

**THE  
MACARONI  
JOURNAL**

**Volume 8,  
Number 2**

**June 15, 1926**

*The*  
**Macaroni Journal**

Minneapolis, Minn.  
June 15, 1926

Volume VIII

Number 2



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

**CONVENTION  
NUMBER**

Read in this issue the proceedings of the conference of the Macaroni Manufacturing Industry of America held in connection with the Twenty-Third Annual Convention of the National Macaroni Manufacturers Association in Edgewater Beach Hotel, Chicago, June 8, 9 and 10, 1926.



# Our New Brand



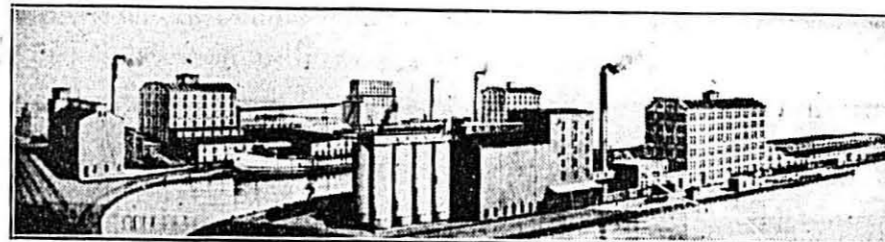
**GIVE IT A TRIAL**

**COMMANDER MILL COMPANY**  
MINNEAPOLIS, MINNESOTA

June 15, 1926

THE MACARONI JOURNAL

3



## HOURGLASS BRAND Semolina and Flour

*Quality of First Consideration*

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

**Every Sack Guaranteed**

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

**DULUTH-SUPERIOR MILLING CO.**

Main Office: DULUTH, MINN.

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

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

## We Should Now Be Thinking

That more than half of the crop year has now gone by—nearly ninety per cent of the Durum Wheat has left the farms—each day it becomes more difficult to secure amber durum of the high quality necessary for the right kind of Semolina

**But**

Our splendid elevator stocks of highest grade amber durum wheat are your guarantee that *the same old high quality standard of*

## Tustar Will Be Maintained



**QUALITY**

**SERVICE**

*Eat More Macaroni—the*

*Best and Cheapest Food*

**MINNEAPOLIS MILLING CO.**

MINNEAPOLIS, MINN.

# THE MACARONI JOURNAL

Volume VIII

JUNE 15, 1926

Number 2

## CONVENTION PROFITS

Last week practically every macaroni and noodle manufacturer in America was at the Edgewater Beach Hotel, Chicago, Illinois, either in person or in spirit. Those who attended in person have first hand information of the good that comes out of conferences, while those who were there only in spirit can only surmise what they did or did not miss.

These business people were there to take an active part in the twenty-third annual convention of the National Macaroni Manufacturers Association, the usual open conference of the industry to which all interested persons are ever welcome. What did those who attended in person carry away with them from this meeting? The general answer would be that each profited in proportion to and in accordance with the spirit with which he entered into the aims and purposes of the gathering.

The 1926 conference of the Macaroni Manufacturing Industry of America differed little from the meetings of other years, except there apparently prevailed more of that pleasing sociability that promotes closer acquaintance, aids understanding and makes one feel that conventions produce results that cannot be told on paper or by word of mouth.

Our industry is not unlike most of the other lines of American business. We have in our ranks many well trained individuals who are always willing to give and take, to teach and improve and to benefit by the experiences of others. There is also among us a group of men apparently content with their lot and who will permit things to go their chosen way without in any way seeking to guide business upward and onward. Unfortunately we also have to deal with a body, happily dwindling in size, that either wilfully or thoughtlessly retards progress through the use of antiquated ideas in business and that serves only to dampen the ardor of all with whom it comes in contact.

Two men attended our Chicago convention. We have them in mind as ones who will best illustrate the point under consideration. They were men diametrically opposite in likes and dislikes; in ideas and opinions; in temperament and in reasoning. One saw good in everything; the other saw only that which irritates.

These two men "took in" the sessions and worked hard, each in his own way of reasoning. Both were earnest and apparently sincere. Both should have been similarly affected, but were they? What did the Chicago convention of macaroni manufacturers do for each of these men?

The first fellow carried away with him many good ideas,

gained many new friends, got a better understanding of his relation to others in the industry, theirs to him, and both combined to the consumers. The second fellow was apparently self convinced before going that nothing good could come out of the affair. He was opposed to this, against that and objected to the other. When the business sessions were being held he longed for divertissement and amusement, and when there was jollification and entertainment in the air he loudly proclaimed that he regretted spending any money to attend frivolous affairs. He carried away nothing. He went there dissatisfied with himself and with the world and he left the same way.

The one man was in step; the other could not join in at all. Yet each met the same people, heard the identical fine and inspiring addresses, listened to the same impartial discussion of problems of direct interest, of equal concern to both, and partook of the finest entertainment that has yet been given at a macaroni convention.

One understood; the other questioned. One agreed; the other argued. One was satisfied; the other appeared even sore at himself. Naturally these two men carried away different ideas of the good that one may get by regular attendance at the meetings of his industry.

One succeeded in getting the most out of the many very fine sessions in which his welfare, his industry's promotion—not that of any particular group—was seriously considered by men who are personally and vitally interested. The other failed to note anything good whatsoever; why, he even overlooked the beauty of the convention surroundings. He was selfishly blind and very unfortunate.

These two men can be called Mr. Success and Mr. Failure. The first has faith in mankind, and the other continually doubts. Look for the first among the leaders in his craft, for the latter among those who are continually struggling without much hope.

All of this is intended to point out the generally accepted truth that life is what one makes it. The 1926 convention was one of the most successful ever held by the industry. The benefits are not all immediate ones. It will take months, perhaps years to reap the fruit of the good work done in Chicago and when the harvest time comes it will benefit even those who now doubt and question.

The Chicago convention provided the opportunity for progressive action whether one saw it or not. We are happy in our belief that before many moons the beneficial effects of this friendly conference will be felt in every section of the country. All that is needed is greater cooperation and more understanding among manufacturers. To this end we solicit the earnest and sincere support of the officers of the National Macaroni Manufacturers Association on the part of the whole industry, whether you are members or nonmembers.



## Some of the Convention Songs

Prepared by M. J. Donna, Secretary.

### MAC A RO NI!

(Tune—Barney Google)  
 MAC A RO NI!  
 Manufacturers gay are we.  
 MAC A RO NI!  
 Jolly fellows you'll agree;  
 If together we will go,  
 Profits sure our books will show.  
 MAC A RO NI!  
 Manufacturers gay are we.  
 MAC A RO NI!  
 Spaghetti and noodles too.  
 MAC A RO NI!  
 And the Allied Tradesmen, true.  
 If you join our fight for right,  
 Business will be out of sight.  
 MAC A RO NI!  
 Spaghetti and noodles too.  
 MAC A RO NI!  
 The food for young and old.  
 MAC A RO NI!  
 To the public should be sold.  
 Advertise it with a vim,  
 'The housewives' confidence to win  
 MAC A RO NI!  
 For health is best of all.

**HENRY MUELLER!**  
 Is a man we all admire.  
**HENRY MUELLER!**  
 Chuck full of pep and fire.  
 He's our president, hooray!  
 Hoost the National M. M. A.  
**HENRY MUELLER!**  
 Is a man we all admire.

### ILLINOIS—HURRAH!

By the rivers gently flowing, Illinois, Illinois,  
 O'er the prairies verdant growing, Illinois, Illinois.  
 Come an' echo on the breeze,  
 Rustling thru the leafy trees.

And its mellow tones are these, Illinois, Illinois,  
 And its mellow tones are these, Illinois.

### PARODY

In this wondrous town, Chicago, Illinois, Illinois,  
 Seeds of progress we will sow, Illinois, Illinois,  
 We'll do things up nice and brown,  
 Chase all gloom, and banish frown,  
 While we stay in this old town, Illinois, Illinois,  
 While we stay in this old town, Illinois.

We are business men who dare, Illinois, Illinois,  
 Take a stand for what is fair, Illinois, Illinois,  
 For the industry we'll fight,  
 Side by side with all our might,  
 Standing firm for what is right, Illinois, Illinois,  
 Standing firm for what is right, Illinois.

### HOWDY DO!

Howdy do, MANUFACTURERS, howdy do!  
 Howdy do, Food Makers, how are you?  
 Join together—boost our trade  
 Thus our fortunes will be made.

Howdy do, MANUFACTURERS, howdy do!  
 CHORUS

How do you do? How do you do?  
 How do you doo-dle, doo-dle, doo-dle, doo-dle do!  
 In convention we are met  
 For a fine time we are set.  
 How do you doo-dle, doo-dle, doo-dle, doo-dle do.

Howdy do, FELLOW MEMBERS, howdy do!  
 Howdy do, Loyal Fellows, how are you?  
 With your help we're doing fine  
 Let's bring others into line.  
 Howdy do, FELLOW MEMBERS, howdy do!  
 CHORUS

Howdy do, NON-MEMBERS, howdy do!  
 Howdy do, Fine Fellows, how are you?  
 Join us early, hear our call,  
 All for one and one for all.

Howdy do, NON-MEMBERS, howdy do!  
 CHORUS

Howdy do, DURUM MILLERS, howdy do!  
 Howdy do, SUP-PLY MEN, how are you?  
 Your products, they may be high,  
 But your hearts are right, so why?  
 Howdy do, DURUM MILLERS, howdy do!  
 CHORUS

Howdy do, DI RECT ORS, howdy do!  
 Howdy do, Of ficers, how are you?  
 You've been loyal, kind and true,  
 We're for you from hat to shoe,  
 Howdy do, DI RECT ORS, howdy do!

### WELCOME BUSINESS

(Tune—"My Bonnie Lies Over the Ocean")  
 We come from most states in the Union,  
 Our products to boost with our might;  
 Let's make this a friendly reunion  
 Overlook all troubles and strife.

Welcome! Welcome!  
 Cronies and new friends, we say, we say!  
 Our food, their food  
 And everyone's food some day.

Our Business lies over the nation;  
 There's Business for you and for me, for me;  
 Good Business will bring us elation;  
 To help bring good Business, AOREE.

Work right! Hold tight!  
 There's Business for you and for me, for me;  
 Take Care! Play Fair!  
 So help boost our business, AOREE!

### JOLLY GOOD FELLOWS

For we are jolly good fellows,  
 Yes we are jolly good fellows,  
 Sure, we are jolly good fellows,  
 As all can plainly see,  
 As all can plainly see,  
 With us you must agree.  
 For we are jolly good fel lo-w-s (3 times)  
 With us you must agree.

For we are jolly good fellows,  
 Yes we are jolly good fellows,  
 Sure, we are jolly good fellows,  
 As no one can deny,  
 As no one can deny,  
 We'll murder you if you try.  
 For we are jolly good fel lo-w-s (3 times)  
 We dare you to deny.

## Chicago Convention Big Success

The 1926 convention of the macaroni and noodle industry of America held June 8, 9 and 10 in the Edgewater Beach hotel, Chicago, was unquestionably the most successful conference ever held by the industry.

The attendance was large and the accomplishments up to the expectations of the most optimistic. Peace and understanding reigned. Manufacturers of all classes brushed aside all selfish thoughts and inclinations for the welfare of whole. Package men and bulk producers joined heartily in a love feast that bespeaks future harmony and progress.

The outstanding feature of the meeting was the amalgamation of the various national, sectional and local organizations with the National Macaroni Manufacturers association that for nearly a quarter of a century has worked efficiently and effectively for the betterment of an industry that it helped to develop from an insignificant, individually conducted, family managed occupation into what is today a most important food industry, employing thousands of workers, involving investments of millions of dollars, with an annual production nearing the one billion mark.

The central position of the convention city attracted many manufacturers there that had heretofore never taken part in the industry's conference and brought out others who appear only occasionally. All worked in perfect harmony with the "regulars" who have assumed the responsibilities of organized activity. The Edgewater Beach hotel in which the sessions were held gave the whole affair that touch, that setting, which made the meeting one long to be remembered.

The 1926 meeting opened auspiciously with a well attended breakfast in the Marine dining room where 75 manufacturers and allied tradesmen were guests of President Henry Mueller of the National association. This early friendly "conclave" served to put all at ease and in the right humor for the various successful sessions that followed.

During the registration hour Secretary M. J. Donna, who is always busy during the conventions, was kept unusually busy enrolling the association members and guests.

The enrollment of more than 100 is the high water mark of macaroni con-

### 1926-1927 OFFICERS

**President**  
 Henry Mueller, C. F. Mueller Co.,  
 Jersey City, N. J.

**First Vice President**  
 John Ravarino, Mound City Macaroni Co.,  
 St. Louis, Mo.

**Second Vice President**  
 Leon G. Tujague, Tujague Food  
 Products Co., New Orleans, La.

**Treasurer**  
 Fred Becker, Pfaffmann Egg Noodle Co.,  
 Cleveland, O.

**Directors**  
 John V. Canepa, John B. Canepa Co.,  
 Chicago, Ill.

G. Guerrisi, Keystone Macaroni Mfg. Co.,  
 Lebanon, Pa.  
 C. S. Foulds, The Foulds Co., New York,  
 N. Y.

**Secretary**  
 M. J. Donna, Braidwood, Ill.

ventions and is an indication of the steadily growing interest in the affairs of the industry as reflected by the National association. They came from the Mexican border. Several Canadian manufacturers were there to learn and to advise. From the east came many old timers, some new cohorts and supporters while out of the western and central sections came the old dependables. All were there with one thought in mind, improving conditions as far as it is possible through personal effort and understanding.

Promptly at 10 a. m., Tuesday, June 8, President Henry Mueller greeted the association members and guests, congratulated them on their attendance and called the convention to order. The usual procedure was somewhat altered by the singing of appropriate convention songs in which the gathering was led by Secretary M. J. Donna, who wrote the parodies making them ap-

licable to the industry's aims and purposes. (See page 6.)

With the manufacturers in a happy frame of mind, Vice President Henry D. Rossi extended to them a welcome to the city and convention. This he did as an officer of the National association, a resident of the state that was honored by the presence of so many manufacturers, and as one of the charter members of the organization in which he has always been progressively active. He assured them that everything possible would be done to make their stay in Chicago profitable and pleasant.

In behalf of the allied trades H. K. Becker of the Peters Machinery company welcomed the macaroni manufacturers and the large group of supply men who were in attendance. He assured them of some very fine entertainment in addition to the enlightenment that they would get from the excellent program prepared for the 1926 meeting.

A. J. Fischer of the Pillsbury Flour Mills company, selected as spokesman for the Durum Millers, warmly praised the macaroni industry for the purpose of its existence, the noble intentions of its convention and assured the guests that everything that could be done by the millers to make the convention the success hoped for would be done with the greatest of pleasure.

President Henry Mueller then gave his annual address depicting the progress made by his organization in its 24 years of existence. He stressed the need of a Code of Ethics that would contain all the principles for the better class of manufacturers to follow in uplifting the industry, which has not yet gained its deserved station in the business world. His recommendation met with general approval and a code of business ethics will result as soon as the proper committee is able to function.

Fred Becker, who has been treasurer of the National association from time immemorial, then gave a report of the financial condition of the organization. While the expenditures have been greater than usual, a healthy balance remains that insures a continuation of the profitable association activities that the National is promoting.

Secretary M. J. Donna then made a comprehensive report of the association activities during the fiscal year and



### AMERICA

My country! 'tis of thee,  
 Sweet land of liberty,  
 Of thee I sing:  
 Land where my fathers died!  
 Land of the pilgrims' pride!  
 From ev'ry mountain side  
 Let freedom ring!

Our fathers' God! to Thee,  
 Author of liberty,  
 To thee we sing:  
 Long may our land be bright  
 With freedom's holy light;  
 Protect us by Thy might,  
 Great God, our King!



made some very acceptable suggestions for the consideration of the convention relative to the opportunities for better work which the future presents. His report was thorough, constructive and was well received by the large gathering.

Dr. B. R. Jacobs, Washington representative of the National association, made a brief oral report of what he has attempted for the betterment of the industry, he referred to the many bulletins that had been issued from time to time from his Washington office by means of which he has kept the manufacturers, particularly the association members, thoroughly informed of what is going on in the industry.

The convention preliminaries were closed with the appointment of the various convention committees by the president, after which the meeting settled down to the regular convention routine.

To properly prepare the delegates for the speech-fest that followed more convention songs were sung.

W. D. Burr, general manager of the Chicago Mill & Lumber company, and formerly secretary of the Wood Box association, gave an instructive address on "Guard Good Goods." His talk was listened to with interest and manufacturers gained invaluable points on shipping containers.

He was followed by R. M. McClure, secretary to the Wirebound Box Manufacturers association, who told the macaroni manufacturers of the greater good that would result if they would more thoroughly and consistently support the association of their trade. Citing other industries as examples he told of the work that could be done when the various interests were united under one organization.

The shop talk period that followed brought into the discussion many manufacturers some of whom made their first address to their fellow manufacturers in convention assembled.

"Improved Manufacturing Methods" proved an interesting topic in which the machine men took a leading part. Several good points were made that will bring about changes in the methods of manufacture that will reduce cost and produce higher quality goods.

One unscheduled topic brought about a very animated discussion. This was the question of amalgamating the various associations with the National and after a very general discussion in which the advantages of united industry was the general conclusion, a mo-



That's The Spirit

This is a composite picture of those who attended and enjoyed the Chicago convention last week.

Look closely, and in it you will see the cheerful package man, the jolly bulk manufacturer, the smiling noodle maker, the happy semolina miller and the pleased equipment salesman.

Note the watermelon smile, the thrill that verily oozes out of his fingers, the swagger of his coat tail, the cocky slant of his hat, his tripping feet and generally perky attitude.

The whole affair was exactly to his liking. His reception was royal, his treatment cordial, his manner appreciative and his behavior above reproach. Said he—"Thanks for coming."

Said he—"Thanks for permitting me to come!"

tion prevailed for the appointment of a joint committee of the various organizations to effect the amalgamation that seemed to have met with such universal favor in the convention. Later on this convention the committee reported favorably and the amalgamation was effected, whereby, there will be in existence hereafter only one association that will be directly concerned in the national affairs of the macaroni manufacturing industry.

Alimentary Pastes? Or Macaroni Products? Which Or What? On the suggestion of President Mueller the macaroni manufacturers present were asked to give serious consideration to the question of a proper name for our products that would rightfully associate them with the raw material of which they are composed.

He pointed out the fact that the general term "Alimentary Pastes" which is universally used hardly describes the product in the way that would be as beneficial as the producers would like. The term "Pastes" is suggestive of concoctions that may mean most anything besides the healthful and satisfying food that has recently and more generally been termed "Macaroni Produ-

cts." The latter term is not sufficiently generic, in the opinion of some manufacturers, though it is perhaps more common. The industry would profit greatly if a name were agreed upon that would associate it with wheat, the basic material of our food.

There was a lively discussion but no definite action resulted. The sponsors did not desire any immediate action but rather submitted it for the deeper consideration which the suggestion deserves.

Following the discussion of various other subjects that were brought up from the floor the first session of 1926 adjourned to meet the delegates, to become better acquainted and to enjoy themselves as the surroundings permitted.

#### SECOND DAY

The second session opened with the group singing of several songs that were adapted to suit the industry and its position as a big business interest.

Secretary Donna acted as song leader and after the "blow off" the convention settled down to the real work before it.

It was noted that the attendance had been greatly augmented by the arrival of late comers. Practically every section of the country was notably represented by the leading manufacturers of the manufacturing centers. Every detail of the process of moving macaroni products from the manufacturer to the consumer was fully considered from every angle on the second day of the convention.

In this the macaroni men were aided by representatives of the various associations of channels through which our products flow to consumer. Wholesaler and retailer joined food experts in discussing the problems that concern the average manufacturer.

John J. Miller opened with an address on "Promoting macaroni sales through cooperation with the wholesalers." The speaker had carried on numerous surveys on the sale of macaroni in various sections of the country and during his talk gave the benefits of his work to those who listened earnestly to the address.

Mrs. Anna Peterson, food expert director of the People's Gas company of Chicago, was introduced as a "surprise" speaker. In her able manner, with her wonderful voice that has gained for herself millions of admirers who listen daily to her radio broadcasting over KYW, the Westinghouse radio station of Chicago, she outlined ways



Why Not Now?

# No Breaking

or

# Splitting in Cooking

—when you use Durum Semolina

HERE'S one thing about Durum Semolina. It is granular—hence porous.

On account of being porous—boiling water instantly permeates when the macaroni is immersed in it for cooking. This prevents the macaroni from cooking to pieces or becoming soggy. All the original sweet, nutty flavor—all the nourishment—is retained intact.

Is it not folly, then, to attempt to substitute for Durum Semolina? It has developed a national "taste-habit." It yields the flavor and the nourishment that practically everyone now expects and demands in macaroni products.

## GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY, Dept. 215

Minneapolis, Minn.

Millers of Gold Medal Flour



for more properly interesting new and badly needed consume s.

In a cheery, convincing way she criticized the leaders of the industry who have been and still are neglecting to make use of the sales potentialities offered by the many agencies through which increased interest in our products may be brought about.

Mrs. Peterson referred to the special macaroni program which she broadcasts weekly and reviewed some of the many menus which she felt have had the desired effect. Her entire organization was placed at the disposal of the manufacturers who were invited to supply her with any and all information on the value of macaroni as a food for the sick and the well. Her talk was well received and a standing vote of thanks was given her for the pleasant surprise and inspiring message to which the enraptured hearers had listened.

Thomas E. Kendall of Wolf & Co., gave a studied address on "Laying the foundation for a quota plan and sales budget." He emphasized his talk with blackboard diagrams and vivid examples of the plans recommended.

Represented by H. C. Petersen, director of the National Association of Retail Grocers of America, who substituted for the president of that organization, John C. Sheehan, who is recuperating in a hospital following a serious operation, conveyed a message of good will and his association's appreciation of the fine spirit of cooperation that has always existed between producer and distributor.

Mr. Petersen made a fine talk. He asked that the manufacturers treat the retailers as fairly in the future as they have in the past, in realization of the importance of the retail distributing trade. If this is done the retailers will reciprocate in a way that will prove beneficial to both interests.

An emphatic, straight from the shoulder discussion of the problem of selling was delivered by Charles Henry Mackintosh, national authority on the subject. He reviewed the whole sales process from the "approach" to the sale's closing and gave the hearers many points which can be used advantageously. His subject "Making 'Em Say Yes" was ably handled and the effect was to thoroughly enthuse the convention. It will appear next month.

Another interesting surprise talk was made by Hugh J. Gaffney of the Broadway Advertising Co., New York city, who told of the almost unheard of

opportunities for increased consumption of macaroni that can be brought about even with the most economical plan of educational publicity about which there has been much talk. He held the attention of his hearers, who clamored for more, but he feared that he was intruding on valuable time on a set program but promised to be heard at some future convention.

The convention had been in session over 4 hours. The delegates were about ready to quit for the day when the Chicago Gang gave them an invitation to a special buffet luncheon that they had prepared as a surprise. The luncheon was a most delicious one and to cap it all there was a spicy entertainment that thrilled the spectators and prepared them for the special session that was called for later in the afternoon.

Evidently everyone who attended the Chicago convention came there with one thought in mind, that of placating all interests and amalgamating all organizations under the banner of the long functioning National. A special committee was named to get the sentiments of leaders of the other associations and in the late afternoon reported a plan that brought peace and harmony. The action was greeted with applause. It was ratified the next day and the only other actions necessary will be the ratification of the proposal by the other interested bodies, the liquidation of the affair of these organizations, and the industry will present an undivided front that will mean much for the future progress.

The most important session of the macaroni manufacturers in the history of the industry then adjourned to permit the members to prepare for taking part in one of the best parties ever staged at a macaroni convention. Reference is made to the annual banquet and entertainment held on Wednesday evening in the Black Cat room of the Edgewater Beach hotel. Dancing followed till midnight.

### THIRD DAY

Meeting opened with group singing of convention songs after which the secretary read several telegrams of good will.

Among them were the following:

Creamette Company, Minneapolis  
Henry Mueller, President,  
National Association Macaroni Mfgs.,  
Edgewater Beach Hotel,  
Chicago, Ill.

Kindly convey to the members of our Association my regrets at not being able to be with you. I returned Monday from a fishing trip in northern Minnesota with a slight

cold which developed into a hay fever cold which is usually very disagreeable for 4 or 5 days. Under the circumstances do not think it advisable to leave home. Sorry I cannot be with you. Your program indicates an instructive and interesting convention which I know you are having. Will repeat my statement made at your last Board of Directors meeting in Chicago we are very fortunate to be in an industry that offers more opportunity for an American citizen to be master of his own affairs based on volume of business than any other food industry in this country. To fully realize this statement recall meetings of other industries and I think you will agree with me that most of the representatives of these salaried men representing financial interests. Best of all it does not lend itself to control by trusts. This fact has been proven in the last few years. For this reason our efforts when building a macaroni business cannot be taken away from us and we have the satisfaction of knowing the fruits of our labor can be passed on to our sons where they too can be masters of their own affairs. Every macaroni manufacturer should not only be proud of the privilege he has to be a part of the industry but should be mindful of the fact that it is his duty to preserve and protect the industry which has given him this wonderful opportunity. This can best be done through our national organization that has so well guided and protected the industry for the past quarter of a century.

—James T. Williams.

New York, N. Y.,  
June 9, 1926.

M. J. Donna,  
National Macaroni Manufacturers Assn.,  
Edgewater Beach Hotel,  
Chicago, Ill.

Indeed we regret not being able to be with you however we wish you all success and a good time.

—F. Maldari & Bros., Inc.

St. Louis, Mo.,  
June 3, 1926.

Mr. Henry Mueller, President,  
National Macaroni Mfrs. Assn.,  
Edgewater Beach Hotel,  
Chicago, Ill.

Dear Sir:  
In reply to your personal invitation, as per your telegram of the 2nd inst., and that of the entertainment committee, we regret to state that we are unable to attend owing to the graduation of the members of the respective families of our president and vice president falling on the same days as the convention.

Judging from preparations, the convention will be a great success from a business standpoint, as well as highly entertaining.

We wish you the best of success with the assurance that we will be with you in every vote that may effectuate the harmony, welfare and advancement of the association.

Yours very truly,  
V. Viviano Macaroni Mfg. Co.,  
S. D. Alessandro, Secy.

Secretary Donna read also numerous communications from cities in every section of the country inviting the convention to meet therein in 1927. D. C. MacIver, president of the Sharp-Elliott Mfg. Co. of El Paso, Tex., personally invited the manufacturers to meet in his home town, promising them the best time that they have had since the opening of the Volstead era, about which so much is heard. The 1927 convention city was not named, the matter being left to the incoming board of directors to agree upon later

# BADEX

## Improves Macaroni

Badex is a pure cereal product, a blend of dextrine and sugars and with it you produce better macaroni.

