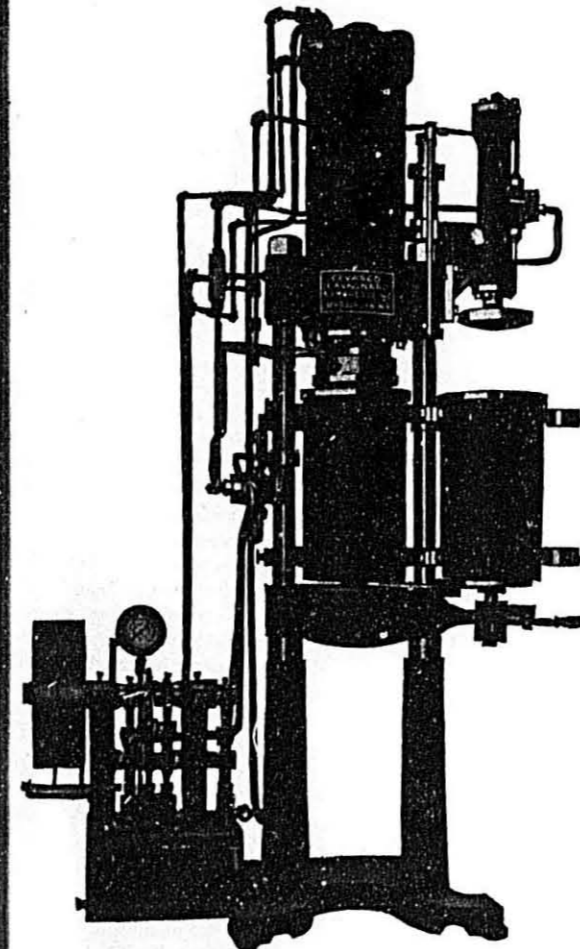
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die
12 1/2 and 13 1/2 inches

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

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

DIE PLATEN. The dies platen or support is divided into three (3) sections for the 13 1/2 inch and two (2) sections for the 12 1/2 inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

CONTROL VALVE. Both the main plunger and the packer plunger are controlled by our improved valve. The movable part of this valve rotates against a flat surface. As there is always a thin film of oil between the two faces, there can be practically no wear on this part. Very little power required to set same as the movement is concentric.

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

in upbuilding this organization. (2) As Chairman of the Macaroni Publicity Committee Robert B. Brown has built for himself and his associates an everlasting monument,—the 4-year macaroni advertising campaign in the inception and inauguration of which his was the master mind. At the expenditure of much valuable time, he worked hard night and day, happy in the thought that he was doing something for his fellowmen, doing it unselfishly and willingly. As time passes his labors will be even more appreciated.

Conclusion

In closing, I desire to make, herewith,

a public expression of my gratification at the spirit of loyalty always so beautifully and convincingly manifested by the entire membership. This does much to lighten my labors. It has been a pleasure, indeed, to work with and for you.

Remember always that in the trade association movement it is the industry that should have our first and last thought, not the individuals composing it. If we must size up its component members let us measure others by first measuring ourselves as is so beautifully expressed in the two stanzas of a poem by an unknown author:

Just step aside—and watch yourself go by;
Think of yourself as "He" instead of "I";
Pick flaws, find faults, forget the man is you,
And try to make your estimate true.
The faults of others then will dwindle and shrink;
Friendship's chain will grow stronger by a mighty link,
When you with "He" instead of "I" have stepped aside—and watch yourself go by.
THANKS!

1930 Report of the Washington Office of the N. M. M. A.

By B. R. JACOBS
Washington Representative

Since our last annual convention the work of the Educational Bureau has increased very materially due almost entirely to greater interest shown by state and federal law enforcing officials than has ever been shown in the past. From June 1, 1929 to May 31, 1930 your Washington office analyzed 231 samples of macaroni products, mostly for artificial color and egg content. These samples covered a wide range of territory, practically the whole United States, but mostly New York state, and particularly New York city.

More than half of these samples were found to be artificially colored, and more than 90% of them were found to be deficient in egg solids. Of course many of them came from the same source. For example, we collected and analyzed 46 samples of so-called egg noodles from 46 stores in New York city, all of these made by the same manufacturer. This was done to convince the New York city food authorities of the wide distribution of these products, and that it was almost useless to prosecute small retail dealers, but it was very much better and more economical of time and effort to make prosecutions at the source. The city authorities had expressed a desire to begin these prosecutions only after sales of adulterated macaroni products had been made.

After it was found that it would be an almost endless task to prosecute retailers the New York city authorities decided to make investigations of macaroni plants. For this purpose they started in March and inspected and took samples in practically every part in New York city. From this investi-

gation, between 25 and 30 summons were issued and practically all of these cases have gone through the courts. All except one were found guilty and either paid a nominal fine or got a suspended sentence. These penalties were imposed for first offenses but under the sanitary code fines of as high as \$500 and suspension of permit may be im-



B. R. Jacobs

posed in the discretion of the court. In fact, I was in court one day when a baker in New York city was fined \$500 for violating Section 139 of the Sanitary Code, which is the same section under which all cases of the use of artificial color in macaroni products are prosecuted.

The one exception was a manufacturer who makes artificially colored noodles for export.

A firm situated in western New York has persistently continued the use of artificial color in some of its products. He was picked up by the New York

inspectors and 3 cases were instituted against him. On his representation the district attorney in Albany that would discontinue the use of artificial color the 3 cases were consolidated in one and he was fined \$50. He continues to use artificial color and is directed to a package of egg macaroni and on which he will have to pay \$50 or \$75 apiece. In Cleveland there is one manufacturer of noodles in cellophane packages that we have been trying to get for nearly 2 years. Both state and federal authorities appeared very different and it is only recently that we have succeeded in getting a prosecution. Since this firm is only a small one we hope that it has learned a lesson.

Very little trouble has come to us from the middle west concerning the use of artificial color. There are plenty of instances where not enough eggs are used to comply with the standards, also plenty of instances where very inferior grade raw material is being used. Another source of some trouble in the middle west is the slack filled package, but this trouble is not confined to the middle west. It is pretty general.

If you remember, early in 1928 the Washington office made a rather extensive investigation of slack filled packages on the market. We examined 129 samples of macaroni products of 11 different types. Our measurements showed that, as a rule, and except for a few packages of our products are slack filled. The states which have slack-filled packages, such as Nebraska, the

as, and Minnesota, are reluctant to allow more than 25% slack-fill in macaroni products. Our investigation showed that the average of all the samples of packages we examined exceeded 25% slack-fill, and that the maximum exceeded 50% slack-fill. In spaghetti the average was 42.6% and the maximum was 66%. This is based on samples from different manufacturers.

We have been successful in staving off prosecutions and seizures of goods up to the present time, but we do not know how soon some state may get really busy and begin enforcing the slack-fill requirements of their law. I am calling this matter to your attention so that you may be able, individually, to adjust the weights and sizes of your packages to conform more nearly to the law. I believe that in products like noodles and spaghetti goods your package should be at least 75% full. In long macaroni and spaghetti this is not always possible, but mainly there is no justification for having packages of these products that are only 35% full, even under the poorest packing conditions.

This problem of slack-fill packages is one of the patience of the law enforcing officials, and my attention has recently been directed to a package of egg macaroni product which has a cellophane window and which has also a false bottom. It occupies more than one third of the volume of the package. Such practices are inexcusable and cannot be condoned in the industry. It tends only to shake the faith that food law officials have in us and that we have tried so hard to establish.

Some of our friends are making use of their advertising of medals that are awarded in foreign industrial expositions. Many of these so-called national medals are purely local in their scope and appear to be organized primarily for the purpose of selling medals, certificates of quality, and honorable mention or the like to those who apparently do not know that such medals are worthless, or who want to use these in their advertising for the purpose of misrepresenting their products.

I have in mind one particular macaroni firm in New England which advertised very extensively that it has been awarded the Grand Prize and Gold Medal for its macaroni products exhibited at the International Fair held in Nice, France recently. Investigation made by me in this matter shows that for some time an organization known as the General Agency for International Expositions in Europe, Inc., with offices in New

York city, has solicited exhibits for European expositions.

Practically every exhibition at these fairs and expositions is awarded a gold medal. These awards are not based on any merit which the exhibit may have, but are made in consideration of payment for showing the exhibits. Firms wishing a medal for advertising or other purposes undoubtedly find this an excellent way of obtaining one. At the Nice exposition there were 5 manufacturers of our products who received the Grand Prix or Gold Medal for their spaghetti. This in itself shows that merit does not enter into the consideration of the awards.

Numerous inquiries have been received by the Washington office for copies of uniform contracts that might be used in the purchase of raw materials. It has not been possible to formulate such a contract without considerable duplication, but there is no reason why certain clauses regarding minimum qualities, maximum moisture, and other factors should not be inserted in any form of contract which the buyer is required to sign. Every contract for the delivery of raw material that is to be used in foods should have a guarantee clause specifically stating that the product covered in the contract is not adulterated or misbranded under the provisions of the Federal Food and Drugs Act or any state food law, and if there is federal or state standard for such an article that it complies with the requirements of said standard. I believe that for the time being this will take care of all the present needs of the industry in the purchase of its raw materials.

After 2 years of hearings, acrimonious discussions and a lot of lobbying, Congress has finally passed a tariff bill. There are 2 items in the bill that are of particular interest to the macaroni manufacturers. One is the rate on imported macaroni products and the other is the rate on imported egg products.

Just about 2 years ago I appeared before the Ways and Means Committee of the House, and requested that since there was an import duty on dried eggs of 18c per lb. there should be a differentiation made in the tariff bill between plain and egg macaroni products. The federal standards require 5.5% of egg solids in egg macaroni products or 5 lbs. per 100 lbs. of egg macaroni products. This at 18c per lb. equals 90c per 100 lbs., which is the amount of duty that every American macaroni manufacturer pays the government for the egg macaroni products he makes. We therefore asked that egg macaroni products im-

ported into this country be required to pay 3c a pound, and that the plain macaroni products be required to pay 2c a pound which is the same as the old rate. I am glad to be able to say that this is one of the few rates that was not disturbed when the House and Senate were playing football with the tariff act. There were many instances when it became necessary to hurry to the Capitol or to the Tariff Commission to see what was going on, but in the end the rate asked for prevailed, and importers may no longer import eggs free of duty when they are contained in macaroni products while their American competitors are required to pay an exorbitant rate of duty on the eggs they use.

The second item of the tariff bill is paragraph 713 which refers to the import duty on eggs. As the bill went to the House from the Ways and Means Committee, dried egg products had a duty of 36c per lb. This was afterward raised to 42c per lb. When the bill got to the Senate the duty was reduced to 18c per lb. Many efforts were made in conference to have this increased again but finally the new tariff bill went through with the same rate of duty that was contained in the old bill,—that is 18c per pound. So that the duty now stands as follows:—

"Eggs in the shell, 10c per dozen; frozen eggs or yolks or albumen, 11c per pound; dried whole eggs, dried yolks and dried albumen, 18c per pound."

So all of you men who did not rush in and stock up on eggs because of a threatened increase in duty certainly guessed right.

Although most of the work of the Educational Bureau has been more or less of a preventative or police nature, I am glad to say that we have done some constructive work. I believe that this type of work could be very materially increased and would result in positive benefit to the individual manufacturer and to the industry. Industrial research has taken on new life in the United States. Over 800 industries are carrying on research of one kind or another. The macaroni industry is only beginning to do this. It does not seem to have sensed the necessity for substituting exact methods for the "rule of thumb."

As an example, the baking industry 25 years ago had but few thermometers in their plants. I can count on the fingers of one hand all the bakers in this country who had any idea of the condition of temperature and humidity that were best suited for the production of bread. In 1912 I made a special investigation for the government of the methods of

bread making from coast to coast, visiting more than 300 bakeries in practically every state in the Union, and therefore I have some idea of the methods in vogue at that time. Go into any bakery today, even some of the very small ones, and you will find instruments of precision to measure all the factors that enter into the production of bread, even the number of revolutions that a batch of dough gets before it is considered properly mixed. Can this be said of the macaroni industry? How many plants boast of control over their processes? The conditions of drying and curing macaroni products are almost as varied as the number of plants, and it would seem to me, as in the case of bread, that there must be some one set of conditions within certain limits where the ideal macaroni product is manufactured.

There are only a few of the larger concerns which have any definite knowledge of the character of the raw material that they use. It isn't fair for your superintendent or your foreman to always blame the flour, the semolina, or the eggs when he makes poor stuff. These may be responsible sometimes, and they probably are, but a great deal of the success depends on the proper control of conditions within the plant.

Now that the industry is embarking on an extended advertising campaign to make the public macaroni conscious, to tell the world how good macaroni is, it seems to me that the time has come when guesstimate work, loose and unfair methods should be discarded, and where more accurate methods of manufacture and fairer attitude toward the consumer should be adopted. The use of low grade products should be frowned on. Even the best grades of flour and semolina and eggs are none too good, and when you waste your packages and your machinery and your labor and your sales effort and your advertising to sell macaroni products that are inferior and have poor flavor and an unappetizing taste and appearance, it seems to me a great waste of money and effort for a very uncertain return. The man that puts a false bottom in his package of macaroni and induces the customer to buy his product because it is in a large, attractive package is cheating himself because he won't fool his customer but once.

And so I say it, a new day has dawned for the macaroni industry, but beware that you guard well the faith that the public will place in you, for unless you do your share to deserve it and retain it, you will not hold it long. It is the duty of every one of you to see that you and your competitors do more than just

your part in putting over this great campaign that you have started.

I want to take this opportunity to thank each and every one of you who has cooperated with the Washington of-

face in carrying on its work. Without your help it would not have been possible to make any headway against those practices that we have, in a measure at least, eliminated.

Report of Finance Committee

By G. G. Hoskins, Vice Chairman

It seems that there comes a time in the life of every macaroni man when the desire to see Europe becomes foremost in his thought. As we convene here Henry Mueller and Jim Williams are spending their hard earned macaroni money studying the macaroni industry in Europe. Consequently, as associate chairman of the Finance Committee, it becomes necessary for me to report in the absence of Mr. Mueller.

At the start of this campaign, according to figures furnished by Secretary

really quite active in the campaign have subscribed \$400,000.00, giving a prodigious total of \$1,319,700.69.

Mr. Mueller has asked me to say to you that credit for this most marvelous showing is due entirely to the splendid cooperation of not just a few men but from practically every man in the industry. At no time in our history has there been such unanimous response of real helpers. This splendid group action has resulted in a fruit that is going to mean more to the macaroni industry than we can conceive of at this time.

There are several men whose work has been so outstanding that they deserve special mention. I know of just 50 miles from Frank Tharinger and I know of the unselfish work that he has put into this. Gentlemen, you are to be congratulated on the type of man you have had for President the past year.

Nothing that I can say will add to the glory that is due to our most beloved member "Bob" Brown. I think everyone here today will join with Frank Tharinger in crowning "Bob" as king of the macaroni industry.

I could go on and on and not know where to stop, but the big question that faces us now is, "How far further are we going?"

There are at least 70 manufacturers in this country who should be subscribers to this campaign. Your committee has done everything within its power to sell them the idea. We know they should be with us, but we have not been able to line them up. What are you going to do about it?

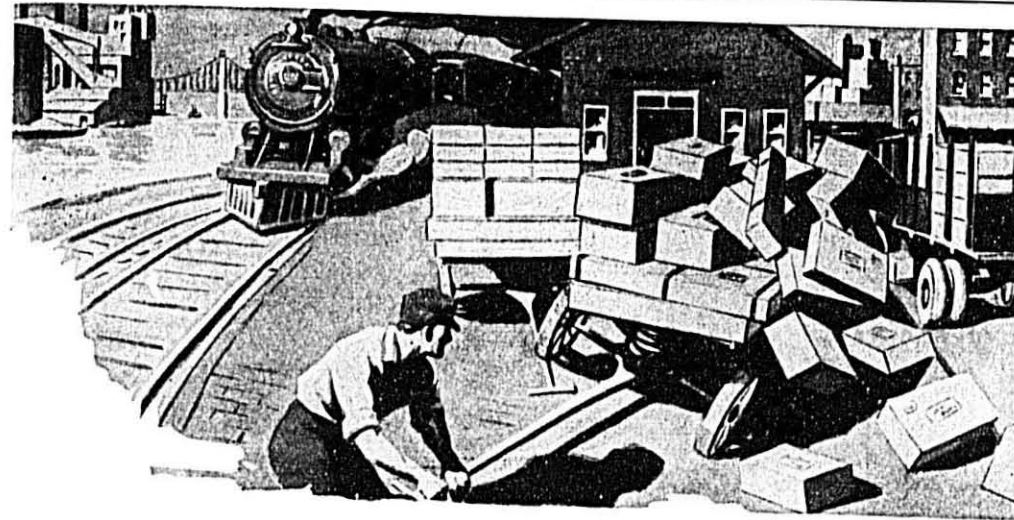
The fund should, and could be pushed up to a million and a half could be pushed to that point if the men in this room will get on their feet and agree to see the men in their districts who have not subscribed and urge upon them to join hands with the rest of us. To those men who are willing to work, and it will be work, this committee pledges itself to give every possible cooperation. All you have to do is ask for a field man and he



G. G. Hoskins

Donna, the association had 79 regular members and 11 associate, making a total membership of 90. When this report was made up last week, 29 macaroni firms had subscribed to the National Advertising Campaign and 29 allied firms. It is expected that certain resolutions and amendments to the constitution will be placed before this convention, which will automatically make individuals of these firms members of the association. When that detail has been arranged we will have a total membership of 119. Therefore, subject to the action of the convention, we will call them active members.

