

**THE
MACARONI
JOURNAL**

**Volume 9,
Number 7**

**November 15,
1927**

The
Macaroni Journal

Minneapolis, Minn.
November 15, 1927

Volume IX

Number 7

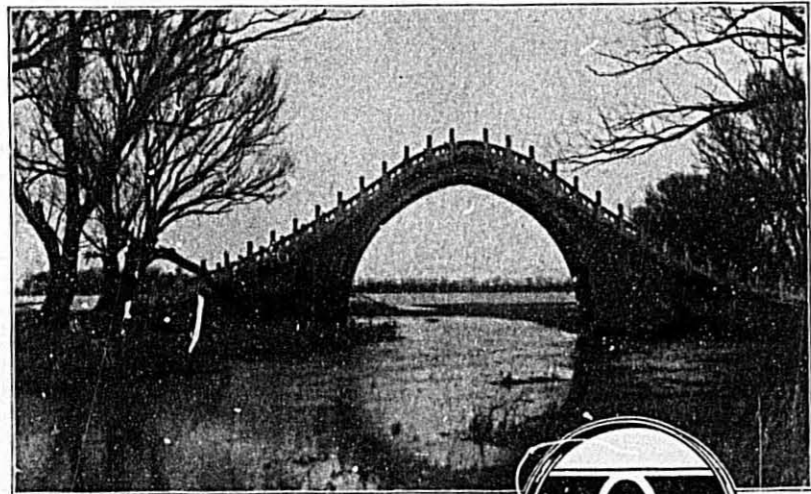


*A Monthly Publication
Devoted to the Interests of
Manufacturers of Macaroni*

KEEP IN STEP

- ¶ The World progresses naturally.
- ¶ To keep up, the Macaroni Industry must follow a steady and natural pace.
- ¶ That will be easy for the manufacturers who keep in step but hard for those who are always dragging behind.
- ¶ Our Industry's progress depends on how well we popularize our products.
- ¶ Let's keep in step by a sane and economic educational publicity campaign.

**STUDY PLAN PROPOSED---
KEEP IN STEP**



One of the oldest and most famous stone arch bridges in the world—the Camel's Back Bridge in the gardens of the Summer Palace, Peking, China. Its high arch, similar to the strong, resilient corrugated arches in the walls of Mid-West shipping boxes, has successfully withstood the heavy tread of the many centuries that have passed over it.

You Can Depend On Mid-West Boxes

There seems to be some confusion among buyers in determining the grade of shipping boxes that will profit shippers the most.

Some buy a "just as good" box at a tempting, low price—but find its cost, in the ultimate check-up, to be unwarrantably high and its service unsatisfactory.

Others call for the best proved quality box their money can buy and discover that the better box is most economical, judged by final cost—and a great deal more practical in "tough going."

Which type is the most serviceable and economical? Which do you buy? Did you ever check up?

The quality box has been proved by actual service records to be superior in every phase to the "just as good" box and therefore always the most desirable. For example, users of the popular Mid-West corrugated shipping boxes know this to be true—otherwise such a large number of shippers would not have standardized on the Mid-West quality product.

The solid fibre boxes of the Container Corporation of America are just as remarkable from a quality standpoint as the Mid-West product and can also be depended on to give the same satisfactory, low cost service. Built up to a standard quality they best prove their merit by gilt-edged service.

In what can our large, experienced organization help you? Read the coupon here-with, fill in and mail today. It may save you money.

MID-WEST BOX COMPANY
AND
CONTAINER CORPORATION
OF AMERICA

111 W. Washington St.



CHICAGO, ILLINOIS

Five Mills — Nine Factories

Capacity 1000 tons per day

RETURN COUPON
MID-WEST BOX COMPANY
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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THE MACARONI JOURNAL

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Tanzi's Dies

are the best Macaroni dies made.

We knew they were good, for we know the quality of material and workmanship that goes into the making of them, but it seems that we have been

adding a little extra strength, a little extra weight, a little extra care, until they have become the "BEST MADE."

Our well pleased customers have told us so, by repeating their orders.

We can satisfy you too, because we know how.

Our work is precise, speedy and inexpensive.

Repairs are treated with the same degree of good will and are dependable and accurate.

Let us prove to you that our claim to the "BEST and CHEAPEST" is not an idle well-sounding slogan, but that it really is

Our creed, our policy, and our law.

MARIO TANZI CO.
Boston, Mass.



Our Supreme

QUALITY

makes

New Friends

for

★ ★ TUSTAR ★ ★

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume IX

NOVEMBER 15, 1927

Number 7

Selling Products "The American Way"

Arguments and Plans for Advertising Macaroni Products

There is an Italian proverb, "When in Rome do as the Romans do." This very appropriately applies to our business. Macaroni manufacturers are American business men who must carry on their business "The American Way." One successful manufacturer says:

As a result of my lifelong work as a Macaroni Manufacturer and of my deep study of ways and means of profitably disposing of my products, I am confident that I must sell the American consumer, first, on the merits of my food and second, on my ability to properly serve him.

This I have done in two ways—orally through personal friends but more effectively through the masses by judicious advertising. I prefer the latter method because it is "The American Way," preferred by all successful business men and expected by the buyers. To carefully planned advertising I attribute whatever success my firm enjoys in the macaroni business.

In this country we consume about 4½ lbs. of Macaroni Products per person. The Italians 10 times as much. We can easily raise the American consumption by telling our people of our great food, its economy, its food value and ways to prepare it, and to tell it The American Way—by ADVERTISING.

It's funny. We all agree that sooner or later we must ADVERTISE MACARONI PRODUCTS—The American Way, but we have been sitting back hoping that the other fellow will do it for us. If it's done, WE—you and "us," must do it.

Happily the old attitude is changing. Manufacturers are more and more advertising individually and becoming more and more convinced that a well planned and a properly supported cooperative publicity campaign, self financed, is the thing to do.

We could present almost endless arguments telling how cooperative advertising will increase consumption and raise our products in the esteem of those who daily provide for the American tables, but we would rather present a plan for doing this very thing.

The National Macaroni Publicity Committee appointed at the Minneapolis Convention has worked faithfully and now submits a plan wherein EVERY Manufacturer can cooperate because EVERY firm in the country will get its share of the increased consumption that is bound to result.

The plan calls for a judicious advertising campaign in such national women's magazines as Ladies Home Journal, Good

Housekeeping, etc., handled through the N. W. Ayer advertising agency which is one of the best in the country. In addition to display advertising there will be newspaper stories, posters for grocers and tested recipes—all aiming at ONE THING—getting MADE-IN-AMERICA Macaroni Products before our people more favorably.

About \$50,000 is needed for the campaign. After fully studying different ways and means for raising this amount it was agreed that we should do it by VOLUNTARY contributions on the part of the willing and progressive firms. In this country we have about 175 to 200 firms that rank in Class A and should contribute.

Note what 18 firms did at the New York meeting! Surely the remaining firms in Class A should contribute the balance! It should easily be done! It will be done! Prove that you are in Class A.

These 18 firms pledged a total of \$18,200. Pledges ranged from \$250 to several thousands. On this basis what can you afford? Some pledged approximately 3c a barrel on their annual output; others gave what they thought they could afford. You do likewise.

In determining your contribution, please REMEMBER—

That your name will be added to the list of original promoters.

That this is not a sectional affair, but a national one.

That it is not a group movement, but one to benefit bulk and package men, macaroni and noodle makers, the large and small manufacturer—benefit ALL ALIKE. That we will advertise Macaroni Products—not brands or kinds.

That the campaign will help ALL manufacturers and friends and not Association members alone.

Well, the list is open for your contribution. Fill out and return pledge to M. J. Donna, secretary, before Nov. 25, 1927, with the assurance that your contribution will be held strictly confidential and that your name will appear on the roll of those who are financially supporting this most promising activity.

Your response to this appeal will determine your attitude to this nation wide movement to SELL THE AMERICAN PUBLIC TO THE TRUE VALUE OF MADE-IN-AMERICA MACARONI PRODUCTS.

Your help is needed, is wanted and will be appreciated. Let's do it

THE AMERICAN WAY

MACARONI

Many Nations Lay Claim to Fostering Famous Food

ARTICLE No. 2

GERMANY

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

As mentioned in our last issue, space does not permit publishing at one time the historical facts of the word—MACARONI—received from several different countries. It will be remembered that Ireland's claim appeared in this publication last month, in which a very convincing and argumentative idea was advanced. In this number we offer Germany's contribution:

GERMANY: In sections of countries where winter breezes blow, the inhabitants are well acquainted with snow men, fashioned by either the hands of children or by the more experienced hands of their parents who also delight in such innocent frolic to give pleasure to the children. This leads us to the subject of dough men.

In the Fatherland, particularly the northern portion, bread, in the form that is known in other countries, was never made. But figures—the forms of men, stars, swords, birds, sea shells, etc., were formed with the dough and baked. These forms were used as bread from the 13th century, and are still in vogue in many north German cities. From this follows our story: It is universally conceded that the word "brot" (bread) comes from the northern part of Germany.

It should be observed that during the 13th century, also the 14th and 15th centuries, trade was not carried on between nations but by various towns, like Venice, Lubeck, Ghent, Bruges, Cologne.

The Hanseatic League, formed in the 13th century for mitigating the manifold perils of the merchants, was composed of the commercial towns of Lubeck, Cologne, Brunswick, Dantzic and other centers of great importance. As pirates were numerous in the North sea and the so-called Strand laws were effective, under the provisions of which a ship with its cargo

became the property of the owner of the coast upon which it might be wrecked or driven ashore, the league was formed for the protection of the merchants of the towns above named. (Reference—German People in Town and Country, Thirteenth Century, by James Harvey Robinson.)

The union thus formed purchased and controlled settlements in Italy. It also managed to monopolize nearly the whole trade on the Baltic and the North seas, either through treaties or influence that they were able to bring to bear.

For 200 years before the discovery of America the League played a great part in the commercial affairs of western Europe.

The dough men, or dough baked in its many forms, was one of the particular food products brought by the German merchant to Genoa. At first the Genoese, whose sailors were also opening up new trade routes to the East and West Indies, would not purchase the large, clumsy forms, telling the German merchants in the Genoese dialectic tongue—"macaroni"—signifying "but it is very dear." The Germans to get the trade reduced the size of the various bread forms, thereby reducing the price proportionately. The new size was also called "Macaroni" by the German merchants, the contracted word for "very dear," and needless to state that this, afterward, became an important item in the cargo of the German merchants.

From Germany, too, came "noodles," which are sticks of wheat, similar to macaroni, only flat instead of round. "Noodles" is essentially a German word.

After the Italians succeeded in opening up the Indian trade route 200 hundred years later they improved upon the forms; but from Germany comes the name, idea and principle of that dish relished by those of high and low degree—MACARONI.

Opposes Free Deals

John H. Meyer, for many years secretary of the New York State Association of Retail Grocers, resigned last month to assume the office of general secretary of the New York Wholesale Grocers association.

In his first bulletin to the wholesalers he chose for his subject "Unfair Deals and Schemes." Wholesalers and retailers are congratulating him on his able handling of this very delicate and ticklish policy and generally commend him on his courage. He wrote:

"From the beginning of its existence this association has condemned all unfair methods of competition in commerce including schemes and deals which hurt the industry and make for

misunderstanding, loss and waste. The words 'schemes' and 'deals' themselves imply makeshift devices or impracticable plans.

"In this enlightened age merchants and consumers generally are not extremely gullible and have come to realize that nothing really is free—some one pays.

"No one questions the right of a manufacturer or merchant to dispose of his merchandise without charge if he chooses and it is not for wholesale grocers to determine the policies of manufacturers or their fellow wholesale grocers, but from an economic point of view something can and should be said about the unfairness and the costliness of a free deal which saddles additional cost and labor on a

wholesale grocer without adequate return.

"A manufacturer announces that with every dozen cases of his product he will give one 'free.' Nothing is said about protecting the stock acquired by jobbers before the deal announcement. On the deal basis the trade is sold and current demand satisfied. It is true that often the jobber may continue to buy on the deal basis but when he sells it also must be on the deal basis or his stock remains frozen until there is new demand created.

"So far as the wholesale grocer is concerned there is nothing free about this deal. Aside from its unfairness it is unsound economically for it overloads the jobber and retailer, ties up their stocks and investments, adds to their costs and results in loss."

Enthusiastic Midyear Meeting

Unusual interest was shown by the macaroni manufacturers of the country in the midseason meeting of the National Macaroni Manufacturers association held October 21 in Hotel Manger, New York city. About 30 manufacturers, the majority from eastern states, attended, and manifested unusual concern in the special purposes for which the meeting was called.

The large attendance and keen interest is probably attributable to several causes among which may be mentioned the labor troubles in the New York plants, the specialty convention in Atlantic City the same week which attracted the western manufacturers, and the importance of business for which the meeting was called. The officers of the National association happily feel that the latter cause was the main attraction.

After 4 months of study and research the committees of the National Macaroni Manufacturers association having to do with increased macaroni consumption were able to submit a workable plan that received practically the unanimous approval of the gathering. The main question under consideration was not whether the industry should act cooperatively to popularize its products but rather how to proceed in doing this very thing.

The plan submitted by C. S. Foulds, chairman of the National Publicity committee, combines national advertising with grocer trade relation activities, tested recipes and newspaper stories of real public interest. It was planned to start a publicity fund to which voluntary contributions will be made. A total of over \$18,000 was subscribed by 17 manufacturers present, and further pledges promised.

The combined committee on increased consumption of macaroni products was authorized to issue a general appeal for financial support toward the nation wide campaign which promises equitable benefits to all manufacturers.

The question of deficient eggs now being offered macaroni and noodle makers was discussed by Dr. B. R. Jacobs, Washington representative of the National. The material particularly under observation is an oily substitute in which the casein of cheese is the principal basis. It lacks all of the qualities of eggs as known by our industry. Further investigation and disclosure of firms selling or using the substitute was ordered. F. Romeo of New York gave an in-

teresting talk on closer cooperation between manufacturers for the industry's welfare.

C. A. Tosi of Brooklyn, president of the Olive Oil Importers association, addressed the meeting on the need of self regulation in addition to combined action that will teach the Americans the true value of the wonderful food produced by this industry.

Thomas P. Toomey of Mt. Vernon spoke in favor of one strong association as the industry's greatest need.

C. S. Foulds, chairman of the National Publicity committee, explained his plan for making made-in-America macaroni products more popular in this country.

B. S. Scotland of Joliet Macaroni company spoke in favor of good slogans as the best means of calling attention to our food products.

Eugene Skinner of Omaha spoke in favor of cooperative advertising, and suggested that the manufacturers of the country take advantage of the national publicity campaign by merchandising it properly to their jobbers and salesmen.

Many others took part in the discussions that were educational as well as interesting.

The country was zoned and the directors of the National association will join the National Publicity Committee in a general attempt to sell the publicity idea to the industry at large.