For sometime, manufacturers of macaroni, who are interested in producing the best possible product, have been using Badex with great success.

They have discovered that without making any changes in method or formula, they can add Badex and be sure of a uniform color and glossy finish. In addition, they have found that the use of Badex reduces breakage and checking.

These things should be of interest to you. It's your opportunity to give your customers the best possible product; to add to your reputation for quality macaroni.

We invite you to write us for full information or to order a few bags for trial.

Stein Hall & Co.  
New York

Stein Hall Mfg. Co.  
Chicago

Manufacturers of Pure Food Products Since 1866



and in the light of conditions that may arise before January 1.

Three wonderfully interesting and instructive addresses were given during the last day's session. The first was by Dr. H. E. Barnard, president of the American Institute of Baking, who spoke on "Increasing consumption of cereal products, macaroni included." He told of a subsidence of the policy of starvation that many women have followed in the past to the permanent injury of their health and the substitution instead of a natural policy of eating whatever foods best agree irrespective of the growing waist-line, up to a reasonable limit. He warned the manufacturers of the changed attitude which will naturally affect their products and consumption.



E. H. Shank, of the Dartnell Corporation spoke on "The Ethics of Competition" using for that purpose numerous surveys made of conditions now confronting the macaroni industry. He brought out many facts; that some spring house cleaning would not be improper and that more constructive action in advertising and selling the industry's output would be the final solution of the problems that now loom as unsolvable. The address will appear in the July issue.

The last scheduled talk was one of the best in the meeting. It was made by H. E. Hunter of The Sherman Corporation who told the manufacturers how best to "Place their employes on their sales staff." His talk was well received and his points went home.

There followed a general discussion of the matters presented during the 3 day meet after which the convention closed to permit the National association to hold its annual closed session to carry on purely private affairs.

When it came time to nominate the 1926-1927 officers President Mueller declined the honor that the nominating committee was conferring upon him by again placing his name before the convention as association president. The assembly joined in pleading with him that he reconsider and it was only after the most urgent persuasion and upon the promise that it would absolutely be his last year that he consented to sacrifice his personal inclinations, and "carry on," in deference to the amalgamation plan that was approved in the convention; briefly to complete the good work which he has so earnestly sought to bring about—"Harmony and Understanding for the Good of the Entire Macaroni Industry." His decision

was greeted with applause and his election made unanimous. The other officers were also chosen without opposition. They are John Ravarino of Mound City Macaroni Co., St. Louis, Mo., 1st vice president; Leon G. Tujague of the Tujague Food Products Co., New Orleans, La., 2nd vice president; Fred Becker of Pfaffmann Egg Noodle Co., Cleveland, O., treasurer for his 22nd consecutive term; John V. Canepa of John B. Canepa Co., Chicago; G. Guerrisi of Keystone Macaroni

## REPORTS OF COMMITTEES

### Resolutions Committee Report

We, your committee on resolutions, beg leave to submit the following as expressive of our sentiments and indicative of our attitude on matters on which we are pleased to take a stand as a body.

WHEREAS, The National Macaroni Manufacturers association and our guests have unquestionably profited through the addresses given at this convention by the various speakers, many of whom are with us at a personal sacrifice and at considerable expense, therefore be it

RESOLVED, That the thanks of the association be given to W. D. Burr, Chicago Mill & Lumber Co.; R. M. McClure, Wirebound Box Mfrs. Assn.; John J. Miller, National Wholesale Grocers Assn.; H. C. Petersen of Nat'l Assn. of Retail Grocers; Mrs. Anna J. Peterson of People's Gas Co., Chicago, and radio broadcaster of expert food advice; Thomas M. Kendall of Wolf & Co.; Dr. H. E. Barnard of American Baking Institute; E. H. Shanks of the Dartnell Corporation; H. E. Hunter of the Sherman Corporation; and Hugh J. Gaffney of New York city, and to all others who took part in the discussions that stimulated interest and otherwise aided in this convention activity.

WHEREAS, The Chicago manufacturers, aided and assisted, financially and otherwise, by the allied trades of the Chicago district, durum millers and other supply firms of the country, have furnished us with unexcelled free entertainment during this convention, therefore be it

RESOLVED, That this convention hereby express its sincere thanks for their efforts in making our stay so pleasant and in enabling us to carry away cheerful memories of their wonderful hospitality.

WHEREAS, Many heeded our suggestion that they bring along the ladies, thus adding life and color to our annual conventions, and

WHEREAS, The entertainment committee has so gallantly added to the pleasure and enjoyment of our ladies, therefore be it

RESOLVED, That we congratulate the manufacturers and guests who were accompanied by their ladies and in behalf of the latter, thank the entertainment committee for helping make their stay so pleasant.

WHEREAS, The many supply firms individually and in groups, liberally entertained our members and guests during this convention, distributed valuable souvenirs and dispensed useful information, therefore be it

RESOLVED, That we extend to each and all of these friends the appreciation of the association and its guests.

WHEREAS, The office of president of the National association is an honorable one, usually filled at a great personal sacrifice of time and a considerable expenditure of money, and

WHEREAS, Our worthy president, Hen-

Mfg. Co., Lebanon, Pa., and C. S. Foulds of Foulds company, New York city, as the directors.

Resolutions were adopted expressing the sentiments of the organization on various matters of interest, thanking the speakers, felicitating the officers and bespeaking greater progress under the banner of a united, progressive industry as will result after the amalgamation is effected, undoubtedly the best step taken in the memorable convention.

ry Mueller has been an able guide, a worthy representative of our industry and one who has the confidence of the entire industry, therefore be it

RESOLVED, That this convention express renewed faith in his leadership, give sincere thanks for what he has striven for and accomplished in the past and to extend to him our very best wishes for a successful future.

WHEREAS, The members of the board of directors have faithfully discharged their duties to the association and to the industry since their election last year, serving without recompense, attending meetings, involving the expenditure of both time and money and given freely of their business experience and general ability in guiding the organization's activities, therefore be it

RESOLVED, That this convention give a vote of thanks to the board of directors for their unselfish and able handling of the association affairs.

WHEREAS, The unintelligent labeling of our products in both packages and boxes, creates distrust on the part of the buyers, leads to a curtailment in the consumption of our products and is one of the greatest handicaps to progress, therefore be it

RESOLVED, That this convention recommend to the entire industry, more careful attention to the problem of properly labeling the contents of their packages and boxes to describe the true contents thereof.

Respectfully submitted,

C. B. SCHMIDT,  
R. SARLLI,  
A. I. GRASS,  
Resolution Committee.

### Nominating Committee Report

June 10, 1926.

To the Officers and Members,  
National Macaroni Manufacturers  
Association.

Gentlemen:

Your Committee on Nominations after a careful canvass of the membership of this association and with due consideration of the conditions that confront us, are pleased to present the following candidates for the various officers and directors:

President—Henry Mueller, C. F. Mueller

Co., Jersey City, N. J.

First Vice President—John Ravarino,

Mound City Macaroni Co., St. Louis, Mo.

Second Vice President—Leon G. Tujague,

Tujague Food Products Co., New Orleans.

Treasurer—Fred Becker, Pfaffmann Egg

Noodle Co., Cleveland, O.

Directors—John V. Canepa, John B. Canepa

Co., Chicago; G. Guerrisi, Keystone

Macaroni Co., Lebanon, Pa.; C. S. Foulds,

Foulds Milling Co., Libertyville, Ill.

Respectfully submitted,

F. J. THARINGER,  
A. GIOIA,  
C. R. JONES,  
Nominating Committee.

# TO THE MACARONI INDUSTRY

we are pleased to extend our

## HEARTY GREETINGS

and

## CONGRATULATIONS

Successful conferences like the one just concluded in Chicago are milestones in the growth of the industry.

I. De FRANCISCI & SON  
219 Morgan Avenue BROOKLYN, N. Y.



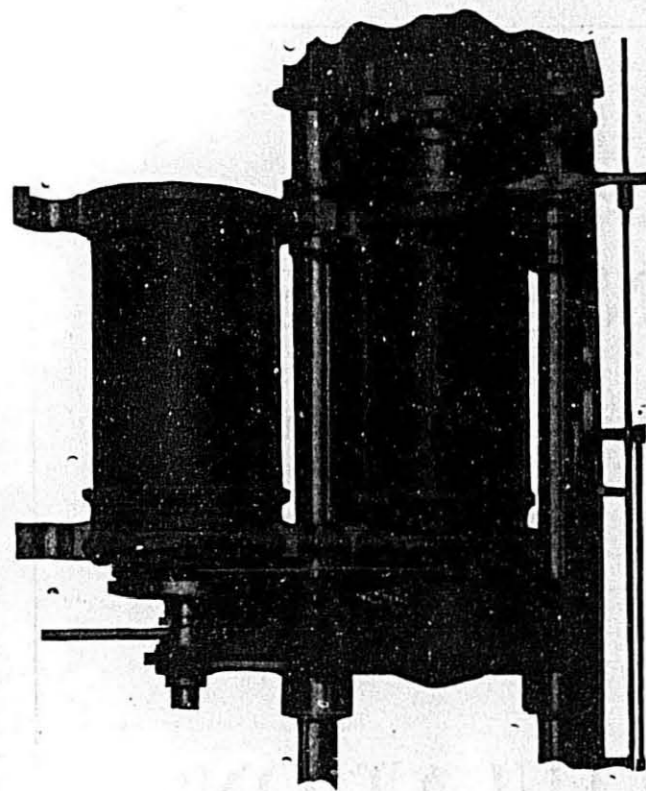


Illustration No. 1

# DEFRANCISCI

Hydraulic Presses Kneaders Mixers Die Cleaner Machines

Continued description in detail  
of our

## Stationary Die Vertical Press

THE illustration No. 1 shows our *Patented Distribution Valve* which controls the flow of the Hydraulic Medium to the pressure chambers of the Principal Cylinder.

The Valve consists of a cone-shaped piece of hard steel which revolves in a seat. The ports in



Illustration No. 2

this valve in passing ports in the seat open and close the connections. This valve is very simple; complicated mechanisms being eliminated, as they are often the cause of troubles. Furthermore the continuous friction does not harm our valve, on the contrary, due to its conical shape, the consequent slight wearing down of the surfaces in contact, improves the fitting of the valve, and, therefore, its function. Its control is easy and simple, all being reduced to the operation of only one lever, which requires very little effort even during the full pressure.

This valve automatically reverses the travel of the piston as soon as it reaches its lower point, thus avoiding a loss of time and increasing the efficiency of the Press.

The Illustration No. 2 shows the *Die Holder Cross Arm* and the *Dough Cylinders*.

The Die Holder is divided into three sections for the 13½ inch Vertical Press and into two sections for the 12½ inch Vertical Press. This greatly facilitates the spreading of the product on three sticks in the first case, and on two sticks in the second case reducing the waste to the minimum possible.

The Dough-Cylinders are made of steel and are mounted on the upright columns by means of two sliding sleeves, thus permitting the lifting and exchanging the cylinders.

When the principal piston has almost reached its highest point, two projecting pieces fixed to the piston rod catch the sliding sleeves of the Dough-Cylinders and the Dough-Cylinders are lifted. We wish to emphasize the mechanical simplicity of this system which positively does the required work and is more efficient than the hydraulic-lifting system.

By turning the cylinders the Machine is ready for new operation.

As soon as the principal piston starts downward the Dough-Cylinders are released and their

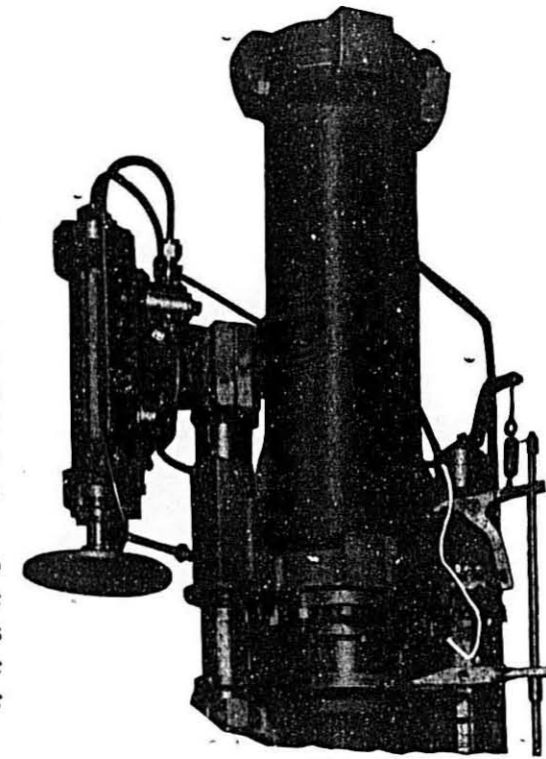


Illustration No. 3

weight together with the tension of two heavy springs, previously compressed when the cylinders are lifted, push them down to an exact fit with the tapering of the die. We wish to point out that this could not be done depending on the weight of the Dough-Cylinders alone, as the weight of the idle cylinder prevents an even seating of the working cylinder on the die.

It is worthy of note that it is impossible to operate the Principal Piston until one of the Dough-Cylinders is seated on the Die. This is accomplished by mechanically interlocking the control lever, thus avoiding any possible damage to the Machine.

While packing the dough in the idle Cylinder, the idle Cylinder remains closed with a Disk set in place by a Cam operated by a lever which travels through an arc of only 90 degrees. This is an advantage over the other types which used a screw and do not indicate the exact position of the disk for the correct closure. Also the Iron Plate placed under the Dough-Cylinders, prevents the dough from falling out which is likely, in lifting the cylinders, without the Plate.

The Illustration No. 3 shows the *Principal Piston in its Cylinder and the Dough-Packing Apparatus*. The Cylinder of the Principal Piston is made of steel and is tested at a pressure which is much higher than the one usually reached in operation.

The Cylinder-Head (Patent applied for) assures a hermetic seal and, due to its mechanical strength the danger of its blowing off is positively precluded. Other types, bolted on the top of the cylinder, have sometimes blown off due to the failure of the bolts. The mounting and dismounting of our Head Cover is very simple due to its self tightening design.

The Dough Packing Apparatus operated by its lever and the corresponding Distribution Valve, packs the dough in the idle cylinder and the piston remains on the dough until the cylinder is to be turned. This prevents the dough from swelling off.

When the Principal Piston starts rising the lever of the Dough Packing Distribution Valve, automatically goes down and the Dough Packing Piston is rapidly lifted.

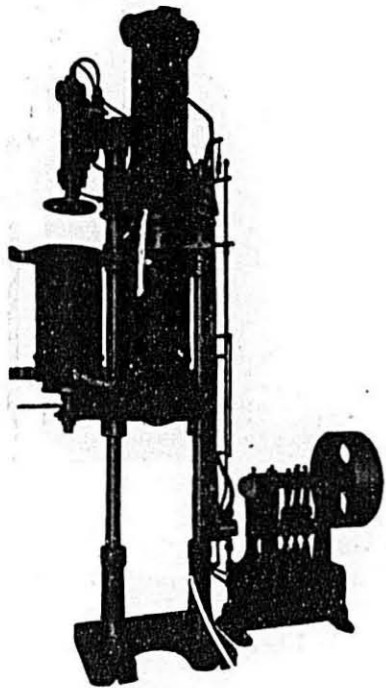
It is worthy of note the automatic operation of the Dough Packing Piston which relieves the Operator from manually lifting the lever of the Dough Packer. This prevents the Dough from being pushed out when the cylinders go up, if the Operator forgets to move the lever.

As in all our Machines the principal characteristic of this Press is the mechanical simplicity of all its parts which is the principal consideration in Machinery subject to heavy stresses where long life and efficiency are desired.



# DE FRANCISCI

Hydraulic Presses - Kneaders - Mixers - Die Cleaner Machines



PRESS STYLE "E"  
STATIONARY DIE TYPE

The Illustration Shows Our Latest Type of Hydraulic Stationary Die Vertical Press.

## ADVANTAGES

Four Stage Plunger Pump assuring practically Continuous Pressure of the Hydraulic Medium.

Simplicity, Lightness and Durability of the Distribution Valve and the Control of the Machine.

Automatic Safety Interlock which Prevents Any Damage to the Machine caused by Neglectful Operators.

Automatic and Rapid lifting of the Principal Piston at the end of the operation, thus effecting a Saving in Time.

Exact Fitting of the Dough Cylinder on the Die by means of the Tension of the Springs.

Mechanical Simplicity of the Lifting of the Dough Cylinders.

Elimination of the Bolts in the Cylinder Head by means of our new design which assures a High Pressure Seal and makes it easy to Dismount and Examine The Packing of the Pressure Cylinder.

Automatic Operation of the Hydraulic Packing Apparatus.

Ease and Safety of loading the idle Dough Cylinder.

Simplicity of operating the Disk at the bottom of the idle Cylinder.

Plate under the Dough Cylinders which Prevents the Dough From Falling Out when the Cylinders are lifted.

**I. DeFRANCISCI & SON**

219 MORGAN AVE.

BROOKLYN, N. Y.

## Annual Reports--Convention Addresses

### Address of President Mueller

Custom requires that the president make an annual address to the convention at its convening. Mine will be a short one in order to keep the convention snappy and give you plenty of opportunity to see Chicago and get some enjoyment out of the wonderful Edgewater Beach Hotel in which we are assembled.

This is our 23rd anniversary. I was just thinking over, a few days ago, what this association really meant to the industry. Has it any value? Why has it existed 23 years? After thinking over the achievements, the condition of the macaroni business today compared with what it was 23 years ago, I must say that this association has done a great deal for the industry, and had it not been for this National Macaroni Manufacturers association, I hardly think that we'd have gone along the road of progress as far as we have with it in existence.

The fact that it has existed without a break for 23 years is proof enough that it has had its value. If it had not done its duty and carried out certain purposes which could not have been done in other ways by individuals, it certainly would not have existed as long as it has.

Of course we have our complaints in the association. Sometimes it is lack of funds, sometimes lack of enthusiasm, lack of number of members, lack of attendance at meetings, lack of interest in the material that the secretary has, lack of interest in the Journal, all that—but where is there an organization that hasn't all that to fight? We are no different than any other organization.

I think the officers, the directors and those who have been sticking by the ship of this organization for the last 23 years—and I notice quite a number of them here today that were here on the incorporation or organization of this, our association—deserve a lot of credit, the handful that kept carrying on this association.

The last year or two I have felt a gradual appreciation of association work, looming up in the minds and hearts of the macaroni manufacturers of the country. There has been a little more excitement, a little more talk, a little more unrest. All that means something, and the unrest is going to focus attention toward the value of joining the organization.

This organization is going to exist as long as it is going to carry out the principles which it has carried out for the last 23 years. It may change its name, it may change its office, it may do a lot of things but it's going to be the same organization because no matter what organization you're going to put in its place, you're going to see the same men who have taken interest before in this association going to stick, because they are men who believe in organization work.

I believe this organization has been far-sighted in all its actions. It carried on its work from year to year without any great difficulties, great arguments. The organization has always stood for the elevating of higher standards of quality, even though it has been said that we are not for quality. This association is the one that put the first standards of macaroni on the statute books of the Agricultural Department. This association also put the noodle standard on the statute books. This association has done its share in the matter of tariff. It's a question, if this organization had not been functioning, whether we'd have a 2c tariff today, and I don't think that the macaroni business would be gone as far as it is today.

So if some of you gentlemen who have been connected with the macaroni business for a number of years will just be honest, without any prejudice, and call a spade a

spade, and dig in the records of our organization, you must say that its been a fortunate thing that this organization has been in existence for the last 23 years. Had it not been of value, it would not have existed so long.

You are all familiar with the work we have done during the year; we have done a few outstanding things. We considered the question of tariff this year. We started in, and by the advice of our counsel, after looking into the matter, we felt that it was inopportune to take up the question of tariff. It could only be taken up, a revision, through the Tariff Commission who present



Henry Mueller.

their case to the President, who has the right to increase or decrease the tariff. We didn't do anything to prevent anybody else from going ahead; we just simply stepped aside and left nothing that would harm it in any way. We just quietly stepped aside, that's all.

There was an article in the papers not long ago that said the idea of the Tariff Commission was not to increase tariff but to rather reduce tariff. I think that the macaroni manufacturers will have to take up the matter of tariff again when the opportune time comes. No doubt the tariff question will arise pretty soon—possibly at the next congress. At the present time I don't think that the importation (of course the eastern men feel it a little more than the western men) is so serious that we may call it an emergency proposition to take it up now.

I believe, however, that as foreign countries get on a better business basis we are going to feel keener competition from foreign products. If that competition develops seriously, I'm sure that if our course is right and we require an increase in tariff and we all get behind it, we will have no trouble in convincing the government or senators or whoever we have to convince, that we are entitled to what we ask.

This Association has always played a fair game down at Washington and this Association is held in high esteem by all the different bureaus, etc., we are in touch with them there. We get a hearing wherever we go. We are recognized, and it is simply because we always stand for nothing but the right and if we are wrong, we're willing to be convinced.

The coloring question has been taken up this year and we have a ruling which prohibits the use of color which would approximate or simulate egg color. Some manufacturers have a little question in their mind as to how far they can go in using a color that would not simulate an egg color.

I'm not going to speak much about that. There's been a lot said during the year. There's been a lot put into the Journal and we have in our Journal always simply stated our case and nothing more. I'm satisfied that if this law or ruling is carried out and enforced by the manufacturers, which they will have to do because the government hasn't got the machinery to do it, that in 5 years every manufacturer in the industry (even less than 5 years) will appreciate the benefits to the macaroni industry by this ruling.

There has been a little question on the subject of egg noodles, spaghetti, etc. This country is gradually using all the products. The Italians are gradually beginning to use egg noodles. The American public and Germans, etc., more and more are using spaghetti and so on down the line. Certain different types are being exploited in various ways among the American trade and I feel that this country has reached the point where there is no more separating the line between an egg noodle manufacturer or macaroni manufacturer, because there is hardly a manufacturer of egg noodles that hasn't a bigger production in macaroni than he has in egg noodles.

I feel that these products are more and more being used by the public, both Italians and Americans, so that one is interfering with the other and they are all being used for the same purpose and by the whole population of the country. So I think the time has come when we have to consider all our products in one class.

I think the question of coloring has been the matter that was the one stumbling block in the industry that possibly some could not fall in line with. We tried for many years to put a standard macaroni product on the statute books of the Agricultural Department but every time we tried to do it the question of color arose. You remember last year at our convention we appointed a committee to determine upon a standard for macaroni. I purposely put up the question whether the committee should consider color or should not consider color in their deliberation. I knew when they went out and were not allowed to touch on the question of color that they'd be unable to arrive at a recommendation for a standard on macaroni products.

(I use the term "macaroni products" rather than "alimentary paste." If anybody can recommend a good name to cover the full line instead of the words "alimentary paste," I think it would be quite a benefit to the industry.)

That committee was a big committee. All interests were represented on the committee. They brought in a recommendation which somehow or other didn't appeal to the meeting and was not adopted. We cannot handle the macaroni standards or egg noodle standards or any other standards in our line of products unless you take in the question of color, and coloring has been the stumbling block. It has already been shown in a few cases that the quality is being improved since the color has been eliminated.

There are a few outstanding points I wish to mention. The Association has always stood for clean business dealing. We have done everything in our power to do that, and I think it has succeeded to a great extent. The conditions are not as demoralizing today as they were before.

Now, about association. I have a little pamphlet here of an address delivered by Ernest H. Gaunt of the Babson Business organization at their conference last September, entitled "Trade Associations Have Become Stable." I will just read you about 2 pages, of how he puts down organization and what it means. This was delivered on Sept. 26, 1925.

Men entering business today know almost instinctively that they must work together. Under our American system they can do so and



yet preserve a very large degree of individual liberty. Men may work together to do evil but such cooperation is always short lived. The science of human relations like that of economics is not yet an exact science but there are two well established laws governing success in human relations:

First, the law of equal reaction—that we get the same kind of treatment we give; that with what measure we mete it shall be measured unto you; that for every debit there is a credit. Second, that men must and will cooperate as well as compete—the law of cooperative competition.

Individuals may go contrary to these laws for a long time if they have unusual wisdom in following the other laws affecting economics in human relations but groups of men cannot break these laws very often or for a long time without suffering great losses.

I believe in accordance with fundamental economic law it preserves competition and yet does not frown upon the kind of cooperation which is in the public's interest. Cooperation which is not in the public's interest is not in the interest of the industry which attempts it.

Healthy competition is necessary to keep business on its toes, always alive to the significance of changing conditions. Competition is all right if you have sense enough to use it as a stimulant. Cutthroat competition is not healthy competition and is harmful to the public's interest. Cutthroat competition promotes misrepresentation of goods, gambling methods, the breaking of contracts under good faith, great fluctuating quality and prices, unequal treatment of customers by cutting prices in one locality or on one line of goods below cost to put a competitor out of business, and recouping in other localities on other goods.

The net result of cutthroat competition is a decided economic loss to the public.

Now he puts in brackets a little example:

A good example of cutthroat competition was disclosed in a recent divorce case where the wife accused her husband of being so mean that if a golf ball lay nearer the hole, and fewer strokes than he, he would kick her ball away from the cup. (Laughter.)

Cooperative competition is healthy because it has the proper mixture of cooperation and competition. We have always got to be careful in our business dealings that there is a proper mixture of cooperation and competition. It is the kind of competition practiced by business men who support their trade organization.

I think all this thought here leads us up to one thing that I have been trying to do for the last couple of years—to get you gentlemen, members of this organization, to adopt a code of ethics. There's hardly an organization in the country today that hasn't a code of ethics. Codes of ethics get a banner up for the organization to follow, and that is one thing that I'd like to see you do today or at this convention—to some way or another get a committee, and if it is your wish to write out a code of ethics for the macaroni business.

A lot of you are Kiwanians, Lion members, Rotarians, etc. You know what their code of ethics are. You know how they in their business talks and fair business methods talk, advocate the adoption of codes of ethics by associations which will be a guide to their members. It puts a certain responsibility upon the members' action. This organization, even without a written code of ethics, has carried out pretty well, as far as I can see and as far as I know (and even though I've been president only a few years I've been pretty closely in touch with it for a good many years and attended a good many conventions) a pretty fair code of business methods.

I just want to give you an idea of what I think ought to be included in the code of ethics. I have a sample here. I am a member of this organization and happen to be a director of it. It is a wonderful organization, has wonderful, honest men. It takes in all the various food manufacturers of the country, and the basis of our code of ethics I think, should be the underlying thought as I'm going to read to you. This is the code of ethics of the American Grocery Specialty Manufacturers association.

We believe that the manufacturer should ever be mindful of and guided by the fundamental principle that his business is a solemn calling and a glorious profession dedicated to a great and paramount public service.

That is one thing we often forget as business men; we are after the dollar, we forget we have a responsibility to serve the public, and if we bear that in mind I think we often hesitate to do some of the things that we do do.