These 90 active members have subscribed a total of \$889,614.16. From the allied members we have received a total of \$30,086.53, and the millers, who may also be classed as allies but are



Quality Containers Neutralize Abuse

Rough usage during transportation, of which the above illustration is suggestive, is something that you as a shipper must foresee and provide against when you buy your fibreboard shipping boxes. You must buy boxes that have the strength, the backbone, the resistance and the aggressiveness which enable them to deliver your goods, intact, at destination—as your customer would want them delivered. You cannot afford to court trouble with a temperamental customer by shipping in poor quality boxes that do not stand up under abuse.

If you use corrugated fibreboard boxes, our high cushion corrugations will be found effective in neutralizing transportation abuses because they run 36 to the foot with 3/16 of an inch between the heavy liners, giving a board caliper of practically 1/4 inch over all—an unusually strong, tough board, which meets every railroad requirement. In fact, you won't be able to find a stronger box for your purposes.



Safeguard your shipments by using quality fibreboard boxes

These high corrugations have become extremely popular wherever our corrugated products are used in hundreds of our biggest industries because they are always dependable in protecting shipments, incidentally reducing troubles with carriers and customers, and demonstrating their lower final cost.

On a par with our corrugated quality, our solid fibre products are extensively used and in demand by a large number of important industrial fields.

Give our fibreboard containers a fair, square trial. You will find that they are always dependable, high quality boxes, lowest in cost in the long run, that stand up strong and aggressive in the defence of your goods under punishing conditions in transit. When you write, refer to Dept. 9 for quick service.

CONTAINER CORPORATION OF AMERICA

Mid-West Box Company Sefton Container Corporation

Seven Mills • Fifteen Factories
Capacity • 1300 Tons Per Day



General Offices • Conway Bldg.
111 W. Washington St., CHICAGO

come to you and make the calls with you.

There are a lot of allies who have not subscribed as yet, and I believe they are just waiting for some of us to tell them that they should get behind this great work. If they are wise business men they know that every cent they put into this campaign is going to bring them returns far out of proportion to the amount of money

they spend.

In the final analysis, this committee feels that its job is completed. We deliver into your hands a well financed four year advertising fund. We now turn the job back to you and say to you that if the fund is to go to a million and a half, where it should go, it will be because we all together put on a final burst of speed and round up the fellows that are still hesitating.

Report of "The Energy Trio" Committee

Memorandum on interview between Dr. L. D. Elliot of the Food Administration of the Department of Agriculture and A. J. Fischer, Dr. Jacobs and R. B. Brown, representing the National Macaroni Manufacturers Association, Washington, June 23, 1930.

By prearrangement we met Dr. Elliot at his office in the Administration building at 2 p. m. and for about two hours discussed the status of the slogan "The Energy Trio." In opening the discussion we made it plain to Dr. Elliot that we are in entire accord with the administration in the drive to eliminate false and misleading statements from food advertisements, including legends on labels and packages, but that we felt that it would be a mistake on the part of the authorities to require food manufacturers to delete from their copy such honestly descriptive words as "energy."

Mr. Fischer read briefly from various food authorities to show that macaroni products rank very high in the scale of foods giving energy or caloric value—particularly from Harry Snyder who reported the nutritive value of macaroni and other Durum wheat products in the terms of the coefficient of the availability of energy, which is obtained by dividing the energy of the total digestive food by the energy of the total food consumed. For a diet of macaroni and Durum wheat flour bread, this energy coefficient was 92.7%, for macaroni alone 90.9%. He then quoted from U. S. Department of Agriculture Bulletin No. 1383, page 26, to show that one pound of macaroni supplies about 1625 calories of energy and compared this with a number of other food products which are included daily in the average menu, all of which are much lower in energy or caloric value than macaroni. The charts which appear in this bulletin on pages 9 to 33 inclusive give most convincing proof of our contention that macaroni along with the other cereal foods are not only high enough in energy value to be known as "energy foods" but that there is scarcely any other foods which supply in addition so well balanced a percentage of protein, calcium, phosphorus and iron. Following this, Mr. Fischer quoted from Circular No. 50 U. S. Department of Agriculture "Proximate Composition of Fresh Fruits" to show the relation in fuel value of our products with all fruits (the highest fuel value of any fruit is less than 500 calories as compared with 1625 calories for macaroni).

Dr. Elliot said that there was no argument as to the high energy or caloric value of our products but that the Department objected to our designation of them as the "Energy Trio"

which tended to set them out as being in a class by themselves so far as energy is concerned. He said that if the sugar interests and candy manufacturers and the manufacturers of all other foods who could claim high energy content for their product decided to use similar copy in their advertising and on their packages the phrase would soon become meaningless. But more than this it is objected to on the ground that, when the word energy appears as a promise on a package it implies a therapeutic value which we have no right to claim (and which, of course, we do not pretend to claim).

Here Dr. Elliot quoted from the Food and Drugs Act as follows:

That for the purposes of this Act an article shall also be deemed to be misbranded . . . Third. If its package or label shall bear or contain any statement, designed, or device regarding the curative or therapeutic effect of such article or any of the ingredients or substances contained therein, which is false and fraudulent.

He said that they would interpret the use of the word energy as we are using it as being a misbranding under this portion of the law because while macaroni products may provide energy and do in fact provide it to normal persons there are many abnormal ones (those having various maladies) for whom it would not provide energy and that they are the very kind who would buy and consume the product because it gave promise of supplying energy or health which he said in that sense might almost be synonymous. And that the copy on a label or package must not claim a virtue for the product which does not apply to sick and well alike.

Dr. Elliot had suggested that food advertising should be confined to such descriptive adjectives as "good" and "wholesome." We therefore pointed out to him that a sick person would be just as much misled by the statement on a package that the food was "good" or "wholesome" as by the word "energy."

In short, Dr. Elliot's position was that they did not approve of the use of the slogan and that while "we do not intend to go out tomorrow and seize all the packages on which this might appear we think it is a mistake to build an advertising campaign around a slogan about which there is any doubt. The courts may hand down a decision any day which would make it mandatory on us to enforce the law as we have interpreted it, which would mean the seizure of goods so marked." He then quoted two recent instances in which the courts had so decided. One was against a veterinary hog food which was called "Hog Health" or something of the kind. He also

referred to the fact that the Sugar Institute had recently on the recommendation of the Department abandoned the use of the slogan "Flavor with Sugar and you flavor with Health."

We feel that we more than answered all of Dr. Elliot's objections and that there only remains the personal opinion as to what descriptive words can be used by an advertiser in connection with his product. If we agreed with the Department we would admit that the word "energy" was not a proper one for use in describing our product, that it carried a therapeutic meaning rather than merely a caloric one and that we would relinquish the right to use it in connection with macaroni for all time. We would jeopardize our campaign and the collection of subscriptions.

If we go ahead and use it we must recognize that there is chance of a suit being brought at some time by the Government against some manufacturer, which the Association will have to underwrite and there would, of course, be endless trouble and complications.

There was no disagreement whatever between Dr. Jacobs, Mr. Fischer and myself as to which course should be pursued. We believe that in spite of Dr. Elliot's stand he was fairly well convinced that our arguments were conclusive. He said one very significant thing before we left—that we have evidently made a very thorough study of the situation but that we had overlooked the fact that the Department was here at all times ready to give advice. In other words he felt a bit slighted. We do not believe that any action will be brought or that any manufacturer will suffer from the use of the slogan and we recommend very urgently that no change be made in the plans of the Advertising Committee so long as the "Energy Trio" is concerned.

To clarify our position with respect to the right to the use of the slogan "The Energy Trio" in advertising macaroni products, the committee asked Dr. Jacobs to prepare a memorandum to leave with Dr. Elliot setting forth our claims and our position. The memorandum which follows is made a part and parcel of this report.

Memorandum on "Energy Trio"

The term "energy," as used in the slogan "Energy Trio," is a synonym of "caloric or fuel value" as applied to foods and not a synonym of some "energizing" force or element as applied to drugs.

The U. S. Department of Agriculture has for many years, and particularly recently, issued numerous publications emphasizing differences in food values of foods for man and animals. It is true that all food contains energy. There is, however, considerable difference in the relative amount of energy that is contained in foods, and this is the matter that these publications emphasize. The U. S. Department of Agriculture certainly does not deny to an industry the privileges that it assumes for itself in the matter of information to the public regarding differences in food values, particularly when an industry is very careful about the meaning that it gives to the term that it uses.

The Department of Agriculture has recently published bulletins using the term "energy" as a synonym for "caloric or fuel value." These bulletins have had very wide distribution, and the public has a very good knowledge of the term "energy" as applied to foods. I have particular reference to Bulletin

975 entitled "Food Values: How Foods Meet Body Needs," Farmer's Bulletin No. 381, "Food Values and Body Needs Shown Graphically," and Circular No. 50, "Proximate Composition of Fresh Fruits."

In all of these publications and many others that might be quoted the Department of Agriculture lays particular stress on differences in energy (caloric or fuel) values in foods.

Our Macaroni Advertising Campaign

By Robert B. Brown, Chairman Board of Advertising Trustees

I come before you in a dual capacity as chairman of the board of advertising trustees to report on work so far done in bringing our publicity campaign to its present prominence—and then as your presiding officer at this special session during which all phases of advertising, selling and merchandising will be discussed in detail.

All of us are anxious to do just the right thing at the right time, to obtain the greatest possible benefits for all of our supporting members and to so manage this 4 year national advertising campaign that near its close we will all be ready and willing to finance an even greater movement of this nature.

Those of us who have up to this time shouldered the major responsibility for this advertising campaign are most anxious that there be no reasonable question left unanswered when we get through with this special session. Therefore I suggest that as we go along you each make notes of any questions that may arise in your minds. Then before we close we hope that these questions will be answered by a free, frank and open discussion from the floor, always remembering that your committee and your officers stand ready to enlighten you on every point, if possible.

In order that we may have something of a background for our discussion I am going to sketch very briefly the development of the idea which has culminated in the present cooperative advertising campaign.

Many of your memories will go back further than mine. I came into the macaroni business in 1916. That was in war time and there were many difficulties encountered peculiar to the abnormal period between 1914 and 1920.

Having curtailed the consumption of macaroni products through the government's campaign to conserve wheat, it seemed necessary the following year when wheat was again plentiful to draw attention of the consuming public to our products, and in the spring of 1919,

Macaroni products as purchased have a very high energy value, particularly when this is based on the relative cost per pound as compared with other foods. Macaroni manufacturers should therefore not be denied the privilege of emphasizing these to the consumer who desires a highly nutritious, palatable, and economical food.

As purchased, per pound and per dollar,

macaroni products have more energy value than practically any of the fruits and practically all of the canned goods. They have a higher energy value on the above basis than any of the meats or milk or bread or potatoes or most of the articles of food that are seen daily on the American table. Certainly, this fact the macaroni manufacturer has a right to emphasize.

I think, under the guidance of our old friend Frank Foulds we indulged in a brief and, I may say, probably ineffectual cooperative newspaper campaign.

The next effort I believe was made by The American Package Macaroni Association in 1922 or '23. Eight manufacturers comprised the group, contributed on a pro rata basis, set up an organization with a salaried manager conducted what I think was a fairly sound campaign among domestic science people, and also conducted 2 trial coopera-

"Any idea which has so persistently come up for discussion year after year must be good."

In June 1928 our present president, Frank Tharinger, was elected. Thanks to Mr. Foulds' advertising committee there was a balance in the advertising fund of nearly \$3,000. It was suggested that this small amount be put into some sort of advertising, but one of the first of many wise decisions which Mr. Tharinger has made, was rather to use this fund for investigation, research and survey in the cooperative advertising field.

When Mr. Tharinger asked me in November of that year to serve as chairman of the advertising committee I was glad to find his ideas on the subject checked exactly with mine. We felt that the efforts at cooperative advertising had failed largely because of incomplete preparation, that the idea itself was so sound that it would receive the necessary support in the industry if the industry could be shown that cooperative merchandising campaigns had been successful and effective in other industries placed similarly to ours.

Obviously then, it was the job of the advertising committee to gather the information to prove a case. We drew our information from some 75 or 80 associations which were conducting, or had conducted such campaigns. By a carefully worded questionnaire and by actual contact with a great many trade association secretaries, we were able to put together a picture which in its completed form was most promising and satisfactory. In a word, it showed that cooperative merchandising was practical and profitable for such industries as ours, and we presented our findings to you in New York last June.

The 1929 convention accepted our report and passed resolutions referring it to the directors of the association with the recommendation that it proceed in accordance with our suggestions as rapidly as conditions would permit.

For the next few months your adver-



Robert B. Brown

tising committee considered ways and means. We were able to present to a meeting of the directors in Washington last November, the representatives of 2 agencies, both of whom were willing to tackle the job of raising an adequate fund among us for this purpose and also of acting as our agency in the planning and conducting of the campaign proper.

Personally I had already decided in my own mind that the Millis Advertising company of Indianapolis, whom you all now know, were the people to lead us out of the woods. They had behind them a splendid record of accomplishment with such successful campaigns as "Say it with Flowers," the laundrymen's, the carbonated beverages, and a number of others, and it seemed to me that they were eminently fitted to do the job for us or rather with us.

I was very glad, therefore, when the directors, after hearing the representatives of both agencies, decided unanimously to sign a preliminary contract with the Millis company and the contract was there signed which started us on our way.

That contract outlined the basis on which we would operate with the agency in case after a period of 90 days in which they were to make a survey of the situation in our industry and with the consumer with respect to our products, we would proceed according to their recommendations.

The Millis company immediately set out to find out what it could about the macaroni industry, its products, its method of doing business, and particularly how much acceptance macaroni products had with the American public. The result of that survey was the yellow booklet, "Macaroni and the Daily Menu," with which you are all familiar.

It has been said that the survey was superficial and not broad enough, and so it was. But after all it told an interesting and important story in a very few words; that in the average American home our products taken jointly were being served less than twice each month and that the average American woman in charge of a home knew less than 2 ways in which these products could be served. It succeeded in doing 2 things: first, in convincing the experienced Millis organization that macaroni, spaghetti and egg noodles were advertisable food products with a future, and second, it crystallized thought in the industry by putting into cold type facts and figures which all of us knew perfectly well but had never thought enough about.

As the survey neared its end and seemed to point definitely in the direction

we have since taken, the question arose as to what part in a campaign, if there was to be one, our old friends the Durum Millers would take. There was only one way to find out and that was to go to them with the facts which we had that far gathered. Consequently, Mr. Tharinger, Mr. Pettinger and I set out for Minneapolis the day after Christmas. We met the next day the heads of the 8 northwest mills which furnish the macaroni industry with the bulk of its raw material. They listened patiently to our story, seemed interested, asked a question or two and were noncommittal. We purposely refrained from naming any amount as our idea of their contribution, but at the luncheon which followed the meeting and on direct question we gave it as our opinion that the interests of the millers and those of the manufacturers were identical and equal and that if there was to be a campaign the millers should match the manufacturers dollar for dollar. We had already said that the manufacturers would not undertake a campaign except for a 4-year period and we all felt that a minimum fund should be \$100,000 per year.

We returned to Chicago, the millers met again, and shortly we received a letter from their agency offering on the part of that group to contribute \$100,000 per year for 4 years provided the manufacturers would contribute a like amount, but with other conditions and qualifications that we could not accept. We went again to Minneapolis, spent 2 days interviewing individuals and trying our oratory on them in meeting, and again returned to Chicago. Then there were long distance telephone conversations which ran into much good money, telegrams which taxed Western Union facilities, and correspondence by the ream. Obviously there was a sincere determination on both sides to put the thing over if it was humanly possible, but there were many technical difficulties inherent in the situation which had to be straightened out.

To make a very long story short, and to eliminate hours and hours of consultation with attorneys without end, the matter was finally settled as you all know, by the offer to contribute \$100,000 per year for 4 years, or a total of \$400,000 against the manufacturers' \$500,000.

In the meantime the directors of the association met in New York and put in 2 days which I am sure will long be remembered by those privileged to be present. I don't think that there is any detail connected with cooperative advertising, and particularly with the projected plans of our association, that was not

thrashed out and debated at those meetings. The vote was taken unanimously in the affirmative with Mr. Bonno voting by wire from Texas and Mr. Schmidt from Davenport. In an afternoon session committees were arranged and we were at last under way.

Certainly the job of raising funds was then all important. No fund—no campaign! And to raise money there must be a finance committee. It was quite natural that your president and directors should have turned for this difficult and exacting duty to the man in the industry who has served so long and so faithfully, and who would himself be the largest contributor to the fund—Henry Mueller. Henry was drafted much as all of the other members of the committee were drafted and was at work before the rest of us were back at our desks.

As associate chairman of the Finance Committee, Glenn Hoskins has functioned in second place and has, as you know, put over a splendid piece of work. It would be presumptuous of me to introduce Glenn Hoskins to this audience. He is known to all of you for his good practical common sense and his ability to juggle figures to the queen's taste. I can understand his algebraic formulas for computing the necessary quantity of egg to make a good egg noodle, but notwithstanding that I am convinced that he knows what he is talking about.

I think it is well here to explain briefly the organization which was set up in February to handle the raising of funds. It is important to keep in mind the fact that the association itself was the fund-raiser. The finance committee with the very able assistance of the regional Chairmen worked long and hard. The actual field work was accomplished under the supervision of the Finance Committee by experienced men loaned to us by the agency. These men were employed by the association but were paid for the time and for their expenses by the Association Finance Corp. set up at Indianapolis for the express purpose of handling the subscriptions as they came in and of making collections on the acceptance as the dates arrived.

