

**THE
MACARONI
JOURNAL**

**Volume 9,
Number 9**

**January 15,
1928**

The Macaroni Journal

Minneapolis, Minn.

January 15, 1928

Volume IX

Number 9



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

APPRECIATION

Association Members--

We sincerely appreciate your confidence and support.

Journal Subscribers--

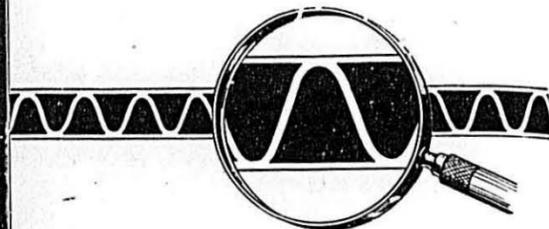
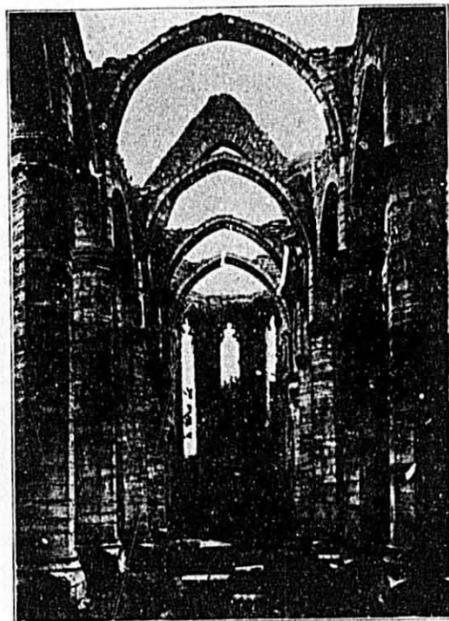
We truly value your interest and friendly concern.

Allied Tradesmen--

We highly prize your good will and cooperation.

*To All We Wish
A BRIGHT AND PROSPEROUS
NEW YEAR*

**NATIONAL MACARONI
MANUFACTURERS ASSOCIATION**



St. Catherine's Cathedral in the famous old walled city of Visby, on the island of Gotland in the Baltic Sea, was built in the early dawn of Christianity in Scandinavia.

The strong high arches, shown in the illustration, have survived the collapse of the superstructure and the storms and frosts of centuries—a wonderful testimony to the strength of the arch. The perfect arch gives the strength.

Manufacturers---You Can Cut Shipping Costs With Proved Strength Fibre Boxes

Every corrugation in the shock resisting wall of Mid-West corrugated "safety" shipping boxes is a high, strong resilient arch designed to protect shipments in generous measure. Many years of experience with shippers of a thousand commodities and the close cooperation of a large, well equipped research laboratory, have made possible a product unsurpassed for intensive and unusually economical service. Ask users who have standardized on Mid-West boxes and are saving thousands of dollars each year by eliminating big, heavy, expensive cases in favor of smaller fibre containers, equally strong and easy to handle, at greatly reduced cost. **YOU CAN DEPEND ON MID-WEST BOXES.**

Where solid fibre boxes are required, the Container Corporation of America offers a product which can be used with the knowledge that they will amply fill every need. Quality and performance will satisfy the most critical shippers.

Backing up both products is the largest organization in the world engaged in the building of Corrugated and Solid fibre containers and Box-board while numerous factories and mills are your guarantee of quick service and short haul shipments.

Let us prove to you that fibre shipping boxes can save you money. Fill in and mail coupon. No obligation.

MID-WEST BOX COMPANY
AND
CONTAINER CORPORATION
OF AMERICA

111 W. Washington St. CHICAGO, ILLINOIS



Five Mills — Nine Factories

Capacity 1000 tons per day



High, strong, resilient corrugations form a powerful wall of resistance and defence against transportation abuses.

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 _____

January 15, 1928

THE MACARONI JOURNAL

SPEED ALONG WITH THE TIMES

By Ernest V. Madison



A STEEL-CONSTRUCTED, luxuriously-furnished train darts westward through mountains, across prairies, preceded by a chorus of clanging crossing bells and leaving behind a snaky trail of smoke.

At the same time, a leather-helmeted, begoggled man, seated in a contraption of wood-veneer, aluminum, wires and demoniacal engines is whizzing eastward across the Rockies, carrying the government air mail—at a speed greater than one hundred miles per hour.

Simultaneously, a man in London takes down his 'phone receiver and within a few seconds his words have traversed the Atlantic to a resident of New York.

Gentlemen, we have to step fast nowadays. This is the age of speed—of quick action. And it is also the age of quick decisions.

As business men we must think quickly, and decide without delay on our problems of replacements, expansion, competition, service improvements, and operating economies. Moreover, our thoughts and decisions must be surrounded by safety—the knowledge of exactly what to do; and above all, of the concrete elements necessary to put action into our decision.

The advertising section of The MACARONI JOURNAL describes many products which will help us in the latter connection. It contains information, about equipment, machines, methods, materials, etc.—and this information is a mental requisite of a MACARONI MANUFACTURING EXECUTIVE.

These advertisements in The MACARONI JOURNAL, therefore, should be read regularly. They add to our administrating growth.

IF YOUR LEADING SUPPLY FIRMS ARE NOT AMONG THE REGULAR ADVERTISERS IN THIS MAGAZINE URGE THEM TO "GET IN" AND "SPEED ALONG WITH US."



Our Supreme

QUALITY

makes

New Friends

for

★ ★ **T U S T A R** ★ ★

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume IX

JANUARY 15, 1928

Number 9

Start Right---and Keep Going Right

It is one of the most encouraging things in the world to know that every twelve months we begin a new year, and that whatever we have been guilty of in the way of mistakes or weaknesses is left behind and we can make a fresh start, determined to strengthen these weak places in our own affairs, and to build strong plans still stronger.

This is as it should be, for unless we profit by experience, and unless we grow wiser and mellowed with the passing of the years, what has our living, our striving availed? Not as much as it should, surely!

We have already entered the New Year, many of us with good resolutions and the best of intentions. What 1928 has in store for us cannot be foretold. We do predict that the manufacturers who have started right and will continue doing the right thing at the right time may confidently expect prosperity and happiness and large opportunities.

Business conditions are sound. We have the benefit of experiences of many kinds. We recognize our weakness as individuals and as an industry and we are striving to solve problems that are still puzzling us. This is well. To strive means to progress.

As we look back over the year just past we should be able to see definite achievements for which we will always remember the year of 1927. If we cannot point to clean-cut progress made in the past twelve months, we are missing something—and that something is the inspiration and the tonic of having undertaken a task and of having carried it through successfully in the time limit set.

By the way, what is the particular objective that you have determined to achieve in 1928?

Is it your aim to increase your volume of business? Do you plan the development of a finer business system in every one of your departments? Have you set aside adequate sums for advertising your products? Do you vision the opportunity to extend your own influence by creating a definite policy which should be well sold to your associates, that they too would push this policy? Did you resolve to give greater cooperation in the matter of strengthening your trade association, whose progress affects yours?

