

**THE
MACARONI
JOURNAL**

**Volume 10,
Number 2**

June 15, 1928

The Macaroni Journal

Minneapolis, Minn.

June 15, 1928

Volume X

Number 2

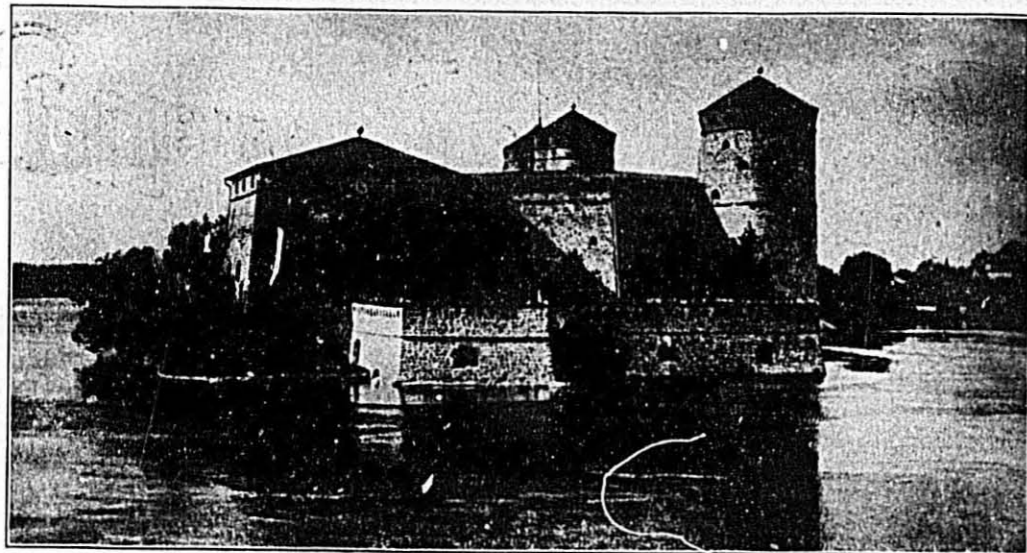


*A Monthly Publication
Devoted to the Interests of
Manufacturers of Macaroni*



The Black Cat Room Edgewater Beach Hotel, Chicago

In this ideal meeting place will meet on June 19-21 the leading Macaroni Manufacturers of the country to consider the industry's problems and to inaugurate the opening of the SILVER JUBILEE YEAR of the Industry's National Organization.



The ancient feudal castle of Olofsborg, Finland, combines within itself the same fine characteristics of quality, strength and RESISTANCE to wear and abuse that are so typical of our Fibre Containers in whatever capacity they are used. Real quality survives.

Better Fibre Boxes Resist Abuse Better

FIFTY YEARS ago the shipper disposed of a packaging problem without regard to either time or cost. He assembled his lumber, cut it to size, built his box, protected his shipment by stuffing hay, straw, excelsior, old newspaper, sawdust and whatnot around it, reinforced the box with nails, steel straps, wire or wooden cleats and sent it on its way, heavy, clumsy, hard to handle and therefore subject to heavy bumps, strains and wrenchings. Percentage of smashage was high—so was the cost, and as a whole, this type package was not practical. Many shippers are doing the very same thing today. Are you?

TODAY—the careful, economical shipper puts in a call for one of the packaging and shipping engineers of our large Research Department—WITHOUT OBLIGATION—to solve the problem. This expert designs a Solid Fibre or Corrugated shipping container that is light, yet amply strong, ingeniously reinforced to resist and endure shocks and strains, also easy to seal and handle. On the shipping platform this package represents a saving of 30% to 70% of the cost of the wood box or case. Beside, smashage is reduced, safety increased, and time waste cut to a minimum. This FREE SERVICE is used by a large number of America's biggest shippers. Are you using this service?

Let our large, well informed Research Department help you cut packing and shipping costs—without charge or obligation. Simply fill in coupon herewith and mail today.



A Strong Solid Fibre shipping box that will protect your goods and deliver them in good condition.

CONTAINER CORPORATION OF AMERICA

AND
MID-WEST BOX COMPANY

111 W. Washington St.



CHICAGO, ILLINOIS

Five Mills — Nine Factories

Capacity 1000 tons per day

RETURN COUPON

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

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

Name _____

Title _____

Firm _____

Address _____

June 15, 1928

THE MACARONI JOURNAL

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No, It's Not Too Late Yet To Decide To Go. Join the Other Progressive Manufacturers in Boosting Our Industry.

It's Our

LAST CALL!

See you at the Edgewater Beach Hotel, Chicago, June 19-21, during the Macaroni Men's Conference.

Sure I'll Come and Bring—"Sweetie"



A Macaroni Argument

A pound of macaroni measured before cooking increases in weight about 4 times during the cooking process and contains approximately 600 calories. This is considerably more than a pound of potatoes for which macaroni is sometimes used as a substitute, though superior in every way.

Macaroni is seldom served alone. The addition of other foods, such as cheese, tomatoes, etc., increases both its flavor and palatability and materially enhances its nutritive values.

Golden Key to Machinery Men's Silver Jubilee Party

U. S. of A., June 1, 1928.

Macaroni Manufacturers of America:—

Please accept with our compliments, this GOLDEN KEY to the MACARONI MACHINERY AND EQUIPMENT MANUFACTURERS' SILVER JUBILEE PARTY to be held in connection with the 1928 Conference of the Macaroni Industry in Edgewater Beach Hotel, Chicago, June 19, 20 and 21.

It admits you, your lady and friends to a program of pleasant surprises, thrilling entertainment, peppy shows, entrancing dancing—a real GET-TOGETHER PARTY that you should not miss.

The National Association will provide an interesting and educational program and we will try to drive "dull cares" away. Please send no regrets.

East Coast, West Coast, North and South as well
Are going to get together; and have a lot to tell;
You can sit and listen, or you can make a speech.
We'll do the entertaining, with a Program that's a peach.

Cordially yours,

Macaroni Machinery & Equipment Manufacturers.

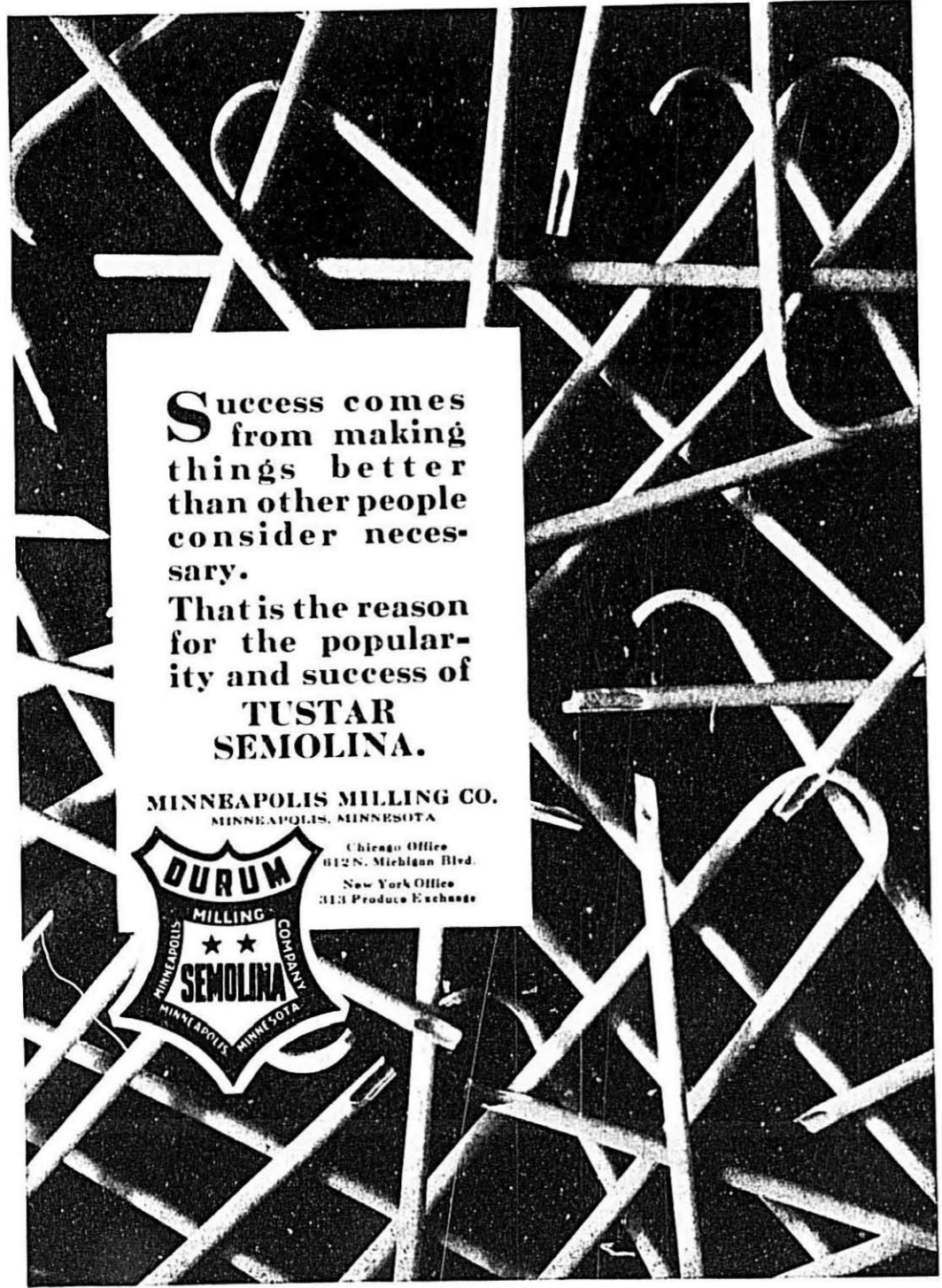


The Truth About Spaghetti

Spaghetti is one of the most easily digested of the wheat products and lends itself readily to the making of



many wholesome, nourishing dishes, both for children and adults. In combination with cheese and milk, with cheese and tomatoes, it makes a dish that contains all the elements necessary for good nutrition.



Success comes from making things better than other people consider necessary.

That is the reason for the popularity and success of TUSTAR SEMOLINA.

MINNEAPOLIS MILLING CO. MINNEAPOLIS, MINNESOTA



Chicago Office 612 N. Michigan Blvd. New York Office 313 Produce Exchange

THE MACARONI JOURNAL

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JUNE 15, 1928

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The Big Chicago Conference

The word goes forth that everything is in readiness for the annual conference of the Macaroni Industry. All that it needs is the arrival of those interested manufacturers whose presence will insure its success. If you are included in this progressive group your attendance is urged, and here is what you may expect:

THE 1928 CONVENTION of the National Macaroni Manufacturers Association is an open forum of the industry to which all interested manufacturers and allied tradesmen are welcome.

The Chicago meeting promises to be the best attended, and the best ever sponsored by the trade.

The Dates are convenient—June 19, 20, and 21, just when business needs are not too exacting and when a little relaxation will be welcomed.

The Place is Chicago, most centrally situated within a eight mile radius of 75% of the important plants of the country.

The Weather should be ideal as the latter part of June shows in the invigorating early summer season.

The Edgewater Beach Hotel is beautifully placed on the shores of Lake Michigan, several miles from the noise and hurry of the loop and affording that rest and recreation that is so essentially a part of the annual activities.

THE CONVENTION PROGRAM is a practical combination of helpful business and unsurpassed entertainment.

There will be three full days of business, just enough to satisfy the most exacting and to please the most exacting. The speakers will be found leading food authorities, experts on merchandising and salesmanship and representative members of the trade.

Distributions of papers and addresses and an ample social program will enliven the hours in between.

The program will start at a convenient hour every morning and will be continued till all have been heard without tiring sessions to become tiresome.

ENTERTAINMENT will be plentiful and varied, just enough to properly blend with the business.

The conference will open with the President's Complimentary Breakfast at which all will become acquainted and comfortable.

Macaroni Machinery and Equipment Excess will provide the entertainment this year, permitting buyers to be granted the privilege of thus showing their appreciation of the good will which they have long enjoyed with the manufacturers.

The varied program includes several novel features such as

luncheon luncheons, shows, dancing, and other social activities.

Many important addresses are featured, the first repeated, giving the time, place and the attendance of the past year, as well as the best all records this year. Plans for the future are outlined which the manufacturers are at work on, progressing favorably.

The Annual Dinner Party will be the evening of the week, and will be one of the best ever staged. A menu of 150 courses and speeches has been approved. There will be an interesting and business like entertainment, but all will enjoy it. The entertainment will be on the same high plane and sponsored by the Macaroni and Equipment Excess, and music, for the dancing. The program will be in 10 hours, that has long been popular with the trade studies.

THE SPEAKER BUREAU will be most important and a special feature will be the attendance by members of the industry, some of the best known, all of whom will be most helpful in the work of the conference.

The Chicago showing this year will include the opening of the 20th Annual Macaroni Exposition, which will be held at the Edgewater Beach Hotel, and will include the 1928 Macaroni Exposition, which will be held at the Edgewater Beach Hotel.

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SPECIAL YOUNG MAN'S COMMITTEE will be organized to give the young men of the industry a special opportunity to attend the conference at a reduced rate. This committee will be organized to give the young men of the industry a special opportunity to attend the conference at a reduced rate.

Many other arrangements have been made for the benefit of the manufacturers, and will be made for with the progress of the conference. The full program will be published in the Macaroni Journal, and the Edgewater Beach Hotel Chicago, the morning of June 19, 1928, and stay with us three days.

PROGRAM

Twenty-fifth Annual Convention

National Macaroni Manufacturers Association

EDGEWATER BEACH HOTEL, CHICAGO, JUNE 19-21, 1928

BUSINESS SESSIONS (Theme: "Team Work for Trade Betterment") FIRST DAY—TUESDAY, JUNE 19

9:30 a. m. Registration.
The regular Registration Fee of \$10.00 covers admission to all meetings, tickets to luncheons, banquet, entertainment, exhibitions, etc.

Opening Ceremonies
10:00 a. m. Song—"America."
Greetings by Henry Mueller, President, "Why We Are Here."
Welcome Addresses:
Louis A. Bowman, vice president American Trust and Safe Deposit Co., representing Chicago Association of Commerce.
Steve Matalone, president Chicago Macaroni Co., representing the Illinois Macaroni Manufacturers.
H. K. Becker, vice president Peters Machinery Co., representing Macaroni Allied Trades.

11:00 a. m. President's Annual Address—Henry Mueller.
Treasurer's Report—L. E. Cuneo.
Secretary's Report—M. J. Donna.
Adviser's Report—B. R. Jacobs.
Reports of Standing Committees.
Appointment of Convention Committees.

12:30 a. m. Luncheon Recess.
2:00 p. m. Call to Order.
Reports of Committees.
General Topic—"Selling Our Industry to Ourselves and Ourselves to Our Industry."
1—"Costs of Macaroni Manufacture," led by G. F. Hoskins of Foulds Milling Co.
2—"Coöperative Buying and Selling," led by G. Guerissi of Keystone Macaroni Mfg. Co.
3—"Value of Research and Statistics to Our Industry," led by B. R. Jacobs, Washington representative.
4—"Play in Your Own Back Yard," led by F. S. Bonno of National Macaroni Co.
Discussion of each subject following presentation.
Announcements and Adjournment.

SECOND DAY—WEDNESDAY, JUNE 20

9:30 a. m. Call to Order.
Reports of Committees.
Address—"The Trade Press—An Important Link in Macaroni Distribution," by J. W. Lowrie, editor of The Wholesale Grocer.
Discussion.
Address—"Developing the Natural Ability of Your Salesmen," by O. J. McClure, founder of McClure Method of Salesmanship Education.
Discussion.
Announcements.
12:30 p. m. Luncheon Recess.
2:00 p. m. Call to Order.
Reports of Committees.
Address—"Macaroni in the American Menu," by Prudence Penny (Mrs. Leona A. Malek), Women's Page Editor of Chicago Herald and Examiner.
Discussion.
Address—"The New Era in Distribution," by Frank M. Surface, assistant director, U. S. Department of Commerce.
Discussion.
Announcements and Adjournment.

THIRD DAY—THURSDAY, JUNE 21

9:30 a. m. Call to Order.
Reports of Committees.

Address—"More Macaroni," by Donald McConaughy of N. W. Ayer & Son.
Discussion.
Address—"Curing of Business Ills by Financial Organization," by O. P. Decker of S. W. Straus & Co.
Discussion.
Educational Bureau—Reports by B. R. Jacobs and M. J. Donna.

THE (?) HOUR

Educational—Informative—Interesting
(Questions answered by experienced manufacturers)

12:45 p. m. Luncheon Recess.
2:00 p. m. Closed Session.
Unfinished Association Business.
New Business.
Election of 1928-1929 Officers.
1929 Convention Time and Place.
Miscellaneous.
Final Adjournment.

ENTERTAINMENT SCHEDULE

TUESDAY, JUNE 19

8:30 a. m. President's Complimentary Stag Breakfast—Marine Dinnig Room.
9:30 a. m. Distribution of Convention Souvenirs.
Group Singing.
3:30 p. m. Recreation and Sports on Esplanade and Playground. (For ladies and gentlemen.)
7:30 p. m. Jai Alai (pronounced Hi-a-Li) Contest—Rainbow Gardens.