A Board of Advertising Trustees was appointed to govern the campaign. It is composed of 3 macaroni manufacturers, 2 millers, with the president of the association and the secretary of the association ex officio; the 3 association members were appointed by your president and 2 millers by arrangement with the mill group, the 8 millers rotating on the board annually with 2 serving each year of 4 years.

You have placed upon these mea-

MACARONI BOX SHOOKS

*From any grade or color of Southern Woods
you may prefer*

Our timber holdings and 11 mills located in

Florida

Alabama

Mississippi

Louisiana

With capacity of ELEVEN CARS of FINISHED MATERIAL
a day and equipped with the most modern dry kilns and saws,
guarantee you PROMPT and SATISFACTORY SERVICE.

We would be pleased to submit our sales plan, samples and prices.

J. C. NICHOLS

Home Office
Tribune Tower
Chicago, Ill.

Eastern Office
123 So. Broad St.
Philadelphia, Pa.
F. H. Goldy, Mgr.

work of considerable magnitude. Each of them has his business to attend to and there is no one in the macaroni industry who does not know that the last few months have been bad ones in which to be absorbed with any subject other than the getting of business for own companies. The volume of correspondence these men are handling daily, the interviews they have been obliged to grant on all sorts of subjects, the time necessarily consumed in meetings and the thought they have been obliged to give to this work, must in each case have caused considerable sacrifice to their individual interests.

You are interested, I think, in the operation of the board of advertising trustees. We have thus far met in Chicago, each time giving a full day to the work. Mr. Donna acts as secretary with Mr. Hall of the Millis company as cosecretary. Careful and complete minutes are kept and a copy of these, okayed and signed by the secretaries and the chairman, are sent to each member of the board and are properly filed in a binder provided for that purpose. An agenda is prepared in advance, comprising all of the subjects for discussion and a budget is set up covering all proposed expenditures for the first year and based on funds actually subscribed. Where material is to be bought, bids are secured which are submitted to the board and after consideration the order is placed to the best possible advantage. This does not, of course, include art work, which you will agree could not properly be bought on that basis.

That the association might have a complete check on the funds passing through its hands, we have employed Wolf and Company of Chicago as auditors on a retainer basis to work in conjunction with the agency to check the budget, to okay invoices and to pass them through the hand of the secretary of the association and chairman of the board for payment when properly approved.

Wolf and Company have offices both in Chicago and Indianapolis as well as in many other cities of the country, and their representatives at both places, Mr. Kendall and Mr. Fletcher, have shown themselves highly competent and very much interested in our undertaking. Under this system the board has followed out its intention of having no knowledge of individual contributions and has safeguarded your money I believe, in every possible way. In order that all work papers and data shall be held in the strictest confidence, there has been provided a lock box in the Peoples

State bank of Indianapolis where these are filed immediately after they have served the auditor's purpose, and access to which can be had only by any two of the three parties involved—that is, Wolf and Company, the Millis company and the association jointly. In order to keep everyone posted on the progress of the campaign and on the decisions of the board we have adopted the news sheet, "Every Month," which you are all receiving regularly.

I blush to say that in my complete ignorance I had not heard of the Millis Advertising company until sometime last summer. A gentleman in my office one morning said he was interested in the campaign he had heard was suggested; that he represented a New York agency which was prepared not only to act as an advertising agency in cooperative campaigns, but would raise the funds for the purpose.

In view of the experience which we had had to date, that struck a very responsive cord within me and I drew him out. The more he talked the more I realized that some such agency was just what the macaroni association needed. We were going along nicely when he, without any prompting from me, made the remark that there were, of course, other agencies which did this sort of thing, agencies like the Millis company, but that his agency was the only one which really knew how to do it right. I did not catch the Millis name in the first interview but in the second or third he came right back with the same sort of talk and I made bold to ask what this Millis company was and where it was. As soon as the gentleman left my office that day I wrote a note to the Millis company in Indianapolis asking whether or not it would be interested in handling a macaroni campaign. The next morning bright and early I had a telephone call from a man named Pettinger who told me that I had not enclosed the report which I had intended to enclose with my letter and asked what it was all about. I sent the report down and in a day or two my friend Charlie walked into the office and told me very modestly, of course, something about what the Millis company had done and was doing and I knew then that we were on the right track.

There is nothing of the grandstand play about the Millis Advertising company. It has a floor or two in the Peoples Bank building of Indianapolis. The atmosphere of the place is one of very hard work. Mr. Millis, the dynamic but quiet head of this interesting business, occupies a small but comfortable office

into which he has been gradually squeezed by the enlarging of the general office. The various campaigns, some of which are handled currently by one agency are separated and segregated.

Some say that Millis and his agency are hard boiled and I think I know what they mean. I have never seen such systematic planning, such complete knowledge of their job or such rock-like adherence to certain fixed principles which they have found to be essential, as I have constantly seen in this organization. I wish I could introduce all of them to you, but shortly you will hear from the man behind the Millis agency. Fred Millis started in business in a little office in the Chamber of Commerce in Indianapolis. His experience in advertising and editorial work dates back to his days at Hanover where he edited and managed the college paper. Then he started a photoengraving plant, but later took a job as advertising manager of the Houston Texas Chronicle. When he came back to Indianapolis he joined the advertising staff of the Indianapolis News and ultimately became advertising manager. In that job he helped to organize the now famed 100,000 group of newspapers. After 26 years he became manager of the Indianapolis Chamber of Commerce but after 2 years resigned to establish Fred Millis, Inc., an advertising agency.

In 1923 an Indianapolis florist who was an official of the Society of American Florists, called Mr. Millis' attention to the fact that there were great potentialities in the society's slogan "Say it with Flowers." That was enough for Mr. Millis. He sold himself to the organization and set about organizing a year national campaign. With the success of the Say it with Flowers Campaign, Mr. Millis dropped the other accounts which his agency was handling and settled down to the business of promoting industries through advertising.

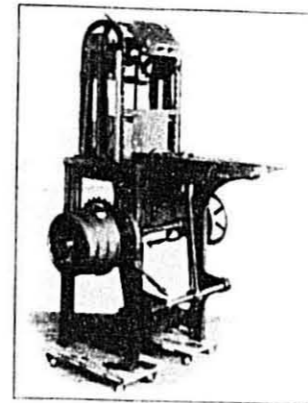
To say that I have developed a warm regard for Mr. Millis, as well as for his right hand man, Mr. Pettinger and his lieutenants who are working for us, is to put it mildly. I feel great confidence in them and feel that the association is most fortunate in having accidentally made a contact which is so fair to be so satisfactory throughout the very important phase of its history.

Let me refer briefly to the advertising campaign proper. The campaign, at least for the first year, is to be based on recipes.

The first month we offer \$5000 prizes for the best recipes and all through these first ads we play up recipes

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

Peters Package Machinery



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

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

PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

CHICAGO, ILLINOIS

show macaroni, spaghetti and egg noodles in delicious new combinations.

In our ads our recipes are sponsored by famous chefs but there is a very important person in the background, Miss Jean Rich, our recipe counselor, who has personally prepared and checked each

recipe to be sure that it is practical for home use and that ingredients are correct as to amount, etc. Miss Rich may not tell you some things about herself which you should know so I'm going to give you a brief résumé of her preparations and experiences.

(Continued on Page 44)

Necessity for All Members of the Industry to Subscribe to Advertising Campaign

By A. John Fischer, Manager, Durum Department, Pillsbury Flour Mills Company

The macaroni advertising campaign is an educational campaign national in its scope, not devoted to one section or one class, but to all people everywhere in the United States. Therefore all macaroni manufacturers, regardless of location, can profit if they are subscribers to the campaign.

The question arises, will a macaroni manufacturer profit only by being a subscriber to the campaign, or is it possible and probable that he will profit even though he does not subscribe? I firmly believe that every member of the industry will profit, but without question the member who subscribes will profit so much more that there will be no comparison. The reason for this is the fact that we are all human and the macaroni manufacturer who may think that, although he is not subscribing, he will watch developments closely and hook up his efforts with campaign efforts, will find that he will be overlooking opportunities right and left due to not being posted from campaign headquarters, not being called upon by the merchandising man who is to help the subscribing members with various phases of the macaroni business as requested, in addition to the close contact with the advertising which this same merchandising man will present.

The efforts of the subscribing member of the industry will be intensified and directed through this advertising educational campaign, while the nonsubscribing member of the industry will find himself shuffling along, not keeping pace with developments, and as a result gaining only a very slight increase in his business as the campaign develops increased consumption.

The industry as represented by the subscribing members will be galvanized into action and take on new life, while the non-subscribing members, if there be any, will not feel the influence and their business will suffer accordingly.

Up to this time bulk macaroni manufacturers as a whole have not been in on the campaign. Bulk and package macaroni are sold in retail stores. Certainly not every customer in stores where macaroni is sold buys macaroni. Is it not reasonable to assume that this is also true of stores where only bulk macaroni is sold, just the same as it must be true where only package macaroni is sold?

The campaign will, without question, increase the demand for macaroni, spaghetti, egg noodles and kindred types. It is, therefore, not at all reasonable to assume that



A. J. Fischer, Pillsbury Flour Mills Co. and Martin Luther (below), Minneapolis Milling Co., "The Durum Millers' Spokesmen on Board of Advertising Trustees"



only package macaroni business will be increased. In fact, every store that now handles bulk macaroni will increase its business the same as every store now handling package macaroni. The increase, however,

will not be on all brands of bulk or package goods in every store, but it will be the brands that are being pushed by the retailer, and he will naturally confine his efforts to the brands of the manufacturer who are helping him in the form of the advertising campaign.

The macaroni industry is no different from any other industrial business in that everyone suffers from any injurious practices, and even the one responsible can profit only temporarily. This fact has been brought out on a number of occasions during the past several years. Price cutting, along with another injurious practice which usually accompanies price cutting, namely cutting quality, has started at one point or in one territory and spread from the edges of one territory into another, and so on until practically every macaroni manufacturer in every territory in the United States suffers.

Efforts along the line of improvement work the very same way. Therefore desirability and necessity for every macaroni manufacturer, in other words, every member of the industry, to subscribe to the campaign is easily understandable. The greater the number of manufacturers subscribing to the campaign, the greater the number of manufacturers pulling in the same direction with their efforts intensified and judiciously directed by the merchandising help which the subscribers will be able to give.

May I introduce one plain example? You all know that buyers of macaroni are the same as buyers of any other commodity and may like a salesman from some manufacturer better than the salesman from another firm. For instance, in the city of Niagara Falls there are 2 stores. One favors the salesman of the macaroni manufacturer who is not a subscriber to the campaign, while the other store prefers a salesman who works for a subscribing manufacturer.

Some time during next November a salesman for the nonsubscribing manufacturer will call on his friend the buyer and purchase an assortment of 10 boxes of macaroni, for which order the salesman offers thanks and departs. The salesman for the subscribing manufacturer calls on his buyer friend and 20 or possibly 40 boxes of macaroni are sold, but with the sale the buyer receives some sales helps which have been furnished the salesman by the merchandising manager from campaign headquarters. The salesman imparts knowledge about the advertising which is going on in certain magazines, gets the grocer to permit him to put up a display of his goods along with advertising material, and arranges for demonstration work in the store.

By doing this he entuses the grocer also the clerks, thereby enabling them to sell 20 or 40 boxes in half the time, or less, than it will take the other grocer to sell the 10 boxes he bought from the nonsubscribing manufacturer's salesman.

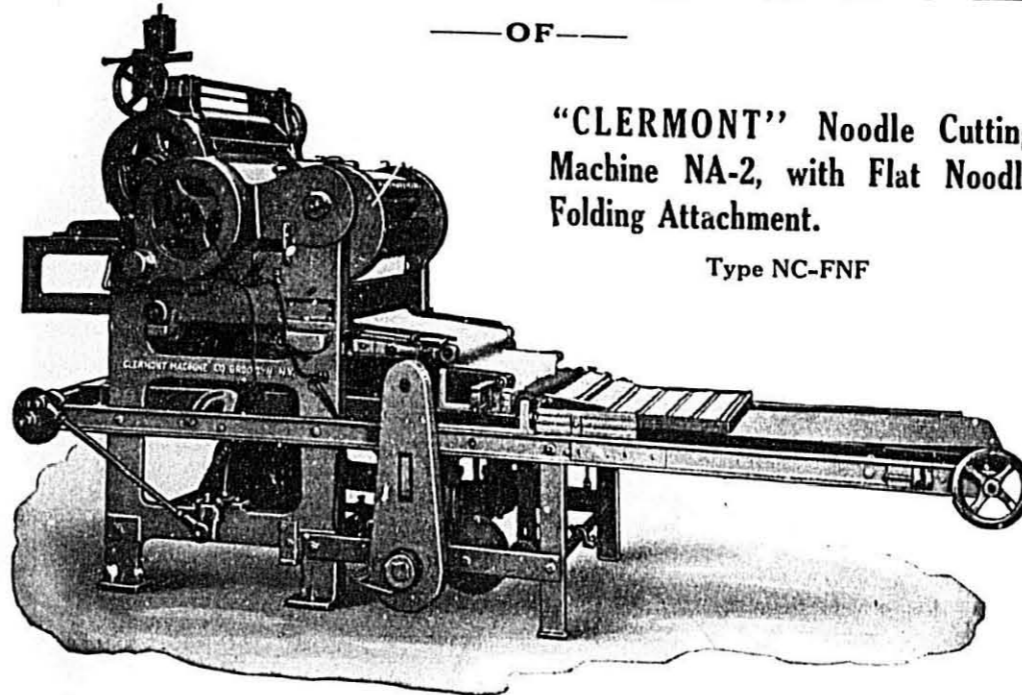
Would it not be great to have both manufacturers subscribing members, and storekeepers and their clerks enthusiastic over displaying the merchandise and serving the consumer? It would be the best of propaganda to get macaroni and kindred products into the consumer's hands. So, don't you think a subscribing

THE LATEST TYPE

—OF—

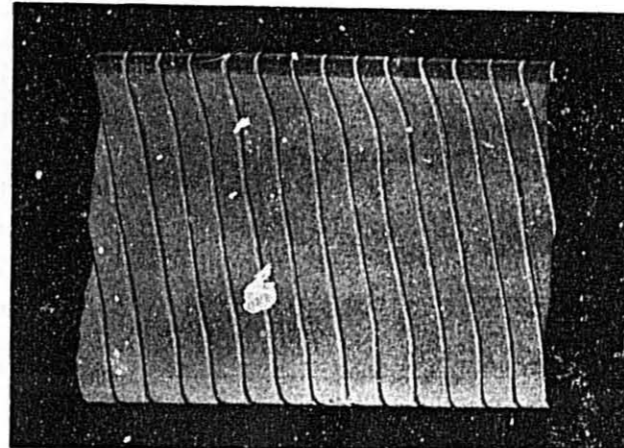
"CLERMONT" Noodle Cutting Machine NA-2, with Flat Noodle Folding Attachment.

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No skilled operator required THE MACHINE WHICH PAYS DIVIDENDS No hands touch the product

Suitable for Bulk Trade



Suitable for Package Trade

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

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

ber is going to succeed in getting more and better business? In reality isn't it easy to visualize that the subscribing member will have more to offer to the buyer than just so much macaroni at so much per pound, and that there will be a good chance that a nonsubscribing manufacturer will lose some trade?

Can you not see that with all members of the macaroni industry subscribing, that all outlets for macaroni will be worked vigorously in connection with the national educational campaign, and increased consump-

tion of macaroni and kindred products will be realized much sooner than if the subscribing members have to bear the burden and do the work on trade that nonsubscribing members should be doing as subscribing members. No one doubts that ten men could do any one certain job better than one man, or that 100 men could do it better than 10 men. It therefore follows that 100% of the members of the macaroni industry can do a better job than any per cent less than that total. Surely no one doubts that the consumption of macaroni will be in-

creased by this national educational campaign. When we consider that the consumption of such products as cranberries and sauerkraut has been increased a thousand fold, we certainly cannot find it difficult to believe that macaroni can be added to the daily diet of the people of the United States.

In conclusion may I ask that every subscriber realize the necessity of appointing himself a committee of one to persuade his nonsubscribing neighbor to join in the campaign.

A Hundred Million Americans Await Your Macaroni Message

By Fred Mills
President, Mills Advertising Company, Indianapolis, Association Advertising Counsel

"What Your National Advertising Campaign Will Do and What It Won't Do" might more appropriately be given as the subject of my talk here today.

The big bid of the macaroni products industry for national public attention, your National Advertising Program, will start this fall with practically every factor in its favor. You have the bigger part of the industry actively in support of it.

Through the trade press you are already gaining the support of the retailers who must supply the demand that will be created by the advertising, and you will gain a great deal more of their support with the national campaign portfolios that will come to you in a few weeks.

Most important, the advertising itself will gain instant attention from the public, to whom your major effort is directed. Starting with a recipe contest, with prizes big enough to arouse interest among millions, and with every advertisement telling the women new ways to make macaroni products up into most appetizing dishes; with pictures of those dishes that fairly make one's mouth water; with unusual and interesting recipes by famous chefs, it just can't help but make women want to try them, and it can't help but increase the sale of macaroni products.

But let me make this clear to you right now. Our experience with cooperative advertising—and I've spent the last eight years doing nothing but work on cooperative advertising, and studying what it will do and won't do—our experience shows that cooperative advertising very definitely will do certain things, and equally definitely there are certain things it will not do.

As applied to this campaign, I should say we can chart pretty plainly what the national advertising will do and what it won't.

It undoubtedly will increase consumer acceptance of macaroni products.

It will make the average woman—and the average woman determines pretty largely the fate of such businesses as this—it will make her think more often and more favorably of macaroni products.