A group of the more progressive macaroni manufacturers have already completed plans for some national cooperative advertising that should bear fruit during the New Year.

They resolved to do this at various meetings and being far-seeing men, and men of their word, they will push their plan actively and determinedly even though it means profit to some who either cannot or will not see the light—and have ignored the several appeals for help.

The making of New Year's resolutions is not half so important as keeping them. Too many good resolutions are made at the beginning of the year that are doomed to die an early death—but in the main, people of staunch moral fibre and strong wills will keep clearly in sight the things they want to do. The fundamental resolution is to resolve not to forget any of your good resolutions.

We believe that those who resolved to put over the 1928 macaroni publicity campaign have made a good and necessary resolution and that those who have decided to ignore the activity should resolve now to about face and support the movement morally and financially. If we could only root out one fault or overcome one failing every year, we would soon become perfect business men.

In the language of one of the supporters of the movement, "We have started the ball a-rolling. A little push is all that is needed to keep it moving forward with ever increasing force and corresponding good results. Who will deny us this help?"

The resolution has been made. The first advertisements have been ordered in two of the leading magazines. This is not the time to stop, nor to turn back, nor to begin to question the wisdom of the original plans. The thing to do at this point is to do something, and do it without delay.

If another resolution were to be suggested, it would be that in connection with your business you carry on a reasonable amount of recreation. Balance your play and work, travel a little, meet your competitors and get the outside slant of your business and your vocation. This will help increase your dividends when the New Year ends.

Look up and see the beauty of the stars. Look out and beyond your office walls and catch a glimpse of the splendid vista of life and opportunity ahead. Concentrate on the task in hand. And when it is time to stop work for the day, —STOP! and enjoy something else. Then when the new day dawns, a fresh and rested body and mind is ready to care for the business in hand.

A Happy New Year, a Prosperous New Year lies ahead for those who will claim it by starting right and keep doing right.

MACARONI

Many Nations Lay Claim to Fostering Famous Food

ARTICLE No. 4

SPAIN

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

THE CROWN

When to our homes we wend our weary way
From daily toil, our appetites are keen,
Just as the ship at night yearns for a ray
Of the Beacon light, which she deserves, as queen.

Regardless of our standing in this life,
For prince and peasant there's equality,
"How can this be?" you ask amidst the strife,
"Tis true—Now grasp this recipe.

"A man, and only man becomes a king,"
In prose some writers use judiciously,
And we, forsooth, agree in this one thing,
But add—"That king—not one—but any man can be."

"A crown is seen as through a golden gate,
By him of either high or low degree,
If to his meals he'll add an extra plate,
Of food sublime, called—MACARONI."

Vibrant with genuine and valuable historical facts have the articles in this column portrayed conditions and laws in countries, such as Ireland, Germany and Austria, in advancing the Sublime Product, in our previous issues; but the most fascinating and interesting article, giving us a true conception of the men whose country gave us America—The Spanish Pioneers—follows:

SPAIN: A young Spanish officer named Gaspar Perez de Villagran, under General Onate, was directing operations of part of the Spanish army in New Mexico in 1598-99, against the Indians.

He was highly educated, being a graduate of a Spanish university; young, ambitious, fearless and athletic; a hero among the heroes of the New World and a chronicler to whom much praise is due. The six extant copies of the fat little parchment-bound book of his historical poems in thirty-four cantos are each worth many times their weight in gold. De Villagran was "the soldier poet." On one of his cantos alone we will dwell.

In the fall of 1598 four soldiers deserted General Onate's little army at San Gabriel; and Villagran was sent with three or four soldiers to arrest them. It is hard to say what a sheriff nowadays would think if called upon to follow four desperadoes nearly a thousand miles across a desert and with a posse so small. But Captain Villagran kept the trail of the deserters; and after a pursuit of nine hundred miles overtook them in southern Chihuahua, Mexico. He left them, prisoners in charge of his little posse, and retraced his dangerous

nine hundred miles, alone. Arriving at the pueblo of Puaray on the west bank of the Rio Grande, opposite Bernalillo, he learned that his commander, Onate, had marched west on a perilous trip to Moqui. Villagran followed his trail but it was beset with continual danger and hardship. He came in sight of Acoma just too late to witness the terrible massacre which had taken place of some of his countrymen. When the natives saw this solitary Spaniard approaching, they descended from their rock-citadel to surround and slay him. Villagran had no firearms, nothing but his sword, dagger and shield, and being suspicious of the manner in which the savages were hemming him in; and though his horse was gaunt from its long journey, he spurred it to a gallant effort and fought his way through the closing circle of Indians. He kept up his flight until well into the night and at last got down exhausted from his exhausted horse, and laid himself on the bare earth to rest. (The "soldier poet" speaks most touchingly of his dumb companion, on his long and perilous journey—his horse—and evidently loved it with an affection which only a brave man can give and a faithful animal warrant.)

Having eaten his last morsel of food and with only a little water left, he started again. He wandered for four days without food and very little drink on that trackless wilderness. At last, fairly dying of hunger and thirst, with dry, swollen tongue, hard and rough as a file projecting far beyond his teeth, he was thinking of the sad necessity of slaying his faithful horse, when he dully sensed that the animal paused about every fifty paces licking something from the ground. He noted that they were thick, round particles, which looked like stones, but upon closer examination detected that they bore the impression of the coat-of-arms of his commander. Relief and prayers of thanksgiving surged within his breast. This, then, was a trail which his thoughtful leader would have him follow. A trail of food! Divine food, leading to health and consolation! For he found the particles were water-soaked pieces of bread, impressed with the leader's insignia, and dropped about every fifty paces in the sand.

In two hours, he reached what was left of his companions and received all necessary attention. When he had recovered from the terrible effects of his journey, he ordered these particles to be served at every meal, impressed with the royal coat-of-arms of Spain, thereby impressing upon the minds of the "pioneers" the necessity of the proper food for health and self preservation, from which, today, the sublime dish of MACARONI is derived.

THE CAMPAIGN IS ON!

The United States Macaroni Industry Anxiously Awaits the Results of a National Macaroni Advertising Campaign That Will Start With the March Issue.

While every macaroni and noodle manufacturer in the country believes in advertising, some have the courage to support their belief morally and financially. As a result a small advertising campaign covering the entire country will open auspiciously just before Lent.

On this page is reproduced an advance proof of the column advertisement to appear in the March issue of The Ladies Home Journal, one of the leading women's magazines of the world. As you will note it recommends a dozen pleasing combinations for dishes in which macaroni is the chief ingredient. Note that the word "Macaroni" is the outstanding feature of the ad. No brand or grade is referred to, to detract from its general advertising value. In the ad used in April the word "Spaghetti" will be prominent and in the May number the advertisement will emphasize "Egg Noodles." The purpose of the campaign will be to show the value and the similarity of these three leading shapes and forms.