Among those in attendance at the New York meeting were the following:

C. A. Tosi, Ted Molinari, Splendor Mac. Co., East Boston, Mass.
L. E. Cuneo, Connellsville Mac. Co., Connellsville, Pa.
H. Mack, National Egg Noodle Co., Union City, N. J.
Alfred A. Bianchi, Italia Macaroni Co., Worcester, Mass.
Frank De Angelis, R. De Angelis & Co., Philadelphia, Pa.
Frank Patrono, Independent Mac. Co., Mt. Vernon, N. Y.
Max Kurtz, Kurtz Bros., Philadelphia, Pa.
A. Lambrosa, F. Romeo Brooklyn Mac. Co., Brooklyn, N. Y.
A. Gioia, A. Gioia & Bro., Rochester, N. Y.
G. Guerrisi, Keystone Mac. Co., Lebanon, Pa.
E. Ronzoni, Ronzoni Mac. Co., Inc., Long Island City.
David Cowan, A. Goodman & Sons, New York, N. Y.
James T. Williams, Creamette Co., Minneapolis, Minn.
John Busecni, Metropolitan Mac. Co., Brooklyn, N. Y.
Edward Z. Vermeylen, A. Zerega's Sons, Brooklyn, N. Y.
James P. Glynn, A. Zerega's Sons, Brooklyn, N. Y.

Louis Petta, Washburn Crosby Co., New York, N. Y.
H. P. Mitchell, Washburn Crosby Co., New York, N. Y.
C. Ambretti, Consol. Mac. Machine Corp., Brooklyn, N. Y.
J. Horowitz, Horowitz Bros. & Margaretan, New York, N. Y.
Wm. Culman, Atlantic Mac. Co., Long Island City.
G. Lo Bue, Lo Bue Bros., Jersey City, N. J.
D. Glaviano, Lino & Glaviano, Jersey City, N. J.
H. Mueller, C. F. Mueller Co., Jersey City, N. J.
F. J. Tharinger, Tharinger Mac. Co., Milwaukee, Wis.
E. Skinner, Skinner Mfg. Co., Omaha, Neb.
C. S. Foulds, Foulds Mfg. Co., Cincinnati, O.
T. J. Toomey, Westchester Mac. Co., Mt. Vernon, N. Y.
B. Scotland, Joliet Mac. Co., Joliet, Ill.
M. J. Donna, Secretary, Jersey City, N. J.
Dr. B. R. Jacobs, Representative, Washington, D. C.

Macaroni for a Nickel

The consumption of macaroni products in Chicago is due for an increase this fall and winter according to the food prophets of that section. Late in October the newspapers of Chicago carried the story that the poorer families in Chicago are hailing with delight a new program for serving school children lunches, which has been inaugurated by the school board.

For the child may obtain all he wishes to eat.

The establishing of the lunch program followed an investigation which revealed that many children of poor families became weak and occasionally fainted in the afternoon because they were hungry.

That the lunch program is not a fake is evidenced by the menu. Here's what you can buy for a penny:

Big bowl of soup. (If you're still hungry, the cook will fill it up again free of charge if you have no more money.)

Jelly or peanut sandwich.

All the bread you can eat.

Milk.

If you have a whole nickel to spend for lunch, that's another matter. You can get:

Soup.

Milk or cocoa.

Macaroni and cheese.

Apple sauce.

Chocolate pudding.

Plenty of bread.

Variety is furnished, too, for the menu is changed each day for the nickel lunch-eon eaters.

Consumer Interest Collectively Created

Increased Sales Can Come Only
From Increased Demands for Macaroni Products by the Public

By Frank J. Zink of N. W. Ayer & Son.

Every manufacturer is deeply concerned in any fair method that will bring about a greater use of his product. Macaroni Products are not as well known nor as frequently served as most manufacturers would like. What agency will bring about the desired increase and an equitable distribution of benefits therefrom? Put your money on "COOPERATIVE ADVERTISING." The following open letter to the chairman of the National Macaroni Publicity Committee emphasizes the value of association publicity.

New York, Nov. 10, 1927.

Mr. C. C. Foulds, Chairman
Publicity Committee
National Macaroni Mfrs. Assn.
522 Fifth Ave., New York, N. Y.
Dear Mr. Foulds:

The members of the National Macaroni Manufacturers Association are to be congratulated on their efforts to broaden the market for Macaroni, Spaghetti and Egg Noodles by conducting a cooperative or association advertising campaign.

The controlling motive in an association campaign is the greatest

good for the greatest number. It is intended to arouse and stimulate the interest of the public in the products of an industry as a whole rather than in the privately owned brand of one member of an industry. A campaign of this type obviously cannot be undertaken by any one individual, but done collectively will benefit every member of the industry. No manufacturer, regardless of the quality of his product or his ability as a merchant, can long continue to substantially broaden his business unless the market itself is expanding.

In a cooperative campaign great energy is devoted to the increase of business for everybody. Advertising of this nature brings to the front in a favorable light industries which heretofore have been little thought of or left in obscurity. Cooperative advertising not only helps an industry to grow, but unqualifiedly insures future markets and a strong barrier to competitive substitutions.

The hardest selling resistance

does not necessarily come from competitors, but from the public's ignorance or lack of appreciation of a product and its uses. Often the best opportunity for increasing sales lies in broadening the basis market—in increasing public demand. This the National Macaroni Manufacturers Association has set out to do. The results will be commensurate with the whole hearted support given by every member of the Association to the cooperative campaign to be undertaken, and in promoting the demand for Macaroni, Spaghetti and Egg Noodles in every way at his command in his individual business.

It has been our experience that the best results in an advertising connection are secured only through a sense of partnership between advertiser and advertising agent. We look forward to our connection with you, anticipating that this will be the case.

Very truly yours,
FRANK J. ZINK.
For N. W. Ayer & Son.

Strong Financial Support Assured

[The Macaroni and Noodle Makers of the United States, large and small, east and west, everywhere have been sent the following appeal for liberal contributions to the National Macaroni Publicity Fund by the hustling committee in charge. The promoters wish to emphasize the fact that while the cooperative movement is sponsored by the National Macaroni Manufacturers association, it is a game all can (and all should) play in. The Publicity committee has assurance that many nonmember firms will contribute liberally:]

The Appeal

The time has come for intelligent TEAM WORK among macaroni manufacturers. The enthusiasm aroused at the Minneapolis convention last June in favor of COOPERATIVE ADVERTISING to bring about increased use of macaroni products in homes, restaurants and hotels, was manifested anew at the joint meeting of the 3 committees

on POPULARIZING MACARONI in Chicago last September and brought to a head at midyear meeting in New York, October 21.

Not one word in opposition has been voiced. It was not a question of WHY ADVERTISE, but of HOW. Everybody was willing that something be done—and SOMETHING WILL BE DONE.

For example, here is what 18 out of 22 manufacturers at the New York meeting thought of the idea. They pledged \$18,200 to start a National Macaroni Advertising Fund. The sponsors are—

Brooklyn Macaroni Co., Brooklyn.
Creamette Company, Minneapolis
Connellsville Macaroni Co., Connellsville.

R. DeAngelis Co., Philadelphia.
Foulds Company, New York.
A. Goodman & Sons, Inc., New York.
A. Gioia & Bro., Rochester.
Keystone Macaroni Mfg. Co., Lebanon

Horowitz Bros. & Margaretten, New York.

Italia Macaroni Co., Worcester.
Joliet Macaroni Co., Joliet.
Kurtz Bros., Philadelphia.
C. F. Mueller Co., Jersey City.
McLaren Macaroni Co., Dayton.
Skinner Manufacturing Co., Omaha.
Splendor Macaroni Co., Boston.
Tharinger Macaroni Co., Milwaukee.
A. Zerega's Sons, Brooklyn.

The amounts pledged are VOLUNTARY and strictly confidential. Some based it on production, figuring about a barrel on their annual production, while others arbitrarily gave what they thought they could consistently afford. You may do it either way.

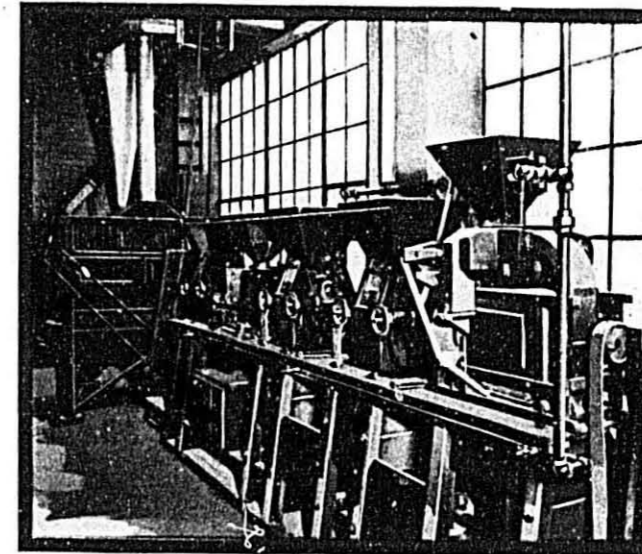
ADVERTISING ALWAYS PAYS, especially when done COOPERATIVELY by an industry. Here is your chance to add your name to the LIST of Original supporters. Send in your pledge before Nov. 15, 1927.

All for One.—One for All.
National Macaroni
Publicity Committee.

November 15, 1927

THE MACARONI JOURNAL

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Our testing unit includes a miniature mill; a macaroni mixer, kneader and press; drying chambers and cooking equipment. Through the daily operation of this miniature but complete testing plant we secure definite facts that enable us to constantly improve the quality and uniformity of Gold Medal "Tested" Semolinas.

Here is a corner of our miniature "semolina-mill" where the wheat for Gold Medal Semolinas, is

Thoroughly tested for your protection

FOR years our aim in the making of Gold Medal Semolinas has been to improve the quality and uniformity of these products.

In line with this policy, we have designed and set up a small but complete miniature mill and macaroni-making unit. By these means we secure the facts we must have about every shipment of durum wheat received, in addition to those facts we obtain by chemical analysis.

Following our chemical analysis of a sample of wheat from each shipment, about five or six pounds of semolina is then ground in our experimental mill. This semolina is then run through the macaroni-manufacturing process, to test and develop the character of the gluten necessary for the production of good macaroni, and to discover any defects

in the wheat as to color, or as to the presence of foreign seed and ergot which produce an excess of black spots.

These and other physical tests enable us to select only that wheat which comes up to the exceptionally high standards we have set to be made into Gold Medal "Tested" Semolinas.

The success that manufacturers of macaroni products have experienced with Gold Medal "Tested" Semolinas assured us that our painstaking care in their production has been well worth our while and thoroughly appreciated by those who use our semolinas.

Gold Medal "Tested" Semolinas are guaranteed. We stand ready to return your full purchase price if any sack does not prove satisfactory in every way.

GOLD MEDAL



"Tested"

SEMOLINAS

WASHBURN CROSBY COMPANY
General Offices: Minneapolis, Minnesota
Millers of Gold Medal "Kitchen-tested" Flour

Increase Consumption Through Eye and Appetite Appeal

By C. H. RIDER

Articles on the subject "What the Industry Needs Most Today" in the September 15 issue of the Macaroni Journal were of special interest, because they herald the awakening of association members to the realization that there is a great opportunity for advancement of the industry.

I believe that after having given the matter proper thought and consideration the consensus of opinion is that increased consumption is the real answer to the question.

Concluding that increasing the consumption of macaroni products will benefit the industry to the greatest degree, the natural question follows, "How shall we increase consumption?"

This is a big question. It is a question which calls for deep study. Many methods may be suggested, but all of them, to be successful, must be based on publicity. Once the members of the association have determined that publicity is the only means of increasing macaroni consumption, the question arises—"What kind of publicity shall we use?"

Again, many suggestions will be forthcoming; and again great care must be exercised in the selection of a medium of the character bringing about the desired results; creating the proper impressions at a cost not prohibitive to the industry and eliminating wasted effort to the greatest degree.

One of your contributors states in his article that the habits of the nation change frequently. This is a fact.

Several years ago the family circle, with mother darning socks, father attired in smoking gown and slippers, seated in an easy chair enjoying his after dinner pipe and reading the evening paper for the benefit of the entire family, was a picture describing accurately the average American family's evening existence.

Today the average American family spends the evening at home only when the car is out of commission or there is a death in the family. Dad reserves his pipe for hunting and fishing excursions; socks are not darned at home; the family gets its news in picture form and its diversion at the movies.

To reach this average American family with the macaroni message it has been suggested that a fund of 10 to 15 thousand dollars be appropriated for carrying on an educational campaign in the news columns of the newspapers.

This would be an excellent idea if it would work. However one should not let enthusiasm for free newspaper publicity through the medium of "news releases" outrun the knowledge that the newspapers accept or reject subjects from the viewpoint of the interests of all their readers.

There is nothing of exciting news value today in the recitation of the virtues of macaroni and I cannot by the widest stretch of imagination picture the average American man or woman, whose habit is to skim the news, read the headlines and look at the pictures, becoming consumingly interested in newspaper articles exploiting the virtues of prosaic household commodities.

It has also been my experience to learn that the public cannot be influenced by trick advertising disguised as "news." Expectations along this line must be discounted as time advances, by reason of the fact that people do not now religiously devour the news as they did heretofore.

It would not be fair to advance this destructive criticism without offering something constructive. Therefore may I suggest that to increase the consumption of macaroni and its allied products, steps must be taken to reach the consuming public through its most vulnerable spot—the appetite.

A campaign in colors displaying the product in all its deliciousness and associated with standard food combinations properly served, is a form of publicity which must receive your serious consideration.

Industries which have increased the consumption of their products have used this method successfully.

You have but to call to mind such products as Kellogg's Corn Flakes, Campbell's Soup, Mueller's Macaroni, Heinz's Beans, Sunkist Oranges, Maxwell House Coffee, Sun Maid Raisins, etc., to realize that this is at least one successful way to increase consumption through the medium of publicity.

Individual concerns within the confines of your association have realized the value of color and appetite appeal and have used both advantageously, as their position in the industrial world would proclaim.

Publicity costs money—real money; and until such time as the members of the association can think seriously of making a real effort, properly financed,

I do not hold out much hope that the American public will eat very much more macaroni than it does at the present time.

Spending the association's 10 or 15 thousand dollars to broadcast the macaroni message to approximately 112,000,000 people is like driving a spike with a tack hammer in the dark, and would be 10 or 15 thousand dollars diverted from a more successful method.

Chicagoans Like Plan

At a sectional meeting held November 2 in Congress hotel, Chicago, at the call of B. S. Scotland, member of the National Macaroni Publicity Committee, the proposed plan of cooperative advertising of macaroni products was approved. Mr. Scotland presided and explained the plan. Secretary M. J. Donna outlined action taken by the manufacturers at the meeting the previous month in New York and those present agreed to cooperate fully in the movement that has so many promises of success.

E. W. Pica, representing the Chicago Macaroni company, made an interesting talk on the value of better understanding between manufacturers and the need of improved business methods, and promised favorable consideration of the plan by his firm. R. B. Brown of Fortune Products company discussed the proposal from the point of continuity, making the acceptable suggestion that ways be adopted for continuing the publicity work over a period of years to give it a chance to prove its worth.

