

**THE  
MACARONI  
JOURNAL**

**Volume 10,  
Number 7**

**November 15,  
1928**

# *The* Macaroni Journal

Minneapolis, Minn.  
November 15, 1928

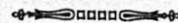
Volume X

Number 7



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

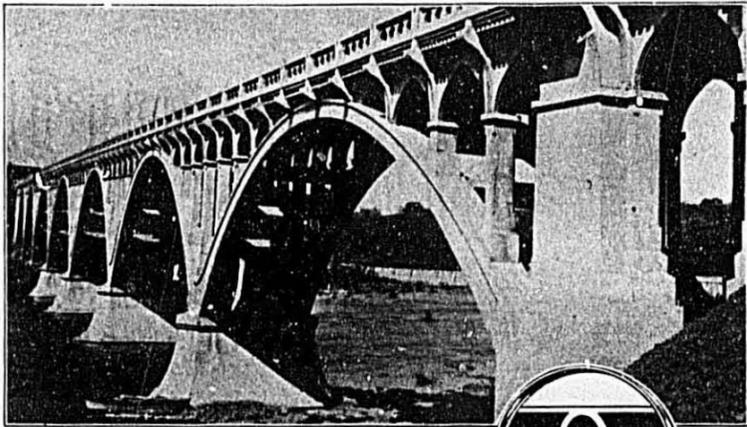
## *Price Cutting Cure.*



How can price cutting be stopped?  
Only by casting out the craze for volume  
at any cost and the fear of not getting  
the volume. This means—

- a—the scientific quoting of prices based on actual cost plus reasonable profit.
- b—sticking to quotations.
- c—going after only a reasonable proportion of the total business.
- d—sticking as much as possible to your own economic territory.
- e—getting business by sane and ethical methods and making sure of a legitimate profit on it.

O. H. Cheney, Vice President  
American Exchange Irving Trust Co.



The high arched corrugations in Mid-West boxes are proportionately as efficient in absorbing shock, strain and vibration as this new, all arch bridge over the Umpqua River at Winchester, Oregon.



## You can depend on Mid-West Boxes--ask any shipper who uses them daily

The great cumulative record of Mid-West corrugated boxes built up in thousands of packing and shipping departments of Industry over a period of fourteen years, is your infallible guarantee that they will continue to "deliver the goods" in the same dependable manner as heretofore.

You cannot buy a better box. Neither can you compare the Mid-West box with the so-called "just as good" substitutes offered at bargain prices. Rarely are prices cut without raising the question of quality. Mid-West quality is always on the same high plane—the reason so many nationally known shippers have standardized on these boxes. Safety first—pack in Mid-West Boxes. Ask any user.

Solid fibre boxes by the Container Corporation of America match the Mid-West product in quality, strength and protective features. Users are among the Nation's biggest and your strictest requirements are adequately met by this fine product. Stick to quality — it pays a bigger dividend in the long run.

Read coupon, fill in and mail today. No obligation. It may be the means of simplifying your methods and cutting down your costs. It's a little thing, yet may mean a great deal to you eventually in dollars and cents. Our service is Free.



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

**MID-WEST BOX COMPANY**  
AND  
**CONTAINER CORPORATION**  
OF AMERICA

111 W. Washington St.



CHICAGO, ILLINOIS

Six Mills—Nine Factories

Capacity 1200 tons per day

### RETURN COUPON

**MID-WEST BOX COMPANY**  
111 West Washington Street, Chicago, Dept. 20

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

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_

November 15, 1928

THE MACARONI JOURNAL

3



## THE DAYS THAT ARE DREAR AND COLD

By Ernest V. Madison

Soon it will be winter.

Already Nature's telegraph system is notifying us that this biting, blustering season is traveling our way. Green is changing into brown. Leaves flutter down and skip along with each breeze.

Soon the winds will hold their pow-pows near Medicine Hat, declaring war on out-of-doors comfort, and sending their icy blasts over the border—hurling their white garbed army on roof and stoop and walk.

Then will be the days when the cozy interior, favorite chair and comfortable warmth of heating apparatus will replace the golf course, garden, home team, fishing tackle and motor tour.

Then will be the days when you will have ample time to read—when you can catch up with that pile of periodicals which may have accumulated while you were away on convention and vacation trips, or were worshipping the great out-of-doors.

If there are any copies of The Macaroni Journal in that pile, select them for first reading. The summer issues were among the best of the year.

And get acquainted with the advertisers in those issues by grasping their printed handshakes in the advertising sections. Remember that when you know the advertised products in your field you know strictly pure cream.



*Our Supreme*

**QUALITY**

*makes*

**New Friends**

*for*

**★★TWO STAR★★**

**MINNEAPOLIS MILLING CO.**

MINNEAPOLIS, MINN.

New York Office, 313 Produce Exch.

Chicago Office, 612 No. Michigan Ave.

# THE MACARONI JOURNAL

Volume X

NOVEMBER 15, 1928

Number 7

## *Banishing Unfair Trade Practices by Agreement*

Practices that have generally been considered as unfair to manufacturers, harmful to distributors and unjust to consumers will be abolished if the aims and purposes of the recent Grocery Trade Practice Conference are attained and if the groups concerned are as sincere as their voice and action at the hearing in Chicago would indicate.

In the practical American way, possible only under a free government like ours, and after weeks of earnest preliminary discussions and negotiations the various interests concerned in food manufacture and distribution gathered in a most friendly conference with the Federal Trade Commission and adopted a series of resolutions voicing their views and opinions on trade practices that have from time to time been condemned as injurious to one or more of the agencies involved.

The Macaroni Products Industry through its trade association "listened in" at the conference, watchful of the manufacturers' interests. A program previously agreed upon by representatives of the different agencies of distribution was quickly adopted with little discussion and no violent opposition. It was truly a distributors' conference, though incidentally the welfare of the manufacturer and consumer was accorded deserved consideration.

What can be expected from such a conference and its resultant action? That depends solely on the attitude of those directly affected and the strictness of the government officials in enforcing its provisions. So far as the Macaroni Products Manufacturing Industry is concerned it is hoped that it will prove more beneficial to trade than did a similar trade practice conference held by this industry in 1920; held under postwar conditions that no longer prevail.

The action taken by the Grocery Trade Practice Conference last month is considered by many as more promising than actual. In all, 17 harmful trade practices were condemned, emphasis being on their abuse rather than their general practice. The action of the conference will be reviewed by the Federal Trade Commission which will determine whether the interests of the public are fully protected by the resolutions adopted. Should the decision be favorable all the food trades and important factors of dis-

tribution will be officially advised of the code and their cooperation sought in its strict enforcement.

The 17 resolutions unanimously adopted is a crystallization of the sentiment in business for more orderly trade procedure. These will establish uniform standards of business that have been lacking in the food trades and the responsibility of their enforcement will be placed directly upon each and every element in the trade.

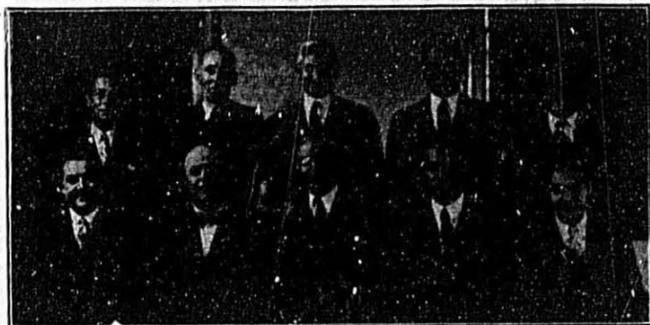
Those who have sponsored the conference agree that its action will work little or no hardship on the earnest and law abiding manufacturer and distributor. It will require time to clean house despite the fact that wilful violators will always be found and must always be fought. The Federal Trade Commission supported by the fair minded manufacturers, wholesalers, jobbers, chain stores, retailers and consumers will find little difficulty in enforcing this self imposed program of self cleansing.

There is one angle of the conference's deliberation with which the Macaroni Products Industry is in thorough accord. It is the protection of the rights of the public,—the manufacturer being as much a part of the public concerned as are the distributors and the consumers. Our industry is in thorough accord with the whole action and the belief is general that it will prove of benefit to business generally.

The conference achieved a signal success in bringing together under the most favorable conditions practically all the elements in food distribution and manufacture. Though the chain stores took no official part in the conference leaders have assured the government of their fullest cooperation. The start thus made augurs well for the future. It marks an epochal step forward, next only to the passage of the Food and Drugs Act of a quarter of a century ago.

Macaroni Products Manufacturers are urged to read carefully the Ethics of the Grocery Trades as published in this issue and to manifest their willingness to help in cleansing business of all practices that are suspicious, by adhering strictly to the new rulings even before their promulgation by the Federal Trade Commission. Existing contracts will not be immediately abrogated but the new standards should be put into effect as rapidly as conditions permit. Let us adopt this new program in spirit and in effect.

### They Enjoyed the Viviano Treatment



A smiling, happy group of Association Officers and Members who enjoyed the hospitality of Salvatore Viviano and family on the occasion of the September meeting of the Board of Directors. The picture was taken in the spacious dining room of the large modern plant of S. Viviano Macaroni Manufacturing Co. in Carnegie, Pa., immediately after doing ample justice to a sumptuous banquet prepared by Mrs. Viviano and served by her daughter.

Seated—(Left to right)—G. La Marca of Boston; M. J. Donna, Association Secretary; F. J. Tharinger of Milwaukee, President; Salvatore Viviano, the host, and his son. Standing—Henry Mueller of Jersey City, Association Adviser; James L. Cowan and G. Teysier of Italo-French Produce Co., Pittsburgh; G. G. Hoskins of Libertyville, Ill., and Dr. B. R. Jacobs, Washington Representative.

### What Advertising Did

The power to stimulate demand by making known the desirable features of a product is illustrated by calves liver, formerly given away by the butcher, now retailing for as high as 65c a pound; by lettuce, whose per capita consumption in 3 years has increased from 1½ lbs. to 7 lbs. per year; by spinach because of its iron content; by the decreased consumption of meat, which has dropped 16 lbs. per capita in 20 years; by increased consumption of bananas through advertising the desirability of eating them ripe; by the failure through intermittent advertising and unstable organization to keep prunes in the public mind, with per capita consumption remaining at about 1½ lbs. per year compared with the increase, through advertising, in per

capita consumption of raisins from 1.7 lbs. in 1914 to 3.4 in 1927.—Don Francisco, Western Advertising.

### Clandestine Violation of Rules Held Unfair Trade Practice

The Federal Trade Commission has gone on record as considering as unfair trade practice the clandestine violation of any trade practice conference rules accepted by the industry, regardless of whether the commission has affirmatively approved them or not. Secret violation of any resolution by one who has subscribed thereto in consideration of like subscription by others in the industry is held to be an unfair method of competition calling for action by the commission, even

though the practice condemned by such rule has not heretofore been held to violate the Federal Trade Commission Act.

### August Buyers of American Macaroni Products

Countries	Pounds	Dollars
United Kingdom.....	266,051	31,341
France.....	312	34
Irish Free State.....	6,000	51
Netherlands.....	17,600	1,27
United Kingdom.....	266,051	31,341
Canada.....	299,968	21,48
British Honduras.....	349	34
Costa Rica.....	2,018	17
Guatemala.....	3,005	27
Honduras.....	11,453	67
Nicaragua.....	4,052	24
Panama.....	43,849	2,35
Salvador.....	244	2
Mexico.....	27,193	2,35
Newfoundland-Labrador.....	1,463	12
Bermudas.....	1,015	8
Barbados.....	319	2
Jamaica.....	3,281	27
Other W. Indies.....	144	1
Cuba.....	26,453	1,54
Dominican Republic.....	49,318	4,22
Netherland W. I.....	1,722	14
Haiti, Republic of.....	8,075	67
Virgin Islands of U. S.....	2,010	17
Colombia.....	1,132	9
Peru.....	276	2
Venezuela.....	1,200	10
British India.....	1,118	9
British Malaya.....	2,653	22
Ceylon.....	1,080	9
China.....	18,874	1,57
Java and Madura.....	1,037	8
Other Nether'd E. I.....	630	5
Hong Kong.....	1,402	11
Japan.....	2,337	19
Philippine Islands.....	5,663	47
Australia.....	77,894	6,48
British Oceania.....	501	4
French Oceania.....	573	4
New Zealand.....	17,406	1,45
British E. Africa.....	194	1
Union of S. Africa.....	1,055	8
British W. Africa.....	147	1
Liberia.....	120	1
Other Portuguese Africa.....	278	2
Total.....	841,404	83,10

## Food Trade Ethics Code Adopted

### Grocery Trade Practice Conference Under Auspices of Federal Commission Votes Continuing Organization to Act for Progressive Elimination of Unfair and Uneconomic Practices---17 Specified

Business strongly opposes government interference but the grocery trade last month welcomed the cooperation of the Federal Trade Commission as the guiding hand that would lead the food manufacturing and distributing trades out of the chaotic conditions confronting them. After months of study and deliberation representatives of the manufacturing, wholesaling and retailing trades agreed on a code of ethics and at a hearing held in the Sherman hotel, Oct. 24 in Chicago, unanimously affirmed 18 resolutions condemning unfair practices that have been found so detrimental to their own and the public's welfare. Twenty-two manufacturers representing 16 macaroni products plants attended the open conference and generally agreed with the action taken by the friendly gathering representing every angle of food production, distribution and consumption. The tenets as to unfair practices in the food trades unanimously adopted at the Grocery Trade Practice Conference last month follow:

#### No. 1—Secret Rebates

WHEREAS, it is essential in the interest of the trade and the consuming public, that the production and distribution of grocery products be conducted in accordance with sound principles of economics and justice, in order to afford an equal opportunity to all manufacturers and merchants, and to secure effective competition in serving the public; be it resolved, That:

- (1) Terms of sale shall be open and strictly adhered to;
- (2) Secret rebates or secret concessions or secret allowances of any kind be unfair methods of business;
- (3) Price discrimination that is uneconomic or unjustly discriminatory is an unfair method of business.