One hundred thousand reprints of the March advertisement have been placed in the hands of salesmen and distributors of macaroni products through the firms that are supporting this cam-

A DOZEN DELICIOUS
LENTEN DISHES
Quickly, easily prepared with
Macaroni

- with cheese fondue
- with oysters
- with salmon
- with tomatoes
- with mushrooms
- with fish
- with peas
- with corn
- with shrimps or lobster
- with green peppers
- with buttered beets

For the strength of
meat, the energy
of wheat

eat
Macaroni
the beefsteak of the
wheat fields. A most
welcome change
from potatoes.

Here is a recipe to
try tonight

Macaroni

WITH SALMON
Place one-half pound of macaroni in rapidly boiling water and boil until tender. Drain with small greased molds. Line small greased molds with this cooked macaroni. Then fill the centers with a mixture of one cup salmon, one cup sweet milk, one-half cup fine soft bread-crumbs, one-half teaspoon salt, two tablespoons melted butter, one-fourth teaspoon paprika, and two eggs. Place the molds in a pan of hot water and bake in a moderate oven until firm—about 35 minutes. This quantity makes eight servings.

MACARONI

is an
American Food
made in
American Factories
from
American Wheat.

NATIONAL MACARONI
MANUFACTURERS ASSOCIATION
Macaroni
Spaghetti
Egg Noodles

paign. In this way the salesmen are themselves sold on the campaign. The campaign plan is so arranged as to permit its expansion as financial support warrants. Sufficient funds have been pledged for a campaign on the column basis in this national publication for the balance of the year. Additional funds will be needed to pay for enlarged space and for full page colored ads which the committee plans to run in the early fall. The campaign will be extended to other magazines if possible.

The subscription list is still open. Support will be welcomed. Manufacturers who have been hesitating may now contribute freely, knowing that their money will be expended wisely and judiciously. Pledges and contributions may be sent by any manufacturer to the Secretary of the National Association at Braidwood, Ill.

Reprints of this ad and of all future ads will be supplied any manufacturer at cost. Send in orders now and be prepared to cash in on this campaign that promises so much to every manufacturer whether he is a financial contributor or not.

Fewer Styles Means Steadier Operation

By R. M. Hudson, Chief, Division of Simplified Practice, U. S. Department of Commerce

Does steady employment sustain consumption, does steady consumption sustain employment? This query is much like the classic one as to which comes first—the hen or the egg? The answer seems to be that without the one we cannot have the other.

It is commonly understood that times are good when there are plenty of jobs for all who want to work, for then wages are usually good, and labor has money to spend for goods and commodities over and above the necessities of life. At such times merchants are doing good business and placing orders regularly with the manufacturers, thus assuring the employees of the latter steady work at good wages.

Census figures show we now have more than 42,000,000 workers gainfully employed. Obviously we have the problem of maintaining conditions that will permit their full employment. In studying that problem we may well begin with a study of the degree of continuity of operation of the individual plants. What breaks the continuity? What causes shut-downs and lay-offs? Are these causes avoidable or controllable? What can be done to overcome them—or to safeguard against them?

"Lack of orders" may mean faulty sales planning or management. Perhaps the price is too high, because production and selling costs are unnecessarily high. In such cases simplification often permits a reduction of cost that affords a lower price to the public, and buying is thus stimulated. Price reduction is often a splendid cure for "lack of orders."

In his study of the "Regularization of Employment," Professor H. Feldman of Dartmouth says, "Perfect your sales program first, analyze your markets, simplify lines, reduce style hazard, etc." Through these methods much can be done to bring in that volume of business which means continuous operation of the plant, and therefore steady employment for its workers with consequent regular earnings and sustained or constant purchasing power.

If every manufacturer sought diligently to overcome the conditions that interfere with or prevent his plant running regularly and continuously the year round the bogey of unemployment, and

consequent diminished purchasing power as evidenced in "lack of orders," etc., would vanish.

A hat manufacturer who cut out 60% of his former variety in styles and colors was able to run his plant at 75% normal instead of 33 1/3% normal, in the 2 customary "off" periods in his business. A clothing manufacturer who simplified his varieties of men's blue serge suits from 1000 to 24 increased his production period from 36 to 52 weeks, and doubled his output.

Simplified practice cuts out waste. Less waste means lower cost. Lower cost means lower selling prices. Lower prices mean larger sales. Larger sales mean more work for the factory, continuous operation, continuous employment, steady earnings, continued buying, and therefore MORE SALES!

Handling Competition

Just a pebble dropped into a quiet pool causes a series of wavelets that will encompass the whole body of water, just so do the many complaints about ruinous competition coming from every section, each blaming the other,

A Man Among Men

The shortest and surest route to the "blink"

Is to heed not, nor care not what others may think.

The smirk of the ego, the scowl on the brow

Has held down too many who really knew how.

When scorn and conceit inflame those who choose

The pretense of friendship to conveniently use

Others only to foster their ends, A righteous resentment solicits their friends.

Success seldom travels the road of contempt,

But a pathway that broadens as it wends the unkempt

On its way to the summit with those, now and then,

Who ascend to the heights of a man among men.

—Billy Kirby.

affect the whole industry. The question is frequently asked of how best to meet this or that kind of competition.

We must first remember that old saying that "competition is the life of trade." If it were not for competitors there would be no progress. We would take things too easy and our business would not be interesting even to ourselves.

Is it not possible that in the macaroni industry a manufacturer gives entirely too much thought to competitors? If a firm continues to give its products away or sells them at or below cost, that firm is merely digging its own grave. It will cause you temporary embarrassment to change and may even lose you a few of your weak willed buyers, but those whom you have always treated fairly, have supplied regularly, and whose accounts you have handled honestly, will be with you when the price cutter and the demoralizer is but a memory.

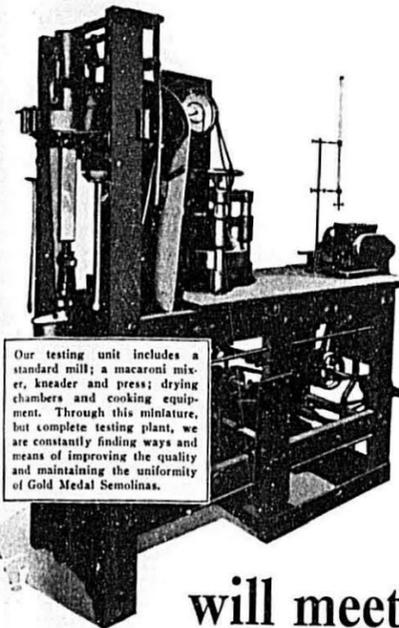
Briefly we would answer that the best way to handle a competitor is to ignore him, to leave him entirely alone. Concentrate on your own business the energy that you might waste in worrying over the competitors. Build up faith in the minds of your customers, better the quality of your product, create more good will by giving them better service and you can rest assured that the better class of buyers will reason it out for themselves that yours is the firm to depend upon and to tie up to.

Questions and Answers

Colored Export Goods

Question (from Pacific coast firm)—Our British Columbia representative reports large quantities of glaringly colored macaroni products in his markets made by a California firm. Do not the laws of this country prohibit the manufacture and sale of artificially colored goods?