Henry D. Rossi of Peter Rossi and Sons, Braidwood, Ill., spoke highly of the plan as being in line with suggestions made in his paper read at the Minneapolis June convention. A. J. Grass of the I. J. Grass Noodle company strongly approved it also and promised a liberal contribution toward a movement by the industry that has been altogether too long delayed. G. G. Hoskins of the Foulds Milling Co., Libertyville, Ill., and several others praised the plan and urged all manufacturers to lend the support it deserves.

If you want to flatter a man ask him for advice in a love affair.

November 15, 1927

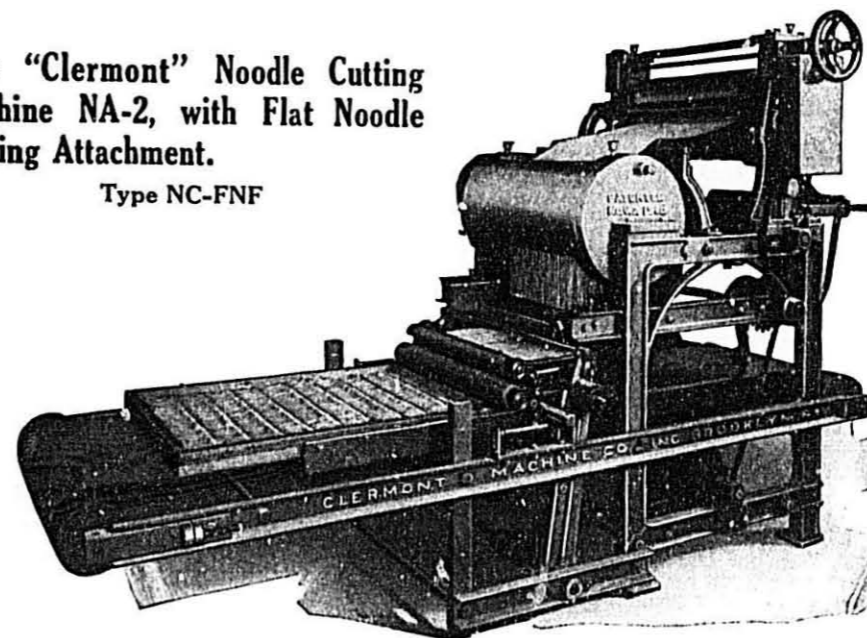
THE MACARONI JOURNAL

11

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 its 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.

September Exports Drop

According to export figures on macaroni products prepared by the food-stuff division of the Department of Commerce, September exports declined slightly from August figures, though the total for the first 9 months is still above the exports for the same period in 1926.

Australia was our principal customer last September getting 96,000 lbs. of made-in-America macaroni products. The United Kingdom was second with 88,000 lbs. Then came Canada with 88,000 lbs.; Mexico with 68,000 lbs.; the Dominican Republic with 52,000 lbs.; Cuba with 45,000 lbs.; and New Zealand with 41,000 lbs. The total for September 1927 exceeded 609,000 lbs.

New York continues to be the principal export city, shipping 259,000 lbs. destined to 21 foreign countries. Next came New Orleans with 136,000 lbs. bound for West Indies, Central and South America. San Francisco was third, handling shipments to Asia, Australia and the Pacific islands.

EXPORTS OF MACARONI BY PORTS AND COUNTRIES OF DESTINATION

	September 1927 (1000 lbs.)								
	New York	New Orleans	San Francisco	Virginia	Washington	Michigan	Buffalo	All Other	Total
Irish Free State.....				3					3
Netherlands.....	8							1	9
United Kingdom.....	82				21	31	13	22	170
Canada.....		1							1
British Honduras.....									
Costa Rica.....	1								1
Guatemala.....		2							2
Honduras.....		12							12
Nicaragua.....		4							4
Panama.....	2	30	3						35
Mexico.....	6	9	4					49	68
Newfoundland.....	1								1
Jamaica.....		4							4
Other British West Indies.....	1								1
Cuba.....	13	26						6	45
Dominican Republic.....	6	46							52
Dutch West Indies.....	1								1
Haiti.....	5	2							7
Colombia.....	1		1						2
Peru.....	1								1
Venezuela.....	1								1
British India.....	2								2
Straits Settlements.....	2								2
Ceylon.....			1						1
China.....			20						20
Hongkong.....	9		1						10
Japan.....			4						4
Philippines.....	2		3		1				6
Australia.....	81		15						96
New Zealand.....	37		3						40
British South Africa.....	2								2
Total.....	259	136	55	3	22	43	13	78	609

Flood Relief by Red Cross

One of the major tasks of the relief operations following the Mississippi flood was the feeding of a total of more than 600,000 people in an aggregate of 149 camps and other refuge centers by the Red Cross during its work in behalf of the flood victims.

Not only were they fed while the emergency lasted, but as the camp populations dwindled back to their newly recovered farms and homes, following the recession of the flood, they were given supplies of food to last them over the lean period until gardens could be raised and normal living conditions restored.

The foods used in the camps consisted of all the varied articles required for a health diet anywhere, as far as conditions permitted, including staples, vegetables, milk, macaroni products, etc.

This was a strictly emergency program. As an all-year around service the Red Cross nutrition service is contributing materially to the health of the nation through its instruction in

nutrition and food selection, stressing the importance of proper foods for health. One of the novel features of the development of this service, which



Big Sister

is gaining in size each year, is the interest which men are taking in it. Each year sees them applying in

growing numbers for this Red Cross instruction; in fact men's classes have been organized in some communities. Back of this development is the realization by men that they can choose their foods with much better effect on both their health and their pocket-books when adequately informed on the subject.

Nutrition instruction teaches the uses of varied articles of diet and their relation to health, including of course the proper way to utilize macaroni, such as combining it with milk in cooking or serving it with various meat and vegetable combinations.

Instruction in nutrition, disaster relief service, and the other branches of Red Cross service are all made possible by the support of membership in the organization, built up each year during the Annual Roll Call, the 11th of which will take place this year from November 11 to 24 inclusive.

Things never get so bad they could not be worse—nor so good they could not be better.

He who can bottle up his temper is a corker.

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

OUR BEST SALESMEN
ARE
OUR SATISFIED
CUSTOMERS

QUALITY

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.

SERVICE

There Is No Substitute For Durum Semolina

KING MIDAS MILL COMPANY
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD

No. 3 SEMOLINA

Study in Durum Prices

The price trend of No. 2 amber durum based on the Minneapolis market for the past 3 crop years is vividly portrayed in a graph prepared by the bureau of agricultural economics of the U. S. Department of Agriculture, shown herewith.

As is naturally expected the prices usually reach the low point on the influx of the new wheat in September, coming to a level shortly after the beginning of the year.

During the 1925-26 crop year the low of \$1.19 was reached about October 1 and the high of \$1.63 was reached in the early part of December. The average after that was about \$1.50.

The 1926-27 crop year shows a wider divergence of prices. Starting at \$1.50 in July 1926 it rose to about \$1.65 in August and then dropped to about \$1.35 in September. The short durum crop of that year caused a rapid rise to over a \$1.80 in December from which prices fell slowly but steadily to about a \$1.50 in June 1927.

During the present crop year the high point reached about the middle of August was \$1.65 from which there was a rapid drop to about \$1.20 by December 30.

The price has improved somewhat since the low point in September caused by the reported shortage of high protein durum wheats.

The average price of No. 2 amber durum in Minneapolis for the week ending October 14 was \$1.26 compared with \$1.45 in the corresponding week

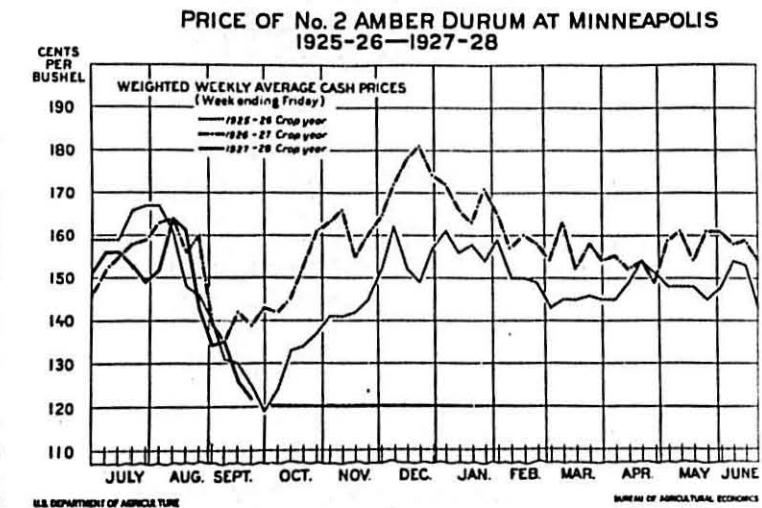
last year. This change in the situation with respect to durum is due both to an increase in the crop in United States and to increase in foreign competition from Canada and North Africa. Last year the world's durum wheat crop was relatively short which resulted in comparatively good prices for durum. Since the middle of Au-

gust the price of durum has followed very closely the course of price for the corresponding period of 1925.

As naturally might be expected the price of durum depends greatly on the quantity and quality of other wheats. In the table below is shown the United States production by classes, 1923-1927:

Year	Total Million bushels	Hard red spring Million bushels	Soft red winter Million bushels	Hard red winter Million bushels	Durum 1/ Million bushels	White Million bushels
1923	797	126	272	242	56	102
1924	864	192	189	365	66	52
1925	676	156	170	206	65	80
1926	832	122	227	361	49	73
1927*	866	191	177	320	84	94

*Estimated.



PASTE ALIMENTARI

Il Consumo Per Abitante Negli Stati Uniti.

(Reprint From La Rivista Commerciale, Official Organ of the Italian Chamber of Commerce of New York City)

Secondo un estimio della produzione delle paste alimentari negli Stati Uniti, compiuto dalla divisione dei prodotti alimentari del Dipartimento Americano del Commercio, la stessa ascenderebbe annualmente (1926) intorno alle 200,000 tonnellate. Nella fabbricazione di tale articolo è usta quasi esclusivamente la semola, ottenuta da grano duro, di cui l'America è largamente produttrice negli Stati di Minnesota, Sud e Nord Dakota.

Il grano duro americano da paste è un grano diforza, assai apprezzato dai fabbricanti di ogni paese, verso il quale esso

viene esportato, e principalmente in Italia, il cui pastificio deve alle sapienti combinazioni di grano americano da paste e di grano duro di Puglia (saragolle) se ha potuto mantenere il prestigio della qualità del prodotto; per quanto l'Italia non possa più adire con convenienza economica, e nel grossa della somministrazione, il mercato americano per tale articolo, oggi prodotta dalla fabbrica americana di qualità uguale all'importato. Conseguenza questa inevitabile dello sviluppo del pastificio americano in seguito alla guerra, e delle mutate condizioni del dopoguerra.

Lo scorso anno vennero moliti nei mulini americani per la produzione della semola ben 13,851,000 bushels di grano duro, e furono ottenuti barili 2,216,065 (da 196 libbre cadauno) di semola, con un reddito cioè del 71%. Il consumo della semola negli Stati Uniti è andato costantemente aumentando, da 1,659,000 barili nel 1921 a 1,681,000 barili nel 1925,

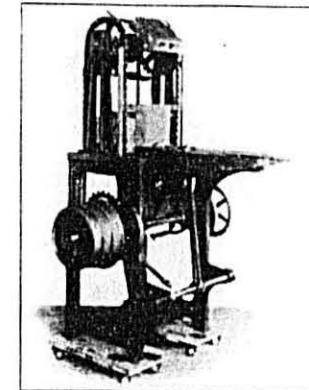
e 2,058,000 barili nel 1926. La totale produzione delle paste alimentari in quest'America raggiunse lo scorso anno la bella cifra di 500,000,000 di libbre, l'80% delle quali rappresentato da pasta fabbricata con semola, e solo on 20% da pasta di farina.

L'incremento meraviglioso del pastificio americano e della sua produzione pastaia si rispecchia nelle statistiche del movimento d'importazione di quest'articolo, ormai quasi cessata.

Nell'anteguerra gli Stati Uniti importavano annualmente non meno di 120,000,000 di libbre di pasta; mentre oggi le importazioni si aggirano in media solo intorno a 7 milioni di libbre. Il consumo per capita della pasta ascende negli Stati Uniti intorno a 4½ libbre annue, non essendo che di circa un dodicesimo del consumo per capita dell'Italia, la quale è la nazione più fortemente consumatrice di questa derivata alimentare.

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

Self Regulation by the Business Profession

There was a time when men took what they wanted—if they possessed the necessary physical strength. When those equally endowed in strength had designs upon each other's chattels they bargained for an exchange, and craft and the tactics of barter were substituted for force.

Contrast this condition with the business of today when confidence, not craft, rules the market place.

Three years ago the Chamber of Commerce of the United States formally declared that:

"The foundation of business is confidence which springs from integrity, fair dealing, efficient service, and mutual benefit."

Upon the recognition of this economically sound principle have been built the great and successful business enterprises of today.

It's a long road we have come—steep and uphill much of the way. Trade—business—once was carried on at fairs and bazaars. Here came the traders and pitched their tents in a stockade with one entrance, and that patrolled by an armed guard. The buyer came, bargained and haggl'd. The bargain concluded, he watched with wary eye against the substitution of an inferior article. The vendor bit the coin the buyer paid him, suspicious and fearful of spurious metal. And the rule was *caveat emptor*—let the buyer beware.

While such a rule in primitive civilization composed of roving tribes of local tradesmen may suffice, certain it is that no great business enterprise dependent for success on the continued patronage of a vast number of individuals, frequently located in remote quarters of the earth, can be permanently maintained on any such basis.

Distrust of motive as well as acts by the associates, employes, patrons and competitors of the business man breeds war and all the demoralization which follows in its wake. Such distrust can be overcome only by absolute integrity in thought and action and by fairness and frankness which begets confidence—the basis of successful modern business. The market is no longer tribal but world extensive, and far-seeing business men seek permanent world markets. "Good will" has become an indispensable asset in permanent business. Implicit confi-

dence between producers, distributors and consumers is the bulwark of modern commerce. This requires honest effort and scrupulous accuracy in the representation of the product. The greater the business, the greater its need for confidence in order to endure.

As suggestive of the far distance business has come is the recent designation of business as "the oldest of the arts and the newest of the professions." It is essentially creative and constructive in its nature; its function is to produce, distribute, and provide for all the material requirements of man and to in-

Self Regulation Best

Propos of the threat continually confronting business that unless it attempts to rid itself of unethical practices, government would take a hand in bringing about this end, we quote the well known Henry Ford's statement that recently appeared in his Dearborn Independent:

People who begin by surrendering their duties to a government end by being compelled to surrender their rights. The American nation has kept its rights by attending to its duties. But fashions change. It is a bad habit to run to Washington for everything just as it will be a bad condition if ever Washington comes to run everything.

crease the wealth of the world and therefore to that extent the value and happiness of life. The successful performance of this function is a high order of public service. Individual profit is its direct reward.