We believe that the manufacturer should always be animated by a true spirit of justice, amity, responsibility and service in all his dealings with others and unwaveringly act at all times in pursuance of the elementary conception of right, honorable and ethical business conduct as befitting his membership in a society built upon the sure foundation of a democracy, organized in history, inspired by the teachings of our Divine Master, and finally directed equally to preserve the opportunity and rights of each for the benefit of all and to enhance the general happiness and welfare.

Hence, we believe that it is the unquestioned obligation of each and every manufacturer:

(a) To manufacture only products of established value, right in composition, true upon and to their label, and produced under conditions that are sanitary, healthful and in all ways proper.

(b) To label, advertise and merchandise such products only in a manner wholly free from misrepresentation, in complete accord with both the spirit and terms of the applicable laws, and in entire harmony with the highest standard of commercial morality and ethics.

(c) To refrain from in any way or to any extent unlawfully infringing upon the equal rights (whether moral or legal) of a competitor and to refrain from interfering with his business, as by uttering false or disparaging statements about him or his product or his business, or by misappropriating his trade name or formula or the distinctive form or dress of his products, or by enticement away his employees.

(d) In short, constantly, earnestly and conscientiously to strive at all times and in all ways to advance the science and to elevate the profession of manufacture to the highest and idealistic plane of public value to the end that it may best and most completely serve the public at large.

This do we believe: "Whatsoever ye would that men should do to you, do ye even so to them."

Now if we all live half way according to this code of ethics, I don't think we can ever live 100% up to it, but if we live half way up to it at all times in our transactions and consider our competitor a little bit, I think we'd have very little trouble in our industry and we could all serve the public better and we could make a fair living out of our business and we would have an industry that we'd be proud of and one that we can put on the same elevated plane with any of the other food industries of the country.

I want to thank you gentlemen for your fine attendance. I am sure you're going to be well repaid for coming here. I think during the day there will be a few more come in. I want to thank the directors who have been very faithful in supporting me in every way they possibly could. The members of the organization have been fine. It's been very pleasant for me all through the year in my work as president.



No "Slow Motion" About This

The above was voted as a fine likeness of Secretary Donna in action during the registration hour the first day of the convention.

Yes, he remembered all the old timers and pretended he knew the new comers.

He made them feel at home and happy, even while relieving them of the convention registration fee. "It's a gift" as declared the Scotchman when asked why he preferred golf to other sports.



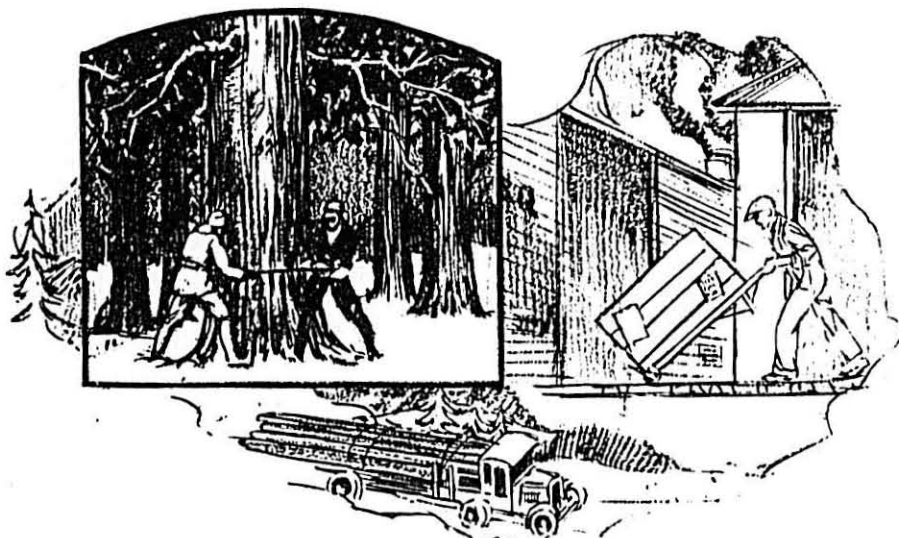
Fred Becker.

ply things are shaping themselves better and the association is fairly situated with respect to its finances.

Amid these beautiful and inspiring surroundings and in this ideal convention hotel I trust that we will have a most successful meeting and that our actions here will bring us credit, recognition and skillfully planned progress. With these few words, I am pleased to render my annual report of the association finances:

Balance on hand June 1, 1925.....	\$ 1,124.74
Receipts from all sources for year 1925-26	15,618.30
<b>Total .....</b>	<b>\$16,743.10</b>
Disbursements for the year.....	14,845.20
Balance on hand June 1, 1926.....	\$ 1,897.90
Balance in regular fund.....	763.46
Balance in Vigilance fund.....	1,134.44
<b>Total .....</b>	<b>\$ 1,897.90</b>
Receipts for regular fund.....	\$13,672.14
Receipts for Vigilance fund.....	1,928.75
Receipts—Interest on deposits.....	17.47
<b>Total .....</b>	<b>\$15,618.30</b>
Disbursements from regular account .....	\$13,811.48
Disbursements from Vigilance account .....	1,033.72
<b>Total .....</b>	<b>\$14,845.20</b>

Respectfully submitted,  
**FRED BECKER,**  
 Treasurer.



## From Woods to Warehouse

ANDERSON-TULLY Macaroni Boxes are the products of an organization that controls every factor that enters into their making from the time the timber is cut until they are delivered at your plant. One organization does the whole job from raw material to the finished product.

Start-to-finish manufacturing means that expensive lost motion is eliminated. It means economy all along the line. It means certainty of deliveries and uniform high quality of product. And that means better values for you.

Back of the Anderson-Tully organization is thirty-five years of experience and thirty-five years of satisfied customers. Your packing problems placed in our hands will be handled certainly, efficiently and economically. Let us quote you on your macaroni boxes and show you that our prices are cheapest in the long run.

ANDERSON-TULLY CO.

Good Wood Boxes

Memphis



## REPORT OF SECRETARY

One of the really pleasing duties of your secretary is that of giving to you in convention assembled, his annual report of duty done, service rendered and good attempted, while at the same time acknowledging sincere appreciation of your many courtesies, your good will and staunch support; likewise on the part of the industry at large and the allied trades.

The attendance here this morning is most gratifying. Roger Babson, the world renowned business authority, has truthfully stated that "The really big men of America have won their spurs by doing WHAT THEY DIDN'T WANT TO DO WHEN THEY DIDN'T WANT TO DO IT." I feel that I am addressing the really big men of the Macaroni Industry since you are here today, not altogether because you wanted to be but because you have bravely overcome the inclination to stay away and still are here to confer for the good of your own business, while mindful of the welfare of your trade.

Another year has gone into history. We have accomplished much; there is still much left to do. Our objective will be more easily achieved when there prevails greater unity of purpose among us and when there has been banished from the trade the existing wide divergence of views due to our varied interests in and toward vital problems.

As a general rule the macaroni business has been fairly good throughout the year. Most plants have run quite regularly making for their owners a small profit. Competition has been keen but not quite so disastrous, though still exasperating in some markets. Improvements along this line may be hoped for when manufacturers become better acquainted and more fully realize that quality goods sold at honest, profit giving prices are the very foundation of a successful business, conducted on a "live-and-let-live" basis.

### Our Association

The National Macaroni Manufacturers association was conceived over 23 years ago because of the vision of a handful of farseeing leaders who appreciated the wonderful possibilities that America offered the newly adopted business and strove to organize the industry to achieve them.

It has ever been guided by the purposes for which it was founded. It has grown slowly but steadily, gaining a prestige of which we may well be proud. It has done wonderful work in spite of the apparent lack of that support which it deserved and is still deserving. What it has done, you know. What it can do for you, for the industry and the allied trades will be determined by your actions, your attitude and your support.

People always appreciate a joke when a fellow tells one on himself. Well, here's one on me. Recently I submitted for publication in our Official Organ, a little article under the heading "Softest Jobs." I took the liberty to list thereunder many occupations that were generally considered "soft jobs" and gave as examples such real soft jobs as "Selling Macaroni Profitably" and "Selling Semolina to Chinamen." This brought a comeback from a real wit in the industry who opined that unquestionably the softest job on earth was that of Secretary of the Macaroni association.

I got what was coming to me for giving him that opportunity for a comeback. It all depends on the point of view. Of course all that is required of your secretary is that he do almost the impossible in membership extension work, arouse enthusiasm among the indifferent, prevent dissensions, edit the trade paper, increase the advertising income, make the editorials readable, snappy and gripping, celebrate with the successful, console with the unfortunate, and so on. A soft job, indeed!

The old saying that "there are two sides to every question" has been modernized to read,—"There are three sides to every question—your side, my side and the right side."

If we would only more fully realize that there is a Right Side and that said right side need not necessarily and always be our side, how greatly would our worries decrease! Now, briefly, that is the principal purpose of the National Macaroni association, to get you to see the Right Side,—to serve as a moderator or an arbitrator, judging matters from an unbiased viewpoint and bringing understanding between



M. J. Donna.

interests that would otherwise be inimical, all for the trade's progress.

### Boosting Your Trade

The trade which we represent is one adapted from other countries where it has been practiced for centuries. American ingenuity has developed it to its present day efficient state. In spite of the progress already made you will probably agree with me that there are still altogether too many men in our industry who do not regard this trade as highly as it deserves.

Like water, a trade cannot arise above the level of the men who guide its destiny. We number in our ranks men of high intelligence, rare ability, men who would succeed equally well under any circumstances. We may point with pride to many firms that have made remarkable progress and to men who have made a name for themselves in the business world because of their connection with the manufacture of macaroni products.

Therefore it is disgusting to listen to a thoughtless few who are continually decrying their business, knocking their profession and constantly sounding discordant notes that destroy confidence in the very profession on which they must depend. They emulate the clock which "COVERS ITS FACE WITH ITS HANDS AND RUNS DOWN ITS OWN WORKS."

Through conferences of this kind we hope to raise the industry even in our own estimation, chase gloom with good cheer, replace sneers with praises, to instill a more kindly attitude toward our business and to counteract the deleterious effects of "subconscious knocking" with a vigorous propaganda that will bring a higher appreciation of the opportunities which this trade offers us.

We are hopeful that even in this convention there will be no fire-y discussions to stir up animosities, create ill feeling or otherwise ruffle those who hold differing views. The program has been arranged with that thought in mind. Let there be a friendly consideration of the common problems, which are sufficiently numerous;

plenty of sociability and a serious attempt to bring about a better understanding throughout the whole industry irrespective of class, group, size or location.

Let us hope and aim through cooperation to substitute reasonable regulations for practices that have been retarding progress and to overcome those influences of backwardness that a few still insist on cultivating.

Progress in any industry can be assured only when the members thereof place their own house in order. Is our house in order? With the best of intentions we meet today, gather yearly in friendly conferences to study the past, scan the future and investigate all possibilities for improving our industry and to harmoniously strive to put our house in order so that it will be a credit to us all.

### Association Activities

As a member of the Business Secretaries Forum of Chicago and of the American Trade Executive association I have come in contact with many trade association leaders. They report about the same problems and are affected by similar worries. One pleasant thing that is noticeable by comparison is that our organization is being conducted at an average membership per capita cost that is much lower than in other trades having about the same scope, and like aims. If we have not carried on as extensively as some of you expect, the above is the answer,—we are limited because of our restricted income.

Permit me to review a few of the activities that have occupied our attention during the past year:

1—Our official organ, the Macaroni Journal is becoming more and more appreciated because it gives us a fine contact with each other, with the supply firms and with the different government bodies.

2—We have maintained a representative at Washington that brings us prestige in national affairs pertaining to the entire industry.

3—We have had an eye on contemplated tariff legislation, noted the tariff trend, and continued ready to light for your best interests.

4—On the ruling of the U. S. Bureau of Chemistry prohibiting the use of artificial coloring of macaroni products we cooperated in disseminating information and in helping bring about a very general observance of the law.

5—The National has always stood and will always fight for the highest possible standards for macaroni products that are enforceable and we tried studiously to convince the proper authorities of our attitude whenever opportunity permitted.

6—The good will of the different allied trades has been appreciated and every effort made to promote that profitable cooperation that must be mutually beneficial.

7—Numerous releases of news items of interest to the industry have been sent to the trade press and newspapers of the country. In this connection will say that we have fought determinedly that harmful but happily decreasing tendency to caricature our products in so-called funny cartoons and humorous stories.

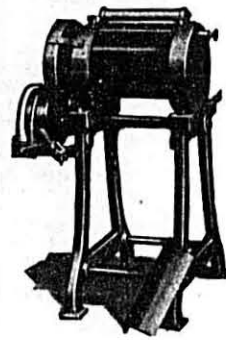
8—Tested recipes have been supplied to trade papers, women's magazines and to firms compiling booklets; information and data furnished on the food value of macaroni and its advantages as a health food for the sick, hospitals, etc.

9—Some exhibits have been placed in state and national institutions. A very elaborate one is being prepared for installation in the Field Museum of Natural History in this city which will be seen annually by thousands.

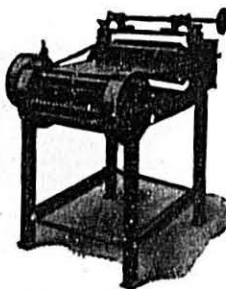
10—Have cooperated willingly and readily with state and food officials in a way that helped the entire industry.

11—Distributed pamphlets, booklets and other information to association members, carried on research work in a limited way, answered numerous queries and performed

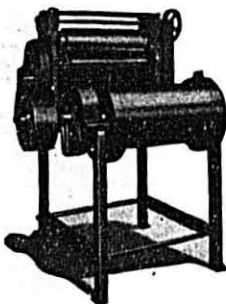
## "CLERMONT" Noodle Machine Equipment



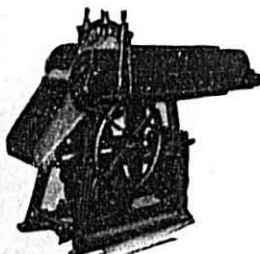
Roller Noodle Cutter



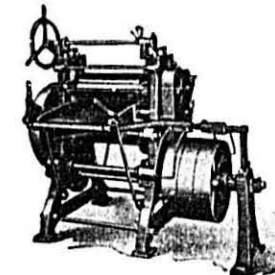
Roller Noodle Cutter With Light Calibrator Attachment.



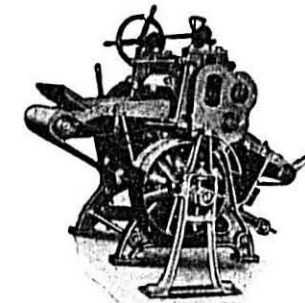
Roller Noodle Cutter With Heavy Calibrator Attachment.



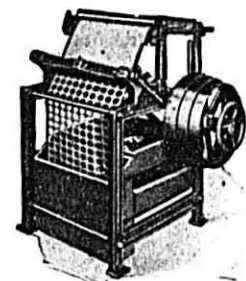
Mostaccioli Cutter



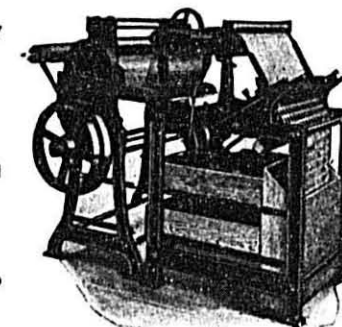
Reversible Dough Breaker



Roughening Non-Reversible Dough Breaker



Fancy Stamping Machine for Bologna Style Noodles.



Fancy Stamping Machine With Calibrator Attached

From the standpoint of the industry, a successful machinery equipment should be determined not only by the kind of product it turns out, but by the amount of work which the user can credit to them, not only in one day, but every day at the lowest operating cost.

The machines must be reliable, economical and capable of producing the largest amount and best quality of finished product when operated by an unskilled laborer. A new man on the job must do just as well as an old.

We claim that the Clermont Machines do that.

The users of the Clermont Machinery Equipment have endorsed that statement and we will allow you to verify same if you care to investigate.

We will gladly furnish their names upon your request, and also catalog and any detail information you may desire.

This will not obligate you in any manner.

## CLERMONT MACHINE CO.

77 Washington Avenue  
BROOKLYN, NEW YORK



other natural duties to members and non-members, too numerous to mention.

12—Continued in every way our attempt to acquaint the whole world with the true value of the food we manufacture under the best sanitary conditions and to promote its more frequent serving in homes, hotels, hospitals and restaurants.

#### Finances

For several years we have been living beyond our means. Operating expenses have yearly exceeded our income till late last fall we found ourselves hampered by lack of funds. The generous response of our members for a voluntary contribution, which totaled \$1500, enabled us to continue functioning without interruption. Though we have personally thanked these contributors who so gallantly came to our rescue, I feel that this public acknowledgement is also fitting and proper.

Increased income can come from only 2 sources. First—increased membership; and second—increased Macaroni Journal advertising. There is a limit to the advertising that we may attract, though we have by no means neared that limit yet. As to membership increase we hope that ways and means may be found that will convince macaroni manufacturers that greater good could be attained with stronger backing and more full hearted support. A working plan will be welcomed.

For the year ending May 31, 1926, the income of the association totaled over \$15,600, of which \$5000 was for dues, including the voluntary special contribution, and \$8000 from the Macaroni Journal. During the same period we expended \$14,850 of which \$7000 was for association expense and \$7700 for publishing our official organ. Our balance is now slightly less than \$1200 in the general fund, a detailed report of which will be given in the auditor's report later in the day.

In the special vigilance fund, to which approximately \$2800 has been pledged and \$1800 paid in, there remains a balance of \$701.90 in cash.

The tariff fund created 2 years ago was untouched during the year, the balance remaining \$178.22.

#### Membership

The membership problem is always a worrisome one, though it should not be. While our membership this year shows a slight increase, it might have been bigger had nonmembers realized their obligation to their industry as expressed by the famous saying of the late President Theodore Roosevelt: "Every man owes something to the industry to which he belongs." The curious will note that when firms need information to help them solve their problems, when they desire service that is possible only through an organization of this character, or when they feel that their rights have been trespassed upon and seek redress, they flock to their trade organization for assistance and guidance. But why wait?

Seven firms have been enrolled as regular members since making my report last year. Horowitz Bros. & Margassten of New York city; Sharp-Elliott Mfg. Co. of El Paso, Tex.; Fontana Food Products Co. of San Francisco; Gooch Food Products Co. of Lincoln, Neb.; Traficanti Bros. of Chicago; Fort Worth Macaroni Co. of Fort Worth, Tex.; and Kansas City Macaroni & Importing Co. of Kansas City. The membership formerly held by Mercurio Bros. Spaghetti Mfg. Co. of St. Louis has been transferred to Mound City Macaroni Co. of the same city.

Four firms have been dropped from the membership roll. Two are out of business, one was absorbed by another member firm and the fourth one resigned.

Our membership as of June 1, 1926, is 57 regular members and 8 associate members, a gain of 4 during the year. Of the present membership all had paid their 1926 dues before June 1, 1926, excepting 9, and sev-

eral of these have since forwarded checks to cover. This is a very creditable record.

The need of a stronger membership recalls a story entitled "The Union Spirit" which I will relate for fear that there may still be some among us who still believe that individuals do not invariably gain by "sticking together."

Willie had been naughty and was being sent to bed supperless. He was naturally aggrieved at the feminine sex because of his mother's treatment and tumbled between the sheets without a word.

"Willie," she demanded, "say your prayers."

"I won't."

"Don't you want to go to heaven?" asked his mother.

"Nah, I'm going with papa. Us men got to stick together these days."

Moral—If the macaroni men would only stick closer together in their trade association we would all get some place together.

#### Our Official Organ

For the first time in 7 years our official organ was published at a loss. There are several contributing causes. Cost of publishing has been increased, there has been a slight falling off in both subscription and advertising for reasons with which you are all acquainted.

It has been our aim to keep our editorial on a par with the standard established at its launching. We hope to make it even better in the future and with your cooperation reestablish it on a paying basis. This you can do by merely mentioning our official organ to many of your supply firms that

#### Committees Appointed

##### Trade Name to Cover All Products

Chairman, G. Guerrisi,  
Jos. Freschi,  
L. M. Skinner,  
T. H. Toomey,  
Fred Becker.

##### Resolutions

C. B. Schmidt,  
R. Sarli,  
A. I. Grass.

##### Legislative

B. S. Scotland,  
E. Ronzoni,  
L. E. Cuneo.

##### Audit

R. G. McCarthy,  
J. Ravarino,  
B. Pastorelli.

##### Business Ethics

C. S. Foulds,  
E. Z. Vermeylen,  
H. D. Rossi.

##### Nominating

J. F. Tharinger,  
A. Gioia,  
C. K. Jones.

##### Association Welfare

D. C. MacIver,  
G. Guerrisi,  
A. F. Zerega.

##### Widening the Market

L. M. Skinner,  
Jos. Freschi,  
Jno. V. Canepa,  
A. Gioia,  
J. P. Weidenhamer.

do not even know of its existence.

Our circulation now exceeds 1000 and includes practically every possible subscriber interested in a publication dealing with our products. The better we make our industry's spokesman the better it will represent our industry to our readers and to the world at large.

#### SUGGESTIONS

Permit me to recommend for your very careful attention at this convention and later by the entire industry the following matters pertinent to our success:

a—The general adoption of FRIDAY—MACARONI DAY or a MACARONI WEEK, seriously and determinedly supported by the entire industry. My suggestion made at Atlantic City last year gained for this industry more free favorable publicity than anything else ever before attempted.

b—The increased use of the advertising space in the Macaroni Journal by firms which supply our industry, not altogether for the increased income to be derived but to make known the firms who are interested in selling our industry supplies and equipment that is of the highest standard, for these alone will stand publicity.

c—A friendly, personal invitation to competitors to join the National association thus enabling us to carry on better our aims and purposes.

d—The continuation of the friendly relationship existing between us and the allied trades.

e—The adoption of some feasible, economical plan that will bring our products into higher favor throughout the country and an increased consumption of macaroni products in homes where it is rarely or seldom served.

#### Appreciation

While the duties of your secretary have been arduous and plentiful, nevertheless there is a pleasure in fulfilling them because of the friendly spirit of helpfulness that is everywhere manifested. The recompense is ample and sufficient, the best part of which is the appreciation and confidence of the officers and members. In this connection I wish to acknowledge the wonderful help so freely and often given me by our worthy president, Henry Mueller, and to the various members of the board of directors who have always responded so nobly and willingly when it was necessary to encroach upon their valuable time. This same appreciation is extended to all manufacturers and allied tradesmen who contributed to my work of serving the best class of men in America.

#### Closing

Those who are with us will learn much. Those who were unable to attend this convention will miss a lot. To meet competitors on the friendly basis we aim to establish at these gatherings is inspiring; and a better acquaintance with the representatives of the various supply firms who annually meet with us gives renewed confidence in their firm and in their products. All should leave here in better spirit, with a personal knowledge of conditions, a wider acquaintance and a fuller appreciation of what the National Macaroni Manufacturers' association is trying to do for you, for the industry and for business generally by promoting annual conferences of this scope and character.

Again quoting former President Roosevelt, let me leave this thought to carry away with you: "In short, my friends, let us realize that in every truth we are knit together in ties of brotherhood, and that while it is proper that we should insist upon our rights, we should be patient and considerate in bearing with one another in trying, so far as it in us lies, each to look at the problems that face us from his brother's standpoint as well as from his own."

May you always entertain a kindly thought for this unselfish organization and determine now and always to aid it in "carrying on" for the common good.



## SOLID FIBRE SHIPPING CASES

Manufactured by  
PHILADELPHIA PAPER MFG. CO.

Fibre Container Co. Division

MANAYUNK, PHILADELPHIA, PA.

NEW YORK OFFICE · 110 EAST 42<sup>ND</sup> STREET.



## Self Regulation

Dr. B. R. Jacobs, Washington Representative

As I stated earlier in the day I have no set report to make covering the activities of your Washington representative for the sole reason that regular reports have been from time to time rendered confidentially to the association members and, furthermore, that matters of general interest to the industry have been sent out to you in circular letters and through the columns of The Macaroni Journal, the official organ of and spokesman for the National Macaroni Manufacturers association.

However, I will take up a few minutes of your valuable time in discussing the convention topic, "Self Regulation vs. Government Interference." I take it that Secretary Donna in arranging the program had in mind the discussion of the constructive work that can be done if we properly regulate ourselves as against the opposite trend where we are told just how and when and why we must do certain things which would better be done willingly and without interference.

The fact that the association has appointed a Vigilance committee to carry on the work of regulation shows that the National association prefers to regulate itself rather than to have government interference. This work has been fairly well supported by some of our leading members but should have the support of every well meaning manufacturer. I recommend that this be seriously considered by all of the representatives here and that the well founded idea of self regulation be supported not only morally, as many are content to do, but financially as well. Later on I will explain why we must spend considerable money in promoting our own welfare. Enroll as a financial supporter of the vigilance work as the only sure way of avoiding government interference with all its harmful publicity and drawbacks.

With your permission, I will spend a few minutes to tell you of the work we have done in the Vigilance committee in the past year.

We have about 150 complaints from manufacturers who have complained about competitors concerning the quality of the product that they're putting in a certain package under a particular label. At least 100 of these complaints that we've investigated were discovered not well founded. Of the rest, not more than 6 or 7 are such as will have to be taken up with the government officials. So you see that out of 150 complaints there hasn't been more than about 5% that could not have been adjusted by straight correspondence or a straight investigation with the offender or the alleged offender.

If these 150 complaints had been taken to the government officials for correction, you'd have found that in two or three months you wouldn't have had the cooperation of these government officials because in 2 out of 3 cases they'd have merely been chasing rainbows and they haven't the machinery, they haven't the time, they haven't the men, and they haven't the appropriation to go out and chase rainbows, but in the 6 or 7 cases that we have taken to them, we have gotten action because they were definite, specific cases of individuals who would not cooperate. They would not stop the alleged malpractice of either using artificial color in misbranding their products or else having a deficiency of eggs where the product was marked Egg Noodles or they didn't have the 5% required by law, and similar offenses, so that this year's work shows the great advantage of regulating ourselves rather than having the government interfere in every shipment of product that you made.

Very soon, if the government were to handle every complaint directly, you're going to find that they're not going to chase

rainbows. They will take your complaint and file it. If you go in 2 or 3 months afterwards and try to find out what's been done, they'll say: "We haven't an inspector in that territory; we can't do anything for you."

## Guard Good Goods

W. D. Burr, General Manager Chicago Mill & Lumber Co.

Down in the Field Museum is a wooden box which contains a mummy. That box was built about the time of Abraham. It is made of cedar and fashioned very cunningly with wooden pegs. Until about 25 years ago there had been but very little progress or improvement in boxes. True the material was a little bit lighter and instead of wooden pegs, nails had been placed to fasten the package together. Really, the development the last 25 years in every line has been so wonderful that it makes me want to live another 50 years to see what is going to happen.