#### No. 2—Free Deals

WHEREAS, free deals operate to induce merchants to purchase beyond their economic sales requirements, automatically reduce values, overstock the trade, retard turnover, and produce unsound conditions; be it resolved, That free deals which are uneconomic or unjustly discriminatory are unfair methods of business.

#### No. 3—Premiums and Prizes

WHEREAS, the practice of offering

premiums, gifts or prizes by the use of any scheme which involves the elements of chance, misrepresentation or fraud, is against the trade and public interests; be it

RESOLVED, That the offering or giving of prizes, premiums or gifts in connection with the sale of grocery products, or as an inducement thereto, by any scheme which involves lottery, misrepresentation or fraud, is an unfair method of business.

#### No. 4—Commercial Bribery

WHEREAS, Commercial bribery is an immoral practice and therefore against the trade and the public interest; be it

RESOLVED, That commercial bribery, whatever the bribe, however it is given, and whether it is given with or without the consent of the employer, is an unfair method of business.

#### No. 5—Selling Below Cost

WHEREAS, the practice of selling at prices which are uneconomic or misleading is against the trade and the public interest; be it

RESOLVED, That selling an article at or below delivered cost, except on special occasions for recognized economic reasons, is an unfair method of business; and be it

FURTHER RESOLVED, That the use of any uneconomic or misleading selling price is an unfair method of business.

#### No. 6—Abuse of Buying-Selling Power

RESOLVED, That the abuse of buying power to force uneconomic or unjust terms of sale upon sellers and the abuse of selling power to force uneconomic or unjust terms of sale upon buyers, are unfair methods of business.

#### No. 7—Full-line Forcing

RESOLVED, That the practice of compelling the purchase of several or a group of products as a condition to the purchase of one or more of them is an unfair method of business.

#### No. 8—Specialty Orders

RESOLVED, That failure by a wholesaler to fill orders accepted by him is an unfair method of business.

#### No. 9—Retail Orders

RESOLVED, That failure by a retailer to accept the delivery of orders given by him is an unfair method of business.

#### No. 10—Substitution

RESOLVED, That the substitution by a wholesaler or a retailer of another product for the product ordered is an unfair method of business.

#### No. 11—Misrepresentation

RESOLVED, That the making, causing or permitting to be made, or publishing of any false, untrue, misleading or deceptive statement, by way of advertisement or otherwise, concerning the grade, quality, quantity, character, nature, origin or preparation of any grocery product, is an unfair method of business.

#### No. 12—Slack Filled Packages

RESOLVED, That the use of deceptively slack filled or deceptively shaped containers is an unfair method of business.

#### No. 13—Drop Shipments

WHEREAS, the abuse of the factory drop shipment practice is uneconomic and unjustly discriminatory, therefore be it

RESOLVED, That such abuse is an unfair method of business.

#### No. 14—Discount for Cash

RESOLVED, That any deviation from the original agreement with respect to discount for cash terms is an unfair method of business.

#### No. 15—Boycott

RESOLVED, That any joint trade action which unjustly excludes any manufacturer, merchant or product from a market is an unfair method of business.

#### No. 16—Legislation

WHEREAS, discriminatory legislation is unsound in principle and in law; be it

RESOLVED, That trade action directed to secure the enactment of legislation that unjustly discriminates against any branch of the trade or any business in it is uneconomic and unjust.

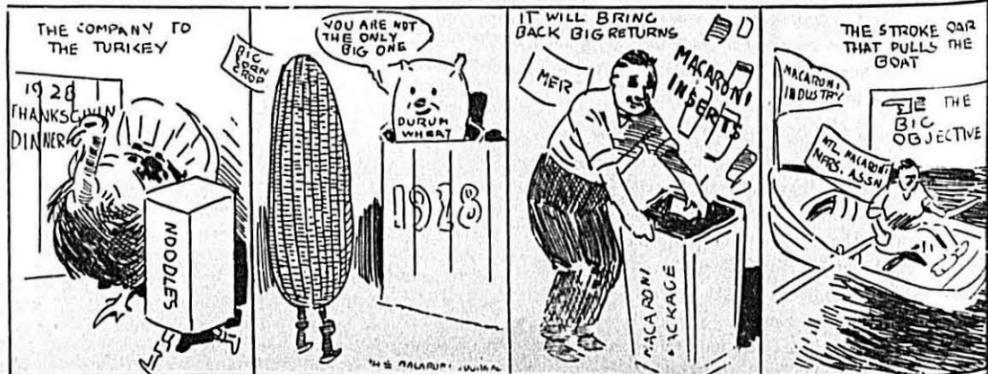
#### No. 17—Diversion of Brokerage

RESOLVED, That any diversion of brokerage resulting in uneconomic or unjust price discrimination is an unfair method of business.

#### No. 18—Future Conferences

RESOLVED, That this grocery trade practice conference held under the auspices of the Federal Trade Commission

(Continued on Page 8)



## First Aid in Industrial Plants

Prevention of Accidents by Education of Workers--Relief of the Injured Through Correct Emergency Service--Ill Advised "First Aid" May Be "Worst Aid" Says Safety Director--Infection Danger--Inspect First Aid Kits

Unfortunately plants containing machinery are likely to have accidents that will partially or totally incapacitate employees or even cause death. To avoid accidents should be the objective of every employer. To gain this end he should have the cooperation of every worker in his plant.

Familiarity breeds contempt. A worker around a kneader or a press grows careless as he becomes familiar with its operation, and thoughtlessly throws caution to the winds. The result may be irreparable injury to himself or to a fellow employe. This familiarity leads to carelessness that causes loss of fingers, toes, arms, legs, eyes, and now and then valuable lives.

### Be Alert--Think!

Manufacturing firms whose employes are covered by insurance usually have the cooperation of these companies in accident prevention. These companies are continually advising the employers and cautioning employes. Captain G. R. G. Fisher, director of industrial safety for the Illinois Manufacturers Mutual Casualty Association, Inc., strongly advocates the prevention of accidents by the education of the worker and the relief of the injured through the application of practical first aid.

The main thing, Captain Fisher says, is to get the workers to think. It is not only the men who have to think. The employers have to do some thinking—especially when it comes to first aid practices. In many factories Captain Fisher questions whether it is "first aid" or "worst aid." He draws a dreadful picture of dirty, poorly equipped first aid boxes.

Industry as a whole, especially employers of labor, recognizes the fact that to successfully cope with accidents we must tackle the job from the angle of the human element. The human element is responsible for 96% of all the emergency accidents.

Accidents in the main are the result of carelessness. The only cure for this glaring fault is to induce thinking. That is what we are trying to do. We are getting good results.

### Shocking Practices

First aid conditions in the average

shop are nothing less than lamentable. There are shocking practices in vogue and much ignorance on the part of those who ought to know better. Sometimes I question whether it is "first aid" or "worst aid." Hundreds of plants keep no adequate first aid supplies on hand. Neither is there throughout the plant a single soul who knows anything about this science. It is in these latter shops where you hear: "Of course you know we can get a doctor in a jiffy so why should we trouble?" But when I suggest that a man with a severed artery can possibly bleed to death in from 3 to 10 minutes, then they usually counter with, "Oh well, that may be true, but all our troubles are paltry cuts and scratches." And that's where I get them, for I tell them that 98% of all industrial infections are traced to these minor injuries and that it is infection more than any other one malady that is the bane of industry.

First aid cabinets in these factories frequently turn out to be a small drawer, sometimes a corner shelf, often the cabinet in the toilet, and about 20 times out of a hundred a really and truly first aid cabinet is found, but even then it is often much the worse for wear and the contents—shades of Lister!

### Ancient Drug Museum

A stenographer recently showed me the plant cabinet. It contained a solitary 1-inch bandage and a bottle of peroxide with all the marks of age.

At another shop—one of the best machine shops—the germicide was a bottle of mercurochrome which had been on hand for 2 years. The Mayo clinic tells us it is unstable after being in solution 72 hours.

At 9 out of 10 concerns iodine is the germicide, usually 3 times stronger than it ought to be, and in 99% of all cases it is badly deteriorated, sometimes to the point of a dead black color. Many bottles have a common applicator, one of them a camel's hair brush and some of the employes become infected through it.

A large number of factories use oily applications even though the medical profession is demonstrating that disease germs are perfectly at home in oils. Some of them are jars and tins of mussy

ointments bearing the marks of dirty fingers which dug it out to smear it on the wounds!

One first aid man in a reputable and famous concern was using denatured alcohol to cleanse the wounds; another used lysol water, another turpentine.

### Filthy First Aid Practices

Think of cleansing wounds in wash basins, wiping them off with vile towels or rags and then applying these germicides enumerated and calling the sort of thing First Aid! Is it? Or is it Worst Aid—which? And we wonder why we have so many infections. If we were not for the marvelous conservative forces of nature within our bodies, ever alert to defend us, what would become of us in the face of such vicious practices?

How many owners, managers or superintendents of manufacturing concerns ever trouble themselves to inspect the first aid cabinets, to see what they have in point of contents; or ever trouble to inquire as to the practices in giving first aid?

If big business, so called, adheres to the principle that it is cheaper to prevent accidents than to pay for them, and as a consequence is able to show such wonderful results in accident reduction there is no reason for the smaller concerns not following suit. It is a principle financially sound; it is a method distinctly ideal; it is a duty positively humane.

Inspect your **FIRST AID KIT**.

### Food Trade Ethics Code Adopted

(Continued from Page 7)

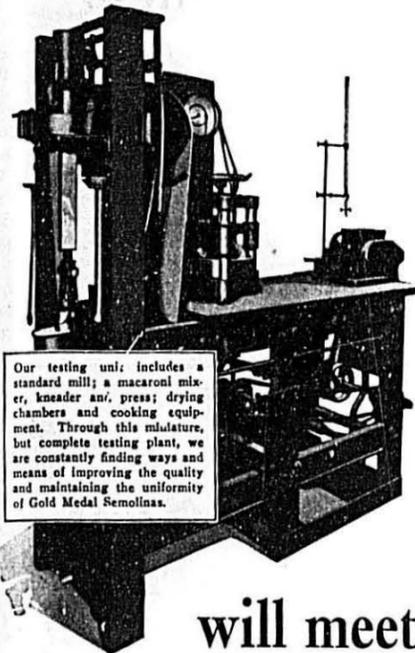
be a continuing organization to act for the progressive elimination of unfair and uneconomic trade practices from the grocery trade, in pursuance and realization of the resolutions now and hereafter adopted by the conference; and be it

**FURTHER RESOLVED**, That the conference create an executive committee with a membership representative of the grocery trade, authorized to plan the action of the conference, subject to the direction.

November 15, 1928

THE MACARONI JOURNAL

9



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

*Our testing plant is complete— even to miniature macaroni-making equipment. That's why we can say*

**Gold Medal Semolinas will meet your rigid requirements**

**O**UR years of experience in the manufacture of semolinas have taught us that a chemical analysis of durum wheat does not go far enough.

While it is absolutely necessary, it does not tell us all we should know about the wheat. Therefore, we decided several years ago to secure the additional information through the installation of special experimental equipment. In our miniature "semolina mill" samples of wheat are made into semolina and then go through practically the same process as does the commercial semolina in a commercial macaroni factory.

By means of these tests we have constantly improved the

quality of Gold Medal "Tested" Semolinas and met the demands of manufacturers regarding such physical characteristics as color, strength, granulation, cleanliness, and cooking quality.

The continued success which manufacturers of macaroni products are experiencing through the use of Gold Medal "Tested" Semolinas, is positive proof to us that our conscientious efforts to constantly improve the quality of our semolinas is well worthwhile.



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

**GOLD MEDAL SEMOLINAS**

*"Tested"*

**WASHBURN CROSBY COMPANY**

General Offices: Minneapolis, Minn.

Millers of Gold Medal "Kitchen-tested" Flour

# Red Cross Uses Macaroni Products in Feeding Disaster Victims

By Douglas Griesemer, Director

In carrying on any disaster relief operations, the Red Cross uses large amounts of foodstuffs. Hundreds of thousands of persons must be fed, often for weeks on end, and it is literally true when it is said that this requires thousands of tons of food.

During the operations in Porto Rico following the hurricane of September 13, an average of about 300 tons of foodstuffs daily was sent from San Juan to interior points of the island to keep the population from starving. This was not only for a short time but continued well into October without let up. Indications were that the Red Cross would be necessitated to continue this procedure until some time in November before there would be any noticeable abatement of the need.

