

**THE
MACARONI
JOURNAL**

**Volume 9,
Number 6**

**October 15,
1927**

The Macaroni Journal

Minneapolis, Minn.

October 15, 1927

Volume IX

Number 6



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

Can't Build by Knocking

Hate, Jealousy, Fear are poor substitutes for Hard Work, Brains, Honesty.

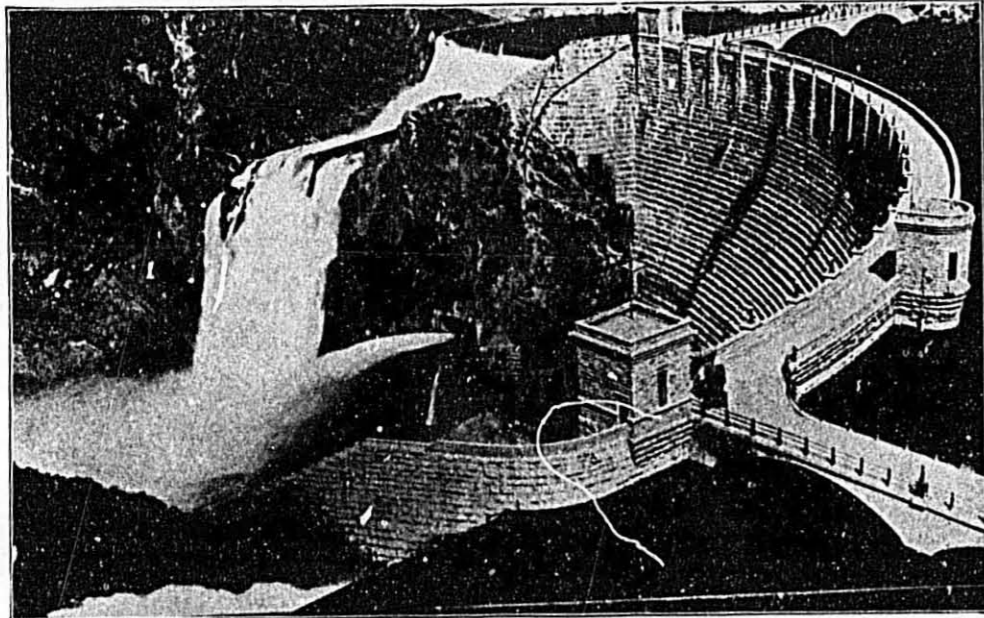
Tearing down the other fellow's house won't complete the carpentry work on your own.

Besides, it's dangerous. He may be a better hammer user.

Let your competitor alone, and he'll let you alone.

A war in the ranks of business may be as ruinous as civil war is to China.

If fight is your desire, fight with your competitor for increased sales through reasonable cooperative advertising.



The famous Roosevelt Dam, Tonto National Forest, Arizona. Its strong walls successfully resist the tremendous weight and pressure of the mass of water in a lake thirty miles long. Proportionately you will find the walls in our shipping containers offering even greater resistance to transportation abuses. Photo by Underwood & Underwood.

RESISTANCE

The difference between a cheap solid fibre shipping box and a quality box lies in the degree of resistance to abuse—pressures, weights, shocks, vibration and other demoralizing factors during haulage and in transit. This difference makes the quality box the most acceptable both to the shipper and the transportation company. It insures maximum economy to the shipper because of least damage and reduces the number of damage claims on the railroad.

The *solid* fibre boxes of the Container Corporation of America are built to satisfy the shipper and meet all the exacting tests required by railroads in ample measure. Large numbers of discerning buyers have standardized on these boxes for this reason alone although there are many other features which serve to give this product exceptional merit in the shipping world.

Those desiring *corrugated* fibre boxes will find the Mid-West product a leader in its field. Ask any user concerning the fine points of this strictly high grade box and you will quickly understand the strong hold it has in its particular field.

Don't forget—we make it a special point to give snappy service on all orders—and short haul shipments are generally the rule from our many paper mills and box factories, strategically located to serve your best interest.

What are your needs? Fill in coupon herewith and mail today.

CONTAINER CORPORATION
OF AMERICA

AND
MID-WEST BOX COMPANY

111 W. Washington St.



CHICAGO, ILLINOIS

Five Mills — Nine Factories

Capacity 1000 tons per day

RETURN COUPON

CONTAINER CORPORATION OF AMERICA
111 West Washington Street, Chicago, Dept. 20

Gentlemen: Please have one of your experts check our present packing and shipping methods—without obligating us—for the purpose of reducing our costs if possible.

Name _____
Title _____
Firm _____
Address _____

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Tanzi's Dies

are the best dies made. We can prove this through our many satisfied customers.

We manufacture all types of moulds and we hold patent rights on some special styles. Have you seen our Mostaccioli die work? It is a wonder.

*Twice as fast as ordinary systems—
Uniform cuts—sanitary.*

Give us an opportunity to prove to you, when in the market again, that—

*Accuracy is our creed,
Price our policy,
Service our law.*

MARIO TANZI CO.
Boston, Mass.



Our Supreme

QUALITY

makes

New Friends

for

★ ★ **T U S T A R** ★ ★

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume IX

OCTOBER 15, 1927

Number 6

Wanted---Some One-Percenters

It has often been truthfully stated and very frequently demonstrated that in business one cannot stand still; he must either go forward or backward. It will ever be so.

Since the world war the American macaroni manufacturing industry has progressed wonderfully. Its success is undoubtedly due more to adverse conditions abroad than to increased consumption at home. The question now worrying the leaders in this line is whether or not we have reached the limit of the benefit that thus befell us as war spoils.

A survey uncovers the fact that in the retail trade there is a higher percentage of business failures than in any other line. The further discovery is made that the successful firms are those that spend annually from 3 to 5% of their gross sales in advertising in some form or other, thus keeping out of the bankruptcy courts.

A similar survey would show that the American macaroni industry has its share of failures. Who are they who fall by the wayside? Surely not they who do business the modern way, by advertising!

Probably none will deny that the macaroni business badly needs some favorable publicity yet advertising is a limited activity in this line. Only a very few firms resort to it and then it is purely competitive advertising, boosting one brand against other advertised as well as nonadvertised brands.

The restriction of immigration compels the industry to look to the Americans and their neighbors for the increased consumption on which greater and more frequent sales must depend. We must, then, in some way educate the American housewives to the true value of our food. This we can do only by cooperative advertising which some term "Industry Insurance."

If a grocer insures himself against failure by expending 3% of his gross sales in advertising, would it not be wise for the macaroni man to invest a little in this form of insurance? Picture if you will the amount of advertising our industry could support if we appropriated, not 3% of our gross sales, the minimum set for successful retailers, but only 1%. Listen to this:

A firm that converts daily only 10 barrels of Semolina into finished products would produce approximately 50,000 pounds a month. Sold at 8 cents a pound, the minimum wholesale price at which any macaroni should be sold, his income would be \$4000 a month or \$48,000 a year, provided business was steady. One per cent of this gross income would be \$40 a month or nearly \$500 a year. How many 10 barrel firms really

spend \$500 in advertising to establish themselves with their trade and the public?

On the same basis a 25 barrel firm should spend \$1200 annually; a 50 barrel firm \$2400, a 100 barrel plant \$4800 and the several 500 barrel companies \$24,000 a year. Are we right in concluding that a very small percentage of the 400 firms in America are investing so much as 1% of their gross sales in badly needed advertising? Are there any who can't afford it?

Frankly, Mr. Macaroni Man, the industry is facing a situation that practically compels us to "ADVERTISE or DIE." None of us wants to be forced out of business, so we should be willing to do what is reasonable to prevent it. In this issue are several articles telling how others are doing it. Why not follow suit?

The Committee of Fifteen as the combined committees on Macaroni Recipes, Macaroni and Grocer Trade Relations and Macaroni Publicity may well be termed, is composed of proved leaders and successful managers of progressive firms. They have been seriously studying the problem of enlarging the markets for American macaroni products and they have developed a plan for cooperative advertising or industry insurance that should bring about the desired results, if properly supported.

In their proposal to be submitted at the midyear meeting of the Macaroni Industry and the National Association in New York city Oct. 21, 1927, their plans will be submitted for adoption. They are not going to ask you for even the infinitesimal ONE PER CENT of your gross sales but they will ask you to subscribe to a plan that will call for a mere fraction of that amount. With the money so raised for industry insurance they plan to put over a very modest publicity and educational campaign that will make Macaroni products the talk of the housewives from ocean to ocean.

Be ready for the announcement and be prepared to support the movement liberally. We cannot afford to stand still while other foods are pushing macaroni products off our home table. We must progress or fall. We must move in unison and in cooperation with competitors and stop competitive fighting.

You owe it to those manufacturers who have unselfishly given of their time and money to study the problems confronting us, to at least listen and carefully consider their proposal. For this reason it is urgent that all attend the New York meeting on Oct. 21, 1927. Will you be among the boosters or listed with the missing?

Are we to be "Doers" or "Idlers"? Will our business bear the banner "Failure" or "Success"? Time will tell.

MACARONI

Many Nations Lay Claim to Fostering Famous Food

ARTICLE No. 1

IRELAND

By JOSEPH J. CUNEO, Treasurer Cuneo Bros., Connellsville, Pa.

It is queer and most interesting to note how history repeats itself, particularly in the making or origin, advancement and decline (if any) of prominent persons, places and things.

An ardent student, when dissecting words, must ultimately give the sanscrit root, history and present meaning, with explanations, to be able to use those words effectively in a sentence. This does not signify, however, that a universal meaning prevails with all these words. This is provided by the diversity of opinion relating to the word—MACARONI—for which historical facts are, so far, available from Ireland, Germany, Austria and Spain.

Since space does not permit the publication of all these countries' claims in this issue, they will be given in the order they were received in each succeeding issue:

IRELAND: On any multicolored map of the world, or any colored map of Ireland alone, you will notice that a rich, deep color of pure green portrays this island in the Atlantic ocean and the Irish sea. The color signifies the verdure of that island, nourished by the beautiful lakes of Killarney and the famous Shannon river in the south, and lakes Neagh, Erne, Rea and the Boyne river in the north.

All wheat ever raised in Ireland has been used for local, domestic purposes.

In 1651 when the English Parliament passed the famous Navigation Act in order to permit only English vessels to bring food into England and Ireland, which traffic, before this time, only Dutch vessels controlled—Ireland utilized her foods

which the ground produced in all available manner to protect herself against any possible famine. The large wooden bins afforded a good storage place for the wheat, which also kept it separated from the "spuds," corn, cabbage, etc., which were stored together. This last mixture was called "MACARONIC," which means "a confused mixture of things"—(Ref: Prof. C. M. Stevans, Ph. D., dictionary).

The little hamlet Caroon, near the lakes of Killarney, in 1651, harbored 3 Irish shipwrecked sailors who tried in vain to obtain of the priceless Macaronic substances to keep alive; but the only thing that they could obtain in any quantities was the wheat. Using rocks to smash the wheat they mixed it with water, intending to boil it so that they might have warm broth and food. Finding their mixture too pasty they exposed it to the air and, cutting it in strips, boiled it again with most favorable results. The sailor who conceived the idea of cutting the paste in strips and boiling it again prevailed on the ship's steward, when they had disembarked, to polish up his recipe. The steward was an Irishman named McAroon. With his practiced hands he brought forth a dish—sprinkled with cheese and gravy—which was to be turned down by no man. But herein lies a diversity of opinion regarding the original source—although it is proved that the dish is purely of Irish ingenuity—it is impossible to state whether it received the name from the hamlet Caroon, from the so-called Macaronic substances (which is doubtful), or from the steward Michael McAroon, who brought forth the first plate of real nourishing food, which is now commonly called—MACARONI.

Before Advertising--Do Something

By Babson's Statistical Organization, Babson Park, Mass.

For more than 3 weeks the feat of Charles Lindbergh monopolized the front pages of the newspapers—it wakened the imagination of people all over the world and in a few days time replaced a growing hostility between Europe and America with a feeling of popular friendship. And still what Lindbergh set out to do was to fly from New York to Paris. The publicity, the fame and the broader international benefits have come naturally as a result. No amount of paid advertising or other propaganda could have accomplished these results. He did something worth while and everything else was made possible.

Advertisers should not miss this lesson. When advertising was new, a mere

statement about your product on the printed page or billboard was enough to attract attention. Now that every one is advertising people have become hardened to promises. They want action. If Henry Ford will bring out a car that will beat anything else for the money it will get more good will and business than millions of dollars in advertising the old model. If Gillette will develop a safety razor blade that will give 30 good shaves, it will create more interest than millions spent in advertising the old blade.

People have become hardened to promises. The way to touch their imagination is with results. To advertisers who are having to spend larger and larger amounts for advertising our advice is to

look to your product. Find out how to improve it. Hire a research laboratory if you have to. If, however, your product is the best you can make it, then do as Fleischmann's Yeast has done—find a new way to use it. Don't pay an ever increasing advertising bill as the price of your own inertia. Remember that people are just as imaginative, just as emotional, as they ever were. The difference is that today they want results. *The best advertising is to do something!*

ADVERTISING POINTERS

- Give the message time to soak in.
- The job of advertising is never finished.
- Results can hardly be assured the first year.
- Don't advertise unless you are organized to sell.

How Can We Increase Consumption of Macaroni Products

By J. W. Guglincci,
Editor Spaghetti News.

There is only one way to increase the consumption of macaroni products and that is by educating the people, teaching them the value of macaroni as a food through the wide medium of publicity. Macaroni products are totally unknown; their use and beneficial qualities are facts few people are familiar with. *How then can you expect the public to use a food they are not acquainted with?*

The macaroni field is sadly in need of a stimulant and this tonic is none other than advertising, more and wider advertising. The people need to be awakened and taught the possibilities of macaroni as an every day food. Elaborate advertisement is the only remedy to spur desire and curiosity. None dares deny the potency of the advertising. It is an octopus whose thousand arms seek and reach the far corners of the earth, planting and stamping its message deeply into the minds of the public. Continuous advertising is a form of iteration which never fails to hit the mark. Repeated pictures, vivid slogans, verified facts tend to haunt the thoughts of individuals leaving a lasting impression upon their minds.

Though at first the familiarity is slightly abstract, continuous hammering of the point instills a desire for concrete experience. Consequently, though it may even be out of mere curiosity, the ordinary housewife will be tempted to try your recipe. If the quality of your products comes up to expectation the result will be a lifelong habit. This is decidedly true of macaroni products as they are without doubt the finest and most nutritious food ever put on the market.