Packages of all sorts for a long, long time have been looked upon by many manufacturers as a necessary evil, a source of expense which was perhaps necessary to put the product in the hands of the consumer in perfect condition, but it was largely a question of how little do I have to pay to pack my goods? rather than how good can I pack them? And how important it is that the package be right, that the product that you gentlemen make be placed in the hands of the consumer in the same excellent condition that it left your factory!

Twenty-five years ago boxes were made of thick material, without much regard to the weight of the contents that were to be carried or the performance that was expected

from the package. During the last 25 years we have had real development in packages of all sorts. The packing of 25 years ago was unscientific; the packing of today is scientific.

The purpose of packing, of course, is to protect the merchandise, to protect it from the elements, from leakage, from spoilage, from vermin, from damage of all sorts; to place it in the hands of the consumer in perfect condition. But there is another purpose of packing, a modern purpose of packing and that is to make the article itself more attractive to the customer. There is a reason why the jewelers pack their diamond in a beautiful box, why the candy merchant today spends as much on the package, perhaps, as the goods themselves cost to attract the eye of the customer. There is a reason why the housewife buys canned foods that are packed in an attractive glass container rather than perhaps an unattractive container or an attractive tin container with label that sells the goods. She judges the contents by the package.

The old method of selling packages was to let the customer decide what he wanted. He made the specification. The box manufacturer simply followed those specifications. The new method is different. The up-to-date package manufacturer studies his customer's requirements. If he makes more than one type of package, he attempts to determine what particular type will better fit that customer's use for there is a best package for every purpose.

Fortunately in your industry you have good packages. There isn't a great deal for you to do in the way of package improvement except to standardize your package. Standardization will bring about a lower cost; it will bring about a better quality.

A great deal of thought has been given to thickness of material. I am referring now to products other than macaroni. Wood is one of the oldest materials. It is a material which is not uniform. No two trees grow alike, no two boards taken out of a tree have exactly the same strength. Providence designed the tree to withstand the storms, to sway with the wind without breaking; consequently, the wood is very much stronger in one direction than another. As a matter of fact, wood is nearly twice as strong across the grain as it is with the grain. You gentlemen who have chopped wood know that to be the fact—that you can split a stick very easily but it is difficult to chop it the other way.

So, methods of reinforcing wood have been developed. Some plan of equalizing the strength in both directions, either by gluing wood together or by reinforcing with steel wires or steel straps. The box manufacturer today finds out the peculiar nature of the product to be packed, whether the shipment is going for export or domestic service and there is a vast difference. 15 years ago the American exporter was the laughing stock of the world when it came to packing. Today I believe American goods are packed as the goods of no other country are packed. It makes a difference whether the shipments move in carload lots or less than carload lots. Packing

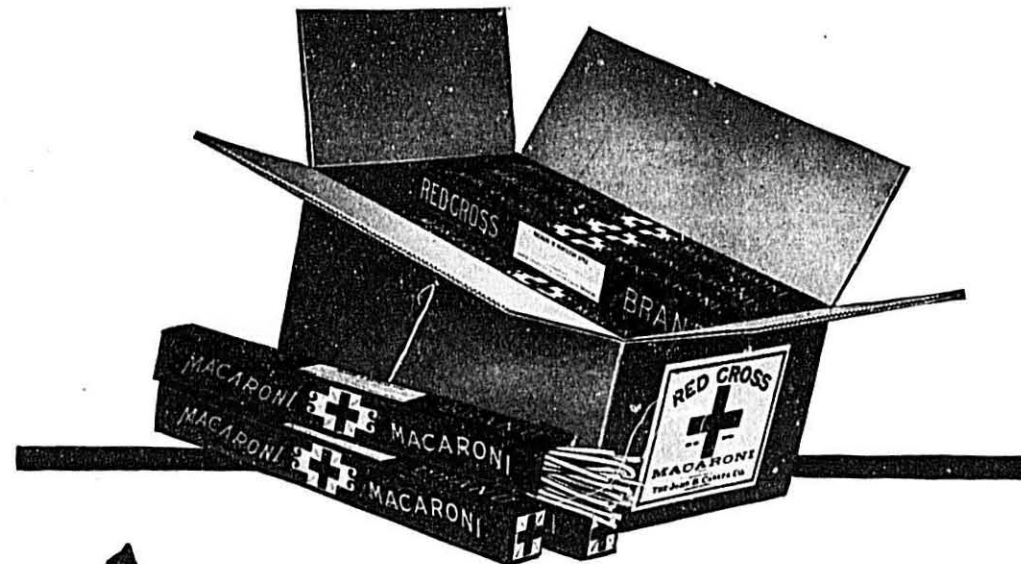


Corralled

The supply men were numerous and busy. They cornered the innocent manufacturers everywhere, any time and without the least provocation, "worming" willing and unwilling orders out of them. Well, wasn't that what they were there for?

The durum millers divulged the secret of future semolina prices; the machinery men boasted of their improved mechanisms; the container people told how to ship cheaper and better; the "dry" builders how best to cure the products; the egg men how best to live up to the coloring law; the die makers orated about the advantages of their moulds, and so on.

Yes, that's what they and we were there for!



# AMERICA'S ANDERSON

# BEST BROOKLYN

# CARTONS CHICAGO

LEADERS  
SINCE  
1888

Corrugated Containers  
Folding Boxes & Display Cartons

## SEFTON MFG. CORPORATION

General Offices: 59 EAST MADISON STREET, CHICAGO



boxes of uniform size in a carload is fairly simple but where a small shipment is made in a less than carload lot, mixed with machinery and plows and other large packages, where the goods are not safely stowed, there is great likelihood of damage and more attention must be paid to less than carload shipments than for carload shipments.

Then too, the matter of inside bracing, of so loading a shipment in a package that it will not shift or chafe or become damaged. Sometimes the very frailty of the package is its strength. To illustrate, if I place my hand against the wall and you throw a ball and I catch it without moving my hand, my hand is going to be crushed because there is a jar, there is no give, no elasticity. On the other hand, if you throw a ball to me and my hand is away from the wall, I catch the ball without pain. Therefore, a certain amount of elasticity in a box, even with so brittle a goods as macaroni, is a thing that saves the goods from being damaged.

Cheap packing is false economy. Too good packing is extravagance. There is a happy medium and it is the duty of you and the men who supply you with your packages to determine what that happy medium is. Perhaps you as an association should make an investigation of your packing, see if methods cannot be devised whereby your packing costs may be reduced perhaps, but your packing improved.

The greatest development of the last few years is that of lighter containers. The fiber box is the development of the last 15 or 20 years. The thinner wooden container is the development of the last few years. Instead of sawing lumber for many purposes, as we used to, we now cut it with a lathe. We produce material that is very thin and in large sheets. That has reduced the weight and reduced the amount of material that must be used without reducing the serviceability of the package because with this thin material it is reinforced with wires such as the wirebound box, or with strapping such as the ordinary wooden box.

There is a third material, plywood, which is laminated material, built up wood, a development really of the last very few years. Plywood, however, is centuries old but it is only recently that they have been able to develop plywood at an expense which enabled us to put it in boxes and sell it in competition with other packages.

There are a good many agencies through which box studies, package studies can be made. There is at Madison, Wis., the Forest Products Laboratory which, with the Department of Agriculture has been functioning for some 20 or 25 years and has made intensive studies of materials and packing methods and then there are some of the larger manufacturers and some of the associations who have laboratories of their own. My own company has for about 15 years maintained a laboratory which is the duplicate of Forest Products Laboratory with engineers in charge.

One of these laboratories is equipped with a large revolving drum, about 14 feet in diameter, made of steel, hexagonal in shape, which is supplied with a certain number of hazards so that as the drum is revolved the box falls in an almost perfect cycle on sides, bottom, ends and also the drum is supplied with a puncture hazard.

The use of this drum enables an engineer to test packing and to find how a certain package compares with some other package. It is the nearest thing we have to the hazards of transportation. There are other machines such as a compression test which will determine the strength of a box so that we may tell whether that box is strong enough to stand the load when packed in a high pile. We have vibration tests also and a drop test.

The result of these investigations, as I say, have enabled us to produce a package which requires the minimum amount of material and yet gives maximum strength. There is an old saying that no chain is

stronger than its weakest link. So no package is stronger than its weakest part. We try to develop a package which is equally strong in all parts. Consequently, we have had to classify all of the woods that are used in packages. We have had to develop a schedule for nails, the size and number of nails used to give the greatest result for the size thickness and tensile strength of straps to be used for certain loads, the size of gauge of wires to be used for certain loads and in the fiber boxes we have had to develop a paper or a combination of paper boards which will withstand certain pressure tests.

The railroads, too, have been doing a remarkable work. They have been endeavoring to reduce the amount of their claims. They have been working with the shippers and with the Forest Products Laboratory. Not very long since there were some 20 or 25 of the railroad inspectors who took a course in box matters at the Forest Products Laboratory, and 2 weeks ago took a postgraduate course in our own laboratory, a 3 day course. These men know more about packages today than they ever did before. They are paying more attention to the stowing of packages in cars than they ever did before. As a result, the railroad claims have been greatly reduced but the railroad losses—that is, the losses for which the railroad pays—are only the smallest part of the losses that the manufacturers of this country must stand. The larger losses are the intangible losses, the loss of trade caused by the customer receiving some article that is not perfect. The manufacturer hears nothing about it; he simply finds that his sales decrease.

The greatest benefit has come through the cooperation of the various trade asso-

## Manufacturer's Duty to His Trade Association

By Richard M. McClure

Charity, according to an old adage, begins at home. A manufacturer's duty to his trade association begins with a manufacturer's duty to himself. Every manufacturer is working in a world governed by natural laws. There are the laws of physics for example, the laws of gravity, the laws of leverage, the laws of momentum, of electricity, etc. No man can successfully oppose the workings of those laws. He must, if he is to succeed, comply with them.

Then there are other laws governing his relationships with those with whom he comes in contact. These too cannot be disregarded without most seriously affecting his success; to disregard a sufficient number spells certain failure.

In business, likewise, there are many laws. Some are natural, some pertain to relationships, some to other factors. After spending some 10 years in an intensive study of management one of our best known statisticians in the west, Professor Horace Secrist of Northwestern University, has discovered something over 100 definite laws which apply to the management of a business. These also are fundamental principles that are as exact and as abiding as any of the laws of physics, chemistry or mathematics.

If you are succeeding, and we know you are or you wouldn't be here, you are observing to a considerable degree all of them. True, you may be mulling one here and disregarding one there, but in the main you are following most of them.

Of but two will I talk to you. And I might add that I have selected these because they seem to me to be ones most difficult to apply or most easily disregarded. Incidentally, unless they are observed to a considerable degree, no executive at the head of a macaroni factory can render the

same measure of service to his trade association which all memberships in an association demand. I refer to regular attendance at the committee meetings and the conventions of his association and active participation in the deliberations of both.

Principle of Definite Instructions

To introduce the first I'll tell you a story. John H. Patterson, founder and president of the National Cash Register until his untimely death, was a great believer in the principle of definite instructions. If you know anything about the National Cash Register company you know that practically every man who comes in to sell a cash register or to give service on one already installed, has a particular form of approach and a definite procedure laid out for him—and he follows it. He greets you in a certain way. He approaches his proposition in a certain logical sequence, and he closes the interview in a predetermined manner. He does this because he has been trained by the National Cash Register company to follow certain definite instructions which the National Cash Register company has found will bring greater returns, to them, than individual methods devised by their countless individual representatives. The railroads operate under similar definite instructions. So do the telephone and the telegraph companies, the chain stores, the department stores, the wideawake hotels, and countless other organizations. All well-organized manufacturing plants follow this method to a greater or a less degree.

As an executive I am suggesting that when you want something done, you follow these 4 individual steps, to the end that your instructions will be definite. (a) Tell the person what you want him to do. (If you have sufficient confidence to his

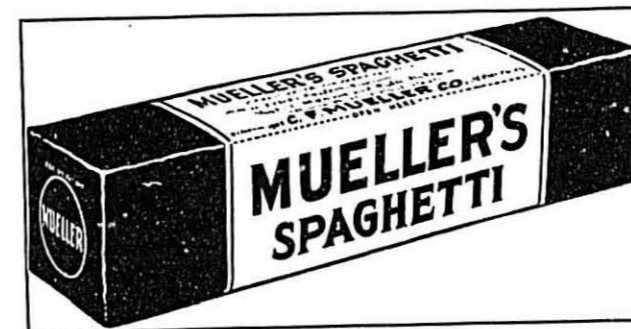
That's all right, but couldn't you turn your head?"

"Not with that gang!" (Laughter.)

That was 25 years ago. Today in an association you can turn your head. As I say, you gentlemen pack your goods very much better than most industries that I know anything about, but there still is room for improvement and if you, through your association, will make a study of your packing, you will be able to reduce your packing costs, I believe, and you will undoubtedly improve upon the service that your packages are giving and you will find that the people who are supplying you with your packages will be delighted to cooperate with you.

# ARABOL GLUE

## Wraps this Package



Ask  
Mueller  
about it!

Ask  
Mueller  
about it!

Ask C. F. MUELLER CO. if you want to know anything about glues for successful packages. Ask any of the leading manufacturers of macaroni, noodles or spaghetti.

*Every package of Mueller's Spaghetti carries the message of ARABOL reliability, because every package is wrapped with ARABOL glue.*

When the leading manufacturers use ARABOL adhesives in preference to all others, there must be sound reasons for the superiority of ARABOL products.

No matter what your requirements are,---whether your work is done by hand or machine,---whether you need adhesives for wrapping, labeling or sealing, this organization can always supply you with a better product and save you money.

Tell us about your requirements and let us send you samples.

## THE ARABOL MANUFACTURING COMPANY

NEW YORK: 110 EAST 42 ST.  
(Factory at Brooklyn, N. Y.)

CHICAGO: (CICERO) ILL.  
(Factory and Office)

BOSTON, MASS.  
(Office and Warehouse)  
SAN FRANCISCO, CAL.  
(Office and Warehouse)

BALTIMORE, MD.  
(Office and Warehouse)  
PHILADELPHIA, PA.  
(Office and Warehouse)

TORONTO, ONT.  
(Office and Warehouse)  
LONDON, ENG.  
(Office and Warehouse)







sibilities a member of a trade association assumes when he becomes a member. It's the true missionary spirit. As pioneers you have blazed the trail. Life out here in the frontier days of this industry is not as settled as it will be some day. Here and there are isolated "settlers" who have come out on their own hook to some inviting locality. There they have settled; there they have fought their own battles, single handed. There they have made their mistakes and have suffered as a result of them—perhaps may be suffering right now.

You, a distant "rancher" across the divide may be suffering from some of their mistakes. The least you can do is to swing into your saddle, take a day or two if need be, and ride over. Go in a spirit of friendship and you'll probably be received cordially. Tell him about the association. You may have to make a second, possibly a third trip. Remember in the meantime, that your own acts will speak louder than your words. Show him that you mean what you say. Eventually, if not now, you'll be able to present his application for membership and you'll have the privilege of introducing him to your many friends—your closest friends—the members of this association.

This entire speech isn't intended for you, I know. It's for the other fellows who aren't here. I know on many of you falls

the burden of attempting to bring the others into the fold, to carry on these programs on which you are working so faithfully. I know that it is mighty discouraging, and sometimes you may have this sort of a feeling: "Aw, what's the use?" Let me quote 3 verses from Riley, from his poem "My Philosophy" in case you are ever again tempted to call it quits, and let George do it. Like all his other poems the message will be found in the last 2 lines:

It's natural enough, I guess,  
When some gets more and some gets less,  
For them 'uns on the alimmost side  
To claim it ain't a fair divide.  
An' I've knowed some to lay and wait,  
An' get up early an' stay up late  
To catch some sucker they could hate  
For goin' at a faster gait.

No times is bad when folks commence  
Afin'din' fault with providence  
And balkin' 'cause the earth don't shake  
At every prancin' step they take.  
No man is great 'til he can see  
How less than nothin' he would be  
If stripped to self and stark and bare,  
He hung his sign out anywhere.

My doctrine is to lay aside  
Contentions and be satisfied,  
Jes' do your best an' the praise or blame  
That follows that counts just the same.  
I've always noticed that great success  
Is mixed with troubles, more or less,  
An' it's the man who does the best  
That gets more kicks than all the rest.

## After Dinner Speech a Big Hit

After the macaroni manufacturers and the guests had satisfied the inner men at the banquet in the Black Cat Room in the Edgewater Beach hotel on Wednesday, June 9, and following several very interesting and entertaining numbers, the toastmaster introduced Douglas Malloch, "the poet who makes living a joy," as "the speaker of the evening." The noted visitor was accorded a big ovation.

He is a forceful speaker, humorous, dramatic and apparently enralls his hearers. His address throughout was punctuated by laughter and applause.

His subject, "Husbands and Wives," was handled in a masterly manner. The home life and the business life were contrasted in a way that was humorous yet left the hearers thoughtful. He drove home the lessons of optimism with sledgehammer blows of laughter and humor that marks him as one of the ablest men in his profession. This poet closed his masterly address by repeating one of his poems that is perhaps the best known work of a life writer.

"Today" has been called "the poem that went around the world," a statement that is literally true. When first published in the United States it attracted immediate attention by its cheerful optimism and was republished in nearly every newspaper in the country. From America the poem traveled speedily through the European publications that are printed in English, ultimately to China and the Orient, to

Australia, and across Canada and the United States again. As the Literary Digest said:

"Here is a poem that the greatest of



The Poet-Speaker, Douglas Malloch.

all critics has called good—the people. The people like this poem. It has appeared in the big and little newspapers in every corner of the world where English is spoken." A Boston newspaper said: "It has made its way around the world to find a harbor in countless hearts."

The poem has been memorized by scores of public speakers and in that

way is now probably more extensively used than any other poem by an American. It is interesting to note that it is being quoted not only in the pulpit but on the vaudeville stage, showing its general appeal. A university professor said recently that he used it in every address he made this year, because, he said, "it is the best written expression of the optimistic mind."

For it is its optimism that makes "Today" appeal. In its travels it has suffered some change. Here is the correct version of this homespun classic by Douglas Malloch:

### TODAY

Sure, this world is full of trouble—  
I ain't said it ain't.  
Lord! I've had enough, an' double,  
Reason for complaint.  
Rain an' storm have come to fret me,  
Skies wore often gray;  
Thorns an' 'brambles have beset me  
On the road—but, say,  
Ain't it fine today!

What's the use of always weepin',  
Makin' trouble last?  
What's the use of always keepin'  
Thinkin' of the past?  
Each must have his tribulation,  
Water with his wine;  
Life it ain't no celebration.  
Trouble? I've had mine—  
But today is fine.

It's today that I'm livin',  
Not a month ago,  
Havin', losin', takin', givin',  
As time wills it so.  
Yesterday a cloud of sorrow  
Fell across the way;  
It may rain again tomorrow,  
It may rain—but, say,  
Ain't it fine today!

### Cover Charge

A convention newcomer was a good "sport." No! It wasn't MacIver. He wished to show himself a real good fellow, so he invited 2 competitors and 3 ladies to go "cabaretting" at the famous Rainbow Gardens and Mann's Million Dollar ball room. He eagerly grabbed the bill presented by the waiter for the evening's entertainment, noting thereon a "cover charge" of \$5. He offered a \$20 Uncle Sam note in payment and then started to stuff the table cloth into his pocket.

Waiter—Hey, What's the idea of stuffing the table cloth in your pocket, eh?

Mr. Mac. Well, you charged me \$5 for the "cover" and I thought I'd take it along with me.

His companions controlled their mirth. He had paid for his learning.

Squad Leader—I hear the battalion commander called you a blockhead. Is that correct?

Plebe—No, /sir, he didn't make it that strong. He just said, "Pull down your cap, here comes a woodpecker."



FORBES

Manufacturers

Representatives

*This is it!*

Forb's Blue Macaroni Paper

Special Paper for a Speaker's Purpose

Well known for its Exceptional Strength

ANY SIZE  
ANY COLOR  
ANY WEIGHT  
ANY QUANTITY

10 1/2 x 22, 18 x 24, always in Stock

Samples & Quotations on Application

A. & Giovanni

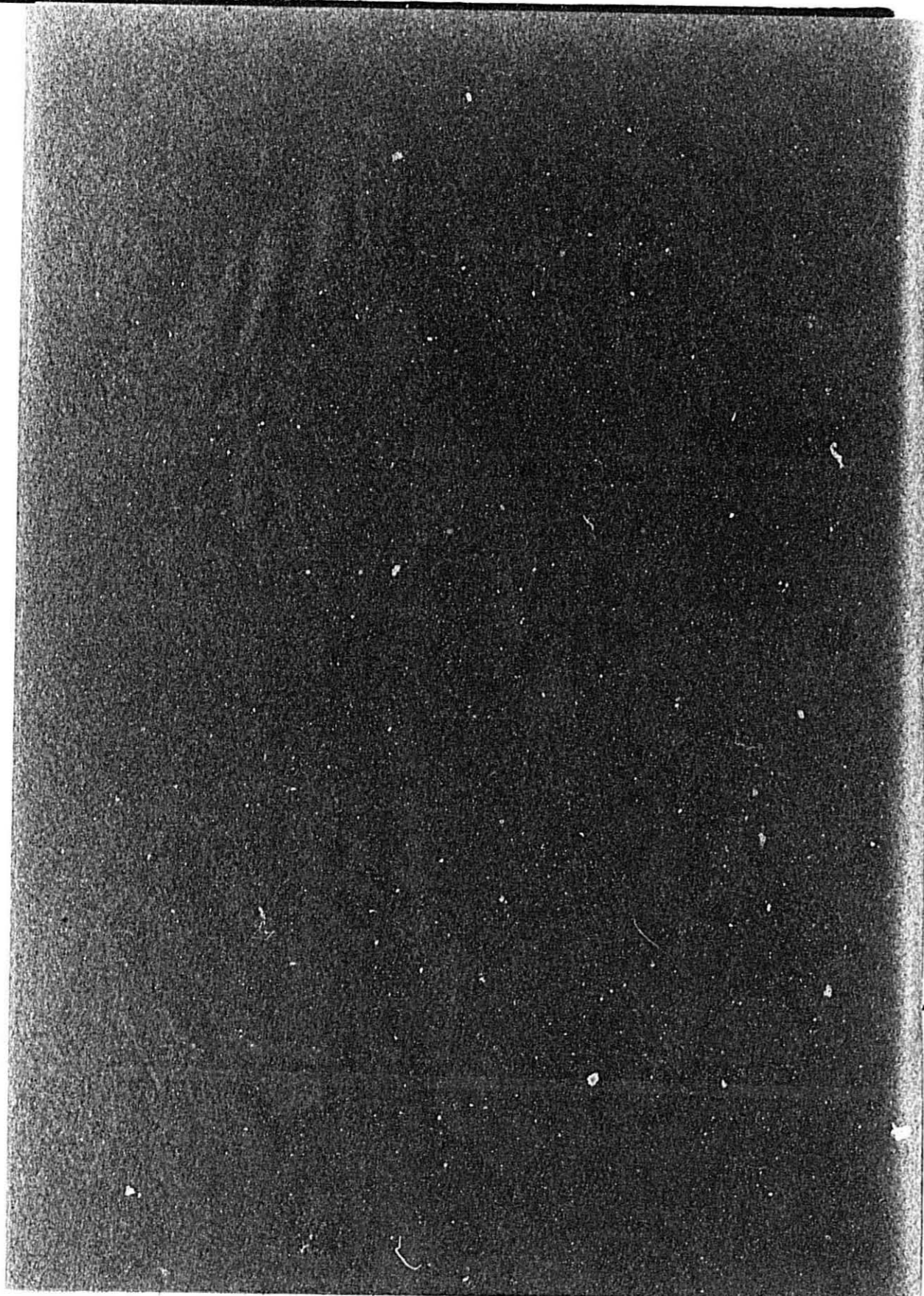
Repr.

FORBES PAPER CO.

125 N. 5th St.

NEW YORK CITY, N. Y.





THE MACARONI JOURNAL

WEDNESDAY

Promoting Macaroni Sales

BY [Faint, illegible text]



... your cup, here comes a woodpecker



body it tends to rheumatism, uric acid troubles of all kinds, and is therefore to be avoided by many people.

Most people today who are eating meats in quantity should cut down on the consumption of meat, I dare say. What product is there which has the carbohydrate content which potatoes have, the protein content such as meats have and yet is one particular product? That product is macaroni. You have both.

In protein there are 2 substances in particular which are of great importance to the human body from the standpoint of nutrition and about which there is very little known. Those 2 substances are cysteine and lysine. Macaroni contains these 2 substances in the protein or gluten part of its content in a very substantial degree. Along

with those 2, lysine and cysteine, we have in proteins which is desirable, tryptophan, but macaroni does not contain that in any quantity to speak of and it is not necessary because it is found in many other kinds of protein products.

In macaroni we have some very important health considerations. Also important because the mineral content which keeps the body toned up and keeps the chemistry of the body or chemicals in the body in position to carry on their work in assimilation of food. Taking all in all, macaroni is truly a wonderful product and it seems to me that you have not only a tremendous opportunity for increasing your sales in macaroni but that at the present time you are on the threshold of that opportunity in a most important fashion.

## "Home Service" at Your Service

Mrs. Anna J. Peterson, Director Home Service Department of People's Gas Co., Chicago, Ill.

I came here this morning to learn. I did not come here to talk to you and when Mr. Miller, who is a personal friend of mine (even though he is married) told me he was coming out here, I said, "Oh, John, I would love to go out there."

He said, "Come on." So I came, boys, simply to learn—not to talk to you at all. That was the farthest thing from my mind. I am teaching foods all the time and there is one thing I have always said and I think I have maintained that up to the present time, that no one would ever be a step ahead of me in the knowledge of nutrition, and that is why I was glad to come out here this morning, because I thought I would hear you fellows talk about macaroni as a food, its place in the diet, the dietetics of macaroni to the human system.

When they told me I was going to talk, I said, "Well, what will I say to this crowd of men? What do they want to have me tell them?"

In the first place I want to say this, that there should be more knowledge—and when I say knowledge I mean practical, every day, understandable English about macaroni. Mr. Miller told you a bit of the dietetics of macaroni. You know after you get 16 that you're apt to feel it if you eat more things than are necessary to keep the body well oiled. There's a great deal of food in that, boys—being snappy.

There are 2 things in which I have no competition—business and years that go over my head. I don't care how fast the years go, they're not going to take me with them and I don't care how snappy you get in business, you're never going to put me on the defensive. Never! I'm going to be alive every minute because I'm going to eat the proper kind of food. That is why we have no competition. The fellow who doesn't eat right is the fellow who is sluggish, who has a bad headache, a fellow who goes on pitying himself and telling himself how tough things are and how bad business is.

There's no fellow in all God's world that is such a mean fellow to cater to as self, and I find that that is one of the big things in business—in selling yourself your own proposition.