Macaroni Manufacturers' Special Exhibition of the great Spanish game now so popular.
(Guests of Macaroni Machinery and Equipment Firms.)

WEDNESDAY, JUNE 20

10:30 a. m. Ladies—Leave hotel by bus. Viewing Chicago from Tribune Tower.
Personally conducted tour of the famous Marshall Field department store.
Luncheon in beautiful Wedgwood Room.
Fashion Show and Lecture.
Visit to Art Institute.
(Guests of Macaroni Machinery and Equipment Firms.)
12:30 p. m. Stag Luncheon and Entertainment.
(Guests of Macaroni Machinery and Equipment Firms.)
6:30 p. m. ANNUAL DINNER-DANCE in Black Cat Room.

(Informal reception, dinner, entertainment and dancing for Members, Guests and their Ladies.)
Toastmaster—Henry Mueller, Association President.
Address—"Seedy Slants at Macaroni Cocksles," by A. J. Ogaard, executive secretary of Farm Seed Association of North America.
Entertainment and Dancing.
(Guests of Macaroni Machinery and Equipment Firms.)

THURSDAY, JUNE 21

12:30 p. m. For Ladies—Automobile Tour.
Theater Party—Matinee.
(Guests of Macaroni Machinery and Equipment Firms.)
(Entertainment program subject to last minute changes, additions and deductions.)

ENTERTAINMENT COMMITTEE

H. K. Becker
John V. Canepa
M. J. Donna
Mrs. John V. Canepa
Mrs. H. K. Becker
Mrs. Chas. L. Miller.

By Their Company They Shall Be Judged

There is an old and very common saying that applies to groups in industry as well as to individuals—"Tell me your company and I'll tell you what you are." An industry is known and respected in proportion as its trade organization is recognized and supported. Measured by this rule how does the Macaroni Industry in America stand today?

The National Macaroni Manufacturers Association, the only trade organization of its kind in this industry, has for about 25 years fought the battles of the trade, supported by only a progressive minority. That it has fought well, none will deny.

This aggressive and unselfish group has consistently carried on in times of stress and trouble and is now in a position to do even better work if more strongly supported. It wants and needs and welcomes the cooperation of every progressive manufacturer.

The present membership roll shows about 75 Active Members and 9 Associate Members in good standing; and about one half of the states of the Union are represented. The bulk manufacturers are in the majority, though practically every leading package producer is rolled.

With the opportunity and need for associated effort continually widening in scope and with the cost of carrying on its chosen activities annually mounting, the organization officers would be greatly encouraged if among the nonmember firms a goodly number would volunteer their membership and support. To this end they are invited to study the membership roll given herewith and to determine to join this company of earnest trade promoters, contributing their financial aid and good will in celebration of the SILVER JUBILEE YEAR of the Macaroni Industry's National Association.

THE MEMBERSHIP ROLL

In this list of macaroni and noodle firms now in good standing in the National Macaroni Manufacturers Association there are many who in 1904 were active in forming the present organization. As charter members they have for nearly a quarter of a century kept faith with their fellow manufacturers. With their new cohorts they have been leaders supporting every worthwhile move for trade betterment and they all join in extending to the nonmember firms of the country a cordial invitation to join immediately to insure the continuation of the progressive, trade betterment program.

Member Firm	Representative	Location
American Beauty Mac. Co.	A. S. Vagnino	Denver, Col.
Atlantic Mac. Co.	Wm. Culman	Long Is. City, N. Y.
Birmingham Mac. Co.	K. J. McCarty	Birmingham, Ala.
Brooklyn Macaroni Co.	A. Lamiroso	Brooklyn, N. Y.
John B. Canepa Co.	J. V. Canepa	Chicago, Ill.
Campanella & Favaro Mac. Co.	G. Campanella	Jersey City, N. J.
Crescent Mac. & Cracker Co.	C. B. Schmidt	Davenport, Iowa.
Creamette Co.	Jas. T. Williams	Minneapolis, Minn.
Cumberland Mac. Mfg. Co.	Ralph Nevy	Cumberland, Md.
Chicago Mac. Co.	J. Viviano	Chicago, Ill.
Connellsville Macaroni Co.	L. E. Cuneo	Connellsville, Pa.
De Martini Mac. Co.	V. Giatti	Brooklyn, N. Y.
R. De Angelis & Co.	F. De Angelis	Philadelphia, Pa.
G. D. Del Rossi Co.	G. E. Del Rossi	Providence, R. I.
Domino Macaroni Co.	C. R. Jones	Springfield, Mo.
Excelsior Mac. Products Co.	H. Constant	Manitoba, Canada.
Eg Noo's Company	Ida Ginsberg	St. Paul, Minn.
Fontana Food Products Co.	M. Fontana	So. S. Francisco, Cal.
Fort Worth Macaroni Co.	N. T. Mazza	Fort Worth, Texas.
Fortune-Zerega Co.	John Fortune	Chicago, Ill.
Foulds Milling Co.	C. S. Foulds	Chicago, Ill.
Feuser Mac. Co.	J. P. Weidenhamer	Harrisburg, Pa.
Golden Crown Mac. Co.	J. Tarabino	Trinidad, Colo.
Gooch Food Products Co.	J. H. Diamond	Lincoln, Neb.
A. Goodman & Sons, Inc.	D. Cowan	New York, N. Y.
A. Gioia & Bro.	F. A. Ghiglione	Seattle, Wash.
I. J. Grass Noodle Co.	A. J. Grass	Rochester, N. Y.
Horowitz Bros. & Margareten	F. Margareten	Chicago, Ill.
Indiana Macaroni Co.	F. Rezzolla	New York, N. Y.
Italia Macaroni Co.	A. Bianchi	Indiana, Pa.
Italo-French Produce Co.	G. Teysier	Worcester, Mass.
Independent Mac. Co. Inc.	P. Patrone	Pittsburgh, Pa.
Joliet Mac. Co.	B. S. Scotland	Mt. Vernon, N. Y.
Kansas City Mac. & Imp. Co.	P. F. Vagnino	Joliet, Ill.
D. K. Kreider Noodle Co.	D. K. Kreider	Kansas City, Mo.
A. C. Krumm & Son Macaroni Co.	A. C. Krumm	Harrisburg, Pa.
Kurtz Brothers	Max Kurtz	Philadelphia, Pa.
Keystone Mac. Mfg. Co.	G. Guerrisi	Lebanon, Pa.
F. K. Klein Noodle Co.	Klein	Chicago, Ill.
Los Angeles Mac. Co.	Ralph Rauli	Los Angeles, Cal.
Lo Bue Brothers	G. Lo Bue	Jersey City, N. J.
V. La Rosa & Son	S. La Rosa	Brooklyn, N. Y.
Milwaukee Macaroni Co.	Erwin John	Milwaukee, Wis.
Minnesota Mac. Co.	V. F. Villaume	St. Paul, Minn.
C. F. Mueller Co.	F. Mueller	Jersey City, N. J.
McLaren Products Co.	C. W. Knapp	Dayton, Ohio.
Mound City Macaroni Co.	J. Freschi	St. Louis, Mo.
F. A. Martocchio Co.	F. A. Martocchio	Minneapolis, Minn.
National Macaroni Co.	F. S. Bonno	Dallas, Texas.
Natural Egg Noodle Co.	H. Mack	Union City, N. J.
Naples Macaroni Co.	F. A. Tommaso	Brooklyn, N. Y.
Oregon Macaroni Co.	S. M. Orso	Portland, Oregon.
Pfalzmann Egg Noodle Co.	F. Becker	Cleveland, O.
Pacific Macaroni Co.	Sal. Nunziato	Los Angeles, Cal.
Prince Macaroni Mfg. Co.	G. La Marca	Boston, Mass.
Quaker Oats Co.	R. D. Stewart	Chicago, Ill.
F. Pepe Macaroni Co.	F. Pepe	Waterbury, Conn.
Peter Rossi & Sons	H. D. Rossi	Braidwood, Ill.
Ronzoni Mac. Co. Inc.	E. Ronzoni	Long Is. City, N. Y.
Ravario & Freschi Imp. & Mfg. Co.	John Ravario	St. Louis, Mo.
Skinner Mfg. Co.	L. M. Skinner	Omaha, Neb.
Splendor Macaroni Co.	T. R. Molinari	East Boston, Mass.
H. Schoenberger & Sons	W. H. Schoenberger	Chicago, Ill.
J. Santoro	Santoro Bros.	Providence, R. I.
Superior Macaroni Co.	A. Spadafora	Los Angeles, Cal.
San Diego Macaroni Mfg. Co.	E. De Rocco	San Diego, Calif.
Tharinger Mac. Co.	F. J. Tharinger	Milwaukee, Wis.
Tujague Food Products, Inc.	L. G. Tujague	New Orleans, La.
U. S. Macaroni Co.	A. Alberto	Los Angeles, Calif.
V. Viviano & Bros. Mac. Mfg. Co.	V. Viviano	St. Louis, Mo.
S. Viviano Mac. Mfg. Co.	S. Viviano	Carnegie, Pa.
West Philadelphia Mac. Mfg. Co.	G. J. McGee	Philadelphia, Pa.
A. Zerega's Sons, Consol.	F. L. Zerega	Brooklyn, N. Y.

ASSOCIATE

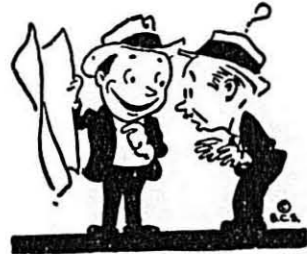
Barozzi Drying Machine Co.	A. Bonamico	North Bergen, N. J.
Capital Flour Mills, Inc.	C. P. Walton	Minneapolis, Minn.
Commander Mill Co.	W. E. Ousdahl	Minneapolis, Minn.
Consolidated Mac. Machine Corp.	C. Ambretti	Brooklyn, N. Y.
Duluth-Superior Milling Co.	W. H. Sutherland	Duluth, Minn.
Minneapolis Milling Co.	Martin Luther	Minneapolis, Minn.
Pillsbury Flour Mills Co.	A. J. Fischer	Minneapolis, Minn.
Peters Machinery Co.	H. K. Becker	Chicago, Ill.
Washburn-Crosby Co.	A. L. Ruland	Minneapolis, Minn.

Partial Roll of Prospects

Membership in the National Macaroni Manufacturers Association is open to any firm in the industry interested in elevating this business to a higher plane in the food trades. Below is given a partial list of those who are eligible and who should be found in good company. This in-

cludes several who formerly enjoyed membership and many who have frequently been urged to join.

Association members are asked to study the list of eligibles and the several hundred other firms whose names are omitted because space does not permit, and if they find therein any neighboring manufacturer or friendly competitor who they feel would make a good organization member, to personally invite



him to join the staunch group that has so long and efficiently represented the industry in national affairs.

California

Eligible Firms Location
Fresno Macaroni Mfg. Co., Fresno
Globe Grain & Milling Co., Los Angeles
Weber Noodle Factory, Los Angeles
Oakland Noodle Co., Oakland
Colosseum Macaroni Co., Sacramento
*California Macaroni Co., San Francisco
Celle Macaroni Co., San Francisco
Genoa Macaroni Co., San Francisco
Gragnano Products, Inc., San Francisco
Pompeii Macaroni Co., San Francisco
Roma Macaroni Co., San Francisco

Colorado

Denver Mac. & Noodle Mfg. Co., Denver
Queen City Mac. Mfg. Co., Denver
Western Union Macaroni Mfg. Co., Denver

Connecticut

Connecticut Macaroni Factory, New Haven
New Haven Macaroni Co., New Haven
S. Trotta Mac. Co., New Haven

Illinois

R. Algini, Chicago
Bolla Brothers, Chicago
Caravetta-Sheehan Corp., Chicago
Italian Imp. & Mfg. Co., Chicago
Mid-West Macaroni Co., Chicago
*Traficanti Bros., Chicago
Varco Bros., Chicago
Joseph Walligorski, Chicago
G. D'Amico Macaroni Co., Chicago Hts.
Rockford Mac. Mfg. Co., Rockford

Indiana

Mrs. Hartig's All-Egg Noodle Co., Osceola

Louisiana

J. Cusimano & Co., New Orleans
*Federico Macaroni Mfg. Co., New Orleans
A. Riccobono Mac. Co., New Orleans
Royal Brand Paste Factory, New Orleans
Shreveport Macaroni Mfg. Co., Shreveport

Maryland

David Kerr, Baltimore
The Russo Bros. Co., Baltimore
Trinacira Macaroni Co., Baltimore

Massachusetts

Boston Spaghetti Mfg. Co., Boston
Maravigna Macaroni Co., Boston
Windsor Locks Macaroni Mfg. Co., Springfield

Michigan

Detroit Macaroni Mfg. Corp., Detroit
G. Camponi, Hancock

Missouri

Checker Food Products Co., St. Louis
*Maull Bros. Macaroni Co., St. Louis
J. Meier & Co., St. Louis
*Mercurio Bros. Spaghetti Mfg. Co., St. Louis

Minnesota

Mill-Brook Macaroni Co., Minneapolis
Dixie Noodle Co., Minneapolis

Montana

Imperial Macaroni Mfg. Co., Butte
Roundup Macaroni Co., Roundup

New Jersey

Lino & Galaviano, Jersey City
Progressive Macaroni Co., Inc., Little Falls
Ciocco Macaroni Co., Inc., Newark

New York

Long Island Macaroni Co., Astoria, L. I.
Cardinale Macaroni Mfg. Co., Brooklyn
Central Mac. Co., Brooklyn
Court Mac. Co., Brooklyn
*P. Daussa & Co., Brooklyn
Giancontieri Mac. Corp., Brooklyn
Messana Mac. Co., Brooklyn
Metropolitan Macaroni Co., Brooklyn
Refined Macaroni Co., Brooklyn
*Savoia Macaroni Mfg. Co., Brooklyn
Sunshine Mac. Mfg. Co., Brooklyn
Schneider's Home Made Egg Noodle Co., Inc., Brooklyn

Buffalo Mac. & Vermicelli Wks., Buffalo
*Beech-Nut Packing Co., Canajoharie
*Dunkirk Mac. & Supply Co., Dunkirk
Elka Mfg. Co., Maspeth
West Mount Vernon Mac. Co., Mt. Vernon
United Macaroni Corp., Mt. Vernon
Newburgh Mac. Co., Newburgh
Flower City Macaroni Co., Rochester
Quality Macaroni Co., Rochester
Homac Corp., Syracuse
Genoa Noodle Co., New York
Gragnano Mac. Co., New York
Harlem Macaroni Mfg. Co., New York
Napolitan Macaroni Co., New York
National Noodle Co., New York

Ohio

R. H. Hooper Co., Akron
Columbus Macaroni Co., Cleveland
Ideal Macaroni Co., Cleveland

Metropolitan Mac. Co., Cleveland
Antonio Palazzolo & Co., Cincinnati
*Wuerdeman Macaroni Co., Cincinnati

Oklahoma

McAlester Macaroni Factory, McAlester

Oregon

Lehmann Macaroni Co., Inc., Portland
Porter-Scarpelli Macaroni Co., Portland

Pennsylvania

Brockway Macaroni Co., Brockwayville
Clearfield Macaroni Co., Clearfield
H. B. Flowers, Lebanon
Arena Bros. Macaroni Factory, Norristown
Philadelphia Macaroni Mfg. Co., Philadelphia
Victor Noodle & Macaroni Co., Philadelphia
*W. Boehm & Co., Pittsburgh
Gallerani Co. Ltd., Pittsburgh
H. J. Heinz Co., Pittsburgh
N. J. Roth, Pittsburgh
*Jefferson Macaroni Co., Reynoldsville

Rhode Island

Bristol Macaroni Co., Bristol
Semolina Macaroni Co., Providence
Westerly Macaroni Factory, Westerly

Texas

Beaumont Macaroni Co., Beaumont
*Union Macaroni Co., Beaumont
*Sharp-Elliott Mfg. Co., El Paso
Houston Mac. Mfg. Co., Houston
Magnolia Mac. Mfg. Co., Houston

Utah

Western Macaroni Mfg. Co., Salt Lake City

Washington

Pacific Coast Macaroni Co., Seattle
Rubeinstein's Fresh Egg Noodle Co., Seattle
Seattle Mac. Mfg. Co., Seattle
Scarpella Bros., Spokane
G. Cinelli Co., Tacoma

West Virginia

*West Va. Macaroni Co., Clarksburg

Wisconsin

Busalacchi Bros. Macaroni Co., Milwaukee
F. W. Storck, Milwaukee
John Weinert & Sons, Manitowoc
*Firms that formerly belonged.