Answer—Last year the bureau of chemistry of the U. S. Department of Agriculture ruled that all artificially colored macaroni products were misbranded and would be held in violation of the federal pure food laws. However, said laws also specifically provide that food products manufactured in this country for export to foreign countries must comply with the laws of the country to which they are exported. Does Canada prohibit the importation and sale of artificially colored macaroni products?



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

OUR 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

The Chain Store in Grocery Product Distribution

Part 2---The Chain Store Menace

The menace of the chain store is the abuse of the great power possessed by it, arising out of its size and its dominating trade position. That power is both its strength and its weakness. The greater its size the greater the inducement to increase it. The stronger an agency of distribution it becomes, the stronger the inducement to bear down hard upon those from whom it buys and with whom it competes. The more intensive its competition, both interchain and with the individual retailers, the more the inducement to exact undue prices from the manufacturer and to use undue methods of competition. This is especially true in the case of a business competing upon a price basis. Abuse of power is a natural weakness; and it is always difficult to refrain from the abuse of dominating power. The chain store may well contemplate the experience of other businesses which have abused a dominating trade power in the past. There are many and well known examples of it.

The danger of the chain store is therefore an undue expansion and the use of unfair methods of trade; and

competition. And this danger is a matter of serious concern to the consuming public depending upon a state of open, free and fair competition for its protection, to the manufacturer depending upon the retailer for his distribution, to the retailer competitor who is a small merchant, and to the wholesaler who sells to such retailer. It is said that the chain store is entering upon the practice of exacting from the manufacturer secret, preferential and discriminatory rebates which enable it to sell at a price at or below the cost to the individual retailer. This is an immoral, unfair and illegal practice and, if pursued, the public will stop it, as it has done with others. Witness the consequence of the practice of exacting rebates of the kind from railroads. It is said that the chain store is entering upon the practice of ruinous local price cutting, purposed to monopolize the local retail grocery business. This is an immoral, unfair and illegal practice and, if pursued, the public will stop it, as it has done with others. The chain store may do well to review the history of the antitrust law and its enforcement. If it does it will learn that

it cannot safely undertake to suppress either the manufacturer or its competitor by unfair methods of trade and competition. And if the chain store is farsighted, it must plainly see that it cannot succeed against public opposition, that its future lies in the direction of a reasonable expansion and an efficient business fairly conducted. There is no need for it to conduct any other kind of a business, in the light of its great success; and it will not be permitted to do so.

The chain store by reason of its dominating trade position has the responsibility of leadership. And true trade leadership means an enlightened constructive leadership directed to make the golden rule the rule of trade. And if for the moment I may presume to speak for the manufacturers and individual retail grocers, I earnestly adjure the chain store to be a constructive leader of trade, to adhere to a policy of live and let live, and to make real in the grocery trade the great promise of our free institutions of an equal opportunity and a square deal to all in the race of life.

(Read Part III in the next issue.)

Success at Twenty-seven

A. Irving Grass, the 27 year old secretary and treasurer of the I. J. Grass Noodle company, actually started at the bottom rung and climbed the ladder of success the company has enjoyed. Some 20 years ago, when Mrs. Grass' noodles were outgrowing in demand the facilities of the delicatessen where they were being sold as one of her own homemade delicacies, young Irving was drafted for delivery service to local dealers, and also to help in the manufacture, which in those days was a hand job. The demand kept increasing, and it was soon necessary to find ways of speeding up the manufacture. It didn't take Irving long to find methods of making improvements, at the same time adhering tenaciously to the high quality of the original recipe.

Today nearly all the highly efficient and modern machinery in the large sanitary plant at 6027 Wentworth av., Chicago, Ill., is the result of designs and plans perfected by A. Irving Grass.

Irving has held nearly every job it is possible to hold in the business, including packer, shipper, salesman,



driver and what not. Two years ago when I. J. Grass, the founder of the company, died, A. I. assumed the responsibilities of secretary and treasurer, filling the positions most creditably. There is no doubt that the organization will keep growing rapidly as long as his live and modern ideas are available.—The International Grocer.

Mr. Grass is an active member of the National Macaroni Manufacturers association. He will be conspicuous at the 1928 convention in Chicago, which he will help to promote. Look for the unexpected when Irving is at the helm.

All men are born free and equal, but some of them grow up and get married.

Facing facts will make it easier for you to face the future.

To brew is human—to treat a friend—Oh, Boy!

January 15, 1928

THE MACARONI JOURNAL

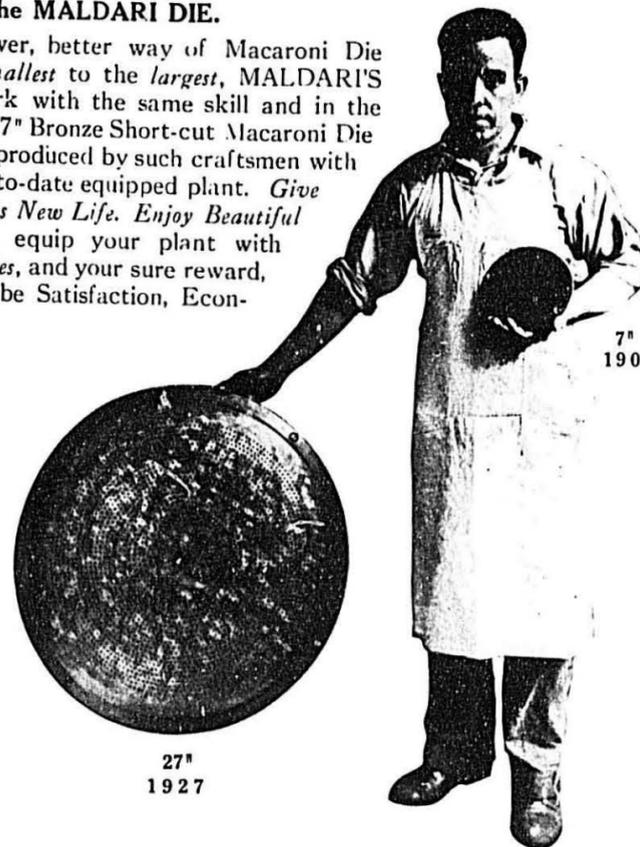
11

CRAFTSMANSHIP

A Better Die---for Better Macaroni

It Is The MALDARI DIE.

Past master of a newer, better way of Macaroni Die making. From the *smallest* to the *largest*, MALDARI'S master Craftsmen work with the same skill and in the same deft manner. A 27" Bronze Short-cut Macaroni Die as pictured below was produced by such craftsmen with MALDARI'S fully up-to-date equipped plant. Give Your Macaroni Products New Life. Enjoy Beautiful Products. You can equip your plant with Maldari's Macaroni Dies, and your sure reward, over many years, will be Satisfaction, Economy and Durability.