However, the macaroni industry just at present is not enjoying due popularity. The reason is obvious. Manufacturers of macaroni products have neglected the most important factor in any and every business. They have ignored the power which rules the world and which makes business what it is. *Advertising is the body and soul of every large concern.* Enterprising manufacturers all over the world and more so in the United States have fully learned the lesson of extensive advertising. Publicity has made them what they are today, prosperous leaders in their respective fields.

Huge electrical signs situated in the congested business districts glare defiantly down upon swarms of people who are compelled to gaze upward at the illumi-

nating displays. These selfsame manufacturers control the most advantageous pages of leading periodicals. No longer are they satisfied with the back pages. They have usurped the editorial page in prominence and have even dared to print their bold message and colorful pictures upon the covers of the most sedate and nationally known magazines. *Their aim is to reach the public, and sell their wares.* Nor are the magazines the only publications used. Metropolitan dailies and adventurous weeklies carry whole pages of copy.

The larger concerns cover the whole of the United States daily by staging extensive campaigns, thereby reaching innumerable people at the same time. Interest is ever sustained. Unique and various methods are resorted to. They keep hammering their products, never letting up for a minute. The climax, of course, to all this expensive and expansive advertising is sales and more sales, popularity and prosperity.

The housewife is interested only in the food and money value, the different ways of preparing your product in the quickest and simplest methods. Wise concerns stress this point in their advertising. They offer tested recipes, delineate the food value, the nourishing elements, the comparative cost, and outline ingenious methods which the housewife can adopt when she is hurried or harassed. They never fail to remember the housewife, for as a food your product has its primeval appeal to the woman of the home. Firms of any standing have their own publicity departments with staffs of experts who know how and why to place copy in the most lucrative fields.

Now the question arises—*What have the manufacturers of macaroni products done in the way of placing their highly deserving food before the eyes of the world?* Hardly anything. We have never perceived the name of a well known brand up in electric lights.

Our leading newspapers do not carry full pages of advertisements extolling the qualities and benefits of macaroni as a food, as the most nutritious, safest, and sanest food offered to discriminating people. Nor do their bold though truthful proclamations flash from the pages of leading magazines. The manufacturers and the few people who have grown accustomed to the use of macaroni products well know they can compete with

any other food on the market and win, simply by stating truthful facts.

There is no artificial or preserved taste in macaroni. It is a natural, clean food with the highest food values obtainable. They, the manufacturers, have a field which could easily be made to rank as the leading industry of the country by careful and extensive publicity. *No other food product now on the market could hope to outbid macaroni in public favor if the manufacturers would sensibly get down to brass tacks and go out and get their just deserts.*

The people need to be educated. Macaroni is the only real food, and by real we mean wholesome, natural food, and not pasty concoctions, offered them. Macaroni is substantial, solid, and costs very little. But the masses do not know this. *It is up to the manufacturers to acquaint them with these virtues.* Tell them that your product rates as the highest in calories, that it is the most delicious and palatable food on the market, show them how to eat macaroni, teach them how to properly cook it.

Reach them all through the fertile field of advertising. Instill curiosity first, and finally make your products the family byword. *The life saver, one which should have been grasped at long ago, is none other than publicity.* Plan your your copy, say the truth about your product, place it where it can be seen by the largest number of people. Make it interesting enough to compel attention. Tell the world about macaroni.

Reach the multitude by the only sure fire method known, advertising, and the problem of increasing consumption will be solved.

Heavy Claims Paid on Food Shipments

In 1926 the railroads of the country paid more than \$8,000,000 in settlement of claims for damage to fresh fruit and vegetables in transit. This amounted to an average of nearly \$8 a car, while damage claims on all other commodities averaged only about 50c a car. Some of this waste is due to plant diseases and fungus growths that develop in transit. Scientists of the United States Department of Agriculture are working with the railroads to promote better spraying and packing, and so reduce wastes which are reflected in higher freight charges.

The Right Way to Make an Advertising Appropriation

The intercommodity competition that has been receiving the attention of leaders in business creates a problem beyond the solution of individuals. The greatest competitor of the macaroni manufacturer is not any individual or group of manufacturers of macaroni products, but rather the producers and distributors of competing foods like meat, cereals, potatoes, rice and other vegetables.

Man's eating capacity is limited. His tastes vary. He craves a variety. What is the macaroni manufacturing industry doing toward creating a craving for its products among the 120,000,000 people in this country? What should best be done to counteract the intercommodity competition referred to?

Generally speaking, cooperative advertising is the most potent weapon with which to meet the new competition. In some instances the end may be accomplished by consolidations or mergers, but finally the industry must resort to publicity which will favorably influence consumers.

Assuming that the macaroni manufacturing industry through proper coordination on the part of the progressive firms in and out of the National Macaroni Manufacturers association should reach the happy state of agreement to put over some badly needed Trade Association advertising, how would appropriations be made for this purpose?

Perhaps we may be accused of putting the cart before the horse, but no great stretch of imagination is necessary to vision the day when cooperative advertising will be one of this industry's chief activities. It may not be tomorrow or next week but the time is nearer than most of the skeptical will admit. It just has to come if we are to progress.

The subject of making appropriations for advertising purposes has been discussed by a great many writers on advertising and selling. It would seem that a scheme of rules or formulas should exist to determine the appropriation, but surveys showing the amount to be appropriated and how it is to be spent is more a matter of principles than of formulas.

Below are given some of the conclusions of experts who have made a

close study of this feature of Association advertising:

What Should the Appropriation Cover?

The appropriation solely needs definition. In many companies, the advertising account is a catch-all for numerous miscellaneous expenses that in any broad way can be interpreted as "advertising." Obviously appropriations should be budgeted, and they should be finally approved with a clear picture of just what the appropriation budget covers. The advertiser who sets aside 4% of sales for advertising, and later charges against it numerous miscellaneous items ranging all the way from charity to salesmen's prizes, simply kids himself about his advertising effort.

Legitimate Charges Against the Advertising Account

A. Publication Advertising—paid advertising in all recognized mediums, such as

- Business Papers
- Magazines
- Newspapers
- And other regular mediums

B. Manufacturers' Literature

1. Direct Mail, such as
 - Prepared sales letters
 - Brochures
 - Booklets
 - Envelope stuffers
 - Reprinted advertisements
 - House organs for advertising purposes
2. Reference Advertising, such as
 - Manufacturers' catalogs
 - Condensed catalogs
 - Handbooks
 - Reprinted articles

C. Special Promotion

1. Legitimate Advertising Assistance to Distributors, such as
 - Cooperative publication advertising
 - Prepared mailings for distributors
 - Counter and window displays
 - Store signs
 - Cartons and labels, solely for counter or window display
2. Special Budgeted Promotion or Advertising, such as
 - Car card advertising
 - Outdoor signs and displays
 - Novelties, calendars, etc.
 - Display models
 - Prepared samples
 - Motion pictures and slides for advertising purposes
 - Exhibits at conventions or exhibitions
 - Planned promotional activities

with engineering or trade associations

D. Preparation and Control

- Salaries and legitimate expenses of advertising department executives and employees
- Advertising agency fees
- Art work, drawings, photographs
- Engravings and electrotypes
- Transportation of advertising material—postage, express, etc.
- Stationery and forms used solely by the advertising department
- Legitimate overhead charges against the advertising department—rent, light, heat, telephone, telegraph, etc.

Frequent Illegitimate Charges

This list includes some of the many items frequently interpreted as "advertising," and charged into the advertising account for expediency. Burdening the advertising appropriation with these items (many of them direct sales expenses) simply cuts down funds available for planned advertising, or else gives an entirely false picture of legitimate advertising expenditure. These expenses should either be properly set up in their own accounts or carefully budgeted in the advertising appropriation and fully considered when the appropriation is decided:

- Free goods
- Premiums
- Occasional samples
- Special rebates
- Bonuses and prizes to salesmen and distributors
- Canvassing
- Donations, charitable, fraternal, religious
- Picnic and bazaar programs
- Fairs
- Calling cards and advance cards for salesmen
- Instruction books
- House organs for internal distribution to office, factory, and sales-employees
- Cartons, labels, packages, and stationery not used by the advertising department
- Demonstrations
- Demonstration stores and show rooms
- Price lists
- Entertainment of customers and prospects
- Bootleg entertainment
- And many other items

6 Principles for Appropriating Advertising Funds

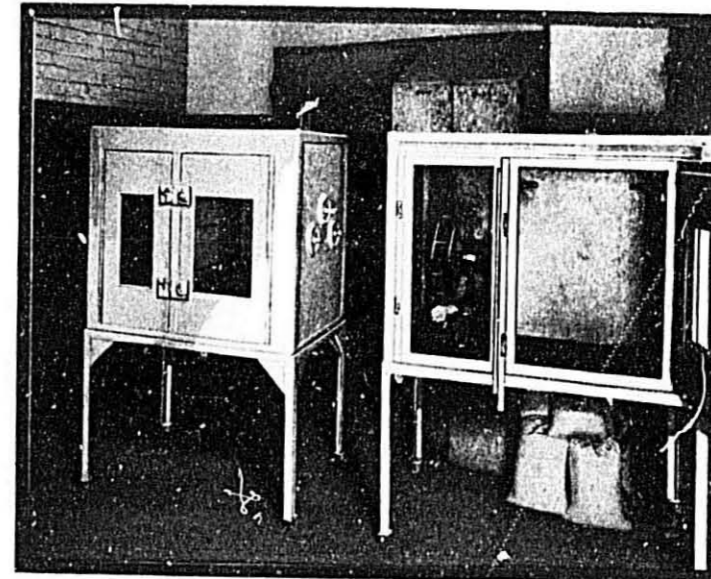
The appropriation should be built around the following 6 principles:

1. Advertising expenditure should always be appropriated either as legitimate current sales expense,

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Special Drying or Curing Cabinets

Our testing unit includes a miniature mill; a macaroni mixer, kneader and press; drying chambers (shown in illustration) and cooking equipment. Through this miniature, but complete, testing plant, we are constantly finding ways and means of improving the quality and maintaining the uniformity of Gold Medal Semolinas.

Here are just a few of the reasons why we believe

You'll find complete satisfaction when you use Gold Medal Semolinas

We have never stopped trying to improve the quality and maintain the uniformity of Gold Medal "Tested" Semolinas—and we never will.

Careful chemical analyses of the durum wheat come first. These analyses tell us a great deal about the quality of wheat we are using, but these facts are not enough.

Four years ago we designed and installed a miniature semolina mill, and other testing equipment, which has enabled us not

only to make small batches of semolina, but to put these samples through the process that commercial semolina undergoes in a macaroni plant.

Daily operation of this testing unit gives us all the facts we need to know in order to accept or reject various shipments of durum wheat. It has also developed many things which have

enabled us to improve our processes of milling Gold Medal "Tested" Semolinas.

Manufacturers of macaroni tell us that our painstaking efforts to give them better semolina have been very helpful.

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



GOLD MEDAL SEMOLINAS

"Tested"

WASHBURN CROSBY COMPANY

General Offices: Minneapolis, Minn.

Millers of Gold Medal "Kitchen-tested" Flour

- business—or as a combination of both.
- The appropriation should always be founded on the kind and amount of advertising necessary to accomplish certain objectives. Past figures and experience can well be used as guides or checks, but should not be the underlying control of the appropriation.
 - If the minimum expenditure required to accomplish the set objective is too large a sum, trim the appropriation by trimming the objective, rather than by aiming at the original objective with inadequate effort.

- Budget the appropriation carefully for all legitimate advertising expenditure. Hold the advertising account as sacred as any other account. The budget may include subappropriations for separate departments.
- Plan the appropriation as far as possible on long term objectives, with intelligent provision for flexibility to meet changing conditions.
- Where possible, and where circumstances demand, budget a reserve for contingencies or unforeseen special effort, the needs for which arise between fiscal dates.

SCHOOL DAY LUNCHEONS

One of the talks of great interest to the macaroni manufacturers that the able Betty Crocker is to broadcast over the radio in the near future emphasizes the value of macaroni products as a food for children.

For the past 2 years Betty Crocker has been broadcasting macaroni recipes through a chain of radio stations that boast of millions of listeners-in. Starting October 5, Betty Crocker went on the air again through 18 stations and every Wednesday and Friday morning for 26 weeks will deliver interesting food talks. She is the head of the Gold Medal Home Service Department of the Washburn Crosby company, Minneapolis. Her "School Day Lunches" talk to be given Nov. 12, 1927, is submitted as a specimen of the propaganda which is being broadcast in behalf of our products:

"Children need plenty of food which furnishes heat and energy, because they are so active. Their growing bodies need food to build bones and muscles and all the tissues, and to keep them well they must have the foods which regulate body processes—digestion and elimination. One of the best foods to meet these needs is macaroni. Although in the past it has been slighted by American cooks, we now know that the food which gives us greater food value for its cost than any other is macaroni. It has a high percentage of starch for heat and energy, but also a remarkable portion of protein to build tissues and is a concentrated food without any waste or water content. If mothers want to be economical they should serve it to their growing children often. This is easy to do and yet keep to our rule of variety, because there are literally hundreds of good macaroni dishes, and it can be com-

bined with so many other foods to advantage. Also it comes to us from the macaroni manufacturer in so many different shapes and forms—macaroni, in the long tubes or cut short (called elbow cut), in the smaller tubes of spaghetti, or vermicelli, still finer, noodles and many others. Shells and alphabet letters made out of macaroni are always pleasing to children. I know one mother who said her 4 year old learned the alphabet by finding the letters in his soup, and tiny tots have learned to use a fork by spearing the short pieces of macaroni with it. The game makes it worth while for chubby fingers to make the necessary effort to hold an unwieldy fork. Because of its food value, and that it is so easy to digest, baby specialists recommend it as an excellent food for children, from one year on.

"If you go into any one of the big school lunch rooms where they serve thousands of children from the ages of 10 years on up through high school age, you will see the foods which the managers have learned are well patronized—and macaroni dishes head the list. They are served every noon in some places and at least twice a week in others, for they are unsurpassed in food value, in economy, and in their appeal to children.

"I have figured out some school day lunch menus using this marvelous food. I hope you have your notebooks and pencils all ready now to take them down. On Tuesday, when there is only a tiny bit of ham left and a cup or two of spinach carefully planned for when it was cooked for Sunday dinner, I would make Creamed Ham in Spinach Ring with Macaroni.

"Serve with it whole wheat bread and a glass of milk, and for dessert a com-

bination of fruits or fruit sauce and plain cookies and you will be giving your children the advantages of a well balanced meal. The starch and protein of the macaroni is supplemented by the bulk and minerals in the spinach and fruit, the piquant flavor of the ham contrasts with the blandness of the macaroni, and the fruit acids help in the digestive process.