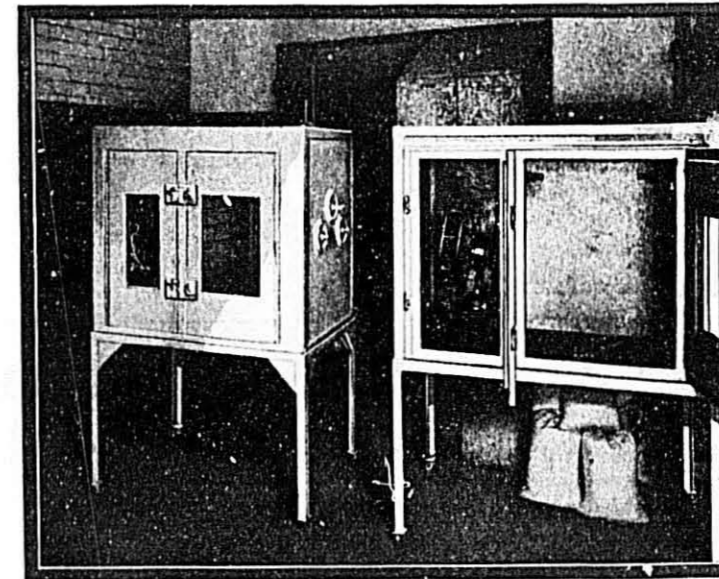
BELL RINGER

THE LEADER MAN

By ERWIN JOHN
Milwaukee Macaroni Company, Milwaukee, Wis.

Just as a ruler is to his country, so is the head executive to his Trade Association. In our industry we fortunately have an able, unselfish leader, appreciated by the trade and respected in all business circles. He is the man we want; he is the man we need.

Give me the every-day sort of a man,
The feller who laughs when he is glad;
Give me the open-faced, big-hearted man,
The feller who weeps when he is sad.
Give me the man who says what he thinks,
The feller whose word is pure gold;
Give me the man who can always be found,
The feller who's not bought and sold.
Give me the man who stands up to the rack,
The feller whose spirit never bends;
Give me the man who is there with the goods
The feller who stands by his friends.



Special Drying or Curing Cabinets

Here are just a few of
the reasons why we believe

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

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

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

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

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

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

our processes of milling Gold Medal "Tested" Semolinas.

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

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



GOLD MEDAL SEMOLINAS

"Tested"

WASHBURN CROSBY COMPANY

General Offices: Minneapolis, Minn.

Millers of Gold Medal "Kitchen-tested" Flour



HELLO! **HELLO!**

Mr. Macaroni Manufacturer

This is the Business Promoter Speaking—

Merely wish to remind you that you have an appointment to attend a most important Conference of your industry on June 19-21. Make railroad and hotel reservations immediately.

A Clarion Call to Conference

Twenty-five earnest and sincere manufacturers who compose the special convention committee are cooperating in bringing about a record breaking attendance at the Chicago meeting. This group of active workers in a worthy cause was selected so that every section of the country could be reached directly through personal appeal, and the need of a big gathering this year fully and favorably impressed on all fellow manufacturers.

Every member was keenly interested in the duty assigned him and each went about his work in his own way. Some made personal calls, where convenient; others resorted to the telephone, telegraph or letters to put across their message. Typical of the appeal is the letter sent to the manufacturers of the south by Frank S. Bonno of the National Macaroni company of Dallas, Texas, an active exponent of cooperative action for the industry's welfare. His appeal is reproduced herewith in a final minute effort to interest those who are undecided and those who have not been inclined to attend but who should and probably will:

FELLOW MANUFACTURERS:

The twenty-fifth annual convention of the National Macaroni Manufacturers Association will be held in Chicago,

June 19, 20 and 21. It is the earnest desire of the Officers of the Association that all members of the Macaroni Industry, whether members or nonmembers of the Association, attend this important meeting. From indications there is going to be a large attendance. Let's help make it unanimous.

President Henry Mueller has asked



me to cooperate with the Officers in trying to get a large representation from the southern factories. It is a pleasure for me to do so.

The National Association is doing considerable good work and it needs the help and cooperation of all the manufacturers. Very few of the manufacturers of this district have ever attended the conventions of their trade but those who have done so have come away with a better understanding of the activity and work of the association and a better feeling toward their fellow business men.

Several things have happened in the industry that are not altogether pleasing.

ly and swiftly and the progressive man is going to fall in line, step lively and with eyes to the front—march with the crowd, or he is lost.

We are living in a day when new conditions are arising at almost every turn and not to see the necessity of measuring up to them is to be blind. There is as much difference between proper conduct of business today and 20 years ago as there is between the tallow candle and the electric light.

Progress knows no sentiment and is man who is suffering from a superior-

ity complex, who refuses to accept facts and fall in the line of march comes defeat.

What about your sales force, your office force, your warehouse methods the welfare of your customers, the success of their efforts to sell the goods which you sell to them? These are one hundred other vital questions are born of this new day. Are they interesting you? Or do you already know too much to learn? Or are you merely complacent and self satisfied with the old regime? Time is marching on! Are you?

It is proposed that these matters be threshed out at the coming convention; therefore it behooves the manufacturers of this district to be present and to take an active part in these discussions hoping to remedy the situation referred to. The only way to accomplish our end is through personal contact.

It would surely be a fine thing if the manufacturers of this district could attend this convention in a body. It would show that we are interested in our own business and also that we are willing to fight for our rights. It is useless to criticize or talk about the other fellow, if when we have an opportunity to meet him face to face and discuss our differences we do not go.

The convention is being held in Chicago where are situated some of the largest plants in the country. We are welcome to visit them and gain some knowledge that would surely benefit us in the operation of our own plants. It is generally conceded that goods can be manufactured cheaper in large plants, and seeing one in operation will be most beneficial.

I would certainly like to hear from each and everyone of the plants in this section assuring that representatives will be sent to the Chicago meeting this year. Let us make every effort to bring a worthwhile delegation to the Silver Jubilee Conference in the Edgewater Beach hotel this year. Let the south present a united front for the Industry's advancement and our own welfare.

Buhler Brothers'

Works at Uzwil, Switzerland

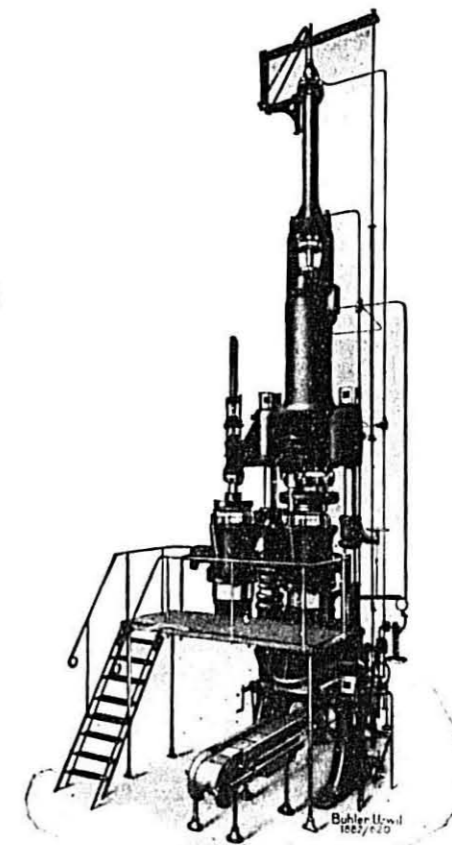
for—
"Quality"
Machines which
never fail

The Buhler Vertical Presses

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

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

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



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

The Universal Dryer Model QAM-6

which is especially designed for the Buhler Chassis System.

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

Short Goods Curled Goods
 On Trays
Spaghetti and Macaroni
 On Cans

For full information please ask

Th. H. Kappeler

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



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

The Reformed Federal Trade Commission

Excerpts from an address before the Chamber of Commerce of U. S. A., by Honorable W. E. Humphrey, chairman of the Federal Trade Commission.

The Federal Trade Commission is a government body with power to investigate unfairness of business practice but with no power to punish.

The Federal Trade Commission can only give warning to the violator and to issue an order to cease and desist. When he stops the unlawful practice he cannot be punished for what he has recently done, by either the commission or the court.

Under the former practice when a complaint was received the commission directed an investigation. Sometimes it was complete, usually it was superficial and always was ex parte. Simultaneously with the issuance of a complaint a statement to the public was given before ascertaining whether or not the accused was guilty of the practices charged.

Under this old procedure the citizen was often unjustly accused, his credit injured, business destroyed, reputation blackened, investments wiped out, men and women forced into unwilling idleness, the public mind unjustly poisoned; and for all these monstrous wrongs there was no redress.

The injustice of this procedure caused the public opinion to demand a remedy and happily the policy of the Federal Trade Commission has been changed to one of greater fairness to business. Today the policy is to send out investigators as soon as application for complaint is made. If investigators are satisfied that the complaint is well founded the accused is given an opportunity to be heard before the complaint is formally issued. If there is foundation for the accusations we give him an opportunity to settle the case by agreement and stipulation; otherwise the commission feels justified in proceeding with its case. If the commission is satisfied that there is no foundation for the accusations the case is dismissed.

There is dishonest business in this country. While the percentage of business that is dishonest is far less than the agitator and the professional reformer would have us believe, in the aggregate it is far greater than it should be.

It is true that some of the antitrust acts are violated unintentionally but

most of these violations today are premeditated and deliberate, and committed in a same spirit as are other crimes for financial gain.

The Federal Trade Commission has been carrying on its helpful work through the development of the Trade Practice Conference. Representatives of an industry are invited to any conference presided over by a member of that board. It is an invitation and an opportunity for the industry to clean its own house, to adopt its own rules of ethics and trade to achieve decency rather than have decency thrust upon it.

The benefit of these conferences to the public and to the business of the country has been far beyond the most optimistic hopes of the commission. I know of no other government procedure that has done so much to en-



courage and protect honest business and to protect the public by the elimination of fraudulent and unfair practices.

As I said in the beginning the primal duty of the commission is to protect honest business and to restrain and destroy dishonest business. It must always protect the public from unfair and crooked practices.

It is the duty of the government not to place on honest business any injurious burden. It is one of the highest duties of the government to protect honest business from an authorized investigating, meddling and snooping by its own agents.

One of the highest and most sacred rights of every honest business is the right to be let alone. It is as much the duty of the Federal Trade Commission to protect the citizen in his constitutional right of privacy as it is to prosecute him for his unlawful acts.

I believe it is wrong and utterly unjustifiable on the part of the Federal Trade Commission to put any Ameri-

can citizen that is not accused or violating the law, to the annoyance, the expense, the discredit, the injury and the injustice of investigation. The Federal Trade Commission has sufficient to do to control the crooked without prosecuting the honest.

I believe that the majority of the men and women conducting the vast business of this nation are honest and trying to obey the law. That faith abides with me today—strengthened by 3 years of experience.

Since I have been a member of the commission more than 90% of all those accused, when told that they were being guilty of unfair practices immediately, and in good faith, of their own volition abandoned such practices. What higher compliment can be paid to American business?

In this vigorous enunciation of his personal views and the commission's policy, Mr. Humphrey emphasizes the fact that the federal trade body now seeks to function by giving warning before prosecution and that punishment befall only those violators who continue their practices after being warned. Through this new policy the commission has gained the support and good will of business, that it formerly lacked.

How to Kill Any Good Association

- 1—Don't come to the meetings.
- 2—If you do come, come late.
- 3—If the weather don't suit you don't think of coming.
- 4—If you do attend a meeting find fault with the work of the officers and other members.
- 5—Never accept office as it is easier to criticize than to do things.
- 6—Nevertheless get sore if you are not appointed on a committee, but if you are do not attend the committee meetings.
- 7—If asked by the chairman to give your opinion regarding some important matter tell him you have nothing to say. After the meeting tell every one how things ought to be done.
- 8—Do nothing more than is absolutely necessary but when other members roll up their sleeves and willingly, unselfishly use their ability to help matters along, howl that the association is run by a clique.
- 9—Hold back your dues as long as possible, or don't pay at all.
- 10—Don't bother about getting new members. "Let George do it!"

—Popular Engineer.

A Strong Dependable Durum Semolina for Macaroni Manufacturers who Realize that Quality is the Surest and Most Permanent Foundation on which to Build a Bigger and Better Business

Use



QUALITY

SERVICE

There Is No Substitute For Durum Semolina

KING MIDAS MILL COMPANY

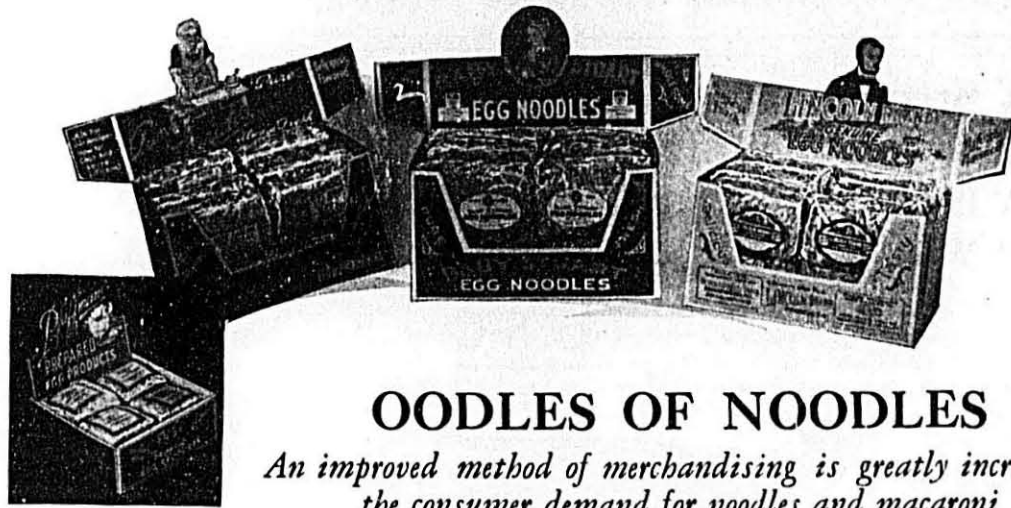
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD SEMOLINA

No. 3 SEMOLINA



OODLES OF NOODLES

An improved method of merchandising is greatly increasing the consumer demand for noodles and macaroni

By W. T. KIRBY

By Courtesy of the Du Pont Magazine

Although millions of pounds of noodles and macaroni are sold to the American public in the course of a year, the average person is surprised when you tell him that even as yet the market for these staples has hardly been scratched. During the World war these products were used as substitutes for potatoes. At that time the public learned that noodles and macaroni were nourishing, tasty and useful in a hundred and one different ways. Many families adopted them as regular parts of the home bill of fare, and there has naturally been an increased consumption of these foods since that time.

In recent years the manufacturers of noodles have done considerable advertising and educational work to build up and sustain this demand. And they have made much progress; but only lately has the public become fully conscious of these products. Heretofore the difficulty has been that noodles were bulk products. They were usually packed in wooden boxes for resale in measured quantities by retailers. When a housewife entered a grocery store to buy provisions, she rarely ever saw noodles displayed and hardly ever gave them a thought. Out-of-sight products are soon out of mind, and noodle manufacturers were aware of this condition and its unfortunate influence on their sales.

Recently one enterprising manufacturer of noodles and macaroni came to believe that if the public could see his products and could buy them in convenient package units with complete confidence that they were clean and wholesome, it would help increase retail sales and thus create a more active demand. After studying the problem and conducting various experiments, he developed an attractive package unit by using an envelope of one hundred per cent transparent cellophane, the same material used to wrap meat, baked goods, dried fruit, candy and other package products. Then he made up counter cartons containing different styles of noodles and macaroni and offered them for sale. Grocery dealers immediately caught his idea and put it to work. The cartons were given a prominent place on their counters with the result that the line jumped into popularity at once.

Many housewives, attracted by the products so artfully displayed, were easily induced to give his noodles and macaroni a trial and soon became regular buyers, which is the goal all

manufacturers strive for. The Pfaffman Egg Noodle company of Cleveland, O., quickly secured a wide distribution by this method. Likewise, the Feeser Macaroni company of Harrisburg, Pa.; the Italo-French Produce company of Pittsburgh, Pa.; Traficanti Brothers of Chicago, Ill.; Peter Rossi & Sons, Braidwood, Ill.; The Foulds Milling Co. of Libertyville, Ill. and others also began marketing noodles in this manner. And so through the combined efforts of these producers, noodles and macaroni have been brought out, almost overnight, from a position of obscurity to the spotlight of prominent, visible display with a most beneficial effect on sales.

Today as you step into a grocery or delicatessen store, you will probably see these cartons on the counter, and the fact that each package is enveloped in cellophane, keeping the food visibly clean, will prompt you to join the ever-growing army that is consuming oodles of noodles. Good products, packaged in cellophane, are readily marketable.



What Publicity Did for Kraut

A few years ago sauerkraut was considered something of a joke. The manufacturers of this food had little to be proud of and small hope for the future. They recognized, however, the importance and the necessity of doing something to save a sick business if it was to be saved, and in the fall of 1922 started an advertising campaign to break down the existing prejudices and create good will.

Considering that none of the members of this association advertises as an individual and considering the limited amount expended by the association, the success of this undertaking has been remarkable indeed. The largest crops in history have occurred since that time and the market has held firm. Sauerkraut now appears on the menus of some of the finest grills, hotels, restaurants, clubs, steamboats and steamships and is a common food in homes.

Consumption of this food has increased 15% annually since the advertising started and latest reports indicate this plan is to continue indefinitely.