27"
1927

7"
1907

MASTER MAKERS OF MACARONI DIES

F. MALDARI & BROS., Inc.

178-180 GRAND ST.,

New York City

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

Seeking Larger Markets

By Charles Coolidge, Manager Division of Commercial Research, Advertising Department, The Curtis Publishing Company, Philadelphia.

As I understand it the practical situation in your industry today is that you have a plant capacity in excess of demand, and naturally when all manufacturers produce an output up to the capacity of their plants the market will not absorb it at a profitable price. Under these conditions you must do one of 2 things—reduce production or increase demand.

The attempt to reduce production has certain serious difficulties. Everyone might agree to reduce as a matter of general advisability but to make an actual contract to reduce would probably be illegal, and to have only a vague understanding by everybody that a reduction of output is desirable, this is likely to make everyone trust to luck that somebody else will reduce his output, because each one realizes that his success in making profits depends on operating his plant at full capacity. Hence you are not likely to get far with merely a general idea of reducing production.

Under these conditions there is only one other thing that can be done, namely, it is to increase the demand. But can the demand for your product be increased? Is there a potential market, essentially greater than the market you already have? If in Italy the consumption of macaroni products is 50 lbs per capita per year, in Europe including Italy 32½ lbs., in South America 21 lbs., and in the United States only 5 lbs., it is reasonable to conclude that there is a potential market for your product in this country.

You may ask, "Why doesn't everybody eat Macaroni? What are the obstacles to our industry?" The first and the greatest obstacle is lack of information. Perhaps not lack of information in a vague sort of a way, but lack of definite information leading to the conviction that your products are what you claim for them and will do what you say they will.

Perhaps no obstacle is more difficult to overcome than that of habit. People do things just because they have done them and if we always had to deal with the market as it is our task would be rather hopeless, because people tend to keep on doing things in the same way. In this problem of overcoming habit your greatest opportunity lies in education which can best be carried on through advertising. With an increase in the number of people having money to spend, an increase in the number of people having the edu-

cation to get a message from the printed page and an increase in the number of people who study the value of foods in relation to their cost and excess as well as variety of preparation, you obviously have an opportunity for a greater development in advertising.

Advertising By Associations

There has been a material increase in advertising by associations the last few years. Advertising will do for associations exactly what it will do for an individual. The man who reads advertising merely wants a responsible name at the bottom of the advertisement. It does not make much difference to him whether the name is that of an individual manufacturer or an association. He wants to be convinced that the thing advertised is worth trying and he is willing to give it a trial.

The greatest difficulty with association advertising is not in the advertising, but in the association there are certain practical difficulties that this organization would have to face in entering upon a program of national advertising. Can these be overcome?

In the first place it is necessary to raise a sum of money. Macaroni products are not expensive foods. Your product will ordinarily sell at \$1.50 to \$2.00 a case. It would seem possible to raise, say, 1c on each case for advertising. Certainly that would be an exceedingly moderate expenditure. If you believe that something could be done by advertising, a charge of 1c a case would not be excessive if it helped you to move this extra product that is breaking your price down to a point where you cannot sell at a profit. Even at 1c a case you would have a sum with which you could do something of consequence.

After deciding to raise the money you would have to determine just how its contribution or assessment should be apportioned. Fortunately many other associations have had the same problem, and it should be possible to work out a just and equitable plan. If anyone objected to reporting exactly how many cases he produced he might be allowed to state that he produced between so many and so many cases. Then there is the difficulty that not all will agree to advertise or on the plan of advertising. If you wait until everybody is agreed upon these questions you will never advertise. Unless you believe in advertising strongly enough to start in spite of opposition

you will never advertise.

Another difficulty is that advertising will do just as much good to the man who does not belong to your association as it does to the man who does belong to it, and it takes pretty general good nature for an association to do association advertising with this fact in mind. It takes good nature to put up your money when you see that another producer, who is just as able as you are to pay the assessment for advertising, is reaping the benefits of your advertising. You can start only if you have enough confidence to do something for yourself and be willing to let the other fellow who does not contribute share your benefits.

Team Work In Association Advertising

To accomplish anything in association advertising you must elect a committee and trust that committee to spend the money. A large group can never agree on details. The only thing it can agree on is the general principle. It is not difficult to agree on the fundamentals and that is as far as a big association should attempt to go. Agree on the fundamentals—agree that you are going to raise a certain sum of money and to adopt a certain way of raising it, that you will get a committee in whose members you have confidence and trust them to work out all the details of copy and the other things that are involved, and then stand by their decision.

It is necessary to face all these facts frankly and to give them very careful consideration. You should not start in on association advertising without some knowledge of the human problems it involves.

See whether you can trust each other enough to make a successful campaign.

Another difficult thing is to hold together after you are successful. Association advertising is frequently the outgrowth of necessity. An association may be in the position of a man who had a hole in his roof; he couldn't fix it when it was raining and when it was not raining it didn't need fixing. So it is frequently with an association. When it really needs advertising it is short of money, because times are hard, and when it has the money and times are good it does not need advertising. You have not had a profitable year and therefore it is a hard time to spend money. On the other hand, if you had a good year you might think

January 15, 1928

THE MACARONI JOURNAL

13

1928

To All Manufacturers of Macaroni, We Wish A
Happy and Prosperous New Year.



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

that you did not need to advertise. So an association frequently drifts on year after year with a general recognition that it would be well to do something, but it does not face the situation squarely and something is not done that ought to be undertaken as a sound policy and not merely as an emergency measure. Advertising is a basic policy of education. The key of your success is education in regard to the use of your products.

Why Shouldn't You Advertise?

Is it not a progressive sound policy to undertake this extra expenditure in order to develop over a period of years a greater appreciation of your product and to build a greater market? Better than raising a big fund to meet an emergency in a single year is expending a continuing fund over a period of years. Education is something that takes time to show results.

If you undertake advertising every piece of your copy ought to be strong, clear, persuasive and convincing. It is best to take sufficient space for each piece of copy to get your message effectively and strongly before the consumers. Then merchandise that piece of copy. As an association you ought to merchandise it and get attention. Each of you as an individual ought to take that piece of copy as a basis of sales work. It ought to be a piece of copy for your salesmen to live up to. Tell the salesmen what ought to be said about it, and as the salesmen go out in their work with the trade they ought to reinforce that copy. In your local advertising, in your brand publicity, you should get behind that piece of copy. Take that first piece of copy as though it was the whole campaign and merchandise on that until the next piece of copy comes out. When the next piece of copy comes out get behind that in the same way with all the power you have.

Advertising Generally Beneficial

Still another thing advertising does, it creates a spirit of pride and satisfaction in the industry of having a product well known. Manufacturers will take a greater pride in their industry when they believe that the American public has a clearer vision of the value and worth of their food. The American public has a clearer vision of macaroni products, it does not realize their economy, their healthfulness and adaptability as a food for the sick and the healthy, the old and the young, the rich and the poor. Your first job then is to agree to advertise and to properly finance the campaign for a period

of years in order that it may do itself and your product justice.