The same condition existed during the emergency period in the Mississippi flood of 1927. At this time more than 6,000,000 persons were dependent upon the Red Cross for food, clothing, shelter and medical aid and a total of more than \$5,500,000 was expended by the Red Cross in providing food, clothing and maintenance of these victims during the emergency period and while they were being rehabilitated.

Among the foods which are used to

great extent in disaster relief operations, macaroni and spaghetti are important, while noodles are also used, although in less quantities. These foods are easily prepared for eating, are easily transported into the affected area, and in addition, being composed of important food essentials, are highly nutritive. For these reasons they are considered to be exceptionally good foods for use in disaster relief work.

Among the rations sent out daily in Porto Rico where more than 5,000,000 persons were entirely dependent upon the Red Cross for food, clothing and shelter, macaroni products were conspicuous. Canned spaghetti, needing only to be heated to make it ready to serve, boxes upon boxes of macaroni and spaghetti which needed but slightly more attention, and noodles, were loaded onto the trucks at San Juan and dispatched to interior points for distribution.

Emergency soup kitchens in several instances went back on their names and served spaghetti or macaroni for a change, and each time they received high praise from those forming the line. And when soup was the order of the day it rarely was prepared without a good proportion of noodles to make it taste good and give it substance.

The same was true in the relief operation in Florida. Macaroni, spaghetti and noodles were as much in evidence in the refugee camps as were other foodstuffs and, while no definite figures regarding the consumption of these products are available, it was exceedingly large. During the emergency period of the New England and Mississippi floods of 1927 large amounts of macaroni products were sent into the affected districts to supply the victims of these disasters.

Disaster relief operations, although widely heralded, are not the sole occupation of the Red Cross. Among its numerous services to the nation are listed assistance to thousands of war veterans and men of the present day fighting forces of the government; public health nursing; instruction in life saving, first aid, home hygiene, and nutrition; and in general a program of development of national health standards. This work is gradually being expanded and at present there are some 750 public health nurses employed by local Red Cross chapters throughout the country.

In furthering its work the Red Cross

relies upon the support derived from its own membership. It is only in cases of extreme gravity, cases which assume virtually national magnitude, that the Red Cross calls upon the public for assistance in bringing relief to a certain area, and then only because it is unable to do so.

The membership of the Red Cross is obtained at the annual Roll Call, held each year. The Twelfth Annual Roll



### PARTNERS IN SERVICE

Uncle Sam, that familiar, homely personification of the people of the United States and the Red Cross nurse, representative of the nation's agency for humanitarian services at home and abroad, appeal to the people of the nation for 5,000,000 members for the American Red Cross. They extend the annual invitation to join the Red Cross during the Roll Call period, Nov. 11 to 29, 1928.

Call will be held this year, beginning November 11 and ending November 29, Thanksgiving Day. A goal of 5,000,000 members has been set by the organization.

### Tie in Noodle Contest

A 3 way tie was reported in the noodle eating contest for the champion of the northern California the last week in October under auspices of the San Francisco Pyramid No. 1, Ancient Egyptian Order of Scouts. More than 2000 members attended the "Night in China" festival of which the noodle eating contest was a feature. Forks were banned and only those proficient with Chinese chopsticks were permitted to qualify. Those who gained glory in addition to a sumptuous feed were George J. Kasch, Jack Spaulding and G. Robert Brockmann.

November 15, 1928

THE MACARONI JOURNAL

# Champion Equipped Plants

---are the successful plants in the macaroni and noodle manufacturing industry. Their superfine quality products result in a steady increase of business---their substantial operating economies assure consistently good profits. Users of Champion Flour Handling Outfits, Noodle Brakes and Macaroni Mixers, always have a winning advantage over competition.



CONNELLSVILLE MACARONI COMPANY

LA PREMIATA MACARONI

CONNELLSVILLE, PA.

Champion Machinery Co., Joliet, Ill.

Gentlemen:

It is a pleasure for us to inform you that the Champion Flour Handling outfit which was installed in your plant recently consisting of the conveyor, water jet and roller, is the best for complete satisfaction. This installation was a decided improvement over our previous system of handling our flour and water in the manufacturing of our product, as it saves time, labor and other little details expenses. We are sorry we did not install the Champion outfit years ago.

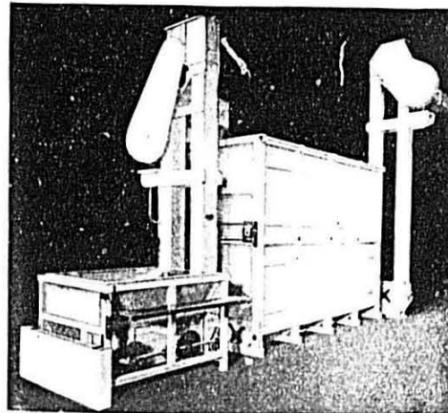
We also wish to thank you for the courteous treatment accorded us by your representatives and the service rendered to them in assisting us with their assistance to reduce our overhead expenses.

With sincere wishes for your further success, we remain

SINCERELY,

CONNELLSVILLE MACARONI COMPANY

Transmitter.



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

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

# CHAMPION MACHINERY COMPANY

JOLIET

--

ILLINOIS



Our Greatest Mother  
+ JOIN! +

WHEN DISASTER RIDES THE SKIES The poster which chapters of the American Red Cross will display throughout the country from Nov. 11 to 29, inviting the people to join the Red Cross for another year, symbolizes the services of relief and rehabilitation provided by the "Greatest Mother" when disaster strikes. Throughout the past year the Red Cross has been engaged continually in disaster relief work at home and has extended assistance in many catastrophes abroad. The poster was painted by Cornelius Hicks

## Waxed Paper Industry Benefits by Trade Practice Conference

On June 7 a trade practice conference with representatives of the waxed paper industries was held in Washington under auspices of the Federal Trade Commission. As a result of that conference the industry drew up 14 rules for presentation to the commission. The commission has just announced its action with respect to these rules. Eighty per cent of the industry was represented at the conference either by attendance or written endorsement, it is said. The rules, described in the following 2 paragraphs, became effective October 15.

Of the 14 rules adopted by the industry at the conference, the commission affirmatively approved 9, forbidding the following well established unfair trade practices:

- (1) Inducing breach of contract.
- (2) Imitation of trade marks or trade names.
- (3) Enticement of employes.
- (4) Defamation of competitor or disparagement of his goods.
- (5) Threats of suit for patent or trade mark infringement.
- (6) Repudiation of contracts.
- (7) Deviation from standards.

In addition the commission approved the following rule with respect to the use of inferior supplies: "The use of wax which is not fully refined, tasteless, odorless, and of the proper melting point for the purpose for which used, or the use of any inferior material which tends to bring waxed paper into disrepute or to defraud the buyer or the public, is an unfair trade practice."

The commission further approved a rule discountenancing the practice of accepting orders in large quantities for manufacture and shipment in small quantities (known as split shipments) at prices which do not provide for the increased cost of manufacture in such small quantities, on the ground that this practice results in unfair discrimination in price as between customers and in practice gives quantity discounts on small deliveries.

Five of the 14 rules adopted at the conference the commission neither approved nor disapproved but accepted as expressions of the trade in the matter. These rules are in effect as follows:

(10) The making of contracts which do not expressly cover specifications, time of delivery, inspection, filing of claims and other items necessary to a

complete, unambiguous contract often results in price discrimination as well as fraud and is therefore unfair.

(11) Furnishing, without direct charge based on actual cost, of etchings and plates, which vary greatly in cost and value, results in unfair, indirect discriminations in price; a manufacturer should not supply etchings or plates for less than the actual cost of such work, all etchings and plates to be the property of the buyer and subject to his orders.

(12) The quotation of uniform prices by a manufacturer for printed waxed paper regardless of ink coverage, which varies greatly in cost and value, results in unfair, indirect discriminations in price.

(13) The selling of goods below cost, except to meet a price offered by a competitor, is an unfair trade practice.

(14) The long established practice of quoting prices f.o.b. mills should be used in place of quotations based on free delivery inasmuch as the latter causes price discriminations.

### Spaghetti With Chicken

A real treat for the family and one that is within easy reach of the ordinary pocketbook and can be prepared by any housewife is a delicious meal of spaghetti and chicken. Here are the ingredients for the meal with special attention given the very essential sauce.

- 1 pound of spaghetti
- Grated Parmesan or Roman cheese
- 1 chicken, cut for frying
- 1 can of mushrooms
- 3 tablespoonfuls of olive oil

### MY FAVORITE RECIPE

Macaroni en Casserole

By A. S. Vagnino—American Beauty Macaroni Co., Denver

#### INGREDIENTS

- 1 pound medium boiled macaroni
- 1/2 pound grated cheese
- 1 quart milk
- Pepper and salt

#### METHOD

Place a layer of boiled Macaroni in bottom of casserole; then a layer of grated cheese. Alternate until dish is nearly full, the top layer being cheese. Pour in milk, making sure that it does not cover the last cheese layer. Flavor with salt and pepper to taste and bake in hot oven till done. Fine dish for unexpected company.

Now, YOU tell us your favorite.

Sugar to taste  
2 cans of salsa or, instead,  
1 2 lb. can of tomatoes, and 4 bay leaves,  
1/4 tsp. of mixed spices, and salt and pepper to taste.

If it is possible to buy the salsa (or conserva, as it is sometimes called), so much the better. It is obtainable at almost any Italian grocery as are the cheese and spaghetti. If you cannot get the salsa, use a large can of tomatoes, heated and sieved, then diluted 50%, and seasoned as suggested. In either case, fry a small onion in olive oil until it is brown. Add the canned tomato and seasoning, or the salsa and 6 cups of water, the mushrooms, and the chicken which has been fried in olive oil. Bring it to boiling, then let simmer for 6 hours. If you have an oven regulator set the dish in the oven and set the heat at 225 degrees. When the sauce has been simmering about 30 minutes, add sugar to taste and 3 tablespoonfuls of olive oil. Use sugar according to the acidity of the tomatoes. Long, slow cooking sweetens the sauce.

Boil the spaghetti until tender in salted water, drain and cover with the sauce and the grated cheese, and serve immediately. Slices of eggplant are delicious on top of it. The chicken should be served, accompanied by a combination salad, as a second course.

This recipe serves 6 persons. There will be enough gravy left, and perhaps chicken, for luncheon the next day, or for dinner for 2. The gravy does not lose flavor in reheating. The meal will be delightfully varied if you use instead of the spaghetti any good kind of macaroni. Do not make the mistake of serving a heavy dessert with this meal. A fruit ice, fruit gelatine, or canned or fresh fruit, should be served.

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

## Mid Year Meeting Well Attended

Slowly but surely the leading members of the macaroni products manufacturing industry are beginning to fully appreciate the value of acquaintance with competitors and the good that results from more frequent contact with each other. This accounts for the fine attendance at the mid year meeting of the National Macaroni Manufacturers association held Oct. 23, 1928, in the LaSalle hotel, Chicago. That the American Grocery Specialty Manufacturers association was holding its annual convention and that the Grocery Trade Practice Conference with the Federal Trade Commission was being held in Chicago the same week accounted for the attendance of many manufacturers from distant parts.

In his opening remarks President Frank J. Tharinger emphasized the need of more friendly acquaintance as a means of promoting a better understanding between competitors for which there is apparently a great need in the macaroni industry. He expressed the view that if during his term as president he could prevail upon the macaroni manufacturers of the country to appreciate the value of better acquaintance he would have gained one of his chief aims as the association's chief executive.

The macaroni manufacturers had been invited by the Federal Trade Commission to take part in the grocery trade practice conference on Oct. 24, 1928. After considering the various trade practices complained of by the grocery wholesalers and retailers and believing that the interests of the manufacturers could best be served by attending in the capacity of "onlookers" the meeting voted that the attendance to the conference be on the basis of individuals rather than as an association and an industry.

Director G. G. Hoskins, chairman of the special Cost Accounting Committee, made his report, showing progress. The opinion unanimously prevailed that a simple cost sheet should be adopted by our industry containing such facts and figures as would be pertinent to the needs of our industry and flexible enough to be used by both the bulk and package manufacturers. It was likewise agreed that when adopted the returns and compilations be done through the office of the association secretary rather than through an outside agency. Chairman Hoskins

was authorized to appoint 4 additional members to assist him in this work. He named Wm. Culman of Atlantic Macaroni Co., Long Island City, N. Y., Arthur Quiggle of the Creamette Co., Minneapolis, Joseph Freschi of Mound City Macaroni Co., St. Louis, and G. LaMarca of Prince Macaroni Manufacturing Co., Boston.

The work of the educational bureau of the macaroni products industry will be continued through the diversified cooperation of the industry rather than the intensified action of the members of the bureau. That is the recommendation of our Chicago conference. Macaroni products manufacturers are urged to watch their respective markets for suspicious, adulterated and misbranded products; to obtain samples of these and to submit them to Dr. B. R. Jacobs at Washington, D. C., together with substantiating information that will enable him to report the violations of the federal and state food and drugs acts to the proper authorities.

The question of macaroni advertising was discussed at considerable length. The 1928 advertising schedule is completed, and several schemes for financing a more extended campaign were considered. Desiring to have a more general expression of opinions because of its intense concern to manufacturers everywhere in the United States it was voted that a special committee be appointed to study the various plans and to make its recommendation as soon as possible. The president took the matter of committee membership under advisement for later announcement.