"When we tried out many new macaroni dishes in our Gold Medal Model Kitchen we heard that peanut butter was good with macaroni or spaghetti, so we experimented until we developed a dish that I think will be especially popular with the young people in your family. It is called Gold Topped Macaroni. In this macaroni dish the bulk, vitamins and minerals of raw carrots and celery with the protein and fat of the peanut butter make it a complete and well balanced food combination. Don't forget the noonday glass of milk, as these young people need their quart of milk a day. A prune whip or fruit custard for dessert with some of those good fruit cookies which I gave you last year, will please the fussiest youngster.

"Because of its high food value it is better not to serve macaroni and spaghetti with meat and potatoes except of course where a small amount of meat is used to flavor the macaroni. I have eaten meals where macaroni and cheese was served as a vegetable with potatoes and meat, and sometimes even a dessert such as rice pudding appeared in the same meal. Any woman who serves such a combination doesn't realize that the macaroni and cheese gives us the same food value as potatoes and meat, nor that adding the rice gives us starch in 3 forms in the same meal, macaroni, potatoes and rice.

"I have said so much in the past 2 years about the proper cooking of macaroni it hardly seems necessary to speak of it now, but some of you are new listeners this year so I want to caution you—be sure to place macaroni in water which is boiling rapidly, and keep it at a rapid boil until the macaroni is tender. The time will depend on the kind of macaroni used. Some of the little tubes are made with thick walls, while others are much thinner."

ADVERTISING TIPS

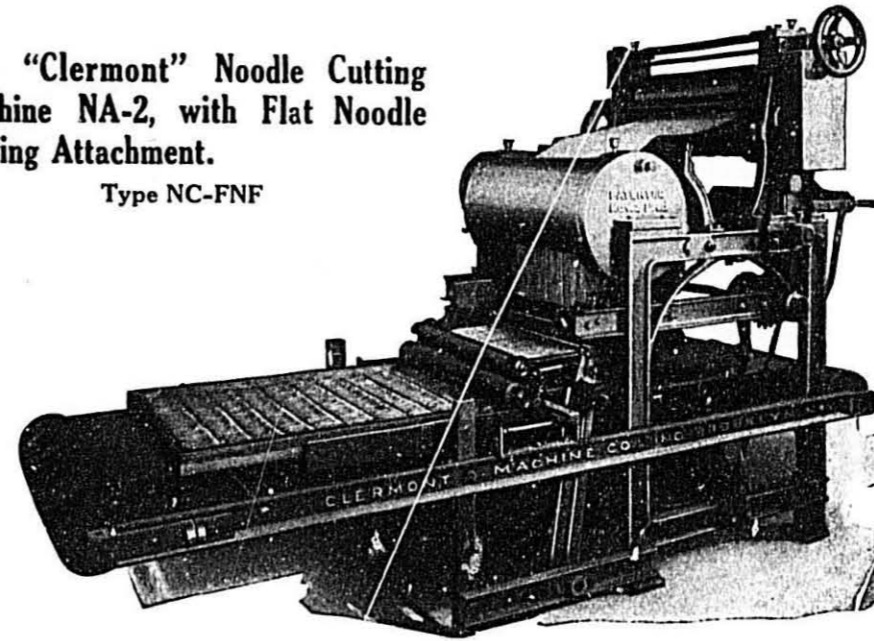
The advertising manager ought to think of himself as a sales promotion manager.

If advertising were an economic waste, the biggest advertisers would have failed long ago.

THIS IS

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

Type NC-FNF



Which is at last clear of all encumbrances from the law suit of C. F. Mueller Co. vs. Clermont Machine Co., Inc., as per opinion from Court of Appeals which was short and sweet, "Decree affirmed with costs."

We feel recompensed for the money spent to fight the suit, as we know this machine will prove it's value to the trade.

We are indeed pleased to put this machine on the market "For the Betterment of the Industry."

Write us for catalogue and detailed information.

CLERMONT MACHINE CO., Inc.

268-270 Wallabout St.

Brooklyn, N. Y.

Verbal and Pictorial Story Concerning Stokes & Smith Company Plant

When one travels to Philadelphia—"The City of Brotherly Love"—or perhaps better known as the workshop of the world, he is impressed with a great variety of manufacturing going on in that city—machinery, textiles, food stuffs, etc., etc. In the machinery line, one of the leaders is Stokes & Smith Company, whose plant is situated on the Roosevelt boulevard several miles from the center of the city, but in one of the fast growing suburbs—Frankford. The plant covers about 13 acres and there are 8 main buildings grouped around an open square of ground.

This open space is planted with beautiful shrubs and trees and there is also a space divided into lots where the employees can have their own truck patches. There is also an athletic field connected with the plant. The



Assembly shop

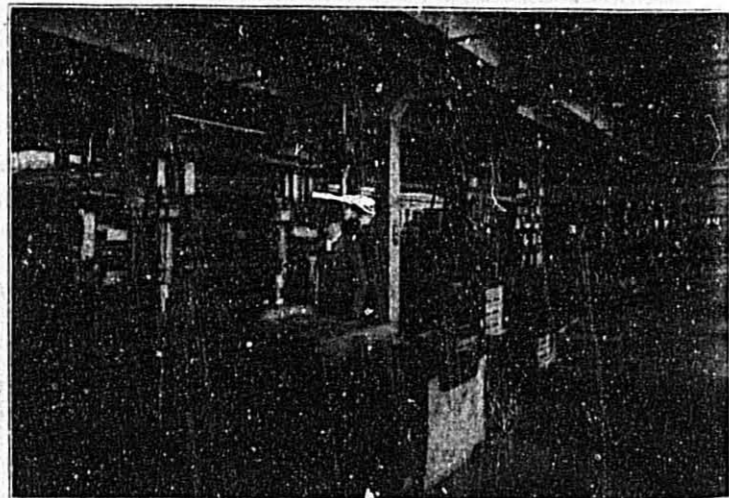


Plant at Summerdale, Philadelphia

During the past 25 years the Stokes & Smith products have become known in all parts of the world. The S. & S. Paper Box Machines are considered the standard machines for paper box work and it is safe to say that 90% of the paper box manufacturers in this country are equipped with S. & S. machines.

From the Paper Box Machines the Stokes & Smith Tight Wrapping Machine for packages was developed. The same principles which had been used for the gluing of paper mechanically and the wrapping operations in paper boxes were used for the wrapping of packages, resulting in a perfect tight wrapped package.

The first Tight Wrapping Machine was a



Milling machines

company conducts a Health and Welfare Department with its physician and dentist in attendance, an apprenticeship course for boys who wish to learn a trade (conducted in cooperation with Pennsylvania State College) and many other like provisions.

The manufacturing buildings are equipped with the most modern and up-to-date labor saving machines and in going through the shops, one is impressed with the cleanliness and good order throughout.

The S. & S. Company was established in 1901 in a small shop having one floor. Within 2 years from that time it expanded and moved to larger quarters in a larger building. In 1910 the big move was made when the company purchased the present plant and rebuilt it for its own use.

October 15, 1927

THE MACARONI JOURNAL

13

A Pure Durum Wheat Product Backed by the Guarantee of the "KING MIDAS" Name

OUR BEST SALESMEN
ARE
OUR SATISFIED
CUSTOMERS

Q
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Y

The reports we have received from our most particular customers, of the results they have obtained in using our new brand, DANDELION Semolina, have exceeded our expectations. The bright golden color, even granulation and strong elastic gluten of DANDELION has attracted favorable comment from our trade in all markets. Ask your friends in the macaroni business about DANDELION. A trial car in your shop will be good insurance for you on this crop. We shall be glad to send you samples and quote you prices.

S
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V
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C
E

There Is No Substitute For Durum Semolina

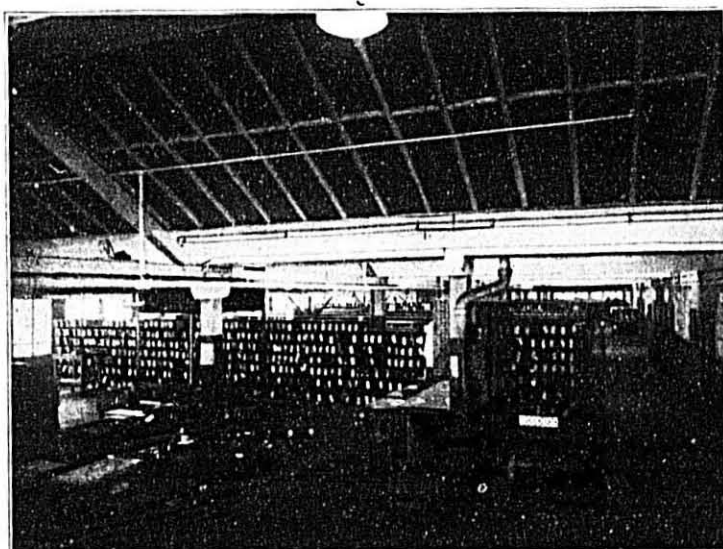
KING MIDAS MILL COMPANY
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD

No. 3 SEMOLINA



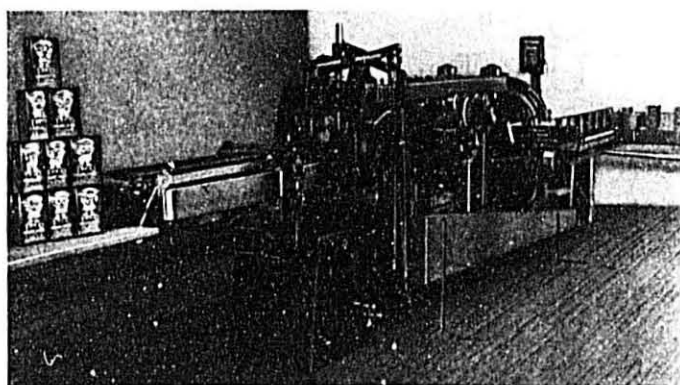
Machine parts stock room

market were 30 per minute machines, so here was a machine with double the capacity, one machine that would do the work of two. This machine met with immediate success since since that time many of these machines have been installed with the larger packers at manufacturers—such as, Quaker Oats Company, Aunt Jemima Mills, Hecker-H-O Company, National Biscuit Company, A. C. Krum and Sons, Postum Cereal Company, and others.

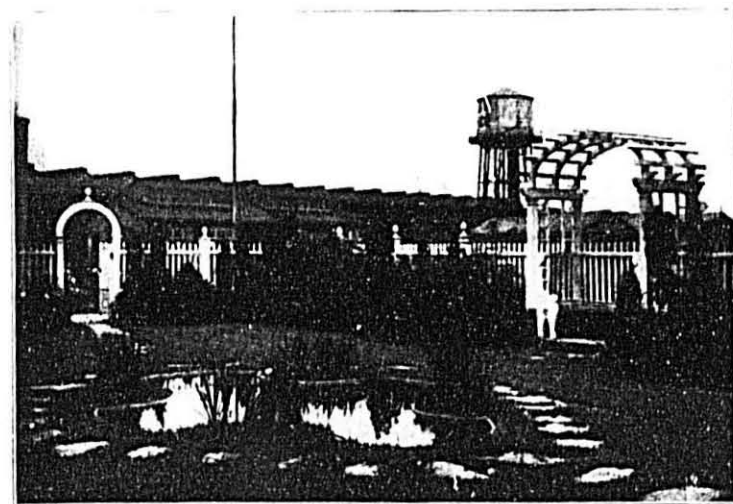
The Stokes & Smith Company is under the leadership of J. Stoddell Stokes, president and Charles Evans, secretary and treasurer, both of these men taking active part in the business every day. The sales details are handled by George Z. Sutton, C. E. Schaefer and D. E. Maxfield, and the traveling representatives are W. C. Trafton, M. V. Dunne,

semi-automatic machine, built on the same frame as the Paper Box Wrapping Machine. This machine was adjustable and had a production of 10 to 15 wrapped packages per minute. Later on, as people grew up to larger production figures, the demand was for more production so the Stokes & Smith Company developed a full-automatic Tight Wrapping Machine.

This machine was built for a particular size package to be wrapped and had a production of 60 tight wrapped packages per minute. This was a great stride in the package field, as the only other package wrapping machines on the



Package wrapping machine installation



Garden

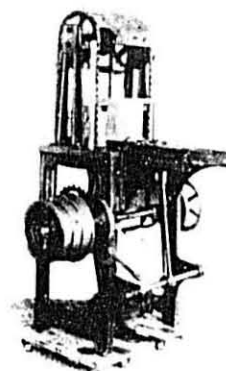
and Leon G. Smith. In addition, there is a corps of service men and demonstrators traveling continuously from one place to another, all of these men helping to emphasize the fact that "S. & S." in addition to standing for Stokes & Smith Company stands for "Service and Satisfaction."

In addition to Package and Paper Box machines, Stokes & Smith Company build ton Filling and Sealing Machines for top sealing, filling and top sealing cartons—these machines, either the regular printed ton can be used with a bag liner, if desired the plain unprinted carton which is to be wrapped afterwards.

They also manufacture a High Speed Rotary Printing Press which has a capacity of

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

Peters Package Machinery



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

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

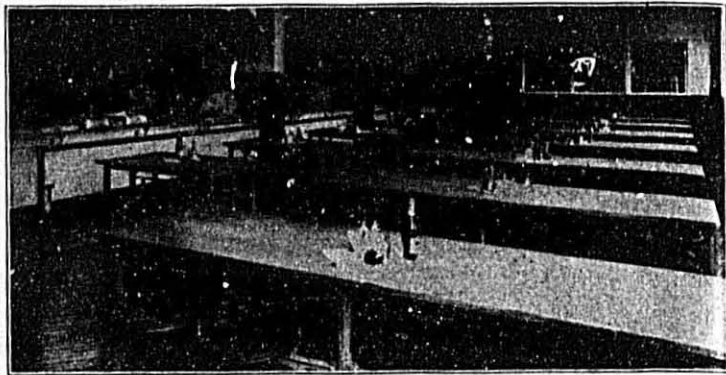
PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

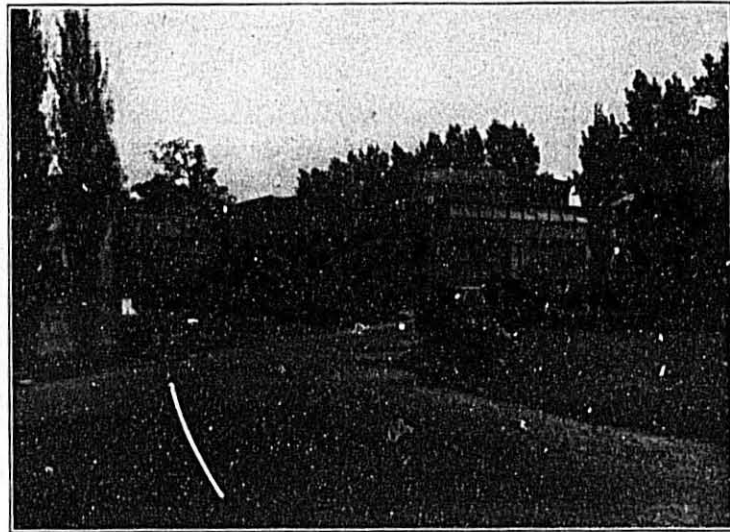
CHICAGO, ILLINOIS

7500 impressions per hour and is used by most of the envelope manufacturers throughout the country for printing envelopes. This press is also well adapted for the printing of commercial work such as forms, letter heads, folders, etc.