It will Americanize your products—take them out of the class of foreign



Fred Mills

dishes, to be served once in a great while just as a change from native foods, and put them into the class of meat and potatoes and bread and cabbage and pie and ice cream—foods that are served in the American home regularly and as a matter of course.

It will show women more ways to use your products, and thus increase their use of them.

It will show women how appetizingly your products can be served, and thus increase the use of those products.

It will teach the women that macaroni

or spaghetti or egg noodles can be made the principal dish at a meal, as a substitute for and a change from meat. This will fall right in with the discussion that has been going on for years of the effect of diet.

Those are some of the things this advertising will do. Now let me tell you some of the things it will not do.

This campaign of and by itself assuredly will not sell your goods to most retail outlets. You or your salesmen have to do that.

Nor will it put your products on the counters or in the show windows of the dealers to whom they are sold. It will help to influence that, because the average dealer likes to display goods that are nationally advertised. But you or your salesmen will have to keep after your dealers to get your goods prominently displayed.

Nor will this advertising, of and by itself, make your representatives better salesmen. It will help them to sell, there is no doubt of that. The new advertising portfolio will be one of the most potent weapons, in the hands of a good salesman, that I can imagine. But neither the portfolio nor the magazine advertisement will make a poor salesman into a good one.

Nor will this advertising make your products any better. The advertising may sell a package or a pound of your products to a woman once. But if they are not good, all the advertising in the world is not likely to sell that particular product to that particular woman again. And not only that particular product—she is likely to refuse to buy any macaroni product, if she gets a bad impression from her first trial.

Nor will this advertising make your package attractive (in the case of packaged goods) if it is not attractive now. The advertisements will be attractive

CASH IN!

CASH IN ON THE BIG ADVERTISING CAMPAIGN OF THE NATIONAL MACARONI MANUFACTURER'S ASSOCIATION. THE MANUFACTURER WHO PUTS QUALITY IN HIS GOODS WILL PROFIT MOST. YOU CAN INSURE QUALITY ALWAYS WITH COMMANDER SEMOLINA.

YOURS TO COMMAND.
COMMANDER.



I can promise you that. Your packages should be just as attractive as the advertisements.

That, in brief, is the fact of the situation, as shown by our experience with other similar campaigns. The national advertising will create a demand for your products. It will compete in the open market place with the products of other industries, and will fight your battle as against the advertising of those other industries. Through your cooperation in this campaign, you will be able to present to the 23,000,000 homes in this country the merits of your wares as no one or two or six or a dozen of you could do.

But it will not run your own business for you. It will not underwrite your profit account. You will have to determine your costs and sell at a price above cost, if you would make a profit. There is no advertising and no mathematics anywhere in the world that will make it possible to add two and two together, and get any other result than four.

This is all so obvious that I ought to apologize for saying it to you, and I would if it were not for the fact, proved time and again in previous cooperative campaigns, that too many subscribers don't recognize these obvious truths. They seem to think that cooperative advertising is some sort of magic formula that will solve all their business prob-

lems, smooth away all their business cares.

Hard work and hard thinking is the only formula for business success, with or without the aid of cooperative advertising. But cooperative advertising, properly used by the subscriber in conjunction with his hard work and hard thinking on his own job, will bring success quicker and in greater volume.

That has been proved. When you macaroni manufacturers subscribed to this campaign, you were not embarking on an untried experiment. Fifteen years ago only four trade associations were sponsoring cooperative advertising, and that year, 1915, they spent a total of \$40,000 for magazine space. Since then about 75 industries have found this selling tool useful—so useful that last year the total investment in campaigns of this type was \$25,000,000.

For results, look at four cases. The Society of American Florists can point to an actual doubling of the volume of business of the florist industry between 1923 and 1927, when it invested \$800,000 in cooperative advertising. The Laundryowners National association, whose campaign fund totals more than \$5,000,000 for a 4 year period, had a survey made last year which showed an increase in volume of laundry business over the preceding year of 13.41% in the United States and 15.79% in Canada.

The Millers' Responsibilities

Perhaps no other group of allied trades realizes its obligations to the macaroni manufacturers as keenly as do the durum wheat millers who have shown much concern in obtaining only the most suitable wheats for macaroni making and milling them in the most approved methods.

For this reason the manufacturers are vitally interested

in what they, as a group and as individuals have been doing for the betterment of macaroni wheat culture. Representatives of the leading durum mills made the following statements of conditions now existing and being taken to bring about improvement.

Read these five messages closely:

More Uniformity

By R. W. Goodell,
Vice President, King Midas Mill Company

I am asked to contribute some thought or suggestions to the general subject of "Improved Raw Materials." Inasmuch as the only material used in the manufacture of the best grades of macaroni is semolina, the proposition therefore really is what, if anything, can the millers do or what are they doing to improve the quality of their semolina. This is a perfectly natural and proper query at this time, although I believe it is safe to say that the quality of

semolina being turned out by the American mills today, is second to none in the world.

The problem of the miller is chiefly that of getting a choice grade of amber durum wheat. During the past year that has not been difficult, because this year's crop of wheat has been of unusually fine quality. In most years, however, only a very limited portion of the durum wheat crop is of the choice Amber variety. Moreover, it very frequently happens

The California Fruit Growers Exchange has been advertising cooperatively for years, and in those years America has become a nation of orange juice enthusiasts. The paint and varnish dealers with their famous slogan "Save the Face and You Save All," recently decided to triple their appropriation for their next advertising period.

It would be silly to say that cooperative advertising was solely responsible for these remarkable successes. The hard work and hard thinking of the members of the industries, led and directed by their trade associations, were equally potent factors. But it cannot be doubted that the influence of the advertising by the members of the industry, setting standards for them to meet, helped focus that hard work and hard thinking into the surest lines of sales increase and profit.

That is where I expect this campaign to be helpful to you men in your businesses. Through the first influence of the advertising on your thinking through the merchandising department I am confident you will find this program beneficial, quite as much, perhaps, through the increase in consumer demand created by the advertisements. That has been our experience in the past, and see no reason why it should not be repeated in this instance.

that a crop of durum may be heavily infested with ergot, as was the case last year.

Millers have been increasingly concerned for some time over the gradual deterioration of the quality of our wheat crop. The matter has been discussed both formally and informally for some time as a result of the interest of millers in this matter. The Spring Wheat Millers club undertook some time ago the task of organizing some effective and progressive work along wheat improvement. The result of their efforts was the organization, two years ago, of the North American Crop Improvement association. This organization was inspired and sponsored

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Use



QUALITY

SERVICE

KING MIDAS MILL COMPANY
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

SPECIAL SEMOLINA

No. 3 SEMOLINA

by the millers of the northwest and a substantial sum of money subscribed by millers for a 5 year program of intensive work along wheat improvement lines. Others, including the grain men, railroads and banks of the northwest have joined in the work and a comprehensive program has been gotten under way under the direction of H. R. Sumner. Much of the work done thus far has been on durum wheat. This program is one in which the macaroni manufacturers and the miller have an equal interest.

One of the first and most important problems which confronted the organization was finding sources of pure seed with which to supply durum wheat growers who were interested in trying to improve the quality of their crop. With this end in view Mr. Sumner undertook the job, in conjunction with the agricultural colleges of North Dakota and South Dakota of organizing and training individual farmers to specialize in growing pure durum of the amber varieties (Mindum, Kubanka, etc.). Seed thus produced, after being carefully inspected and tested, is certified as to quality and purity. A list of pure durum seed growers was compiled by the Northwest Crop Improvement association and a catalog with the names of farmers having certified seed durum to sell was issued and widely circulated among the wheat growers of the durum territory. Coupled with this has been an aggressive educational campaign to prevail on farmers to plant only such certified seed and to discourage the planting of Acme Durum, Red Durum and mixed varieties. The sponsors of this movement confidently believe it will, within 2 or 3 years, have a noticeable effect in increasing the proportion of choice premium grade durum in the northwest crop.

Another activity which the durum mills are contributing to and helping to finance is the educational campaign for treating seed wheat before planting, to eliminate smut damage. In recent years, much plump, heavy amber durum wheat has been received at the terminal markets badly contaminated with smut. To combat this, demonstration trains have been run through the durum wheat country stopping at all the principal points and giving demonstrations to farmers in methods of seed treating, and farmers are being kept in touch with sources of supply of chemicals for this purpose which can be had at a reasonable price.

Durum wheat semolina is without question the best material for macaroni making and, as I have attempted to show, the durum wheat millers are

spending large sums every year in promoting the efforts to further improve the average quality of it, and to attain the goal at which the major part, instead of the smaller part, of our durum wheat crop in the northwest states will grade Amber and be produced from Mindum and Kubanka seed.

May I, in conclusion, say a word about the use by the macaroni manufacturers of farina made from bread wheat. The best materials in the world won't do any good if they are not used. The advertising campaign to which you have committed yourselves (and which, by the way, I believe to be the biggest and most constructive thing your industry has ever done) is based on the theory and declared policy of making the highest qual-

Durum Wheat Improvement in North Dakota

By A. J. Fischer
Pillsbury Flour Mills Company

The durum millers appointed a durum seed committee in the fall of 1927 and started work with subscriptions amounting to over \$1500.00. This committee worked through the North Dakota Agricultural College, Professor E. G. Booth, and through the grain trade.

A field agent was appointed to locate good seed durum. 184,000 bushels of good type durum was found. 2000 seed lists were printed and distributed, and 490 exhibits were shown. These exhibits showed the difference between various types of durum wheat, and the macaroni made from these different types. The difference in results from a standpoint of color was very noticeable, and these exhibits certainly helped a great deal in convincing all interested, particularly the farmers, that pure Durum seed work was necessary.

Early in 1929 the millers' Durum Seed Committee turned the work over to the Northwest Crop Improvement association, H. R. Sumner secretary, who has intensified the work since that time.

A school for seed growers was started by selecting several successful farmers from every county, and these farmers were invited to Fargo, N. D., with their railroad fare paid. The idea was to train these farmers to become expert seed growers. The first session lasted 3 days with approximately 150 farmers present. Lectures on seed raising, cleaning and

handling, also laboratory work took place during the time. At the end of the first session these men organized the North Dakota Seed Growers association, and adopted strict rules. The second meeting was held last year with approximately the same number of farmers present. It might be well to state that this seed growers association school also has to do with spring wheat seed improvement.

Through the efforts of the Great North Dakota association, federal state authorities, county agents and civic organizations, no fewer than 150 farmer meetings have been held a year during the past 2 years.

The Soo Line, and the Chicago, North Western and Omaha Railway companies ran seed train exhibit cars, each tripling about 6 weeks. The Great Northern, Northern Pacific, and Milwaukee roads are substantial contributors to the campaign for pure durum and spring wheat seed, and the Northern Pacific just started an exhibit meeting which trip will last 6 weeks.

One big piece of work was as follows: 10 cars of exceptionally pure Durum Mindum seed wheat were imported to North Dakota in time for the durum crop. This wheat, approximately 10,000 bu. was distributed to about 100 farmers who agreed to handle export and permit state inspection and certification. Out of these 200 about 100 farmers were very successful.

MARIO TANZI & BROS., Inc.

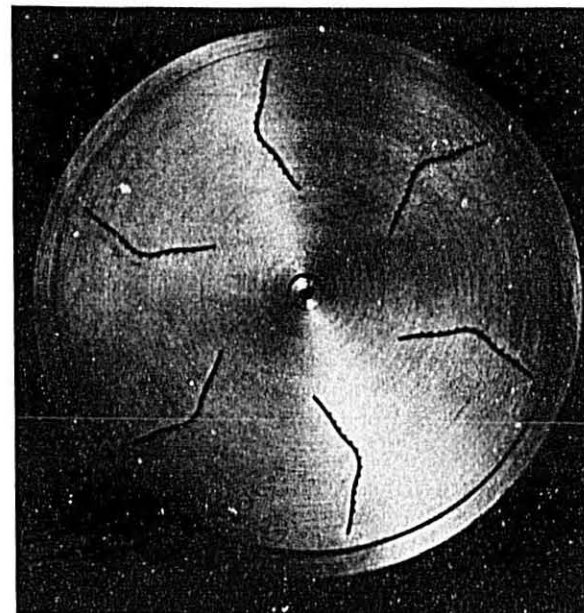
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Equally Suitable for
PRODUCTION and QUALITY



FEATURES

UNFAILING AT FAST DISCHARGED LOADS.
SELF-CONTROLLED FOR AVOIDING "SPLIT"
AND "CENTER-WAVED" SEA SHELLS.
DEPENDABLE FOR CONTINUOUS OPERATION.

See what some of the most prominent macaroni manufacturers say about this die.

Chicago Macaroni Company of Chicago, Illinois, writes: "We are glad to inform you that to us it looks like a mysterious piece of machinery, and the product obtained from the Die is so wonderful that we have put same on the market under the name of RADIO MACARONI."

A. Zerega's Sons, Inc., of Brooklyn, New York, writes: "It is giving very good results, and we are well satisfied with it."

Brooklyn Macaroni Co., Inc. of Brooklyn, New York, writes: "We find your 'Sea Shell' special the finest macaroni die which we have had so far in our plant; both as to ingenuity and workmanship."

The Quality of TANZI'S Dies is Our Most Valuable Asset, the Clearest Tribute to the Honor of Our Fast Growing Organization.

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CREATOR and MAKER
OF FINE DIES

All Types--All Sizes--For All Purposes--
ASK FOR SAMPLES

In conclusion, the work is progressing, and this is readily brought out by the fact that 2 years ago there were practically no inspected fields in North Dakota, and at this time there are at least 100 inspected durum seed fields.

The Milling of Semolinas

By C. G. Harrel and O. W. Huff,
Commander-Larabee Corporation Laboratories

A noted literary man once said, "There is no great achievement that is not the result of patient working and waiting." Most appropriately could this statement be applied to the production of uniform quality semolinas.

Although there is several times more durum wheat raised than necessary to meet the requirements of the macaroni industry, the selection of wheats to meet the specifications of excellent quality semolinas is a specialized task.

The parts to be considered in the selection are, color, protein, (quality and quantity) and wheat soundness. Color is determined by its visual observation, the use of the gasoline color value as an index, or by some of the later methods, such as apparatus employing photoelectric cells etc. Color is a problem of utmost importance in all milling products. In the banking industry the majority demands an almost complete color removal by bleaching, resulting in a very white product. The other extreme is to be found in the production of semolina where a clear, bright yellow color is desired. In the case of the bread flours the goal was attained by bleaching, in semolina it must be attained by careful selection of the raw material, wheat.

This problem of color selection has been intensified by two conditions. First, in the history of the development of durum wheat consideration was given them as a source of bread flours. Second, in the development of new varieties much attention was given to their resistance against rust etc., and those varieties most resistant have very often been found deficient in the color requirement for Semolina. There is little doubt as to the improvement of color by scientific selection and promotion of those varieties possessing these desired color characteristics.

Protein must be considered both for quantity and quality. The quantity is readily determined by well defined chemical methods. The latest scientific devel-

opments almost conclusively prove that proteins or glutes, such as found in bread flours, or semolinas, are all of the same identical chemical composition and structure. It is a matter of common knowledge that there is a wide difference in the quality.

Out of the same container of gelatine, two portions of 10 grams each are placed in vessels A and B respectively. To ves-



C. G. Harrel

sel A, 40% of water is added whereas to vessel B, 60% of water is added. The jell from A and B are then dried separately and a chemical analysis reveals no difference between A and B, after forming the jell and being dried. From this standpoint they might be considered identical. However, if the 2 powders are allowed to imbibe water, A will take up 40% while B will take up 60%. In other words, jell A and B behave in accordance to past environmental conditions. It is altogether possible that the different qualities observed in protein or gluten is due to similar environmental conditions. Gluten quality is affected by the climatic conditions, soil conditions etc., during

the growing period. Gluten quality may be affected by environmental conditions in the factory, such as temperature, salts present in the water used, etc.

Soundness of wheat is a very important point in the selection of wheats for semolina. Sprouted or black lipped kernels, although the rest of the kernel contains good color, make it impossible to produce a clean product. These 2 factors eliminate a rather large percentage of durum wheat available for semolina production. Ergot contamination must be zealously guarded against.

In the selection of gluten, quality and quantity, together with color necessitate a thorough study of each new crop of wheat. This involves obtaining samples of wheat large enough for experimental milling. The semolinas obtained from these experimentally milled samples give an idea of the quality of gluten and color to be obtained from respective territories before the crop movement begins. During the crop movement these preliminary data are greatly augmented.

The selection of the raw material depends much to insure a quality product. Usual what, from our point of view, choice aided by proper storage, with reference to both color and protein.

The importance of a thorough experimental mill investigation in the selection of wheat, cannot be overstressed. Two wheats may have identically the same appearance, yet the semolina made from them will vary greatly.

Each year the new crop presents problems, such as the proper temper, the correct blending of wheats to insure good color and quality of protein. The determination of the most effective temperature—a series of experiments wherein the temper is varied, both as to time and quantity of water added. Variations in semolina color due to temperature are often of a magnitude approaching the color differences between semolinas made from different varieties of wheat.

The best quality of protein or gluten are not at all times associated with the most desired color. Blending, therefore, must be resorted to to get the most satisfactory product with reference to quality and color. Here again, the experimental mill is used to aid in determining the blends.

A quality semolina is the finished product resulting from the patient, systematic routine work of the wheat buyers, millers and technical staff in the selection and conversion of the raw material wheat

Improvement of Raw Material

By B. Stockman,
Duluth-Superior Milling Company

When the U. S. Department of Agriculture first recommended growing durum wheat in the northwest its progress was slow, as there were no durum mills. Spring wheat millers considered this as being contrary to their interest.