President Tharinger, who has had many years of experience in insurance work, called attention to the excessive rates on compensation insurance for macaroni plants that prevail in different states. In some sections the rate for compensation insurance is almost discriminatory. In New York city, for instance, the rate is so high in comparison with the attending danger that many firms find it profitable to carry their own insurance. Wm. Culman of the Atlantic Macaroni company told of the plan followed by his firm in saving many hundreds of dollars annually. The association president was commended on the study given this subject and he was urged to continue his research so that through it a fairer rating for macaroni plants may be gained.

The matter of the 1929 convention city was discussed at length. Again it remains undecided. New York and Atlantic City were suggested as convenient places in the east. Cleveland is a strong bidder for the 1929 meet as are Philadelphia and Chicago. The association directors would like to have the manufacturers at large express their preference of convention cities, and views to be made known to the secretary.

The Chicago mid year meeting was one of the most friendly and forward looking gatherings sponsored by the association and from its actions will result much good to the industry. Its benefits will increase in proportion to the amount of cooperation that the members and nonmembers in this business give the essential activities that are now in effect or will soon be promoted.

Those present were: Wm. Culman, Atlantic Macaroni Co., Long Island City; Thos. P. Toomey, Brooklyn Macaroni Co., Brooklyn; John P. Canepa, John B. Canepa Co., Chicago; A. Morici and A. Collichia, Chicago Macaroni Co., Chicago; Jas. T. Williams, Arthur Quiggle and A. Hansen, Creamette Co., Minneapolis; C. R. Schmidt, Crescent Macaroni & Cracker Co., Davenport; G. G. Hoskins and C. S. Foulds, Foulds Milling Co., Libertyville; John L. Fortune & R. B. Brown, Fortune-Zerega Co., Chicago; J. A. Diamond, Gooch Food Products Co., Lincoln; A. I. Grass, I. J. Grass Noodle Co., Chicago; B. S. Scotland, Joliet Macaroni Co., Joliet; H. E. Menard and K. R. Keam, C. F. Mueller Co., Jersey City; Henry D. Rossi, Peter Rossi & Sons, Braidwood; L. M. Skinner, Skinner Manufacturing Co., Omaha; Frank J. Tharinger, Tharinger Macaroni Co., Milwaukee; Frank L. Zerega and E. Z. Vermylen, A. Zerega's Sons, Consol., Brooklyn; M. J. Donna, Secretary-Treasurer, Braidwood.

### Found in Noodles Too

Science has discovered that the white of an egg contains ovomucin, ovoglobulin, ovalbumin, conalbumin and ovobucoid. Just remember that when you are stowing it away with the breakfast bacon, and be satisfied that you are getting your money's worth.

Any man who works only for pay seldom does his best.

November 15, 1928

THE MACARONI JOURNAL

15

# Maldari's

## Insuperable

# MACARONI DIES

### LEADING SINCE 1903

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

AMERICA'S LEADING MACARONI DIE MAKERS FOR OVER TWENTY-FIVE YEARS



## Simplification in Distribution

By Ray M. Hudson, Assistant Director, Commercial Standards

Distribution, according to the dictionary, means the "physical process of conveying a commodity from the producers to the consumers." In this sense, it is synonymous with "transportation."

The economists give "distribution" a much broader interpretation by adding to physical movement, all the activities, operations, or efforts connected with the "service of supply" to the consumer. In this connection, transportation is but one of many operations.

Analysis of costs of the general service of supply indicate that actual freight charges per unit of sale is but a small part of the total cost of physical movement. The larger part is represented in the effort of getting the goods to the freight car, and getting them away again after the car reaches its destination. This applies in similar manner to water transportation.

Recognition of this larger cost has focused attention on the opportunities for simplifying and otherwise improving material handling methods, machinery and equipment.

In the early days of rail transportation it was often necessary, because of the diversity in track gages, to transfer or unload and reload goods at junction points. Simplification of that diversity to the present standard gage, and consequent simplification of couple heights, and other features of railway equipment marked a great advance in handling goods.

The advent of the "container" car for less-than-carload shipments, of the small tractor and train for use around freight houses, mark further progress in this direction.

Now the "lift truck and skid platform" method is rapidly coming into vogue. Heretofore this method has been confined chiefly to use within or around single plants. Now shippers are sending goods through to ultimate destination on skid platforms. This practice facilitates handling all along the line of movement from factory to consumer. Goods thus prepared for shipment are loaded into cars, unloaded onto trucks, and finally moved into the customer's stock rooms without breaking bulk, with a minimum of physical effort, and with a great saving in time.

Investigations already completed indicate direct savings ranging from 25% to 90% in cost of packing, handling,

loading and unloading. It has been estimated that direct cost of material handling in the United States approximates \$3,500,000,000 annually. Of this \$700,000,000 is estimated as the cost of handling goods which can be shipped on skid platforms. It is estimated this cost can probably be cut in half by wider application of this recent step toward simplifying this phase or part of "distribution."

### Revised Postal Rates Beneficial

The post office department states that the usefulness and availability of the postal service has been materially increased as a result of the revision of rates provided at the last session of Congress. The new postage rates and conditions which went into effect July 1 are said to constitute the most far-reaching changes for many years. Briefly stated, the changes and new facilities are:

Restoration of the one cent rate on private mailing or post cards; the reduction to one cent for each 2 ounces or fraction thereof of the transient second class rate, that is the rate on newspapers and other publications entered as second class matter when mailed by the public; provision for the acceptance of business reply cards and letters in business reply envelopes without prepayment of postage, collection of postage being made upon delivery to the patron or concern to whom they are returned; establishment of a pound rate for identical pieces of third class matter, with a minimum charge of 1 cent a piece when mailed in bulk lots of either 20 pounds or 200 pieces; revision of the special-handling charge on fourth class or parcel post matter, graduated according to the weights of the parcels, with a similar revision of the special delivery fees, making optional with the shipper the use of the special-handling feature only, or both special handling and special delivery; and a reduction of one cent on parcel post matter mailed beyond the third zone.

### Popular Macaroni Recipes

Replying to an inquiry submitted by the secretary of the National Macaroni Manufacturers association as to what macaroni recipes were most popular with women of the country, based on her

wide experience in radio broadcasting work, Betty Crocker of the Home Service department of the Washburn Crosby company, listed the following in the order of their popularity and arranged according to the different types of macaroni products used in preparing them:

Made with *short cut macaroni*:

- (1) Macaroni mousse.
- (2) Macaroni and Frankfurters.
- (3) Macaroni salad.

Made with *spaghetti*:

- (1) Baked spaghetti.
- (2) Italian spaghetti.
- (3) Spaghetti and tuna fish.

Made with *noodles*:

- (1) Savory noodles and pork.
- (2) Noodle soup.

Made with *long cut macaroni*:

- (1) Lumberjack macaroni.
- (2) Macaroni au gratin.
- (3) Macaroni with vegetable sauce.

Made with *Shells*:

- (1) Shells and shrimp salad.

### The Wood 4-L's

Before a housewife of the lumber producing regions of the Pacific northwest buys her groceries she asks the local merchant if the goods were received by him in a wooden box. She will buy nothing that was not shipped in a wooden container. A large percentage of the residents there are dependent upon the lumber industry, she tells the grocer, and the lumber industry in turn is dependent upon the amount of lumber sold that is made into boxes. It is her duty as her business, she insists, to promote more extensive use of wooden boxes.

The men in the lumber producing sections have assumed the same attitude. And now the grocers are stamping their orders for supplies with this request: "In order to insure the arrival of the order in good condition PLEASE SHIP IN WOODEN BOXES."

This condition has been brought about by wooden box promotional activities of the Loyal Legion of Loggers and Lumbermen, an organization of logging and lumbering employes, in order to arouse the enthusiasm of the public to the importance of the lumber industry to the lumber producing sections.

### Reversing Old Adage

In this instalment payment era, the collecting half of the world knows pretty accurately how the purchasing half lives.

Though the world may owe every man a living, only the persistent collector gets it.

**U.S.**

**Labels-Cartons**  
Will help Sell your Products

**LET US BE YOUR  
PACKAGE-COUNSELORS'**

CONSULT OUR TRADE MARK BUREAU  
— This Service is Free —

**The United States Printing  
& Lithograph Company**  
Color Printing Headquarters

8 Beech St., CINCINNATI  
23 N. Third St., BROOKLYN  
87 Covington St., BALTIMORE

## Harvard Publishes Report on Marketing Expenses of Grocery Manufacturers

Pioneer Effort in This Field

According to a report by the Bureau of Business Research of Harvard University, about 15c of the consumer's dollar is required by grocer manufacturers for their marketing activities, that is for the expenses of selling, advertising, warehousing and transportation, and marketing administration. Other studies made by the Bureau have shown that approximately 20c of the consumer's dollar is required by the unit retailer of groceries to meet his expenses and that approximately 9c of the consumer's dollar is required to meet the expenses of the wholesaler. Nearly half the price which the consumer pays for food, therefore, goes to meet the expenses of putting the product in his hands.

This study, the results of which are available in Bulletin No. 77 of the Bureau, "Marketing Expenses of Grocery Manufacturers for 1927," was based on reports from 72 manufacturers, with an aggregate volume of sales of over \$690,000,000. For the purposes of the study the firms were grouped according to the products handled, since pro-

nounced variations appeared among the marketing expenses of manufacturers of different types of products. The distribution expenses of individual groups ranged from 5.5% of net sales, typically spent by flour millers for marketing their product (exclusive of transportation expense), to 37.2% of net sales for manufacturers of soaps, cleansers, polishes, and disinfectants. The total marketing expense figures of the other groups ranged between these 2 extremes: 7.0% of net sales for meat packers; 17.0% of net sales for manufacturers of canned and bottled foods; 17.5% of net sales for manufacturers of coffee, tea, chocolate, extracts, and spices; and 26.9% for manufacturers of cereals, crackers, macaroni, salt, and preserves.

This study is a pioneer effort, and if it is continued for subsequent years a larger number of reports may reveal substantial differences from the figures reported in Bulletin 77. It is nevertheless of distinct significance as the opening wedge in the attempt to determine whether distribution costs can be reduced.

## A Single Tax Argument

By James R. Brown

A very small percentage of the community profits from the rise in the selling price of land, and what they gain the rest of the community loses. The dearer land is, the higher the cost of living and the more difficult production.

Dear land is distant land. Some of it might as well be in Mars for all the use it is to labor and to capital, for between the high selling price of land and the heavy taxes on production, on dear land capital cannot make the open market price of money no matter how intelligently it operates or how hard the capitalists work.

The selling price of land is only taxes that should have been collected by society, capitalized into selling price, and when I have bought off the land owner and put up a building, the city taxes me on my building; as a matter of cold economic fact, I am paying taxes twice, once to the land owner who rendered no social service and again to the city that renders social service.

Looking up and down the main streets of our cities is it not very strange that the best land, the most valuable land, has the worst buildings on it? The reason for this is, when capital looks around for land upon which to operate in the way of putting up a building, it has got to have land the value of which does not overtake the earning power of capital.

Hence most of our improvements are put upon land in the outskirts of our cities, where the relationship between the value of land and the value of building is about 1 to 5, while downtown in the city on our best streets the value of the land is oftentimes equal to the value of the building. This is the reason our best streets have wondrous collections of shacks, for it is very clear to the ordinary owner of these shacks (and we do not blame the owner at all, but our foolish tax system) that if he tears down the old shack and puts up a modern building, the tax burden on the building will be so heavy that he will not be able to earn the current rate of interest on his investment.

The best news that ever reached Eu-

rope was that land in America was cheap, very cheap, practically free, and we used to sing that Uncle Sam had a farm for every man. But the running up of the selling price of land to the present outrageous figure has established in America the conditions that our forefathers ran away from in Europe.

The dearness of land makes it difficult to do business, either for the laborer or the capitalist.

The remedy for this is very simple; that is probably why so few of our supposedly learned people fail to understand it. Abolish all taxes on all forms of human effort or the results of human effort and collect for social use the annual value of land, which is itself a social creation, and with this simple change in the incidence of taxation you will be giving 100% encouragement to industry and you offer no premium to idleness.

Let us never fail to keep in mind that when one man gets something for nothing, another man must get nothing for something. Idleness in the court of equity has no just claim to reward and whatever profit idleness gets is at the expense of industry.

## "Hold Wheat"---Jardine

In a statement issued October 27, 1928, Secretary of Agriculture W. M. Jardine reviewed the 1928 crop in United States and Canada and commented on the extensive use of the combine which has resulted in early harvesting and had the effect of increasing the visible supply of wheat in this country. He is of the opinion that increased demand will offset a slight increase in production.

"On August 23, in a special statement the department pointed out that this year's increased supply of wheat would be offset by increased demand and other factors. On September 12 I pointed out that the large amount of wheat thrown on the markets by farmers was unduly depressing the price. I advised farmers to hold their wheat. I see nothing in the situation now to change this advice and the above facts, indeed, strengthen my belief that farmers would benefit by doing so."

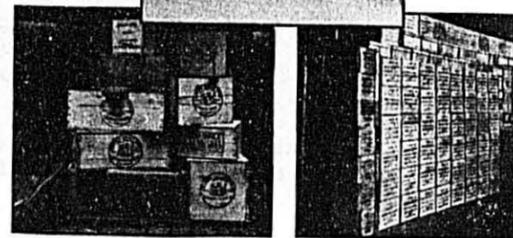
## A TOTAL LOSS

Absent-Minded Professor—I have lost my umbrella.