The Stokes & Smith Company has agencies in South America, Central America, Australia and New Zealand, and most of the European business is handled through the London Branch, at 23 Goswell Road, London. It also has a manufacturing plant in London where certain machines and parts are made and assembled.



Cafeteria



Garden driveway

The 1927 Durum Wheats

By Charles H. Briggs
Of The Howard Wheat and Flour
Testing Laboratory, Minne-
apolis, Minn.

Durum wheats like other spring wheats of this crop have been much later in coming to market. This lateness in the wheat is to some extent compensated for by the fact that the wheat is more mature and does not seem to require a period for aging or, as it would probably be better to put it, the wheat appears to have gone through the sweating process, a process which there is good reason to believe all wheats must submit to before they become really satisfactory for manufacture into bread, biscuits, cakes, macaroni or other products.

The percentage of protein in durum wheats of the 1927 crop is averaging a

little lower and will result in a slightly lower percentage of protein and gluten in all the products, but the character and quality of the gluten is excellent and it does not appear that there is any noticeable decrease in the elastic character of the gluten or of products made from the grain.

The color of the semolinas is excellent, due apparently to a little more free milling character which allows the separation of the bran, shorts, etc., with less speckiness in the semolina than with last year's wheat.

A little more moisture than was present last year introduces somewhat greater possibilities for unsoundness, but it will not be difficult to control moisture and soundness in the semolinas by avoiding too wet, grown, or musty wheat and by giving a little

extra attention to tempering and milling.

It is doubtful whether macaroni manufacturers will experience any difficulty when the change is made from old crop semolinas to new.

Advertisers

Members of the Association of National Advertisers, who held their 17th annual convention in Detroit last month, must decide each year when they make up their advertising appropriations, what magazines and newspapers they will use. The number and type of readers* are important factors.

Bothered yearly by such problems, the National Advertisers asked O. C. Harn to give them his ideas. He is managing director of the Audit Bureau of Circulation (A. B. C.), the organization that verifies a publisher's statement of his net paid circulation. Said Mr. Harn: "Don't be afraid to buy smaller circulation if the indications are it has the right kind of patrons. To drive for larger and larger circulations is only loading you up with a burden of your own creation. Publishers do not want to perpetuate this uneconomic thing of inflated circulations, but you force them to do it when they find you select your list of newspapers solely on the factor of having the largest circulation in town."

*Last (1926) statements of the average circulations of certain U. S. weeklies were:
Saturday Evening Post.....2,674,343
Literary Digest.....1,300,236
Collier's.....1,241,925
Liberty.....1,187,003
Youth's Companion.....267,455
Judge.....215,547
Life.....139,753
Time.....118,661
Outlook.....64,857
Except for the Literary Digest, these figures were checked and certified by the Audit Bureau of Circulation. Present weekly circulation of Time approximates 137,000 copies.

**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 BALTIMORE BROOKLYN
5 Beech St. 87 Covington St. 23 N. 3rd St.

August Macaroni Export Higher

EXPORTS OF MACARONI BY PORTS AND COUNTRIES OF DESTINATION

	August 1927 (1000 lbs.)					Total
	New York	New Orleans	San Francisco	Washington	Michigan	All Other
United Kingdom.....	69					70
Canada.....			4	13	63	149
British Honduras.....		1				1
Costa Rica.....	2					2
Guatemala.....			1			1
Honduras.....		23				23
Nicaragua.....		3				3
Panama.....	8	28				36
Mexico.....	41	10	6			71
Newfoundland.....	3					3
Bermuda.....		3				3
Jamaica.....		2				2
Cuba.....	13	32				50
Dominican Republic.....	9	29				38
Dutch West Indies.....	1					1
Haiti.....	3	16				19
Virgin Islands.....					1	1
Argentina.....	1					1
Chile.....	1					1
Colombia.....	1					1
Peru.....	1					1
Venezuela.....	3	1				4
British India.....	2					2
Straits Settlement.....	1					1
Ceylon.....			1			1
China.....			16	5		21
Java and Madura.....	3					3
Hongkong.....	1					1
Japan.....	1		14			15
Philippines.....			2	1		3
Australia.....	116		10			126
New Zealand.....	17					17
British South Africa.....	4					4
Other Africa.....	3					3
TOTAL.....	304	148	54	19	63	680

Statistics gathered by the Department of Commerce covering the exportation of macaroni products for August 1927 show a fine increase over the August 1926 figures, though the business was slightly below that of July 1927.

In August 1927 total exports were 680,000 lbs. as against 719,000 lbs. in July 1927, and 443,000 lbs. in August 1926.

There has been a steady increase in this business throughout the year. For the 8 months ending August 1927 our exports totaled 5,480,000 lbs. compared with 5,228,000 lbs. for the same period last year. During July and August our exports totaled 1,399,000 lbs., approximately one quarter of a million pounds greater than the exports for the same 2 months last year.

In August 1927 there were exported 149,000 lbs. to Canada, 126,000 lbs. to Australia, 71,000 lbs. to Mexico, 70,000 lbs. to United Kingdom and 50,000 lbs. to Cuba. The balance was scattered to include practically every country on the globe.

"Stop Press" Late News

Baking Institute Head Resigns
Dr. H. E. Barnard, president of the American Institute of Baking, has re-

those who recognize his organization abilities and leadership.

Flour Salesman in New Office

H. T. Felgenhauer who is the representative of the Capital Flour Mills company of Minneapolis for the central district, of which Illinois is the center, has established an office in 1374 Wrigley building, Chicago. From there he will look after the orders for and shipment of semolina to his clients among the macaroni manufacturers.

Federation Chemist Resigns

Dr. E. E. Werner of St. Louis, Mo., technical adviser of the Millers National Federation, resigned last month. One of Dr. Werner's chief duties in the position which he has just resigned was to determine the moisture content of the products of the milling firms of which the Federation is composed.

Secretary Attends Secretaries Convention

M. J. Donna, secretary of the National Macaroni Manufacturers association, attended the annual convention of the American Trade Executives association, October 6-8, in West Baden, Ind. This organization consists of secretaries and executives of trade associations and through it there is made an intensive study of association work similar to that carried on in this industry.

BELL RINGER

Prize Winner submitted by
Joseph Fassino, McAlester Macaroni Co., McAlester, Okla.

SURPRISE

Anyone who has even superficially studied the macaroni market has been surprised often, even as I, not only at the ridiculous prices at which products are offered but at the general tendency to let distributor buy at his own price. All of this reminds me of a true story:

Two Jews stood on the pavement looking at a motor car one of them had bought. Said Moses to Ikey—"Ikey, that car is worth \$1000. I am going to surprise you. I will sell it to you for \$500."

"Moses," replied Ikey, "I am going to surprise you. I will give you \$50 for it."

"Ah, Ikey," answered Moses, "I am going to surprise you again. I will take your offer."

The "Net" of Your Purchases

By L. M. Fletcher of Fletcher, Eichman & Company

What is the difference between the "Gross" and the "Net" value of your purchases?

The average man instinctively assumes that when he makes a purchase the manufacturing department will receive full benefit, pound for pound of his buy. He feels there may be a small loss in handling but somehow he expects this loss will be recovered in manufacturing. Many times the purchasing agent would be very much astonished if he knew the actual net of his purchase was sometimes as low as 60%. Of course there is always some shrinkage but the following are common sources of loss which may be eliminated to a very great extent.

1. Loss through short weight in shipping.

(Corrected by buying in proper packings from responsible first hand dealers.)

2. Loss through careless and unsuitable packing.

(Corrected by buying a standard package with guaranteed weight.)

3. Loss through underquality raw materials necessitating rejection of portions of shipment and entailing further loss in goods manufactured either in quantity produced or quality.

(Corrected by buying from reliable sources where personal knowledge of raw material quality is such as to guarantee against buying and shipping seconds.)

4. Loss through payment of unnecessary heavy freight charges not compensated or justified by lower prices.

(Corrected by purchase through first hand handlers or manufacturers who have not accumulated shipping and reshipping charges.)

5. Loss through neglected or delayed shipment of orders because of poor service or short stocks of seller, necessitating placing fill-in orders, generally at higher prices, with smaller dealers.

(Corrected through buying from a responsible house whose motto is SERVICE and whose stocks are ample at all times.)

6. Loss through shop losses due to incorrect handling or use of merchandise because of insufficient directions, information and data.

(Corrected by purchasing through a firm whose study of the item is carried through to its ultimate use, thereby making possible clear, concise directions and offering valuable personal cooperation and assistance when necessary.)

7. Loss of purchasing agent's time in making study of primary markets and replacing unsatisfactory sources of supply.

(Corrected by first selecting a source of supply whose knowledge of the line and integrity is such as to allow full confidence to be placed in quotations made and promised qualities and deliveries.)

8. Loss through contract purchases at inopportune times when markets are at the peak.

(Corrected in part through purchasing from firms whose study and knowledge of primary markets and conditions enable them to take full advantage of periodic market declines or weakness.)

9. Loss through higher prices made necessary by excessive overhead suffered by certain suppliers and naturally prorated over merchandise sold.

(Corrected through purchases from firms enjoying complete modern facilities and the service of efficient, full time executives.)

The losses enumerated are prevalent in every food line and the methods of correcting apply equally as well to all foods. Greater care in buying, packing, repacking, storing and general handling will go far toward bringing the actual net of all purchases nearer to 100% as it should be.

What the Merchandise Warehouse Does

In this process of distributing from producer to consumer the merchandise warehouse of today gives a service that has many advantages, and all of them tend to lessen the spread between producer and consumer prices by lessening the waste in time, in transportation costs, and in merchandise.

1. The merchandise warehouse receives goods in carloads and distributes them in smaller quantities to jobbers or retailers, or reships in l. c. l. amounts to nearby centers.

2. It enables the manufacturers to

keep spot stocks for their customers and this quick service from goods available on demand increases sales.

3. It equalizes production by steadily absorbing the manufacturers' output while eliminating heavy investment in reserve storage space.

4. It issues negotiable and non-negotiable receipts and, if desired, allows credit to be obtained on merchandise stored.

5. It provides insurance and keeps fire risk at a minimum through separation of stocks stored and through maintenance of sprinkler systems.

6. It reduces freight charges. Carlots are carried at a lower rate per 100 lbs. than l. c. l. shipments, and the warehouse provides a center for breaking these carload shipments which is much nearer to the points of final distribution. Often the storage service can be paid for by the transportation charges saved.

7. It saves time in transit, for carlots travel in through trains by direct routes.

8. It reduces loss and damage claims, because of resultant minimum handling in carlot shipments.

9. It provides reconditioning, marking and separation of varieties, and offers clerical services such as invoicing when reshipment occurs.

10. It eliminates the necessity of providing large storage space at the point of origin, especially for seasonal commodities on which provisional space would be idle investment during the greater part of the year.

Excerpt from Trade Promotion Series No. 15, U. S. Department of Commerce.

RAISE COMING

A year ago a manufacturer engaged a boy. For months there was nothing noticeable about the boy except that he never took his eyes off the work he was doing. A few weeks ago the manufacturer looked up to see the boy standing beside his desk.

"What do you want?" he asked.

"Want me pay raised."

"What are you getting?"

"Ten shillings a week."

"Well, how much do you think you are worth?"

"Fifteen shillings."

"You think so, do you?"

"Yes, sir; an' I've been thinkin' so for 3 weeks, but I've been so blamed busy I ain't had time to speak to you about it."

The boy got the raise.

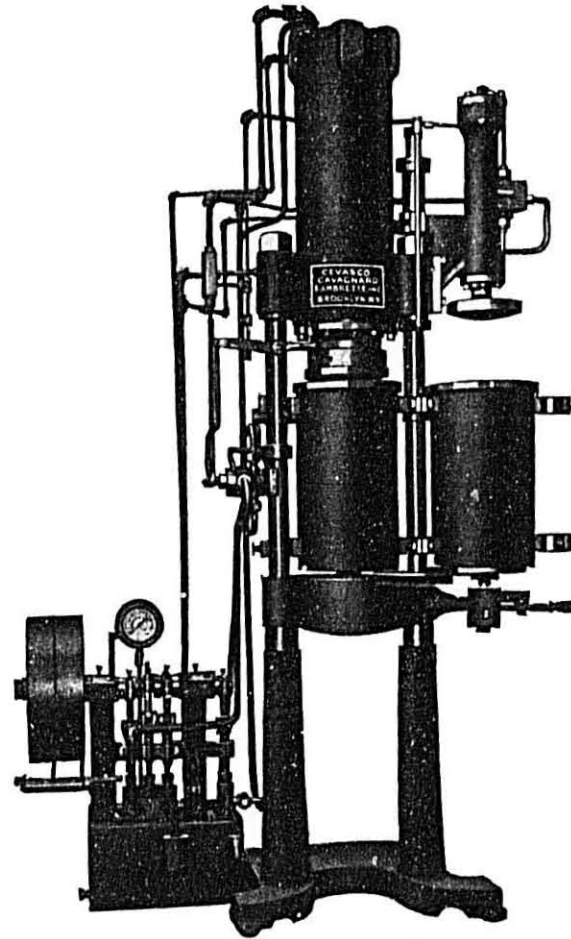
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Static

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

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

DIE PLATEN. The die platen or support is divided into three (3) sections for the 13 1/4 inch and two (2) sections for the 12 1/4 inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

CONTROL VALVE. Both the main plunger and the packer plunger are controlled by our improved valve. The movable part of this valve rotates against a flat surface. As there is always a thin film of oil

Consolidated Macaroni Machine Corporation

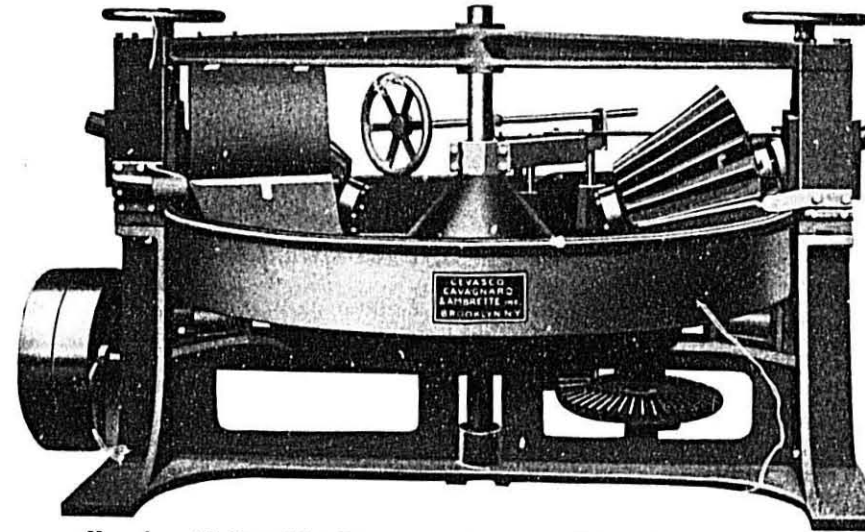
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G.