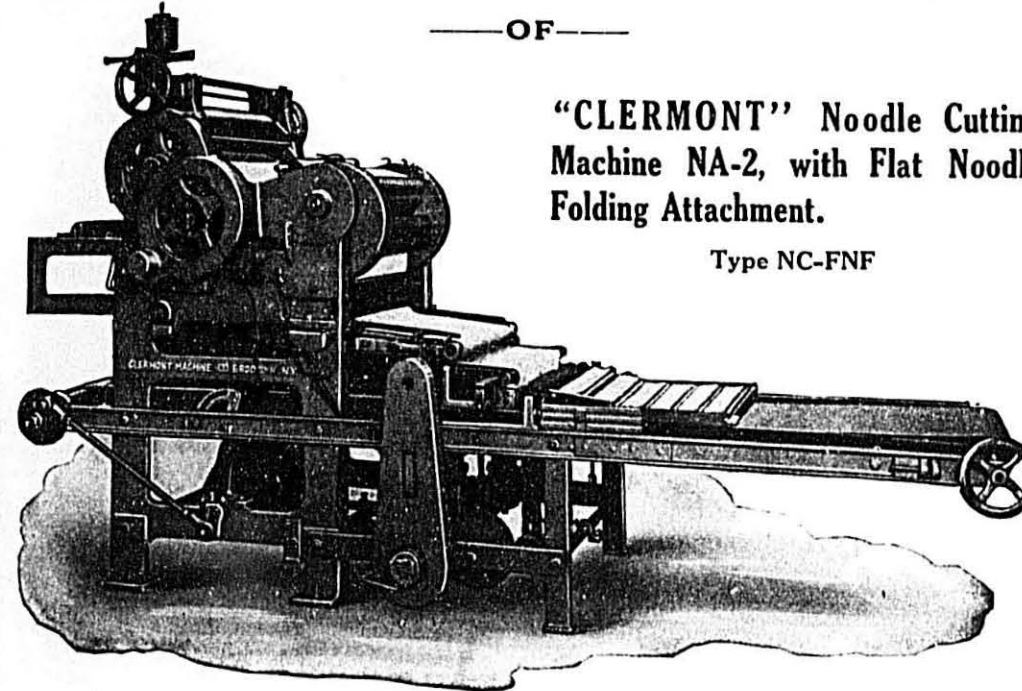
Many a friend wife is a friend in need of dough.

THE LATEST TYPE

—OF—

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

Type NC-FNF

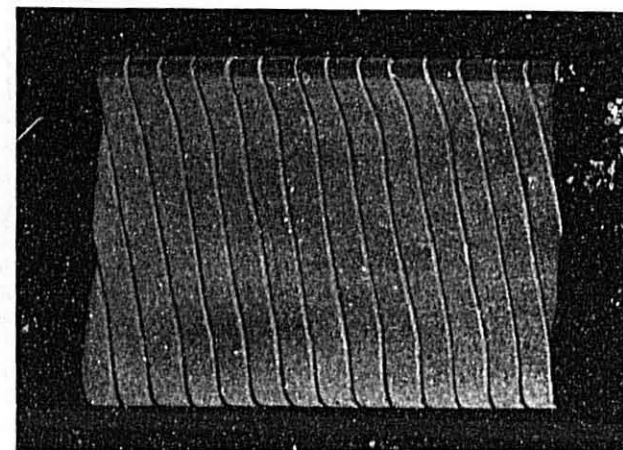


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The finished product of above machine.

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Write for our descriptive catalogue and detailed information.
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CLERMONT MACHINE CO., Inc.
268-270 Wallabout St. Brooklyn, N. Y.

Americans Getting Macaroni Appetite

By Mrs. J. Riordan.

There is a natural inclination toward increased use of macaroni products (macaroni, spaghetti, vermicelli, egg noodles, etc.) in the American homes that can be attributed only to the goodness of the food. Prior to the World War macaroni products were looked upon as the traditional food of the Italian people and one that could be prepared only in the elaborate style required by the Italians in certain sections of southern Italy.

The war turned the attention of the consumers from foreign to domestic foods. The production of macaroni products in America was greatly increased. The new impetus given this business encouraged local manufacturers to broadcast to the consumers the true facts of the food value and ease of preparation so that macaroni products bid fair to become almost an American national food.

Macaroni, spaghetti and egg noodles are now favorite foods in the dining salons of great hotels and restaurants in every city. Special Spaghetti Houses dot the business section of Greater New York and other large cities. Practically every home in the country is serving this food at least occasionally, and literally trainloads of the product move from producers to retailers and consumers monthly.

The popularity of this food is attributable to the vision and enterprise of a dozen or so of the leading firms of the country who in addition to manufacturing high grade products are real merchandisers and have consistently sought to sell the American consumers on the real food value and economy of their product.

The food itself consists of the best wheats grown, coarsely ground for this particular purpose and then moistened and shaped into the various forms that have become most popular. It is a food-stuff that can be flavored to suit different tastes and combines readily with such nutritious ingredients as tomatoes, cheese, meats, mushrooms and other foods.

Macaroni products are easily digested and quickly assimilated into the system. They may be prepared in simple or elaborate forms according to one's taste and inclination. It is a food that contains no injurious substance and is highly recommended by physicians and food experts as the ideal food for children and grown-

ups; for the sick and the healthy; for people of leisure as well as those under heavy business or labor duties.

Is it any wonder that the wise and thinking American has adopted such a food and that its popularity has so rapidly increased?

Cooking Macaroni Is Real Test

There are so many interesting bits of information pertaining to macaroni products that should be more generally known to Americans and the principal one is that this food as now made in our own country has no superior anywhere. Most of us think of macaroni, spaghetti and similar pastes as a typical Italian food and "Italy is probably entitled to the credit for her early appreciation of their virtues and her fidelity to them after adoption."

Some historians give China the credit for inventing macaroni, and while it was being enjoyed by other nations the Chinese carefully guarded the secret of their method of manufacture for over a hundred years. But Japan rises up and "claims priority in its use by hundreds of years." It is safe to say that in the early times the Japs used rice as the basis of their macaroni products instead of wheat, as is now preferable all over the world. But as we know macaroni today, the meal or "semolina" from which the pastes are made, comes from hard glutinous wheat of durum and other spring varieties.

Few of us are familiar with the hundred or more different shapes made by Italian manufacturers, and they are very expert in the coloring of the pastes, yellow, green and red being the favorites; eggs, spinach and beet juices being the coloring agents.

Macaroni can be made from whole wheat, and, like whole wheat bread, has dietic advantages. Comparing macaroni with bread, the former has less starch but more protein or nitrogenous matter (gluten, etc.). In order that this food be appetizing it should receive care in its preparation. Boil in salted water from 20 to 30 minutes, not allowing the water to stop boiling. The idea is to have every piece of macaroni whole and separate without there being any stickiness; it must be white in color, tender and of a peculiar nutty flavor, as well as a slightly sweetish taste. It is difficult to judge macaroni by looking at it; the real test is cooking. It should never be mushy and shapeless, regardless of color,

and a disagreeable flavor resulting betrays the fact that it soured in curing. After the macaroni has finished cooking drain and dress according to individual tastes; some prefer to sprinkle grated cheese over it, others like a tomato sauce. In making a macaroni and cheese dish, it is better to bake the macaroni in a thin cream sauce. When through baking place the cheese on top, returning the dish to the oven just long enough for the cheese to melt, but do not cook, as high heat will cause the cheese to become stringy.

Macaroni Croquettes

One cup of thick white sauce, 2 cups cooked macaroni, 1 beaten egg, 3 tablespoons butter (melted), 1/2 cup grated cheese or 1/3 cup ground peanuts.

Add macaroni, butter and cheese to white sauce. Cool and shape into cylinders. Roll in crumbs, egg, then crumbs. Fry in deep hot fat (380F). Drain and serve hot, garnished with parsley; or a lemon sauce can be passed with the croquettes.

Lemon Sauce

Three quarters cup sugar, 2 tablespoons flour, 1 1/4 cups boiling water, juice and grated rind of 1 lemon, 2 tablespoons butter.

Mix sugar and flour thoroughly. Add boiling water slowly. Boil slowly and stir for 15 minutes. Add lemon, a pinch of salt, and butter. Stir well. Serve hot.

Not the Whole Truth

Certain farmers in a southern state had noticed that their fowls were being stolen and reported the case to the authorities.

Some days later a Negro was arrested on suspicion and brought before a magistrate, who, wishing to know whether he had ever committed a similar offense, began to cross examine him.

"Did you ever steal a hen?" asked the judge.

"No, suh," came the quick reply.

"Did you ever steal a turkey?" questioned the magistrate.

"No suh, I never did."

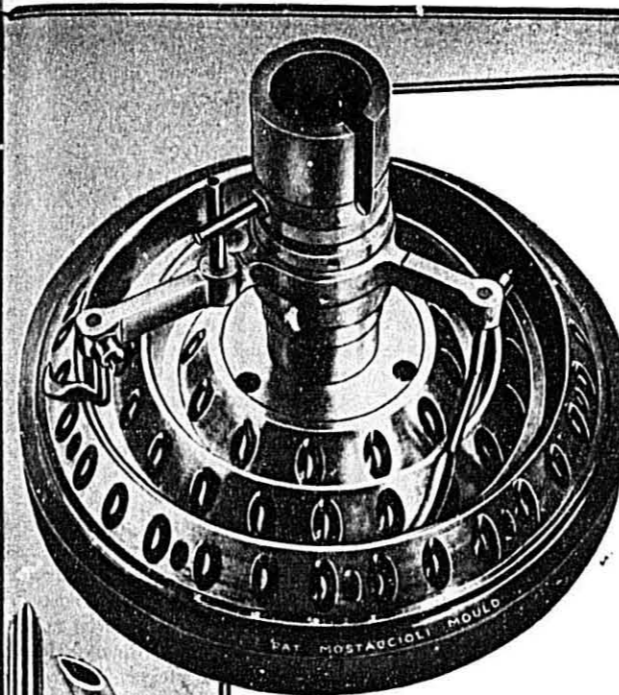
"Did you ever steal a duck?"

"No, suh! No, suh!"

"Well, since you have never committed any of these offenses, you are discharged," said the judge.

The ducky left the court room and met a friend to whom he related his experience, and added:

"But golly, if he had said, 'Did you ever steal a rooster?' he would have had me shore!"



Tanzi's Dies

are made under the following code.

To manufacture and distribute quality dies constructed in a manner that sacrifices nothing for expediency.

To use only materials of known quality that require no apology for service.

To sell dies only with the idea that no sale is complete unless the buyer is thereafter satisfied.

Your Success Is Our Success

MARIO TANZI CO.
Boston, Mass.



Free Goods an Economic Waste

The practice of donating free goods for creating good will or advertising the product has been so abused that it has become a burdensome waste. There are many fair sized companies wasting enough money every year in charitable contributions and sales promotion to pay for good size advertising campaigns.

One macaroni firm reports that it saved several thousand dollars last year by curtailing some of the wasteful activities previously considered indispensable. For many years this company had a standing offer to donate free macaroni products to every church, club or charitable organization that gave a "feed" or supper. A check of the benefits from this good natured but unbusinesslike activity revealed no tangible good will of any kind derived from this work. The company had given away its product so long and so often that the people expected it—looked upon it as a sort of dues-paying proposition, rather than as a gift, which it was.

This company discontinued the offer of free goods with no harmful effects. Goods for charitable affairs, bazaars, etc., are now sold at half price. Those receiving the goods at this special rate appreciate them all the more because of having paid for them and the firm gains in addition to good will, a sizable amount of money which is diverted to legitimate advertising of its products.

Another macaroni firm that employs a large force of salesmen has seen fit to curtail the practice of passing out cigars to the prospective buyers. It found that the salesmen could not afford to offer a cheap cigar and that an expensive cigar or two used in "breaking the ice," as the salesmanager intended, amounted to many thousands of cigars throughout the year. The savings diverted to a more acceptable form of advertising has proven more beneficial to the firm, without in any way embarrassing the salesmen.

Cigar manufacturers might object to the discontinuance of the cigar offers but even the proprietors of cigar factories have found it profitable to discontinue the free cigar plan. One cigar factory owner who had gained a reputation for being liberal and free-handed with cigars for banquets, luncheons, clubs, smokers and entertainments checked up the cost of these free cigars and the cigars his salesmen

passed out so liberally and discovered to his amazement that this practice had been costing him more than \$2000 a month. Without warning he suddenly cut the amount in half and when no bad reaction followed he practically eliminated this misguided sales policy.

Macaroni manufacturers who have been in a quandary as to where they might obtain funds to contribute to such beneficial activities as the work of the Educational Bureau that seeks to eliminate misbranded products, unfair trade practices and other harmful features through educating the manufacturer, and the cooperative advertising campaign which seeks to increase macaroni consumption, might well look to the elimination of free goods that are not always as well appreciated as they should be, and to divert the money saved by this waste elimination to the worthy cause mentioned above. Conditions at present warrant a careful scrutiny of all expenditures and the elimination of the wastes such as these charitable bequests that are masquerading as advertising but really proving an unprofitable investment.

Interesting Business Facts

More than 23 billion dollars are spent by the people of the United States for food each year, of which meats, fats and fish take 31.1%, staples 25.2%, dairy products 23.7%, fruits and vegetables 8.7%, bakery products 7.5% and canned foods 3.8%.—*Food Laboratory Facts.*

Human food requirements of the past decade have seen revolutionary changes. The sale last year of \$75,000,000 worth of salad dressings means more than just a surprising gain in a minor product. It means the food habits of the nation have changed. The old staples face new vigorous rivals. America has turned to a year-round diet of fresh fruits and vegetables. Discovery of the hidden hunger due to lack of vitamins has brought such humble products as spinach and liver into national prominence. These dietary changes have cut deeply into the markets for wheat, pork, beef, mutton, beans and other old staples and materially reduced the demand for canned foods. There is need to be alert; to be constantly prepared to shift our methods to meet new conditions. Fact finding bureaus of govern-

ment can help, cooperative organizations of farmers can help, but the big job of adaptation will always be squarely up to the individual.—*The Country Gentleman.*

Independent stores did 63% of the nation's retail business in 1926, while department stores got 16½%, the chains 12% and mail order houses 4%.—*Printers' Ink.*

Only 18% of the \$2,356,250,000 sold annually in chain stores, or \$425,000,000, is being realized from the sale of private brands, according to the Chain Store Research Bureau. The remaining 82% or \$1,931,250,000 is from the sales of nationally advertised products.—*Groceries.*

The greatest hazard in business is the working of ignorant competition, one that does not know its costs, cannot read the statistical barometer in anticipating the raw material market, the season and extraordinary sales periods, trends of styles, etc., that go to make up mercantile acumen.—*Nation's Business.*

Recent surveys prove that 45.9% of the total annual value of food is purchased by families in the urban market, and that only 18.8% is bought by rural families. In the cities 17.2% is purchased and consumed outside the home.—*Food Laboratory Facts.*

More money is spent in cafes and restaurants and less in grocery stores the farther west one goes. In Baltimore only 11.1% of the money expended for food goes for prepared meals, in Providence 12.07% and in Atlanta 12.06%. In Kansas City the proportion jumps to 22.88%, in Denver to 23.38%, in Seattle to 23%, and in San Francisco 28.49%. Baltimore spends 43.81c of its food dollar for groceries, Providence 45.27c, Atlanta 47.21c, Kansas City 32.72c, Denver 35.20c, Seattle 32.57c and San Francisco 26.36c.—*Trends and Indications.*

Putting more consumer pull in front of goods, instead of sales push in back is the problem of distribution which must be met by all branches of the food industry, according to an economist who attended meetings of all branches of the industry.—Dr. Frederic Dannert, *Journal of Commerce.*

When sales slow up increase the sales pressure.



Colorful Packages

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No new brand should be adopted without careful investigation.

We operate a Trade Mark Bureau for the benefit of our customers. It contains records of over 856,000 brand names including all registered brands. This service is free.

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Color Printing Headquarters

CINCINNATI
8 Beech St.

BALTIMORE
87 Covington St.

BROOKLYN
23 N. 3rd. St.

Macaroni in Salads, Too

Mrs. Agnes H. Yunker

Macaroni traces its antecedents away back into the oriental races. Although we think of it as Italian, these people were not the first to know the secret rituals of its recipe. But they were the quickest to learn it and adopt the whole spaghetti family as one of their national foods, for the art of macaroni making was kept an Indian secret for 400 years.

But not so long ago we found nooks in our country ideal for growing the durum wheat from which the best macaroni is made, and the story of its making has drifted here after many years. So now we have American made brands as real as any imported product. Stars, bow ties, sea shells, elbows, alphabets and many other shapes are fashioned from the same dough.

The old ways of serving macaroni paste are good, but if you yearn for something unique just try a macaroni salad or two!

Use any of the shapes of macaroni corresponding to the elbow in size. Elbow is mentioned in most of the recipes because it is one of the easiest to procure, but throughout it is open to variation. The stick macaroni or spaghetti may be broken into half inch pieces and used.