Waiter—But it is hanging on your arm.

Professor—Thanks. If you hadn't drawn my attention to it I should have gone home without it.—Lustige Koelner Zeitung, Cologne.

# Thousands of Manufacturers find this the best way to ship their goods



Wooden boxes serve these great nationally known manufacturers. Read what they say.

THE CLIQUOT CLUB COMPANY packed and shipped nearly a million and a half cases of Cliquot Club Ginger Ale in wood cases during the past year. This is pretty convincing evidence that we consider wood cases the best available for our purposes. The sturdy wooden box best meets the requirements of both packing and shipping."

Berry Bros., manufacturers of varnishes, say, "Our reason for using wood boxes is that they carry our product safely to the user in all parts of the world. We have found that wooden boxes save us money and time as well as delivering our goods in a clean, salable condition."

Ditto Inc., says, "We have shipped Ditto machines all over the world in wooden cases; they always arrive with no damage to the machine and the customer is pleased. We have not yet found anything good enough to replace the wooden box for our purpose."

Alabastine Company say, "We appreciate the economic value of wooden boxes and have only one conclusion to offer—our shipping problems are minimized by their exclusive use."

"We have tried all methods of packing and used about every kind of container that has been submitted to us," say the Continental Scale Works, "but we have found that nothing will serve as well as the wooden box we are using and, in the long run, it is also considerably cheaper."

The Wooden Box Bureau conducted jointly with the National Association of Wooden Box Manufacturers maintains a corps of competent engineers and designers to aid manufacturers in solving problems of shipping and packing their goods. The services of this staff cost you nothing. If you are confronted with a shipping or packing problem, use the convenient coupon.



CERTIFIED BY CENTURIES  
"WOOD"  
Its Use—Nature reserves it

Wooden Box Bureau of the  
National Association of Wooden Box Mfgs.  
111 West Washington Street, Chicago, Ill. Dept. 5150

Gentlemen: We manufacture  
and would like to have

One of your engineers arrange to call.  
 Information relative to the packaging of our product.

Name.....  
Street.....  
City..... State.....

NLMA

WOODEN BOX BUREAU of the NATIONAL ASSOCIATION OF WOODEN BOX MANUFACTURERS and of the NATIONAL LUMBER MANUFACTURERS ASSN.

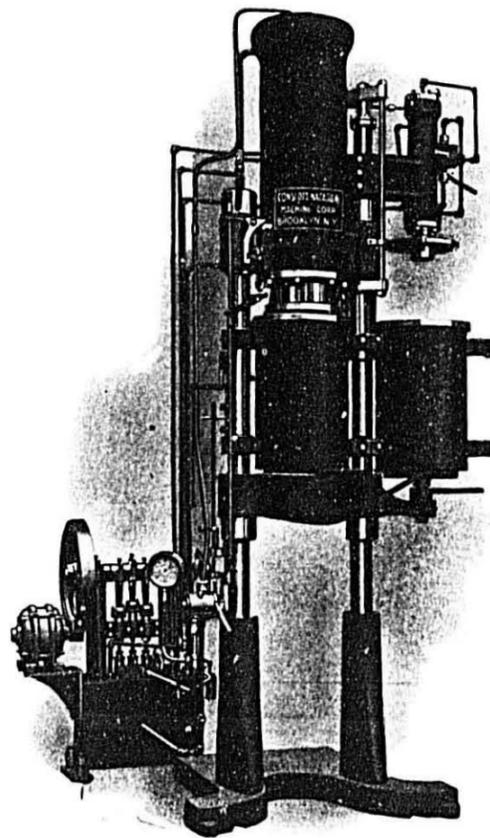
Chicago, Ill.

## 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.

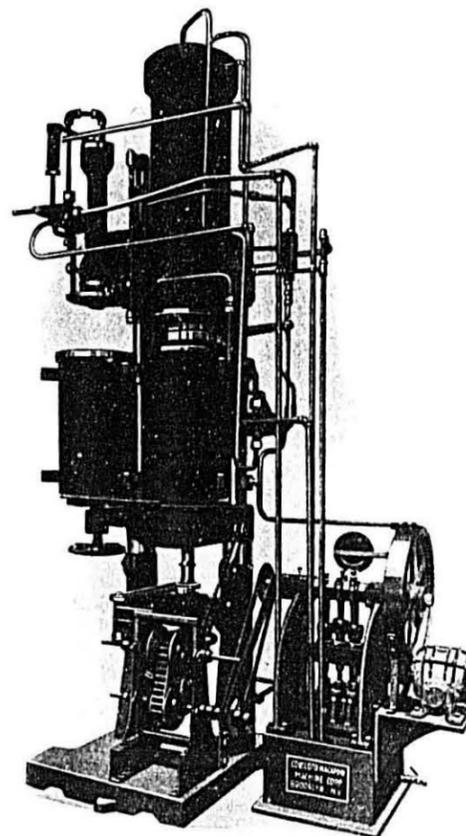
156-166 Sixth Street **BROOKLYN, N. Y., U.S.A.** 159-171 Seventh Street  
Address all communications to 156 Sixth Street

## 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.

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

## Farm Price Index Declines

Reduced farm prices of livestock, wool, corn, and potatoes were chiefly responsible for a decline of 4 points in the Department of Agriculture index of the general level of farm prices during the period from September 15 to October 15. At 137, reports the bureau of agricultural economics, the index is 2 points below October a year ago. Increased price of small grains, cotton and cottonseed, eggs and dairy products were insufficient to offset declines in other commodities.

The farm price of hogs declined about 15% from September 15 to October 15, due largely to a considerable increase in market receipts. The corn-hog ratio also declined during this period, from 11.7 to 11.3 for the United States, and from 13.0 to 12.2 for Iowa, because corn prices did not decline as rapidly as the farm price of hogs.

A reduction of approximately 3% in beef cattle prices is reported also due to increased market receipts. Corn prices declined sharply despite indications of a

slightly smaller crop than was anticipated in September. Corn price reductions have been accompanied by reports that the 1928 corn crop is of higher than average merchantable quality.

Wheat prices turned slightly upward in October after a sustained price decline from May to September 15, the advance of 5% in farm prices from September 15 to October 15 being fairly general throughout the country. The farm price increase was accompanied by indications of a greater demand for wheat on account of reports of short wheat crops in Russia, Turkey and North China, and short corn crops in the Balkan countries.

The farm price of potatoes on October 15 was the lowest recorded since October 1915. At 58c per bu., the farm price compares with 65c on September 15, with 65c in October a year ago, and with 55c in October 1915. The chief factors causing the decrease are prospects for a record size crop and the seasonal increase in shipments to market.

## Macaroni

By Royal S. Copeland, M. D.

(United States Senator from New York State, an eminent medical authority on Food and Health and a well known newspaper "columnist.")

"What is the difference between spaghetti and macaroni?" There is a common question. As a matter of fact, there is no difference except in the shape given in the molding of the product.

Macaroni and spaghetti are composed of ground wheat and water and nothing else. I say "ground wheat" and not "flour," because macaroni is not made of soft or rolled flour, but of wheat cut fine by rollers so as to resemble grits. This product is called semolina, really a spring wheat flour.

To this special flour is added water to form a paste. The paste is pressed through copper forms, under hydraulic pressure, into many varying forms.

The tubular forms are known as vermicelli, spaghetti, and macaroni; the smallest size is known as vermicelli, the next spaghetti, and the largest is macaroni. In all, there are 200 different shapes and sizes made from this flour. They resemble tubes, ribbons, snails, conch shells, hearts, spades, letters of the alphabet, etc. The very finest macaroni threads are called "Capoli d'angelo," or

angel's hair. The ribbon-like forms are sold under the name of "noodles."

The product, after it has been pressed into its varying forms, is hung on poles or covered trays and placed in a drying room before it is packed for sale. At one time (in Italy) macaroni was dried in the open air. It was the practice in certain districts to hang it in open archways and doorways to dry, unprotected from the dust and dirt of the streets.

Macaroni is considered by the general public as a typical Italian food and a dish peculiar to Italy. Italy is probably entitled to this credit because of her early appreciation of its virtues and her insistence upon it after its adoption. The fact is, however, history credits its invention to the Chinese, and its European introduction to the Germans.

All these products are particularly rich in carbohydrates and for that reason, if taken in excess, are fattening. When macaroni is made from good wheat and contains eggs instead of artificial coloring (now strictly prohibited) there is no question that it is one of the most nutritious of our foods and should play an important part in our dietary.

## MERELY INVESTIGATING

I say, did you have an accident?  
Not at all. Didn't you notice? I turned the car upside down to see

what made the wheels go 'round. Table Talk, Melbourne.

## What Is a Cooperative?

From the viewpoint of a salesmanager it would be interesting to know just what the trade understands the term "cooperative association" to mean, states James L. Cowan of the Italo-French Produce company, Pittsburgh, Pa. We have run across several organizations which have no paid officers in charge, no buyer and no warehouse, but still style themselves as cooperative associations, simply banded together to buy at jobbing discounts and get advertising allowances. They require a canvass of every member for the initial order as well as individual delivery.

A cooperative association should maintain headquarters and do joint buying. It should have a buyer and a warehouse to which deliveries are to be made. Mr. Cowan would be interested in knowing the experiences of others, their clear definitions of just what constitutes a cooperative association and how they meet a situation such as he pictures. A better understanding would result in the entire industry if the consensus of opinions would be made known to the secretary of the National Macaroni Manufacturers association. Manufacturers and salesmanagers are urged to make known their views.

## Macaroni Dishes on Calendars

A timely suggestion comes from K. R. Keam of Cincinnati, district representative of C. F. Mueller Co. Many macaroni manufacturers and durum millers still distribute calendars to customers. In the old order of things many of these calendars indicate the days of fasting and abstention from meat by the picture of a fish in connection with the date of the fast day. Mr. Keam writes: "Couldn't the National Macaroni Manufacturers association induce the calendar printers all over the country to substitute the picture of a dish of spaghetti macaroni or noodles on the fast days instead of a fish? Sardines and the like are now obsolete since prohibition started."

The suggestion is a very good one and it is passed on to the manufacturers and millers as something that would help to bring about increased consumption of macaroni products on fast days if they would insist on having the picture of macaroni dish substituted for a fish on their 1929 calendars.

# Juliet Macaroni

A NEW PRODUCT

FROM DIES MADE EXCLUSIVELY BY MARIO TANZI CO.  
(PATENTED)

348 COMMERCIAL STREET

BOSTON, MASS.



### Patents and Trade Marks

A monthly review of patents granted on macaroni machinery; of applications for and registrations of trade marks applying to macaroni products. In September 1928 the following were reported by the United States patent office:

Patents granted—none.

#### TRADE MARKS REGISTERED

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

##### Ribbons of Gold

On Oct. 2, 1928, the above private brand trade mark of the Gold Rolled Food Products Co., Chicago, Ill., was registered for use on egg noodles. Application was filed June 4, 1928, published by the patent office July 17, 1928, and in the August 1928 issue of the Macaroni Journal. Owner claims use since April 13, 1928. The trade mark is several bands of egg noodles reaching from wheat sheaf to wheat sheaf. Among the strands appear the words "Ribbons of Gold" and "egg noodles."

##### Alberto Semolina Albertorettes

On Oct. 9, 1928, the trade mark of the United States Macaroni Co., Inc., Los Angeles, Calif., was registered for use on macaroni products. Application was filed April 17, 1928, published by the patent office July 24, 1928, and in the August 1928 issue of the Macaroni Journal. Owner claims use since Oct. 1, 1927. The trade mark is the trade name in heavy type of 3 different faces.

##### Gold Medal

On Oct. 9, 1928, the above trade mark of John R. Fischer, doing business as Pacific Macaroni Co., Los Angeles, Calif., was registered for use on macaroni, spaghetti and noodles made from semolina. Application was filed Jan. 11, 1928, published by the patent office July 24, 1928, and in the August 1928 issue of The Macaroni Journal. Owners claims use since November 1912. The trade mark is the trade name appearing over a picture showing 2 animals perched on 2 pedestals. The animals are holding in their mouths a ribbon and from the middle of the ribbon is suspended an egg shaped oval in which will be placed the name of the particular kind of product packed.

##### Red Seal

On Oct. 23, 1928, the above trade

mark of the Independent Macaroni Co., Inc., doing business as Independent Macaroni Mfg. Co., Mount Vernon, N. Y., was registered for use on macaroni. Application was filed May 16, 1928, published by the patent office Aug. 17, 1928, and in the September 1928 issue of The Macaroni Journal. Owner claims use since May 10, 1928. The trade mark is a red seal with the words "red" and "seal" appearing on either side of the seal. In the center of the seal is shown a monogram of the firm's initials.

#### TRADE MARKS APPLIED FOR

Two applications for registration of macaroni trade marks were made in October and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

##### Gold-Gold

On Oct. 9, 1928, there was published in the Patent Office Gazette the above private brand trade mark of the American Cone & Pretzel Company, Philadelphia, Pa., for use on noodles and other products. Application was filed July 28, 1928. Owner claims use since June 1, 1917. The trade mark is the trade name in 2 irregular rectangles of white and gold.