This variety was described by the Department of Agriculture as a "semi-arid" type, meaning that if it had sufficient rain at longer intervals than other wheats it would still produce a high quality of grain, and a yield profitable to the grower.

If the production of this type were restricted to the territory best suited to its characteristics, we would have fewer yields, but a higher average quality, which we as durum millers and you as buyers of semolina would consider more advantageous. In conjunction with the agriculture department of North

Dakota millers have worked for better soil and a more thorough understanding of what, from our point of view, choice durum should be, especially in color and protein content. The uncertain factor, however, is the weather. Given right soil and good seed, unfavorable weather may reduce the yield of durum, but unfavorable weather around harvest reduce the quality, for color and, to a large extent, protein depend on our weather.

After wheat is in the dough stage, hot sun and hot dry weather is injurious, while hot dry sunshine bakes the berry a little, which means less protein in proportion to the starch content—raw material which will fill the exacting requirements.

Estimating that the durum mills require 15,000,000 bu. to take care of domestic consumption our average crop would be very ample, yet with a total production of 90,000,000 bu. in the crop

1928-29 millers had difficulty in obtaining satisfactory supplies, while this year, 1929-30, with a production of about 100,000,000 bu., it is comparatively easy. The miller feels that if he could get the best wheat he could produce the perfect semolina, while you feel that with selection in semolina you would have perfect macaroni. That, to some extent, is a dream, yet we are working to make it a reality, and anyone with a memory of the steady progress has been made so that your domestic product is superior to any of the imported

macaroni. If you could compare the wheat used in domestic grinding with the wheat which goes for export you would appreciate why a German miller would look at a handful of our milling mixture and said over and over to himself, "Pure gold! Pure gold!"

In this aim at perfection we must bear in mind that we are in a competitive business, competing with other foods in price catering, we hope, to increased millions; also that macaroni must not be classed as a luxury article but as food for daily consumption, priced within the reach of all. High average quality which can be maintained, not only during the whole of the crop year but which may as far as humanly possible, taking into account crop conditions, be carried from year to year, will in the end bring more satisfaction and increased consumption.

Strict standardization of raw material or of the finished product is not entirely desirable, so there should be some allowance made for the individual tastes and methods of the manufacturer or the preferences of his customers, with some consideration given to the class of trade to which he caters.

As durum millers, however, we must be pardoned if we express the strongest preference for durum semolina as the sole and only desirable raw material to be used for making macaroni and its variants. Spring and hard winter wheat products have their proper place in bread, cakes, et cetera, but are unsuited for and out of place in edible pastes.

In our efforts to improve quality we must yet guard against overrefinement with the consequent waste of good material, as this means added cost. A part

of the bran and a small amount of brown stuff next to the bran, the inner part of the wheat berry, is all of the same character. Most of the flour and all of the fine granulation, which we call byproducts of semolina, represent present unavoidable loss in grinding to remove the bran and reduce the balance of the wheat to granulars. This byproduct flour is a hard problem, as there is little use for it in domestic markets except as cattle feed, while the export outlet is very erratic and seems to decrease, owing to high import duties coupled with liberal supplies of preferred grades of cheap flour from other sources.

On the other hand we must consider that few manufactured foods so closely reflect the character of the raw material as macaroni does. In the process there is no chemical change such as takes place when dough is fermented in the baking of bread; in fact, it seems as if the miller's task is to reduce the wheat to purified granulars, while the manufacturer begins his work by making this into dough, which under heavy pressure he moulds back to something resembling its original wheat structure, but in a form which cooks up more quickly and with a flavor developed in the process of curing and drying.

This concludes the remarks on raw material, but it is not out of place here to express great satisfaction on account of the wholehearted manner and the high hopes with which we have all entered into the Joint Advertising Campaign for the purpose of increasing the consumption of macaroni products. Such efforts and cooperation are bound to bring the desired results. Much more could be said on this subject, but Secretary M. J. Donna placed a limit of 1000 words. Most of us are unaccustomed to the counting of words. We prefer some measure of time, and in this instance perhaps an hour glass might have been more appropriate.

The Buyer Is Judge

By Thomas C. Roberts
General Mills, Inc.

The perpetual problem for every manufacturer is sales; but the question of just exactly what to offer for sale periodically becomes a matter of major importance. The consumer of a product is the absolute and only final judge as to its quality and value, and that product, especially if it be a food, is judged not only upon its own merits and qualifications but in competition with other products available. Cost combines in varying degrees with qual-

ity in determining desirable values in the public mind. Uniformity of quality in a product marketed under a given brand is highly desirable for establishing consumer confidence. Through your distribution channels you contact directly the consumers of macaroni and other paste products, and therefore you alone are able to determine adequately those characteristics in your products which present maximum appeal to the consumer. The desirable characteristics in your prod-

ucts that depend upon or are influenced by the character of raw material used determine your buying policies. Those qualities desirable to the consumer that carry through into the grain itself determine the miller's purchases of wheat.

As an association and as individuals you are showing continued interest in the possibility of improving your available supplies of raw material.

The producer of durum wheats as well as the miller of semolina is entirely dependent upon you for reliable information regarding the characteristics desired by the public in macaroni. The more directly you transmit that information to the wheat grower, the more effective it will be. As you establish such contacts, however, you must in turn be sympathetic to the producer's interests, for you may depend upon it that he is not in the business of farming for any other purpose



Thos. C. Roberts, representing Washburn Crosby Co. unit of General Mills, Inc.

than to make the maximum profit possible and will not undertake the growth of crops other than those that prove most profitable.

It is possible that improving the quality of your raw material may increase the cost of your finished products to the consumer. It is you who will determine by the quantity and type of your purchases whether these improvements are actually indicating increased value for macaroni in the opinion of the consuming public.

I am certain that we all agree that a high degree of uniformity under a given brand is desirable. In the last analysis, I think it safe to say that public opinion has demanded uniformity in branded and advertised goods, and the manufacturers of those goods, finding that characteristic resulting in lesser sales difficulties and lowered selling costs, have found themselves pushing toward a greater degree of uniformity in their products.

Regarding this one characteristic I wish to remind you that an improved crop of durum from the macaroni consumer's standpoint will permit not only a better macaroni but a somewhat more uniform macaroni as the supply of desirable wheats becomes larger. The limiting factor, however, and it is an important one in all vegetable crops, is seasonal crop variation. If you go so far in your requirements in this direction as to try to lessen this variable, you will find yourself faced with large cost increases due to the great expense necessary for providing the grain storage facilities necessary to lessen even in small degree such crop differences.

You are to be congratulated upon your continued interest in crop improvement. The producers of durum wheat will listen to you with more attention than they would give to buyers of their grain, for the very natural reason that there are always certain mental reservations between direct buyers and sellers.

Such demands as you may make for improvements of raw material from the millers as well as the grain producers will doubtless largely be met, but I wish to impress upon you again that it is you and you alone who can adequately judge of the value of the improvements as compared to their cost.

Safety Requirements for Macaroni Plants

By Wm. F. Jordan,
Supervising Inspector, New York Department of Labor

SAFETY FIRST is a very good slogan but without practical application it accomplishes very little, and to have safety you must educate every person in industry to be safety minded, which means every executive shall have uppermost in his mind the safe way of performing each operation under his supervision and seeing that the work is performed accordingly.

During the past few years there has been in industry as a whole an average of about 24,000 fatal accidents each year. There also has been approximately 3,000,000 serious injuries a year to workmen, resulting in at least one day of lost time from their work. Just realize the amount of suffering, the economic loss and the efficiency loss of industry because of these accidents.

Your plants for the manufacture of macaroni and noodles have a comparatively low accident rate, and yet there is a surprising variation in the accident experience of different plants. Some plants have almost no accidents, and in contrast other plants with seemingly no additional mechanical hazards may have 5 to 10 times as many accidents. The difference can be explained only as a difference in the safety organization of each plant, and a difference in the mental attitude of the management and the workers.

A large percentage of the accident hazards in an average plant for the manufacture of macaroni and noodles might be called general industrial accident hazards, such as hazards from falling objects, hazards relating to strain and sprains from lifting and slipping and tripping hazards. A great many of these accidents are preventable by good housekeeping practices, such as seeing that goods are properly stored to avoid slipping and falling, floors kept in good repair and clean of waste accumulation or material, aisles kept free of material and by educating the workers to keep their shoes in good repair and not believe that any old shoe will be good enough to wear while at work.

In addition there are also special accident hazards relating to macaroni presses, macaroni kneaders, mixers and noodle cutters. There are also special hazards relating to packing and wrapping and labeling, dough mixers, elevators, sprockets and chains, belt pulleys, splinters, nails, also labeling.

Presses should have automatic control for starting and stopping. Dough mixers should have control of starting and stopping remote, so that when button for starting is operated the operator is placed where he cannot reach the mixing arms and release of button or lever would stop the movement of the mixing

arms. Covers should be provided for top mixers so arranged that mixing arms cannot rotate until cover is closed and when open it would automatically stop arms. Kneaders should have all parts guarded from contact by operator while in motion. Spoke pulleys should have a disc to eliminate slip hazard and all vertical belts should be properly guarded to a height of 6' from floor and all horizontal belts within 7' from floor working platform should be guarded from contact. All sprockets and chains properly guarded.

There are 3 outstanding facts relating to accident prevention. The first necessary is to get the cooperation of the manager. An efficient safety organization must start at the top. To be thoroughly effective it must coordinate with the program of plant production. This means that the management and every foreman must have a part in the program. A plant safety organization without the enthusiastic support of the management is certain to be a failure. The management

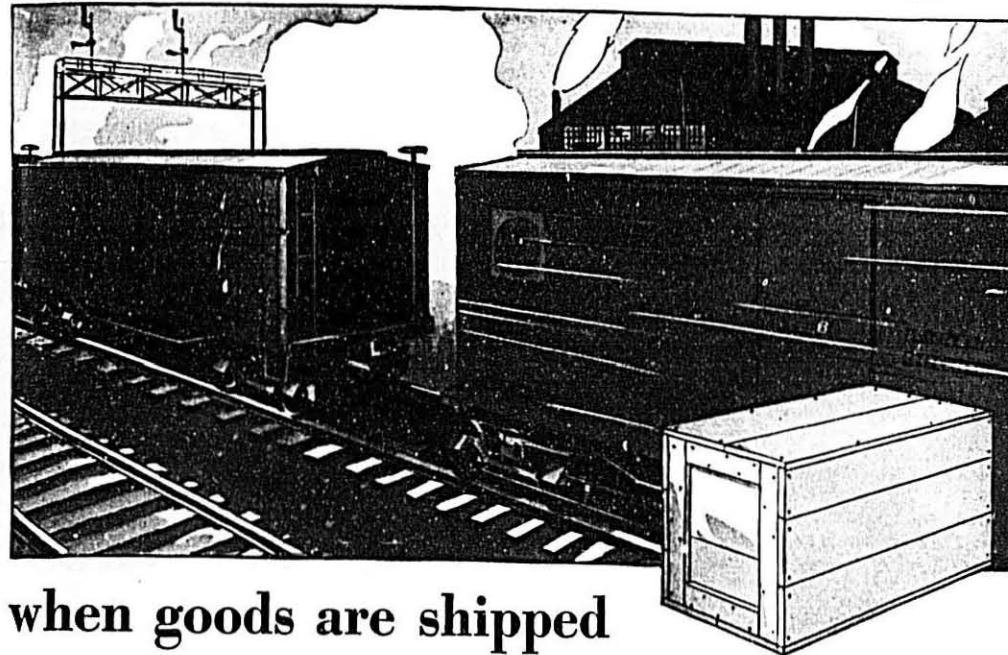


William F. Jordan

must convince the superintendent, foreman and workmen of the plant by visible means its own sincerity. This should be in the form of its moral support, mechanical guards, lighting and housekeeping and all equipment necessary for a consistent safety program.

If the management treats safety as a side issue his superintendent and foreman will naturally take a similar view. It has been determined that organized safety is a financial investment; that at least one-fourth of all deaths and serious injuries in the industry may be prevented; that mechanical

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Mail the coupon today! It may save you money and worry.

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3. Pilferage
4. Bad Weather
5. Disgruntled Customers



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safeguards alone will prevent only a small percentage of industrial accidents and a great majority of industrial accidents can be prevented only through organized educational efforts to reach every worker, the foreman, the superintendent and the executives.

In New York state alone the state department of labor in April of this year received reports of death of 153 wage earners, who sustained injuries while at work. This number is 22 less than the average for the past 12 months. Of the 153 fatalities in April 48 were in manufacturing, 29 in construction industries and 76 in all other kinds of work such as transportation, trade, restaurants, hotels, care of buildings, amusements, public employment and public utilities, the greatest decrease was in construction which had 40 fatal accidents in March.

Ninety four deaths occurred in New York city and the metropolitan district and 59 in upstate districts. The number of deaths caused by falls in April was 25. Eleven men fell from great heights, from scaffolds, windows or parts of buildings being erected, a bridge and into a cut, and were killed instantly or died within a few days. Four others fell from lower elevations and died later. Ten fell on floors or other level surfaces. In one of these cases a carpenter fell while removing rubbish and cut his hand on a brick. Tetanus developed and he died three weeks later.

Five persons were injured in connection with elevators, 7 by hoists and 10 by machines in shops or factories. In general, machines do not cause as serious injuries as elevators, hoists and conveyors. Out of the 10 deaths attributed to machines in April, only 3 were the result of the more spectacular type of machine accidents. In one of these a baker got his hand caught in a dough brake. His arm was amputated above the elbow and he died 2 weeks later of the shock. In another case a mechanic got his arm caught in a belt drive and his arm and skull were fractured. In the third case a revolving emery wheel broke and struck the grinder's abdomen. The remaining seven workers injured by machines had cuts which had become infected or had some disease in addition to the injuries. Explosions, electricity and hot substances with 12 deaths and harmful substances made the April record more adverse than usual in this group.

They included 7 cases where workers were burned; 3 by flames near which they were working, one in a tenement house fire, one while making varnish, one by steam escaping from an open valve of a boiler and one when a spark from a grinder ignited some inflammable liquid nearby. Sixteen fatalities were reported in April as the result of injuries received in handling objects and 9 injuries from falling objects. The most serious case was one where 2 construction men were crushed by the collapse of a section of a slab roof of an 8 story building.

Claims for death benefits have already been filed in 93 of the 153 deaths. In 8 of these cases there were no dependents. In the others there were 79 widows, 2 widowers, 104 children and 13 parents who were wholly or partially dependent upon the deceased workers for support.

The state labor department has announced that 53,106 closing awards of compensation were made by the department in the six months from July 1 to Dec. 31, 1929. The

awards were based on cases where workers were killed or injured in the course of their employment.

The compensation cases included 598 instances where persons were killed, 14 permanently disabled and more than 40,000 in which working time was lost. Loss or partial loss of some part of the body figured in 10,287 cases.

The compensation cost of the cases amounted to more than \$16,000,000.

It is sometimes contended that dough mixers are not hazardous machines. Recently a boy was killed in a dough mixer. He was illegally employed and the employers failed to carry compensation insurance, the boy having

Safety Plans and Compensation Rates

By David Cowen,
of A. Goodman & Sons, Inc.

The subject of compensation, which includes safety first, rates, evils, etc. in our macaroni factories, has been only lightly touched upon in the past, but inasmuch as nothing definite has been attempted by our association to emphasize and correct the evils that exist and to educate the members to put their houses in order, I believe the time has arrived to change existing conditions.

The fact that we carry compensation insurance for protection, in case an employe should unfortunately meet with an accident, and admitting that we are absolved from responsibility is not sufficient. We must become more serious and be made to realize that we are morally responsible to our employes, if by our negligence in our factories we fail to provide sufficient precautions to reduce hazards.

I would like to feel that when this part of the convention program is completed that it will be the turning point and that we will be awakened by the facts which have been presented, and that as much thought and consideration will be given to this subject as is given to any other important branch of our business.

To prove that more consideration is being given to this matter than ever before, I want to remind you of the fact that the Merchants Association of New York city is making a survey regarding accident prevention in all kinds of industries of New York state. The Metropolitan Life Insurance company is issuing all sorts of literature on the same subject, which also proves that more and more attention is being given to this phase of business, because after all Safety First and what it implies is an integral and important part of business.

No amount of money will recompense the injured, and, as I said before, we are morally obligated to our employes, we must do our share to prevent accidents, in which even the conscience of every employer at least can be clear.

I will admit that no matter how well we guard against accidents, (I do not offer this as a panacea for all factory ills) it must, however, be obvious to all, that we can by proper precaution help materially. Now all this means one thing, and that is persistent education in accident prevention. To begin this education I respectfully refer you to the article so ably outlined by W. D. Keefer, direc-

tor Industrial Safety Division, National Safety Council, which appeared in the May issue of the Macaroni Journal a copy of which I doubt you received. By reading it over and familiarizing ourselves with its contents, I am sure that we will gain knowledge on this subject that we did not before possess, and should help to start a new era in the macaroni industry.

Therefore, I beg of you to take every precaution of your workers' safety as all of the Earth's Treasure cannot buy life and sound limbs.

Our is no different from any other industry, only that it may be more hazardous to some and less hazardous to others. The industry must take care of its own people so let us put our own shoulders to the wheel so that by our next convention many obvious hazards now apparent will have been removed and accidents reduced to a minimum.

Once more referring to the necessity of education to bring about results, I enumerated in concise form some pertinent check-ups to avoid accidents:

See that all machines are adequately guarded. Check up on exposed belts, pulleys, shafts and gears. What is more important check on exposed points of operation where material, etc., is fed into the machines.

See that all safeguards are maintained. Is light sufficient for safe work? In your machine shops look for unsafe conditions of all kinds.