Delicious and Nourishing

Cook the macaroni for all the salads in the following manner: Drop it into plenty of boiling salted water—3 quarts and a teaspoonful of salt are not too much for 2 cupfuls of macaroni—and boil until tender, about 20 minutes. Now drain it well and rinse with cold water. This cold rinse washes some of the val-

uable free starch from the macaroni but is advisable to do with the salad dishes because for them there must not be the slightest trace of stickiness. Chill and have all the other materials cold, too, before combining them.

The recipes calling for 2 cupfuls of macaroni will make about 8 servings, and those calling for one cupful about 4. The first 4 are in the nature of main luncheon salads and the last 2 are party or dessert salads. Prepare each ingredient as directed and combine lightly with the dressing at the last minute before serving. Arrange the luncheon salads gracefully on a bed of lettuce leaves, shredded cabbage, endive or any other salad greens, but use only the most delicate of lettuce hearts for the party salad's foundation. Garnish as directed.

Macaroni Luncheon Salad

2 cups elbow macaroni, cooked and chilled
3 hard-cooked eggs, chopped
1½ cups celery, diced
¼ cup stuffed olives, sliced crosswise
1 cup cooked salad dressing

Garnish each serving with an extra dab of the dressing topped by a crosswise slice of a stuffed olive.

Macaroni Ham Salad

1 cup elbow macaroni, cooked and chilled
¼ lb. cold boiled ham or tongue, chopped
1 cup cabbage, shredded
2 pimentos, chopped
1 cup cooked salad dressing

Arrange for serving on a bed of shredded cabbage and garnish the mound of the macaroni mixture with bits of pimento cut in fancy shapes with French vegetable cutters.

Macaroni Cheese Salad

2 cups elbow macaroni, cooked and chilled
2 cups cold cooked peas
1 cup cheese, grated

3 sweet pickles, chopped
1 cup cooked dressing

Heap on romaine leaves; garnish each serving with a star fashioned from thin slices of the tiny pickles cut lengthwise. Serve for luncheon or supper with toasted bread and tea.

Macaroni Chicken Salad

2 cups elbow macaroni, cooked and chilled
2 cups cold cooked chicken, diced
1 large cucumber, thinly sliced or diced
2 pimentos, chopped
1 cup cooked or mayonnaise dressing

Brown bread sandwiches and cocoa would not go amiss with this salad. Jolie strips of pimento would garnish appropriately.

Macaroni Fruit Salad I

1 cup elbow macaroni, cooked and chilled
1 small can sliced pineapple, cut in tiny pieces
3 bananas, diced
6 marshmallows, halved

Toss the combined ingredients into the following pineapple dressing:

juice from small can of pineapple
½ cup sugar
3 tablespoons cornstarch
1 cup whipping cream

Mix the cornstarch with the sugar and stir into the boiling pineapple juice. Cook, stirring, in the double boiler for 20 minutes. Cool and fold in the cream whipped. Top each serving with a maraschino cherry.

Macaroni Fruit Salad II

1 cup elbow macaroni, cooked and chilled
1 cup sliced peaches, canned or fresh
3 oranges, cut in small pieces

Combine the above ingredients with lemon dressing.

1 egg
3 tablespoons sugar
juice of one lemon
1 cup whipping cream

Beat the egg, sugar and lemon juice together until light. Cook in the double boiler until thickened, stirring constantly. Cool and when ready to serve combine with the cream whipped. Sprinkle with just a suspicion of very finely chopped pistachio nuts.

Germans Visit

American Plants

Last month a group of gentlemen recognized as leaders in the German food industry made a tour of the United States inspecting the leading food plants and studying American methods of manufacture. Included in this group was Herr P. T. Schramm, the largest manufacturer of macaroni and noodles in Germany, and his secretary, Herr L. Hartzig.

The tour was arranged by a leading food periodical of Germany. The group arrived in New York on April 30 and visits were made in New York city, Buffalo, Cleveland, Detroit, Chicago,

Pittsburgh, Washington and Philadelphia.

During the tour Herr Schramm and his secretary often veered from the set course to inspect the larger and more



modern macaroni and noodle concerns, practically all of which warmly welcomed the renowned visitor.

At the conclusion of his tour Herr Schramm expressed himself as highly

pleased with his reception and congratulated the macaroni industry in this country on its progress and attainment as well as the high quality of its products.

Herr Schramm is the owner of the Schramm Macaroni Manufacturing company of Neuss-on-Rhine, Germany, and is the fourth generation engaged in the manufacture of these products. The plant, which is now operated by Herr Schramm and his brother, was founded by their great grandfather in 1790 and has been owned by the Schramm family ever since. The plant employs 500 men and is not only the largest of its kind in Germany but one of the largest in the world.

President Coolidge says:—"Economy does not mean the neglect of *ESSENTIAL*."

The Macaroni Die is an *essential* factor in your success in obtaining **Better** and more **Attractive Macaroni**.

YOU take a decisive step toward **Maximum Profits** when you replace old or inefficient Dies with **MALDARI'S BETTER MADE DIES**.

(Bring Your Macaroni Problems to this Annual Convention. Our Mr. Maldari Will be Glad to Meet You.)

F. MALDARI & BROS., Inc.

178-180 Grand Street
NEW YORK CITY

AMERICA'S LEADING MACARONI DIE MAKERS SINCE 1903

(Send for our illustrated catalog—yours for the asking)



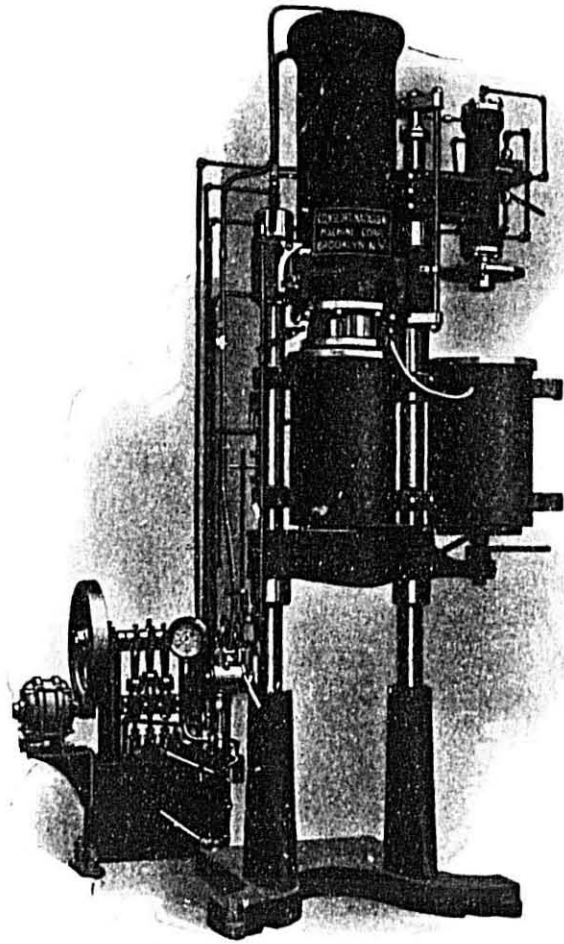
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



16½ inch Vertical Hydraulic Press.

AT LAST! The press without a fault.

The machine you must eventually buy to keep abreast of the times.

Simple and economical in operation. Compact, solid construction and long life. No unnecessary parts, but everything essential for the operation of a first class machine.

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

**INCREASE YOUR PRODUCTION.
REDUCE YOUR LABOR AND
WASTE.**

The machine shown herewith is our 16½ inch diameter press with a capacity of 350 pounds. We have furnished several of these machines to one of the largest manufacturers in the United States.

A repeat order proves the satisfaction and efficiency of this machine.

This machine is constructed on the same general plan as our other machines, incorporating therein such modifications as are necessary in a machine of this size.

All material is of the best obtainable. No unnecessary weight. This machine weighs 50% less than any press of equal size constructed by any other manufacturer.

Remember The Date! June 12, 13 and 14

Remember The Place! Edgewater Beach Hotel, Chicago, Ill.

Don't Fail to Attend. Make This Convention A Grand Success.

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

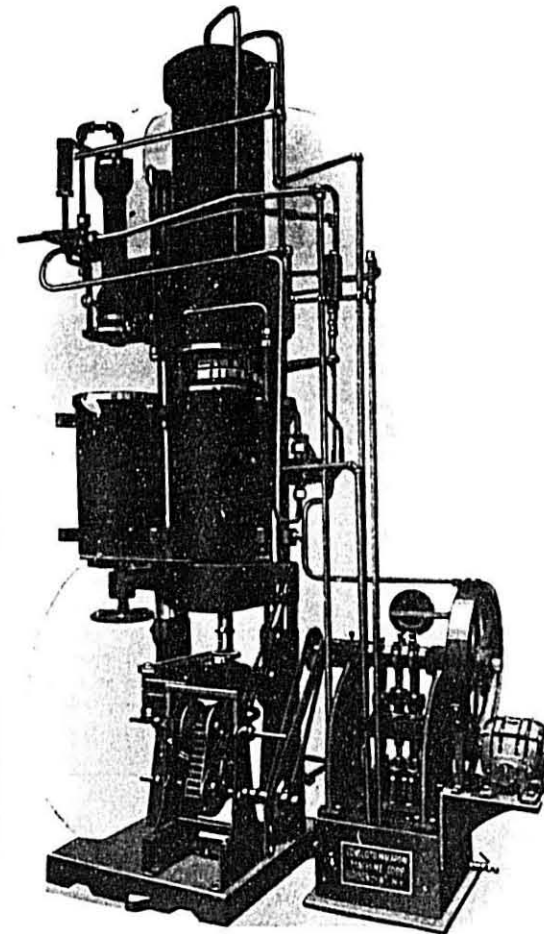
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Cutting Press. 12½ and 13½ inch diameter.

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.

The machine shown herewith has been specially designed for those desiring a large daily production of short pastes, but who have a limited amount of space.

Instead of horizontal, this press is vertical, but will give a production equal to our horizontal press.

In order to facilitate the adjustment of the lengths of the various pastes, this machine is equipped with a Reeves Variable Speed Transmission.

This allows the paste to be cut to any desired length with only one change on the drive pulleys.

The general construction is similar to our other machines; four plunger pump, hydraulic packer, simplified controls, etc.

All cylinders are of steel and the main or pressure cylinder is bronze lined.

Only one die is used for both cylinders, as this machine is of the stationary die type, and the die need not be touched until a change in the quality of the paste is desired.

Remember The Date! June 12, 13 and 14

Remember The Place! Edgewater Beach Hotel, Chicago, Ill.

Don't Fail to Attend. Boost The Macaroni Industry.

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

Waste Elimination and Business Stabilization

The extent to which waste in industry penalizes everyone in the country—manufacturers, distributors and consumers alike, and the influence of such waste on the national life and welfare, was discussed by Ray M. Hudson, assistant director, commercial standards group, bureau of standards of the U. S. Department of Commerce, at the breakfast meeting of the General Federation of Women's Clubs, which formed a part of the conference on Saturday morning, June 2, in San Antonio, Texas.

"We have found it almost axiomatic that regardless of the line, whether it be paving brick or bed blankets, 80% of the business comes from 20% of the varieties offered," declared Mr. Hudson, stating that it is in that 80% of variety which yields only 20% of the business that one will find the greatest opportunities for simplification.

A good many producers, distributors and consumers are getting together on this problem these days, because they recognize that too many varieties result in excessive investment, greater cost to carry, slow turnover, rapid obsolescence, decreased profits, and economic waste. There is only one logical way out and that is to stop these wastes at their source.

Mr. Hudson's subject of "increasing the purchasing power of the dollar" was most appropriate, inasmuch as it is of prime importance to the women of the nation.

"This subject is of direct concern to every housewife, every home manager," according to Mr. Hudson, who says that "business men are devoting much energy these days to making the public want to buy their goods, to creating among consumers the 'desire to buy.' To the consumer who translates this desire into action through purchasing the goods the path to possession is made easier by the deferred payment plan. Firms making consistent effort to eliminate waste through simplification and standardization, to improve both products and processes, thus to give better value for the same or for less money, are strengthening the consumer's power to buy.

"Likewise companies endeavoring to stabilize employment in their plants, to provide steady jobs at good wages for their workers, are reinforcing

the buying power of their own employes as part of the great consuming public. Beyond this potential benefit from concerted action toward waste elimination is the further advance in the living standards of millions of our people, and likewise the further strengthening of the stability and prosperity of our country.

"The benefits of waste elimination are not entirely on the material side of life. They have their social and ethical values as well."

"BE SURE YOU'RE RIGHT"

We cannot vouch for the following story, but it has in it a lesson on circumstantial evidence that our readers might well appropriate.

The story is told that a certain young man was recently speeding merrily along the road when he caught up with a party of children on their way to school. He asked them if they cared to ride, and for an answer they piled into his Ford until it was so completely filled that one little girl had to sit on the driver's lap. She was a plump little thing and the driver cuddled her close to keep her away from the steering wheel. "Do you like school?" he asked her.

"Yes, sir," she lisped.

"Do you go every day?"

"I haven't missed a day this year,"

the little girl replied.

"Good little girl!" said the driver, kissing her soft cheek. "Do you like your teacher?"

"Yes, sir," said the girl, "I'm the teacher."
And the Ford darn near went into the ditch!

Bring Ladies to Conventions

An Illinois farmer on his way home from market one day suddenly remembered that he had forgotten something but what he could not recall.

As he neared home the conviction increased and 3 times he stopped his horse and went carefully through his



pocketbook in the vain endeavor to discover what he had missed. In due course he reached home and was met by his daughter, who looked at him in surprise and said:

"Why, father, what have you done with mother?"

Cleveland Plant Sold

The Golden Age plant at Cleveland, Ohio, has been purchased by the Golden "A" company, an Ohio corporation headed by B. S. Scotland of Joliet, Ill., who is also president of the Joliet Macaroni company. Executive offices for both plants will be at Joliet where the business will be carried on under the direct supervision of Mr. Scotland.

Worthwhile Editorials From the Business Press

WHO BENEFITS?

Dollars and brains are working in the laboratories of the trade associations. Who benefits? Every trade association executive must ask himself that question. Every trade association executive finds himself wondering if his members are making real use of the knowledge put at their disposal.

Who benefits?

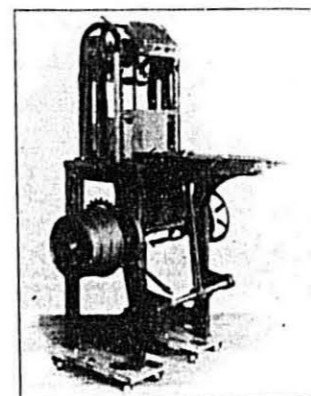
Here's the answer as a scientist working for one large association gave it: "Part of my work is going to the regional and national conventions of our association and I have found this: that the men who go to conventions and who bear the burden of the association work are the men who get the good out of our laboratory work.

"They learn to listen and to ask. They know what has been and what will be done. They find the dollars in scientific research. They are the men who know the real worth of the association."

Conventions a waste? There's the answer.—*Nation's Business*, 3/17/28

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

The Convention Special

Sufficient reservations have been made by eastern macaroni manufacturers and allied tradesmen to insure special service from New York to Chicago in connection with the 1928 convention, June 19 to 21. The delegation will travel over the New York Central railroad on a special combination compartment and observation car leaving New York city Monday, June 18, at 9:45 a. m. daylight saving time, and arriving in Chicago at 7:00 a. m. Tuesday, June 19, in sufficient time to attend the opening session of the 1928 meeting in the Edgewater Beach hotel.

The delegation from Philadelphia will leave at 7:00 a. m. while the New Englanders will travel to New York by boat from Boston and Providence. This tour de luxe is being promoted by H. P. Mitchell and Irving Fischer of New York city, durum mill representatives.

Among those who have made reser-



vations and who are expected to join the party are the following:

Mr. and Mrs. D. Cowan, A. Goodman & Sons, New York city.
 Frank Patrono and daughter, Independent Macaroni Co., Mt. Vernon, N. Y.
 E. Ronzoni and daughter, Ronzoni Macaroni Co., Long Island City, N. Y.
 Mr. and Mrs. Frank De Angelis, R. De Angelis & Co., Philadelphia, Pa.
 M. F. Romeo and son, Brooklyn Macaroni Co., Brooklyn, N. Y.
 Max Kurtz, Kurtz Brothers, Philadelphia, Pa.
 S. La Rosa, V. La Rosa & Son, Brooklyn, N. Y.



Glass Container Election

Election of officers and directors and the discussion of sales and advertising plans for the coming year constituted the major activities of the Glass Container association at its recent annual meeting in Atlantic City.

This association, composed of members from the leading glass container manufacturers and allied industries as well as from the leading packing organizations throughout the country, has just finished a notable year in the development of national interest in foods, drugs and other items of general consumption, packed in glass.

Officers are: President, P. I. Heuissler, Maryland Glass Corp., Baltimore; vice presidents, W. H. McClure, Hazel Atlas Glass Co., Wheeling, W. Va., and H. C. Mandeville, Thatcher Manufacturing Co., Elmira, N. Y.; secretary-treasurer, R. E. Walker, Turner Glass Co., Terre Haute, Ind.