Business in the abstract as distinguished from the individual enterprise must have a *basic purpose*, which is to provide for the material needs of mankind. The *immediate end* may be profit to the individual engaged in serving the public, but whenever a business institution ceases to perform the basic function of business, then it is no longer entitled to exist. When individual gain is a true measure of the extent of service rendered, then the greater his gain the greater the value of the individual to the world. Then the term "big business" no longer conveys a sinister meaning, and a great fortune becomes a badge of honor rather than a reproach.

The logic of events has taught business men the value of group action.

Address of
JUDGE EDWIN PARKER
Before National
Chain Store Grocers Association

Problems of markets, of methods of production and distribution, of the relation of business and government, all these press in on the individual. He has discovered that through organization and the courage of group action business is enabled to do those things that single and alone the individual had found beyond his powers.

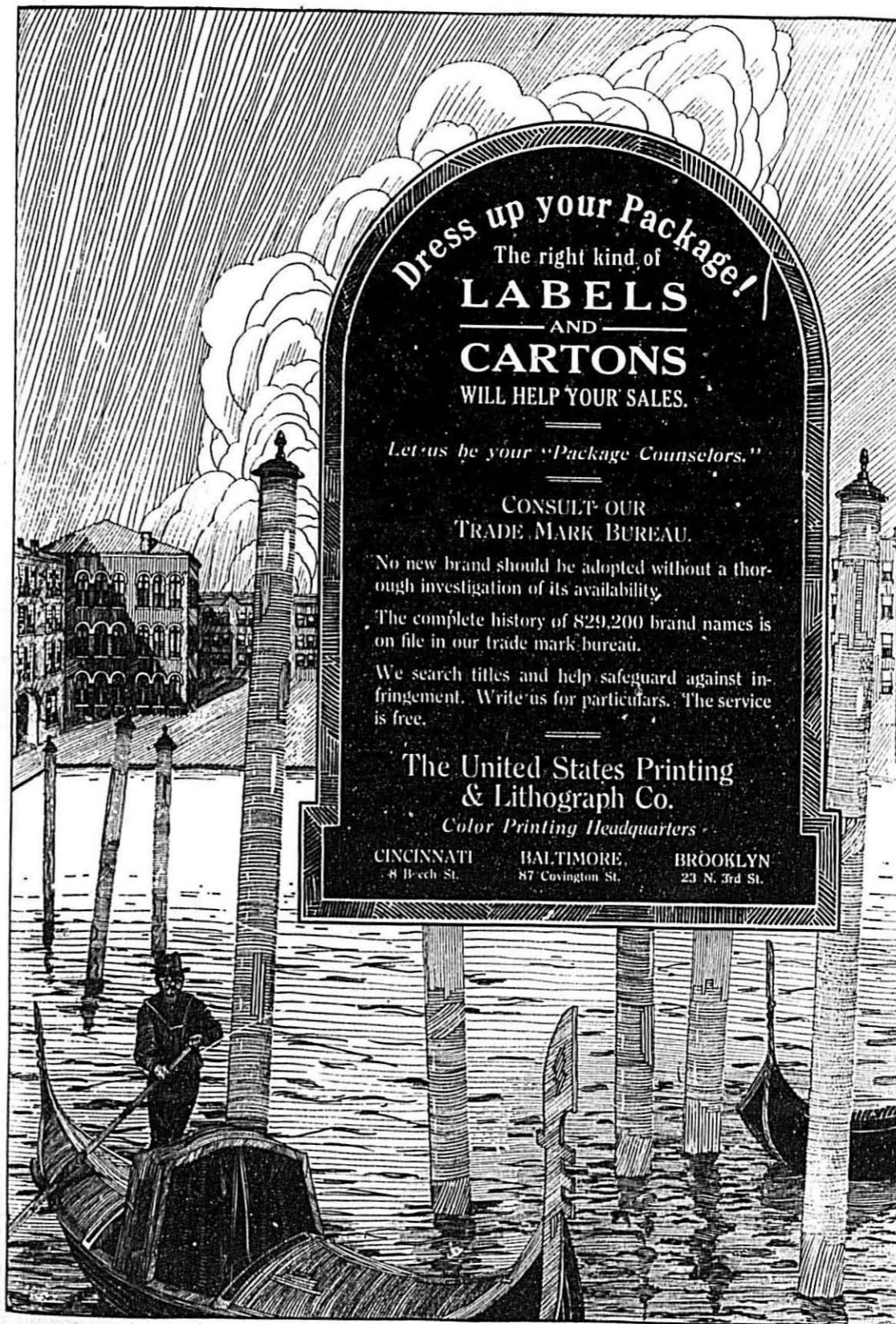
The enlightened self interest which prompted group action is slowly but surely bringing those groups and each individual member thereof to a realization of group responsibilities. This is exemplified in the wide spread movement to set up in each business, trade, or industry high and sound standards of business conduct, and to outlaw practices that in the days of isolation tended to bring the whole institution of business into popular disrepute. In those days one trickster forced his competitor to use similar tricks in self defense; but in this day of group action the views of the group in support of fair practices and proper relations between buyer and seller prescribes such tactics through the sanction of collective action. And the old maxim, "Let the buyer beware," has given place to the economic principle of modern business, Let the vendor beware lest he offend the canons of fair dealing that self regulated business has set up.

The constantly increasing complexities of business which are interknit with the development of our civilization, requires that in the general welfare business be regulated. That regulation must come either from within or from without—from government or from business itself. The growth and development of business, and the progress and well being of society as a whole, demand unhampered opportunities for individual effort and initiative which is rendered increasingly difficult in proportion to the increase in government regulation of business. On the other hand, methods and practices designed to secure immediate gains without reference to the effect on the general public, or the ultimate effect on the business itself, sometimes renders imperative restrictive and regulatory legislation in the public interest. Business impatiently resents such legislation. The remedy lies in its own hands. It can if it will be governed and

November 15, 1927

THE MACARONI JOURNAL

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Dress up your Package!
The right kind of
LABELS
AND
CARTONS
WILL HELP YOUR SALES.

Let us be your "Package Counselors."

CONSULT OUR
TRADE MARK BUREAU.

No new brand should be adopted without a thorough investigation of its availability.

The complete history of 829,200 brand names is on file in our trade mark bureau.

We search titles and help safeguard against infringement. Write us for particulars. The service is free.

The United States Printing & Lithograph Co.
Color Printing Headquarters

CINCINNATI 4 Beech St. BALTIMORE 87 Covington St. BROOKLYN 23 N. 3rd St.

regulated by its own rules and principles of business conduct. Self preservation demands the adoption of this remedy. Self regulation alone will preserve individual initiative—the master builder of American business. The spirit of mastery which has harnessed the destructive elements of nature, and converted them into constructive forces for the advancement of civilization, will not turn aside from the task of self correction through the constant observance of sound principles of business conduct.

Business should render restrictive legislation unnecessary through so conducting itself as to deserve and inspire public confidence.

It is not enough that the individual enterprise should so conduct itself as to deserve and inspire public confidence but business, while reaping all of the benefits of group action, must discharge its responsibilities, and prescribe high standards of conduct for the regulation of the entire group, not only in the general public interest, but also for the protection of all members of that group. Such rules business men themselves must formulate out of their intimate knowledge and experience of conditions and practice obtaining in their particular trade.

Much, however, still remains to be accomplished. It is by no means surprising that with the growth of commerce and industry in this country certain practices have crept into our business methods which are clearly unsound from the standpoint both of business and of the public. Some of these practices are admittedly unfair, affecting the interests not only of competitors but of the public. Others are plainly wasteful and on that score should likewise be condemned.

The remedy must be worked out by the individual industries or trade. Not all, not even a large proportion of any industrial group voluntarily engages in questionable practices. Many of the violators of the rule of "fair play" in business feel they are compelled so to act lest any unscrupulous competitors overreach them. This fact is clearly stated in the Federal Trade Commission's 1925 study of trade practices.

It frequently appeared (the commission says) that the major portion of those engaged in an industry wherein the use of some questionable practice prevailed were the victims rather than the originators of such practices, which they were obliged to follow or be placed at a serious competitive disadvantage. It further appeared that in many in-

stances business men were unable to divorce themselves from such unfair practices, though anxious to do so, without outside assistance.

Let us consider, briefly, the character of some self imposed rules of business conduct. Among certain manufacturers it had been the practice to sell products in packages which contained fifteen ounces and were so labeled, but which in all other respects closely resembled the regular 16 oz. or one pound packages commonly used in the trade. Was this an unfair practice? It was so declared by the butter manufacturers at a trade practice conference in 1920, on the score that the practice tended to deceive customers by leading them to believe that they were receiving standard weights. Moreover, the Federal Trade Commission subsequently condemned the practice from a broader viewpoint when it found that the imitation of the standard package was an unfair method of competition against other manufacturers who sold butter in standard size packages.

From the voluntary meetings of 25 industrial groups and the Trade commission, certain general principles of conduct in trade and business relations have been established. Among them are these:

Branding of product should not mislead as to value or quality.

Labeling of product should not mislead as to process of manufacture or character of product or otherwise cause confusion or deception of the consuming public.

Inducing breach of contract is unfair and unlawful.

Intentionally making false returns on report or publishing false advertisement as to quality or quantity of product is unfair.

Unauthorized use of equipment or property of competitor, with intent or effect of appropriating the patronage, property, or business of another, is unfair.

Furnishing or lending property or equipment for the purpose and effect of influencing the receiver of the property in favor of the furnisher or lender is unfair.

Making false statements concerning policies or methods of a competitor is unfair.

Commercial bribery is unfair.

Obtaining information from competitor by impersonating public or other official or by espionage is unfair.

Failing to pay advertised price or to

deduct full transportation cost when sale is on delivered basis is unfair.

Paying prices not warranted by market conditions, distinguishing between classes of customers, or simultaneously paying different prices at different points not in good faith to meet fair competition is unfair.

Giving of premiums or other valuable things as an additional reward or compensation is unfair.

Speaking about a definite program offered to business to systematically and speedily accomplish that for which it has been long blindly groping, Federal Trade Commissioner W. E. Humphrey in the "Nation's Business" for July said:

Business will have a splendid opportunity to correct existing evils, voluntarily, intelligently, effectively, without agitation, without crimination or recrimination, without publicity in its sinister sense, without the expense and injury necessarily incident to compulsory adverse action by the commission.

The statute directs the commission to prevent the use of unfair methods. Good conscience and good judgment require business to cooperate with the commission. With intelligent and sympathetic cooperation, the task will be made shorter and easier, to the benefit of all.

The opportunity for self regulation is at the disposal of every line of business. Will business grasp it?

People Eat What They Want to Eat

Mussolini, who is nothing if not original, has undertaken to force the Italian people to eat rice. He has set apart a "Rice Week" for every year. With anyone else that would be a grave mistake, but Mussolini has a streak of luck as wide as Brooklyn bridge, says the New York American.

Telling a people of any country what to eat and drink is perilous even for a dictator. Nothing will ever take the place of macaroni and spaghetti in Italy. The people have learned to eat spaghetti gracefully after generations of patient practice.

They will not care much for rice. Introducing new food to a nation is impossible, almost, which reminds us of the recent but useless efforts of the American soldiers in China to teach the natives there to eat chop suey.

Lying won't help you to get up.

Champion Equipped Plants

—are the successful plants in the macaroni and noodle manufacturing industry.

Their superfine quality products result in a steady increase of business—their substantial operating economies assure consistently good profits.

Users of Champion Flour Handling Outfits, Noodle Brakes and Macaroni Mixers, always have a winning advantage over competition.



Champion Machinery Co.,
Joliet, Ill.

Gentlemen:

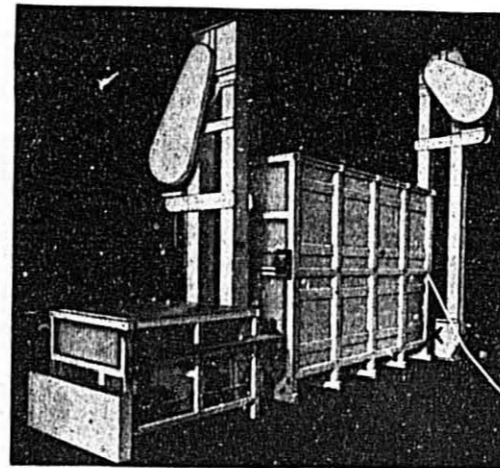
It is a pleasure for us to inform you that the Champion Senolina handling outfit which was installed in our plant recently, consisting of Bin, Conveyor, Water Vat and Scales, meets with our complete satisfaction. This installation was a decided improvement over our previous system of handling our Senolina and water in the manufacturing of our product, as it saves time, labor and other little detail expenses. We are sorry we did not install the Champion outfit years ago.

We also wish to thank you for the courteous treatment accorded us by your representatives and the service rendered by them in assisting us with much patience to reduce our overhead expense.

With sincere wishes for your further success, we remain

Yours very truly,
CONNELEVILLE MACARONI COMPANY,
J. E. GUNNO
Treasurer.

120/C



Our experts are at your service in redesigning your present plant, or in helping you work out plans for a new one.

We shall be glad to answer any inquiries regarding your problems—and without obligation to you.

CHAMPION MACHINERY COMPANY

JOLIET ILLINOIS

These Letters Tell

the experience of two prominent manufacturers who have secured important advantages from the use of Champion machinery, and also valuable engineering aid from the Champion service department.

You can get equally profitable results by running your plant the "Champion Way."

THE JOHN B. CANEPA COMPANY
MANUFACTURERS OF
RED CROSS MACARONI AND SPAGHETTI
302-310 WEST GRAND AVENUE
CHICAGO



Feb. 21st, 1927.

Champion Machinery Co.,
Joliet, Ill.

Attn: Mr. P. A. Motta, Secy.

Dear Mr. Motta:

Appreciating your good service, I have, for some time intended to write you and let you know that the scales and elevator conveyor we purchased from you are giving first class satisfaction.

In fact we have had no trouble whatever with them.

Naturally a manufacturer appreciates real service when he gets it and it is only your due to be made acquainted with the fact that you have given us the kind of service we want, and your machinery has proven to be all that you claimed for it.