Look for unsafe piling of material. Look for tripping hazards in aisles. Are treads on stairs worn? Are stairs well lighted? Are there any unsafe ladders? See that there are toe boards on work platforms.

Are elevator gates working properly? Are safety bulletins posted on all elevator boards? Are they changed regularly? Check your first aid provisions. Are scratches and cuts getting proper prompt aid treatment?

Make certain that your workmen do not take unnecessary chances.

Investigate past accidents and record methods to avoid repetition. Do this on first aid cases.

Records by the National Safety Council show 97,000 deaths by accident in 1929, includes automobiles, industry and other accidents. From this we can only conjecture loss-time accidents as well as other

JOHN J. CAVAGNARO

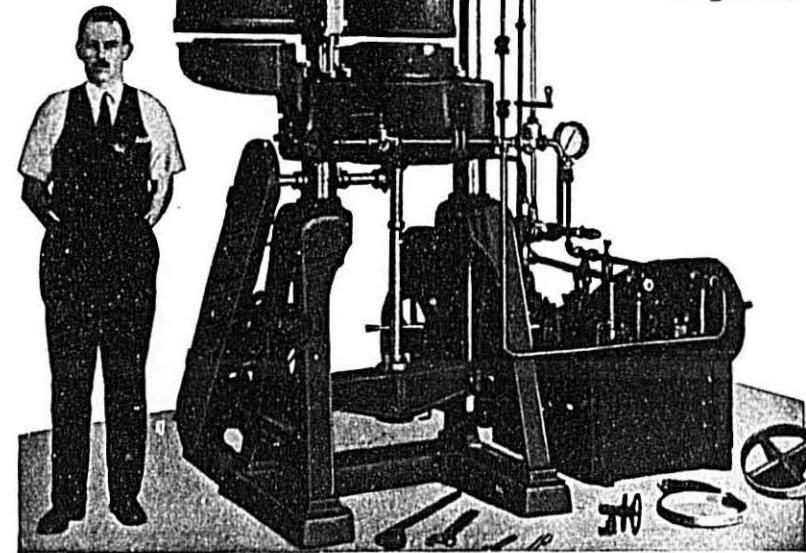
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accidents occurred. Why must thousands of persons be killed and injured annually in American industry, when reliable authorities agree that 75%, or more, of all accidents could be avoided?

Compensation insurance rates, if there is a sufficient payroll exposure, within a given state, are made up from the individual experience of that state. If there is not a sufficient experience the national experience is added to the state experience, with due consideration being given to the respective differences in the laws of the various states.

It so happens that in the state of New York, the provisions of the Workmen's Compensation Law are much more drastic than those of any other state. Compensation payments extend for longer periods; the maximum amount to be paid per week is greater than in practically any other state; the number of weeks for certain definite specific injuries is greater than in other states and in cases of death and permanent total disability the award continues until the death of the person totally disabled, or the adult dependent; and in the case of minors until they reach the age of 18.

In our particular classification, that of macaroni manufacturing, in the opinion of the National Council, and of the New York Compensation Inspection Rating Board, there is not a sufficient payroll exposure to justify the establishment of rate for our industry on New York payrolls alone.

In arriving at the manual or basic rate the combined experience of all macaroni manufacturers in the country was therefore used, to establish the rates in New York state.

The foregoing plan of safety work should be rigidly carried out by every manufacturer, as this industry has a loss ratio higher than the manufacturing process warrants. In New York state, where compensation benefits are more liberal than elsewhere, the manual rate for macaroni manufacturing is 7.70 for each \$100 unit of payroll, whereas the baking industry enjoys a rate of 2.09—yet I am certain you will agree that the relative hazards between the 2 industries do not warrant such a great difference in rate.

So as to give you an idea of the difference in rates of 10 states which I have selected of these closely allied industries, and effective during 1930, I recall to you the manual rates as follows:

Macaroni Mfg. Bakeries	Rate
Montana	\$4.27
Nebraska	6.24
New Jersey	4.00
New York	7.70
Oklahoma	3.93
Pennsylvania	.90
Wisconsin	5.49
Illinois	4.05
Minnesota	3.93
California	4.41
	\$1.19
	1.52
	1.45
	2.09
	1.28
	.90
	1.21
	1.15
	1.49
	1.39

These rates are correct as statistics are the basis of rate making and they are computed by bureaus, which are nondiscriminatory. In all industries there are approximately 700 manual classifications ranging from clerical employees with a rate of .06, to employees engaged in the demolition of buildings with a rate of 32.63. Some manual rates are computed by combining similar classifications but not so with the rate for macaroni manufacturing, as it is determined solely on the experience of that class and consequently is correct. Keeping in mind that the manual rate is based on the experience of the various risks

making up this particular industry, it will be apparent that any measures which bring about reduction in accident frequency and severity will in time have an important bearing on the manual rate. It should therefore be in the interest of every employer to reduce compensation costs and the number of compensation cases, remembering that in this way only may the manual rates be reduced.

Taking into consideration all that has been said relative to accident prevention I feel that a national campaign of any kind will be of no avail. I do believe, however, that a personal campaign conducted by each member in his own factory is the only solution to reach the goal desired, that is the reduction of rates, and to fulfill our obligations to our employees. If the personal campaign principle is acted upon by our members, I would suggest that at our next convention our members be requested to present statements of their experiences for the 3 years, namely 1928-29-30, stating how many death cases, lost time accidents and minor accidents reported for each of the 3 years, so that by comparison it can be determined if accident prevention has been accomplished through safeguarding methods.

The Metropolitan Life Insurance company issues 8 booklets titled as follows:

- First Aid Service in Small Industrial Plants
- 1—Getting Results from Safety Work
- 2—Getting Facts about Accidents
- 3—Directing the Plant Safety Work
- 4—The Foreman's Part in Safety
- 5—Workmen's Safety Committees
- 6—Safety Advertising
- 7—Safety Competition

Durum Wheat Improvement

By H. R. Sumner,
Executive Secretary, Northwest Crop Improvement Association

About 50% of the durum wheat produced in the United States contains over 5% mixture of wheats other than durum. Furthermore over 30% of the durum produced is sufficiently smutty to receive a smutty notation on the terminal markets. These 2 facts not only show the need for improvement but they also indicate the nature of the work that must be done if the quality of the durum crop is to be improved.

The above statements are based upon terminal market receipts over a period of years. To make the picture complete, let us examine the durum conditions in Stutsman county, North Dakota. This county lies within the durum area and produced approximately 4 million bushels of durum wheat in 1928.

In Stutsman county terminal grades were obtained on nearly every car of durum shipped, for the crop year 1928-29. These records were analyzed and the following conclusions were made:

1. 61% of the durum wheat shipped contained over 10% bread wheat.
2. 54% of the remaining durum contained over 5% mixture of bread wheats.
3. Only 1.2% of all durum shipments classed as Amber Durum.
4. 21.6% of all durum shipments classed as Durum.

You have found on your seats or in booklets entitled "First Aid Service in Small Industrial Plants," and book No. 7, "Safety Competition."

In the last page of the No. 7 booklet you will find titles of all booklets mentioned, one of which, or all, the Metropolitan Life Insurance company will be pleased to mail you if you will take the trouble to write, either to the New York office, 1 Madison av., or Pacific Coast head office, San Francisco.

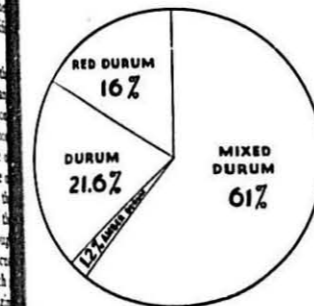
First Aid Service is almost essential in the operation of industrial establishments. Most plants however, are too small to maintain a constant medical or nursing attendants, and make other provisions for emergency care of the sick and injured workers. The purpose of the first aid publication is to describe the methods of organizing and administering First Aid plants which are not large enough to employ a physician. It contains a discussion of the equipment and layout of such a room together with an appendix, summarizing the state and provincial laws concerning the provision of first aid equipment.

In accident prevention the attitude of the man on the job is found to be vitally important. Without the wholehearted cooperation of the employe, no safety program can be entirely successful.

Write for these books addressing the Metropolitan Life Insurance Company, care Policy Holder Service Bureau, as I am sure that the material contained therein will be of great interest to you in conducting the safety work in your own organization.

To conclude, let me use the old time slogan "WATCH YOUR STEP."

the United States durum crop. The North Dakota State Agricultural College, The Greater North Dakota association, the United States Department of Agriculture, the Agricultural Development departments of the Northern Pacific, Great Northern, Milwaukee and Soo Line railroads, and several other groups are all working on the

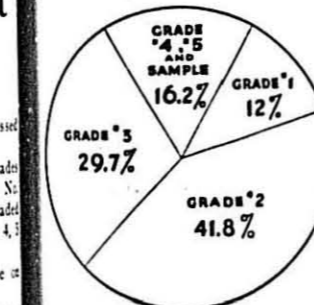


CLASSES OF DURUM WHEAT showing percentage of various classes of durum produced in Stutsman County, North Dakota.

problem. The Northwest Crop Improvement association, which is more directly concerned with the task, cooperates with all above agencies.

A Supply of Pure Seed
In order to reduce the amount of mixed durum, the first task was to develop a supply of pure seed of Mindum and Kubanka durum. Both varieties are adapted to the needs of the producer and the consumer.

The pure seed work has progressed rapidly. Within 3 years it has developed until in the summer of 1929 there were over 150 other growers in the durum section of



GRADES OF DURUM WHEAT showing percentage of various grades of durum produced in Stutsman County, North Dakota.

North Dakota. Several factors caused such a condition. They are discussed in the February issue of The Macaroni Journal and so will not be repeated here.

Wheat Surveys Made

It is virtually impossible to describe the 1929 smut control program in a brief manner. There are so many activities, all coordinated into a well organized campaign, that it is difficult to explain the work clearly. For example, the names of the agencies that are cooperating in the campaign would fill a half column in this bulletin.

"However, in order that our members may know and perhaps appreciate the principal phases of the campaign in which they are participating, the following outline is

The survey is made by taking the terminal market record of class, grade and dockage on every car of wheat shipped from each station. The data are assembled and tabulated by counties and towns.

A summary showing the percentage of red durum, amber durum, smutty grain, dockage, number one grade, etc. is prepared and supplied every grain manager in each county. Charts are made and displayed in local banks and elevators. One of the 12 sections of the Stutsman county North Dakota chart is reproduced here.

A survey of this kind permits the farmers and business men to compare the durum shipments from their community with those of other sections. They learn the nature of their losses from smut or low quality grain and so are interested in correcting such conditions.

Smut Activities

A campaign to reduce wheat and durum smut has been conducted for several years. Careful seed treatment by the farmer is the only control method. One feature of the 1930 campaign was the placing of a two color placard in each elevator. The poster carried the following wording:

THE FARMER WHO RAISES SMUT FREE WHEAT DESERVES A HIGHER PRICE THAN THE FARMER WHO PRODUCES SMUTTY WHEAT

This Elevator Will Buy Smutty Wheat or Smutty Durum Only on the Basis of Its Actual Value

This Policy Will Go Into Effect on the 1930 Crop

Prevent Smut with Seed Treatment

This action is indorsed by the United States Department of Agriculture, the State Agricultural Colleges of North Dakota, Minnesota, South Dakota and The Northwest Crop Improvement association.

This poster caused a great increase in seed treating last spring. It served to warn farmers that smutty grain will be discounted and it also will require local buyers to properly discount smutty grain. (Some buyers in the past have not informed farmers they had smutty grain for fear they would lose the farmers' patronage. This buying practice has actually encouraged the production of smutty grain.)

Perhaps the best idea of the smut campaign in the northwest may be obtained by reproducing a report made in the January issue of the Crop Improvement News Bulletin, publication of the Northwest Crop Improvement association. The report stated: Wheat Smut Program an Immense Affair

All Agencies Organize the Work

"It is virtually impossible to describe the 1929 smut control program in a brief manner. There are so many activities, all coordinated into a well organized campaign, that it is difficult to explain the work clearly. For example, the names of the agencies that are cooperating in the campaign would fill a half column in this bulletin.

"However, in order that our members may know and perhaps appreciate the principal phases of the campaign in which they are participating, the following outline is

given. This is not our program; it is the smut program of the central northwest.

"1. Smut questionnaire made to study situation and develop the 1930 program.

"2. Conference by officials of United States Department of Agriculture and State College Extension Directors.

"3. State conferences held to outline plans of work.

"4. Data assembled to show amount of smutty wheat shipped from each station in the four states.

"5. Organization of a smut survey in each state for the purposes of checking the results of the work in 1930.

"6. Selection of counties in each state where the smut campaign is to be stressed. These counties are: Minnesota—Polk, Wilkin, Lac Qui Parle, Yellow Medicine; North Dakota—Cass, Stutsman, Steele, Ramsey, Nelson; South Dakota—Brown, Day, Spink, Faulk; Montana—Gallatin, Cascade, Yellowstone, Choteau.



H. R. Sumner

"7. Preparation and distribution of many newspaper and magazine articles on seed treatment methods.

"8. Distribution of bulletins and pamphlets to farmers through all available sources. 150,000 copies of 'Plain Facts About Smut' distributed.

"9. Collection of a confidential list of farmers who delivered smutty grain to elevators in certain counties. These lists will be used quite effectively.

"10. Preparation and distribution of smut discount poster. This will be displayed in all elevators in North Dakota, Minnesota and South Dakota.

"11. Farmer meetings—hundreds of them.

"12. County organization meetings with farmers, business and grain men for the purpose of outlining a county smut campaign.

"13. Illustrative material for the use of County Agents and others. These include film strips, large charts, lantern slides, tags, and over 5,000 sets of rotoplate illustrations.

"14. Operation of a Special Agricultural Train in 25 southern Minnesota counties.

"15. Demonstration meetings, radio talks,

window displays, news stories, phone calls, letters, personal visits, etc., etc."

Intensive County Work

It is necessary, of course, to carry on crop improvement work in all 4 states in our territory. However valuable such work may be, the tangible results will be mighty slow in making their appearance. For this reason 2 or 3 counties have been selected for intensive crop improvement work. It is expected that the results obtained in these counties will show our members what can be accomplished and also this kind of work will serve to stimulate other sections to greater activities.

Such a plan was started in Brown county, South Dakota last year. Our field agent has been loaned to the County Agricultural Agent and he spends most of his time in the county. A farmers' Crop Improvement Committee was first selected by the farmers and they outlined a detailed plan of work. They have held meetings, pooled orders for pure seed, issued pamphlets, prepared local publicity and arranged for many field demonstrations. This type of work was briefly reported in the March issue of the Crop Improvement News. The article follows:

"WELL ORGANIZED CROP REVOLUTION IN PROGRESS"

Brown County Farmers Staging Real Campaign with Assistance of Many Agencies

"The progressive farmers in Brown county, South Dakota, are staging a revolution. In this particular case 'revolution' is a better term than 'crop improvement program' because it is more descriptive of the work that is being directed by the Brown County Farmers Crop Improvement committee.

"What has happened and why? The farmers in Brown county suddenly realized they were suffering unnecessary financial loss because of grain mixtures, wheat smut and dockage. They then determined to change the situation, that's all.

"The farmers crop improvement commit-

tee consisting of Gale Peppers, Groton; John Peterson, Frederick; Elmer Wagener, Groton; T. C. Wenz, Bath; I. H. Palmer, Aberdeen; John Kushman, Mina, and Geo. J. Hasse, Warner, first organized and planned a campaign which should result in more efficient production of quality grain. They found the extension service of the State Agricultural college, The Chicago, Milwaukee, St. Paul & Pacific R. R., the U. S. Department of Agriculture, the business men, the Dakota Farmer, the county agent and the Northwest Crop Improvement association all ready and anxious to help.

"So the revolution started and here is a list of the important engagements:

"1. Helped preliminary conferences of leaders in movement.

"2. Made survey of seed being planted in county by taking grain samples from drill boxes at seeding time. All samples were analyzed. They were displayed at later meetings.

"3. Conducted 10 cooperative wheat variety tests over county.

"4. Made study of wheat shipments from each station in county. Found that 41% of 192 crop graded smutty, and that 30% graded mixed. The total loss was found to be over \$200,000 annually on the wheat crop. These facts were determined for each station. The results were placed in graphic form and posted in all elevators and banks.

"5. Economic conference held for all Brown county farmers. One committee made a study of the crop conditions.

"6. Special wheat and crop improvement meeting held to consider situation. The 40 farmers present appointed a special committee of 7 to organize and direct a campaign.

"7. Meeting of crop improvement committee to outline plans for 1930.

"8. Circular letters sent to all farmers and business men in the county.

"9. Meeting of all elevator men in county. Farmers committee outlined their plans and got the support of grain men.

"10. Placed smut placard in every elevator stating that all smutty wheat smutty durum would be bought only on basis of its actual value.

"11. Selection of farmers in various communities to plant and raise certified seed for general distribution in 1931.

"12. Located supply of good seed for 1930.

"13. Nearly 50 farmer community meetings have been held with members of the improvement committee appearing on program.

"14. An average of one newspaper article a week supplied to each of the 6 papers in the county.

"15. Organization of farm management club comprising 50 leading farmers.

"16. Prizes offered to communities planting greatest acreage of certified seed.

"17. General and thorough distribution of pamphlets and other literature dealing with pure seed, smut control, etc.

"The above engagements have all been fought. There will be many more to follow. The outcome is going to be water with a great deal of interest."

Conclusion

The durum improvement work will be continued for several years. It is educational work primarily and education a continuous process. The farmer, the buyer, the mill buyer and the macaroni manufacturer are all involved and the program will advance as they become acquainted with the other problems.