Directors elected for three years include, in addition to Messrs. Heuissler and McClure, F. F. Ferguson, Illinois Glass Co.; C. J. Root, Root Glass Co.;

I. R. Stewart, Anchor Cap & Closure Co.

Committee reports showed a steadily growing use of glass containers in all trades served with marked increase in the use of the lower price packages which are now being sold by the leading grocery and 10 cent store chains.

The general advertising activities of the Glass Container association have been confined to trade papers and newspapers, and future developments although not fully decided upon will probably continue along these same lines.

Headquarters of the association are in New York city, where laboratories and other departments are maintained. The business manager is C. R. Stephenson, replacing I. G. Jennings who resigned at the annual meeting.

Big, Long, Solid Meals

The Spaniards are strong believers in abundant meals of tasty, well prepared foods. The Spanish view of the culinary side of life may be summed up in these words "Plenty to eat and plenty of time to eat it."

Mr. Titone, Sunshine Macaroni Co., Brooklyn, N. Y.
 A. Sanacori, A. Sanacori & Co., Brooklyn, N. Y.
 Mr. and Mrs. Frank Pepe, Pepe Macaroni Co., Waterbury, Conn.
 Alfred Bianchi, Italia Macaroni Co., Worcester, Mass.
 P. Geo. Nicolari, New Haven Macaroni Co., New Haven, Conn.
 G. Muro, Connecticut Macaroni Co., New Haven, Conn.
 Ted Molinari, Splendor Macaroni Co., East Boston, Mass.
 Michael La Marca, Boston Spaghetti Mfg. Co., Boston, Mass.
 G. E. Del Rossi, G. D. Del Rossi Co., Providence, R. I.
 L. A. Viviano, Capital Flour Mills, New York, N. Y.
 E. Challenger, Minneapolis Milling Co., New York, N. Y.
 Irving Fischer, Duluth-Superior Milling Co., New York, N. Y.
 J. Del Rossi, Washburn Crosby Co., Providence, R. I.
 H. P. Mitchell, Washburn Crosby Co., New York, N. Y.
 Mr. and Mrs. G. La Marca of Prince Macaroni Manufacturing company, Boston, are undecided whether to go by train or by automobile.

Midday lunches and evening dinners regularly consist here of from 4 to 5 heavy courses, and this number is exceeded when a guest is present, in which event every Spanish family outdoes itself to offer a sumptuous meal and a plethora of wines. On such occasions several hours passed at the table is the rule.

Appetizers of all kinds start the meal, followed by soup, and then, in large portions, fish, eggs in various styles of cookery and with almost every known condiment, followed by kid, suckling pig, turkey, duck, chicken or roast beef, and ending with tarts and fruits. Such a repast is always provided to celebrate a saint's day, a christening or a wedding in the well to do family.

Even in the inns or hotels of the smaller towns the meals are abundant, and though the sauces and dressings may not always pique the taste of the foreigner, he is obliged to recognize there is plenty to eat and drink.

Those who really stop to think get run over.

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 Malmo St. LOS ANGELES, CAL.

Sturdy and Serviceable

MACARONI BOX SHOOKS

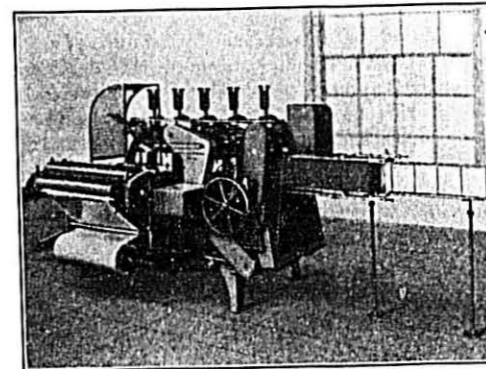
Made of selected and well-seasoned Gum or Cottonwood Veneers with all one-piece tops and bottoms of full one-quarter inch stock.

We Fill All Orders, Big and Small.

COLUMBIA BOX & VENEER CO. Inc.

74 Varick Street -:- New York City

(Macaroni Box Specialists)



JOHNSON Automatic WAX WRAPPER

POINT 5 Speed with Accuracy,
 Safety and Efficiency!

THE 10 Point Line
 1 Fitted to Your Plant Requirements!
 2 All Parts Made in Our Own Plant
 3 Modern Design, and Constantly Kept in Stock
 4 Same-Day Shipment of Your Parts Order!
 5 Speed with Accuracy, Safety and Efficiency!
 6
 7
 8
 9
 10

WHEN purchasing a JOHNSON Automatic Packaging Machine you are securing speed, accuracy, safety and efficiency.

Further, you buy Service with Satisfaction, for every JOHNSON Machine is built and guaranteed to do a specified job. And a JOHNSON Sales Engineer follows up to see that they do their required tasks.

The JOHNSON Automatic Wax Wrapper (as illustrated) will wrap your carton in wax or glassine paper and seal it hermetically by means of heat. The neat tight wrap affords greatest transparency and display value to lithography and printing. Speed 35 to 90 packages a minute, depending upon size of package wrapped.

Ask for new bulletin—"Keep Your Competition DOWN—and Your Packaging Efficiency UP!"

JOHNSON AUTOMATIC SEALER CO., LTD.
 Battle Creek, Mich., U. S. A.
 30 Church St.—New York City 228 No. LaSalle St.—Chicago, Ill.

JOHNSON
 AUTOMATIC PACKAGING MACHINERY
 Seals; Bottom and Top Sealing; Lining; Machines; Wrappers (Wax and Glassine)

The Distributing Trio

At a series of conferences held by executives of diversified interests, including manufacturers, wholesalers and retail distributors, publishers, and advertising agencies in the Department of Commerce building, Washington, D. C., early in the year, the following definitions of distributor functions were adopted and promulgated.

Manufacturers

It is the function of the manufacturer to convert raw or semi-finished materials into finished materials or products to meet the requirements or tastes of the consuming public, utilizing the experience, methods, and equipment at command to serve these ends.

The retailer's true function is that of service as a purchasing agent for his community; as such he selects and carries a reserve supply of merchandise to meet the requirements of the individual consumer.

Wholesaler

It is the wholesaler's function to carry a well selected stock of merchandise, to buy in suitable quantities, to warehouse a reserve stock for retailers within a radius of economical distribution and convenience of service, and to resell the proper units to the retailer as economically as possible.

Retailer

The retailer performs the final function in distribution of essential commodities and gives fulfillment to all preceding efforts, by making merchandise available to consumers at the time, place, and in the form required by them.

The man of the hour never wastes a minute.

What It Means to Cut Price

Figured on a basis of selling on 25% profit: A price cut of 5% means that the volume of sales must increase 25% to replace the profit loss.

A price cut of 8% means that the volume of sales must increase 47% to replace the profit loss.

A price cut of 10% means that the volume of sales must increase 60% to replace the profit loss.

A price cut of 12½% means that the volume of sales must increase 100% to replace the profit loss.

A price cut of 15% means that the volume of sales must increase 150% to replace the profit loss.

These figures have not taken into consideration the increased overhead necessary to handling the additional volume of merchandise.

What a wonderful revelation!

How many retail merchants who, for one reason or another, cut prices stop to think and figure?

The trouble is that all too many retail merchants have little conception of percentages or what they mean.

It is not easy in any business to increase the volume of sales 25%, not to mention larger replacements.

The safest way, when tempted to cut prices, is to pause and ponder, and then don't do it.—New England Grocer.

Editor's Note—Mr. Macaroni Manufacturer, have you ever thought of price cutting in this light?

Pass this information on to your salesmen with instructions that they make it known to the retailers. Perhaps it will be helpful to all concerned and make us "THINK BEFORE CUTTING."

The man who grins is the man who wins.

Duties of a Traveling Salesman

Armour and Company use the following 22 tests to decide the salaries of traveling salesmen:

- (1) Number of calls per day.
- (2) Number of early morning or Saturday morning calls.
- (3) Opening up new accounts.
- (4) Getting bigger initial payments.
- (5) More regular attendance at sales meetings.
- (6) Getting men to fill up daily reports.
- (7) Getting orders above a certain minimum size.
- (8) Selling dealers in small towns or other places not regularly covered.
- (9) Opening up new outlets, such as hotels and restaurants.
- (10) Getting dead customers to order.
- (11) Selling slow items that generally receive a small per cent of the salesman's time.
- (12) Getting customers to handle the whole line.
- (13) Increasing number of repeat orders.
- (14) Keeping down sales expenses.
- (15) Making demonstrations.
- (16) Spending time with jobber salesmen or educating retail sales people.

(17) Making collections and getting credit information.

(18) Sending in names for mailing lists.

(19) Selling dealers on tying up locally with the company's advertising.

(20) Putting up window or counter displays.

(21) Helping dealers with their advertising.

(22) Making reports and tabulations for advertising departments.

What a Dime Will Do

Ross P. Seaton, secretary of the Illinois Wholesale Grocers association, has published an envelope enclosure entitled "10c Per Customer" in which he says: "If you can increase the average purchase made in your store by only 10c the net results are astonishing and you add practically nothing to your sale expense." Figuring 300 sale days a year, the table shows exactly what a 10c per daily customer increase produces a year:

10c on	150	=	\$ 4,500 a year.
10c on	200	=	6,000 a year.
10c on	300	=	9,000 a year.
10c on	500	=	15,000 a year.
10c on	800	=	24,000 a year.
10c on	1000	=	30,000 a year.

Applying the same rule to the sale of macaroni a 10c increase per case would go far toward paying insurance and taxes as well as interest and depreciation. How this would work is indicated by the following table:

10c increase per case on	100 cases daily	produces a \$3000 increase a year.
10c increase per case on	200 cases daily	produces a \$6000 increase a year.
10c increase per case on	500 cases daily	produces a \$15,000 increase a year.
10c increase per case on	800 cases daily	produces a \$24,000 increase a year.
10c increase per case on	1000 cases daily	produces a \$30,000 increase a year.

EXPENSIVE HOTELS

The unjustifiably high rates of many hotels is proverbial.

A sailor who had been stopping at a fashionable hotel and who was paying his bill, looked up at the girl cashier and asked what it was she had around her neck.

"That's a ribbon, of course," she said. "Why?"

"Well," he replied, "everything else is so high around here that I thought perhaps it was your garter."

It isn't the trials of life that worry one; it's the verdicts.

FLY, DRIVE, RIDE OR WALK

—BUT BE IN

Chicago, June 19 - 21!

WHERE---? *Edgewater Beach Hotel!*

WHY---? *Macaroni Manufacturers Convention!*

Prove Your Loyalty and Support of Your Association by Attending This Year's Convention.

Meet Our Mr. Frank A. Motta There. If You Are Contemplating Any Changes in Your Plant He Will Make Suggestive Layouts for You. No Obligation, of Course.

Champion Machinery Co.

Complete Flour and Semolina Storage and Conveying Outfits.
Macaroni, Noodle and Pretzel Mixers.
Reversible Noodle Brakes.

JOLIET,

ILLINOIS

THE Crookston Milling Company extend their compliments to the Macaroni Manufacturers of America and wish them every success at their annual convention in Chicago, June 19 to 21, 1928.

The Crookston Milling Company
Crookston, Minnesota

Macaroni Exports for March 1928

The March 1928 exports of macaroni products greatly exceeded the February shipments as well as those of March a year ago. The total was 823,000 lbs. So far this year the total exports of macaroni products are slightly below those of a year ago. In January, February, March 1928, the total was 2,321,000 lbs. while in the same period last year the total was 2,380,000 lbs. When the fiscal year is figured beginning July 1 the quantity of exports for the 9 months ending March 31, 1928, exceeded the previous period by 6,708,000 lbs. to 6,597,000 lbs. The exports of macaroni by countries in pounds and dollars are indicated in the table below. In addition to the foreign exports listed below there were shipped from this country a total of 152,450 lbs. to Porto Rico and Hawaii bringing \$11,199 during March 1928. This was distributed 94,632 lbs. to Porto Rico bringing \$5,677 and 57,718 lbs. to Hawaii bringing \$5,532.

Countries	Pounds	Dollars
Irish Free State.....	1,200	102
United Kingdom.....	180,098	16,708
Canada.....	250,412	21,459
British Honduras.....	1,003	92
Costa Rica.....	3,469	326
Guatemala.....	2,900	172

Honduras	8,891	525
Nicaragua	3,857	280
Panama	70,011	3,830
Salvador	505	53
Mexico	82,352	6,529
N. F. and Labrador....	555	38
Bermudas	1,446	127
Barbados	105	18
Jamaica	1,736	153
Tobago	318	51
Other B. W. I.....	617	77
Cuba	71,715	4,206
Dominican Rep.....	5,442	506
Netherland W. I.....	1,151	121
Haiti Republic.....	9,407	661
Virgin Is. of U. S.....	685	60
Columbia	1,125	129
Peru	90	11
Venezuela	1,277	131
British India	1,751	207
British Malaya	1,440	175
Ceylon	640	75
China	10,018	827
Java and Madura	915	108
East Indies.....	228	38
Hong Kong.....	1,200	160
Japan	4,899	777
Philippine Is.	2,725	389
Siam	100	16
Australia	88,978	9,813
British Oceania.....	172	20
French Oceania.....	783	83
New Zealand.....	6,242	726
Africa	66	25
Union of So. Africa....	1,986	227
British West Africa....	213	26
Total	822,783	70,057

Macaroni and Spaghetti Dishes

By "The Forecast," World's Leading Food Magazine

MACARONI AND CORN PUDDING

- 1/2 package macaroni
- 1 cup canned corn
- 1 cup milk
- 1/2 teaspoon salt
- 2 eggs
- Pepper and paprika to season
- 2 tablespone melted butter or substitute

Cook the macaroni in boiling salted water for 10 minutes, then drain. Beat the eggs, add milk, salt and pepper. Mix with the macaroni and add the butter. Pour into a greased shallow baking dish and bake in a moderate oven—350 degrees—for 35 minutes or until firm and slightly browned on top. Serve hot as a vegetable or main luncheon dish.

SPAGHETTI WITH BEEF BALLS AND TOMATO SAUCE

- 1/2 package spaghetti
- 3/4 lb. chopped beef
- 2 slices bacon, chopped
- 1/3 cup milk
- 1/2 cup soft bread crumbs
- 1 tablespoon minced onion

- Salt and pepper to season
- 3 tablespoons flour
- 2 cups stewed tomatoes
- 1 teaspoon salt

Mix meat with the bacon, crumbs, onion and seasonings. Shape into balls about one inch in diameter and sauté in hot drippings. Boil the spaghetti in salted water for 10 minutes. Drain and place on a hot platter. Arrange the cooked meat balls on the spaghetti. Add the flour to the drippings in the frying pan and mix until smooth. Add tomatoes and salt and let boil for 2 or 3 minutes. Thin with hot water if necessary. Strain over the spaghetti and serve very hot. Paprika may be liberally sprinkled over the meat and spaghetti before serving.

MACARONI AND OYSTERS

- 1/2 package macaroni
- 1 pint oysters or chopped clams
- 3 tablespoons butter
- 1/2 teaspoon paprika
- 1 teaspoon Worcestershire sauce
- 4 tablespoons grated cheese
- 3/4 cup fine bread crumbs
- Salt and pepper to season

Cook the macaroni in boiling salted water for 10 minutes, then drain. Pick

over the oysters, removing any pieces of shell. Rinse with cold water. Put alternate layers of macaroni and oysters in a greased baking dish, sprinkling each layer of oysters with salt, paprika, bits of butter and bread crumbs. Have macaroni for the top layer, spread with the remaining bread crumbs and the cheese mixed together. Strain the oyster liquor, add the Worcestershire and pour over the macaroni. Bake in a moderate oven about 35 minutes.

Genuine friendship has no axes to grind nor logs to roll.

Will Investigate Chain Stores

Last month the U. S. Senate adopted Senator Smith W. Brookhart's resolution directing the Federal Trade Commission to investigate charges generally made that the chain stores of the country are carrying on practices contrary to federal law and accepted trade ethics. This investigation might serve to bring understanding out of chaos and to determine the relative positions of the various forms of distribution.

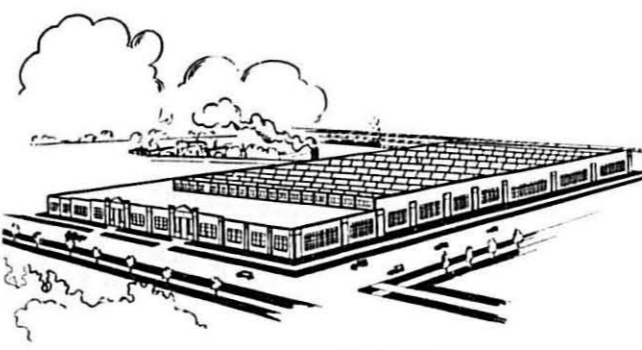
This move has the approval of the leading wholesale and retail organizations who in their conventions have regularly and consistently resolved that the chain store is a menace, with privileges denied the independent dealers.

Macaroni manufacturers are divided in their attitude toward the proposed investigation, depending on whether or not they do business with the chains. The whole industry, however, will watch with deep interest the progress of the investigation and the final conclusion of the Federal Trade Commission.

The important clause in the resolution authorizing the investigation gives the Federal Trade Commission almost unlimited power. It reads as follows: "The advantages or disadvantages of chain store distribution in comparison with those of other types of distribution as shown by prices, costs, profits and margins, quality of goods and service given by chain stores and other distributors, or resulting from integration, managerial efficiency low overhead or other similar causes."