Kneader with Guard for Cone, Apron for Pan and Scraping Attachment to Prevent Dough adhering to Cones. The main driving shaft, which carries the pinion driving the large internal gear, is fitted with a roller bearing, adding greatly to the life of the machine.

Specialists in everything pertaining to the Macaroni Industry.

Complete Plants Installed. Let us Show You how to put your Plant on a Paying Basis.

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

HYDRAULIC PRESSES:--Vertical and Horizontal.

Kneaders. Mixers. Dough Brakes. Die Cleaners.
Mostaccioli & Noodle Cutters. Bologna Fancy Paste Machines.

156-166 Sixth St.

BROOKLYN, N. Y., U.S.A.

159-171 Seventh St.

Address all communications to 156 Sixth Street.

156-166 Sixth St.

BROOKLYN, N. Y., U.S.A.

159-171 Seventh St.

Association's Attitude Appreciated by State and National Officers

Bureaus whose duty it is to enforce the various rulings are always pleased to know that their actions are appreciated and that their decisions meet with the approval of the people most directly concerned. Recently the U. S. Bureau of Chemistry and the various state departments have been occupied in enforcing the popular ruling against the use of artificial coloring in all macaroni products. To prove that they have the support of the big majority of the macaroni manufacturers, Dr. B. R. Jacobs, Washington representative of the National Macaroni Manufacturers association, submitted to the national and state food bureaus copies of resolutions adopted at the 1927 convention of that organization.

With reference to the color law enforcement we quote 2 replies:

STATE OF MICHIGAN
DEPARTMENT OF AGRICULTURE
LANSING
August 12, 1927.

My dear Mr. Jacobs:
Thank you very kindly for your letter of the 9th, and the copy of resolution adopted at the annual meeting of the National Macaroni Manufacturers Association. Also, for the list of macaroni manufacturers approving this resolution.

I am very glad to know that the campaign for elimination of added artificial color in macaroni products is working out so nicely and that it meets with the approval of so many of your members. This information is being passed on to Mr. Peter D. Dukesherer, director of the Bureau of Foods and Standards in this department.

Yours very truly,
(Signed) W. C. Geagley,
State Analyst.

COMMONWEALTH OF PENNSYLVANIA
Department of Agriculture
Harrisburg
August 12, 1927.

Dear Mr. Jacobs:
We were very pleased indeed to receive yours of the 9th inst., inclosing copy of a resolution adopted at the recent annual meeting of your Association, endorsing the co-operative work which we have attempted to do in correcting the unlawful practice of using artificial colors in alimentary pastes.

We wish to reciprocate in extending our thanks to your Association for the splendid help you have given us in this connection.

Very truly yours,
(Signed) James W. Kellogg,
Director-Chief Chemist.

With reference to the popularizing and general use of the term "Macaroni Products" to include what was generally known by the foreign term "Alimentary Paste Products," the U. S. Department of Agriculture is quoted as follows:

UNITED STATES DEPARTMENT OF AGRICULTURE
Washington, D. C.
August 15, 1927.

Dear Mr. Jacobs:
I wish to thank you for your letter of August 9, inclosing copies of resolutions adopted at the recent convention of the National Macaroni Manufacturers Association. This expression of commendation of the Department's

position with respect to the coloring of macaroni products is very gratifying. We are sympathetic with the desire of the manufacturers to adopt the expression macaroni products in lieu of alimentary paste. I am sure the Department will be glad to do anything it can to cooperate with the industry in furthering this change in nomenclature.

Very truly yours,
(Signed) C. W. Crawford,
Acting Chief.

Forget Competition

After all it is doubtful whether that competitor is as bad as he seems, and it is certain that competition on the whole is not the evil we sometimes suppose it to be.

Statisticians say that 70% of the failures are the result of 2 causes, 37% incompetency and 33% lack of capital. Only 2% of the failures can be charged to competition.

Competition then is only a "mental hazard," as we say in golf. If we could only revamp our mental attitude toward it we should really find competition a real benefit.

If it weren't for competition there might be moss and ivy all over us and our business. If others are leading us a pace then they are working harder than we. This calls for greater industry on our part—we must get at it with all the brains we have and all the brains we can hire.

Isn't this the right attitude toward competition? If it can stir us in this way, and impel us to greater effort, is not competition good for us? Of course it is.

Grocers Co-op Campaign

The retail grocers in the San Francisco district of California have started an educational and publicity campaign with the idea of selling the consumer the value of the individual, independent grocer. The advertising campaign carried on through the newspapers of that district has the cooperation of the local and district organizations.

Page advertisements have been placed in the leading papers opposite pages of news of interest to those who patronize these retail stores. Through this it is hoped to acquaint and educate the public of the district involved with the many advantages to be gained by shopping with the neighborhood grocers, thus reaping the benefits of personal attention, quick deliveries and time saving accommodations.

The advertising will be what is known as institutional advertising. It

tells of foods and service without mentioning brands or prices. This will enable individual grocers to arrange their own advertising along the lines of prices and other features.

Condemned Macaroni

Several years ago when macaroni manufacturers were not as proficient or as conscientious as they are today large quantities of macaroni products were yearly condemned by the food authorities of New York. This aroused the curiosity of the secretary of the National who wrote to the food commissioner of that city, who then happened to be Dr. Frank J. Monaghan, and it was pleasing to note from his report that the greater portion of the food under condemnation was not due to improper manufacture but to damage by fire or improper storage.

"In reference to your inquiry as to the condemnation of macaroni products by inspectors of the Department of Health, New York city, will advise that the amount condemned is not the amount of the product examined but the quantity found unfit for human consumption.

"The greater part of this macaroni was condemned on account of contamination by smoke and water, the result of fire in buildings where the product was manufactured and stored.

"Another cause of condemnation is the improper handling and storing of the product on steamships, where there is a possibility of contamination from bilge water.

"Minor condemnations of this product were made in retail stores, where the contamination is caused by allowing the product to remain uncovered and exposed to dust, dirt and unwarranted human handling.

"The condemned product is properly denatured and is removed under supervision of our inspectors to an incinerator or dump. In some instances where there is a large amount of the condemned product, permission is granted to utilize the product for animal feed, the disposition being carried on under the direction of this department.

"The Department of Health of New York city does not keep a separate record differentiating between condemnations of imported and domestic products."

October 15, 1927

THE MACARONI JOURNAL

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Scene: Superintendent's Office.
Characters, left to right: Plant Engineer; President; Superintendent; JOHNSON Sales Engineer.

**"Just a minute, please! Just a minute!
What was that last remark, sir?"**

"Wait a minute," exclaimed the President, "This man must have a hearing. Just repeat your last statement, please!"

"I was saying, sir, as you came in," replied the JOHNSON Sales Engineer, "that you can buy JOHNSON Packaging Machinery out of your pay-roll. In short, transfer your wage-money into purchase-money for a fixed packaging equipment investment."

"A very fine statement, sir," broke in the Plant Engineer, "but we have produced capably for years with present equipment."

"Granted!" said the Sales Engineer, "but production must be more than adequate—it must be profitable. Profit margins today are narrowing—the answer is: equip mechanically to save pay-roll dollars."

"But the pay-roll factor isn't enough," argued the Superintendent. "Would you advise your installation merely on that one point?"

"No, sir!" agreed the Sales Engineer. "My company will guarantee to cut your indirect costs first, by reducing unnecessary handling. Then there's the saving in floor space and the reduction of floor confusion and congestion. Safety is increased and

supervision expenses decreased. Material wastage is lessened and material-in-process speeded up. There are but a few basic principles of efficiency that save your packaging dollars."

"I know something about your company," said the President. "We are agreed that the problems you mention are present or liable to arise in our plant any day. You may submit your lay-out together with sales contract for our acceptance."

A JOHNSON Sales Engineer in your district is ready to cooperate with your plant executives in making a survey, plan and proposal without charge. Years of experience support their recommendation. Write us, asking for this free service.

We manufacture complete packaging units—Gross Weight Scales; Net Weight Scales; Bottom and Top Sealing and Lining Machines (with or without Automatic Carton Feeders); Wax Wrappers and Glassine Wrappers.

JOHNSON AUTOMATIC SEALER CO., Limited
Battle Creek Michigan

New York—30 Church Street
Chicago—208 So. La Salle St.

JOHNSON

AUTOMATIC PACKAGING MACHINERY

AIRY AND SUNNY PLANT

Healthy employes are naturally more cheerful. Cheerful workers are more dependable, especially in macaroni plants. So reasoned the officials of the Domino Macaroni company of

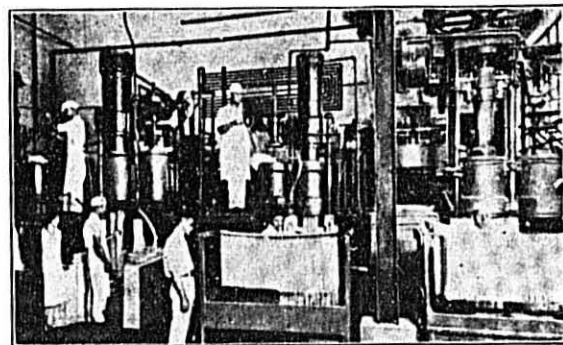
The firm officers now nicely settled in their new home are W. W. Woods, president; W. J. Dysart, vice president; Charles R. Jones, secretary and treasurer (also the firm's representa-



Exterior of Domino Macaroni Co. plant, Springfield, Mo.

Springfield, Mo., when they planned their new factory that was recently put into operation.

Two views of this model plant are shown. The cut of the exterior shows it to be a substantial structure of brick and stone with plenty of air space on all sides. Large, well placed windows insure good lighting and controlled



Machine room of Domino plant and employes

ventilation, a well seeded rolling lawn adorned with small trees and bordered with good sidewalks gives it a very cheerful setting.

In the machine room the various units are so placed as to greatly facilitate the handling of the product from the raw material stage to the shipping room. Employees in natty uniforms go about their respective duties willingly. Everything is spick and span, a treat for visitors who are daily conducted through the plant.

a concise outline given by a European expert:

"Good salesmanship lies in discovering and meeting the desires of the public. There are those who have little or no faculty for finding what the public wants. They are bound by tradition; they move in ruts; they insist on supplying what they have always supplied, indifferent to the fact that public tastes constantly change and develop. There are those who, although they find that public taste is changing, are too lethar-

gic or too habit bound to change their methods accordingly. Good salesmanship is in sympathetic and imaginative touch with the public, and knows what their needs are. It does not talk by rote. It advises the public to buy only an article which it knows is good and which they will find to be good. Good salesmanship has its eye on the satisfaction of the customer and not on profit snatching; good salesmanship is good service."

New Grocery Editor

The Journal of Commerce of New York city, one of the world's leading business papers, has a new editor in the person of Hugh M. Foster who will take up the duties of grocery editor of the publication. He succeeds the late Ellis Howland who before his untimely death last summer filled this position with great credit to his employers.

The new editor recently resigned as secretary of the New York Wholesale Grocers association, which organization gave for him a testimonial luncheon in the ballroom of Hotel Pennsylvania last month. For 10 years he was secretary for the New York wholesalers and during his administration has been in close touch with the grocery trade of the country.

The macaroni manufacturing industry will find in Editor Foster a firm friend who will follow the long established policy of cooperation with food producers in matters of mutual concern. We bespeak for Mr. Foster a long and successful career in the editorial field.

Pie a la Radio!

"Hands on hips, place one cup of flour on shoulders, raise knees and depress toes, and wash thoroughly in one half cup of milk. In four counts raise and lower the legs and mash two hard boiled eggs in a sieve. Repeat six times. Inhale half a teaspoonful of baking powder and one cup of flour breathe naturally, exhale and sift.

"Attention: Jump to a squatting position and bend white of an egg backward and forward over head and in four counts make a stiff dough that will stretch at the waist. Lie flat on the floor and roll into the size of a walnut. Hop to a standstill and boil in water, but do not boil into a gallop afterwards. In 10 minutes remove from the fire and rub with a towel. Breathe naturally and dress in warm flannels, and serve with fish soup."

Buhler Brothers'

Works at Uzwil, Switzerland

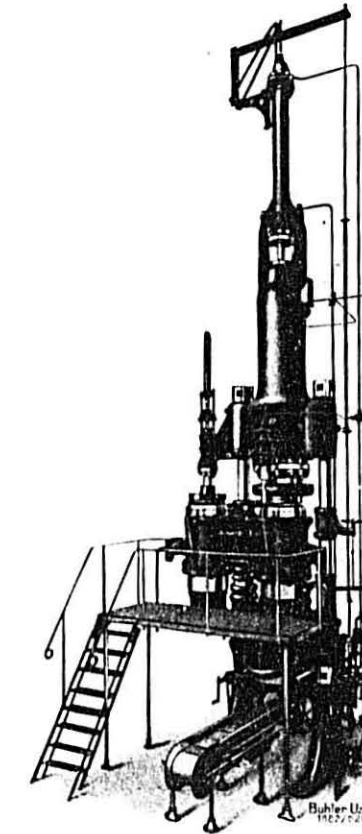
for—
"Quality"
Machines which
never fail

The Buhler Vertical Presses

with a laying table on which the macaroni can be laid automatically into chassis without touching the goods.

The manufacture of macaroni with the Buhler Chassis System is the quickest and most efficient way.

Try it and you will never want the other system back again.



The largest type of Buhler Press, showing also the laying table.

The Universal Dryer Model QAM-6

which is especially designed for the Buhler Chassis System.