The activities described in this article combined with the story on the same page in the February issue of the Macaroni Journal will, perhaps, give a picture of the

The big task lies in explaining the requirements of the miller to the farmer, to the local grain buyers and in demonstrating to the farmer that it will pay him to raise quality wheat rather than average inferior grain.

THE STAR
MACARONI DIES MFG. CO.
47 GRAND ST. NEW YORK
PERFECTION

One Word Well Describes Our Dies and Repair Work

Make Your Noodles from the finest
EGG YOLK

Rich in Color---
Fresh and Sweet

Write for Samples
and Prices

JOE LOWE CORPORATION

BROOKLYN, N. Y.
Bush Terminal Bldg. No. 8

BALTIMORE, MD.
5-7 West Lombard Street

LOS ANGELES, CALIF.
Mateo and Sacramento Streets

CHICAGO, ILL.
3617 S. Ashland Ave.

ROSSOTTI LITHOGRAPHING CO. Inc.
121 Varick Street - - - - - New York

ARTISTICALLY
DESIGNED
LABELS
AND
CARTONS

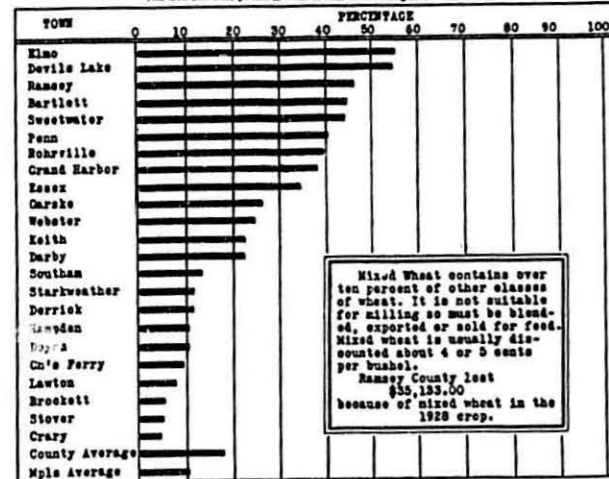


OUR MODERN
DESIGNS
ADVERTISE
AND HELP
SELL YOUR
PRODUCTS

COMPLETE LINE OF STOCK LABELS AND CATALOGS
WRITE FOR SAMPLES

MIXED WHEAT SHIPMENTS

The table shows the percent of wheat in each town that graded Mixed Wheat



THE COUNTY WHEAT SURVEY

A portion of a chart showing data obtained in a wheat survey in Ramsey County, North Dakota. Note percentages of mixed wheat shipped are given for each town in the county.

W. C. Marsh, Merchandising Manager

Mr. Marsh comes to the National Macaroni Manufacturers association from a background of wide sales and sales training experience. His principal duties will be to teach macaroni and noodle manufacturers how best to capitalize the national advertising campaign, to serve as contact man between the rank and file and the association officers and to encourage the use of more uniform cost accounting systems to enable manufacturers to conduct their business on a basis of actual comparative cost knowledge.

He was salesmanager for the Dust corporation, and trade extension manager of the National Sales Training association, and merchandising director for Dupont. He has been up against selling to retail grocery and grocery wholesalers in different capacities.

Resolutions

No. 1—The Meaning of "Energy" as Applied to Macaroni Products

WHEREAS, The right to use the word ENERGY as a descriptive food term has been questioned by certain government officials and in order to make clear the attitude of the Macaroni Manufacturers on this point, therefore, be it

RESOLVED, That it is the unanimous opinion of the members of the Board of Advertising Trustees that the word "Energy" is a proper descriptive term to apply to Macaroni Products, and that the objection which has been raised by the Food Administration at Washington is unreasonable as set out in the reports of the representatives attached, and that no change be made in the policy of the Association so far as the use of this term is concerned in its advertising. However, that, in order to make it perfectly clear that "Energy," as used in our campaign, denotes caloric value and not therapeutic value, the word "Calorie" be used in parenthesis after the word "Energy" as often as possible in the advertising copy used by the Association and also that this same course be followed by individual manufacturers in their own advertising copy wherever possible; and further that, in order that all labels and cartons shall conform with the Association policy, it is recommended that all labels and cartons be submitted to the Educational Bureau, Dr. Jacobs, Chairman, for checking and approving.

No. 2—Condemn Unlimited Credits

WHEREAS, The practice of extending credit to macaroni and noodle manufacturers by equipment and supply firms has been blamed for the profitless competition that has prevailed in our industry for the past few years, and

WHEREAS, Unlimited credit extension merely serves to provide unfair competition for the firms that pay their bills promptly, take advantage of the cash discounts and finance their own business venture, therefore, be it

RESOLVED, That the Association does hereby disapprove of the practice of extending long and unlimited credits in any form to any manufacturer in the trade, and be it further

RESOLVED, That this Association ask and seek the cooperation of millers, flour salesmen, macaroni machinery manufacturers, container and carton makers, and all supply firms to restrict credit to the barest necessity in keeping with good business judgment and to join with us in bringing about a complete observance of this principle.

No. 3—Commending Advertising Chairman

WHEREAS, Under the able leadership of Robt. B. Brown, chairman of the Macaroni Publicity Committee, the Industry has made complete plans for the long-talked-of Macaroni Advertising Campaign, and

WHEREAS, We are firmly convinced that the activity will redound to the benefit of the entire industry, and

WHEREAS, The Board of Directors has so aptly crowned him as the MACARONI KING in appropriate resolutions, therefore, be it

RESOLVED, That we confirm the action of the Directors, approve the progressive work done by Chairman Brown and his efficient committee and declare that the resolution there and then adopted and attached hereto be expressive of the opinion of this convention and the Industry.

The Original Resolution

HEAR YE! HEAR YE! There is a fellow named Bob Brown, who is a dynamo, self started and whiz bang—and, whereas

This said and same Bob Brown, commonly known as "R. B. Brown," has through his persistence, insistence and sheer determination and ability, as Chairman of the Advertising Committee, brought into being a four year national advertising program—NOW THEREFORE,

The Board of Directors of the National Macaroni Manufacturers association, assembled in regular meeting, do hereby crown him "MACARONI KING."

(Signed) Frank J. Tharinger,
President.
M. J. Donna,
Sec'y-Treas.

No. 4—Approving President's Work

WHEREAS, our president, Frank J. Tharinger who has just completed two terms as the guiding officer of the National association with credit to himself and everlasting benefit to our Industry, and

WHEREAS, Under his direction the Association has faithfully served the individual members and the rank and file of our Industry, and

WHEREAS, His services as the presiding officer of this convention have ever been courteous, fair and impartial to members and guests, therefore, be it

RESOLVED, That we hereby offer him our congratulations on work well done, and our appreciation of his loyal service, so willingly and generously rendered.

No. 5—In Memoriam—Fred Becker

WHEREAS, An all-wise Providence has seen fit to remove from our midst

since our convention last year, our loved associate, an outstanding business leader and a proven friend of this industry, one of the organizers and charter members of the first national organization to represent the Macaroni Production Manufacturing Industry in America, founder of "The Macaroni and Noodle Manufacturers' Journal" which in 1918 he so generously presented to the National Macaroni Manufacturers association to use and own and publish as its official organ and spokesman of the industry, treasurer of the National Association since its inception in 1904 till 1929 when he found himself no longer able to serve for business reasons, and

WHEREAS, During his whole lifetime he contributed so liberally of his great knowledge and ability to the interest of the trade of his adoption, making of himself in his brief but busy lifetime, a valued friend and co-worker, therefore, be it

RESOLVED, That the members of the National Macaroni Manufacturers association publicly manifest their sorrow over the loss of the fellow worker of this pioneer and that this assembly arise and stand in solemn silence to contribute to the memory of the late Fred Becker.

No. 6—Complimenting Employees

WHEREAS, Our Association is managed by our secretary-treasurer, J. Donna, who is in charge of our headquarters at Braidwood, Ill. and

WHEREAS, Our Association is officially represented by our Washington Representative, B. R. Jacobs, therefore, be it

RESOLVED, That we express our sincere appreciation of the services of these employees of our Association and approve their activities.

No. 7—Speakers Complimented

WHEREAS, We have had the pleasure of hearing learned discussions on timely subjects by expert leaders who voluntarily served us at an expenditure of time and money, and

WHEREAS, We have profited by their studied talks and generous efforts, therefore be it

RESOLVED, That to each and every speaker, those scheduled on the program and all who spontaneously responded to the urge to add their thoughts or remarks on the several subjects, we extend our fullest thanks.

No. 8—Directors Thanked

WHEREAS, Our Directors faithfully performed their duties as representatives of our rank and file

THE FINEST EGG NOODLES

result from using

Fresh Frozen Pure EGG YOLK

Appetite appealing
in color

Delicious in flavor

May we quote you?

THE J. G. ODELL COMPANY
Saint Paul, Minnesota

Packing plants at:

Saint Paul, Minn. Duluth, Minn. St. Louis, Mo.

*Dependable Somolinas
of
High Quality and Uniformity*

NORTHLAND FANCY No.2

AND

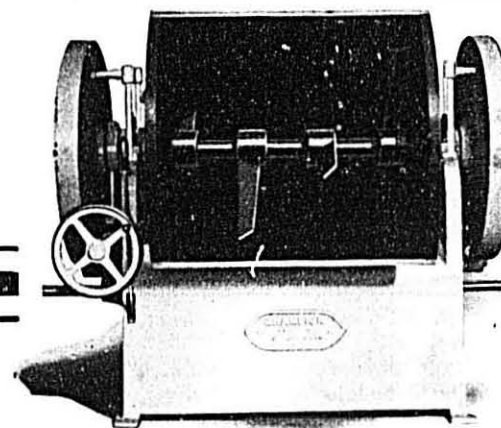
NORTHERN LIGHT

NORTHLAND MILLING CO.
MINNEAPOLIS, MINNESOTA

New York Office
Room 1114 Canadian Pacific Building, 342 Madison Avenue

MACARONI

NOODLE



CHAMPION DOUGH MIXERS

Made in 1, 1½, 2 and 2½ barrel sizes, can be furnished with automatic dump if desired.

This machine is designed to fulfil the exacting requirements, which are demanded in the difficult mixing of doughs for macaroni and noodle products.

It has the Champion design of Special Shaped All-Steel Blades, which mixes thoroughly, uniformly and rapidly, with a minimum use of power, is made for belt or motor drive. Write for full information and low prices.

CHAMPION MACHINERY COMPANY, Joliet, Ill.

everlasting credit of our organization as a whole, therefore, be it

RESOLVED, That to each and every one of them we extend our thanks for a duty well done.

Respectfully submitted, L. S. Vagnino, Chairman R. G. McCarty L. E. Cuneo Max Kurtz Alfonso Gioia.

Committee on Resolutions.

The resolutions reported by the Resolutions Committee were considered serious and unanimously adopted as expressive of the views and opinions of the manufacturers composing the 1930 convention.

Our Macaroni Advertising Campaign

(Continued from Page 24)

It appears desirable that in view of the prominence which recipes are being given through this campaign, we look into our own recipes with unusual care. It is, of course, impossible to adopt uniform cooking directions because of the difference in the products of various manufacturers, but domestic science experts have repeatedly pointed out to us that there is not enough care used in the copy which goes onto our labels. Recipes found there are often unattractive, sometimes very impractical, occasionally so expensive that they could not be used often in the average home, ambiguous, and sometimes downright incorrect as to amounts.

We asked Miss Rich to come to Niagara Falls to meet the members of the association and thus enable manufacturers to consult Miss Rich on the recipes they are using on their labels or in their individual copy.

At the meeting of the Board of Advertising Trustees on April 14 in Chicago, the following action was taken: Resolved that the Millis Advertising company be instructed to lay before the committee at its next meeting a plan for use of a merchandising director who will continuously contact individual subscribers, and applications for the position. A budget for salary and expenses for this man shall be \$10,000 for the first year.

Consideration shall be given to methods of enticing salesmen, of securing domestic science teachers' cooperation, use of advertising portfolios and sale of advertising reprints to subscribers.

The following plan for the proposed merchandising man was presented:

- 1. Work With agency, to work out a detailed

Registrants Macaroni Manufacturers' Convention

Niagara Falls, June 24-26, 1930

Table with 3 columns: Name, Firm, City. Lists registrants from various states including Pennsylvania, New York, Illinois, and Michigan.

plan to be submitted to the committee for approval.

It is contemplated that his work will be in the field almost exclusively. He will go from the city of one manufacturer to another. He will be a clearing house for sales ideas and a missionary to "sell" the ideas that the Association wants to get over other than our advertising. He will talk to salesmen of the manufacturers and contact dietary authorities.

2. His ideas are to be reduced to paper and passed on by the committee.

3. At least a page, if not more, in the Monthly Bulletin and in the Macaroni Journal are to be devoted to merchandising ideas developed. He will work under direct supervision of the

agency merchandising manager, headquarters to be in Indianapolis. He will make daily reports in quadruplicate; copy for the chairman of the committee, the second to the secretary, the third to the agency merchandising manager and the fourth to the chairman of the merchandising committee.

5. He will work with the regular weekly expense book to be checked by the Millis system. That is to be approved by merchandising manager, secretary and treasurer before recognition. Salary will be paid monthly.

6. He will be routed so that he will be present at all meetings of the committee and also at all meetings of the Board of Directors.

This plan was approved, several

Continuation of the Registrants table from the previous page, listing names and firms.

An analysis of the registration shows that 67 macaroni and noodle manufacturers representing 53 of the country's leading firms operating in 18 states reaching from Massachusetts to the east to Colorado on the west, together with 59 representatives of 27 allied firms composed the roster of the most progressive gathering in the history of the Macaroni Manufacturing Industry in this country.

ations were reviewed and employment of the right man was left to Mr. Millis, Mr. Tharinger and myself. Most of the preliminary interviews were conducted at Indianapolis and finally Mr. Tharinger reported he had found the right man in W. C. Marsh.

Mr. Marsh comes to the Association with a background of wide sales and training experience. He was manager of the Gold Dust Corporation, and trade extension manager of the National Salesmen Training Association, and merchandising director of Dupont. He is experienced in selling to retail and wholesale grocers in all capacities.

In my mind there is nothing more important in this whole program than

in Mr. Marsh's part in it. His usefulness will depend, of course, first upon his own initiative and capacity to serve, and second, upon the cooperation which he receives from the manufacturers.

Although the excerpt from the minutes which I have read you was an attempt to outline the functions of his office, we cannot now foresee just what developments in this job may be. I am satisfied a great many new angles will appear and that there will be no end to the ways in which Mr. Marsh can prove his usefulness. I very sincerely ask for him your cooperation and patience. It will take a little time for him to familiarize himself with all the intricacies of a new industry but I

think that with the background which his experience gives him he will very soon be functioning 100%.

One means of telling the story of the campaign to our salesmen and through them to their buyers, is the salesmen's portfolio we have provided for. The cost of furnishing these portfolios has been included in the budget and they will be sent to each of the subscribers as soon as they are off the press. We have provided for an adequate number but will be prepared to furnish additional copies at cost. Each of us should fully acquaint each of his salesmen and also each broker who represents us, with the program in some detail so that these men who are constantly in contact with the buyers of our products will be telling the story.

I am going to ask the Four Musketeers, Charlie Pettinger, your honored president Frank Tharinger, Glenn Hoskins, and Martin Luther to catch, explain and answer your questions. Now let's have them.



Miss Jean K. Rich, recipe counselor of the National Association

Has a B. S. Degree in Home Economics from Lewis Institute, Chicago; M. S. Degree from the University of Wisconsin, and summer school work at Columbia University. Was for 6 years in the Educational Department of the Royal Baking Powder Company, in charge of the Chicago territory doing club and school work; 4 years as Director of the Department of Nutritional Education of the American Institute of Baking (affiliated with the American Bakers Association, Chicago); and sundry small pieces of work including radio broadcasting, large and small cooking schools, newspaper writing, etc. Is now Home Economics Counselor for the Electric Association, Chicago; Consultant for Edwards & Deutsch; Monthly contributor to Northwestern Miller and American Baker; Free Lance Home Economics Consultant for various firms. She is a nationally recognized authority on dietetics and recipes.

Convention Sidelights

Niagara Falls ranks high as a convention city for medium sized organizations and the new General Brock hotel is an ideal place for such gatherings as the one sponsored by the National Macaroni Manufacturers association on June 24-26, 1930. No wonder the meeting was such a big success!

Nearly half of the macaroni men who registered were accompanied by their better halves. Among the ladies noted were: Mrs. David Cowen, Mrs. Lawrence E. Cuneo, the 4 Busalacchi daughters and nieces, Mrs. G. and Mrs. J. Campanella, Mrs. J. H. Diamond, Mrs. H. E. Mindard, Mrs. G. LaMarca and daughter Vera, Mrs. Samuel Mueller, Mrs. P. Geo. Nicolari, Mrs. A. W. Quiggle, Mrs. F. J. Tharinger and daughter Joan, Mrs. C. H. Smith, the three Vivianos—Mrs. Gaetano of St. Louis, Mrs. Salvatore of Carnegie and Mrs. Joseph of Louisville—Mrs. H. J. Brunneke, Mrs. S. Giordan, Mrs. W. C. Willis, Mrs. A. A. Egbert, Mrs. S. I. Lojaco, and Mrs. M. J. Donna and daughters Esther and Lucille.