Now I sell gas. That's my position, selling gas. Anything else in the organization that I represent, as director of that service, is a byproduct. I might sell a house heating plant that would bring in thousands and thousands of dollars to the gas company. It doesn't mean anything. I simply have done something for the other fellow in the other line of business. My special business is selling the domestic meter gas. That is why I am interested in your product, because you can't sell macaroni unless the fellow uses gas and that is why I want to come here today to see what you had to interest me and help me in my business.

York has something like 25 home service departments and every one of those women need information. Some of them are much younger than I am and haven't had that real hard drumming that nothing but business gives you. It is a new field for women and the average man will say, "Oh, that woman! She's dumb. She makes me tired. I don't know how she gets that job."

I agree with you, sometimes the outward appearance looks that way. She is dumb because she is in a field of manufacturers quite as dumb as she is. They don't know what they're doing either. I give that to you today not to insult you, not to say something to you that isn't the proper thing, but to awaken you to the point that every woman in the industry needs your snappy, up to the minute information.

I don't believe that any individual who employs a home service director like myself, for instance, should pay her for the time to look up your product. Do you think so? I get no answer. I'll tell you I don't, and I feel that you should have that information.

Talking about my own industry to give you a chance to see if I'm right or wrong, in selling gas I must know how to approach the individuals who are the consumers of the product that I want to sell. How? By talking gas? Oh, no; talking of the delightful dish that I can make, and for your information I will take macaroni today. How many of the manufacturers here have thought it a part of their special business to know the dietetics and compositions that can be mixed with macaroni to make that dish something like this:

A woman came in to me the other day. A doctor, a noted specialist from the North Side, had said to her, "Go to Mrs. Peterson and say to her you want vegetarian dishes." There is a vast difference between meatless dishes and vegetarian dishes. A vegetarian dish is a dish without milk, butter or eggs. Dairy dishes are not vegetarian dishes. Thinking, of course, that this man wanted a vegetarian dish, I made 9 of them. I called the doctor and said, "I'm sending back your patient with 9 balanced rations, vegetarian. That's what you wanted?"

"Yes."

She went back there and in about an hour and a half he called me back desperately and said, "You've left out butter, milk and eggs."

I said, "It's no longer a vegetarian dish, my friend, when I add milk, butter and eggs; it's a meatless dish. Now meatless and vegetarian are 2 different things."

In those 2 particular dishes, my friends, you have a wonderful, wonderful field today as macaroni manufacturers. I know of no dish that is so nutritious, so satisfying and much like the oil you put into your machine to give it efficiency (and that, by the way, is one word I hate—service sounds better. It doesn't mean quite so hard and yet the result is the same—service to the individual)—as a combination of macaroni and freshly cooked fresh asparagus. That is a composition that you haven't used, a mixture, yet there is no dish in the world better.

If the runners only knew it, if these people who are giving their men in college training for wind would give them this dish! Would they give a meat and potato, bread and butter, pie and cake? Would they? No, indeed, they'd give them something that gives you that life and energy and strength and ability, and compositions of your macaroni and your spaghetti and your noodles is the last word in that kind of a thing.

Why doesn't the average woman use it? Because she has never been taught the dietetics of that food, never! That's why. It isn't enough for you fellows to manufacture macaroni and put in on the market and say, "Here, buy it." It's your place to teach the woman what it means for her family.

Why do I sell gas? And I do. Do I talk it? No. I have sold my concern that my place is an educational place for the wom-



A Camouflage

There were many conferences held during the convention, some announced and others unheralded. The above must have been one of the latter, or rather not a conference at all, but a friendly game with a conference setting.

Several such "conferences" lasted well into the wee small hours of the morning with the result that some firms that had sent only one representative paid the expenses of several.

an. I teach her to make rugs, I teach her to make over father's old clothes for junior; I teach her to take her old hats and trimmings of hats and make good, fresh, splendid hats for the younger children so that she will be able to buy a good hat for herself. No waste, no loss. In other words, scientific housekeeping, and it is not necessary to use the word scientific, practical, common sense. If you boys have never done it, pick up your dictionary and it says scientific is knowledge applied practically, and it is not practical for me to go out and tell the woman "Your gas meter is too low, you have to use more gas," for she'd tell me where to head in, and that would be proper.

Should I call John Cutting up and tell him that every Friday I broadcast over the radio station a Sunday dinner, what are you having for meat, John? From the time I leave my office, go upstairs to my main office, till I have taken his number and called him, waited for his secretary to get him and then ask him, I have lost exactly 20 minutes. It takes me 20 minutes to balance a meal and get the rations out. Why should I give John Cutting 20 minutes of my time the Gas company is paying me for? Should I give the macaroni concerns my time? No, absolutely no!

You can sell more macaroni than you can manufacture if you get behind the efficiency of macaroni to the individual who is using it. That's a fact.

As I say, I like to change the word "efficiency" to "service." The average woman is taught today that work in the home is drudgery. If there is anything that makes me want to fight, it is the label they lay on to women, and if the women are getting away from the kitchen and getting away from the most wonderful place in all the world (home) it is the advertising that we pick up day after day about home.

Do you know, boys, to me home is the sweetest word in all the English language. It's a place where you find comfort, where you can rest your head in peace, cry or laugh and you have some comfort. If it's nothing else than the 4 walls of the room that you call home, you get that comfort.

Anything that I see in the paper or any advertisements that tend to take you away from home, I feel every woman should fight against. Every manufacturer here who has something for the home should be on the end of his toes to discourage it. Oh, I know we women are awfully dumb sometimes, I'll admit it, but so are the men—dumber sometimes. That's a fact, (laughter) and so when you come to sex, it's a case of 6 and 6; it isn't anything else. A few of us have used our brains and a few of us have not, and the idea is to get a few of us that are using ours to associate with the other lad and get him using his.

We're always too quick with the criticism, we're too quick to brand the other fellow. I know one man to whom I take off my hat and keep it off. I am not especially fond of men, either, but I'm pretty fond of this fellow. That is Mr. Triggs—perhaps all you men know him—of the Booth Fisheries. I have never once had to ask Mr. Triggs a thing about fish. Never! He calls me and tells me what there is to be known about fish. Before I got ready to go home last evening the girl said, "Mr. Triggs wants to talk to you on the telephone."

No matter what I'm doing, I go to Mr. Triggs because I'm going to get information—no matter what I'm doing! If I had an interview with one of you fellows, I'd say, "Excuse me, Mr. Triggs wants to talk with me," because I know I'm going to get information that I can use. The information he gave me will mean a little information for you.

Right now white fish is coming in in loads and loads, and now is the time to use it. To be sure, it's summer and how can you use it? In one that he will use that I am giving him as soon as I go home from here, I'm going to give him white fish cold with your macaroni salad. He is sending out 100,000 of these recipes on a sheet with this

macaroni salad I give him with this white fish used.

I have another with spaghetti. It's cold. The fish will be cooked and used tonight, because it's a terrifically hot day, and what's the result? Using this fish, putting this fish on the market in a new plan to the women is also putting your product on, because I believe in the products you have and not because you've come and told me how wonderful they are! You have left that to me and my imagination.

What I want to put out today to you boys is this: The women will use the recipes if they are properly put together and if the combinations are not too expensive. It is one thing to write a recipe and hand it out to a fellow but it's another thing to know that that recipe has a certain cost with it and with the cost goes nourishment and nutrition.

How many people know the difference between a filling dish and a dish that is nutritious? Why is it that some people at 35 and 40 years of age are dead on their feet and other people at 70 are alive and alert? That answers your question. Meat and potato, bread and butter, and coffee. Bread and butter meat and potato, and coffee! Why not some good, delicious, savory macaroni dishes? And why all this meat? Why not macaroni hash once in a while? It's all right if you don't get it in a boarding house or hotel. Macaroni hash in a home is the very last word of a very delicious dish.

Why not a sweet macaroni soufflé? Why, when a woman has a package of macaroni and then tomorrow we will use it in the oven. I am selling gas, but selling it this way: Today we are using the oven at 350° for 45 minutes. Tomorrow night is coming; let's have this delicious sweet custard with the rest of our macaroni or spaghetti or noodles. Two dishes, the same heat. Tomorrow we have no extra fire in that oven.

Service to the housewife is what we need—service. Few people realize service. I presume any of you men here may hear one thing said about me, "Oh, Mrs. Peterson! She's wonderful." Do you know why they say that? Because I am reliable. That's all. Anything I give you that you try out and use it, you'll say it was just as I said. That's the only thing in the world that spells "wonderful;" that what you try and hand out to this woman is absolutely capable. Banana oil goes a good ways once in a while but when it fails, that's the end of you. You can't sell banana oil but once, just once!

When the average woman washes her clothes, she washes with a heartache. We teach her to snap into that wash with all the joy and comfort there is. We do not teach her to send her washing out to a laundry unless there is something in the home that that hour or two will take, because we know the cost to her in her clothing when sending them out to the laundry. We do not send a woman to a hotel or restaurant to get her food because we show her carefully, honorably and seriously the inefficient husband and family she has. This is not apple sauce or banana oil, either. You cannot go out and eat a lot of trash that is put together because the man that is putting it together, boys, is earning his living that way without any other care. His eye on the clock every minute waiting for a certain hour!

You know you are called the dissatisfied public. The dissatisfied public! The average woman must know that if her husband intends to progress in life, he cannot do it unless he has the right kind of banana oil in his machine just as you have to have the right oil in your machine to have it go.

What is food? It is fuel. That's all. And if you eat meat and potato, bread and butter, you have just as many clinkers as you have disagreeable spark plugs in your machine—absolutely. You cannot have the wrong mixture in the human body without having disorder, disgruntled spark plugs. To be efficient and to go along, you must go

on all your cylinders. That is the way you go in your automobile, isn't it? And if you don't, what happens? Cursing and swearing and the world looks blue. Fuel—and that is the message I want to leave with you boys today.

How few mothers know about dropping the macaroni or spaghetti or noodles into boiling water. Boiling water! Water is one of the 5 food fundamentals. You're a third water walking around here. What kind have you? Is it too thick? Is there enough alkalinity? Is it a solvent? Those are the questions that you have to ask yourself.

When this macaroni is dropped into this boiling water and it is boiled rapidly, if it does not go into the oven again it must boil 45 minutes. You say "Oh, well, the woman won't take it if I do." She will take it.

I have a macaroni day down in my service and I fill that room of 750 the day I use macaroni. Why? Because I will take this one dish of macaroni and make 4 delicious ones with the application of a different kind of sauce. If a woman is in a hurry, if they're going out for a travel or something, this woman is taught that this dish of plain cooked macaroni, rinsed off with boiling water, with pimento sauce is the last word in a splendid dish. Mister gets out either into his automobile or rapid transit or some place where he's going—he's feeling fit. Why? Because he's not clinker, he's not overfed; he's extremely well fed in a dish that has all of the protein, carbohydrates, mineral matter, fat and water.

The macaroni men must teach the housewives when fat isn't fat in food. Don't forget that. If a man has a dish of macaroni and his wife has changed the chemical product of butter, of oil, of butterine, in the frying pan and he feels that terrific feeling of burning here and tasting perhaps the green pepper or pimento, he says, "Don't give me any of that damned macaroni again; I don't want it." and all the time it was the fat. It was not the macaroni.

Just this morning I picked up a book and the first thing I turned to was, "Even the domestic science teacher isn't holding the man today." Well, I don't know as she has lost so awful much, boys. (Laughter) But why isn't she holding you? Because she hasn't the viewpoint that she has been taught in her school. She is to blame. A man wants to cater to himself and demand from that woman the thing he should have to eat. There is no reason for him at all to be ignorant of the kind of mixtures that he should have.

Some of us get married today for the color of our eyes, the lovely smile we have or the way we strut along the floor, you know, the kind of clothes we have. Hur, oh boys, after we get married! We've got to be awfully good sports if we're going to stand the rest of it afterwards. That is on both sides. A man and a woman do not realize the real good sportsmanship there is in living together and eating the things that they ought to eat.

The man gets up in the morning and wife doesn't get up and get his breakfast. It's his fault, not the woman's. He should start out right. You won't go many blocks if you haven't any gasoline in the tank. Remember that. And your food in your system as you leave that house in the morning is your gasoline and if you do not get a raise at the end of the year, change your oil or your gasoline because you'll go on that way and you'll be sorry.

Now, boys, if there is anything that I can do for you while you are here, I'd like to invite you down to my home service. I'd like to show you the auditorium that we serve the people in. As I say, I'm selling gas through service. I use every product on the market today that is manufactured by a manufacturer and I'm hungry, absolutely hungry and greedy for the knowledge that you have.

I want to tell you that now, a spade is a spade with me and if you send me literature that isn't any good, I'll mark it for you, send it back and tell you why.



## Selling Macaroni To and Through the Retailer

H. C. Petersen, Director, National Association of Retail Grocers

You know I'm acting as a pinch hitter this morning and I think the pinch hitter at a ball game has a very ticklish position because he's up there for just one trial and if he doesn't make good, he usually is booted. I am sure that it is particularly hard for me to speak after listening to these 2 wonderful addresses.

We are both sorry (I mean the audience and myself) for the fact that Mr. John Sheehan, our president, was unable to be present this morning. I bring to you, though, on his behalf and on behalf of the National Association of Retail Grocers, greetings. We appreciate the courtesy of appearing on your program. Whether it's a matter of courtesy or of knowing the viewpoint of the retail grocer is immaterial.

We have heard of a certain public man, a financier, who said "The public be damned," but I believe that the manufacturers of macaroni really want to know what the retailer and the consumer think of his product. The story is told of a certain man who had 3 sons and he was in the habit of sending them to church and going along with them, which is sometimes very unusual. We let the boys and mother get the religion, you know.

He was unable to attend church on this particular day and doubting whether the sons had attended he asked the elder one as to what the text of the sermon was. The boy thought a minute and he said, "The text, Dad, was 'Don't get scared, you'll get the quilt.'"

Well, the old gentleman couldn't figure out how any preacher would speak on that subject so the day following he met the pastor and he said to the pastor, "Was my son at church Sunday?"

He said "I'm not sure."  
"What was your text?" The boy said you spoke on "Don't be scared, you'll get the quilt."

The preacher scratched his head and said, "I guess the boy was right. I spoke on the subject 'Be not afraid. I will send you a Comforter.'"

So I am going to comfort you by saying that I am not going to take a great deal of your time. The subject assigned to Mr. Sheehan, for whom I am speaking this morning, was "Selling Macaroni To and Through the Retailer."

I believe that we will all agree, because we all believe that we are in an industry that is very essential, that the manufacturers of macaroni products have a product that is the best that can be produced. I believe macaroni today is better than it has ever been in the past and it is one product, as has been suggested by Mr. Miller and again by Mrs. Peterson, that is very essential to the health of the people.

We have also put this macaroni into packages that are ideal. I believe the package is attractive in most cases and it is sanitary in every respect, and so we are ready to place the macaroni on the shelf of the retailer.

How to sell the retailer, I believe that it should be priced at a good, fair margin to the retailer. I think that is a thing that so often manufacturers overlook. They bring a new product on to the market and figure that he ought to sell it about 95c a dozen and the retailer makes a handsome profit if he sells it at a dime, or if he wants to put a special on it of three for a quarter. He'll be one of the fellows we read of in Dun and Bradstreet's—the fellows who have failed.

This is going to be entirely practical. I am not a speaker, as you have seen by this time. It seems to me that the condition of

the sale means a great deal not only to the manufacturer but to the retailer. Too many of the manufacturers, not only of macaroni products but of other products, go around and urge upon the retailer (sometimes he's innocent and sometimes he isn't) the necessity for buying a lot of macaroni or a lot of this, that or the other thing,—a good many times much more than he can use and use in a reasonable length of time. They are not only hurting him by having him investing in something that isn't going to move readily but they are also hurting their product.

Then there is another phase, it seems to me. I am representing today the independent retail grocer. We have a nation-wide organization and the business of that organization is to elevate the food industry. I believe this is a free country and that the manufacturers of macaroni as well as of all other products have a right to sell to whomever they please, but I don't believe that they have a right to sell at one price to one set of retailers and to another at another price. I believe that buying conditions being equal, prices should be the same.

I am not going to start a tirade against the chain store because I believe the chain store has a perfect right to its position, but I do believe that they shouldn't be allowed concessions that are denied the independent retailer.

In the city from which I come, which is a little way from here, perhaps 40 miles from here, we have 65,000 people. We have 10 chain stores and 150 independent retail stores. That may be a condition that isn't prevalent, there may be some cities of course where there are a good many more chain stores and the proportion is a great deal larger than in East Chicago but does it seem reasonable that with that proportion the chain should get the concession that it is getting?

I have figures from Crawfordsville, Ind., which is down in the state, as you know, of 13,000 people with 3 chain stores and 30 independents. I am assuming the chain is doing an equal or even larger business than the average independent store which is no doubt true, but the fact remains that after all the business of the chain store is just a small portion of the total business.

There are in the United States approximately 400,000 grocery stores. Of that number 360,000 are independent or service stores and 40,000 are chains. I think it is just a good thing to pause once in a while and to just examine ourselves, examine business and decide whether or not our method of distribution is the best method.

I believe (and I think all true independent retailers believe) that the process should be from manufacturer to jobber to retailer, all on a bill of sale that is absolutely fair.

Now then, through the retailer to the consumer. Mr. Miller touched upon this very well and Mrs. Peterson of course in her entire talk dwelt upon the need of education, because she might as well have included the retailer as well as the consumer on need of good foods. We ought to have a competent retailer to distribute our food. We ought to have a retailer who knows his stuff, who knows the difference between good quality and poor quality because even in the macaroni business there is some macaroni that isn't quite as good as some other. It may not be carrying quite as high a price but the public largely doesn't know the difference in values and it seems to me that we ought to have the retailer, a retail organization, that really knows values, that can suggest, as Mrs. Peterson has cited, the different uses for

macaroni and the real value of macaroni in our daily diet.

Then there is another phase, it seems to me, that is entering into the macaroni and macaroni products business and that is the change in our living conditions. I don't know just whether this appeals to you or not but it is a fact that there are in industry approximately 8½ million working. Of these, approximately 2 million are married. It seems to me there is a wonderful avenue there for the use of ready-to-serve macaroni.

I don't know whether there are any macaroni manufacturers here who can their food or not, but I believe there is considerable room for improvement in canned macaroni and it seems to me that here is a wonderful field for canned macaroni. It hasn't yet found a place on our table because it doesn't compare with what wife makes.

What can you as a macaroni manufacturer do to elevate the food industry? Well, I think we can best elevate it by education and by elimination from the industry of all those factors that are not there to help the industry.

Mr. Miller spoke of the "phone-for-food" campaign. It certainly has made wonderful strides. There is no question but what in a good many respects "phone-for-food" will accomplish more in selling your macaroni than much of the advertising which finds room on the back shelf. I know in a good many cases many of the best class stores absolutely refuse to use literature sent out,—at least window displays, sent out by manufacturers. We should insist, it seems to me, that the men in the industry should be American citizens. I believe that is a thing we ought to insist on. I am speaking now of the retail end. We ought to insist that our stores be sanitary and clean and the products we handle be of a food value that is unquestioned.

We do read your literature. We do use the menus that you send out. I believe our wives use them. We put them in the order baskets. As we read your literature, I believe that you ought to read ours and I believe that the National Macaroni Manufacturers ought to read the National Retail Grocers Bulletin. It is a national bulletin, I believe second to none in the country in any industry, and I believe that you ought to advertise more than you do in our bulletin. I am happy to say that there are some of the manufacturers of macaroni who do advertise, but I believe that if you really want the retail dealer to push your product as you would they should, you ought to help him boost the industry.

Then you can become an associate member of the National Retail Grocers organization. The membership fee is \$5 a year and that includes a monthly issue of the National Retail Grocers Bulletin, and I am happy to say that some of the larger industries are subscribing. We just got a check the other day from a concern that sells in 57 varieties and they sent in 57 memberships. That is just a beginning, I believe, of better news not only for the independent retailer but for the manufacturers as a whole, because I believe that only as the entire industry progresses can any portion of it be successful.

You know on occasion we do tell our wives that we think a great deal of them but after all, unless we show it it doesn't mean very much so I believe that if we will just show that we think a great deal of the retailer by helping him substantially solve the problems not of the retail industry alone but of the entire food industry, we will be doing a great deal to enhance our own success.

Motorist: I'm sorry I ran over your hen. Would a dollar make it right?

Farmer: Well, better make it two. I have a rooster that was mighty fond of that hen, and the shock might kill him, too.—Quincy Exhaust.

## CEVASCO, CAVAGNARO & AMBRETTE, Inc.

Builders of High Grade Macaroni Machinery

Presses—  
SCREW AND HYDRAULIC      VERTICAL AND HORIZONTAL

Kneaders

Mixers

Dough Brakes

Mostaccioli and Noodle Cutters

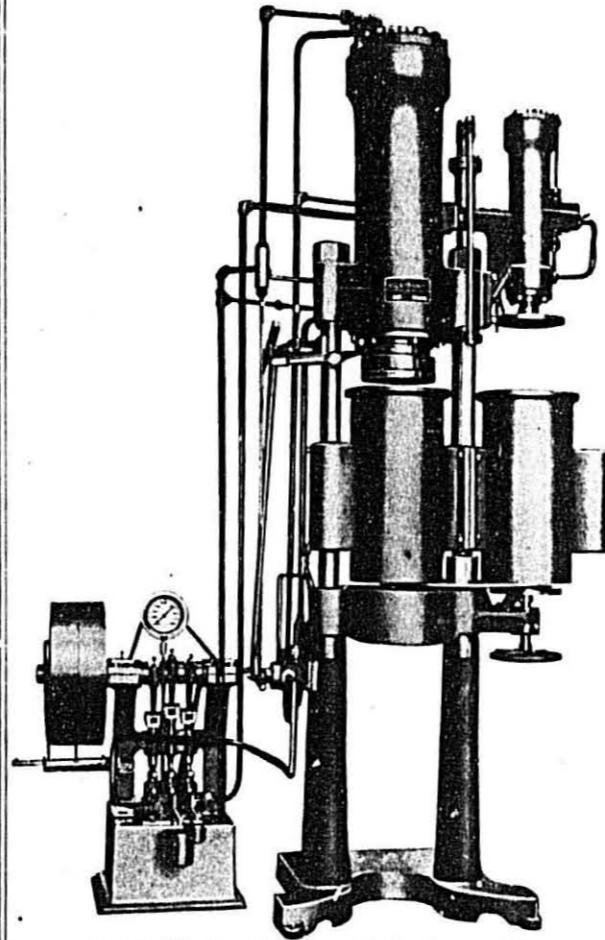
Bologna Fancy Paste Machines

Die Cleaners

Specialists in everything pertaining to the Alimentary Paste Industry.

Complete plants installed.

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



Vertical Hydraulic Press with Stationary Die

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

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

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

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

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.



THURSDAY

## Increasing Cereal Products Consumption

By Dr. H. E. Barnard, President American Institute of Baking

This isn't the first time I have had the pleasure of meeting with you and of working with you. I think for more than 20 years I have been in touch with macaroni manufacturers and have made a careful study of your products.

At the present time my interests are, as you know, chiefly concerned with increasing the consumption of baked products. That is, the matter of increasing the consumption is a subject of prime interest to every man in the food industry.

As the years go by we find the resistance against increased sales of our products, no matter what we are making, greater and greater due to the fact that in the changing modes of life we are bringing to our tables products from all over the world to take the place of the goods which were originally grown in our gardens and on nearby farms.

Some 3 or 4 years ago when there was a large surplus of wheat in this country the National Wheat Council was organized and the program of the council was to increase the use of wheat products. In the development of that program no differentiations were made between the use of durum wheats, which are so largely employed in the manufacture of your goods, the use of hard wheats by the baker of bread, and the use of the softer wheats used in the manufacture of cakes and pastries. The whole proposition was to increase the use of wheat.

Now I think that we have the same problem before us today and shall always face it. A report has been going around to the papers for the past 2 months which came out of Washington and which said that there had been a very sharp decline in the consumption of wheat products in the last 50 years. Those figures did show a definite decrease in the consumption of products made from wheat but I am convinced that many of the conclusions drawn after reading those figures are unjustified by the facts because in the development of our civilization, in the putting into effect of our methods of saving and of the elimination of waste, while the business of baking has been passing out of the home into the factory, we have learned how to make our flour go further than it used to in the old days.

Several years ago I had occasion to study the utilization of flour in the kitchen and in the bakery and I found that a very considerable percentage of flour which went into the home never found its way into consumption. It was wasted in the process of manufacture; it was sifted out on to the kitchen table and on to the floor and into the sink. It remained in the form of dough on the bread board. It wasn't baked and placed on the table. The aggregate loss of flour in just such fashions as that must in the long run be very large and to a considerable degree accounts for the fact that there is apparently a less consumption of flour in the form of bread today than was the case many years ago.

As a matter of fact, the data which we are able to obtain with reference to baking is showing us that there has been in the last few years a definite year by year increase in the consumption of cereal foods.

In speaking to you this morning I want to think of your product as a cereal food directly comparable with the products made into baked goods in the bakeries which the Institute is serving—cereals sold in the form of bread and sweet goods, cakes and pies.

When I told our board that I was to meet with this group of macaroni manufacturers, some interest was expressed in the way I

should handle the subject because, as some of the less thoughtful members of the board expressed it, macaroni is a direct competitor of our product. Now I can't think of your business as any more a competitive business of the pie baker or of the cake baker. I don't like to think of it as a competitive business at all. I like to think of it as a branch of this great cereal industry which is performing the most important role of all the food industries save only that of the dairy industry, in feeding this hungry world.

Two weeks ago I had the pleasure of attending the biennial convention of the General Federation of Women's Clubs held in



H. E. Barnard.

Atlantic City where some thousands of the leading women of the country met to discuss the problems of their work for the home, for society, and for our country. It was a wonderful convention, a great many important things were accomplished.

Naturally one of the things which was done before the close was the adoption of resolutions looking to the guidance of the thousands of women's clubs all over the country in the work of the year ahead. One of the important resolutions adopted I want to discuss before you because I know it will be of great interest to you. That resolution called attention to the fact that the habit of reducing one's weight had become so serious a fad in this country that it was definitely impairing our national health and vigor. The resolution called upon the women of America to stop this practice of reducing and to make no attempt to reduce weight except under the instruction of their physician.

Of course you realize how tremendously important a resolution like that was from the viewpoint of every member of this great cereal industry, for all of these writers and talkers on the subject of how to reduce, how to lose weight, how to avoid obesity, have pointed out with their every utterance and with every phrase they wrote the fact that the starches are the things to be avoided.

It has been noticed in the past few years by intelligent physicians that the disease of malnutrition, which may in a general way be described as a pernicious anemia, has been rapidly increasing among the younger generation, especially among our girls. As you know, the line of beauty among girlhood and womanhood for a number of years past has been the straight line. Curves have been anathema and any girl who began to develop a curve immediately cut out her breakfast, most of her lunch and part of her dinner to bring back the straight line.

Part of that idea has naturally come from

the preaching that overweight was a bad thing for the health. A large part of it, however, has come across the ocean from Paris with these peculiar fashions which have made famine almost a necessity.