##### Sword

On Oct. 30, 1928, there was published in the Patent Office Gazette the above trade mark of the Geo. W. Simmons Corp., New York, N. Y., for use on macaroni, spaghetti, noodles and other grocery products. Application was filed Dec. 1, 1927. Owner claims use since Nov. 10, 1927. The trade mark is the trade name in heavy type.

##### La Napoletana

On Oct. 30, 1928, there was published in the Patent Office Gazette the

above trade mark of the P. Pastene & Co., Inc., also doing business as Purity Products Company, Boston, Mass., for use on macaroni. Application was filed Aug. 13, 1928. Owner claims use since May 4, 1928.

##### Old Gold

On Oct. 30, 1928, there was published in the Patent Office Gazette the above trade mark of the Kansas City Macaroni & Importing Co., doing business as The Heart of America Macaroni Company, Kansas City, Mo., for use on macaroni. Application was filed Sept. 1, 1928. Owner claims use since June 1, 1928. The trade mark is the trade name in heavy type.

##### LABELS

##### La Napoletana

The title "La Napoletana" was registered Oct. 2, 1928, by the P. Pastene & Co., doing business as the Purity Products Co., Boston, Mass., for use on macaroni products. Application was published June 15, 1928. The title was given register number 34,653.

#### Westbound Traffic Predominates

According to figures by the United States Shipping Board, 7,843,770 cargo tons of 2240 lbs. were sent from Pacific to Atlantic ports in 1927 as against 2,528,672 tons to Pacific ports from the Atlantic coast. The North Atlantic district, embracing 16 ports from Portland to Norfolk, Va., sent over 95% of all Atlantic coast shipments to Pacific ports and received from the Pacific coast almost 84% of its shipments to Atlantic ports. New York ranked first and Philadelphia second in receipts of tonnage from Pacific ports, but Baltimore surpassed both New York and Philadelphia in outbound intercoastal shipments.

## BELL RINGER

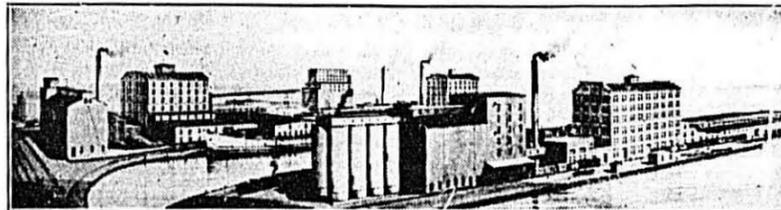


I'll Be Back Tomorrow

By Frank Martoccio, President F. A. Martoccio Company, Minneapolis, Minn.

Competition for business is daily becoming keener. The salesmen who land the orders are they who know their products, understand the selling game and on the job as is the salesmen poetically described in the following stanza by an anonymous author.

The life of a salesman is tough,  
And oft times they handle him rough,  
But the salesman who wins  
Is the salesman who grins  
When another guy'd holler, "ENOUGH!"



*King of them all . . .*

## Hourglass Brand Semolina

*Quality Beyond Comparison*



Milled exclusively from choicest durum wheat  
in plants that are up to the minute.

We also manufacture a full line of Durum  
Semolina and Flour to meet all requirements.

LOCATION ENABLES PROMPT SHIPMENT  
WRITE or WIRE for SAMPLES and PRICES

## DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

NEW YORK OFFICE: F6 Produce Exchange      BOSTON OFFICE: 88 Broad Street  
PHILADELPHIA OFFICE: 458 Bourse Bldg.      SYRACUSE OFFICE: 603 State Tower Bldg.  
CHICAGO OFFICE: 14 E. Jackson Blvd.

## Grain, Trade and Food Notes

### Slight Slump in Exports

Though the exportation of macaroni products during September 1928 is slightly in excess of the total shipments to foreign countries in the same month last year, the total is somewhat below the August 1928 shipments. September is usually a month of heavy business in this line and the slump is unaccounted for in the figures released by the Department of Commerce.

In September 1928 our macaroni exports totaled 714,000 lbs. as against 842,000 lbs. in August this year and 609,000 lbs. in September last year. Canada was the leading exportee getting 212,000 lbs. last month; Australia 125,000 and the United Kingdom 95,000.

For the 9 months ending Sept. 30, 1928, our total exports were 7,005,000 lbs. as against 6,090,000 lbs. for the same period in 1927. For the 3 months, July, August and September 1928, we exported 2,421,000 lbs.; during the same period last year our foreign business totaled only 2,008,000 lbs.

### Bigger Durum Crop in Manitoba

Somewhat more than one half of the 1928 wheat crop of the Province of

Manitoba, Canada, is of the durum variety, according to estimate by the Manitoba department of agriculture as reported by Lynn W. Meekins, commercial attache of the foodstuffs division of the U. S. Department of Agriculture. The information was sought at the request of the macaroni association when offerings of Canadian durum semolina were made to prospective buyers in the industry. The report states that the figures are based on returns made by over 13,000 farmers in that province. The most productive durum fields are in the southwestern part of Manitoba where 94% of the wheat harvested is of this class. Some of it is of the poorer varieties, considerably mixed with other wheats. Toward the north the percentage of durum decreases to between 5 and 10% of the total crop in the extreme northern parts. It is calculated that about 1,377,000 acres out of the 2,660,125 acres of wheat in Manitoba this year is of the durum type.

### Durum Premiums Firm

Offerings of good quality milling durum of satisfactory color continued light and milling demand was good during

October. As a result the premiums on durum wheat ruled very firm. No. 1 amber durum of good color brought steady prices but the lower grades sold at heavy discounts.

No. 1 amber durum and No. 1 mixed durum of satisfactory color testing 12% protein was quoted within a range of 7 to 12c over the Duluth December price of 98½c for the wheat with 12% protein. Thirteen per cent protein durum was bringing 10 to 16c premiums and 14% protein durum a premium of 15 to 20c. Protein premiums were higher at Minneapolis where 14% No. 1 amber was quoted as high as 4c over the Duluth December price. The relatively high price of mixed wheats has resulted in a considerably more active demand for lower grade durum wheats from the mixed wheat manufacturers.

### Japanese Wheat and Flour Situation

The Japanese wheat crop is officially estimated at 33 million bus. compared with a crop of 31 million bus. last year, according to a cable to the foreign service of the bureau of agricultural economics from Agricultural Commissioner P. O. Nyhus. The quality is extremely

November 15, 1928

THE MACARONI JOURNAL

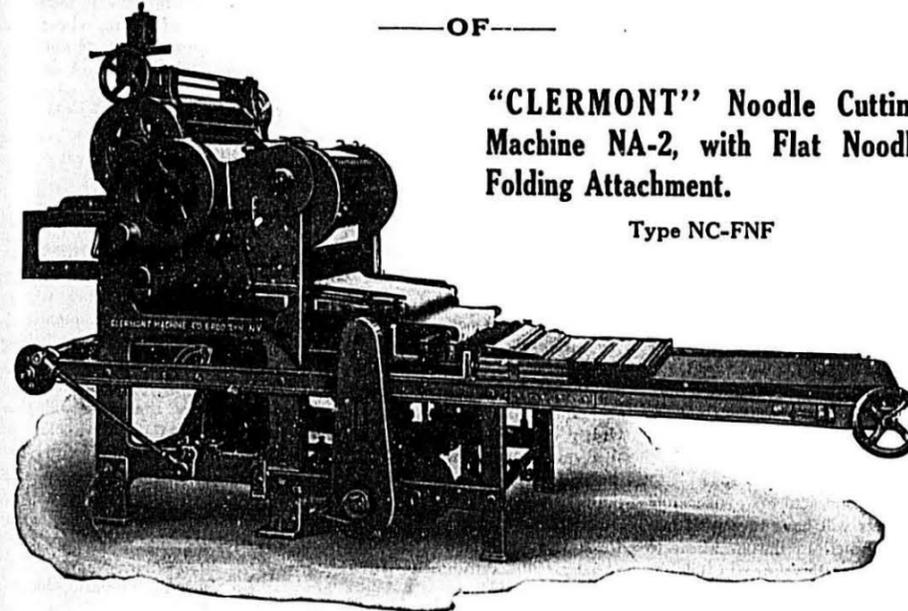
27

## THE LATEST TYPE

—OF—

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

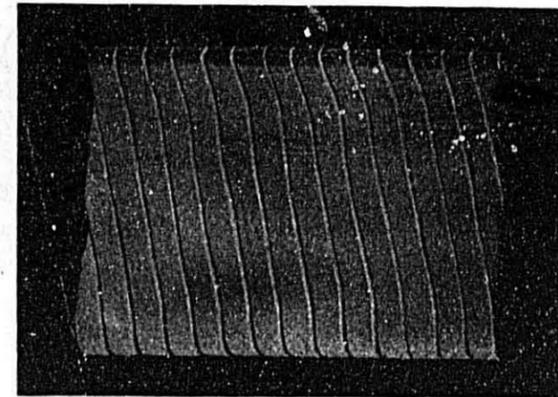
Type NC-FNF



THE MACHINE WHICH PAYS DIVIDENDS

No skilled operator required

No hands touch the product



The finished product of above machine.

WE ALSO MANUFACTURE:

Dough Breakers  
Noodle Cutting Machines  
Mostoccioli Cutters  
Egg-Barley Machines  
Triplex Calibrating Dough Breakers  
Fancy Stamping for Bologna Style  
Square Noodle Flake Machines  
Combination Outfits for Smaller Noodle Manufacturers

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

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

A nationally-known package produced by Stokes & Smith Machines.



## STOKES & SMITH

*Machines for Package Filling, Sealing and Wrapping*

An extensive line of machines for packaging. Machines that measure by volume or by weight. Machines that seal and machines that wrap tightly cartons of many sizes.

### A Size and Speed for Every Need

Fully automatic single purpose machines for high production; machines of moderate speed, adjustable for size of package and accommodating various materials and various packages for the smaller output. Dusty materials handled with-

out dust. Accurate weights guaranteed even on the more difficult materials.

SAVE---

Material, Labor, Contents

IMPROVE---

Display Value, Selling Power, Preservation of Contents

Our experience is at your service in solving packaging problems. We shall be glad to have you call on us.

## STOKES & SMITH COMPANY

Summerdale Avenue near Roosevelt Boulevard

Philadelphia, U. S. A.

British Office: 23, Goswell Road, London, E. C. 1.

poor, however, and a higher percentage of foreign wheat than usual will be required for blending purposes to make standard grade flour. Mills are now buying up the native crop and soon will be active buyers of Canadian and American wheat. The price of native wheat at mills is equivalent to \$1.43 a bu., while the comparable price of United States Western No. 2 is \$1.71 a bu. and for Canadian No. 5 is \$1.47 a bu. United States and Canadian together with Australian wheats make up the bulk of the Japanese imports. The exportable surplus of Australian wheat is reported to be very small and the price is higher than the wheat quoted above. Stocks of foreign wheat are slightly below normal for this date. Mills are awaiting foreign price developments but predictions are made that there will be heavy purchases of low grades of Canadian wheat and lighter purchases of the higher priced but indispensable white wheat from the United States and Australia.

#### Durum Scarce in Europe

European manufacturers of macaroni food products will have to depend materially on American durum wheat to supply their needs this year. In Italy the soft wheat supply is ample for the bread-

makers, Professor Frederico Flora, noted economist, reported, but will fall short of the requirements of macaroni.

African durum wheat is in strong demand. Shipments for October were quoted at Marseilles, France, at 1.72% compared with American durum for November shipment at 1.28% c. American durum for October shipment was quoted at Genoa, Italy, at 1.29c. Though the grades offered at this price are not reported in the dispatches of the United States bureau of agricultural economics they probably refer to the lower grades of durum which usually find their way into the foreign trade.

#### Semolina and Durum Wheat Data

The grains section of the foodstuffs division, Department of Commerce, has brought up to June 30, 1928, its figures on the grinding of durum wheat and the production and consumption of semolina and durum flour in the United States. During the fiscal year 1928, more durum wheat was ground than in any corresponding period since the first durum products survey, which covered the period of January to June 1928; 14,613,827 bus. of durum wheat were ground during the fiscal year 1928, compared with 12,082,205 bus.

ground the preceding fiscal year. The reporting mills produced 1,037,175 bbls. of semolina in the period from January to June 1928 and 353,972 bbls. of durum flour. Since 1925, there has been a 21.4% increase in the total number of bbls. of durum wheat products, an increase of 28.5% of semolina production, and of 3.8% in durum flour production. Semolina, which is used for the manufacture of macaroni, spaghetti, and noodles, represents 75.2% of all durum wheat products in the fiscal year 1928.

#### Canadian Durum to Italy

Officers of the Canadian wheat pool have solved the problem of disposing of the Canadian durum wheat crop which yearly grows in quantity. Contracts have been obtained from the semolina millers of Italy for about 20,000,000 bus. of Canadian durum to be used by the macaroni manufacturers of that country. The pool is experiencing some difficulty in competing not only with the United States surplus but with the increased production forecast in both Argentina and Australia.

Not all of the idle are jobless.

#### Macaroni Manufacturers!

### TELL IT TO THE CLOCK

A Man May Forget—A Clock Never Does.