But this dryer can also be used for any other kind of goods such as:

Short Goods Curled Goods

On Trays

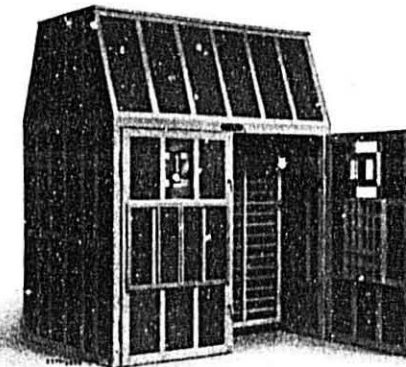
Spaghetti and Macaroni

On Cans

For full information please ask

Th. H. Kappeler

Sole Distributor for Buhler Machinery
44 Whitehall Street, New York City



The BUHLER Universal Dryer Model QAM-6 complete with motor, two fans and showing one of the chassis wagons in position.

"Eat More" Campaigns Prove to Be Popular

The food trade of the country has taken advantage of advertising and publicity work on an extensive scale as individuals and as groups. Large production and increasing supplies each year have made it necessary for wider consumer outlets and today hardly a newspaper or periodical goes to press without some representation from the food industry.

In a book just fresh from the press, under the title of "Your Money's Worth," Stuart Chase and F. J. Schlink review the subject of advertising to break down sales resistance. Many leaders of the trade are reading or have finished the book, in which in their examination they ran across the following extract:

"Would you hear one of the most poignant romances of modern commerce? Then read the true story of how the National Kraut Packers association, assessing itself 50c per ton of cabbage, has made America sauerkraut-conscious, redeeming the odium of one of God's Gifts to Mankind, and increasing consumption 20%. Read how the Joint Coffee Trade committee has pried 4 lbs. per annum of additional coffee into the great American coffee pot; how the Sun Maid Raisin Growers association has seduced threefold more purchasing power in their direction. And last but not least, how the California Walnut Growers association has installed 125 specially designed and most ingenious machines for stamping their special brand in printer's ink on each and every walnut which the association packs.

"The flour millers have launched an 'eat more bread' campaign. Their goal is 220 lbs. per capita per annum. Not to be outdone the meat packers implore us to 'eat more meat.' Their goal is 179 lbs. per capita per annum. The milk men are organizing to secure one quart per capita per diem; the butter men are bending their energies to have us equal the Australian average, which is 10 lbs. a year more than the American average, and the cheese makers set their goal at the Swiss level, 22 lbs. above the United States consumption."

(For many years there has been proposed an "Eat More Macaroni" campaign but this has never gotten beyond the discussion stage. Unless macaroni manufacturers attempt something along this line the competing "eat more" cam-

aigns will crowd their products entirely off the table. As a change it has been suggested that the macaroni men start an "Eat SOME Macaroni" campaign in order to introduce this very nutritious food into homes where it never is served. When will discussion cease and action start? EDITOR.)

Disastrous Competition

The price-slashing, profit-robbing and ruinous competition that exists in the macaroni trade in several sections of the country recalls to the mind of a leading manufacturer a story that illustrates the lengths to which some of the foolish manufacturers will go to make a sale. It is admitted that competition is very keen in some quarters. If the story applies at all, it is hoped that it will apply to only a very small minority of cases and to the few manufacturers whose only object is to get the order, profits notwithstanding:

"An unethical manufacturer appeared one day at the pearly gates and begged for admission, but St. Peter refused him saying that he already had 8 of his brother manufacturers inside who had been inadvertently admitted under false colors. 'They give me more trouble than all of the rest of the people here,' said St. Peter.

"The would-be entrant refused to leave and made all sorts of inducements to be allowed to enter. Finally the manufacturer suggested that he be admitted on condition that he would cause the other disturbing manufacturers to leave. Reluctantly St. Peter agreed. Half an hour later the 8 manufacturers appeared at the gates with their grips and announced that they wanted to leave the place for good and they were in such haste that they refused to linger to give an explanation.

"A messenger was sent to find the new arrival who had done such a quick job. 'That was easy,' he told St. Peter. 'They asked me what was doing in New York when I left, and I told them that I was called away just as it was rumored that Satan was in the market for 2 cars of macaroni. These manufacturers left to get a chance at that business.'

"Not long afterward the new arrival also appeared at the gate, armed with his suitcase. 'I have been thinking it

over,' he told St. Peter, 'and maybe after all there was something in that rumor. Anyway I am willing to go to hell to try to sell 2 cars of macaroni.' St. Peter let him through the pearly gates and breathed a sigh of relief, as no more trouble makers were left in his domain."

Advertising Glass Containers

Adopting the slogan "See What You Buy—Buy in Glass" the Glass Container association has launched a campaign with the grocery trade all over the country to boost the sale of food products put up in glass.

In addition to newspaper and trade journal advertising the Glass association will provide special window displays and store exhibits of glass packed merchandise. Special territories are selected for high power campaigns. Recently one was held in Columbus, O., and Pittsburgh, Pa. This month the publicity force will operate in the New York district.

In the campaign the promoters have not overlooked the potential economic and physiologic appeal of featuring glass packed goods for the poor man. This appeal emphasizes the full packing of glass containers, the goodness of the product therein, displays of low price products and the wide variety of glass packed goods. Pictures and exhibits of model pantries and completely stocked shelves of dealers are included in the campaign plans.

BUNCO PROOF

Aunt Tabitha and Uncle Hiram started for a Christmas visit to New York, and at Philadelphia Uncle Hiram got out to buy a newspaper and the train went off without him. But the railroad people were more than kind to Uncle Hiram in his predicament. They put him on an extra rapid express and he actually arrived in New York 20 minutes ahead of Aunt Tabitha. He stood at the exit in his black Sunday suit, carpet bag in hand, when she came forth.

"Here we are again, hey?" he said, clasping her waist jocosely. "I tell ye, Tabithy, gal, I thought I'd lost ye for good."

But Aunt Tabitha had drawn herself up straight and stiff. She was frowning as black as a thunder cloud.

"You clear out, mister!" she hissed. "None o' yer New York confidence tricks on me. I left my Hiram in Philadelphia."

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.

The Perfect Egg Yolk

Fresher in Flavor
Deeper in Color

Jo-Lo

**Certified American Dehydrated
Spray Egg Yolk**

JOE LOWE CO. INC.

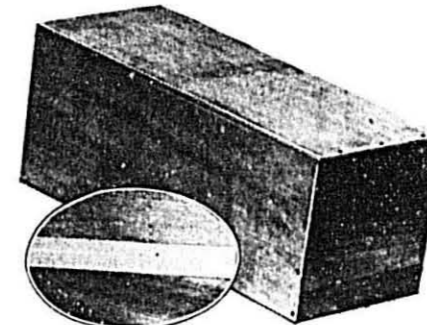
3617 South Ashland Ave. Bush Terminal Bldg. 8 5-7 W. Lombard St.
CHICAGO, ILL. BROOKLYN, N. Y. BALTIMORE, MD.
1100 Mateo St.
LOS ANGELES, CAL.

WOOD BOXES

Our own manufacture from cutting of the tree to loading of the ready-to-assemble box.

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

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



Inset is actual appearance of finished two-piece bottom.

Help us keep cost down by avoiding unnecessary specifications which are always part of price to consumer.

We solicit an opportunity of figuring on your wood box requirements

ANDERSON TULLY CO.

Memphis, Tennessee

Good Wood Boxes

Grain, Trade and Food Notes

Curtis Johnson in Race

Curtis Johnson, one of Minnesota's leading citizens, recently announced he would be a candidate for the office of governor of that state, seeking the nomination on the republican ticket at the 1928 primaries. Mr. Johnson was one of the principal speakers at the banquet given for the National Macaroni Manufacturers association by the Creamette company last June in Minneapolis. He should get the full vote of the macaroni men in his state because of the good things he said about their products in the course of his talk.

New Commander-Larrabee Elevator

Construction of a 1,000,000 bu. elevator for the Commander-Larrabee Milling company is making satisfactory headway, according to President B. B. Sheffield. The addition will cost about \$160,000 and will enlarge the company's elevator capacity to 2,600,000 bu. The structure will be ready about November 15.

Grocers' Headquarters in St. Paul

Headquarters of the National Association of Retail Grocers have been moved from Kansas City, Mo., to St. Paul, Minn., according to announcement by Secretary C. H. Janssen. Offices are in the Twin Cities National bank building on University avenue which connects St. Paul and Minneapolis.

The move will make it convenient for Mr. Janssen, who took over the secretarial duties several months ago, and who has long resided in Minnesota. The National Association of Retail Grocers was founded in 1893 and now has affiliated state organizations in practically every state.

The National Grocers Bulletin, official organ of the association, will be published and mailed out of St. Paul. This work is under the direct supervision of the secretary who is also the editor of the paper.

Meat Consumption in Italy Gains

In the last 25 years Italy has increased its per capita consumption of meat about 1% each year, a report to the Department of Commerce from Assistant Trade Commissioner E. Hume, Rome, discloses. The present per capita consumption is 40 lbs. compared with 32 lbs. 25 years ago. Previous to 1903 Italy imported practically no meat while in 1925 net imports of beef were

117,000 short tons. Meat represents 5 1/2% of calories in the diet of the average Italian, whereas vegetables and fruit account for 90%. Italy's per capita consumption of meat is only about half that of Belgium, France, Germany and Switzerland, and only one third that of England. In northern Italy this is about 45 lbs.; in central Italy consumption falls to 35 lbs. while the average south Italian consumes only about 17 lbs. of meat a year.

Swiss Cheese Identified

Swiss cheese made in Switzerland will be known as "Switzerland" cheese, to distinguish it from the Swiss type of cheese imported from other European countries as well as made in America, according to the Swiss consulate general in New York. The change was made by the Switzerland Cheese association, cooperative society of milk producers, cheese manufacturers and exporters in Switzerland having governmental rights for exportation of cheese. The new name has been recorded with the International Patent Union and the U. S. Patent Office, and will be stamped on the cheese rind. First shipments began September 1.

A national advertising campaign will acquaint the public with the new branding.

Good Potato News

That there will not be an overabundance of potatoes this year, appears to be the general opinion of those who are interested in this crop. It is estimated the per capita consumption of potatoes is approximately 2 2/3 bus. at present. The average German eats about 7 bus. One authority estimates the 1927 production at 420,000,000 bus. Allowing for seeds, culls, shrinkage and decay, the quantity available for human consumption may not exceed 290,000,000 bus. or about 70% of the crop. Assuming that the population of United States is about 119,000,000 persons by January, approximately 318,000,000 bus. would be required for food at the rate of 2 2/3 bus. per capita. This indicates that instead of having too many potatoes there may not be enough for normal requirements.

Buys Mill

With the acquisition of a mill in the northwest with a capacity of 1000 bbls. daily, Washburn Crosby company now owns 9 large mills in 8 states. The

aggregate milling capacity of this concern is now well over 60,000 bbls. of flour daily.

Last month Washburn Crosby company entered the north Pacific coast milling industry through purchase of the mill at Pasco in the central part of Washington. The mill is modern and completely equipped. It was purchased from the Pasco Grain & Milling company through the Royal Milling company of Great Falls, Mont., the western subsidiary of the largest flour millers of the world.

Needs Room—Builds Warehouse

The Minneapolis Milling company has been given permission to build an addition to its present warehouse, and work on it is underway. It will be a 3 story affair costing approximately \$30,000.

Egg Man Heads New Concern

Friends of L. M. (Doc) Fletcher of Chicago, formerly with the Joe Lowe company of New York, will be pleased to learn of his new connection entered into last month.

Mr. Fletcher is president of Fletcher, Eichman & Company, specialists in food materials and supplies with offices and warehouses at 1435 W. 37th st., Chicago.

Mr. Fletcher is well known to the macaroni and food trade, having spent 14 years as salesman, salesmanager, general manager, and vice president of one of the largest noodle egg supply houses in this country. With him is associated Ira S. Eichman, vice president, an experienced buyer of food products in the markets of the world. A. M. Green is secretary.

The numerous products to be handled by Fletcher, Eichman & Company will carry the brand name "Bonaro." These will be guaranteed by the firm as absolutely satisfactory in quality. Among the various products handled are eggs of different kinds similar to those used by the macaroni and noodle manufacturers of the country.

Farm Exports Largest in 5 Years

Agricultural exports from the United States the past year bulked the largest in 5 years, reaching 136 index number, compared with 106 in 1926, and the nearest former high of 137 in 1922, the bureau of agricultural economics of the United States Department of Agriculture announces.

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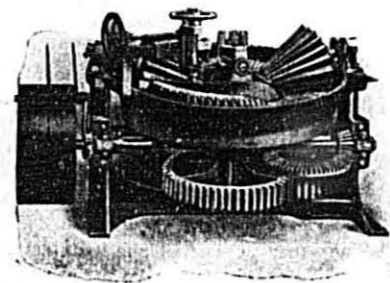
Cheraw Box Company, Inc.

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.

D. & E. Kneaders



To The Trade:-

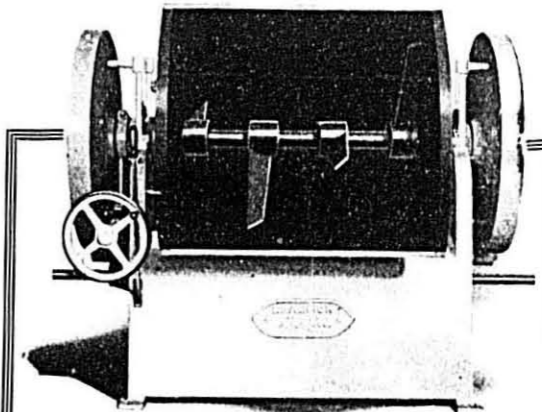
We wish to announce that we are building a complete line of Presses (both screw and hydraulic) Kneaders, Mixers, etc., also that we can furnish any repairs to Walton machinery now in use.

Your inquiries are solicited and will be given careful and prompt attention.

Yours very truly,
DIENELT & EISENHARDT, Inc.
R. P. BOGGS, Sales Manager

DIENELT & EISENHARDT, Inc.
1304-18 N. Howard Street
PHILADELPHIA, PA.

Established Over 50 Years



Champion Macaroni Mixer

More Barrels Per Man More Profit Per Barrel

---that's the secret of success in the manufacture of food products, and you can make sure of getting a bigger and better output by installing Champion equipment.

Champion Special Mixers, most efficient for difficult doughs, as macaroni, noodles, pretzels and similar products.

Champion Reversible Brakes, for saving the energy of your men and turning out high quality brake dough for noodles.

Champion Flour Handling Outfits, for handling your semolina, for accurate weighing, for securing economical blends.

We sell separate units, or furnish complete plant equipment. Our engineering department can save you many dollars in advising the type of machine you require, or in planning your shop layout.