It does seem as if we had reached the time in the development of our cereal industry when we can look forward to an increased consumption of the products of flour by our younger people and as well by the older group, because the medical profession has definitely set itself about correcting this habit of unwise dieting and fasting. A conference was recently held in New York city. Results of that conference have not yet been published but in effect they are very favorable indeed to our position—that it is unwise to attempt to reduce weight without doing it under intelligent supervision.

For a good many years we have been told that a man 5 feet 10 inches high or a woman 5 feet 7 inches high and 25 years old should weigh a certain definite number of pounds. That theory, which was nothing but a theory, has been pretty generally exploded by the nutritional authorities and by the medical profession within the last few years. It is all very well to set up average figures but it is very wrong to attempt to apply them to individual persons.

Will you stand up, please? (Asks a very stout gentleman and a very small gentleman, about same height, to rise.) And you? Here are 2 average men. Do you think the same rule for height would apply to the gentleman on my left that applies to the gentleman on my right? Could you by dieting reduce your weight, and could you by eating more increase your weight until you were of the same weight for the same height? Of course you couldn't. You are different because your parents handed on to you a different build and you weigh more because you ought to weigh more and you keep your weight down because that is a natural thing for you to do.

That is, of course, a perfectly normal and logical thing but for some extraordinary reason for the last 10 or 20 years we haven't thought of it and we have been casting ourselves into the same mold so far as our weight is concerned for age and height.

So when the women of this country at their convention in Atlantic City went on record unanimously in favor of forgetting the foolishness of dieting, they did a magnificent thing for the women of the country of today and for our future generations.

I pass on to you, then, the suggestion that you can take fresh courage as you develop means and methods by which you can increase the consumption of your products, and I think I can assure you that you will not meet the criticism and objection that you have met in years past that the eating of your products is going to make persons, the consumer, overweight and so out of style.

One of the important things in the development of the cereal industry is to get across intelligent ideas of what nutrition really is. Your product and the product of the baking industry has been described in a loose way as a starchy food. We have been studying the nutritive values of bread and pies and cakes in our nutrition laboratories, and we don't find that bread or your products or even cakes or pies can be classified as starchy foods. They are starchy foods in part but they are foods of high protein efficiency as well and I think that your campaign which you have been carrying on for a long time to develop the idea that macaroni furnishes valuable proteins in considerable quantity is the most desirable thing for you to do, and we are trying to show that the modern bread made as it is with milk, carries the very finest types of protein to the consumer in adequate quantity for satisfactory nutrition.

Of course what we are all interested in doing is increasing the consumption of our product and we realize that there is a lot of difficulty in doing it because of the fact

**LABELS  
CARTONS  
—AND—  
SELLING  
HELPS  
OF ALL KINDS.**

*Let us be your "Package Counselors."*

**CONSULT OUR  
TRADE MARK BUREAU.**

The courts have decided that trademarks and brand names are valuable property. No new name should be adopted without investigation. Our trade mark bureau contains records of over 829,000 brand names including all registered brands. Write for particulars. The service is free.

**The United States Printing  
& Lithograph Co.**  
*Color Printing Headquarters*

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



that the variety of foods on our table is increasing all the while. There are occasions, however, when it is easily possible to make a decided shift in our dietetic ideas, to change rather quickly our notions of what we ought to eat.

We did that during the war by force, by the force of patriotism, by the establishment of regulations which made it an immoral thing to eat more than one lump of sugar or to eat meat except at certain times. We did change almost overnight the nutritional habits of our people. And after the war regulations were taken off, you know how quickly we changed back. We had all we wanted of substitute foods and we were glad to lay aside our corn meal diet and come back to flour made from wheat.

And because of that rapid shift back to the prewar practices, the statement was made and is still being made that it is not possible quickly to change the diet of the people. In a general way that may be so and yet we are beginning to find in our work that that general statement is susceptible of considerable modification.

Take for instance the development of the toast campaign, which the baking industry undertook at the time the Wheat Council was doing its work. We found as we studied the use of bread that only a little bread was being placed on the breakfast table. Our breakfast consisted of soft, sloppy and easily-slipped-down foods in the forms of mushes, porridges, cereals and milk, some fruit and possibly bacon and eggs for those who wished that sort of protein diet.

Well, when we studied the reason why people weren't using toast for breakfast, we found there wasn't any such thing as good toast any more and it is certainly true in hotels and restaurants and too generally true in homes. We found it was true because the electric toasters either worked so slowly that by the time the toast was ready it was long past breakfast, or they worked so rapidly that they burned up the toast and served a black slice of bread which wasn't good.

The electrical manufacturers, in designing toasters, had worked something out which was electrically good but which didn't fit its use at all. So we had to redesign electric toasters, and that work was done—some 23 different toasters made by companies all over the country were rebuilt, redesigned, until they did make a good piece of toast when properly used. Then the companies got behind the sale of the toasters just as they got behind the sale in past years of the Hot Point iron.

The baking industry helped and the first year that campaign was on over a million toasters went into the homes in excess of the number which was sold the year before. At the present time toast has become one of our standard breakfast foods. In fact, I think in many families and in many parts of the country it is the breakfast food.

We brought to the aid of the baking industry interested in increasing the use of bread at breakfast the dairy industry because it realized that there was little butter used on the breakfast table. One doesn't butter breakfast foods nor grapefruit nor bacon and eggs, but one uses a lot of butter on good toast, so all over the country the dairy industry got behind the campaign to put toast on the breakfast table and did a great piece of work for us.

Then came along the noon lunch and there again our industry found a marvelous opportunity to bring other food industries to the help of our industry in developing a noon lunch which would put more of our product into consumption.

Then came the sandwich shop which now is dotted all over this country, almost on every corner. Day before yesterday I was speaking before the Ohio Restaurant association over at Cleveland and I was very much interested to hear the constant discussion of the development of the sandwich shop which is revolutionizing methods of

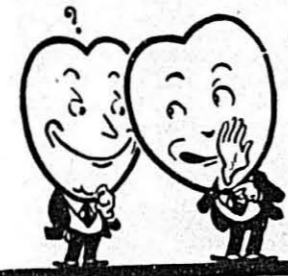
restaurant practice. The restaurant men at first didn't like the idea of a sandwich shop. They looked upon it as a direct competitor of theirs, and indeed it was until they learned that they could build a sandwich which would attract custom and hold trade, and now the restaurants all over the country are very much interested in the sandwich as an ideal lunch.

And through the help of the restaurant men who wished a good sandwich through the help of the baking industry that wished more bread used in sandwiches, came the cheese industry, that great industry, with its idea of a toasted cheese sandwich. You know what the result has been—the increased use of cheese in the last 2 years, I am told by the Kraft cheese people, has been over 20%, and they are looking to see the consumption of cheese doubled in this country within the next 5 years, doubled simply because a way has been found by which cheese can be used in a practical fashion.

At the Institute we have within the last month developed a new type of bread which contains 20% of dry cheese and which makes it possible for the restaurateur to make a toasted cheese sandwich by slicing off a piece of this cheese bread, toasting it, buttering it, and handing it out over the counter—a most delicious product full of flavor. You could smell it around the corner as you're going down the street. It's appealing, it's one of the things which builds business and it's one of the ways by which it is possible to shift the public taste along new channels when it is thinking of its lunch.

Exactly the same methods of cooperative work are available to you in the development of your industry. You are already working with the cheese industry because many of the dishes made from your products are made best when made and served with generous quantities of cheese. It seems to me you have an opportunity to tie up with this well organized, well financed and most important industry in a national advertising campaign which will be of genuine help to you and which will put more of your high protein flours into consumption along with the proteins and mineral salts and vitamins furnished by the cheese industry.

The baking industry has found another splendid cooperator in the jelly and jam industry and we are very successfully promoting the idea that our children should not



Confidential!

Said "Semolina" Hamilton of the Two Star club to his friends, who by the way include all the macaroni men in America, "There's a call for you in room 1\*? Caution, don't act like me, act like I'd like to."

Wonder why all this "speak easy" stuff! Undoubtedly most every one understood, for they went, were initiated and apparently enjoyed it. Oh, well! Such is convention life!

be compelled to live on a 3-meal-a-day-diet. We are putting a fourth meal into the children's dietary. It may be that in time adults as well will put a fourth meal into their dietary just as they have been all these years doing with their tea at 4 in England.

But we are successfully putting the fourth meal into the child's dietary in the form of a slice of bread and butter spread with jelly or jam. Can you imagine the interest now of the great preserving industry in what we are trying to do? They see their opportunity in our campaigns for increasing the consumption of bread. They furnish the spread which makes the bread and butter sandwich more palatable, more desirable and more nutritious. Isn't there a chance for you in the development of your formulas and dishes to get the cooperation of this large and well organized group of jelly and jam manufacturers?

They have a national association which is looking for an opportunity to combine with other food industries in order that they can all work together to get an increased consumption of food. We have been very successful in our campaign in securing the cooperation of the great packing interests. The packers used to advertise ham and bacon and sausage. Now they advertise ham in the form of a rye bread sandwich, and the bread is put in the picture just as prominently as the ham. Sausage is put into consumption on slices of toast. Why can't your product be used by the packing interests in promoting the sale of its products? It can. All that is necessary is the intelligent working out of a cooperative campaign of food advertising.

I don't look upon any of the standard foods as competitors of bread. You may think in a loose way that if you are eating a lot of this product you can't eat as much bread, but the one great competitor which you have to consider and which we have to consider when we are thinking of our foods as carbohydrate foods is the competition afforded us by the sugar industry which has seen the consumption of sugar treble in the last few generations.

Every pound of sugar which is consumed displaces 2 lbs. of your product, and the consumption of sugar is increasing. We believe that while sugar is a splendid energy food it is so one sided a food that at the present time the American people are using it to the detriment of their well balanced diet because they are getting the carbohydrate which they should be getting in the form of macaroni, cake, bread or pie. In the form of pure sugar which contains no proteins at all, is devoid of mineral salts, utterly lacking in vitamins, which carries into consumption nothing at all but its energy values.

So when we find a way by which the cheese manufacturer, the butter manufacturer, the packer, the dairy interests, the preserver interest can all come to help put our goods into consumption, we certainly are not letting the opportunity pass to make use of their splendid service.

And as you develop your business, you will easily find many ways by which national advertisers of other goods than yours can bring your products into the picture. That, I think, should be the study of the men in the food industries. I should hate to think that the packer was a competitor of the baker in supplying the food of the nation. I certainly shall never think that the dairy interest as it is rapidly developing the increased use of milk and butter is making it unnecessary to use as much of our product.

Rather I want to find a way by which I can put more milk into the bread, more butter on the bread, more cheese between the slices of bread.

The American Institute of Baking has been organized for the last 7 years. It is a scientific and educational institution. This last year it developed a department of nutritional education primarily to increase the

# DRYING

## MACARONI SPAGHETTI & NOODLES

by means of

### CONDITIONED AIR

**T**HE Drying of Macaroni, Spaghetti and Noodles has been relieved of all of the uncertainty and waste which has heretofore been one of the most difficult problems facing the manufacturer.

Perfectly dried macaroni is straight; it is free from cracks; it is hard and glassy and its color is the natural semolina shade obtained without the use of artificial coloring matter.

Two systems have been perfected which will accomplish these results.

#### The Carrier Ejector System Dryer

##### Dries in Uniform Time Regardless of Weather

The Carrier Ejector System Dryer has been developed by this company during twenty-five years of experience in the field of drying, processing and air conditioning. The important features as applied to macaroni, spaghetti and noodles are as follows: Ideal conditions of Temperature and Humidity are automatically created and controlled within the drying rooms throughout the process. Under such control the product is dried perfectly in the same length of time, every time, regardless of seasons or weather conditions. This control is automatic in the true sense of the word and requires no expert attention.

Drying is done in the minimum length of time. Light weight goods, spaghetti, noodles, etc., require about 18 hours. Heavy walled macaroni requires from 24 to 48 hours, depending, of course, on the thickness. These schedules, once fixed, never vary. The circulation of air within the drying rooms is by the Carrier Ejector System. All of the air within the room is set into uniform circulation through the material. All of the material is dried evenly in all parts of the room.

Floor space and labor of handling are less than for any other method.

Power and heat requirements are the most economical ever established in a positive system of drying.

What does Drying Cost in your plant?—How much material is spoiled in Drying?  
Does the quality of your dried product do credit to the care you have used in manufacturing?  
Are you losing money, which is yours, by packing at an unnecessarily low moisture content?

Write concerning your problem. Ask for a visit from one of our Experts

## Carrier Engineering Corporation

Offices & Laboratories

Newark, New Jersey

New York - Philadelphia - Boston - Chicago - Cleveland - Kansas City - Los Angeles

Carrier Ejector System driers are in successful operation in several of the largest and finest macaroni factories of the United States and Canada.

#### Moisture Content at Packing

##### A Big Saving for Noodle Manufacturers

The United States food laws permit 13½% of moisture in the flour purchased by manufacturers. The Carrier system, through the accurate, automatic control of Humidity, controls the final moisture content of the macaroni at the maximum safe point. Macaroni may safely be controlled and packed with a moisture content of 8% by this system. Since most manufacturers are forced to pack at a moisture content of from 5 to 6 per cent, here is an actual, legitimate saving of at least 2 or 3 pounds in every hundred.

For noodles, the saving is even greater. It is safe to pack at a moisture content of 10% when the material is Carrier dried and exactly controlled at that point. These facts are worth considering.

#### The Carrier-Barducci System Dryer

This is the system which we have recently purchased in Italy and adapted to American use. Mechanically this system differs from the Carrier Ejector System but the same perfect results in drying are produced. More than 250 million pounds of macaroni are being dried annually in Italy and France by Barducci Equipment.

We have undertaken the development and sale of the Barducci system because of its proven worth and because it is adaptable to the plants of moderate size which cannot afford the larger initial investment for Carrier Ejector Driers.

The first American installation of the Carrier-Barducci system will be completed in the plant of A. C. Krumm & Sons Macaroni Company in Philadelphia, about June 15. Mr. Krumm will welcome visitors desirous of seeing this equipment in operation.



use of the products of the baking industry but in a much larger way than that its purpose is to assure the American people of a better food supply, better selected, better prepared, better served than that which it has had in years past.

What we are interested in is the nutrition of our children. We want to help build a finer race, and is there any greater service which we as food manufacturers can render than that?

We shall be glad to have you visit the Institute. We wish it might be possible for you in some way to join hands with us in

the development of our nutritional educational campaign. We offer you our services. We hope you will find a way to use them. We assure you that we appreciate the work you are doing and that we look upon you as one of the industries which is finding it possible greatly to increase the consumption of wheat.

I am glad to have this opportunity to meet you and I hope before you leave town you or some of you at least may have an opportunity to call at the Institute, at 1135 Fullerton av., where I assure you you will be welcome.

## Selling the Retailer

By Hugh G. Gaffney, Naborhood Stores, New York

Sitting here listening to the wonderful talks today I am reminded of the story of the kid in Sunday school.

The teacher learned that the class was going to get a special examination by the superintendent. To make sure that they'd all get by pretty well, knowing the superintendent always took the catechism in order, the questions were listed in such a manner and he always followed the list, she took the catechism and said, "Johnny, you have the first question; Willie, you have the second," and so on down the line.

One tough kid got the question, "Who made you?" and the answer was, "God made me."

She said, "Remember, Jimmie, that's your question."

Unhappily in the arrangement of the kids that day in the Sunday school, this particular kid got out of turn. When it came down to his question, the superintendent said, "Who made the world?"

Jimmie says, "Ask that guy over there; he answered my question. I'm the guy that God made."

So in the same way Mr. Mackintosh has beautifully covered every point I possibly could on the subject so I'm the guy that God made; he has covered all my questions, has made my speech on that subject.

Just so as to get the angle of the Naborhood Stores and why I should be at all familiar with getting the retailer to take his profit, the Naborhood Stores is an association in New York connected with car advertising, organized to assist our advertisers in selling their goods.

I never ask our salesmen to sell anything until I have first sold it myself. We never have a sales meeting until I have personally sold the thing to the retail trade and devised a method of selling that is going to be satisfactory. In my selling methods I'm going to make sure that the retailer is going to make a profit. The gist of my talk is that you folks are tremendously interested in the manufacture of your product but I have a serious doubt that many of you get close to the retailer and find out what his problems are.

I ask that you take it to your grocer, anywhere at all that is intimate to you, and find out whether it will work.

"Getting the retailer to take his profit" is a maddening subject. I heard a yarn last week of a nice old lady going through an insane asylum. She was a good, kindly soul, and an old Irish caretaker was showing her around the grounds. In one yard was a man crying and moaning, "Nora! Nora! Nora!" The old lady said, "Why, that's a terrible thing. What has happened to that man?"

And the caretaker said, "He was a folse fellow and engaged to a dandy gurril, and at the last minute, jist before they was goin' to be married, Nora turned around and broke the engagement, and the poor man was so terribly broken up he lost his mind and now he goes around sayin' 'nothin' a-tall but 'Nora! Nora! Nora!'"

The old lady said, "That is a very sad case."

The caretaker said, "Jist come into the asylum a momint."

So they walked in and here was a fellow in a straight jacket standing there and trying to bat his head into the wall. The old lady said, "Why, this is absolutely the worst thing I have ever seen. What in the world happened to this man?"

"Loidy, that's the guy that married Nora!" (Laughter.)

So I am quite certain that the man who tries to force the retailer will be in about the same position; he will have a continuous fight on unless he solves the problem of having the manufacturer understand what the retailer is trying to get at.

The question was brought before you about placing advertising material. Somebody brought up the question of a lot of it being left on the back shelf. I doubt very much whether the average man buying advertising here has personally taken the sample out to the trade to find if it was practical.

The last thing I did before I left New York was to place a window display. I asked the man if he would pick it up himself. He tried to get it up and couldn't. He said, "If I had a piece of rope I couldn't tie it up."

I said, "All right; use some rope."

He said, "I haven't got any."

"How are you going to carry it?"

"I don't know."

"Well," I said, "how are you making out with this?"

"We're not making anything with it."

"Why not?"

"They don't get placed."

He didn't realize that the average salesman who has to carry it down the street couldn't reach around that display. The maximum distance he can get is the span between the armpit and his hand, and they had bought a display something like 45 inches wide and 90 inches long.

So if you folks, in buying stuff for your retailer, will consider the angle of getting it into the store and making it a practical thing, you have a great possibility of making him take a profit.

I want to bring out the point that macaroni at the present time in a great many stores is considered one more item—Campbell's soup, ketchup, etc. It isn't standing out as our lady from the Gas company told you, as one of the products he is dead anxious to sell. He is merely carrying one more.

I was reminded of a camp meeting incident. There had been a very successful camp meeting, a great many people had joined the church, everything was going fine. The last night of the meeting came and the person stood up and he said, "I see very pleased to find this camp meetin' very successful. We've had good attendance at prayer meetin's, we've had special pleasure in findin' so many people joined the church. Tonight we're gwine to have the final ceremonies, gwine to have the baptisms. All you what know about our baptisim know we

have all ceremonies what go with it. We have the sacramental wine.

In the back of the camp meeting one big burly spoke up and said, "Fahson, don' min' me, but make mine gin instid o' wine."

Unfortunately we have nobody standing out now saying that macaroni is the outstanding thing in the store. I don't know the situation well enough to make much comment. I have read Mr. Skinner's article in Printers' Ink and other macaroni stories but I don't think you are making it stand out as a dominant thing in the store.

Mr. Miller talked on telephone orders. I have worked on the telephone order plan in New York and it is worth while considering.

Mr. Mackintosh has carried along as far as anybody can the idea of really selling the man instead of merely casually seeing him. If you will take your salesman in as a partner in developing sales you will get along a lot further, instead of holding him up as something remote.

I'm going to close by telling you that I definitely don't think that you know your salesmen. You perhaps have your sales meetings and it is more than likely that you are talking on remote and intangible things. I doubt that many field managers get out to see the retailer and jobber. I urge you individually to get to know the inside of the store. I know that Mr. Mueller is a frequent visitor to retail stores.

I went to school in No. 24 school, and the back fence of the school was the back fence of Mr. Mueller's factory. I have had a chance to watch the Mueller family grow up and I know they individually know the inside of a grocery store and the problem that their salesmen have to meet.

So in closing I want to emphasize the point of knowing your salesmen. Just one story in connection with that. The story is told of Campbell's Funeral Chapels in New York. Campbell's handle any kind of a burial at all. If there is an accident in New York, Campbell's is generally the first on the job and get the burial job. If anybody is killed from out of town, they want the burial in New York, Campbell's handles it on a jobbing basis. They have clergymen, musicians, etc. You may buy a \$100 funeral or a \$150 funeral. For \$150 you get a quartet; for \$250 you get a quartet and an extra good sermon. It's all stock stuff.

In this particular case a man named John Flynn who had been a dirty dog all his life, treated his wife terribly, been awfully rough with his children, had been an all around good-for-nothing chap, was killed in an accident in New York. Mrs. Flynn and daughter Nellie, in order to avoid the disagreeable feature of having the funeral at home, decided to let Campbell's handle the funeral. They got the chapel and the minister. The minister came in, as he went by the coffin he noticed that it's an adult male and with that goes the adult male sermon.

He started off, not knowing who Flynn was at all, but on the regular sermon and it went like this: "My dear friends, you are gathered here for the funeral rites of a magnificent man. He was grand to his children, he was fine to his wife and he treated his lovely daughter Nellie with magnificent care. It is a great bereavement for such a lovely family to lose such a fine man, such a wonderful father, such a wonderful provider."

At that Mrs. Flynn, who had never gotten a nickel or a kind word from Mr. Flynn, was a little astonished and she said, "Nellie, go up and look in the coffin. I don't think that's your father he's talking about."

So I am going to ask you if you will solve your problems, make sure you're talking about Nellie's father and get across to your salesmen and take to yourself personally the advice to get as close as you can to your retailer so you will not talk out of their province but talk with the retailer. I am certain you will succeed in getting the retailer to take his profit if you do that.

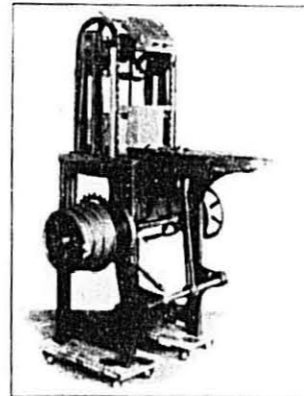
To Members of  
The National Macaroni Manufacturers Association:  
Welcome To Chicago The Home

OF

## Peters Machinery Company



It is only a short distance from the Edgewater Beach Hotel to our Factory and we cordially invite you to inspect our Plant during your visit to our city.



## PETERS MACHINERY COMPANY

Builders of Automatic Packaging Machinery  
4700 Ravenswood Avenue  
CHICAGO, U. S. A.



# Whom Do Your Employes Work For?

By H. E. Hunter, Field Engineer, The Sherman Corporation

Three workmen, Bill, Jim and Steve, were sitting on the front steps of one of their houses talking and smoking.

"I'm workin' for a son of a gun of a foreman," said Bill. "He sure does ride you. You've got to have a drag with him and get invited to some of his pinochle parties and let him win some money from you before you get anywhere. It's tough! Believe me I'll jack the job as soon as I can find something else."

Jim said: "Well, I'm not fixed so bad. I'm workin' for a pretty good concern, this Smith and Company. I don't mind stickin' with 'em for a while as long as they make it worth my while."

The third one, Steve, pulled away at his pipe. Bill and Jim waited expectantly to



H. E. Hunter.

hear what he'd say, for he had quite a reputation as a "pretty bright kind of a guy."

"You know," he said finally, "a lot of us are all wet about this thing of who we're workin' for. Now I got some new slants the other day from a fellow. His idea is that you don't really work for a foreman or even a plant at all; you work for the consumer—for the lad who buys what you turn out. Of course, the foreman and the super and all the rest are important; we all have to work with one another but what are we workin' together for? Why, so the plant can turn out goods that will be sold; that will be picked out by buyers to spend their money on. The goods have got to be the right price. And we have a lot to say, through the kind of work we do, as to what is a right price. Goods have got to be up to quality and they've got to go through production on schedule so they can get to the fellow who orders them, when he wants them. I think that big idea is worth thinkin' about, lads. For if you're workin' for the consumer, you're really in business for yourself, because every one of us is a consumer."

The other two nodded. Bill remarked, "Sounds as though you're right, Steve; anyway, it's worth thinkin' over."

Analysis of a business or of an industry today that is making a profit will bear out the soundness of Steve's "dope," for in the last analysis it will be found profitable, because it is working for more consumers; for broadened markets.

And the workers are in business for themselves; in the sense that it is decidedly to their self interest that the organization in which they work extends its markets; keeps its costs down to a point where the selling price will command markets; keeps its quality up where it will keep the markets after they are gained, and makes a fair

profit which will induce capital to come in to the business.

Business and manufacturing executives need no reminders that they are doing business under conditions which have changed, widely and basically, during the past 20 years.

English engineers visiting America went back home recently and wrote a book on what American industry has been doing. That little book has been hailed as one of the most notable contributions to business and industrial literature during the last century. Those engineers saw us from a distance. They had the perspective which it is sometimes difficult to get when you're close to problems and "can't see the forest for the trees." One of the factors in the conduct of successful American industry which they remarked as fundamental to success (their observations were confined to industries outstandingly successful and did not take into account the thousands of American manufacturers who have been losing ground) is the principle of manufacturing at costs low enough to command wider and wider markets and the payment of high wages. For high wages, as they point out, if they yield a high per cent in efforts, make broader markets; give more people money with which to buy the products that industry turns out.

This principle of making goods at low costs in volume so that they can be sold in volume at a right price is not a theory; it is based upon facts, upon accomplishments.

Working it out more generally in such an industry as your own carries us back to the three workers on the front porch.

Employees are a vital, although frequently an undervalued factor in making this principle work in the interest of profits and stability. Every last man on the payroll of your industry represents a controlling factor in costs. As he works day after day, his ideas, hands, attitudes, feelings are entering into the product with which you hope to command markets. But his own importance in the whole scheme of things; his place in the chain of production and distri-



Pleasure's All Mine

The Chicago Gang was on the job early and late. From the cheerful greeting at the time of arrival to the happy farewell at the time of departure, every visitor was made to feel that it was a pleasure to entertain him.

Who was the better pleased, the "entertained" or the "entertainers?" Hard to tell. They both seem to have enjoyed the whole affair and voted it the "BEST EVER." Thanks, everybody!

bution is only occasionally understood by him in its right light. Actually he and you are working together. His interests are your interests. His advancement depends on the prosperity of the industry in which you both have a stake. He and you prosper or suffer together. Depression means loss of job to him; loss of profit to your industry. His loss of job lifts out of the stream of consumer demand so and so many dollars essential in keeping that stream up to normal.