If you tell it to the clock of our patented time reversing apparatus it will be done on the second.

#### And Another Thing!

Our apparatus guards expensive equipment against damage through broken belts.

#### BECAUSE

The instant a belt breaks or leaves pulley the power in that room is shut off and a bell and indicator tell you which room is affected.

#### IMPORTANT

Our system protects your motors from overload or undervoltage, which oftentimes cause fire and great damage to your dry rooms.

Don't You Want to Know About this Wonderful Convenience and Safeguard?

Write Now To

**WORCESTER BROKEN BELT DETECTOR COMPANY**  
53-55 NORFOLK STREET WORCESTER, MASS.

*Dependable Semolinas  
of  
High Quality and Uniformity*

**NORTHLAND FANCY No. 2**

AND

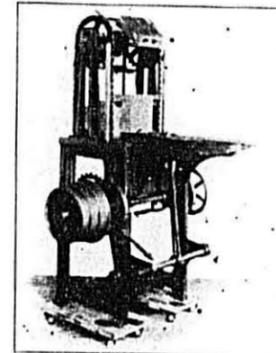
**NORTHERN LIGHT**

**NORTHLAND MILLING CO.**  
MINNEAPOLIS, MINNESOTA

New York Office  
Room 1114 Canadian Pacific Building, 343 Madison Avenue

*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

## Notes of the Macaroni Industry

### Crescent Sales Meeting

As usual, the semiannual sales convention of the Crescent Macaroni & Cracker company held in September in Davenport was a great success. Forty-four salesmen, their wives and families were the guests of the management at a banquet and entertainment given in connection with the convention. Paul Roddewig, president of the company, and Fred Ray, secretary, gave addresses of welcome; H. J. Schmidt, salesmanager, and C. B. Schmidt, treasurer, made sales talks. The entertainment was an excursion on a river steamboat, inspection of the plant, a bridge and a theater party.

### A Macaroni Optimist

C. M. Wessels of New York city is credited with coining the phrase now widely used by the C. F. Mueller company of Jersey City, N. J., in its national distribution of macaroni products. What a wonderful phrase it has proved to this company, of a small beginning and steady progress until now it is one of the largest producers of the famous Italian product.

The phrase is: "Mueller so made macaroni that macaroni made Mueller."

Mr. Wessels is apparently an expert in phrase coinage. He recently quoted James J. Corbett, world's heavyweight boxing champion of a quarter of a century ago, who has given a new definition showing the difference between an optimist and a pessimist in business. He does not, however, claim originality for the definitions, which he gives as follows:

"A pessimist is one who sees difficulties in every opportunity."

"An optimist is one who sees opportunities in every difficulty."

### Fire Routs Workers

Fire that damaged the 4th and 5th floors of the Philadelphia Macaroni Manufacturing company at 11th and Catherine sts., Philadelphia, caused the 60 employes to scamper for safety early last month. The origin of the fire is unknown. The fast work by the fire department confined the flames to a restricted area, the result being only slight water and fire damage.

### New Noodle Company

The Noodle Products company has been incorporated under the laws of New York to make spaghetti and noodles.

The stock consists of 100 shares of common stock, \$100 par value. H. A. Crane, 51 Chambers st., represented the stockholders in the corporation procedure.

### Viacava in Bankruptcy

A voluntary petition in bankruptcy by B. Viacava & Co., Inc., macaroni manufacturers, 21 Johnson av., Brooklyn, N. Y. A hearing on the petition was given the bankrupt last month. Reports gave the liabilities at \$21,000 and assets at \$2195.

### Durum Wheat Crop Estimate

The government estimate of the 1928 durum wheat crop issued as of October 1 is approximately the same as that of September 1, that is 84,885,000 bus. This is a nice increase over the 1927 production and is slightly higher than the 1926 year average. The yield of the durum fields in Minnesota and South Dakota is somewhat higher than expected while in North Dakota the reverse is the case. Little is said by the crop reporting board of the Department of Agriculture as to the quality of this year's crop. The total spring wheat crop amounted to 325,266,000 bus. Adding this to the winter wheat production of the year the

### Complete BOX Service

---to---

### Macaroni Manufacturers

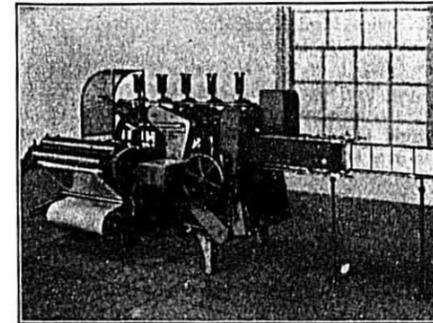
We have made a full survey of your **MACARONI SHIPPING PROBLEMS** and we are ready to supply you with dependable boxes to suit your needs, big or small.

*Our Macaroni Boxes Are Light, But Strong. They Deliver The Goods*

**COLUMBIA BOX & VENEER CO. Inc.**

74 Varick Street -- New York City

(Macaroni Box Specialists)



JOHNSON AUTOMATIC WAX WRAPPER

## Point 10 Conserve Time, Labor, Materials, Inventories, Working Capital and Space!

### THE 10 POINT Line

- 1 Fitted to Your Plant Requirements!
- 2 All Parts Made in Our Own Plant!
- 3 Modern Design, and Constantly Kept So!
- 4 Same-Day Shipment of Your Parts Orders!
- 5 Speed with Accuracy, Safety and Efficiency!
- 6 Progressive, Straight Line yet Flexible Packaging!
- 7 Fully Automatic in Operation—Labor Costs Practically Nil!
- 8 Units for Small as well as Large Manufacturers!
- 9 Increased Package Value Means Greater Sales and Profits!
- 10 Conserve Time, Labor, Materials, Inventories, Working Capital and Space!

Time—Hand packaging cannot compete with JOHNSON Automatic PACKAGING MACHINES? Competition also demands prompt shipment of volume orders—an emergency only machines can meet.

Labor—JOHNSON Machines decrease supervisory and operating expense to a minimum.

Materials—Spoilage is eliminated by JOHNSON Machines.

Inventories—Inventories are kept to the lowest possible level by JOHNSON Machines, while stocks are kept adequate to sales requirements.

Working Capital—Working capital is kept active by allowing material purchases to be scheduled more closely.

Space—Valuable floor space is released by JOHNSON Machines resulting in a lowered overhead and quicker and more orderly production.

Write today for an appointment, at no obligation, with a JOHNSON Sales Engineer. He will analyze your need, work with us on the machines to fit this need, and bring to you a proposal covering equipment that will guarantee to do your job.

**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

Scales; Bottom and Top Sealing; Lining Machines; Wrappers (Wax & Glassine)

# CROOKSTON-SEMOLINA

From

## Amber Durum Wheat

STRONG and UNIFORM  
and of a WONDERFUL  
COLOR

For Quality Trade

**Crookston Milling Company**

CROOKSTON, MINNESOTA



The House of Perfection

Always at Your Service

Where Others Have Failed, We Have Succeeded.



Why not deal with a reliable house?

**INTERNATIONAL MACARONI MOULDS CO.**

317 Third Ave. Brooklyn, N. Y.

total wheat crop of this country will exceed 903,000,000 bus.

**D'Amico Firm Expanding**

For 14 years the D'Amico Macaroni company at 34 to 36 Drift st., Newark, N. J., has enjoyed a steadily growing business until it now finds it necessary to expand its plant. Built only 2 years ago the firm has outgrown its present home which contains 15,000 square feet of floor space and which is constructed so as to facilitate the making, packing and shipping of the high grade products with the utmost speed and efficiency. Plans for the proposed annex are not yet completed.

The D'Amico Macaroni company sells much of its product in bulk but it has developed a rapidly growing business in its special, long Italian style wrapped package that goes to grocery stores, delicatessen shops, hotels and restaurants in northern New Jersey. The plant produces about 100,000 lbs. of macaroni products weekly.

Mr. Gaspar D'Amico has established a business policy that will sooner or later be followed by all manufacturers of this very essential and nutritious food, and that is the policy of producing only the highest quality of prod-

ucts from the best raw materials obtainable and to sell them at a reasonable price including a reasonable profit.

**Macaroni in New Haven Food Show**

The Connecticut Macaroni company had a very attractive display of its full run of products in the Connecticut Food and Household Appliance Exposition at The Arena the latter part of October. Raw and prepared samples of its products were passed out to the thousands of visitors and descriptive booklets generally distributed. Mrs. Catherine M. Holden of the household arts department of the Columbia University, New York city, and Mrs. Lillian M. Gunn, member of the faculty of the Teachers College, Columbia University, 2 recognized authorities on foods and food cooking, lectured during the exposition and called attention to the wonderful food value of macaroni products.

**Build Factory Addition**

The Supreme Macaroni & Noodle company of Los Angeles, Calif., has completed erection of a large addition to its plant at 710 Clover st. and will soon use it to overcome the crowded conditions under which the firm has

been producing for an ever increasing market. The annex is a 1-story structure of brick measuring 50 by 144 feet. The erection of the addition was under the direct supervision of A. Spanafora, president and general manager of the company.

**Cornmeal to Porto Rico**

During the 12 months ending June 30, 1928, Porto Rico imported 301,500 bags of 98 lbs. net of cornmeal. Incidentally it should be given that during August this year Porto Rico imported 89,933 lbs. of American macaroni products.

In releasing the government figures on the cornmeal imported, it was stated that this quantity was purchased by Porto Rico manufacturers of macaroni, spaghetti and soup pastes. For this reason we quote the macaroni import figures named above. If any considerable quantity of cornmeal is used in the manufacture of macaroni products in Porto Rico there is every reason to feel that the American export business is in for a prosperous year on that island.

Cornmeal used in alimentary pastes has to be made from cornmeal that is very finely ground to permit blending with wheat flour. Kiln dried or

**Three Trade Winners**  
*Have You Tried Them?*



*These products are the result of milling the best types of Durum Wheat obtainable by the most modern methods*

**CAPITAL FLOUR MILLS, INC.**  
MINNEAPOLIS MINNESOTA SAINT PAUL

**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.

**Labels**  
**Package Wraps**  
**Window Trims**  
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**Riverside Printing Co.**  
38 S. Dearborn St.  
**CHICAGO ILLINOIS**  
**Color Printers for 58 Years**

**E-HYDRAULIC-ELMES**  
SINCE 1851  
**HYDRAULIC MACARONI MACHINERY**

**Kneaders**  
**Mixers**  
**Presses**  
**Pumps**

24 1/2 bbl. Mixer Belt Driven  
1 1/2 bbl. Mixer Hydraulically Tilted.  
5-6 ft. Kneader. Capacity 1 1/2 bbls.  
9-inch Kneader. Capacity 2-3 bbls.  
An Elmes Mixer & Kneader conveniently installed.  
Inside Packed Vertical Press.  
Inside Packed Short-cut Press for Accumulator System.  
Die Wanner.  
Outside Packed Short-cut Press and Pump.  
Outside Packed Vertical Press.

**SOLD WITH THE ELMES' GUARANTEE---FIRST CLASS MATERIAL AND WORKMANSHIP**  
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germinated and bolted and sifted cornmeal are preferred by the Porto Ricans because these types are less liable to fermentation and infestation.

#### Washington Macaroni For Prisons

During the year 1927, 75,300 lbs. of macaroni, noodle, vermicelli and spaghetti made up a part of the large grocery items annually required for the 300 inmates of the 13 penal and eleemosynary institutions of the state of Washington. Practically all of the food fed to the inmates is of Washington origin or manufacture. All purchases are made for the state institutions through the central state agency under contract agreements.

#### Jamestown Firm Bankrupt

Officers of the Jamestown Macaroni company, Jamestown, N. Y., testified in the bankruptcy court during an examination of the records and conditions that brought the company into bankruptcy in the early fall. Frank C. Gugino and Frank R. Dominici gave testimony as to the business and profits.

The macaroni factory has been in the possession of its late owners for about 5 years and during that time 3 different mortgages had been taken

out to provide capital on which to carry on the business and to make improvements. Among other members of the firm were Samuel C. Gugino, James Gugino and Charles Gugino. Nine thousand dollars was the original amount paid for the land and building and a like amount was spent in improvements. The company's liabilities are approximately \$54,000 and the assets \$32,760.

#### Hebrew Noodle Corporation

The New York state records note the incorporation of the Hebrew National Noodle Corp. for manufacture of macaroni and noodle products. Incorporation papers handled by Propper & Lichtig of 332 E. 14th st., New York city, show that the company has a capital stock of \$25,000 closely owned by the incorporators.

#### New Plant in Westerly

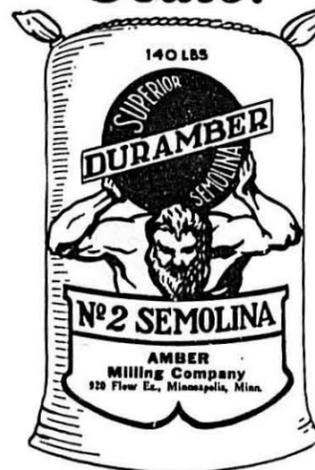
In order to meet the demands of his growing business John Cataldo, proprietor of the Westerly Macaroni Factory in Westerly, is erecting a modern plant on Canal st. The building is brick and steel construction and will soon be ready for occupancy. The property on which the factory is being

constructed has a 400 foot frontage. A large store will occupy the front part of the building and the manufacturing will be done in the rear. The Westerly Macaroni Factory has been in operation 10 years at 69 Pleasant st. and previously to his association with the Westerly company, Mr. Cataldo had a macaroni plant in Peace Dale.