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OUR new plant in South Bend, Indiana, is the finest exclusive folding box factory in country.

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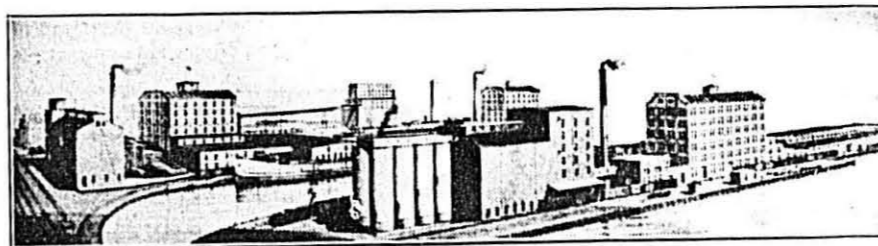
Let us explain our proposition in detail—see us at the Macaroni Manufacturers' Convention. Headquarters, Room 742, Edgewater Beach Hotel.

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CHICAGO OFFICE: 14 E. Jackson Blvd.

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery; of applications for, registrations of, trade marks applying to macaroni products. In May 1928 the following were reported by the United States patent office: Patents granted, none.

TRADE MARKS REGISTERED

The trade marks affecting macaroni products or raw materials registered were as follows:

Delmonico

The trade mark of the Westchester Macaroni company, Mt. Vernon, N. Y., for use on alimentary pastes. Application was filed Aug. 9, 1927, published in the Official Gazette Dec. 27, 1927, and in the Jan. 15, 1928, issue of The Macaroni Journal. Owners claim use since February 1927. The trade mark was duly registered May 8, 1928, and given No. 241,731.

The trade mark is a panel in the upper center of which appears the trade name "Delmonico." To the left in an oval is a drawing of a maid serving a dish of steaming spaghetti. To the right is the drawing of a child enjoying the food. Below the trade name is a scroll that carries the variety of the product.

Ricco

The trade mark of Antonio Riccobono & Company, New Orleans, La., for use on macaroni products and cheese. Application was filed July 8, 1927, published in the Official Gazette Feb. 21, 1928, and in the March 15, 1928, issue of The Macaroni Journal. Owners claim use since March 1914. Trade mark was duly registered May 8, 1928, and given No. 241,853.

The trade mark is the trade name in letters with black borders and white centers. The last stroke letter "R" swings in a semi-circle beneath the other letters in the trade name and ending in a curl in the end.

Purity Cross

The private brand trade mark of Purity Cross Model Kitchens, Inc., Orange, N. J., assignor to Delane Brown, Inc., Baltimore, Md., for use on canned spaghetti and other special foods. Application was filed Dec. 2, 1925, published in the Official Gazette March 6, 1928, and in the April 15, 1928, issue of The Macaroni Journal. Owners claim use since December 1914. Trade mark was duly registered May 15, 1928, and given No. 242,102. The trade mark is the trade name in heavy type.

TRADE MARKS RENEWED

The trade mark of the Pfaffmann Egg Noodle Company, Cleveland, Ohio, which was registered June 7, 1928, was granted renewal privileges May 22, 1928, effective July 7, 1928.

TRADE MARKS APPLIED FOR

Three applications for registration of macaroni trade marks were made in May and published in the Official Gazette to permit objections thereto which must be made within 30 days of publication.

Locks

The private brand trade mark of the John H. Lock Company, Inc., New York, N. Y., for use on macaroni, spaghetti and other foods. Application was filed Jan. 15, 1927, and published May 1, 1928. Owners claim use

since Jan. 10, 1927. The trade mark is the trade name in heavy type with a padlock shown hung on the lower curve of the letter "C."

Omego

The private brand of J. T. Fargason Grocery Company, Memphis, Tenn., for use on macaroni products, rolled oats, etc. Application was filed March 15, 1928, and published May 8, 1928. Owners claim use since 1922. The trade mark is the trade name in heavy type.

Delmonico

The trade mark of the Westchester Macaroni company, Mt. Vernon, N. Y., for use on alimentary pastes. Application was filed Nov. 17, 1927, and published May 15, 1928. Owners claim use since February 1927. The trade mark is the trade name in a rectangle under which is a space for the particular variety. To the left in an oval is shown a maid serving a steaming dish of the product and to the right in an oval is a boy doing justice to it.

LABELS

Aunt Sarah's Egg Noodles

This title for labels used by Traficanti Brothers, Chicago, Ill., was registered May 15, 1928, and given title No. 34,009. Request for label permit was published Jan. 4, 1928.

TRADE MARKS REGISTERED

Direct Line

The private brand trade mark of Direct Distributors, Inc., Chicago, Ill., for use on canned foods including canned spaghetti. Application was filed Jan. 23, 1928, published in the Official Gazette March 13, 1928, and in the April 15 issue of The Macaroni Journal. Owners claim use since Oct. 10, 1927. The registration number is 242,655. Trade mark is the trade name in heavy caps.

TRADE MARKS APPLIED FOR

Declaration

The private brand trade mark of Maurice

Sushelsky doing business as Independent Wholesale Grocery company, Salem, Mass., for use on grocery products including alimentary pastes (otherwise known as macaroni products). Application was filed Sept. 14, 1927, and published May 29, 1928. Owners claim use since July 22, 1926. Trade mark is the trade name appearing over a drawing of the Liberty Bell and a copy of the Declaration of Independence.

King—Il Re

The trade mark of Kurtz Brothers, Philadelphia, Penn., for use on macaroni products. Application was filed April 6, 1928, and published May 29, 1928. Owners claim use since March 15, 1928.

The trade mark is the trade name in which the word "King" appears in the upper right hand corner and the words "Il Re" in the lower left corner. In between is a fanciful picture of a king as usually portrayed on playing cards.

Sponsor Spaghetti Supper

Spaghetti suppers are always popular and frequently bring out the largest attendance of the season. That is the opinion of the Young Ladies Sodality of the St. Anthony church, Batavia, N. Y., on reviewing its past social season and comparing it with the final social feature, a spaghetti supper held last month. About 400 were served with the tastily prepared spaghetti under the supervision of Samuel Vigiano and over \$200 was realized for the organization. In addition an appetite for spaghetti was created among many who have not been as frequent partakers of this product as its wholesomeness warrants.

MY FAVORITE RECIPE

Macaroni and Ham

By F. J. THARINGER, Tharinger Macaroni Co.

INGREDIENTS

1/2 Pound Macaroni	1 Cup Milk or Cream
2 Cups Boiled Ham, Minced	1 Onion Minced
1 Egg Beaten	Dried Mustard, Salt and Pepper

METHOD

Boil macaroni in salted boiling water until tender (about 15 minutes). Leave cooking utensil uncovered while boiling. Drain in colander and blanch.

Place in a buttered pudding dish. Boil macaroni in layers with minced ham, season with mustard and onion; beat one egg, add a cup of milk or cream and pour over macaroni and ham. Season with salt and pepper to taste and bake in hot oven for 20 minutes.

REMARKS

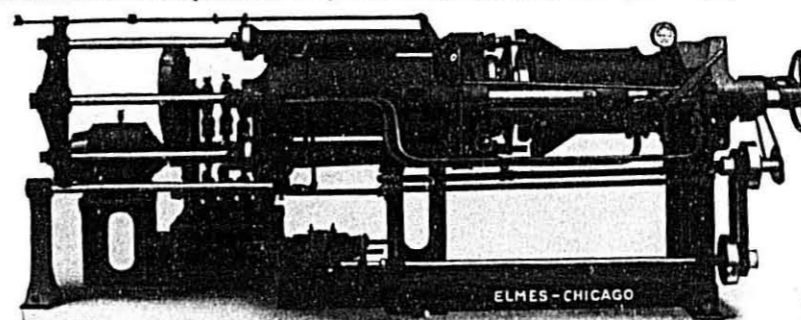
This is an inexpensive, wholesome meat and macaroni combination, a pleasing one-dish meal.

(Tell us your favorite Macaroni, Spaghetti or Noodle Recipe.)

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.

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HYDRAULIC-PRESSES
ELMES
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Notes of the Macaroni Industry

Tariff Investigation Unwarranted

According to announcement by the secretary of the U. S. Tariff Commission, Washington, D. C., on May 1, 1928, the government has decided an investigation of the purposes of Section 315 of the tariff act of 1922 asked by the National Macaroni Manufacturers association is not warranted according to its record. Some time ago the National Macaroni Manufacturers association applied to the commission for an investigation of the cost of production of macaroni and other alimentary pastes in foreign countries. A preliminary survey convinced the commission that such an investigation need not now be made. This action is not to be understood as a final dismissal of the Macaroni Industry's appeal. The commission will be glad to listen to any information of changed conditions and additional data that might be uncovered and submitted.

20 Years of Macaroni Imports

The rise and fall of the quantity of macaroni exports during the past 20 years is shown in a table of imports of macaroni products in pounds from 1908 to 1927 inclusive. It will be seen that the imports reached the highest point in 1914 and fell to the lowest figure in 1919; also that after the war it reached its highest point in 1925 since which it has been steadily receding. The table:

Year	Macaroni, Etc., Pounds
1908	97,233,708
1909	85,114,003
1910	113,772,801
1911	114,779,116
1912	108,231,028
1913	106,500,752
1914	126,128,621
1915	56,524,180
1916	21,789,602
1917	3,472,503
1918	669,524
1919	591,804
1920	800,210
1921	1,297,365
1922	1,991,933
1923	3,253,943
1924	3,869,541
1925	6,191,358
1926	5,787,096
1927	4,172,000

Investigating Suspicious Blaze

A blaze that caused slight damage to the A. Martellaro & Company plant at 11th av. and 20th st., Tampa, Fla., on April 28 was regarded with suspicion by the authorities who caused the arrest of the owners of the plant, says the Tampa Tribune of April 30, 1928. It is charged by the firemen and police that tubs and buckets of gasoline

were found in various parts of the building. The owners maintain they know nothing of the origin of the fire and that if gasoline was found on the premises it must have been placed there by persons seeking to do them personal injury. The owners are Onofrio Martellaro, A. Martellaro, James Martellaro and Felippo Valenti.

Sues for Insurance

The General Macaroni company of Erie, Pa., whose plant burned last February, has filed suit against 2 insurance companies to collect \$10,000 on insurance policies taken out last June. The plaintiff avers that the macaroni plant was insured for \$15,000, with a total protection split equally among 3 companies, and that the 2 defendant companies have repeatedly refused to pay damages provided for in the policies issued.

At the time of the fire there was a \$10,000 mortgage against the macaroni plant, the statement indicates, which was protected by mortgage clauses in each of the insurance policies. The actual loss to the owners was in excess of the insurance, as the building was ordered razed.

Blaze Damages Birmingham Plant

An early morning fire the last week in April caused \$500 damage to the plant of the Birmingham Macaroni company, Birmingham, Ala., and \$2500 to raw material and finished product. Fire was due to defective wiring and most of the damage was due to water used to control the blaze.

Stuart Named Vice President

R. Douglas Stuart, long an active official of the Quaker Oats company of Chicago, has been elevated to vice president of the firm to succeed James

H. Douglas. The latter will continue as chairman of the executive committee of this firm that has been enjoying some fine business and making sound expansions in various food lines, including macaroni.

Vittoria Co. Incorporates

The Vittoria Macaroni company of Trenton, N. J., has been incorporated with a capital stock of \$50,000. The three leading stockholders named in the articles of incorporation are Antonio DiBella, Sam DiBella and Salvatore Carlisi. Plans for the development of the company are still in the making.

Salt in Macaroni

Believing that the use of high test salt, especially suitable for macaroni manufacture, will add materially to the cost of these products, the International Salt company of New York and Scranton, Pa., is sponsoring some research work along this line. Its chemists will study the macaroni manufacturing process and will experiment with various forms of salt to determine just what quantities, if any, and what particular salt elements, if any, are specially suited for high grade macaroni making. The cooperation of the leading firms of the country will be sought in carrying on this research work from which both industries should profit.

Soviet Macaroni Exports

The American Russian Chamber of Commerce in New York city reports that 922 long tons of macaroni products were exported from Russia during the first 3 months of the year and that the demand for this product in foreign countries, especially in France and Scandinavia, is steadily growing.

United States—Macaroni Imports

From	1926	1925	1924	1923	1922	1921	1920	1919	1918	1917-18
Belgium	5	7	2							
Netherlands			1							
Italy	4228	5530	3625	2704	2059	711	114			
Spain	171	112	62	47	55	90	37	16		35
Switzerland	1			10	2		11			
France	180	197	255	188	226	152				
Germany	28	9	1	5	2					
Greece	1		5	6						
Hungary	2	1	1		4					
United Kingdom			4							
Canada	4	3	5	3	26	5	2	17	1	3
China	42	13	13	8	2	8	3	19	30	79
Hongkong	301	283	301	260	276	289	259	256	67	100
Japan	252	254	260	255	257	330	378	595	304	452
Totals	5225	6400	4535	3476	2917	1587	805	903	402	670

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GENUINE ROMANO - REGGIANO



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Genuine imported well seasoned
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12 BOXES PER CARTON

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—1927 EDITION—

In Italian - By Renato Rovetta

A complete, interesting and informative story of Alimentary Paste Manufacture—Mixing, Kneading, Pressing and Drying.

Well Illustrated Fully Explained

A 300-page book that should be in the library of every macaroni firm in America, whether you read Italian or not.

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Industria del Pastificio

1927—DI RENATO ROVETTA

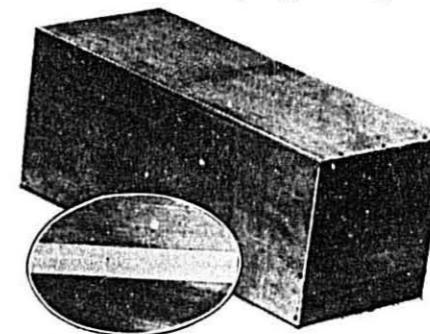
Storia—Fabbricazione—Impastamento
Gramolazione—Raffinamento—Torchiatura
Tranciatura—Asciugamento—Conservazione
Imballaggio—etc.

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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.

Hidden under this tape which seals the joint are two corrugated fasteners, holding the pieces together.

We strongly urge use of ends at least one-half inch thick to give a surrounding for the nails that will make them hold. No matter what kind of woods you use this is essential but GUM holds and keeps nails as only Hardwood can.

Our ample facilities, timber supply, experience in this line, and railroad facilities guarantee prompt attention to orders.

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Grain, Trade and Food Notes

Durum Situation Promising

The heavy increase in United States durum production in 1927 appears to have been largely offset by increased consumption, either mixed with other wheat, or used in the manufacture of macaroni, breakfast foods and for similar uses, and for increased seeding. Exports of durum wheat from July 1927 through March 1928 as far as indicated by inspections for export from U. S. ports and Canadian inspections of U. S. wheat, amounted to 17,946,000 bus., a decrease of 855,000 bus. from indicated exports for the period last year. Durum prices at Minneapolis have been rising since the middle of February until, for the 3 weeks ending May 4, No. 2 amber durum was only about 10c below last year, whereas in December, January and the first of February it was averaging about 40c below.

Canadian inspections in the western grain division, all Canadian grain, amounted to 14,261,000 bus. by the end of April, an increase of 1,465,000 bus. over inspections the preceding year for that period. Canadian durum continues to grade much higher than last year, 41.8% of the grain inspected being included in the first 3 grades compared with 12.6 last year. Last year was a poor year, however; for the 3 years before that the first 3 grades included an average of 62% of the total. Much of the Canadian increase in crop appears to have gone to Italy, which

country had a smaller durum crop this year than last. In Algeria, following the large durum crop of 1927, exports from July 1 through December, latest period reported, were 2,345,000 bus., an increase of 648,000 bus. over exports for that period the preceding year. Algerian exports are probably all taken by France.

Early prospects for the 1928 durum crop in important countries favor increased production, although too early for definite indication. Reports of United States farmer intentions to plant point to an increased durum acreage this spring and seeding conditions were good in the northwest. Seeding reports in Canada are also favorable. In North Africa the acreage of all wheat, mostly durum, is 7,389,000 acres which is 4.7% greater than a year ago. Conditions of the growing crop appear to be favorable. Last year early conditions had not been so favorable as this year but they improved later in the season, resulting in high yields. Weather in late April, May and early June is important in North African production, particularly with respect to dry hot winds which sometimes do much damage. Italy, which imports United States and Canadian durum to supplement her domestic supply, has an acreage probably about equal to last year and has had better growing conditions than last with the probability of a larger crop.

DURUM WHEAT

Inspection in United States and Canada, years beginning July 1, 1925-26, 1926-27; months reported 1927-28 and earlier years

Country and Movement	Year beginning July 1		Months	Amounts reported for		
	1925-26	1926-27		1925-26	1926-27	1927-28
EXPORTING COUNTRIES	1000 bus.	1000 bus.		1000 bus.	1000 bus.	1000 bus.
United States—						
Inspections in U. S. ^a	4,170	611	July-Mar.	2,609	567	2,982
Inspections in Canada,						
Eastern Division	22,802	19,108	July-Mar.	14,668	18,234	14,964
Total U. S. wheat	26,972	19,719		17,277	18,801	17,946
Canada—						
Inspections in West. Div. ^b	7,512	13,047	July-Apr.	7,201	12,796	14,261

^aTaken from official sources of the reporting countries.
^bDoes not include durum in wheat classified as mixed.
^cIncludes a small amount of mixed wheat.