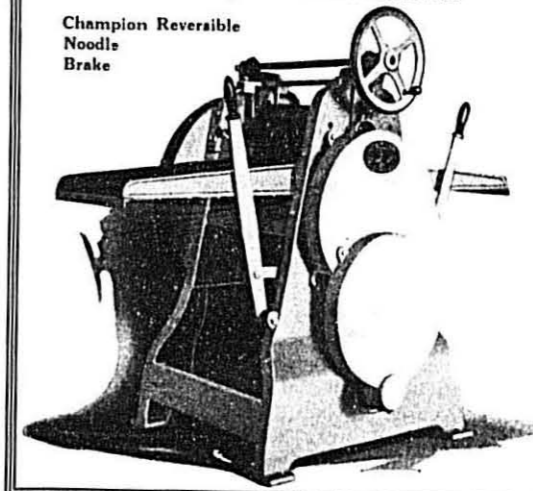
We are at your service---write us for full information

CHAMPION MACHINERY CO.

JOLIET ILLINOIS

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

Champion Reversible
Noodle
Brake



Knighted for His Spaghetti—How Alfredo Mixes Titled Fettuccine

By Alice Rohe



Alfredo Di Lelio mixing fettuccine for a patron

Rome—all the world knows that spaghetti is the reigning dish in Italy. But what the world does not know perhaps is that the reigning king of Italy has knighted the owner of a little restaurant in Rome as the best spaghetti maker in the world.

Thirty Varieties

In Rome, of course, there are no fewer than 30 kinds of "pasta" which Americans classify under the one head of "macaroni." The king's decoration was given for fettuccine (a thin, long, ribbon-like variety about one eighth inch wide, with or without eggs).

Alfredo di Lelio is the restaurateur knighted for his maestose (majestic) fettuccine. On his menus he has the distinction of calling himself Cavaliere delle fettuccine—"Knight of the Spaghetti," to use the general term.

Always the Best

Fettuccine is made of egg, white flour and water. But Alfredo says his success is due to the fact that no matter what vicissitudes befall his country he has always succeeded in getting the best of ingredients.

"During the war I found a way," he told me at his restaurant. As he talked his moustache rose, making him look like an inimitable Italian twin of the former kaiser. "Kings, princes, ministers have eaten here. The crown prince of Sweden is one of my patrons.

And Americans—look!" he displayed a pile of cards from well known Americans endorsing his fettuccine as the best ever.

"And look at this." He produced a copy of "Babbitt" and to my surprise discovered a line in that work in which a worldly woman says that she goes to Rome only to eat the most delicious fettuccine in the world in a little trattoria (restaurant) in the Via della Scrofa.

Alfredo beamed, for his restaurant is the famous Trattoria Alfredo in the Piazza della Scrofa where every epicurean eventually wends his way.

Lewis a Patron

"Sinclair Lewis ate here often," he said. People go to Alfredo's not only to eat his delicious fettuccine but to see him prepare it after it has been cooked. A waiter brings it from the kitchen. Alfredo approaches with spoon and fork as though advancing to a sacrificial rite. He poises fork and spoon aloft esthetically and then begins to mix into the fettuccine a generous supply of the best butter and grated Parmesan cheese.

Doubles Up

"Double quantity of butter and cheese and well mixed—that is my secret," says Alfredo, while everyone in the restaurant watches. No orchestra conductor is more spectacular than Al-

fredo when he mixes his beloved fettuccine.

Indeed, the 2 most discussed by products of modern Italy are Fascino and fettuccine. And there may be some connection between the 2, for Arnaldo Mussolini, editor of the Popolo d'Italia and the premier's brother, is an old patron of Alfredo's.

TRADE MARKS APPLIED FOR Ozark

The private brand trade mark of the Welsh Packing company, Springfield, Mo., for use on macaroni loaf and other products. Application was filed July 10, 1924, and published Sept. 6, 1927. Owners claim use since 1904. The trade name "Ozark" appears in the upper portion of an irregular rectangle in the center of which is an Ozark mountains scene.

Snider's

The private brand trade mark of the F. A. Snider Preserve company, Chicago, Ill., for use on canned spaghetti and other products. Application was filed Jan. 22, 1927, under the 10 year proviso and published Sept. 6, 1927. Owners claim use since 1884. Trade mark is the trade name in black shadowed type.

Diamond Island

The private brand trade mark of Bement & Seitz company, Evansville, Ind., for use on macaroni and other grocery products. The application was filed June 11, 1927, and published Sept. 6, 1927. Owners claim use since Jan. 1, 1890. The trade mark is the name in heavy black type.

Noonday

The private brand trade mark of C. W. Pershall & Sons, doing business as the Tri-City Grocery company and the Tri-City Packing company of Granite City, Woodriver, Venice and Edwardsville, Ill., for use on noodles and similar products. Application was filed May 9, 1927, and published Sept. 13, 1927. Owners claim use since Sept. 1, 1914. Trade mark is the name in heavy black type.

Service Boy

The private brand trade mark of the Service Grocery Company, Inc., Detroit, Mich., for use on dried and canned macaroni products and other groceries. The application was filed July 1, 1927, and published Sept. 13, 1927. Owners claim use since September 1925. The trade mark "Service Boy" appears over the picture of a boy carrying a plate on which is a can of the firm's product. Underneath the fanciful figure which is not the portrait of any individual appears the words "At Your Service."

ECONOMY and EFFICIENCY

Are the two factors that really count in business

ONLY COFFARO'S MACARONI DRYING SYSTEM

translates them into facts

It saves 75% in Production Cost, increases your daily production and does away with waste, acidity, and any other imperfection with which the product is liable to be affected through less efficient systems.

J. S. COFFARO & CO.

29 Central Ave., Brooklyn, N. Y.

"Good Macaroni requires good Cheese"

LOCATELLI

REGGIANO

Genuine Pecorino Romano

The World's Leading Brand
for over 50 years

Locatelli Grated, Finest old Reggiano Cheese grated and packed in our own factories in Italy. Imported exclusively in original 2 oz. boxes, 12 boxes to a carton. American trade particularly will find it most convenient.

MATTIA LOCATELLI NEW YORK
Branch
24 Varick Street, (Locatelli Building)

CROOKSTON-SEMOLINA

From
Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company

CROOKSTON, MINNESOTA



Notes of the Macaroni Industry

Macaroni Consumption 5 Lbs.

Enough semolina was produced in this country last year to manufacture 200,000 tons of macaroni, spaghetti, noodles and other products of this class, according to a survey by the commerce department's foodstuffs division. Semolina is obtained from durum wheat, the hardest kind of wheat grown, and is used almost exclusively in the manufacture of macaroni products. Last year 13,851,000 bus. of durum wheat were ground in American mills in the production of semolina. The semolina produced totaled 2,216,065 bbls., a yield of about 71%.

Semolina consumption in this country has been increasing steadily. In 1924 it amounted to 1,659,000 bbls.; in 1925 to 1,681,000 bbls., while last year 2,058,000 bbls. were consumed. Total production of macaroni products reached 500,000,000 lbs., about 80% of which was made from semolina, the remainder being made from farina and flour.

The growth of the American macaroni industry is reflected in our annual imports of macaroni products. In pre-war years we imported no less than 120,000,000 lbs. a year while today our annual imports average only about 7,000,000 lbs. The per capita consumption of macaroni products in the United States is about 4 1/2 lbs. per year, about one twelfth that of Italy, the chief consumer of this class of food.

Durum Crop Second Largest

Durum wheat production in the spring wheat states this year is 81,743,000 bus., according to the latest estimates of the Department of Agriculture. This compares with a crop of 44,826,000 in 1926 and a 5 year average of 61,871,000 bus. The crop of durum is the second largest on record. In 1923 the record crop, 85,280,000 bus. was harvested. This season's durum yields by states are estimated as follows: North Dakota, 62,317,000 bus. out of a total spring crop of 126,000,000 bus.; South Dakota, 13,812,000 bus. out of 37,000,000 all spring; Montana, 1,127,000 out of 63,000,000 bus.; Minnesota, 4,487,000 bus. out of 19,000,000 bus. of all spring.

July Imports and Exports

Government figures dealing with importation of macaroni products show a falling off of almost 50% in July 1927

compared with the month last year. The same trend, but not quite so strong, has been general throughout the year.

In July there arrived at the various ports of the country a total of 164,005 lbs. of macaroni products valued at \$16,787, as compared with 380,092 lbs. in July 1926 valued at \$30,704. For the 7 months ending July 31 this country imported 2,038,381 lbs. valued at \$187,077. In the same period last year we imported 3,308,089 lbs. worth \$244,167.

Exports are Level

Though the July exportation of macaroni products showed a slight decrease over the same month last year, the total for the first 7 months of 1927 slightly exceeds that of 1926.

In July we exported 719,461 lbs. bringing manufacturers and exporters \$59,054. In July 1926 we shipped 728,855 lbs. valued at \$59,381.

In the first 7 months of 1927 the United States exported 4,800,301 lbs. worth \$396,307. For the same months in 1926 our exports were 4,785,226 lbs. which brought us \$407,434. This will indicate that the 1926 business was slightly more profitable because of the better price.

Federico To Rebuild

The Federico Macaroni Factory at 1000 Chartres st., New Orleans, badly damaged by fire some time ago, will be rebuilt and modernized, according to announcement by A. Federico, the proprietor. The contract was awarded last month at \$15,300. This covers only the masonry and other structural work. The cost of replacing machinery and other equipment has been estimated at about \$10,000. It is expected to have the plant in operation by the end of the year.

In Bankruptcy Court

A petition for voluntary bankruptcy was filed in New York by the Queens Macaroni Company, Inc., 3710 24th st., Long Island City, N. Y. Liabilities of \$24,399.83 were listed. According to the petition the assets were \$26,071, more than sufficient to liquidate.

Fire Damages Kurtz Plant

A small fire caused by an overheated generator destroyed the machine and equipment causing a damage of over a thousand dollars in the Kurtz Brothers Macaroni company plant in Philadelphia the last week in August. Part of

this loss was due to the spoiling of finished products by smoke and water. Fire threatened to destroy the building but prompt work by the firemen prevented its spread. The machine was quickly repaired and production but slightly retarded.

Two Injured in Floor Fall

Crushed beneath hundreds of boxes of macaroni following a collapse of the section of the second floor of the plant of Procino Macaroni Mfg. Company, Inc., at 836 N. State st., Syracuse, N. Y., two employees were seriously injured. A third person luckily stepped to safety as the floor caved. The injured were Miss Theresa Procino, injury to the back, and Antonio Spadaro who suffered a crushed chest and several broken ribs.

Lazzeri Day a Big Success

Tony Lazzeri, able and popular second baseman for the New York Yankees, was honored on September 8 by his friends in the Italian-American colony of the metropolis. "Poosh 'Em Up Tony" is idealized by the people of his race and is worthy of all the encomiums heaped upon him because he is recognized as one of the stars of the American league for the past 2 years.

After attending the ball game at the stadium where a huge floral horseshoe was presented to him a reception and testimonial banquet was given in the Commodore hotel during which Edward Corsi, editor of La Follia, was toastmaster.

Practically all hotels and restaurants in the New York district served special dishes of Lazzeri spaghetti during the day and week honoring this popular baseball hero.

Macaroni Excepted in Italian Ruling

According to the American trade commission at Rome use of wheat flour in sweets, pastry, etc., is forbidden. Furthermore importation of wheat flour having a milling extraction of less than 80% is forbidden, an exception being made of semolina for manufacture of alimentary paste. Ordinary wheat flour having an extraction of less than 80% may be imported when it is proven it is to be used in manufacture of sweets, cakes, pastry and biscuits for export. In the same report this official advises that the Italian government estimates the 1927 wheat crop at about 220,000,000 bus., differ-

(Continued on Page 31)

October 15, 1927

THE MACARONI JOURNAL

33

Packaging Aids Selling

Authorities concede there is no formula for increasing the sales of any product, but among food manufacturers it is granted that improving the package in which their product is packed often awakes new interest in an old product.

THE PACKAGE IS A SILENT SALESMAN. If it is cheap in appearance, it creates a feeling of distrust; if it is inconvenient in shape or size it tends to discourage future purchases.

NO PACKAGE CAN DO THE IMPOSSIBLE. It will in many instances promote first sales but it will not improve an inferior product; nor will it in any way make up for incompetent sales organization, poor distribution, careless services or lack of advertising.

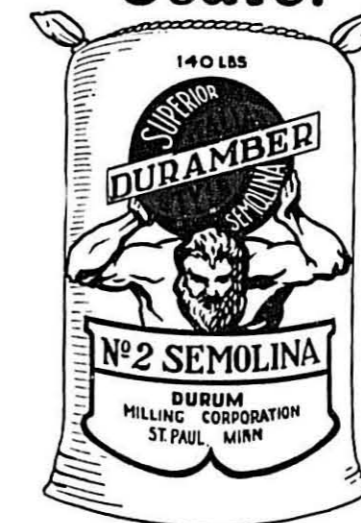
The following hints on packaging are offered by package experts:

1. Make a good product.
2. Sell it in dependable, attractive and convenient packages.
3. Back it up with a well laid merchandising plan.

Expect no miracles but look forward to constant improvement in sales, if the quality is up to the expectation of your buyer and up to the standard advertised.

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"

Guaranteed by the
Most Modern Durum Mills in America
MILLS AT RUSH CITY, MINN.

MALDARI'S INSUPERABLE MACARONI BRONZE DIES

with removable pins

Quality

Trade Mark
Reg.
U. S. Patent Office



Workmanship

Service

Satisfaction

F. MALDARI & BROS., Inc., Now at 178-180 Grand Street
NEW YORK CITY

SEND FOR CATALOGUE

Established 1903

(Continued from Page 32)

ing little from the 1926 yield. Over 1½ million metric tons of wheat were imported by Italy the first 6 months of 1927.

Close Drawn Out Macaroni Case

The property of the Genesee Valley Macaroni company in Mt. Morris, N. Y., cause of long drawn out court battles, has finally been divided between its owners Serafino Miceli and Philip Zanghi. This plant burned some years ago which caused several suits against insurance companies which sought not to pay the claims. The damaged building has been wrecked and a business structure will soon be erected on the site.

Nabs Pay Roll

Three bandits accosted the cashier of the J. B. Canepa company of Chicago as she was returning from the bank last month with the payroll. Mrs. Hortense Nelson, cashier, had just stepped from a taxi at the office entrance when the bandits seized one of the packages containing \$1600 and ran to a parked automobile. The taxi driver rushed to her rescue and grappled the bandit who carried the money.