Best wishes and every success to you,

Very truly yours,

THE JOHN B. CANEPA COMPANY

John B. Canepa

120/C

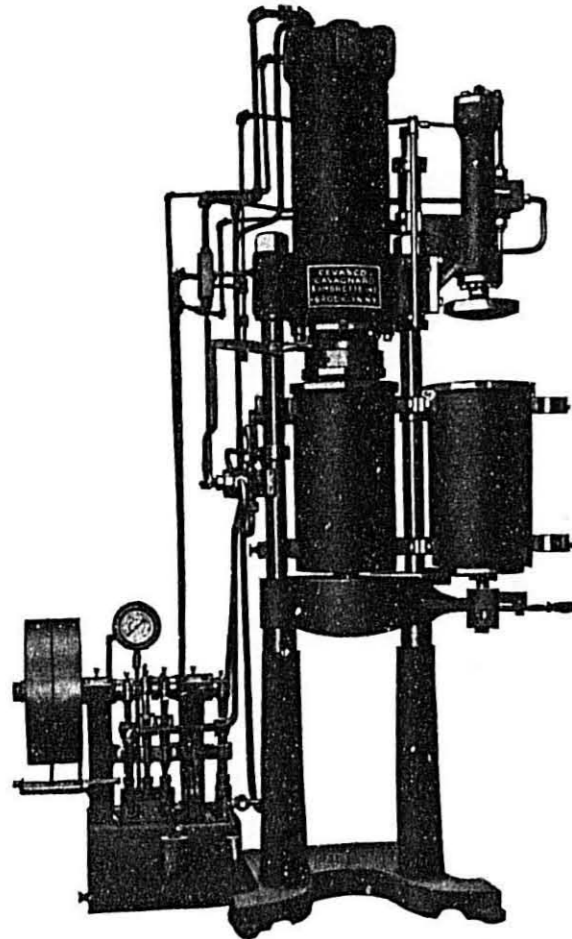
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die

between the two faces, there can be practically no waste of material. 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 1/2 inch and two (2) sections for the 12 1/2 inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

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

Consolidated Macaroni Machine Corporation

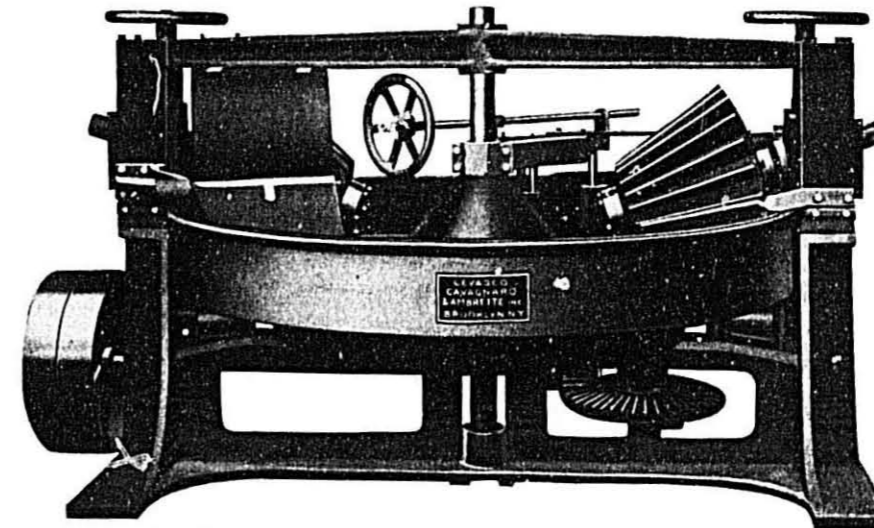
FORMERLY

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.

Collect at Source---Make Everybody Pay

At the last macaroni convention, held in Minneapolis, the question uppermost in the minds of the manufacturers of macaroni was "What does the macaroni industry need most today?" You asked me the same question but I hesitated stating my opinion because all of my efforts in the past 10 years to conclude anything beneficial to the industry were a complete failure.

I listened with interest to the various opinions given and to the very good papers read at our convention treating this subject. I have also read the opinions of manufacturers which appeared in the Association journal but I failed to find anything that would seem to be a feasible working proposition to which the members of the association and those who do not belong to the association could be reasonably expected to adhere.

Setting aside the fact that macaroni factories are springing up with the same ease as the saloon before prohibition, we have to contend with the expansionist who is continually increasing production in the face of an overproduction with the subsequent results of price cutting and further demoralizing the market, cheapening the product and keeping the industry in continual chaos. It is now time for the industry to find itself. Personal ambition should be set aside for positive thought and constructive action.

The question of increasing macaroni consumption seems to have originated almost with the foundation of the Macaroni association, and this leads me to believe that the individual manufacturers at that time felt the necessity of concerted action to increase consumption, and it was this thought in mind that brought them together into an association. All of the talks and papers read at the last convention were nothing more nor less than a repetition of what has been said all along during the life of the association.

The difficult problem has not been and is not today what should be done to increase consumption, but it is, rather, how to raise sufficient funds with a guarantee of continuity. The members of the association most willing to do anything are but a small minority considering the number of manufacturers in the United States. To expect them to shoulder the re-

sponsibility of the stupendous sum that must be raised annually for a national advertising campaign would be unfair.

Without basing my figures on positive facts, we shall assume that we need \$100,000 for the first year, \$125,000 the second year and \$150,000 the third year and each year thereafter, for at least 5 years. To raise this amount it would require a voluntary subscription with a guarantee of continuity from a sufficient number of manufacturers to cover the amount necessary. If this plan cannot be worked out, then there is a positive one but one which I know will meet with a good many objections. I admit it is arbitrary, but if it could be put over it would certainly bring the desired results, and that plan is to assess at the mill every manufacturer from 2 to 3c per bbl., more or less, on every barrel of flour or semolina shipped to a macaroni manufacturer.

To put over a proposition of this kind I deem it necessary to put on an educational campaign, to reach every macaroni manufacturer in the country, preparing their minds as to what the industry should do to save itself, and this campaign should be the task of the association and individual members who approve of such a plan. This should be the work of this crop year.

The millers should give all of their moral support and contribute in this work of persuasion through their representatives all over the United States.

A general call to our next convention of all nonmembers to help shape the proposition and give it definite form should be in order.

Any proposition that will not equally distribute the financial burden cannot survive.

(It would be well to consider this suggestion as the proper 1929 "follow-up" of the voluntarily financial plan now proposed for 1928.—Editor.)

Crescent Salesmen Meet

Forty-two salesmen of the Creamette Macaroni & Cracker company attended the annual fall meeting and sales conference of the organization last month in Davenport, Ia. Three days were devoted to the study of sales conditions and new sales policies. C. B. Schmidt, vice president of the company and active superintendent of macaroni production, gave an interest-

By **JOSEPH FRESCHI**
of Mound City Macaroni Company,
St. Louis

ing talk on the prospects of macaroni sales during the fall and winter. The final day of the meeting was devoted to a banquet, a picnic and a boat ride, which furnished a full day of enjoyment for the salesmen, the firm's employes, and their families.

Durum 50% of Crop

Durum wheat in North Dakota this year has the high quality desired by semolina millers, averaging 60.4 lbs. test weight and more than 85% of amber kernels, according to tests of 123 samples conducted by C. E. Mangels, cereal chemist, and Thomas Sanderson, miller, at the North Dakota agricultural college.

"Federal grades prescribe that durum must contain at least 75% of hard vitreous kernels to be classified as amber durum," Mr. Mangels declares. "In this respect this crop averages well above this tolerance. Semolina millers want durum that will make a sharp, bright semolina, and this crop is fine in that respect."

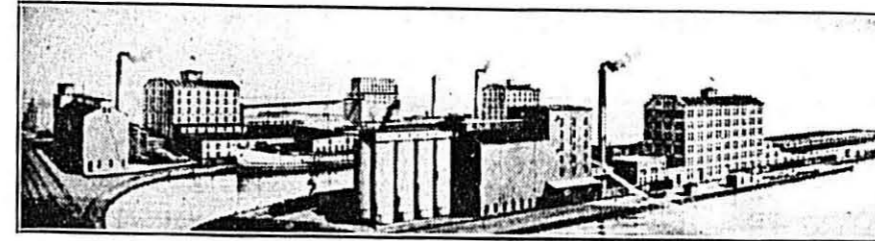
"Due to the cooperation which we have received from the county extension agents of the state it has been possible to test more samples of durum wheat this year than ever before. Importance of high quality in durum is apparent when one considers that almost 50% of the wheat crop in the state this year is estimated to be durum."

"A rather unusual condition prevails in that the durum wheat this year averages a little lower in protein content than the hard spring wheat, 11.2% for the durum and 11.9 for the hard spring. Usually durum will average about the same or slightly higher in protein content."

Of the 123 samples of durum, the one highest in protein contains 16.4%. This was sent in by County Agent John Jensen of Eddy county and was grown by A. R. Johns of New Rockford on land that had been in sweet clover.

Raid Macaroni Plant

The Semolina Macaroni company at 666 Charles st., Providence, R. I., last month was raided by thieves who carted away a safe containing \$150 in cash and valuable papers. Entrance was gained by breaking a glass in the door and loosening the night latch. The heavy safe was carried through the front door of the plant and later forced open. No clew to the thieves has been found.



HOURGLASS BRAND Semolina and Flour

Quality of First Consideration

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

Every Sack Guaranteed

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PHILADELPHIA OFFICE: 458 Bourse Bldg.

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

Notes of the Macaroni Industry

New Macaroni Industry Census

The bureau of census of the United States Department of Commerce is laying plans for its biennial census of manufacture and the cooperation of every plant in the country is sought to make it as complete and as far reaching as possible. If manufacturers will give confidentially the information asked, valuable data will be deduced from the totals.

From the 1925 census report, which is nearly ready for distribution, it is gleaned that the total value of macaroni products made by all establishments reporting such products was \$43,489,344 of which \$40,545,065 value was made by firms devoted exclusively to these products.

In the 1925 census 327 firms were recorded as engaged in manufacturing macaroni products as compared with 343 in 1923. The number of workers increased from 4098 in 1923 to 4560 employed by the reporting firms in 1925.

In 1925 the total of wages paid employees was \$5,025,625 as against \$4,332,312 in 1923. In 1925 the total value of the manufactured products was \$43,489,344 while in 1923 it amounted only to \$29,556,501.

In 1925 macaroni manufacturers paid out for their raw materials \$27,491,142 while 2 years previously the cost was only \$16,616,400. The value added to the products through the manufacturing process was \$15,998,202 while in 1923 it amounted to \$12,910,101.

The American plants increased their horsepower consumption for driving machines from 18,191 h. p. in 1923 to 19,873 in 1925.

The Slack Filled Package

Another trade evil that will have to be combated is that of slack filled and improperly marked packages or containers. This feature is receiving the attention of the federal and state food officials who look upon it as unfair merchandising. They are now planning action whereby authority will be given the government to require that all packages be reasonably well filled. Notice of the expected action has been sent to the members of the National Macaroni Manufacturers association by Dr. B. R. Jacobs of that organization. It is suggested that samples of packages and containers of

each product just as it leaves the plant be submitted for measurement and proper criticism of labeling and weight. If this is done manufacturers will have information on hand with which to meet expected action by officials along this line.

Packages have been obtained in stores that were not more than 50% full, in extreme cases. What does the housewife think of it when buying one of these deceptive packages? Her thoughts surely will not favor that particular brand and may even reflect unfavorably on the product. It is argued that it is better for macaroni manufacturers to attempt self regulation in this and other matters than to await compulsion with its harmful publicity.

Gallerani Company Reorganized

The Gallerani Macaroni Company, Inc., was recently organized to operate the plant at 107 W. Ohio st., Pittsburgh, Pa., and which has been shut down for several years. Alexander Gallerani, former proprietor, heads the new company which has made important changes in the plant and which will produce both package and bulk goods. For the past 2 or more years Mr. Gallerani has been acting as superintendent of the spaghetti department of Heinz & Company of Pittsburgh.

Williams Compliments Grocers

James T. Williams of the Creamette company of Minneapolis was one of the principal speakers at the early fall meeting last month of the St. Paul Retail Grocers association. He commented on the wonderful progress made by the organization and on the friendly spirit the members always manifested toward the manufacturers and distributors. John W. Lux is president of the retailers and H. C. Mathews is secretary. The continued work of the credit bureau was the chief topic of discussion and praise for that service was sounded in every quarter.

One Plant in Oklahoma

The city of McAlester has the distinction of having the only macaroni manufacturing plant in Oklahoma and Arkansas, and also has the oldest plant west of the Mississippi river, according to The Oklahoman.

The plant was established in June

1896 by Joe and John Fassino who immigrated to the United States in June 1887 from their home town Caneschio, Canavese, Italy. The firm is known as the McAlester Macaroni company.

The plant is housed in a 2 story brick building 60x120 and produces approximately 2,000,000 lbs. of macaroni products annually that are valued at about a quarter of a million dollars. Eight women and 14 men are employed in producing 23 varieties of macaroni which are shipped to 17 states of the Union and into Mexico. The founders are still in active charge of the operations.

Fire Loss Is \$2000

A midnight fire early last month caused damage to the extent of \$2000 to the plant and stock of the Lynn Macaroni Manufacturing company of Lynn, Mass. The blaze was noted by the engineer of a shifting engine on the narrow gage railroad and firemen responding to his call soon gained control of the fire. The damage was mostly to the walls and partitions of the 3 story cement and wooden building at 47 Harbor st., owned by Mrs. Mary Carcione. Her husband Joseph is the head of the operating company. The fire was of a mysterious nature and is being investigated by the state police.

Vagnino Heads K. C. Firm

P. F. Vagnino, salesmanager and vice-president of the Kansas City Macaroni & Importing company of Kansas City, Mo., and of the American Beauty Macaroni company of Denver, Colo., was elected president of the combined firms to succeed Rocco Sarli who died last month. Mr. Vagnino has been an officer of the concern he now heads since 1922. Before becoming a macaroni manufacturer he practiced law in Denver. Other officers of the organization will hold their respective positions as follows: Thomas Basile, vice president and production manager of the Kansas City plant; Antonio S. Vagnino, vice president and production manager of the Denver plant; Antonio Onofrio, secretary; John Tucille, assistant secretary; Michael Onofrio, treasurer.

Fire in Cinelli Plant

The macaroni manufacturing plant of the G. Cinelli & Company at 2132 Pacific av., Tacoma, Wash., was badly

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damaged by fire October 14. The fire started from an overheated gas heater in the drying rooms on the third floor.

Damage from the fire itself was the smallest factor according to President Guido Cinelli. The greatest loss was from the action of smoke, and water used in quelling the blaze. Besides damaging the finished macaroni products, the stored semolina and the macaroni manufacturing machinery, a valuable stock of imported goods was included in the loss.

The stock of the G. Cinelli company was valued at from \$75,000 to \$80,000 at time of the fire. Insurance amounted to about \$35,000. In the opinion of the president the loss will about equal the insurance carried.

company. Properly prepared spaghetti and macaroni dishes in hotels are almost a rarity. This one exception was surely appreciated.

Mr. Mitchell was a wonderful host, the luncheon was fine and the purposes for which the meeting was called were accomplished. No wonder those in attendance had smiling faces and contented looks. More meetings of that kind and gatherings of that nature would help bring about better understanding and allay suspicion that is the source of much of the unpleasantness too frequently confronting the industry. Thanks, Mr. Mitchell!