Some manufacturers in your business who may be individual advertisers are helping not only themselves but the industry. But the individual advertiser will not be injured by co-operative action; on the contrary he will be helped because as the opportunity grows for the industry the man promoting his individual product,

Proposed Definitions and Standards

Without comment, the attention of the macaroni and noodle manufacturers of the country is called to the following announcement of the United States Department of Agriculture made at Washington, D.C., on Dec. 21, 1927:

"The Foods Standards Committee has proposed the following definitions and standards for Purified Middlings Farina, Semolina and Durum Semolina, according to W. S. Frisbie, chairman of the Committee:

"PURIFIED MIDLINGS, FARINA, is the clean, sound granular product obtained in the commercial process of milling wheat, and is that portion of the endosperm which is retained on a 10 XX silk bolting cloth. It is practically free from flour and contains not more than 14% of moisture.

"SEMOLINA is the purified middlings of hard wheat.

"DURUM SEMOLINA is the purified middlings of Durum Wheat.

"CRITICISMS and SUGGESTIONS regarding the proposed definitions and standards are invited from all Macaroni Manufacturers. Communications should be addressed to—A. S. Mitchell, Secretary Food Standards Committee, Food, Drug and Insecticide Administration, United States Department of Agriculture, Washington, D. C. They should reach him NOT LATER than FEB. 15, 1928."

This announcement of vital interest to the entire industry was made known to the members of the National Macaroni Manufacturers association on the day it was made. Once more the need and worth of a national organization as the "watch dog" of the industry is proven. Under its direction the varying opinions and views will be considered and cemented behind constructive criticisms and valuable suggestions.

The official definitions and standards for Alimentary Pastes (Macaroni Prod-

ucts) which the above action seeks to modify are given below to show the significance of the proposed changes.

1—ALIMENTARY PASTES are the shaped and dried doughs prepared from semolina, from farina, from wheat flour, or from a mixture of any two or of all of these, with or without salt, and with one or more of the following: Water, egg, egg yolk, milk, a milk product. An alimentary paste contains not more than 13% of moisture, as determined by the vacuum method.

2—PLAIN ALIMENTARY PASTES are alimentary pastes, made without egg or egg yolk, or so made that the content of the solids of the egg and/or of egg yolk is, upon a moisture-free basis, less than 5.5% by weight.

3—EGG ALIMENTARY PASTES are alimentary pastes which contain, upon a moisture-free basis, not less than 5.5% by weight of the solids of egg and/or of egg yolk.

4—NOODLES, EGG NOODLES, are a form of egg alimentary paste which, in the course of its preparation, has been rolled or pressed into sheets or ribbons, with or without subsequent cutting or shaping.

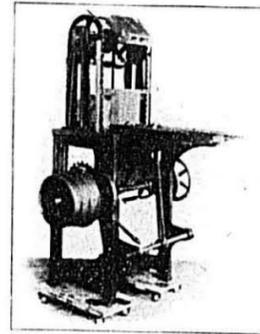
5—WATER NOODLES are a form of alimentary paste which, in the course of its preparation, has been rolled or pressed into sheets or ribbons, with or without subsequent cutting or shaping.

6—MACARONI, SPAGHETTI, VERMICELLI, are plain alimentary pastes, distinguished by their characteristic shapes.

7—SEMOLINA MACARONI, SEMOLINA SPAGHETTI, SEMOLINA VERMICELLI, are plain alimentary pastes in the preparation of which semolina is the only farinaceous ingredient used, and are distinguished by their characteristic shapes.

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

"Red Box" vs. "Red Bow"

An interesting equity suit brought by the Keystone Macaroni Manufacturing company of Lebanon, Pa., against the Feeser Macaroni company of Harrisburg, Pa., occupied the attention of the Dauphin county court last month. When the hearing of testimony was concluded representatives of the Feeser Macaroni company advised that they had discontinued marketing the package in dispute and were willing to surrender all plates and empty boxes in their possession. Testimony then was taken on the sales made of such packages by the Feeser company to determine whether or not an accounting should be ordered to ascertain the proceeds from such transactions.

For several years the Keystone Macaroni Mfg. company has been marketing its products under the brand



"Red Box," the package being red and black and of its own design. In its suit it alleged that the package and the brand "Red Bow" used by the Feeser Macaroni company had infringed on its rights. Commenting on the case officials of the Keystone company said: "We have developed sales of this package totaling over 1,200,000. It is well known to our trade. The flagrant part of the whole thing is the fact that Mr. Feeser and Mr. Weiden-

H. A. Dickie, secretary of the Folding Box Group of the Paperboard Industries, is investigating the case to ascertain the manufacturer of the carton objected to as a clear cut violation of his association's code of ethics.

In reviewing the case he says: "The imitation, 'Red Box'—'Red Bow,' is so flagrant as to arouse wonder that any house in this day of improved ethics

Prize Contest Advertising

A new method of advertising gaining favor with the American public, as judged from the interest aroused, is prize contests as a means of exploiting a service, an industry or a product. Macaroni manufacturers who are learning to appreciate more and more the value of getting their product before

of merchandising could have the temerity to originate a package so palpably intended to encroach upon the good will of a competitor. Moreover, it is surprising that any carton manufacturer would nowadays lend himself knowingly to this deception. Our association seeks to discourage any unfair methods of competition and welcomes the evidence submitted in this decisive case. If an accounting is ordered by the court we will be interested in receiving particulars."

thing that is to be known about the character and quality of the product primarily concerned in the contest. Thus the contest not only calls the attention of a great many people to the product and stimulates sales, but it leads thousands to inform themselves more or less thoroughly concerning the product.

Advertising through contests is not new. One readily recalls the contests in which the public was invited to guess the number of beans in a glass jar in a shop window, which was a form of lottery frowned upon by government and state officials. To avoid this lottery feature contests of skill, accuracy or intelligence were substituted. You remember the game of assembling parts of a picture, of counting dots that make up a design, of word puzzles and similar schemes to gain the attention of the readers.

Those who have studied the latest method of concentrating public attention on a product are convinced that it has both merit and value because of the great strides which this new form of advertising has made. It would not be growing so rapidly were it not worth while. Money spent in legitimate contests is well invested. Some idea of its value has been gained by macaroni manufacturers who have offered prizes for recipes which brought to the advertiser an unlimited number of ways of preparing his product and supplied him with an invaluable list of names and addresses of people interested in their product.

A good macaroni slogan would be worth a cool million to our industry. How can we get one that will prove as beneficial as "Say It With Flowers" still is to the florists, "Save the Surface and Save All" is to the paint manufacturers and distributors?

hamer of the defending firm were former employees of the Keystone Macaroni Mfg. company, one in the capacity of vice president and the other as salesman."

good mailing list is available for this purpose.

The firm conducting the contest offers to supply descriptive booklets that tell the contestants practically every-

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

Let us be your "Package Counselors."

CONSULT OUR
TRADE MARK BUREAU.