The other bandits came to the rescue and aided the thief to escape. This they were unable to do in their car because a truck driver who had witnessed the holdup placed his truck in its path. The robbers fled on foot, pursued by a policeman who captured one thief who gave his name as Salvatore Stagnatta. The two who escaped carried with them the stolen funds.

Trade Personals

Incorporate Jersey Firm

The Progressive Macaroni company of West Paterson, N. J., was incorporated last month with Olinto Pleitz, Martino Cantilupi and Joseph Elivian as incorporators. The capital stock of the firm is \$25,000. It was organized for manufacturing macaroni products and dealing in other food products. Attorney Raphael Jordan acted for the firm.

Erwin Fischer, New York manager of the Duluth-Superior Milling company, joined the throngs that attended the annual convention of the American Legion in Paris in September. Following the meeting he made an exten-

sive tour of Europe spending about 2 weeks of his time in Germany.

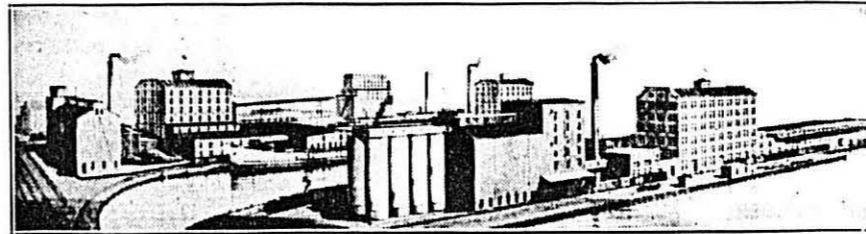
Walter F. Villaume of the Minnesota Macaroni company, who was in the Civilian Training camp at Camp Knox, near Louisville, Ky., this summer, dropped in to say "howdy" at the headquarters of the National Macaroni Manufacturers association in Braidwood both going and coming.

TRADE MARKS APPLIED FOR

Amor
The private brand trade mark of Alfiero Products company, Clinton, Ind., for use on its spaghetti sauce. Application was filed July 11, 1927, and published Aug. 23, 1927. Company claims use since July 11, 1927. Trade mark is merely the trade name in outlined letters with black border and white centers.

Cinderella

The private brand trade mark of William Warren, Portland, Ore., for use on grocery products including spaghetti and macaroni. Application was filed Nov. 19, 1926, and published Aug. 30, 1927. Owners claim use since Aug. 1, 1926. The trade mark is the trade name in ordinary type.



THE UP-TO-DATE HOME OF
HOURGLASS BRAND

SEMOLINA AND FLOUR

Made From Pure, Selected DURUM WHEAT, Which Requisite To Assure all the Essentials of a Highly Nutritious, Palatable Macaroni.

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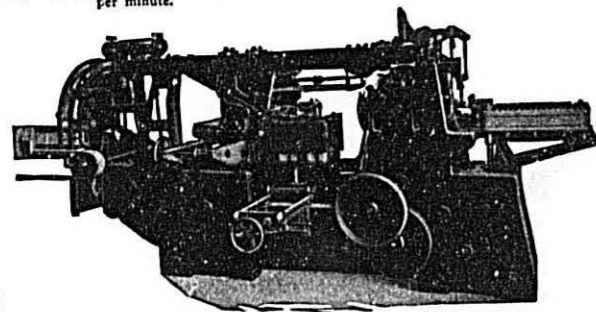
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Meets Every Requirement of "The Ideal Container"
The Stokes & Smith
Tight Wrapped Package



The Machine

Stokes & Smith Automatic Package Wrapping Machine.
Capacity, 45-60 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
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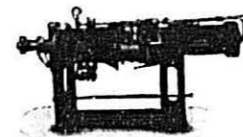
2-2 1/2 bbl. Mixer Belt Driven.



91-inch Kneader. Capacity 2-3 bbls.



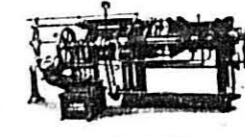
Inside Packed Vertical Press.



Inside Packed Short-cut Press for Accumulator System.



Die Washer.



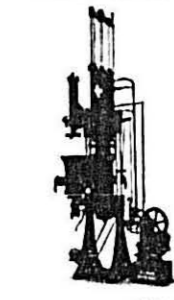
Outside Packed Short-cut Press and Pump.



1 1/2 bbl. Mixer Hydraulically Tilted.



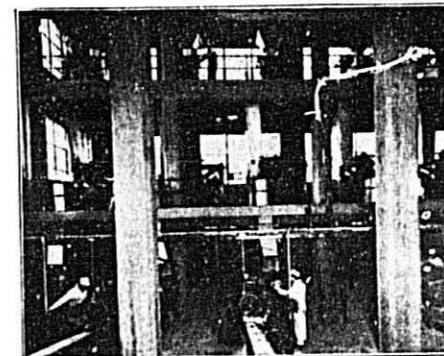
5-6 ft. Kneader. Capacity 1 1/2 bbls.



Outside Packed Vertical Press.

ELMES
SINCE 1851

HYDRAULIC MACARONI MACHINERY



A typical ELMES Installation in Operation

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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

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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. IX October 15, 1927 No. 6

Patents and Trade Marks

PATENTS

A monthly review of patents granted on macaroni machinery and application for and registration of trade marks applying to macaroni products.

Arthur W. Quiggle of Minneapolis, Minn., was awarded patent rights on a device and arrangement for drying macaroni products. Patent was granted Sept. 27, 1927, and given patent No. 1,643,821. Patent was applied for July 8, 1920, and renewed Dec. 2, 1926. It was assigned to the Creamette company, a corporation of Minneapolis, Minn. Officially the patent is described as follows: "The process of drying macaroni which consists in forming the macaroni tubes with very thin walls, subjecting the macaroni to a current of air heated to a temperature of from 165 to 185 degrees Fahrenheit, and continuously subjecting the material to such heated air until the entire moisture content of said material which it is desirable to remove has been drawn out."

TRADE MARKS REGISTERED

In August and September the following trade marks were registered with the U. S. patent office:

Clown Brand

The private trade mark of the Milwaukee Macaroni company of Milwaukee, Wis., for use on macaroni prod-

ucts. Application was filed April 14, 1927, and published June 14, 1927. Notice of application was given in the July 1927 issue of The Macaroni Journal. Owners claim use since Nov. 7, 1919. The trade mark is the trade name "Clown Brand" in heavy type, with no claim for the word "Brand" apart from the mark as shown in the drawing submitted.

Tivoli

The private brand trade mark of Garofalo Brothers, Chicago, Ill., for use on grocery products including macaroni in its various forms. Application was filed Dec. 27, 1926, and registered Aug. 30, 1927. Owners claim use since July 20, 1926. The trade mark is the trade name in black type.

Milkaroni

The private brand trade mark of the Quaker Oats company, Chicago, Ill., for use on macaroni products. Application was filed May 9, 1927, and published in the Official Gazette July 5, 1927. Due notice of application appeared in the September issue of The Macaroni Journal. Registration rights were granted Sept. 30, 1927, and given serial No. 232,838. Owners claim use since April 12, 1927. The trade mark is the trade name in type with black center and light border lines.

Granny's

The trade mark of H. B. McNeal doing business as Pittsburgh Pretzel Company, Ltd., of Pittsburgh, Pa., for use on noodles. Application was filed April 15, 1927, and published in the Official Gazette July 5, 1927. Notice of application was made in the September 1927 issue of The Macaroni Journal. Owners claim use since April 1, 1927. The trade mark is the trade name "Granny's" appearing over the bust of a pleasant looking woman of the grandma type.

Climax

The trade mark of the Pfaffmann Egg Noodle company, Cleveland, O., for use on macaroni products in various styles and forms. The application was filed May 3, 1927, under the 10 year proviso and published July 12, 1927. Owners claim use since Sept. 1, 1892. The trade mark is the trade name "Climax" appearing over an oval in which is shown a beautiful hen standing guard over a nest of eggs. The registration bears serial No. 233,071.

TRADE MARKS APPLIED FOR

Objections to the registration of the trade marks applied for in August and

September can legally be made only within 30 days after date of publishing notice of application.

Fi-Na-St

The private brand trade mark of the First National Stores, Inc., Boston, Mass., for use on grocery products including macaroni, noodles, etc. Application was filed Dec. 4, 1926, and published Aug. 16, 1927. Owners claim use since Sept. 1, 1926. The trade mark is a hyphenated arrangement of the name of the firm, use being made of the first 2 letters in the words composing the name.

F. N. Stores

The private brand trade mark of the First National Stores, Inc., Boston, Mass., for use on grocery products including macaroni, noodles, etc. Application was filed Dec. 4, 1926, and published Aug. 16, 1927. Owners claim use since Sept. 1, 1926. The trade mark is the large letters "F" and "N" placed over a scroll containing the word "Stores." Between the letters "F" and "N" appears the figure of a clerk in natty attire.

C.W.

The private brand of C. W. Pershall & Sons, doing business as Tri-City Grocery company and Tri-City Packing company of Granite City, Woodriver, Venice and Edwardsville, Ill., for use on groceries including macaroni products. Application was filed May 9, 1927, and published Aug. 30, 1927. Company claims use since January 1921. The trade mark is the letters "C.W.," being the initials of the founder and owner of the company.

Thomas F. Logan says that advertising has helped the United States to show its tail light to the rest of the world.

WANT ADVERTISEMENTS

Five cents per word each insertion.

WANTED—Assistant Foreman. Must have experience in macaroni manufacturing. The Pfaffmann Egg Noodle Co., Cleveland, Ohio.

A. ROSSI & CO.

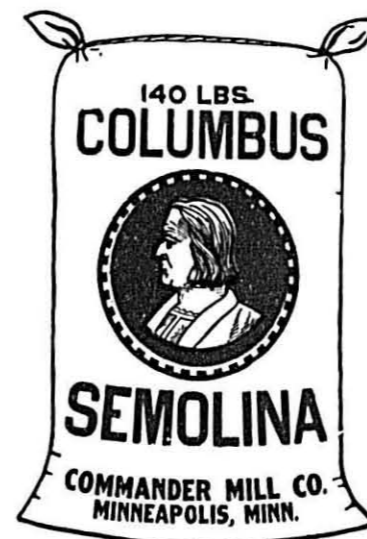
Macaroni Machinery Manufacturer

Macaroni Drying Machines

That Fool The Weather

387 Broadway — San Francisco, Calif.

Our New Brand



GIVE IT A TRIAL

COMMANDER MILL COMPANY

MINNEAPOLIS, MINNESOTA

OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

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

OUR MOTTO:
First--
INDUSTRY
—
Then--
MANUFACTURER

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The President's Column

October Gem

"Overproduction is really a problem of under-consumption."—James P. Davis, Secretary of Labor.

Proper propaganda will increase consumption of macaroni products and overproduction will be greatly reduced. The idea is really so promising that we should not delay in trying it. Don't miss the New York midseason meeting. It will pay all of us to attend with open minds.

What's Your Favorite Recipe?

Macaroni products are good no matter how they are served, if cooked properly. Some like one combination; others prefer a different one. We should have a variety to suit different tastes but we are not harming ourselves by having too many, particularly of the ones so distantly relative from the point of quantity required?

Let's concentrate on a dozen or 20 of the best and combine in recommending them. Send your preferred recipes to the Secretary. He will place them in the hands of the committee that has the above object in view. It costs little to play this game. It promises much.

Pass Along Your Worries

To think about your troubles and worries is a waste of time. Pass them on to your trade organization and overcome them in unity with others similarly affected.

How We Can Succeed

It is every individual's desire to be successful in his line of business. To the macaroni man who gives the public the very best products plus good service and fair treatment, will come success. To our industry also will come success, when we succeed in eliminating petty jealousies and unfair trade practices; when we recognize that others have just rights that can best be obtained through cooperation in a trade association.

Becoming More so Daily

"Cooperation is not a sentiment—it is an economic necessity."—Charles Steinmetz.

Always Play Fair

"There are rules of fair play and decent conduct in business, just as there are in sport. And in the long run the man who breaks these rules suffers for it."—Herbert N. Casson.

The Secretary's Column

October Punch

"All I ask is a square deal for every man."
—Theodore Roosevelt.

That's what the National Macaroni Manufacturers Association guarantees to every member, and expects from them.

Macaroni for Children

We know at least one firm that manufactures a special size of macaroni which is highly recommended as "Baby Food." Nothing more nutritious could be fed infants just starting to eat than products of this nature, specially cooked. The Italians feed their babies Fedelini very early in life, and who is there to gainsay the fact that they thrive well on it? Macaroni in minute particles is an ideal food for babies, and big babies too, when prepared with milk. Why not do some specialty work on "Macaroni for Infants"?

Send 'em Along

If you, Mr. Reader, have any suggestions for the improvement of THE MACARONI JOURNAL, send them in; they'll be given every consideration. Your cooperation will be appreciated.

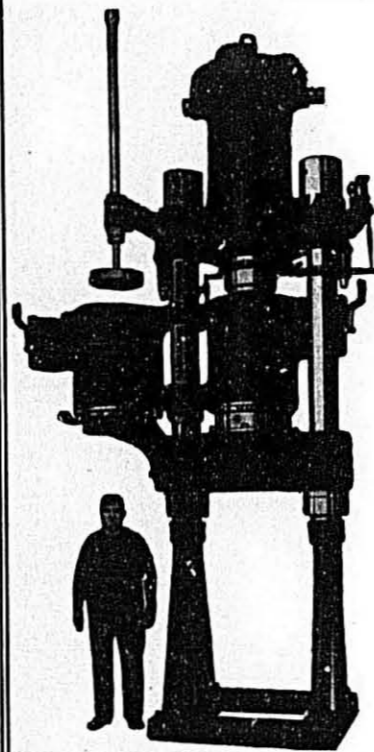
Don't Be Deaf

Every firm in the macaroni manufacturing business will soon be asked to cooperate in a nationwide educational campaign to sell the American housewife on the real value of our products. Don't turn your deaf ear to the appeal. If every firm will contribute a reasonable amount the costs per case of production will be so small a fraction of a cent as to be practically unnoticeable.

If some firms contribute from \$1000 to \$2000 toward a cooperative advertising campaign there is hardly a firm small enough that is not able to vote \$100 to \$500 for this propaganda that will benefit all. If you have not listened before, listen now. Remember, it pays to listen, even if you have to pay a little.

Ask Us Another

Almost every mail brings questions from macaroni men. Some are easy, others less so. It is always a pleasure to reply to the best of our knowledge and ability. Naturally we give preference to members of the National association but none is slighted. Have you some matters on which you wish more information? Ask us.



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.

DURUM SEMOLINA



CAPITAL FLOUR MILLS, Inc.

MINNEAPOLIS

MINNESOTA

SAINT PAUL



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

Pillsbury Flour Mills Company

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

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