Needed--Some Unseen Power

Spaghetti Features Luncheon
Believing that the manufacturers should themselves set a good example by eating their own products, the chef of the Manger hotel, New York city, concocted a dish of spaghetti that rightfully won the commendation of the 25 macaroni men in attendance last month at the midseason meeting who were the luncheon guests of Howard P. Mitchell, the New York representative of Washburn Crosby

The apparent disinterest on the part of many of the macaroni manufacturers toward the proposed, very economical, campaign to increase demands for their products makes C. S. Foulds, chairman of the Macaroni Publicity Committee, and his coworkers long for some unforeseen power to convince the reluctant ones that publicity alone will cure the industry's ills. He is reminded of this need for more power by a story that he

read in a recent issue of *The Nation's Business*. If something could be conceived that would give his committee the power manifested by the fish in the story there would be no doubt about the success of his plan. It reads:

"Speaking of Montana and fishing, here is a story on worm bait which is not only timely but good. A native fisherman told me, and if any reader doesn't believe it I can show him the lake where the incident occurred.

"Two fishermen were having no luck with flies. One suggested that they soak an angle worm in whisky and try that. So a fat worm was obtained, put in the bottom of an old can, and some bootleg poured over him. The worm, showing the well known signs of animation, was impaled on a hook and cast in the lake.

"Immediately the once placid lake became violently agitated. Something churned the waters to their depths. The rod bent double and the fisherman in desperation grabbed the line. He tried to pull it in, but his companion had to come to his aid. Together they slowly reeled in, to discover—what do you think? The angle worm had seized a big trout by the throat and was choking it to death!"

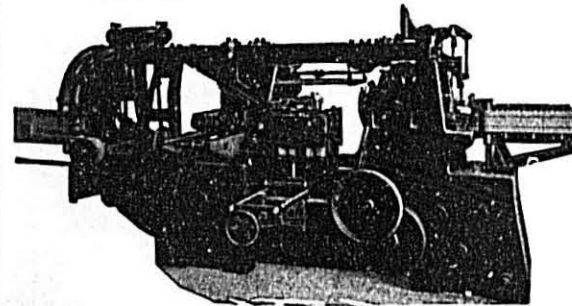
Meets Every Requirement of "The Ideal Container"

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.

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Grain, Trade and Food Notes

Durum Plentiful

Revised figures on the 1927 durum wheat crop compiled by the United States Department of Agriculture as of October 15 placed the production at 80,210,000 bus., the second largest crop in the history of wheat production in this country. The 1922 crop slightly exceeded the durum wheat grown principally in the Dakotas, Minnesota and Montana. The domestic spring wheat crop, which includes durum, is now estimated at 313,771,000 bus. and the total production of all wheats in the United States this year is now placed at 866,538,000 bus.

Available Wheat Surplus

From the wheat producing countries of the northern hemisphere the quantity of good wheat available for export this year will be about normal, with the quality somewhat under grade.

An important feature in the foreign wheat trade is the quality of the season's crop. According to the Dominion bureau of statistics the quality of

the Canadian crop is about 97% of the 10 year average. Only about one third as many cars were inspected in September as during the corresponding month last year and the inspection reports confirm the low quality of the grain. The Australian crop is now placed at 115,000,000 bus. which should provide about 70,000,000 bus. for export. The United States and Canada has available for export about 100,000,000 bus. more than last year. Export demand continues of good volume and the flow through the Atlantic, Pacific and Gulf ports is about normal.

World Wheat Crop

The northern hemisphere wheat crop outside of Russia and China, according to estimates based on reports to October 18 is about 180,000,000 bus. greater than last year. The increase, however, probably will be offset to some extent by reductions in supplies from Russia and Argentina. Estimates from 35 countries which in 1926 produced more than 95% of the northern hemisphere crop outside of Russia

and China total 3,086,000,000 bus. as compared with 2,903,000,000 bus. last year, an increase of 6.3%. While no definite estimates are available as to production in Russia and China, reports indicate that the wheat crops of Manchuria and certain other parts of China are better than last year, whereas the Russian crop is probably somewhat smaller than last year, says the U. S. bureau of agricultural economics.

The southern hemisphere harvest season is approaching. Reports to date indicate that the Australian crop may be 45 million bus. short of last year. The first forecast is 115 million compared with 161 million bus. last year. The wheat area of Argentina has been increased and reports to date indicate that conditions have been fairly satisfactory for development of the crop.

The increase of 6 million bus. in the October estimate of the United States crop raises the North American total to 84 million bus. above last year. The quality of the Canadian crop as reported by the Dominion bureau of statistics is below the average at the end

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of September but slightly better than last year.

Reports to date indicate that the European crop outside of Russia is about 75 million bus. greater than last year. Estimates received to date total 1,270,000,000 bus. as compared with 1,196,000,000 bus. last year. The indicated increase in these countries, however, may be offset in part by reduced exports from Russia and by the low quality of grain in some countries. While both the German and French estimates of production are above last year's final estimates, it is believed that larger proportions of the grain in these countries are of unmerchantable quality.

Wheat procurements in Russia for the season July 1 to October 1 amount to 28 million bus. as compared with 31 million for the same period last year. It is believed, however, that procurements for the remainder of the season will not so closely approximate last year's procurements. This expectation is based upon indications that while the wheat crop of the Ukraine may have been equal to or greater than last year the production in several other regions has fallen far below that

of last year. Exports to date have been very light and it is probable that the government will retain within the country for home consumption and reserve practically all of the wheat collected.

WHEAT: Production, average 1909-13, annual 1924-27

Country	Average 1909-1913	1924	1925	1926	1927	Per cent 1927 is of 1926 %
NORTH AMERICA						
United States	1,000 bus.	1,000 bus.	1,000 bus.	1,000 bus.	1,000 bus.	
Canada	690,108	861,428	576,429	832,809	846,538	101.1
Mexico	197,119	262,097	411,376	409,811	458,741	111.9
	11,481	10,357	9,440	10,244	11,108	108.1
Total North America	898,708	1,136,882	1,097,245	1,252,864	1,336,387	106.7
EUROPE						
France	325,644	281,179	330,844	231,767	284,356	122.7
Spain	130,446	121,778	162,591	146,600	148,914	101.6
Italy	184,393	170,144	240,844	220,642	215,212	97.6
Germany	131,274	89,199	118,213	95,429	113,644	119.1
Czechoslovakia	37,879	32,238	39,309	34,130	37,870	111.0
Hungary	71,493	51,568	71,675	74,909	75,122	100.3
Bulgaria	37,823	24,698	49,643	41,064	49,236	119.9
Romania	158,672	70,420	104,741	110,882	98,435	88.8
Other Europe reporting production in 1927	260,354	201,406	271,137	240,342	247,302	102.9
Total 25 countries	1,337,978	1,042,630	1,388,907	1,195,765	1,270,121	106.2
AFRICA						
Four countries	92,047	85,312	104,558	89,976	107,731	119.7
ASIA						
Three countries	383,327	395,985	371,047	363,896	371,840	102.2
Total 35 countries	2,712,560	2,660,809	2,961,847	2,902,501	3,086,079	106.3
Estimate world total excluding Russia and China	3,041,000	3,142,000	3,400,000	3,417,000		

The less money one has to lend, the fewer his enemies. An "Old Soak" is usually a "Great Sponge."

PLEDGE TO NATIONAL COOPERATIVE PUBLICITY FUND

Date....., 1927.

M. J. Donna, Secretary,
National Macaroni Manufacturers Association,
Braidwood, Illinois.

The *UNDERSIGNED* hereby pledges and agrees to pay to the National Cooperative Publicity Fund the following sum for specified purposes:

- The TOTAL SUM of \$....., payable as follows:
 - Twenty-five (25%) per cent or \$..... with pledge.
 - Balance in TEN MONTHLY INSTALLMENTS of \$..... each starting January 1, 1928.
- Subscription is made in consideration of the proposed nation wide publicity campaign, organized and conducted by the National Macaroni Manufacturers Association to widely acquaint the American people with the real value of Made-in-America Macaroni, Spaghetti, Noodles, etc., thus bringing about increased use thereof.
- Pledge is made on condition that money raised for this purpose by supporting manufacturers be expended in National Publicity and Educational Work through the National Macaroni Publicity Committee of the National Macaroni Manufacturers Association composed of—

C. S. Foulds (Chairman), The Foulds Co., New York.	G. Guerissi, Keystone Mac. Mfg. Co., Lebanon
Henry Mueller (President), National Macaroni Mfrs. Assn.	A. Gioia, A Gioia & Bro., Rochester.
B. S. Scotland, Joliet Macaroni Co., Joliet.	L. M. Skinner, Skinner Mfg. Co., Omaha.
C. B. Schmidt, Crescent Mac. & C. Co., Davenport.	
- Attached hereto is our check for \$..... being 25% of this our pledge.

Corporate Seal

(Signed)

or

Firm

Witness

Officer

Title

Fill and Mail This Pledge Today.

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Established 1903

Growth of the United States Foreign Trade in Macaroni

By FELIX T. POPE

On July 20, 1925, an article was published in *COMMERCE REPORTS* on the world trade in macaroni, in which attention was called to the fact that from an annual importer of 110,000,000 lbs. of macaroni the United States had become an important exporter of this product, and the statement was made that the United States had apparently gone permanently on an exporting basis. It is gratifying to note that subsequent events are bearing out this prediction, and although imports have shown a tendency to increase to a small degree exports have more than kept pace with them.

For the first 8 months of 1927 imports were 2,203,044 lbs. compared with 3,602,183 for the same period last year, while exports amounted to 5,480,000 lbs. In the minds of a great many people there is some magic significance attached to the word "imported," and it is hard, indeed, to convince these people who have been using an imported product for years that a home product is as good or better than the imported product. It is therefore all the more remarkable that the American manufacturer has been able to capture and hold the American market against all foreign competition.

The accompanying table of imports to the United States and exports from the United States shows that imports have dropped from 107 million lbs. in 1913 to 2,200,000 for the first 8 months of 1927, while exports have gone from nothing in 1913 to nearly 5 1/2 million lbs. for the first 8 months of 1927.

TABLE I
Imports of Macaroni Into and Exports of Macaroni from the United States

Year	Imports lbs.	Exports lbs.
1913	106,500,750	—
1918	\$4,913,624	—
1919	402,010	—
1920	\$40,925	—
1921	802,551	—
1922	\$101,859	—
1923	808,008	—
1924	\$107,160	—
1925	1,587,464	—
1926	\$166,294	—
1927	2,917,369	7,494,873
1928	\$234,211	\$605,184
1929	3,476,116	7,159,864
1930	\$249,981	\$566,230
1931	4,534,928	7,486,436
1932	\$298,058	\$589,988
1933	6,408,878	8,557,218
1934	\$154,146	\$726,765
1935	5,225,245	8,272,634
1936	\$396,151	\$711,122
1937	2,202,044	5,480,000
1938	\$203,913	\$456,849

The following table of exports by countries of destination shows that the

United States is slowly but steadily and surely making itself felt as a factor in foreign markets and is increasing its trade not only in volume but in width of distribution, going to all quarters of the globe, far off Australia being numbered among our best customers. It is a well known fact that the more widely distributed a business, the more stable it is. That is, a business that has a great many comparatively small customers is much sounder than one dependent upon a few large customers.

America's best customers for the first 8 months of 1927 in the order named were as follows:

Canada	1,334,000 lbs.
United Kingdom	1,028,000 "
Mexico	679,000 "
Dominican Rep.	449,000 "
Australia	429,000 "
Cuba	375,000 "

Italian Exports of Macaroni
Italy has for years been by far the

largest exporter of macaroni in the world, the United States up to 1916 having been her best customer. The following table of Italian exports of macaroni and the proportion going to the United States graphically shows the changes that have taken place in world trade in macaroni in recent years.

TABLE III
Italian Exports of Macaroni, etc. (Statistica di Importazioni ed Esportazioni)

Year	Total Exports lbs.	To U.S. lbs.	Per cent to U.S.
1910	140,073,009	111,806,509	79.82
1911	141,933,691	110,522,550	77.87
1912	146,433,721	88,088,100	60.17
1913	156,509,184	99,052,016	63.29
1914	142,063,983	87,282,319	61.44
1915	98,182,743	30,038,998	30.59
1916	36,781,326	14,440,130	39.26
1917	5,313,968	48,501	0.91
1918	1,798,733	—	0.00
1919	5,412,073	—	0.00
1920	12,478,918	207,012	1.66
1921	18,405,764 (a)	711,344	3.86
1922	31,585,525	2,243,401	7.10
1923	35,754,644	2,713,642	7.59
1924	41,066,186	3,079,606	7.46
1925	37,229,307 (a)	5,529,849	14.85
1926	31,659,797 (a)	4,228,076	13.35

(a) U. S. Import data.

TABLE II
Exports Macaroni From the United States in Thousand Pounds

To	1923	1924	1925	1926	8 mos.—Jan.-Aug., Inc., 1927
Belgium	191	—	—	—	—
Denmark	—	—	1	2	—
France	—	—	3	5	—
Germany	35	58	78	16	—
Greece	10	13	31	40	25
Irish Free State	—	—	—	—	—
Italy	7	2	—	—	—
Netherlands	299	250	152	98	57
Norway	2	1	—	—	—
United Kingdom	1633	1361	1556	1603	1028
Canada	1295	1400	1315	1650	1334
British Honduras	15	11	12	11	4
Costa Rica	11	13	26	24	3
Guatemala	19	22	136	133	19
Honduras	147	155	36	33	121
Nicaragua	26	28	406	452	22
Panama	271	384	2	3	321
Salvador	3	3	—	—	—
Mexico	890	985	1158	1075	679
Newfoundland	11	11	9	5	8
Bermuda	21	19	10	6	4
Barbados	—	—	2	2	—
Jamaica	23	26	23	31	17
Trinidad and Tobago	—	—	1	2	—
Other British W. I.	—	—	8	9	2
Cuba	626	705	651	604	375
Dominican Republic	625	956	1547	1084	449
Dutch West Indies	—	—	5	4	4
Haiti	77	65	95	70	83
Virgin Islands	10	11	15	11	4
Bolivia	—	—	3	1	—
Colombia	—	—	23	22	14
Ecuador	—	—	3	3	—
Peru	14	25	50	42	8
Venezuela	—	—	20	22	38
British India	—	—	12	15	9
Ceylon	—	—	7	8	4
Straits Settlements	—	—	14	10	8
China	153	165	301	188	105
Java and Madura	25	49	41	18	16
Hongkong	—	—	62	59	17
Japan	140	63	62	66	56
Philippines	52	54	66	66	34
Australia	351	422	445	528	429
Oceania	15	10	11	6	5
New Zealand	83	115	173	238	78
British So. Africa	3	17	10	14	18
Other countries	77	89	16	576	81
Total	7160	7486	8557	8273	5480

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.

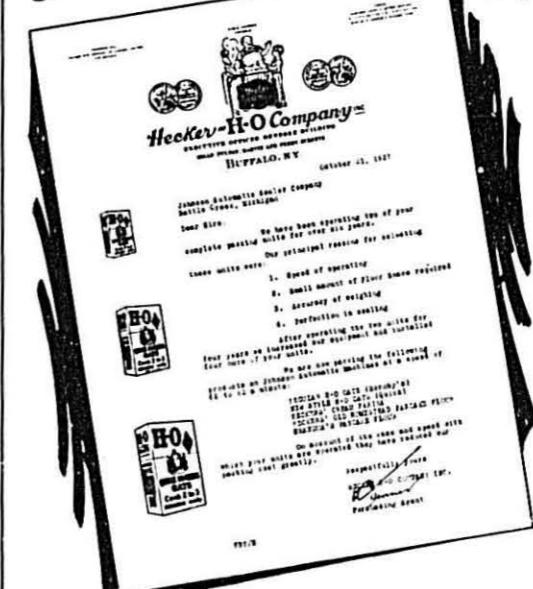
The House of Perfection Always at Your Service

Where Others Have Failed, We Have Succeeded.