There are real, dollars-and-cents possibilities of mutual profit in getting over to your employes the facts whereby their attitude toward your business may become of the same constructive temper as your own. Tangible, specific results are being secured in return for such efforts directed toward increased mutual understanding of "what it's all about." Investment in the development of thoroughgoing good will are as necessary as investment in public good will. And for the securing of a lasting, sincere type of good will which will show up in day-to-day production, in the cost sheets, in quality and in all-around coordination, specialized effort is as essential as in the field of legal problems, advertising effort or any of the other great fields of business and industrial specialization.

In the final analysis, your employes are working with you for the consumer. The reaching of an objective where they thoroughly understand that fact, and produce accordingly, deserves immediate and thorough attention, for it is a basic, crucial problem.

## Stag Luncheon---Entertainment

A novel feature of convention entertainment was sprung on the macaroni manufacturers and allied tradesmen by the Chicago host on Wednesday afternoon following the regular session. It was in the nature of a buffet lunch and a "peppy" show. Both were highly appreciated, the crowd being particularly thankful to the host, especially L. M. (Doc) Fletcher, western manager of the Joe Lowe company; Charles L. Miller of the Chicago office of Washburn Crosby company, and John V. Canepa of the John B. Canepa company (Red Cross Macaroni) the steering committee that contributed so much time and thought to the welfare and entertainment of the visitors. It was novel; it was fine. Thanks, boys!

Here's the buffet lunch menu as served by the Edgewater Beach hotel:

### MENU

- Assorted Hors d'Ouevres
- Radishes Mixed Olives
- Celery
- Cold Assorted Meats
- Vegetable Salad
- Potato Salad
- Spaghetti Tetrisine
- Fresh Strawberry Pie a la Mode
- Banquet Rolls
- Coffee

A word of appreciation to a loyal customer or an interested helper doesn't cost much, and makes for a larger and more direct business building value than a cash investment long and carefully considered.

# TITMAN'S FROZEN EGGS

**TITMAN**  
Egg Company Inc.  
CHICAGO  
Illinois

**TITMAN**  
Egg Company Inc.  
PEORIA  
Illinois

**TITMAN**  
Egg Company Inc.  
STOUC CITY  
Iowa

**TITMAN**  
Egg Company Inc.  
DES MOINES  
Iowa

**TITMAN-HARDING**  
Egg Company  
KANSAS CITY  
Missouri

**TITMAN-HARDING**  
Egg Company  
DALLAS  
Texas

**TITMAN**  
Egg Company Inc.  
PHILADELPHIA  
Pennsylvania

**TITMAN**  
Egg Company of Mass.  
BOSTON  
Mass.

**B. TITMAN COMPANY, Inc.**  
BEN TITMAN, President  
364 Washington Street  
NEW YORK, N.Y.



## A Real Party

Several years ago there was no such thing as a convention banquet. Then the first step was taken and eats were served. Things continued to improve with the good will and support of the delegates and entertainment was added. The annual banquet and entertainment in the Black Cat room in the Edgewater Beach hotel was easily the best ever attempted. On every hand were pleased diners uttering words of commendation and praise.

The Chicago Gang was given full credit for the entertainment which was high class and on a par with the best ever shown in this exclusive hostelry.

Mention should be made of the wonderful and inspiring reading delivered by Miss Harriett Rossi, the 13 year old daughter of Mr. and Mrs. Henry D. Rossi of Braidwood, Ill., the former having long served the National association in several capacities. She was heartily cheered and responded with a short encore.

The "World's Funniest and Most Surprising Waiter" was there. He spilled water over the ladies' frocks, who later could not find where they were touched, rubbed ice on A. J. Fischer's head, warmed his hands over a beautiful hat of cardinal hue worn by one of the ladies in the Canepa par-

## CONVENTION SIDE LIGHTS

As a result of a wager that grew out of an incessant teasing of Martin Luther of durum fame and wearer of a "cookie duster" under his proboscis our worthy president will have to grow a mustache. President Mueller joined the hilarious breakfast crowd in kidding Martin on his "hair lip" masquerading as a mustache; Martin took it all good natured, and sport that he is he offered to lay Mueller a wager. He would flip a coin. If Luther won he would shave off the offending herbage; if Mueller lost he was to grow a "smoke screen" on the upper lip. Mueller lost. Hence you will have to exercise care when you see him again lest you pass him up as an unknown, because the mustache will surely alter his well known looks, that make men smile and ladies gaze.

D. C. MacIver with his Texas sombrero attracted attention early and late. He passed out El Paso informa-

tion, kissed F. J. Hanahan, hugged Doc Fletcher, drank out of Martin Luther's glass, not Lake Michigan stuff, either, and in numerous ingenious ways kept the crowd roaring and expectant. He was easily the hit of the evening. The "Macaroni Trio" sang and played into the very hearts of the men and women. One number was better than the one before it, and the Chicago Gang was not stingy with its entertainment.

To cap the climax that same aforesaid Gang assumed practically the entire financial responsibility for the eats and everything. Fine! Thanks.

Here's the menu to make hungry those who were absent for any reason:

### MENU

Fruit Cocktail  
Mixed Olives  
Tomato Bouillon, Egg Noodles  
Wafers  
Grilled Filet Mignon, Fresh Mushrooms  
New Potatoes, Parsley Butter  
Macaroni Salad, 1000 Island Dressing  
Strawberry Pie, a la Mode  
Coffee  
Fancy Rolls

### ENTERTAINMENT

Music.....Benson Orchestra  
Toastmaster.....Henry Mueller, President  
"Toaster".....Hon. Douglas Malloch  
Entertainment.....The Chicago Gang  
Dancing  
1927 COME AGAIN 1927

tion and Texas lore to any one who would lend his ear. Aside from that he was all right. He gave the ladies a little straw hat souvenir, the head gear being of Mexican make. To the men he gave some fine cigars and to Secretary Donna a "hot tamale" cigar that the latter was afraid to tackle in the presence of so many friends. Mac performed wonderful card tricks and told an avalanche of stories. Too bad that El Paso is so far south.

C. M. S. Langione was very popular during the afternoon of the second day when he passed out some very useful souvenirs on behalf of the Washburn Crosby Co. These were wonderful Auto-point pencils bearing the inscription, "Gold Medal Semolina." All were very thankful.

The afternoon stag was a "cat's meow" and its sponsors received the deserved praise of the entire gathering.

It was "spicy" with just the variety needed to cheer up the tired (1) business men who work so hard at conventions. The buffet lunch, was ideal lacking only that liquid refreshment that made stag parties so enjoyable in the days before it was necessary to go to Texas to be between 6c and 6 minutes from the first legal bar south of Chicago.

J. S. Bellanca, representing the newest addition to the association list of associate members, was very popular with the ladies and the men. If his firm, the Carrier Engineering corporation, is not now known to the entire industry it will not remain long in suspense. At the stag he occupied a front row. At the banquet he was not lone some. Fine for the first time, J. S. You'll improve with age.

Doc. Fletcher of Joe Lowe company, John V. Canepa of the Red Cross Macaroni Co., and Charles L. Miller of Washburn Crosby Co., are deservedly happy. They tackled a difficult proposition, that of entertaining the visitors in a way that exceeded all previous attempts. They must have succeeded because the convention tendered them individually and collectively a standing vote of thanks just before adjourning. They deserved it; they surely earned it. Thank you, Chicago Gang, you and all your cohorts.

Surprises came early in the convention. Just as President Mueller completed his annual address he called Secretary M. J. Donna and Dr. B. R. Jacobs to the rostrum and presented each with a gift in appreciation of their services, not doing so as an officer but in behalf of his company. The recipients were happy and embarrassed. The gift was a beautiful and useful fountain pen and a pencil of silver in a beautiful box. The convention applauded; the 2 honored officers blushed and appropriately accepted the tokens presented.

The "Battle of the Drys" lasted during the entire session. A. Boniamico of the Barozzi Drying Machine Co., Hoboken, N. J., enjoyed the advantage of a wider acquaintance and more thorough convention training. J. S. Bellanca, representing the Carrier Engineering corporation, learned fast. Well, anyhow, things were none too dry to really test out the processes.

(Continued on page 54.)

"WE SERVE THOSE WHO DEMAND THE BEST"

## ANNOUNCING A NEW MOSTACCIOLI DIE

We have done what some manufacturers thought impossible--INVENTED and PATENTED a dependable Die that will make MOSTACCIOLI direct from the press, faster, cheaper, more uniform and better appearing than it is possible to produce by the old machine method.

Many of these dies are now in use in leading plants throughout the country and are giving entire satisfaction. Write us for prices, literature, etc.

We also make all other known types of dies or moulds. Prices and details submitted on request.

## MARIO TANZI COMPANY

348 Commercial Street

BOSTON, MASS., U. S. A.

The House  
of  
Perfection

Always at  
Your  
Service

Where Others Have Failed,  
We Have Succeeded.



Why not deal with a reliable house?

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

## DRYERS

That will dry your macaroni  
perfectly

Stop all the waste—acidity—  
cracked and moulded goods

Save labor 75%

USING

BAROZZI DRYING SYSTEM

616-620 Clinton Street

HOBOKEN, N. J.

New York City District

Make money and better macaroni



## MACARONI EXPORTS

According to data by the bureau of foreign and domestic commerce, Department of Commerce, on exports of macaroni products for April 1926, that business has shown a seasonal decrease that is anticipated by the macaroni manufacturers for the spring months of the year. From a total of 852,000 lbs. exported in March 1926, there was a drop to 702,000 lbs. in April.

The Dominican Republic was the leading purchaser in April when 120,000 lbs. were exported to that country. United Kingdom took second place with 110,000 lbs.; Canada was third with 97,000 lbs.; Mexico fourth with 86,000 lbs. and Cuba fifth with 60,000

New Orleans ranked first among the macaroni shipping ports, the total exported through that port being 266,000 lbs. as compared with New York's 229,000 lbs. which gives it second place. San Francisco was third with 71,000 lbs., followed by Buffalo with 53,000 lbs. We attach below a list of the buyers of the American made macaroni, quantity purchased and the port of export.

The total quantity of macaroni exported from the United States for the 10 months ending April 1926 was 6,854,000 lbs. as compared with a total of 7,082,000 lbs. for the period the year previous. This shows a falling off of over three quarters of 1,000,000 lbs.

## EXPORTS OF MACARONI BY PORTS AND COUNTRIES OF DESTINATION

	April, 1926 (1000 Pounds)							Total
	New York	Baltt- more	New Orleans	San Francisco	Wash- ington	Buffalo	All Other	
Greece .....	6							6
Irish Free State....	5							5
Netherlands .....	12		13					25
Switzerland .....	1							1
United Kingdom....	78	8	24					110
Canada .....				1	24	53	19	97
Costa Rica .....	1							1
Guatemala .....	1							1
Honduras .....			6	1				7
Panama .....	11		37					48
Mexico .....	29		19	13			25	86
Newfoundland .....	1							1
Jamaica .....			2					2
Other Br. W. Indies	1							1
Cuba .....	10		47				3	60
Dominican Republic	8		112					120
Haiti .....	4		6					10
Virgin Islands.....	1						1	2
Colombia .....								2
Peru .....	15							15
Venezuela .....	1							1
British India .....	1							1
Straits Settlements.	1							1
China .....				22	2			24
Japan .....				3				3
Philippines .....	1			10	1			12
Australia .....	27			16				43
New Zealand.....	12			4				16
Other Oceania.....				1				1
Brit. South Africa..	1							1
Total .....	229	8	266	71	27	53	48	702

\*Less than 500.

## WINS IN FOLDER SUIT

Two Patents on Noodle Machines Declared Valid by High Court in Mueller Claim.

On appeal from the decision of the lower court in a suit by the C. F. Mueller Co. of Jersey City, N. J., against A. Zerega's Sons of Brooklyn, charging infringement of patent rights through the use of a folding device made by the former, the U. S. Circuit Court of Appeals for the Second circuit, sitting in New York city, recently upheld by

unanimous decision, the validity of all the claims of patent No. 1,192,336 for a machine for folding noodles, and patent No. 1,217,801 for a method of folding noodles.

The two patents referred were granted Samuel Mueller, the inventor of the machine and of the process referred to, and both are now the property of the C. F. Mueller Co. of Jersey City.

Judges Henry W. Rogers, Charles M. Hough and Julian W. Mack, in an opinion written by Judge Hough, held that the patents disclose an entirely new machine for manufacturing nood-

dles, and that their contribution to the art is of great value. The opinion reads:

One of the virtues of Mueller's apparatus is that there is very complete coordination between the mechanical cutting, the feeding and the folding of the noodles. No such coordination is discoverable in the prior art patents whether domestic or foreign. Mueller's double folding is effected by means so far as we can see entirely different from that of any other or earlier device. \* \* \* Mueller has succeeded in producing a very old article of food with what seems to be unexampled rapidity and economy.

The decision by the Circuit Court of Appeals marks the termination of a long and strenuously contested litigation brought by the C. F. Mueller company against A. Zerega's Sons, Consolidated, a well known noodle manufacturing concern. Zerega's Sons defended the action upon the ground that they were purchasers in good faith of the alleged infringing machines from the manufacturer who had promised to protect them against suits for infringement.

A. Zerega's Sons, Consolidated, have been ordered to account to the C. F. Mueller Co. for all profits made by them as a result of their use of infringing machines, and also for all damages suffered by the Mueller company.

Mr. Mueller, when interviewed shortly after the opinion was handed down, expressed great satisfaction over the ruling of the court, and said that the Mueller Co. intends to take immediate steps to enforce its rights under the patents, and, if necessary, to sue the many infringers. He says that the Mueller company considers the determination of the case against A. Zerega's Sons, Consolidated, which was a test case, a decisive adjudication upon the merits of the two patents.

Mr. Surico, president and general manager of the Claremont Machine Co., largest builder of noodle machines in the country, was actively interested in the suit. Through the firm's patent counsel comes the following comment on the decision.

"As stated in the court's opinion and as was the fact, the Zerega machine was substantially the machine patented in the Mueller patent. As the lower court said, the machine is 'practically a copy.' It was made by Werner & Pfleiderer, who also built the Mueller machine and who understood that they had a right to build such machines for others. We understand that no machines of this type have been built or sold by them for many years past.

"This was the only machine alleged to be an infringement in that suit. The court did not pass on any other

type of machine. The decision is therefore no judgment or even an indication that any other construction of machine is covered by the Mueller patents. The court held the design patent invalid. It is a well known rule of patent law that even though the same result (the same fold in this case) is obtained, this does not prove infringement. There is no infringement unless substantially the same mechanism for accomplishing that result is employed. The decision is therefore no precedent for claiming that any other differently operated machine infringes. In short, while the decision holds that using Mueller's specific form of machine infringes the patent, it does not hold that any other construction of machine is an infringement, and it does not specifically invalidate the patent on the design of the "W" fold. Your machine as you now make it operates on an entirely different principle by a radically different mechanism, and makes an entirely different fold."

The outcome of this test suit is of wide interest since many other firms have innocently purchased and used the device which is declared infringed upon. It has not yet been determined whether there will be further appeal in

the case and the final decision will be awaited with interest.



Nosed Out

Not all the convention attractions are on the printed program. The one pictured is an example of the unexpected that can always be looked for when fine fellows meet.

G. Guerrisi, as most of you know, is rather "rotund" and somewhat overweight. Josef Freschi, on the other hand, is spry, speedy and supple.

Guerrisi probably excels as a hunter or at golf, but he is hardly built for a race. This, however, he will not voluntarily admit. It has to be proven to him, and here's how it was done.

After a hot discussion about speed during which both boasted of their prowess, a challenge to a race naturally

resulted. It was to be a private match and a secret. The sandy beach was chosen for the test. Somehow the word got out and when the race was started there was quite a crowd of friends of the 2 runners gathered on the shores of Lake Michigan, shouting words of encouragement from the side lines.

Guerrisi made up with supporters what he lacked in wind. He "blew" coming down the stretch and had to swallow the dust of the more fleet footed Freschi. This is a snap shot of the close finish. Yes! It was a friendly test. See how happy both are!

J. A. Biondo, the mechanical engineer of I. DeFrancisci & Son of Brooklyn, attended the convention for his first time and he made a host of personal friends and some customers for his company.

The old warhorse, T. H. Toomey, was there also with his usual smile, Irish wit and in general agreement with every action of the convention.

Don't stay on the job unless you consider it worth doing.

Simplify your sales story.

NO. 2 SEMOLINA

STANDARD

NO. 3 SEMOLINA

Pure Durum Semolina  
Quality - Service - Satisfaction

King Midas

WRITE OR WIRE FOR SAMPLES OR PRICES

KING MIDAS MILL CO.  
MINNEAPOLIS, MINN.



## Notes of the Macaroni Industry.

### Consolidations(?)

From reliable information that comes from New York there is a plan on foot for consolidation of several of the large macaroni plants into a stronger company. The promoters are silent, preferring to work quietly through the preliminary stages of the deal. Another movement would consolidate a group of smaller plants so as to centralize production and reduce its cost. The promoters apparently are of the opinion that along this line lies the solution of the troubles that have been confronting the more populous centers that boast of altogether too many weak and unreliable firms.

### Entertains Students

The Cumberland Macaroni company of Cumberland, Md., was host last month to the members of the domestic science department of the Pennsylvania Avenue school of that city. The 35 students were shown through the plant by the owners and to them the process of manufacture was made clear by the officials, who took personal interest in the inspection. Under the direction of Mrs. Straight, the domestic science instructor who accompanied her pupils, several sessions of her class were given over to the study of macaroni food values and the proper preparation of these products for serving in American homes. The visit was a treat to the students and a good publicity stunt for the firm.

### Krumm Advertising

The A. C. Krumm & Son Macaroni company, established in Philadelphia for over 60 years, recently launched a comprehensive selling help for the retail grocers that should greatly increase the demand for its products. The Philadelphia Inquirer and other papers throughout the section served by the company will be liberally used in giving publicity to the firm's policy and products. This firm has enjoyed a good reputation because of the quality goods it manufactures.

### "Our Best" Salad

At the Star-Telegram and Record-Telegram annual free cooking school held recently in Fort Worth, Texas, thousands of visitors enjoyed an excellent macaroni salad prepared by Mrs. Chase, the dietitian in charge of the school. She named her delicious salad

"Our Best" because the "Our Best" brand of macaroni manufactured by the Fort Worth Macaroni company, was used in macaroni salad.

The macaroni firm had an attractive booth at the cooking school, which was the center of attraction. The firm's many products in blue and white cartons were prettily displayed against a background of lavender crepe paper.

Mrs. Chase used repeatedly the macaroni, spaghetti and other products of this firm in the combination dishes prepared in her demonstration work, and thousands of thimbles were distributed by representatives of the firm as souvenirs.

### \$1500 Fire Damage

A fire, the origin not known, caused damage estimated at \$1500 to \$2000 last month in the 3 story brick building at 176 Endicott st., Boston, which is owned by G. Capodilupo and which was occupied by the New England Macaroni company. The fire started in the basement and had destroyed much of the machinery and equipment in the interior of the building before the flames were subdued.

### Involuntary Bankruptcy

The Italian Macaroni company of Boston, Mass., was thrown into bankruptcy last month by the filing of an involuntary petition at the instance of 3 creditors to whom the firm is indebted. The claims of these 3 creditors total nearly \$8000.

### New Or Old Time

Should the whistle of the Foulds Milling company plant at Libertyville, Ill., be sounded by standard time or on daylight saving time. That was the question that puzzled the suburbanites who reside at Libertyville, 50 miles out of Chicago, where is situated the plant in question.

The village of Libertyville determined to transact its affairs on the time as God intended it should be. As a large portion of the residents of Libertyville must commute daily to their work in Chicago the macaroni siren was depended upon as a time signal.

In addition to the macaroni factory the only other industry that ran on daylight saving time was the suburban service. The confusion became so great last April that a petition was circulated

asking the village board to have the Foulds whistle sounded on standard time, a concession which was readily granted because of the firm's interest in the wishes of the community in which it has flourished for so many years.

### Off To Europe

While regretting his inability to attend the Chicago convention Alfred A. Bianchi, president of the Italian Macaroni company at Worcester, Mass., gave a fine reason for his absence. He had planned to sail on the President Wilson for Naples, Italy, on May 26 to visit relatives and friends and incidentally inspect some of the leading macaroni factories in that country. He feels that the information he will thus gain will compensate him for the loss that comes through missing the annual conference of the American macaroni industry. Mr. Bianchi on his return will report on macaroni conditions and will give his experience in a short article to appear in this publication.

### Incorporate Williamsburg Firm

The Williamsburg Macaroni Manufacturing company was duly incorporated under the state laws of New York last month. The capital of the new firm is given as \$10,000. The directors are: Joseph Fontana, Massa Pequa, New York; S. Swerlip and Edward A. Wynne of Brooklyn.

### Fire Damages Plant

The building of the Alba Macaroni company at 46-48 Flushing av., Brooklyn, was considerably damaged by fire on May 16. The loss was more than covered by \$25,000 insurance on building, equipment and stock.

### And They Still Live

The editor and his office force were surprised during the month to receive a 10 pound box of Golden Crown Spaghetti from the Golden Crown Macaroni company, recently established at Trinidad, Colo. The sample was intended to show the quality of the products which this firm aims to manufacture and to market on a quality competition basis.

While the editor and his staff are not spaghetti connoisseurs they made ample and frequent tests and pronounced the sample of an exceptionally high

MALDARI'S INSUPERABLE MACARONI BRONZE DIES  
with removable pins

Quality

Trade Mark  
Reg.  
U. S. Patent Office



Workmanship

Service

Satisfaction

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

Established 1903

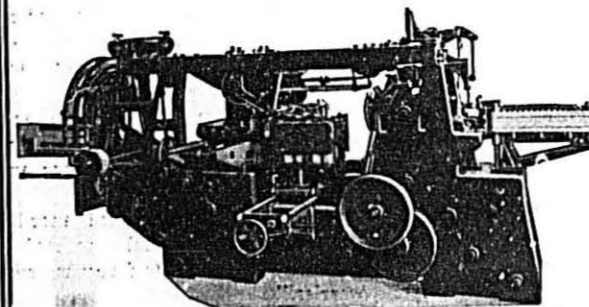
Meets Every Requirement of "The Ideal Container"

The Stokes & Smith  
Tight Wrapped Package



### The Package

Stokes & Smith Automatic Package  
Wrapping Machine.  
Capacity, 48-60 tight-wrapped packages  
per minute.



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

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

**STOKES & SMITH COMPANY**

Summerdale Avenue and Roosevelt Boulevard  
PHILADELPHIA, U. S. A.  
British Office: 23 Goswell Road, E. C. 1, London



grade. The thoughtfulness of J. Tarabino, general manager of the new firm, is appreciated and a successful career for the firm is prophesied.

#### Buys Additional Space

Because its rapidly expanding business will sooner or later necessitate increased manufacturing space the Chicago Macaroni Co. in anticipation of that contingency has purchased a site on Canalport av. and Morgan st., Chicago, near its present plant. The land and the 1 story factory building thereon is reported to have cost the firm nearly \$45,000. Plans have been completed for the erection of a 5 story and basement structure on the plot which is 100x125. The factory annex is to be of pressed brick with stone trimmings and the estimated cost of the addition, fully equipped is placed at over \$250,000.

#### Ehrat's Spaghetti Sauce

George Ehrat & Co., of Chicago, manufacturers of the well known Ehrat's Grated Italian Cheese, have added a special sauce to their line. It will be known as "Ehrat's Italian Style Spaghetti Sauce." It is ideal for use on spaghetti, macaroni, noodles, meat and fish dishes, being composed of the finest ingredients carefully prepared in a way to satisfy the most particular people.

#### New Mostaccioli Die

Patent rights for a new die that will make the form of alimentary pastes known as "Mostaccioli" have been given to the inventor, Mario Tanzi of Boston, Mass. Mostaccioli has heretofore been manufactured on a machine involving a long drawn out process and an exceptional care in forming and curing. The new die will produce the Mostaccioli shapes much quicker, more uniform and at a great reduction in the cost of labor, the savings being as much as 50%.

The inventor is a brother of Guido Tanzi of Brooklyn who is the patent owner of the Fusille and Yolande dies, that were invented about 2 years ago.

The inventor of the Mostaccioli dies has organized the Mario Tanzi company which will, in addition, manufacture all kinds of macaroni moulds at his plant, 3448 Commercial st., Boston, Mass. The new die has been thoroughly tested in several plants and according to the inventor is entirely satisfactory.

#### Convention Side Lights

(Continued from page 48.)

The ladies surely enjoyed a pleasant ride around the beautiful boulevards of the convention city. They were the guests of the Chicago manufacturers and the allied trades. In addition each was treated to a box of delicious candy. Sure the ladies appreciated it and were duly thankful.

The "approach" is a wonderful thing in salesmanship; also in golf; but Joe Lowe will have to be careful in making his approach right side up to prevent being spanked, as one of the convention wits stated during the stag.

Frank A. Motta of the Champion Machine Co., Joliet, Ill., never overlooks an opportunity to advertise his wares. Useful pencils and note books bearing the firm's address were distributed during the convention.

Mueller as a president is fine but as a soloist, well, Henry was called upon to sing a welcome to the guests at the banquet and he is not a Caruso. But for courage and determination, hand it to Henry.

Toothache is a sure fire spirit dampener. Henry D. Rossi, the genial vice president, and A. L. Ruland of Washburn Crosby both suffered from this malady and everybody noted that they were not as cheerful as usual. Who could be under the circumstances?

Secretary M. J. Donna had all the diners jealous during the banquet when the funny waiter asked him to quaff a big stein of beer of the pre-Volstad vintage. Did he do it? I'll tell the world he did.

Lloyd M. Skinner of the Skinner Manufacturing company, Omaha, knows how to do things. He "permitted" Mrs. Skinner to visit her folks in Texas and then comes to the convention unencumbered. He was very active throughout the convention taking part in the general discussions and entertainments.

Bill Derrick, the New York manager of the Pillsbury Flour Mills company, was not in his usual singing mood. Mrs. Derrick was along; could that be the reason?

F. J. Tharinger of the Tharinger Macaroni Co., Milwaukee, was a little

timid as to what might happen at this first convention, so he brought along his brother John to support him. He enjoyed every session and so did John, as where one was, there was found the other. Team work!

One thing that was sadly missed at the convention was the singing of W. E. Ousdahl, popular manager of the Commander Mill company, who strums a wicked uke. He was so busy meeting his friends he found no time to become musical.

Perhaps no one got the "kick" out of the convention that C. P. Walton received. It was his first convention in years, but the Capital Flour Mills, Inc., of the Twin Cities was ably represented.

Some of the manufacturers accused L. E. Cuneo of the Connellsville Macaroni Co. as not promoting the consumption of his products. He has reduced considerably during the past year. Has he likewise reduced his macaroni ration?

C. Ambrette of Cevasco, Cavagnaro & Ambrette, Inc., Brooklyn, was loaded down with blue prints of plants wherein he claimed macaroni products could be manufactured with little or no help. He always had an interested audience.