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

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

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

The United States Printing & Lithograph Co.
Color Printing Headquarters

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

Exports Increasing

EXPORTS OF MACARONI BY PORTS AND COUNTRIES OF DESTINATION November 1927 (1000 lbs.)

	N.Y.	N.O.	Balt.	Va.	Frisco	Wash.	Mich.	Other	Total	Value
Irish Free State.....	6								6	439
United Kingdom.....	114	16	165	31			34	360	28,271	
Canada.....							52	163	215	18,051
British Honduras.....	1								1	104
Costa Rica.....	2								2	208
Guatemala.....	1								1	101
Honduras.....	9								9	508
Nicaragua.....	3								3	210
Panama.....	6	39							45	2,301
Mexico.....	12	6		2			8	28	28	2,528
Jamaica.....	2								2	201
Cuba.....	13	43						1	57	2,918
Dominican Republic.....	6	36						1	43	2,568
Dutch West Indies.....	1								1	210
Haiti.....	6	1							7	717
Virgin Islands.....								1	1	58
Colombia.....	3								3	377
Venezuela.....	1								1	158
British India.....	1								1	208
Ceylon.....				1					1	108
China.....				32	9				41	2,772
Java and Madura.....	2								2	219
Other Dutch East Indies.....	1								1	105
Japan.....				11					11	1,613
Kwantung.....				1					1	124
Philippines.....				5	1				6	355
Siam.....	1								1	64
Australia.....	47								47	5,875
Oceania.....	1			1					2	81
New Zealand.....	6			2					8	1,522
British South Africa.....	1								1	151
Total.....	230	157	165	31	55	10	86	176	914	\$73,980

Based on figures covering the macaroni exports for November 1927 and the months immediately preceding, American manufacturers are apparently enjoying a healthy increase in this phase of their business.

The exports totaled 914,000 lbs. in November 1927 as compared with 670,000 lbs. in October and 753,000 lbs. for November 1926. For the 5 months July 1 to Nov. 30, 1927, our exports totaled 3,592,000 lbs., while for the same period in 1926 our exports were 3,266,000 lbs. For the 11 months ending Nov. 30, 1927, our exports totaled 7,673,000 lbs. while for the same months in 1926 we shipped 7,322,000 lbs.

The United Kingdom was the heaviest buyer in November getting a total of 360,000 lbs. Canada came second with 215,000 lbs. and the countries to the south and southwest ranked third.

Speculation Influences Stocks

Speculative buying often builds up large total flour stocks in the United States when wheat prices are expected to rise, according to a study by the food research institute of Stanford University. The sensational rise of wheat prices in 1924-25 led to an accumulation on March 1 of that year over 3 million barrels greater than in March of the year before. On the other hand, when wheat prices are declining, as was the case this last autumn, buy-

ers hold off and total stocks may remain at very low levels. On Nov. 1, 1927, total flour stocks were over 4 million barrels below the figure for the previous November. The part played by speculation is made clear by the estimates of monthly changes of total

BELL RINGER

Prize Winner submitted by
Ted Molinari, Splendor Macaroni Co., East Boston, Mass.

GETTING THE BREAKS

Taking advantage of the "Breaks" that occur in your business in the course of time is one of the ways of making a success where others fail. Even a patent medicine man believed in that.

A western evangelist makes a practice of advertising his line by painting religious epigrams on rocks and fences along the public highways. One read:

"What will you do when you die?"

Along came a patent medicine man and he painted under the message:

"Use Delta Oil. Good for burns."

This is not intended as a joke; it is not a joke, but a moral. Make the best of your opportunities and they will do their best for you. Just now the macaroni manufacturer's opportunity is to SUPPORT THE NATIONAL MACARONI PUBLICITY CAMPAIGN. Good for what ails us.

NOW YOU TELL ONE

flour stocks in the United States for recent years prepared by the institute, the first of their kind ever published. The ordinary reports on stocks of the trade give no view of total stocks for they cover only commercial stocks and present no indication of the amount or even of the direction of the movements of total flour stocks.

These estimates of changes in total flour stocks as well as new estimates of the quantities of wheat that have had to be ground in different years to make a barrel of flour, are used in this study as part of the basis for a revision of the existing annual statistics of American flour production, consumption, and of the quantities of wheat ground and of mill feed produced, by crop years, over nearly half a century. This revision makes available for the first time complete annual series for the most important items relating to the American wheat milling industry prior to 1923-24, and provides revised and improved monthly statistics for the period 1923-24 to 1926-27.

The flour used per person in the United States dropped suddenly about 10% in 1917-18 during the war and has shown no material increase since. Milling has only recently returned to its prewar volume and this is due to increase in population—not to increase in per capita consumption.

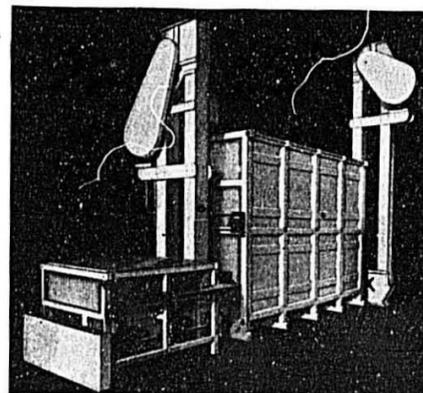
CHAMPION

Lower Overhead - Higher Profit

The Most Profitable New Year Resolution

You Can Make Is:

"To Increase My 1928 Profits By Reducing My Overhead"



In Plants Not Yet CHAMPION Equipped, The Expense Of Storing And Handling Flour and Semolina Is One Of The Biggest Items Of Overhead.

In Plants Where CHAMPION Equipment Automatically Stores And Handles This Raw Material The Expense Is Negligible And The Smallest Item On The Overhead List. It Is In Those Plants That The Profits Are Worth-while.

Make Good That Resolution Now By Writing For More Information And The Free Services Of A Real Engineering Department.

CHAMPION MACHINERY COMPANY

JOLIET

ILLINOIS

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

EQUIPMENT

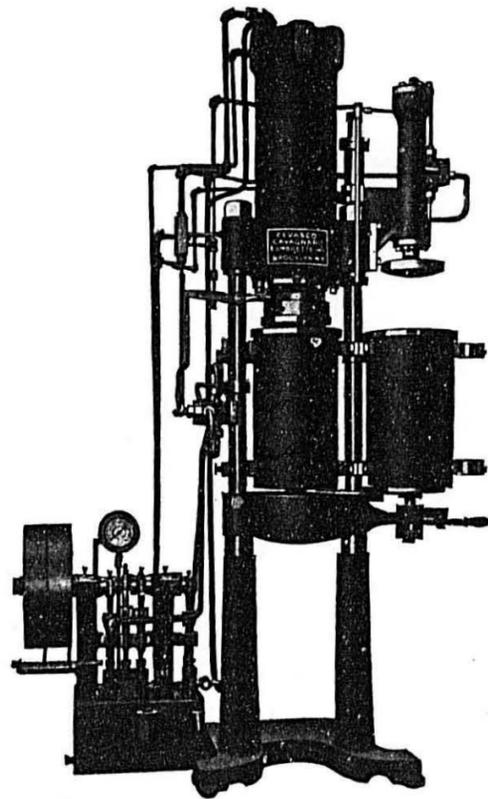
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die