During the banquet several of the diners showed unusual abilities in varying ways: Robt. B. Brown rendered beautifully that old ballad "The End of A Perfect Day" commemorative of the approval of the excellent work done by the Advertising Committee. G. G. Hoskins gave an imitation of Hawaiian music banked on either side by the beautiful Ruppel Sisters. Who couldn't do that with such scenery about? W. R. Meara, the Buffalo representative of Washburn Crosby Co., sang the "Honey Song" and Frank R. Prina did some fine whistling and sang "O Solo Mio." The versatile Secretary led in the group singing of popular songs.

At the very start of the convention Director G. G. Hoskins began to tell his annual convention story. Some say that he had finished it before the convention adjourned; others wager that there apparently was no possibility for completing the story in the 3 days allowed.

Yes there was one golf "bug" at the convention but he was not so hot. A. Irving Grass played on a 6-hole course the second day and reported a score of 42. On the last day he was again

neatly trimmed. But you should have seen his equipment. Wow!

Martin Luther showed prominently throughout the meet in a brilliant brown striped white suit. He brought along Mrs. Luther for the first time—at least he so introduced a charming lady.

Director G. Guerrisi is a rather exclusive fellow. He was about the only manufacturer who did not register at headquarters. They must have sometime very attractive for Mr. Guerrisi at "The Clifton."

Frank A. Motta, popular secretary of the Champion Machinery Co., maker of kneaders, flour sifters and noodle machines, distributed useful telephone indexes and F. LaBombardo of the Star Macaroni Dies Mfg. Co. passed out perpetual calendars. Both souvenirs were highly prized. A. C. Cavagnaro of John J. Cavagnaro Co., macaroni machine maker, saw to it that the guests kept up to the times by supplying each with a free copy of the "New York World" during the convention.

The ladies thoroughly enjoyed the beautiful roses and other flowers in the wonderful Rose Garden that grow in the park facing the Falls. Tea on the mist-sprayed veranda of the Government Refectory made a hit as did the thrilling ride on the "Maid of the Mist."

John Busalacchi believes in providing for himself a beautiful setting. He made wonderful choice when he brought along with him Mary, Jose-



L. S. Vagnino, general manager, Faust Macaroni Co., St. Louis, who ably responded to the Mayor's welcome. The Association's youngest Director

phine, May and Rose Busalacchi, daughters and 2 nieces.

Among the youngsters who seem to fully enjoy the scenic wonders of the dancing were Miss Joan Tharinger, the 4 Busalacchi girls, Miss Rose Helen Viviano, Miss Vera LaMarca, Misses Mary and Helen Rider and Esther and Lucille Donna.

There was quite a rivalry for the junior golf championship between the sons of the delegates—Messrs. E. Rider, Robert Tharinger and Arthur Smith. The result of the play was to be settled at the next convention.

Globe Trotter James T. Williams rived from Europe on the Bremen and hurried to the convention city arriving there the morning of the last day accompanied by beautiful "Peggy" and his son Robert. His elder son, James, remained in England for an extended tour. Jim brought back with him a contagious smile that has been in stock in trade.

A glance at the registration list show who were there—that is if they registered. Several prominent semolina representatives and some manufacturers failed to enroll.

Many will remember the Niagara Falls convention as the time and place when Henry D. Rossi told the story of the "colored Neger."

Alfred A. Bianchi of Italia Macaroni Co., Worcester, Mass., heard so much of the western racketeers that brought along his brother, a lawyer and a giant of 260 lbs.

We wonder if there is a Mr. H. Brunneke and if so why he does not accompany his wife who ably represents him at the conventions. Why should he miss basking in her sunny smile?

The Cuneos motored to the Quebec region after the convention and visited St. Anne de Beaupre.

Alphonso Gioia of Rochester brought his junior along to show him how things are done at macaroni conventions.

Another new comer at the convention was H. W. Henning of Duluth Macaroni & Supply Co. May he be with us often.

(Continued on Page 48)

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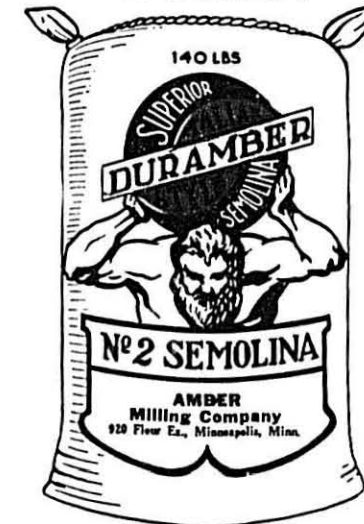
OUR FAULTLESS MACARONI MOULDS Are Always Satisfactory.

Every Order is Given the Personal Attention of Die Experts.

F. MONACO & CO. 1604 Dekalb Ave. BROOKLYN NEW YORK

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne" Guaranteed by the Most Modern Durum Mills in America MILLS AT RUSH CITY, MINN.

CROOKSTON SEMOLINA

Strong, Uniform and of Good Color

CROOKSTON MILLING Co.

Crookston, Minn.



The Macaroni Journal

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

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

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All matters intended for publication must reach the
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ADVERTISING RATES
Display Advertising . . . Rates on Application
Want Ads . . . Five Cents Per Word

Vol. XII July 15, 1930 No. 3

**Visitors Pleasingly
Entertained**

While the prime purpose of the 1930 convention was strictly business, the social side was not overlooked. Niagara Falls offers many scenic attractions that are treats to new comers and that offer something new for those who had formerly visited that section. As a result all delegates and visitors were entertained practically every moment of their stay in the convention city.

Outstanding among the entertainment features, sponsored by the National association, was the annual banquet on the evening of Wednesday. Two hundred and seven manufacturers and guests partook of the excellent menu and enjoyed a diversified program arranged for by the convention committee. As for the menu never was there a more pleasing, tasty spaghetti dish served to so large a group of manufacturers. The chef of the General Brock hotel did himself and the product justice in serving Spaghetti a la Bolognese. The whole menu was up to the same standard.

President Frank J. Tharinger ably served as toastmaster introducing the speakers and entertainers. W. W. Kincaid, president of The Spirella Co., delivered a short but pithy talk on "The Trade Association's Opportunity" while Charles Milton Newcomb added hilarity to the occasion by a well delivered talk on "Laughter in Business." Radio stars for the Buffalo Broadcasting Corp. provided the musical entertainment.

The convention committee lived up to its promise of giving the women and children a special treat. It was in the

nature of a field trip through the famous Rose Garden of Victoria Park, a government reservation, a delightful luncheon in the Refectory that is under the control of the Dominion of Canada and a trip to the foot of the Falls on the famous "Maid of the Mist."

During the afternoon the guests were treated to a ride around the famous gorge of the Niagara as well as a view of the Falls and the upper rapids. The dance that followed the banquet on Wednesday night brought to a fitting close the entertainment program of the 1930 conference.

Nice Words

As the official organ of the National Macaroni Manufacturers association, this magazine stands high in the estimation of other trades. The opinion of R. W. Denman, director of advertising for the Troy Laundry Machinery Co., is very interesting. He is undertaking a research in the trade journal field with the idea of launching an official publication for an industry with which his firm is associated and which includes 7500 plants. He says, "Your publication and explanatory letter are indeed interesting and I can assure you that both are helpful to us in our analysis of the various association publications. The issue which you sent me bespeaks keen editorial ability and is certainly worthy of frank congratulation. For its circulation, the advertising columns are most commendable."

Commodore Buried at Sea

Edgar O. Challenger, popular semolina salesman and chairman of the New York entertainment committee in 1929, announced the death of Captain William Marshall who was commodore of the White Star Fleet and Senior Captain on S.S. Majestic, when the macaroni men were entertained aboard that vessel in the New York harbor in June 1929. Captain Marshall died March 28, 1930 and according to his wishes was buried at sea over the sides of the flagship of his fleet.

Convention Highlights

(Continued from Page 46)

The leading macaroni die manufacturers of the world were represented in the persons of D. Maldari, M. Tanzi and F. LaBombardo.

Samuel Mueller was pinch hitting for his brother Henry who is in Eu-

rope. He made a solo flight to convention but found things so pleasant that he wired Mrs. Mueller to be by next train. This she obediently and both thoroughly enjoyed the convention.

The father may be in Europe that does not prevent a progressive from being represented at such an important affair as a convention. So guided E. Ronzoni, Jr. who ably represented the Ronzoni Macaroni Co.

Steve Matalone of the Chicago Macaroni Co. was seen in the hotel the afternoon of the second day but not attend the convention. He was on pleasure bent to witness a fight at Buffalo that evening.

John V. Canepa of the Red Cent Macaroni Co., Carl B. Schmidt of Cent Macaroni & Cracker Co., Joseph Freschi of Mound City Macaroni Co. formed an inseparable partnership. "Special and private business" was announced excuse for this closed partnership.

Retiring President Frank J. Tharinger was handed a tidy purse composed by his fellow members through self appointed committee composed of Henry D. Rossi of Peter Rossi & Sons, Braidwood, Ill., E. Z. Vermilyen of Zerega's Sons, Inc., Brooklyn and F. Villame of Minnesota Macaroni Co., St. Paul. Being president of National association carries with great honors but also considerable expense.

Do you wish to make macaroni mal crackers? That is the question asked frequently by LeMoyné formerly with the Viviano Co. at Chicago who was at the convention not registered therein.

Several naturalized citizens were frightened by the attitude of the Canadian immigration inspector. Secretary Donna immediately got on the and straightened out matters so all were permitted to return to their homes and businesses in the state. Practice "Safety First" and carry citizen's papers with you when leave your country.

WANT ADVERTISEMENTS

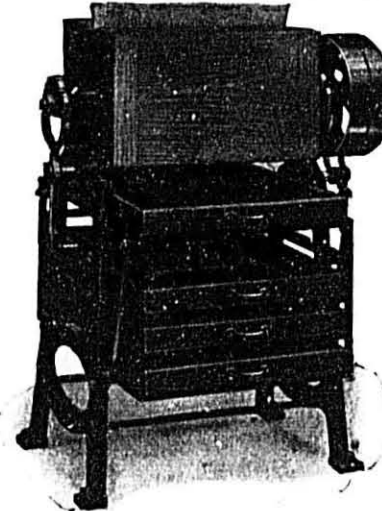
FOR SALE:—One 8 foot Grindola or Kneader in excellent condition; also 1 Elmes Hydraulic Press. Address Box 15, c/o Macaroni Journal, Braidwood, Illinois.

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OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

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G. G. HOSKINS (32), Vice President	FRANK L. ZEREGA (33), President	26 Front St., Brooklyn, N. Y.	FRANK J. THARINGER, Advisory Officer	Milwaukee, Wis.
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The President's Column

At Industry's Service

Greeting to Association Members, all Fellow Manufacturers and Allied Tradesmen! Hand in hand let us go forward; together let us carry on for general trade betterment.

In this first message your President wants to express the thanks and appreciation of the Association to Frank Tharinger for the wonderful work he has done during the last two years and for the great progress achieved during his terms as President. The Association is also deeply indebted to Bob Brown for the attention and effort he has given the advertising campaign as Chairman of the Ad-



Frank L. Zerega, the Macaroni Association's New President

vertising Committee, and the result speaks for itself. The job was a big one and it was well done.

This advertising campaign, by the way, has already done a great deal for the industry by bringing the manufacturers together on a friendly and cooperative basis, and if we continue, all working for the same ends we can materially further the success of the campaign itself.

A great many prospective subscribers to the advertising campaign are yet to be heard from, and the cooperation of every member of the association is urgently needed in this respect.

Your President appreciates the honor shown him, and realizes the responsibility of the office, the success of which depends entirely on the cooperation of the various Committees and the individual members as well. Let's all do our best to make the coming year a banner one in the history of our association.

The Secretary's Column

Still Your Association

We welcome our new president and his official pledging them every possible service and cooperation.

The National Macaroni Manufacturers association enters upon a new fiscal year with a new, able and experienced leader, a well balanced staff of directors, but it is still the same old and tried organization, unselfishly functioning for general trade betterment.

"There will be no radical changes in association policy under my leadership for the present," announced the president elect, Frank L. Zerega on assuming his duties during the closing hours of the 1930 convention at Niagara Falls. "The National association is a voluntary organization of macaroni and noodle manufacturers seeking only the promotion of their trade, and who know better than I what is their greatest need? It is the hope of the new administration that the members never overlook the fundamental fact that this is their association and that it always function along the lines that they themselves set upon. To this end, count your president always at your service."

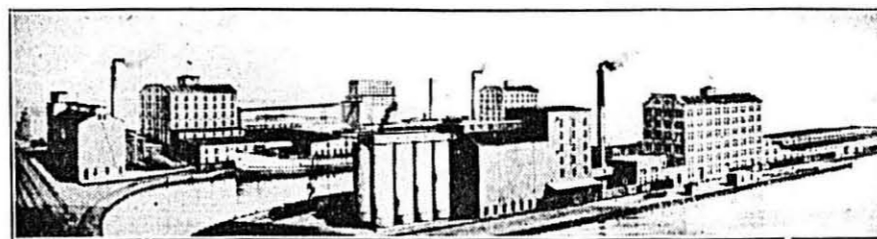
Our new president, Frank L. Zerega, is perhaps the best known macaroni manufacturer in America, if not in the world. For over a quarter of a century he has been active in both production and organization. When the National association was first formed in 1904 he was offered, but declined the presidency of the organization of which he is a founder. Several times since his associates have sought to honor him, but not till last month did he consent. Under his able leadership, the National association should continue on its progressive way.

We bespeak for him and his efficient official association your fullest support and cooperation. Surely none will grudge them that since their one aim and purpose is association betterment and trade improvement.

That Was a Convention

From all sides come reports that the 1930 convention was a real treat. Too bad that some had to miss it.

Your secretary was pleased with the whole program and the way in which it was appreciated by those who attended. He is thankful for the many courtesies shown him during the conference and pledges to strive even more faithfully to serve the interests of the organization that has so consistently honored him.

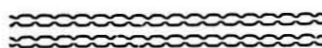


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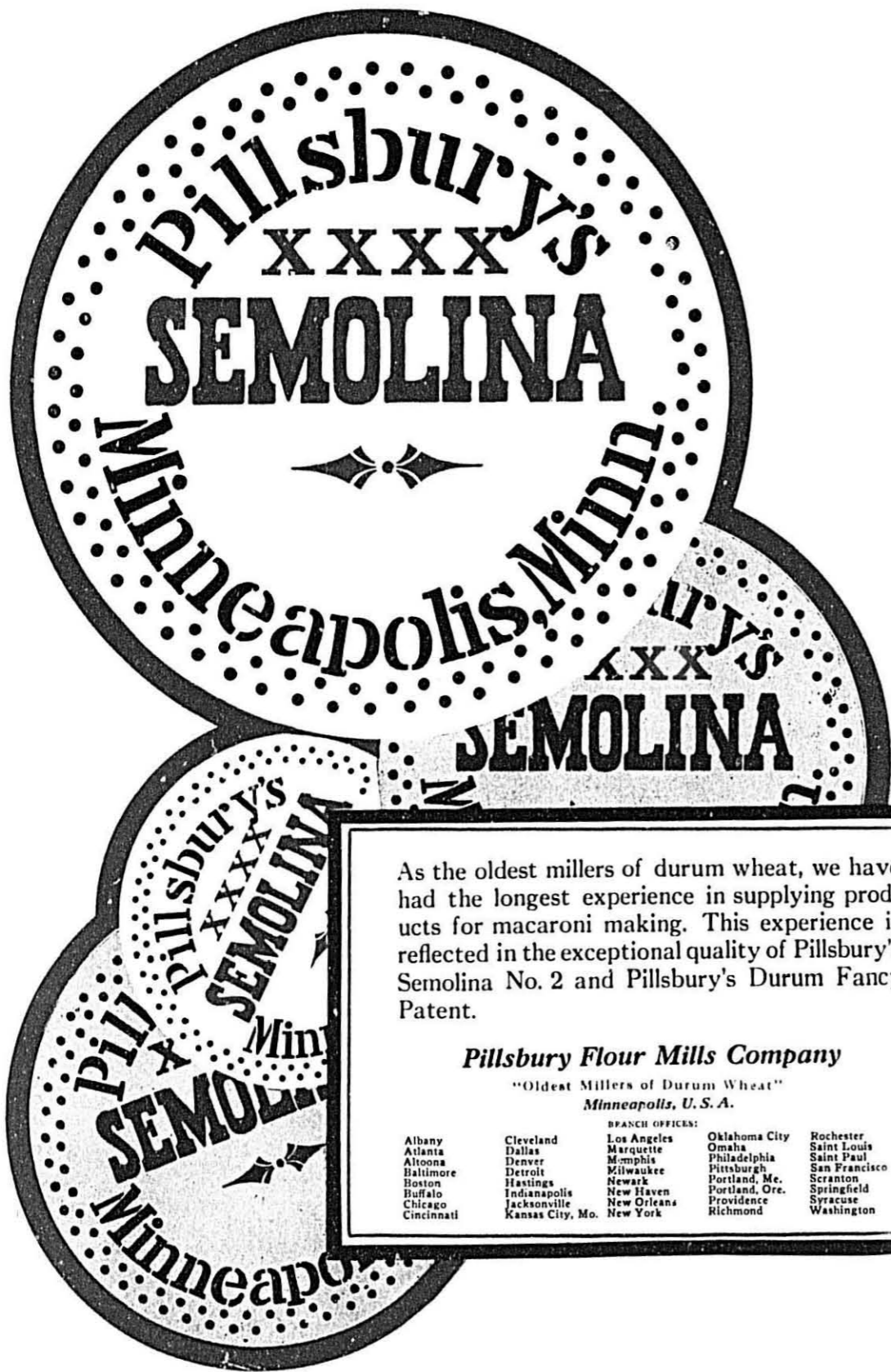
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