DURUM WHEAT

Inspection by Grade in the Western Grain Division of Canada, 1923-24 to 1927-28
 Percentage of total cars inspected graded

Year	August 1-April 30				August 1-July 31			
	No. 1	No. 2	No. 3	Total first 3 grades	No. 1	No. 2	No. 3	Total first 3 grades
	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
1923-24	1.5	21.7	51.8	75.0	2.0	22.7	49.2	73.9
1924-25	0.6	14.4	45.0	60.0	0.6	13.7	43.3	57.6
1925-26	3.6	28.2	18.6	50.4	3.4	27.3	18.6	49.3
1926-27	0.2	5.0	7.4	12.6	0.2	4.7	7.3	12.2
1927-28	0.1	7.6	34.1	41.8

Winter Wheat Prospects

Winter wheat acreage for the 1928 harvest in 17 countries is 130,252,000 acres against 130,570,000 acres in those countries last year. The abandonment of winter wheat in the United States is estimated at 25.1% of the area sown. The acreage remaining for harvest is 35,858,000 acres against 37,872,000 acres harvested in 1927 and 36,987,000 acres harvested in 1926. The condition as of May 1 is 74.9% of normal compared with 85.6% a year ago, and with 85.0% for the 10 years 1918-1927. A condition of 74.9% on May 1 indicates an average yield of 13.6 bus. per acre, assuming average variations to prevail thereafter and a total production of 486,478,000 bus. compared with a yield of 14.6 bus. per acre and a total production of 552,384,000 bus. in 1927.

The winter killing of wheat in Canada is estimated at 21% or 213,500 acres, leaving 795,500 acres remaining for harvest against 853,000 acres in 1927. In 1926-27 winter killing was estimated at 13% and the average for the 10 years 1918-1927 was 12%. The condition of the winter wheat at the end of April, expressed as a percentage of the average yield per acre for the past 10 years, is 88%, compared with 94% on April 30, 1927, and 89% on April 30, 1926.

World's Wheat Production

Total wheat production in 1927 in 47 countries is 3,487,000,000 bus. against 3,353,000,000 bus. in 1926. The poor quality of some of the grain in Europe and North America, however, materially reduces the amount of millable wheat this year.

Operative Millers Meet

The 1928 convention of the Association of Operative Millers was held in Minneapolis June 5 to 7 with the Minneapolis millers as hosts. The organization is composed of millers and chemists and approximately one thousand were in attendance. The millers and chemists held separate sessions except on June 6 when a joint meeting proved the high spot of the convention.

M. A. Gray of the Pillsbury Flour Mills company was chairman of entertainment. Among those who addressed the convention were D. W. Kent-Jones of Dover, England, a distinguished cereal chemist and author of several

Superior No. 2 Semolina
 Improved No. 3 Semolina
 Pioneer Semolina
 Columbus Semolina
 Fancy Durum Patent Flour
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 Pioneer Semolina
 Columbus Semolina

GREETINGS
 to
25th Annual Convention
National Macaroni
Mfrs. Assn.
Edgewater Beach Hotel
Chicago
June 19-20-21

Commander Milling Co.
Minneapolis

books; Thomas Burr Osbourne, former head of the government bureau of chemistry and now chief cerealist at Leland Stanford university. J. S. Carter is secretary-treasurer for both groups.

U. S. Export of Durum

The quantity of durum wheat that annually finds its way into the foreign markets depends on the size of the American durum wheat crop and the failure or success of the bread wheat crops in Europe. The quantity of American durum wheat that went into foreign export the past few years is shown in the table below carrying figures from the U. S. Department of Commerce:

Year	Durum
1920-21	29,327,000
1921-22	27,082,000
1922-23	41,837,000
1923-24	16,546,000
1924-25	31,278,000
1925-26	30,331,000
1926-27	21,875,000

Spicy Breezes

Fussy Diner—Waiter, switch off that electric fan; it's wafting the flavor of that gentleman's sausages into my soup.—Boston Transcript.

FAMOUS AUTHORITIES

— ON —
Food and Health Value of Macaroni Products

A HIGH CALORIC FOOD

U. S. Department of Agriculture

Good Macaroni compares most favorably with other foods when compared on the basis of calories per pound.

	Calories per lb.
Potatoes	385
Milk	325
Eggs	620
Sirloin Steak	960
MACARONI	1660

Big Italian Macaroni Center

Many English people still consider Italy as the chief source of macaroni products, according to a report which reaches the world through the London market. Recently there issued a statement that the world's finest macaroni is made in a small Italian town lying at the foot of Mt. Vesuvius. This town is Torre Annunziata where 90 mills and factories are running constantly to supply the export trade with the best grade "pasta," the general Italian name for all

forms of macaroni. The statement further avers that one of the most modern of the factories in this macaroni center was recently purchased by 3 young men for \$175,000; that this plant employs about 10 men and boys who handle 45 tons of grain and 10 tons of "pasta" daily; three shifts of workmen are kept going 8 hours each and the work is done by milling machines of Swiss or German make, as the Napolitans know little of English or American engineering.

The machinery being electrically driven is simple of operation and almost free from man handling. After describ-

Macaroni Manufacturers

LOOK

For our exhibit at National Convention
Edgewater Beach Hotel, June 19-20-21, Room 101
Demonstrating
our mechanical control and safety device
for dry rooms.



Worcester Broken Belt Detector Company
53-55 Norfolk St., Worcester, Mass.

ing the general process of manufacture the report continues with the statement that in Italy the sun is considered the best method of drying macaroni but that hot air is also used.

Torre Annunziata and its 90 mills has world wide reputation for its excellent macaroni products and it is said that until one has tasted this "pasta" with the Parmesan cheese agleaming on the top, one does not really know what real macaroni is. The best grain for the manufacture of macaroni, hard "amber," comes from United States and Canada, and both these countries are large buyers of the Italian food.

American manufacturers are not in full accord with the statement because there are several plants in this country exceeding in size and capacity the largest plant in Italy. And in the matter of quality no macaroni in the world surpasses that made in the American plants, which have the first call on the best macaroni wheats which are produced in the northwest states.

Many self made men have worked their sons' way through college.

You can't plough a field by merely turning it over in your mind.

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.

Barozzi Drying System

We manufacture patented Driers for
Long and Short Macaroni
Bologna and Genoa Style Egg Noodles
and Fancy Pastes
Guaranteed results. Sanitary, Labor
Saving Devices

*Catalogue and information for
complete factories.*

Barozzi Drying Machine Co., Inc.

949 Dell Avenue

North Bergen, New Jersey

New York District

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.
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M. J. DONNA, Editor

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The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES
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Want Ads Five Cents Per Word

Vol. X June 15, 1928 No. 2

**To Like a Man---
Do Him a Favor**

A lesson in salesmanship that will work whether one sells pins or battleships.

Every wise salesman knows that the man who has just bought a dinner feels more kindly about his guest than if the other fellow had paid the check. It is human nature to be pleased with one's self after doing a kind or agreeable act and one feels well disposed toward the person receiving the favor. A reminiscence:

"I recall a young man who was rescued from drowning by a pretty girl with whom he had been on friendly terms. Not more than a month after that he, in turn, rescued another girl from drowning. He married one of these girls. But not the one who had rescued him. You see, the other one had made him a hero, and he loved her for it.

"John J. Hicks is head buyer for a great retail establishment in a middle western city and goes to New York several times a year to buy goods.

"What with theaters and dinners, and automobile rides, these trips have formed bright little spots in his busy life.

"His host at many of these parties was Max Izzent, or some such sounding name as that. Somehow the store Hicks works for has never made much profit out of the goods it got from Max Izzent. Yet a rival store made money from exactly the same line of goods.

"Hicks became convinced that the buyer from the rival store must be buying them cheaper than he himself had succeeded in doing. He also noticed that the rival buyer hardly ever accepted hospitality from Max Izzent. He therefore tried a new plan and bought theater tickets. He bought them from a speculator at a fancy price, and they were for a show that was selling out two weeks in advance. Then he went to the telephone and called up Max.

"Max," says he, 'a friend of mine from Omaha was called home on account of the serious illness of his Aunt Ella, and he gave me some tickets he had managed to pick up a week or so ago for The Cerise Nightie. I've been wanting to see that show, Max, but I don't want to see it unless I can have some good fellow like you along. Will you join me?

"Now Max had been taking Hicks to theaters, but that was purely a matter of business. Here, on the other hand, so it seemed to Max, was Hicks taking him just because he enjoyed his company. This was really quite flattering. He thought more of Hicks than he ever had before. Hicks was a good old scout, so he declared to himself, to prefer his society to that of anybody else in New York.

"Up to that time Hicks had never felt like quibbling over prices with Max. Now, however, all this was changed. He was doing something for Max, which made him have a rather patronizing feeling toward Max. He could talk to him in fatherly fashion and tell him frankly that his prices were too high! The consequence is that since then he has been buying from Max for less than he ever did before. He has thus learned the advantage of making a personal hit with the men from whom he wishes to buy and winning their warm regard, instead of merely permitting them to ingratiate themselves upon him."

Best Fuel Record

Class I railroads in 1927 attained the greatest efficiency in the use of fuel by road locomotives on record. One thousand tons of freight and equipment, including locomotive and tender, were hauled one mile on an average of 131 lbs. of fuel. This was a decrease of 6 lbs. from the previous best record, in 1926.

We've never heard of anyone asking that the wages of sin be raised.

Questions and Answers

Do Conventions Pay?

Ques.—Our firm has never been very strong for conventions, and as a result has not heretofore been represented at these meetings of the Industry. However there seems to be a changed attitude created through seeing other leading and successful firms making so much of convention attendance. Do you think that it would pay our firm to send a representative to the conference this year?

Salesmanager—Pacific Coast Firm.
Reply—It will pay any progressive firm to send one or more representatives to every meeting of the industry, irrespective of the cost. In your case it will mean a long trip, to cost probably \$200, or less than the cost of one page of advertising in the trade press.

Your pay would come through understanding of competitors, a general knowledge of conditions, inspiration from addresses, a clearer vision of the industry's objectives, an exchange of opinions and a general toning up of your whole force in its attempt to keep pace with the best that is in your line. The "Pay" is immeasurable.

Advertising Questionnaire

To get help in its investigation of price maintenance the Federal Trade Commission has asked the business people of the country the following:

What effect has your advertising had upon the quality of your product sold?

Has it increased or decreased your total manufacturing and selling cost per unit?

Has it increased or decreased your net profit per unit?

Has it resulted in an increase or decrease in your selling prices?

WANT ADVERTISEMENTS
Five cents per word each insertion.

Complete Macaroni Plant for Sale or Rent at reasonable price. At present operating, equipped to manufacture 100 barrels of semolina per week. Located in town of 35,000 with flourishing town surrounding and only 45 miles from New York City. Exceptional opportunity. Write DAN BURR, c/o Macaroni Journal, Braidwood, Ill.

FLETCHER - EICHMAN & CO.

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

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Color Printers for 58 Years

*Dependable Semolinas
of
High Quality and Uniformity*

NORTHLAND FANCY No.2

AND
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NORTHLAND MILLING CO. NEW YORK OFFICE
MINNEAPOLIS, MINNESOTA 411 Produce Exchange

DURUM SEMOLINA ^{2/A}

To Get That Rich
Desirable Butter-like
Color

USE



Carefully Milled from the
Best Selection Amber
Durum Wheat.
GUARANTEED

TRY A CAR—BE CONVINCED

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

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		Washington Representative	

The President's Column

The Service That Counts

Having completed 6 years of service as president of the National Macaroni Manufacturers Association and being thoroughly conversant with the aims and purposes of this trade body I am more than ever convinced that there is an urgent need for a stronger, well organized, central association of macaroni manufacturers to consider the general, rather than the individual welfare of the Industry.

In Chicago this month the National Association enters the 25th year of its useful existence. It would be timely and most appropriate if the opening of the jubilee year would be made auspicious by holding the greatest and most enthusiastic conference of the industry ever held.

Under adversities, in years of peace and in years of war, the trade association has functioned quietly but constructively. A comparison of the conditions that existed a quarter of a century ago with those of the present day, would indicate the progress which our Industry has enjoyed and in which the National Association did its part.

For the future of our business, we hold high hopes. These hopes can more readily be achieved by team work among manufacturers; team work between manufacturers and the allied trades; team work with the various distributing agencies to the end that our products reach the greatest number of consumers in the very best condition to create good will and increased use.

Our own particular business as well as our own association should exist only for the good it can do for others. If in selling our products we make others happy, create good will, do business squarely and profitably, then we will have established a business confidence in ourself and in our industry that will bring to us that favorable public approval upon which all business must depend.

Briefly, this is the aim and purpose of the general conference of the macaroni industry that is being sponsored by the National Macaroni Manufacturers Association in Chicago this month, and to which I again extend a cordial invitation to every progressive macaroni and noodle manufacturer in America who is convinced that through co-operation only can the evils of the trade be eliminated.

The Secretary's Column

Key Note

"A maximum of business in a minimum of time," is the aim of the sponsors of the program for the Chicago Convention this month.

Macaroni Week

There is a week for almost everything under the sun, but the most important week to the Macaroni manufacturing industry and the Allied Trades is the week of June 17. Join your fellow manufacturers in a gigantic celebration of Macaroni Week.

The Eternal Question

"How can I increase my business?" Perhaps the answer will be found at the national conference of the Industry which is open to all manufacturers.

Come to Headquarters

Immediately on arrival in Chicago macaroni manufacturers and allied tradesmen should go to the Association Headquarters at the Edgewater Beach Hotel and one of their first duties should be to register with the secretary. An official program and full information as to the business and entertainment will be passed out to all registrants.

No Exception to This Rule

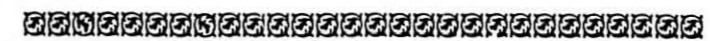
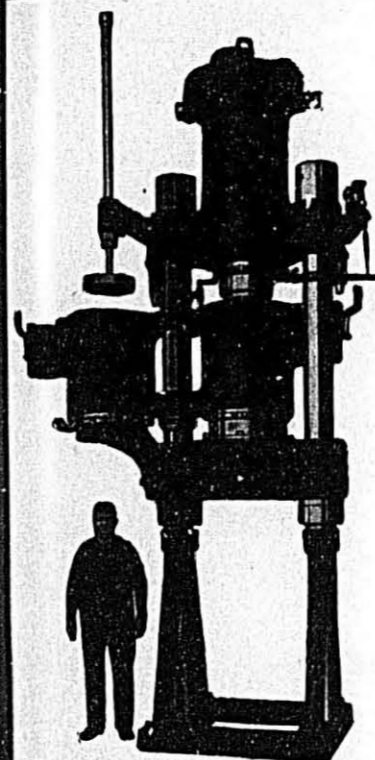
To get the greatest value out of your trade conferences and group meetings all manufacturers should be ready to serve as much as instructors as they do as listeners.

It's Up To You

There is hardly any reason that could be advanced for attending your Industry's business at the convention this year that has not already been stated and repeated. Think of arguments that you might advance to your employes to get out of them better service. All of these arguments we repeat to you in the hope of getting you to give the same service to your Industry that you expect to get from your employes.

Who Are the Beneficiaries?

A trade convention properly supported by the progressive members of the industry is of inestimable benefit. The principal beneficiaries are those who contribute most toward its success.



John J. Cavagnaro

Engineer and Machinist

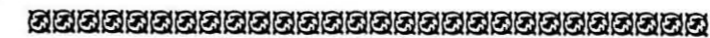
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Specialty of

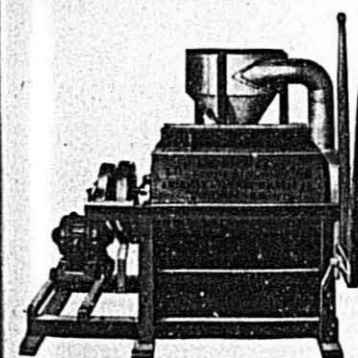
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WHY Don't you clean your bags and save the flour left in them?



The IMPROVED "K. C." SACK CLEANER with Dust Collector and Adjustable Bag Turner Attached

will thoroughly clean from 200 to 400 bags per hour and without injury to the bag!

Used by Leading MACARONI Manufacturers!

Over 1,000 in use from Coast to Coast.

American Oven & Machine Co.

FELIX NOTZ, Pres.

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CHICAGO

American Oven & Machine Co.
615 S. California Ave.
CHICAGO

Please furnish quotation on "K. C."

Name

Address



Ask any user of Pillsbury's Semolina No. 1 or Pillsbury's Durum Fancy Patent. He will tell you that his macaroni has exceptional strength, flavor and finest amber color.

Pillsbury Flour Mills Company

"Oldest Millers of Durum Wheat"

Minneapolis, U. S. A.

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