#### Company Has Big Growth

The Fort Worth Macaroni company at Fort Worth, Texas, established in 1899, has grown steadily in output until today it is one of the largest producers of macaroni products in the south. Its big output is distributed over a large area including Texas, Louisiana, Arkansas, Oklahoma, New Mexico and Mexico through wholesale grocers and retailers. A modern plant, efficiently managed, produces high quality goods that find their way to consumers through the recognized channels of distribution. These factors alone are given as the reason for the progress made by this firm whose officers are: President, John B. Laneri; vice president, Louis J. Laneri; treasurer and manager, N. T. Mazza; secretary, W. J. Boesch, and assistant secretary, A. C. Bilocchi.

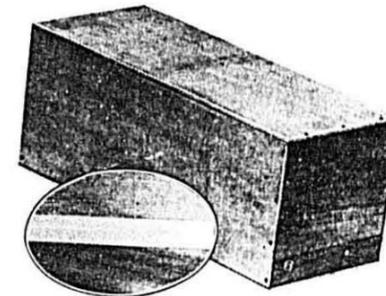
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Hidden under this tape which seals the joint are two corrugated fasteners, holding the pieces together.



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## The Macaroni Journal

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

A Publication to Advance the American Macaroni Industry.  
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Vol. X November 15, 1928 No. 7

### Questions and Answers

#### Spaghetti Technique

Question—When you order spaghetti in an Italian restaurant, should you twirl it with a fork and spoon as many of the Italians do or should you cut it in small pieces as Americans do? (Three Girls.)

Reply—The "etiquet experts" would advise eating it the Italian way but we advise that you eat it in any convenient way and that you eat it often.

#### Broccoli Macaroni

Question—We notice in some American magazines advertisements for a product which we understand is similar to macaroni and which is marketed under the name "Broccoli." What is it and how is it made? Can you furnish us samples of it? (Northern European Macaroni Maker.)

Reply—This is probably the name given to a certain shape of macaroni products though this has never come to our attention. "Broccoli" is a botanical term used in describing a tuft of bouquet-shape flower, such as the flowers of turnips. It is probable that the name "Broccoli" was applied to macaroni of similar shape,—such as "reginette," "mafalde," etc.

#### No Ravioli Macaroni

Question—What is "Ravioli" and who makes it?—Chapman, Inc.

Reply—There are numerous brands of "ravioli" on the market. A dough is made of flour and water and cut into squares of about 2 inches. Between two of these squares of dough is placed chopped meats, highly seasoned, the

edges of the dough being pinched to seal. After proper boiling "ravioli" is served with a good spaghetti sauce.

### Durum Broker Passes

Friends of Fred A. Hamilton, well known semolina broker in Chicago, Ill., and Cleveland, O., were grieved to learn of his death on November 4, following a severe attack of stomach trouble which confined him to his home several weeks before his death. Mr. Hamilton was Illinois semolina representative of the Minneapolis Milling company of Minneapolis and was one of the best known semolina



Photograph Courtesy Northwestern Miller

brokers in the central part of the country. He took a great personal interest in the gatherings of the macaroni manufacturers and was always recorded as one of those in attendance at the macaroni conventions.

He is survived by his wife Martha M. Hamilton, his mother Emily Hamilton, a sister Mrs. Jas. S. Hucker, and a brother Edwin Hamilton.

The funeral took place from the chapel at 7509 Stoney Island av. Wednesday afternoon, November 7, with officers of the Masonic lodge in charge of the services. Mr. Hamilton was a member of Lakewood lodge No. 601 A. F. & A. M. and Cunningham Chapter No. 1878, R. A. M.

Many durum mill representatives and macaroni manufacturers attended the funeral services and followed the remains to Cedar Park cemetery where interment took place.

In the death of Mr. Hamilton the macaroni industry has lost a warm supporter and many of the manufacturers a good personal friend. They join with the officers of the National

Macaroni Manufacturers association in extending their consolation to the members of the bereaved family.

### Food Industries Magazine

The first number of Food Industries, issued recently by the McGraw-Hill Publishing Co., was well received. City families, a survey by the publication shows, purchase and consume 45% of the food products manufactured annually. Rural families buy almost 19%, while 17% is purchased for consumption in hotels, restaurants, clubs and other food dispensaries. A goodly proportion also goes for export and to hospitals.

Of the total number of plants in the country 22% make nine tenths of all the food products manufactured each year in the United States. Bread and other bakery products are made in 17,684 establishments; canning and preserving plants number 2722, and those devoted to confectionery and ice cream number 4822. Plants making dairy products total 6830, and manufactories of flour and other grain mill products total 4413. More than 3000 plants are devoted to the manufacture of ice.

In comparison with all other industries food manufacture takes first rank in the number of establishments, third in the value of products, second in buying power, fifth in primary horse power, and sixth in the number of wage earners employed. The food manufactories require the services of 667,956 men and women.

Dr. H. C. Parmelee, editor of Chemical and Metallurgical Engineering and vice chairman of the McGraw-Hill organization, is announced as editor also of Food Industries.

#### WANT ADVERTISEMENTS

Five cents per word each insertion.

WANTED—position with Macaroni Manufacturer as Factory Executive or Factory Manager. 20 years' experience in all branches of manufacturing. No objection to location. Formerly with The Zeraga Company, Chicago. Fred P. Zeraga, 648 W. Garfield Blvd., Chicago, Ill.

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*The President's Column*

**Safety First**

It has been brought to my attention that basic rate for compensation insurance in the macaroni industry has recently been increased. Considering the hazard involved, the rate for the nature of our business is at least twice as high as it should be, indicating clearly the lack of interest in the reduction of accidents on the part of certain manufacturers. I say certain manufacturers, as available figures give the pure premium for New York state as \$5.46, while in New Jersey the rate is \$2.91 and in Wisconsin \$3.52, showing that there is room for improvement in New York.

I mention New York state as an example to illustrate the vast difference in the premium rates and wish to add that the New England states generally have an unsatisfactory experience when compared to the experience in the balance of the country.

It is a fact that the compensation laws vary in different states but I am informed that the laws of New York state and Wisconsin are almost identical so that we have a right to assume that there is something wrong in New York.

Your particular attention is called to the fact that premiums are based on the average of all states and not on the experience of individual states, so that no matter in what state your plant is the premium is affected by the higher rate of other states.

The foregoing clearly indicates that our association, through a Safety First Campaign can reduce the rates for this class of insurance and save thousands of dollars annually in premiums which would pay many years of dues in the association in addition to relieving the physical suffering of the employes and their families, caused by accidents.

Every member should be vitally interested in this movement and letters suggesting a method of action are invited. Address them to the Secretary.

**Inspect Your First Aid Kit**

First Aid is most important in all accidental cases. Read again the timely article "First Aid In Plants" in this issue. It suggests one way of reducing your compensation insurance rate.

*The Secretary's Column*

**Busy and Contented**

The Macaroni Products Manufacturers are a contented lot,—at least just now when reports from every section of the country are so favorable. The fall business has been unusually heavy but the buyer's market has unduly affected profits in some lines. What is most needed now is a little stiffening in prices all around; a minute's serious thought on this by all manufacturers would help.

I have only JUST A MINUTE,  
Only sixty seconds in it,  
Forced upon me, can't refuse it,  
Didn't seek it, didn't choose it;  
But it's up to me to use it,  
I must suffer if I lose it,  
Give account if I abuse it,  
Just a teeny little minute—  
But eternity is in it.—Anon.

**Resolution**

That every pound of flour and semolina purchased during the present crop year will be made into the highest grade of macaroni products and that all of it will be sold at a price equally fair to the manufacturer and the consumer.

**True, Is It Not?**

"I've allus noticed great success  
Is mixed with troubles more or less,  
And it's the man who does the best  
That gets more kicks than all the rest."

—James Whitcomb Riley

**How It Works**

Good advertising moves goods in proportion to the number of persons it reaches; it makes money in proportion to the number it interests and in proportion to the cost entailed in reaching and interesting them.

**JOHN J. CAVAGNARO**

Engineers and Machinists

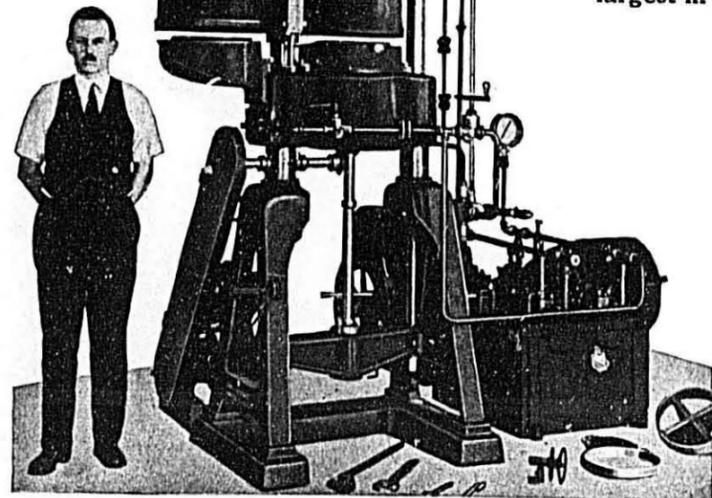
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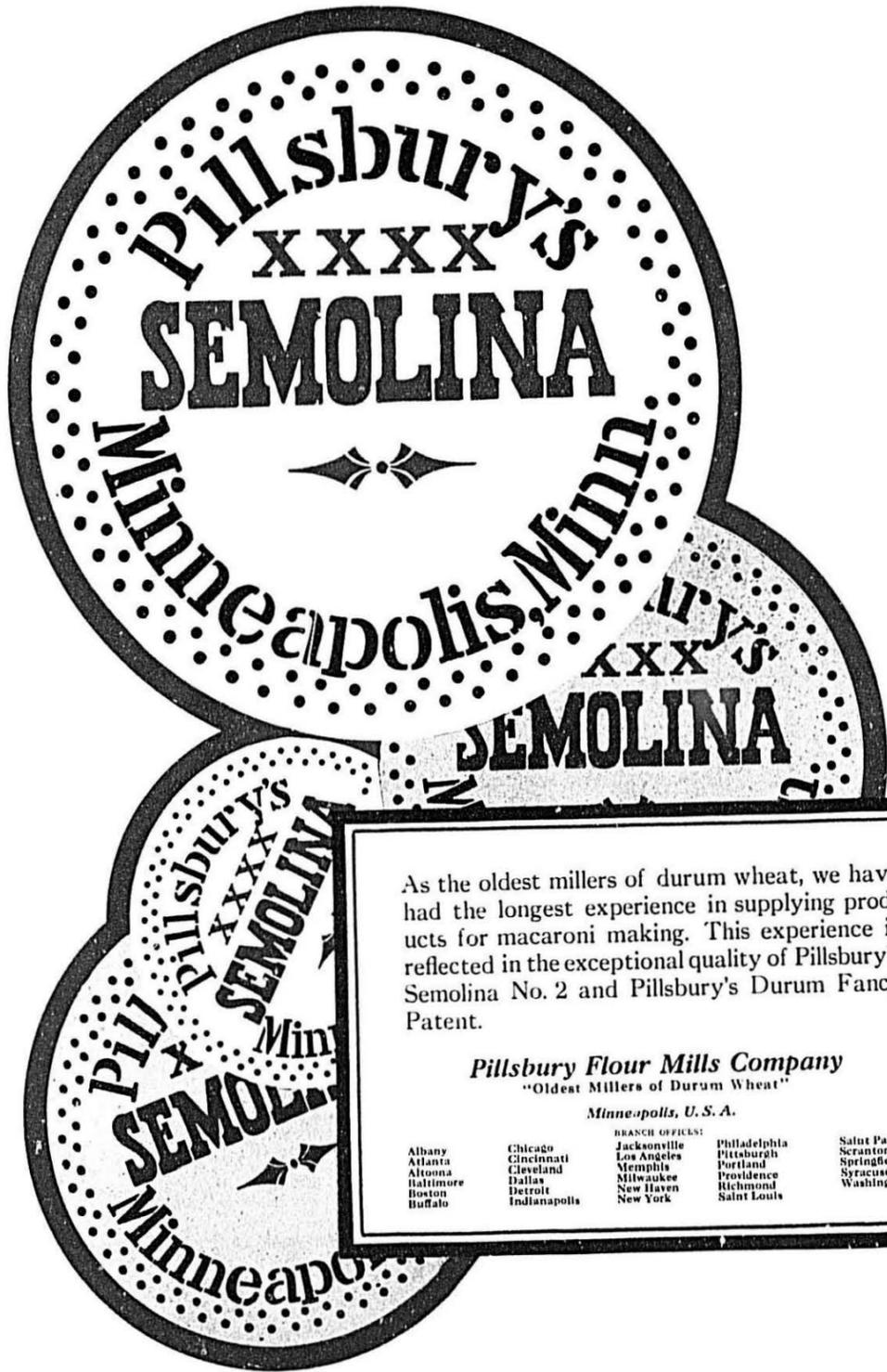
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All Sizes

up to the

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