Why not deal with a reliable house?
INTERNATIONAL MACARONI MOULDS CO.
317 Third Ave. Brooklyn, N. Y.

A Plain Tale from the Mills!



"Johnson Automatic Machines Have Reduced Our Packing Cost Greatly"

THIS unsolicited testimonial is very gratifying, particularly because it illustrates the re-order value of JOHNSON Packaging Machinery. Mr. Turner says: "After operating the two complete packaging units for four years we increased our equipment and installed four more of your units."

Mr. Turner gives four principal reasons for his selection of JOHNSON packaging machinery—1, Speed—2, Small Floor Space—3, Weight Accuracy—4, Sealing Perfection—all vital factors in profitable packaging.

Read this letter again. Isn't this convincing evidence of the value of JOHNSON Packaging Machinery? Our Sales Engineers will advise you on your packaging problems without charge.

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., LTD.
Battle Creek, Mich., U. S. A.
New York—30 Church St. Chicago—208 So. LaSalle St.

JOHNSON
AUTOMATIC PACKAGING MACHINERY

School Day Luncheons

By Betty Crocker

Radio Talk Over 18 Broadcasting Stations on Value of Macaroni Products as a Food for Growing Children

Children, like grownups, hate monotony in food. It is important that we give them the right kind of food for lunches because, if children are poorly nourished at noon, they eat enormous suppers and then do not sleep so well. If they rush off to school without eating much lunch, they usually spend their pennies for candy, which is not as good for them as nourishing, simple food.

One of the best foods to meet these needs is macaroni. Although in the past it has been slighted by American cooks, macaroni and spaghetti dishes are becoming more and more popular as we learn more about how to prepare them. 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 combined with so many other foods to advantage.

Easy To Digest

Also it comes to us from the manufacturer in so many different shapes and forms—macaroni, in the long tubes or cut short (called elbow cut), in smaller tubes of spaghetti, or vermicelli still finer, noodles and many others. Shell and alphabet letters made from macaroni are always pleasing to children. Because of its food value and because it is easy to digest, baby specialists recommend it as an excellent food for children from one year on.

Ham, Spinach, and Macaroni

I have figured out some school day lunch menus using this marvelous food because it is easy to prepare and gives a wonderful chance to use up leftovers. On Tuesday when there is only a tiny bit of ham left and a cup of spinach carefully planned for when it was cooked for Sunday dinner, I would make Creamed Ham in Spinach Ring with Macaroni. Here is the recipe:

1 cup uncooked macaroni cut in inch pieces.
2 cups cooked spinach
2 tablespoons butter
2 tablespoons kitchen tested flour
1 cup milk
½ teaspoon salt
2 cups cooked ham.

Cook the macaroni in 2 quarts boiling salted water about 15 minutes, until tender, and drain. Chop the spinach, season, press into buttered ring mold. Place over pan of hot water and keep hot until serving time. Make white sauce using butter, flour, milk and seasoning, adding egg yolk. Add the ham cut in fine pieces to the white sauce. Remove the spinach to a hot platter, surround with hot cooked macaroni. This will make 6 servings.

Of course you do not need to steam the spinach in a mold. You can get a very nice effect by piling the spinach in a mound in the center of the platter, then placing spoonfuls of macaroni and spoonfuls of the creamed ham alternately around it.

Serve with it good bread and a glass of milk, and for dessert, a combination of fruits or fruit sauce and plain cookies, and you will be giving your children the advantages of a well balanced meal.

Use Plenty of Water

One more precaution about cooking the macaroni. Be sure to place it in plenty of water, have it boiling violently and keep it boiling rapidly until the macaroni is tender. This will swell and cook the starch cells properly. The time of cooking will depend on the kind of macaroni used. Some of it is made with thick walls, while others are thinner walled tubes. If cooked too long after it becomes tender, it will begin to lose its shape and flavor.

If you want to be as enthusiastic about macaroni and spaghetti dishes as the Italians are, buy the best macaroni made from durum semolina.

Durum is the name of the hard wheat grown in the northwest which contains an unusually high percentage of protein. When the durum wheat berry is ground coarsely it gives us a meal which is amber in color and resembles cornmeal. This is semolina, which is the ideal meal for making macaroni paste. Macaroni made from ordinary wheat flour is very different. The flour forms an unpleasant sticky coating when it is cooked, and the macaroni tubes collapse and adhere together.

Macaroni made from all durum semolina, with no inferior flour added, is of clear amber color, is firm and smooth when cooked, and has the rich flavor of the high protein durum wheat.

Williams Elected Director

At the annual meeting of the American Grocery Specialty Manufacturers association the latter part of October in Atlantic City, James T. Williams, president of the Creamette company, Minneapolis, Minn., was honored by election as director of the organization for a term of 3 years. This is the second time he has been so honored. Henry Mueller of C. F. Mueller company, Jersey City, and president of the National Macaroni Manufacturers association, refused to stand for reelection as director on completion of his 3 year term.

The 1927 convention of the specialty men was a successful one both from point of attendance and business transacted. Closer cooperation between manufacturers, distributors and consumers was the keynote of the meeting. Unfair competition and illegal practices were condemned and self regulation approved.

H. D. Crippen of the Bon Ami company was elected president. H. R. Drackett of the Drackett Chemical company was named first vice president, J. S. Goldbaum of Fels & Company second vice president, and George D. Oles, Jr., of Hills Brothers company is third vice president. Louis McDavid of Colgate & Company was elected treasurer and H. F. Thunhorst and C. W. Dunn were appointed secretary and counsel respectively.

The directors are C. Francis of the Post Products company, W. J. Underwood of the William Underwood company, L. W. Mitchell of Parsons Ammonia company, James T. Williams of Creamette company, F. E. Barbour of the Beechnut Packing company, C. B. Knox of Knox Gelatin company, and Proctor Carr of the Shredded Wheat company.

Among the macaroni firms represented and particularly at the cereal section group, in which matters of great concern to the business were considered, are the following: C. F. Mueller company of Jersey City, by Henry Mueller; Beechnut Packing company of Canajoharie by F. E. Barbour; Creamette company of Minneapolis by James T. Williams; Tharinger Macaroni company of Milwaukee by F. J. Tharinger; Skinner Manufacturing company of Omaha by Eugene Skinner, and Foulds Milling company of New York by C. S. Foulds.

CROOKSTON-SEMOLINA

From

Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

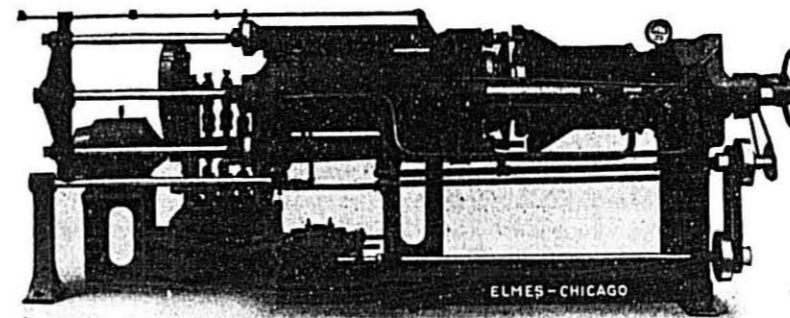
Crookston Milling Company

CROOKSTON, MINNESOTA



THE NEW ELMES' SHORT CUT PRESS Gives the greatest return for every dollar

Alphabetical or fancy cut goods made any desired thickness.
Variable speed transmission. More speeds. Finer adjustments. Hydraulic and auxiliary packing cylinders, bronze brushed.



Dough tempered by heating device for hot water or steam.
Cylinders outside packed. No dismantling to repack cylinders.
High and low pressure pump. Valve lift. Speed regulating valve.

BUT 45 PER CENT OF
HYDRAULIC MACHINERY
IN USE IS 10 YEARS OLD

ELMES
SINCE 1851

MANY ELMES PRESSES
BUILT OVER 40 YEARS
AGO ARE IN USE TODAY

SOLD WITH THE ELMES GUARANTEE—FIRST CLASS MATERIAL AND WORKMANSHIP
CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, U. S. A.
New York, 420 Lexington Ave., Telephone Lexington 4270 New York Expo. Office, 420 Lexington Ave., Phone Lexington 1270

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of trade marks applying to macaroni products. During October 1927 the following were reported by the United States patent office:

TRADE MARKS REGISTERED

Only one trade mark was registered in October.

Milano

The private brand trade mark of Joseph M. Zaccaria, doing business as Zaccaria & Company, Chicago, Ill., for use on alimentary pastes and spaghetti sauce. Application was filed March 12, 1927, and was granted Oct. 11, 1927. This registration is not subject to opposition. The trade mark consists of the trade name in heavy black script letters.

TRADE MARKS APPLIED FOR

In October, 9 applications for registration of macaroni trade marks were made and duly announced by the patent office to permit filing of objections thereto which must be made within 30 days of date of publication.

Pilgrim

The private brand trade mark of the Manhattan Wholesale Grocery company, Providence, R. I., for use on macaroni and a long list of other grocery products. Application was filed Aug. 6, 1927, and published Oct. 4, 1927. Owners claim use since June 25, 1925. The trade mark is a fanciful figure of an early Pilgrim settler doing sentry duty in front of a block house, protecting a white settlement against Indian attack. Above the figure is the trade name "Pilgrim."

Wonder

The trade mark of the Feeser Macaroni company, Harrisburg, Pa., for use on alimentary pastes. Application was filed Aug. 12, 1927, and published Oct. 11, 1927. Owners claim use since July 30, 1927. The trade mark is the trade name "Wonder" in an elongated field of black.

Eggmac

The trade mark of the Feeser Macaroni company for use on alimentary pastes. Application was filed Aug. 16, 1927, and published Oct. 11, 1927. Owners claim use since July 30, 1927. The trade mark is the trade name "Eggmac" in fanciful, decorated letters. The bottom line of the letter "E" is extended to underscore the en-

tire word. Just above this is the phrase "Egg Macaroni Delights" in small type. At the bottom of the trade mark is shown some elbows or short cut macaroni. "The drawing submitted is lined for yellow. No claim is made to the words 'Egg Macaroni' nor to the representation of the goods, apart from the mark shown in the drawing."

Leibniz

The trade mark of H. Bahlsens Keksfabrik Aktiengesellschaft, Hannover, Germany, for use on alimentary pastes and other grocery products. Application was filed Dec. 2, 1926, and published Oct. 18, 1927. Owners claim use since July 14, 1897. Trade mark is the trade name in black type.

Egg-Aroni

The trade mark of Joliet Macaroni company doing business as the New Macaroni company, Joliet, Ill., for use on alimentary pastes. Application was filed Aug. 20, 1927, and published Oct. 18, 1927. Owners claim use since April 7, 1927. The trade mark is the trade name in heavy black type with letters increasing in size at both ends of the word.

Song Bird

The private brand trade mark of S. Kahn Sons, Inc., Evansville, Ind., for use on alimentary products and other groceries. Application was filed April 9, 1927, and published Oct. 25, 1927.

BELL RINGER

Prize Winner submitted by
Frank DeAngelis, R. DeAngelis & Co., Philadelphia

TAKE ANOTHER SHOT

There have been "Bell Ringers" of humor; here's one of good common sense:

A Naturalist divided an aquarium with a clear glass partition. He put a lusty bass in one section and minnows in the other.

The bass struck every time a minnow approached the glass partition. After three days of fruitless lunging, which netted him only bruises, he ceased his efforts and subsisted on the food that was dropped in.

Then the Naturalist removed the glass partition. The minnows swam all around the bass but he did not strike at a single one. He had been thoroughly sold on the idea that business was bad.

There is a moral, if one is needed, and this is it: Take another shot at the glass partition. Maybe it isn't there any more!

Owners claim use since July 20, 1926. The trade mark is the drawing of a bird perched on a flowery twig. Above it appears the trade name.

Time O'Day

The private brand trade mark of Jordan Stevens company, Minneapolis, Minn., for use on macaroni products. Application was filed June 13, 1927, and published Oct. 25, 1927. Owners claim use since March 16, 1927. The trade mark is the trade name appearing over the drawing of the face of a clock with the hands indicating the hour as 6:15.

Leaning Tower

The private brand trade mark of the Italian Importing Company, Inc., Spokane, Wash., for use on macaroni and other foods. The application was filed July 14, 1927, and published Oct. 25, 1927. Owners claim use since Feb. 1, 1927. To the right of the trade name "Leaning Tower" is shown an inset of the leaning tower at Pisa, Italy.

Skinner with Jack Agency

The Skinner Manufacturing company of Omaha, Neb., maker of Skinner macaroni products, has placed its advertising account with Stanley H. Jack Company, Inc., Omaha advertising agency. Though some newspaper space will be used the major part of the publicity will be carried on through selected magazines.

OUR NEW BRAND



GIVE IT A TRIAL

Commander Mill Company
Minneapolis, Minnesota

"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.

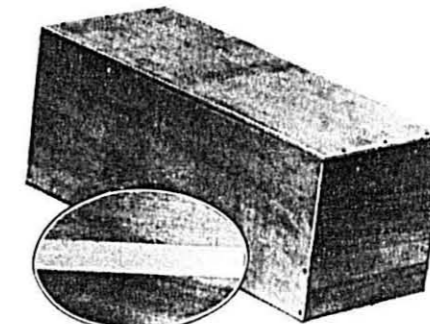
MATTIA LOCATELLI NEW YORK Branch
24 Varick Street, (Locatelli Building)

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

Young Manufacturer Dead

In the very prime of life and just when the zenith of his business career apparently had been reached, Rocco Sarli, president and general manager of the Kansas City Macaroni & Importing company, Kansas City, Mo., passed

ently he was dissatisfied with the opportunities that existed in Peoria and becoming fairly well acquainted with the American language he went to Chicago, where he found employment with a large Italian importing com-

Kansas City businessmen in organizing the Kansas City Macaroni & Importing company. This was in 1912 shortly after his marriage with Miss Lena Basile.

Mr. Sarli became president and general manager of the new concern, taking up his duties with zeal and enthusiasm. The manufacture of macaroni products began in a small way and were distributed locally. The business prospered and soon outgrew the limited facilities of the plant, making it necessary within the short interval of 8 years to make 3 large additions until today the plant is one of the largest in the central part of the country. Under Mr. Sarli's untiring efforts and rare capacity for work the prosperity of the company continued and in 1922 it was consolidated with the American Beauty Macaroni company of Denver, Col. Naturally Mr. Sarli became president of the consolidated companies whose business expanded to cover the entire central states and the far west sections of the country.