The Two Star Club of Minneapolis Milling company brokers and salesmen wore conspicuous badges that identified them. Their behavior was above reproach; their conduct all that Maryin could desire.

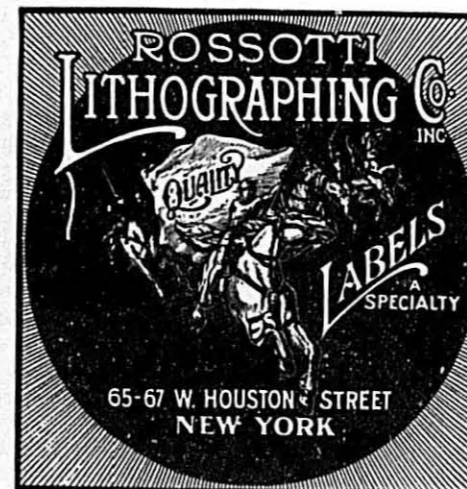
#### Hungry and Peeved

Following a discussion during the convention in which he came out second best, a macaroni man, (name deleted), sought to forget his own trouble by eating. He entered the dining room of the Edgewater Beach hotel, selected a seat in a quiet corner and reflected on the happenings of the past hour. Besides being overworked and overwrought, he was hungry.

The waiter came up to him unawares and began his spiel: "I've got deviled kidneys, pigs feet, chicken liver and calves brains."

The peeved diner replied angrily: "What are your troubles to me? I came here to eat and to forget my own worries."

He was served and appeased.



## LABELS

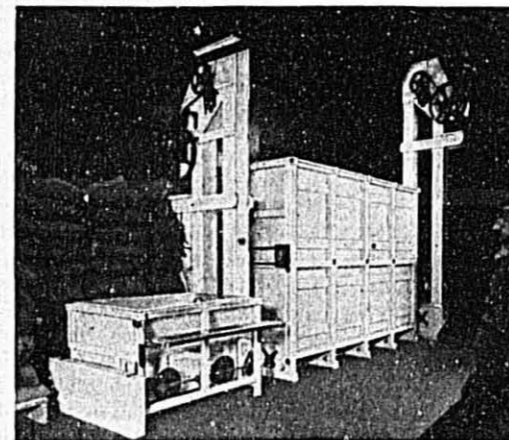
LITHOGRAPHED IN  
BEAUTIFUL COLORS  
THE GAMSE STYLE  
WILL HELP  
YOU SELL  
MORE GOODS

Consult our Trade-Mark and Copyright Bureau before adopting a new Brand—It may save you costly litigation. No charge for this service.

**H. GAMSE & BRO.**  
LITHOGRAPHERS  
423 EXCHANGE PLACE  
BALTIMORE, MD.

## A PERMANENT DEPENDABLE EMPLOYEE

A CHAMPION FLOUR HANDLING OUTFIT when once installed in your plant becomes a permanent, reliable, economical and dependable employee.



IT handles your Semolina without loss.  
IT sifts and blends carefully and accurately.  
IT works automatically and will last a life-time.  
IT saves time and material.  
IT costs little and pays for itself in savings it accomplishes.

Catalogue and Quotations gladly sent all interested Macaroni and Noodle Manufacturers. Write today.

**The Champion Machinery Company**

Joliet - - - Illinois

New York Representative: Frank P. Murray, 260 W. Broadway, New York City—Phone Walker 7095







been beneficial. It appears that good rains have relieved the drought in nearly all the states of Australia, making the soil conditions favorable for fall sowing. Plowing in the Argentine is also under way for the next crops of wheat and oats.

#### South Africa Increases Duties

The tariff duty on macaroni, spaghetti, noodles and similar products has been advanced through the action of the Union of South Africa parliament

## Agriculture a Business Key

Good harvests, more than any other factor, bring new life to industrial and commercial activities, opined A. W. Douglas, expert in cooperation with the research staff of the La Salle Extension University, in a timely review of crop conditions and business prospects so dependent thereon.

Harvest time is a momentous period each year in our economic life, for then is reaped new wealth that represents the year's income of one third of our population, and the extent of this income largely determines the course of business in general for the remainder of the year. The fortunes of many great industries and lines of business depend upon the annual purchasing power of the farmer, and contemplated activities of great importance are now held in abeyance until there is more certainty as to the progress and promise of the growing crops.

#### Thus Far, All Is Well

This year a cold, backward season delayed and hindered farm work and seeding, doing much damage, in scattered localities, to winter wheat, fruits, and vegetables, though not enough to affect appreciably the general promise of plentiful crops.

There was much rain. This lessened sales of seasonal goods but it gave to the soil an abundant supply of moisture—and that is the best possible preparation for a bountiful harvest. Notwithstanding the cold and the rain, planting has been accomplished satisfactorily for all the crops in practically all sections of the country. But there seems to have been a general tendency to reduce the acreage of products that are relatively low in price, such as corn and cotton. On the other hand there are relatively larger acreages of those feeds for live stock which were scarce and high priced last season. Preparations for the com-

on April 5, 1926. The changes that include a long list of foods and other imports became effective immediately. The new law provides for a maximum and a minimum rate. The former apply to U. S. exports and other countries while the favored nations getting the lower rates are members of the British Empire including United Kingdom, Canada, Australia and New Zealand.

On products from this country the duty is 30% ad valorem while to the favored nations, the duty is only 20%.

ing harvest appear, in general, to have been of a well considered nature.

#### Wheat Is In Good Condition

The government report of winter wheat as of May 1 gives a condition of 84.1 compared with 77.0 last year, and a forecast crop of 548,908,000 bu.—not quite as much as the 10 year average, but 150,000,000 bu. greater than last year's crop.

Harvesting wheat is under way in the southern wheat states and there is now scant danger of any serious harm to the growing winter wheat crop. Its condition is best in the winter wheat states west of the Mississippi river, excepting Nebraska where the plants suffered from drought and high winds.

Timely rains in May relieved a serious drought in the spring wheat states, placing the crop in fine condition.

Wheat comprises three fifths of the raw material for the flour milling industry in this country, and the annual output of this industry approximates a billion dollars in value. Three hundred thousand freight cars are required each year to move this output to points of consumption. Raw wheat and the products of flour mills make up from 5 to 8% of our total exports. In March, however, exports of wheat and flour

#### The Way of the Wise

(A Memory Gem for 1927)

There was a man in our town  
And he was wondrous wise,  
Whenever his conventions came  
He was all ears and eyes.

With willing smiles he'd pay his fare  
To north, south, east or west,  
Then hop into a Pullman train,  
Inspired with greatest zest.

And when his eyes had seen it all  
And ears could hear no more,  
He'd hop back in the train again,  
Much wiser than before.

—Anon.

were only \$11,000,000 against \$30,000,000 in March 1925. This decrease accounted for 25% of the total decline in exports for those comparative months.

Prices of wheat varied within narrow limits during April and into May. Prices of corn and other grains also showed but little change. The index of the purchasing power of farm products, in terms of nonagricultural commodities, has stood at about 87 for 6 consecutive months; the figure was 93 last September. Price stability has recently characterized farm commodities, but their prices are still below parity with other commodity groups, taking the period just before the war as a standard for these comparisons. The recent trend has been toward somewhat lower prices of commodities other than agricultural and somewhat firmer prices for agricultural products as a whole.

#### Approves Macaroni Propaganda

As new evidence of the growing effectiveness of the Betty Crocker propaganda by way of the radio we are pleased to submit a letter from Mrs. Grover J. Newland of the Michigan state sanatorium. This shows yet another field for developing increased macaroni consumption which appeals to every manufacturer.

Millions of meals are served daily to patients in the various sanatoria in the country. If these patients can be taught the real food value of our products and they acquire a liking of this food, they will insist on a very frequent serving of this product in their homes when they go back.

The letter addressed to Betty Crocker in care of the Detroit News relative to her work sponsored by Washburn Crosby company durum department is as follows:

Michigan State Sanatorium,  
Howell, Michigan,  
April 5, 1926.

Betty Crocker,  
c/o Detroit News.  
Dear Madam:

This is a rather late appeal but I would like to be enrolled in the incipient cooking school. I was unable to complete the former one but hope to be able to finish this one.

My chef-husband wants me to tell you that he served spaghetti according to your recipe to the patients at the above mentioned sanatorium—over 300 in number—and it went over big. Nearly all came back for a second helping—so he roots for Betty Crocker!

Thanking you for your many helpful suggestions,  
Respectfully,  
MRS. GROVER J. NEWLAND.

## Cheraw Box Company, Inc.

Seventh and Byrd Streets  
Richmond, Virginia

## SATISFACTORY Wooden Macaroni Box-Shooks

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

## NOODLES

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

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

### Special Noodle Whole Egg—

Dehydrated Whole Eggs—selected—  
Fresh Sweet Eggs—particularly bright  
color.

### Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely  
Soluble.

Samples on Request

## JOE LOWE CO. INC.

"THE EGG HOUSE"  
Bush Terminal Bldg. No. 8  
BROOKLYN, NEW YORK

Chicago Baltimore Los Angeles Toronto Vancouver  
Warehouses  
Norfolk Atlanta Cincinnati Detroit Pittsburgh

## Buhler Brothers'

for Quality

## The BUHLER PASTE GOODS PRESSES

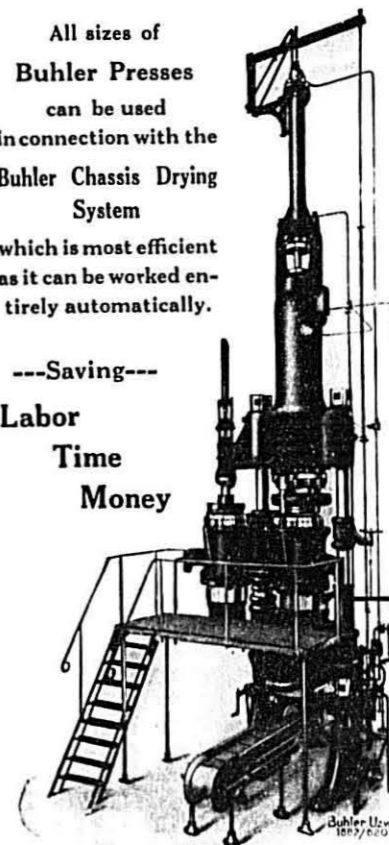
are the result of careful studies  
and great experiences.

Every detail of the BUHLER  
PRESSES is manufactured with the  
old time  
Accuracy and Reliability.

All sizes of  
Buhler Presses  
can be used  
in connection with the  
Buhler Chassis Drying  
System  
which is most efficient  
as it can be worked en-  
tirely automatically.

---Saving---

Labor  
Time  
Money



For information and catalogues please ask

## Th. H. Kappeler

Sole Distributor for Buhler Machinery  
NEW YORK OFFICE, 44 Whitehall St.



## The Macaroni Journal

Trade Mark Registered U. S. Patent Office  
(Successor to the Old Journal—Founded by Fred Becker  
of Cleveland, O., in 1903.)

A Publication to Advance the American Macaroni Industry,  
Published Monthly by the National Macaroni  
Manufacturers Association.  
Edited by the Secretary, P. O. Drawer No. 1,  
Braidwood, Ill.

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

SUBSCRIPTION RATES  
United States and Canada . . . . . \$1.50 per year  
In advance.  
Foreign Countries . . . . . \$3.00 per year, in advance  
Single Copies . . . . . 15 Cents  
Back Copies . . . . . 25 Cents

SPECIAL NOTICE  
COMMUNICATIONS:—The Editor solicits  
news and articles of interest to the Macaroni  
Industry. All matters intended for publication  
must reach the Editorial Office, Braidwood, Ill.,  
no later than Fifth Day of Month.  
THE MACARONI JOURNAL assumes no responsibility  
for views or opinions expressed by  
contributors, and will not knowingly advertise  
irresponsible or untrustworthy concerns.  
The publishers of THE MACARONI JOURNAL  
reserve the right to reject any matter furnished  
either for the advertising or reading columns.  
REMITTANCES:—Make all checks or drafts  
payable to the order of the National Macaroni  
Manufacturers Association.

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

Vol. VIII June 15, 1926 No. 2

### Personal Notes

J. A. Mander, manager of the macaroni department of the Mapl-Flake Mills, formerly Armour Grain company, Chicago, left early in the month for an extended tour of the southwest and the Pacific coast in a combined business and vacation trip.

A. J. Fischer, manager of the durum department of Pillsbury Flour Mills company, was a caller at the headquarters of the National Macaroni Manufacturers association conferring with the secretary on convention plans and association affairs.

### Patents and Trade Marks

#### APPLIED FOR Highway

A private brand trade mark for egg noodles, macaroni, spaghetti and other products manufactured for the Safeway Stores, Inc., of Los Angeles, Calif. Application was filed Oct. 30, 1925, and published May 4, 1926. The owner claims use since August 18, 1916. The trade mark consists of the brand name in heavy type.

#### Sunbonnet

A private brand trade mark for spaghetti and other grocery products manufactured for the Indianapolis Fancy Grocery company of Indianapolis, Ind. Application was filed Jan. 30, 1926, and published May 4, 1926. The owner claims use since March

1910. The trade mark consists of the brand name in heavy type.

#### Point Lace

The private brand trade mark for spaghetti, macaroni and other grocery products manufactured for Cothe, Wells & Bauer company, of Indianapolis, Ind. Application was filed Jan. 13, 1926, and published May 4, 1926. The company claims use since 1902. The trade mark consists of the brand name in heavy type.

#### Zucca's Red Brand

The trade mark used on noodles manufactured by Zucca's Restaurant, Inc., of New York city. Application was filed Oct. 10, 1925, and published May 25, 1926. The firm claims use since June 16, 1925. The trade mark consists of the name "Zucca's" in old English letters over the words "Red Brand" in heavy type. No claim is made to the name "Zucca's" apart from the mark as shown. The word "Brand" is disclaimed also.

#### Sunrise

The brand name of macaroni manufactured by the Niagara Manufacturing Co., Inc., of Buffalo, N. Y. Application was filed April 14, 1926, and published May 25, 1926. The owner claims use since October 1925. The trade mark consists of the trade name with letters arranged in the form of ellipse.

#### The Creamette Company

The Creamette company of Minneapolis, Minn., has filed for registration the picture of a smiling lass, the head alone being shown. It was filed on April 16, 1926, and published May 25, 1926. The company claims to have used this on its macaroni since March 9, 1926.

#### REGISTERED

#### San Carlo

The trade mark used on alimentary pastes and other grocery products distributed by Joseph Di Santo, doing business as Di Santo & Co. of Duluth, Minn., was duly registered on May 18, 1926. Application had been filed on June 22, 1925, published on May 2,

## A. ROSSI & CO.

Macaroni Machinery Manufacturer

Macaroni Drying Machines  
That Fool The Weather

387 Broadway — San Francisco, Calif.

1926, and noted in the April issue of The Macaroni Journal. The trade mark consists solely of the trade name in heavy black type.

### Prices Steady

According to the retail food index issued by the bureau of labor statistics of the United States department of labor for the month of May, macaroni products have been very steady in price. Some decline has been reported in certain markets but on the whole there has been neither increase nor decrease compared with the prevailing price of the month previous.

This is all the more pleasing because it proves that 1926 has been somewhat of an exception to the general slump that prevails in spring. The high semolina prices, the increased cost of labor and the steady demand for the products are given as reasons for the improved market conditions.

Europe has broadened—and FLATTENED—many American tourists.

### The Day

If you would rise and make your way,  
Your chance is here—today's the day,  
But you must work—though others play,  
You can't afford to shirk.  
For the will to win is the reason why  
The other chap has climbed so high,  
You'll never succeed—unless you try,  
And make up your mind to work.  
Working with hands and working with head,  
Working for more than your daily bread,  
Working and planning and looking ahead,  
Showing you're worthy of hire.  
Keeping your eye on the high water mark,  
Working with smiles from daylight to dark,  
Doing each job with a joy in your heart,  
Never to slacken or tire.  
Let the work of one day, be a guide for the next,  
Let this labor of love fill your soul,  
Then you'll find like the pilgrims that are  
gone on before,  
You are on the right road for your goal.  
—Practical Knowledge.

With business on the upgrade, keep sand on the wheels to prevent slipping.

### MACARONI FOR MUSCLE

The world's most famous strong man recently stated that his chief diet is macaroni and spaghetti.

Why not tell the world more about the food value of your products?

We have a simple, effective and inexpensive plan of direct advertising which we will be glad to tell you about without in any way obligating you. Write today to

The Gerlach-Barklow Company  
CREATORS OF DIRECT ADVERTISING  
JOLIET, ILLINOIS

# SUCCESS

in producing and marketing a useful Product in Cartons can be traced to two causes,—  
**Low Production Cost and Means of Protection**  
to preserve the Product from the Factory to the Consumer.

# JOHNSON

## PACKAGING MACHINERY

for Lining, Weighing, Filling, Sealing and Wrapping Cartons—not only offers the most ECONOMIC method of Packaging in Cartons, extremely LOW cost of maintenance and repairs but—the Lining and Wax Wrapping methods of protection guarantee the delivery of your Product to the Consumer in

### PERFECT CONDITION

# JOHNSON

Automatic Sealer Co., Ltd., Battle Creek, Michigan

NEW YORK, 30 Church St., CHICAGO, 208 S. LaSalle St., LOS ANGELES, CAL., 607 Marsh-Strong Bldg.



### USE

Penza's Superior Bronze Macaroni  
Moulds with Perfected and Patented  
"Kleen-E-Z" Removable Pins.

### SAVE

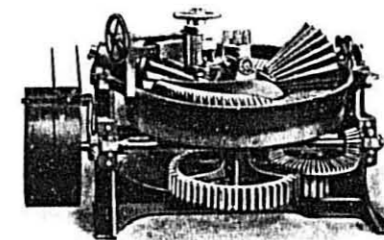
Power  
Waste of Dough  
Time in Cleaning  
Give Better Service

A trial will prove the superiority.

Frederick Penza & Co.

788 Union St. Brooklyn, N. Y.

## D. & E. Kneaders



### To The Trade:-

We wish to announce that we are building a complete line of Presses (both screw and hydraulic) Kneaders, Mixers, etc., also that we can furnish any repairs to Walton machinery now in use.

Your inquiries are solicited and will be given careful and prompt attention.

Yours very truly,  
DIENELT & EISENHARDT, Inc.  
R. F. BOGGS, Sales Manager

DIENELT & EISENHARDT, Inc.

1304-18 N. Howard Street  
PHILADELPHIA, PA.

Established Over 50 Years



<p><b>OUR PURPOSE:</b></p> <p>Educate Elevate</p> <hr/> <p>Organize Harmonize</p>	<p><b>ASSOCIATION NEWS</b></p> <p><i>National Macaroni Manufacturers Association</i></p> <p><i>Local and Sectional Macaroni Clubs</i></p>	<p><b>OUR MOTTO:</b></p> <p>First— The Industry</p> <hr/> <p>Then— The Manufacturer</p>
---	---	---

<p><b>OFFICERS, 1926-1927</b></p> <p><b>HENRY MUELLER</b>, Jersey City, N. J., President 180 Baldwin av., Jersey City, N. J.</p> <p><b>JOHN RAVARINO</b>, First Vice President St. Louis, Mo.</p> <p><b>LEON G. TUJAGUE</b>, Second Vice President New Orleans, La.</p> <p><b>FRED BECKER</b>, Treasurer 6919 Lorain av., Cleveland, O.</p> <p><b>JOHN B. CANEPA</b>, Director Chicago, Ill.</p>	<p><b>G. GUERRISI</b>, Director Lebanon, Pa.</p> <p><b>C. S. FOULDS</b>, Director New York, N. Y.</p> <p><b>M. J. DONNA</b>, Secretary P. O. Drawer No. 1, Braidwood, Ill.</p> <p>Committee on Allied Trades Relations</p> <p><b>G. Guccrial</b>, Keystone Macaroni Co., Lebanon, Pa.</p>	<p><b>E. Z. Vermyley</b>, A. Zeregn's Sons, Consol., 25 Front St., Brooklyn, N. Y.</p> <p><b>John Ravarino</b>, Ravarino &amp; Freschi Imp. &amp; Mfg. Co., Kingshighway and Shaw bvd., St. Louis, Mo.</p> <p>Legislative and Vigilance Committee</p> <p><b>M. J. Donna</b>, Secretary Braidwood, Ill.</p> <p><b>Dr. B. R. Jacobs</b>, Representative 3026 I st. N. W., Washington, D. C.</p>
--	---	---

## WITH THE SECRETARY

### It Was Some Convention, Grand and Glorious

**The Smile of Satisfaction**

Yes, we're tired, but still smiling. We smiled at the many ladies present. How could one help it?

We had a smile for the regular fellows who can always be depended upon to come to the conventions. There were also smiles for the newcomers, the first-timers upon whom we showered hospitality in order to make the proper impression.

We even had a smile for those who were absent, preferring to feel that they stayed away through no fault of their own and that they were with us in spirit.

Ours was a smile of general satisfaction over duty honestly attempted, service cheerfully given and results so gratifying.

**A Pippin!**

How did you like the entertainment? Unexcelled, was it not?

The Chicago boys have probably established a standard that will make the fellows in other sections of the country hustle some to live up to when it becomes their turn to entertain a convention.

It was so good, so varied and there was so much of it, that one was reminded of a three ring circus. Kept one on the qui vive to take in everything.

**Hats off**, to the Chicago Gang and their Allied Conspirators. You surely lived up to your convention motto—"Bring 'Em Along; We Send 'Em Home Satisfied."

**Agreed**

Without wishing to appear egotistical even in the slightest degree, permit me to quote from one of the convention songs, not because of the poetical value of the jumbled words hurriedly thrown together for the occasion, but solely to remind all of the spirit that should be shown more generally in our attitude toward one another.

Our Business lies over the nation;  
Our Business should increase you see;  
Good Business will bring us elation;  
To help bring GOOD BUSINESS, A-G-R-E-E.

**Selling The Thing**

There may be some difficulty in manufacturing, but in the macaroni game SELLING is the real problem. Did you hear those 2 wonderful and masterly SALES TALKS that featured the Chicago convention? If you did you may wish to review the good points made by the speakers. For this purpose and for the benefit of those who were absent for any reason whatsoever we recommend that you read the talks reproduced in this issue.

**Tripping The Light Fantastic**

Wasn't that ball a glorious affair! Picture if you can the beautiful ballroom with its seasonal decorations and a crowd of very sociable people on pleasure bent!

Recall if you will the beauty of the ladies, the gorgeousness of their attire and gallantry of the macaroni manufacturers and allied tradesmen who strove to entertain!

Add to this picture the thrilling syncopations of one of the country's leading musical organizations and you will realize what the annual ball of the macaroni industry was like.

Yes, it was grand! It was entrancing! So much so, that even the Secretary danced.

**On the Job**

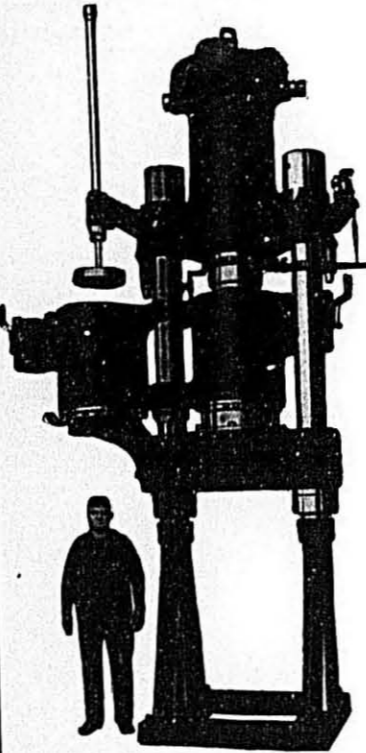
A Texas manufacturer is authority for this good one. He does not vouch for its originality but he could not pass it up.

There is a firm in that state that has the reputation of always being on the job. Its salesman has trained the salesmen to be always on the alert for business.

Last month he received a message from the manager of a hotel in Texarkana that is popular with traveling men which read:

"Applesauce & Picklebloom,  
Oilburg, Texas.  
"Your salesman, Sam Gotetter, died here today from overwork. What shall we do?"


The salesman wired the hotel as follows: "Search his pockets for orders."




**John J. Cavagnaro**  
*Engineer and Machinist*  
 Harrison, N. J. - - - U. S. A.

Specialty of  
**MACARONI MACHINERY**  
 Since 1881


N. Y. Office & Shop 255-57 Centre Street, N. Y.




## HYDRAULIC MACARONI MACHINERY




2-2 1/2 bbl. Mixer  
Belt Driven.



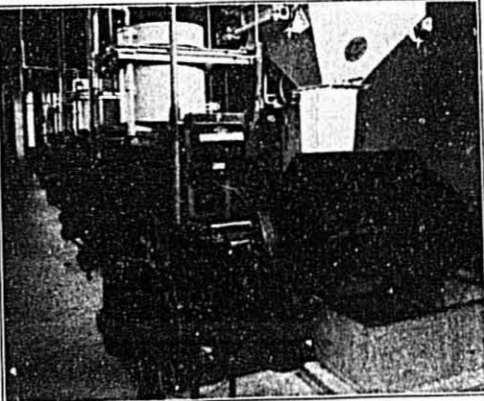
1 1/2 bbl. Mixer  
Hydraulically Tilted.




91-inch Kneader.  
Capacity 2-3 bbls.




5-6 ft. Kneader.  
Capacity 1 1/2 bbls.




An Installation of Elmes' 2 1/2 Bbl. Mixers



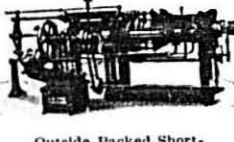
Inside Packed  
Vertical Press.



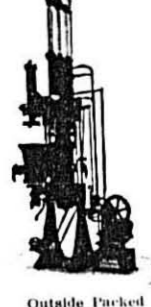
Inside Packed Short-cut  
Press for Accumulator System.



Die Washer.



Outside Packed Short-cut  
Press and Pump.



Outside Packed  
Vertical Press.

SOLD WITH THE ELMES GUARANTEE---FIRST CLASS MATERIAL AND WORKMANSHIP

CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, U. S. A.





Ask any user of Pillsbury's Semolina No. 2 or Pillsbury's Durum Fancy Patent. He will tell you that his macaroni has exceptional strength, flavor and finest amber color.

***Pillsbury Flour Mills Company***

"Oldest Millers of Durum Wheat"

***Minneapolis, U. S. A.***

BRANCH OFFICES:

Albany  
Atlanta  
Altoona  
Baltimore  
Boston  
Buffalo

Chicago  
Cincinnati  
Cleveland  
Dallas  
Detroit  
Indianapolis

Jacksonville  
Los Angeles  
Memphis  
Milwaukee  
New Haven  
New York

Philadelphia  
Pittsburgh  
Portland  
Providence  
Richmond  
Saint Louis

Saint Paul  
Scranton  
Springfield  
Syracuse  
Washington