The great activity and energetic spirit, however, was given at the expense of his health. Last April he suffered an attack of influenza from which he only partially recovered, his heart being left in a weakened condition. A change of climate was recommended and Mr. Sarli went to California for the summer. He returned apparently in good health but suffered a relapse that brought about the end of a promising life at the age of only 43.

Mr. Sarli is survived by his wife and 2 children, Rose age 14 and Ralph age 10, also 2 brothers, Faust Sarli of Peoria, Ill., and Emil Sarli of Kansas City.

A "hard boiled" guy is only a bird that is "half baked."

Pacific Company to Advertise

An advertising campaign to reach distributors in its natural territory of distribution will be conducted by the Pacific Macaroni Manufacturing company of Los Angeles, Cal. It will be in the nature of a test campaign in the Los Angeles papers through the Los Angeles agency of Emil Prisacher & Staff. Publicity will be given to this firm's Gold Medal brand of macaroni, spaghetti and egg noodles.

A lot of sales are made because competition is asleep.



away on Oct. 11, 1927. In his death the industry lost an intrepid leader and wise counselor, his firm a keen executive.

Mr. Sarli was born in 1884 in Anzi, a province of Basilicata, Italy. There he spent his early life, receiving a primary and secondary education which fitted him for the successful business career which he was later to enjoy. Being of an adventurous spirit he migrated to the United States at the age of 19.

It was in Peoria, Ill., that he first found employment in this country with his brother in a bakery. Appar-

pany. He first worked as a clerk, absorbing and studying details of the business, information which later stood him in good stead. His energy and devotion earned him a promotion to the position of salesman for his firm. While employed in that capacity he traveled extensively through central and western United States, making friends everywhere.

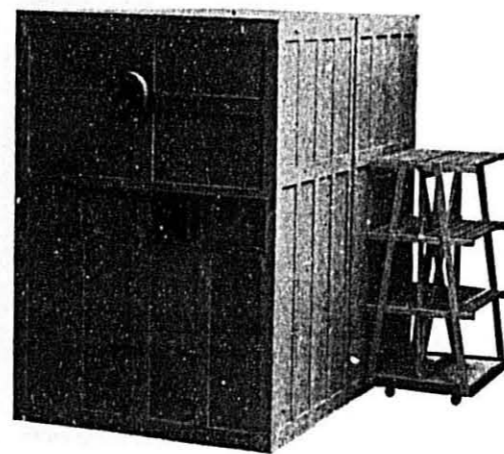
The economic growth and business opportunities of Kansas City, together with the many business and personal friendships established there, caused him to sever his connection with the Chicago firm and to head a group of

BUHLER BROTHERS' for

Works at Uzwil, Switzerland

"Quality"

The BUHLER Long Goods Dryers



The Long Goods Dryer Model Q. P.-IV
Capacity 1350 lbs.

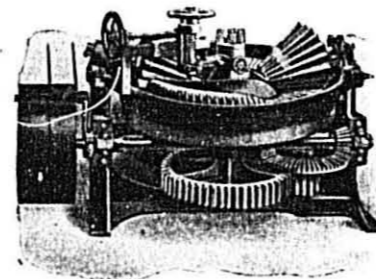
Perfectly straight goods.
Absolutely even drying in every part of the Dryer.
No heating necessary.
Perfect regulation of the air currents.
Shortest drying time.
Small power consumption.
Highest efficiency.

For information please ask

Th. H. Kappeler

Sole Distributor for Buhler Machinery
NEW YORK OFFICE, 44 Whitehall Street, NEW YORK CITY

D. & E. Kneaders



To The Trade:-

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

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

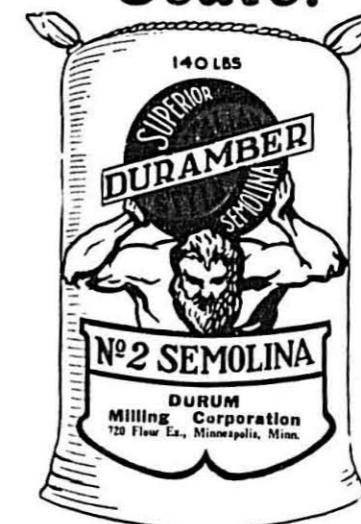
Yours very truly,
DIENELT & EISENHARDT, Inc.
R. F. BOGGS, Sales Manager

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

Established Over 50 Years

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"

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

The Macaroni Journal

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

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

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

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Industry. All matters intended for publication
must reach the Editorial Office, Braidwood, Ill.,
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THE MACARONI JOURNAL assumes no re-
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contributors, and will not knowingly advertise
irresponsible or untrustworthy concerns.
The publishers of THE MACARONI JOURNAL
reserve the right to reject any matter furnished
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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 November 15, 1927 No. 7

Resolutions on Sad Loss of Rocco Sarli

At the New York meeting of the board of directors of the National Macaroni Manufacturers association, October 21, 1927, the secretary announced the sad loss of Rocco Sarli, president of the Kansas City Macaroni & Importing company and leading member of the National Macaroni Manufacturers association. The secretary was instructed to prepare suitable resolutions to be spread on the minutes of the meeting and to be sent to the family of the deceased member and to his firm. The resolutions submitted and adopted were as follows:

WHEREAS, God in his infinite wisdom saw fit to remove from all earthly cares our respected fellow manufacturer, Mr. Rocco Sarli, president of the Kansas City Macaroni & Importing company and loyal member of the National Macaroni Manufacturers association, while in the very prime of his life and facing a most successful future, and

WHEREAS, in his death the Industry has lost a wise counselor and a firm supporter of all its progressive activities, therefore be it

RESOLVED, that we, the Board of Directors of the National Macaroni Manufacturers association, voicing the sentiment that prevails in our organization and in the whole Industry, express our regrets over the untimely departure

of this promising business man and willing coworker; and that we extend our sincere sympathy to the bereaved family and to the member company which which he so firmly founded and ably managed.

National Macaroni Manufacturers Association.

Henry Mueller,
President.
Attest:
M. J. Donna, Secretary.

Personal Notes

Congratulations

The secret is out. Macaroni manufacturers have been wondering why A. J. Fischer, manager of the durum department of Pillsbury Flour Mills company, has been keeping so close to Minneapolis of late. Last month a daughter was born to Mr. and Mrs. Fischer and all are fine. Modest John says that wife is deserving congratulations. Just like him.

"Remember"

Mrs. James T. Williams, wife of "Creamette" Williams of Minneapolis, Minn., who thrilled the macaroni men at their convention last June, likewise thrilled the specialty men last month at Atlantic City by her beautiful rendition of that wonderful song "Remember." Maybe she'll consent to favor us again in Chicago next year.

Editor Admits Defeat

John Ravarino of Ravarino & Freschi Importing and Manufacturing company, St. Louis, Mo., popular and gracious director of the National Macaroni Manufacturers association, wired Secretary M. J. Donna last month his reason for not being able to attend the directors meeting. The message read: "Arrived, a hale and hearty boy, 10½ pounds. All well. Can you beat it?" Stumped! Naturally sent congratulations.

Recuperating at the Springs

Frank L. Zerega of A. Zerega's Sons, Brooklyn, N. Y., one of the oldest macaroni firms in America, is sojourning at Hot Springs, Va., for his fall vacation. He expects to return to his duties about the middle of the month.

Flour Man, A Visitor

Mr. and Mrs. H. S. Pearlstone of New York paid a surprise visit to the

headquarters of the National Manufacturers association last month. Mr. Pearlstone, well known flour broker in the east, had motored to St. Louis to meet "the missus" and they were en route home by way of the Great Lakes route to Niagara Falls.

A Family Trait

John S. Pillsbury, vice president of the Pillsbury Flour Mills company of Minneapolis, has been elected president of the Minneapolis Chamber of Commerce, being in the third generation of his family elected to that high position. His grandfather was president of the Chamber from 1883 to 1885 and his father from 1893 to 1894.

The consistent advertiser clips the coupons called good will.

The advertiser's salesman spends most of his time closing the orders; the other fellow in locating the prospects.

WANT ADVERTISEMENTS

Five cents per word each insertion.
WANTED—Assistant Foreman. Must have experience in macaroni manufacturing. The Pfaffmann Egg Noodle Co., Cleveland, Ohio.
FOR SALE—Roller Cutting Knife to fit W. & F. or Baker-Perkins machine, 14½" long, brand new. Will cut noodles the width of 3/32". Brand new Maldari Bronze 10" Sea Shell die. Will cut Sea Shells 1¼" long. Sell at half price. B. A. K. c/o Macaroni Journal.

FOR SALE MACARONI PRESS

Almost New
BARGAIN
OWNER, care of Macaroni Journal

FLETCHER - EICHMAN & CO.

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

A. ROSSI & CO.

Macaroni Machinery Manufacturer

Macaroni Drying Machines
That Fool The Weather

387 Broadway — San Francisco, Calif.

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.

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. Chicago, Ill. Bush Terminal Bldg. 8 Brooklyn, N. Y. 5-7 W. Lombard St. Baltimore, Md.
1100 Mateo St. Los Angeles, Cal.

DURUM SEMOLINA



CAPITAL FLOUR MILLS, Inc.

MINNEAPOLIS

MINNESOTA

SAINT PAUL

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

OFFICERS 1927-1928

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M. J. DONNA Secretary and Editor P. O. Drawer No. 1, Braidwood, Ill.
DR. B. R. JACOBS Washington Representative 2026 I St. N. W., Washington, D. C.

The President's Column

A Thought for November

"It is not enough that goods are made, a demand for them must also be made."—Calvin Coolidge.

Yes, we all make good macaroni products, and we sell a goodly portion of our output. What we need is a demand for the surplus that most manufacturers have to worry about. The "American Way" of creating this demand is by judicious advertising. Let's try it.

The Proof

"The proof of the pudding is in the eating." An activity should be judged by what it promises and does. Give it a chance to prove its worth.

We have a fire food. Let's tell this to the world. Help put it on the American table, properly prepared. The rest will take care of itself. Support the national cooperative publicity plan.

Faith and Dollars

I earnestly recommend that you read once more the National Macaroni Publicity Committee's proposal and plan as outlined in the Secretary's letter to the entire Industry on November first.

Here is a most progressive step forward, taken only after months of study and planning, and unselfishly proposed.

Macaroni products need more favorable publicity.

Someone must finance the proposition. Who but macaroni manufacturers can properly be expected to do it?

Someone must handle the whole affair. Who better than the originators of the plan, men who have given liberally of their money and time in devising it?

Fellow manufacturers, we must have FAITH in the Publicity Committee, CONFIDENCE in the plan and trust them with our DOLLARS.

An Epitaph

In the language of a well known banker—
"There are many tombstones in the Business Graveyard on which might be written:

"A good product, well made, well sold, BUT little known because poorly advertised."

All It Needs Is a Start

Every good thing must have a beginning. We have done much talking about cooperative advertising. We all agree that it will do much good. So why hesitate? Help give it the right start.

The Secretary's Column

A November Hit

A liberal subscription to the National Macaroni Publicity Fund made now will give you another thing to be thankful for on Thanksgiving Day.

The Faithful Percenters

Nothing could be attempted, nothing be done, if an activity depended upon 100% support. The more progressive ones must unselfishly carry the load till the others see the light. There are many who always talk favorably, but "money talk" is a strange language to them. Overlook their attitude and think of this:

To those who talk and talk and talk
This proverb should appeal!
"The steam that blows the whistle
Will never turn the wheel."

Advertising Creates Business

According to the dictionary—advertising means "to turn the attention of others to"; "to announce, publish."

As an industry it is generally conceded that we have failed miserably in "turning the attention of others to" macaroni products to the extent required. We have not "published" to the world in convincing arguments the true value of this wonderful food. There has been submitted a plan for doing this that should have your moral and financial support. Are you with or against your fellow manufacturers in this unselfish endeavor to publish the true facts about macaroni products?

The Get-Together Spirit

Every little fellow, pulling in his little selfish way,
Independently and selfish in his purpose through the day—
Strife and friction, counteraction of endeavor every hour—
Get united, pull together, that's the policy of power.

Half a hundred individuals singing each his little tune,
In his personal pet pitch, and there's a Babel pretty soon—
Get in harmony and rhythm and the mighty song will rise
With a throb and thrill and oneness that will shake the very skies.

It's cooperation heavy that the miracles can show.
It's the get-together spirit that will make the movement go:
Yield a little, take a little, put your shoulder to the wheel.
All together! "Pull together," carries through the biggest deal.

JOHN J. CAVAGNARO

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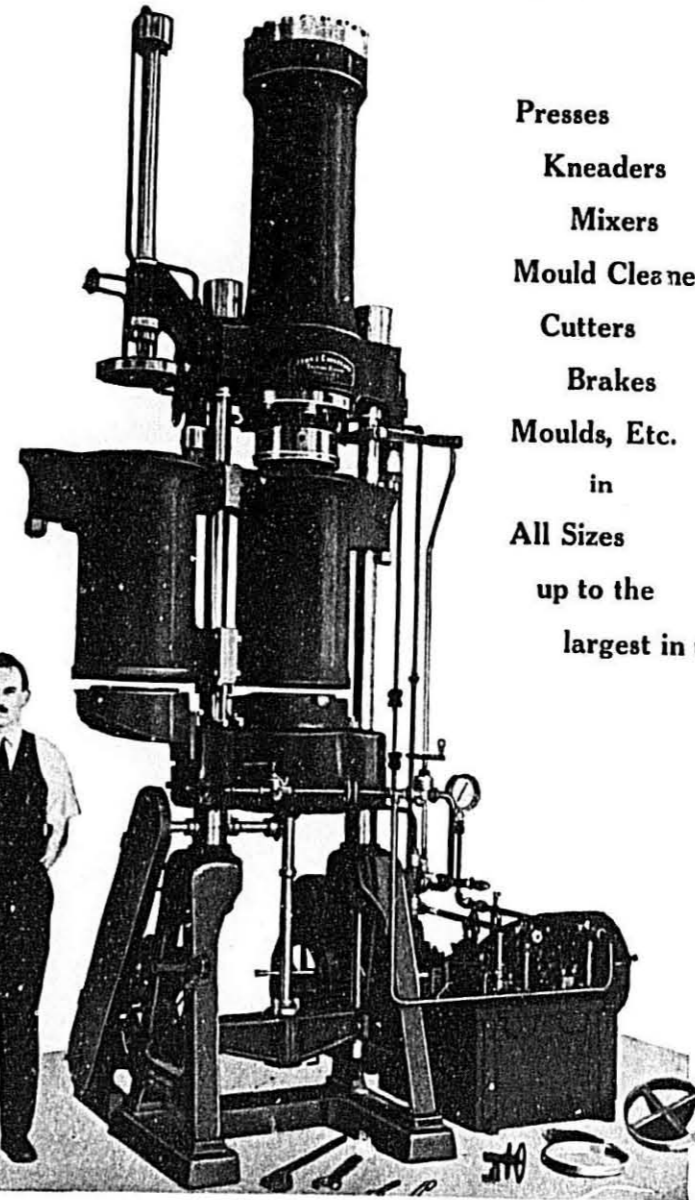
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