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

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

DIE PLATEN. The die platen or support is divided into three (3) sections for the 13½ inch and two (2) sections for the 12½ inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

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

Consolidated Macaroni Machine Corporation

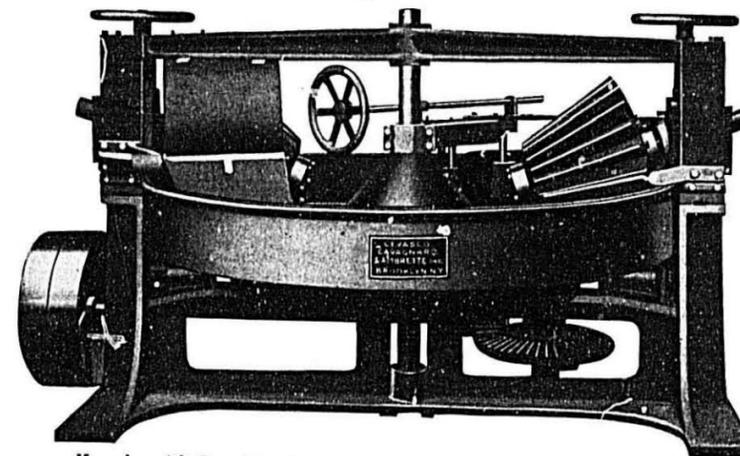
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G.



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

Specialists in everything pertaining to the Macaroni Industry.

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

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

HYDRAULIC PRESSES:--Vertical and Horizontal.

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

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.

156-166 Sixth St.

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

159-171 Seventh St.

Selling Through Eye Appeal

By W. T. Kirby

Almost every item of food sold today in a retail grocery store will spoil or become unsalable if not handled in the proper manner. If salt or sugar become damp, the lump potatoes rot, apples of hand-dipped and bruised also rot, butter or lard will pick up undesirable odors or become rancid, sliced bacon will mildew or mold. I could continue and name some unpleasant features of almost every item in the store. If one stopped to consider nothing but the unpleasant side of merchandising I find very few people would be in business, but nevertheless we have thousands of prosperous stores doing millions of dollars worth of business on these same items. I have mentioned.

The secret of their success is TURN OVER.

If butter and lard are turned over every day or two they will not become rancid, potatoes will not rot, bacon will not mold, apples if turned over every few days will not get a chance to be handled and bruised.

Macaroni and noodles are no different than any of the items I have mentioned. If macaroni and noodles are turned over in a reasonable length of time they will not bleach unless exposed to the direct rays of the sun and I am sure a merchant knowing this would no more think of putting them in the sun than he would

a tub of butter. If handled noodles will break, whether packed in Cellophane or a carton, and the faster these goods are sold after reaching a merchant the less chance of breakage.

Merchandise is turned over fastest when prominently displayed, that is to say a window display, a mass display on a table, or a counter display.

The most valuable of these 3 types of display is the counter display and it is here that most Cellophane-packed packages are found.

A survey of any progressive store will show you that merchants are displaying in this manner only that merchandise which has an impulse sale appeal. As a rule this type of display has an eye appeal. Macaroni, spaghetti and noodles are usually found up on a shelf. This is because they are not seasonable; packed in a carton they have no eye appeal and in most cases are not nationally advertised.

Packed in Cellophane in a counter display carton, macaroni or noodles become a valuable merchandising item, because packed in this manner they immediately find their way onto the counter where they can be seen by everyone making a purchase and where they appeal to the emotional buyer.

It is estimated that 90% of the people that enter a store are susceptible to pur-

chasing more than that which they intended purchasing when they enter. Food items wrapped in Cellophane, because of their appetizing appearance, have a strong appeal to these buyers.

It is a well known fact that the success of any business or industry is in the number of new customers or users that are able to get.

Cellophane wrapped macaroni or noodles prominently displayed where they appeal to the emotional buyers will mean a profit for the merchant and at the same time perform a valuable service to the macaroni and noodle industry as a whole by finding for them many new users.

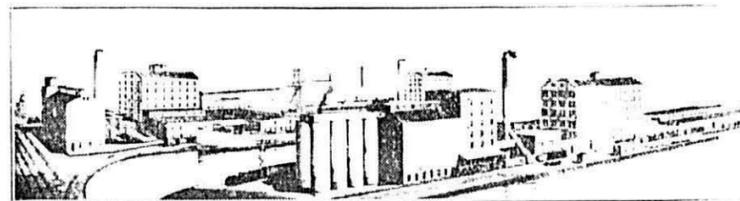
Good Packing a Business Aid

There is nothing so sure to bring repeat orders as proper packing. Plain marking of all shipments. Packing to insure safe carriage and marking to insure prompt delivery are matters too often neglected by manufacturers who otherwise give considerable thought to building up a permanent business.

Receiving shipments in an undamaged state is a source of satisfaction to the receiver and a source of profit to the shipper. The question of what kind of container is one that must be decided by such factors as the contents, the mode of transportation, the hardships which the container will have to withstand before it reaches its destination.

Good wood boxes are preferred under certain conditions, while paper containers are very practical in others. No matter what kind of container is used the contents should be packed tight or fixed snugly therein. Shifting goods should be guarded against. Manufacturers who ship in bulk have problems entirely distinct from those who ship their products in cartons. Each should be studied from its own angle.

The goods you ship are yours until they reach the buyer. The container merely serves as the connecting link. The plainer the marking on each container the more certain is the delivery to the point intended. Business reasons manufacturers should study carefully the problems of proper packing and distinct markings of shipments that leave their plants



HOURGLASS BRAND Semolina and Flour

Quality of First Consideration

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

Every Sack Guaranteed

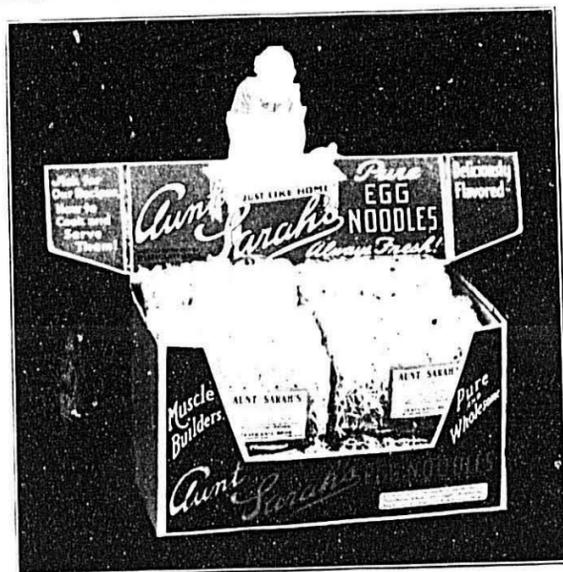
Location Enables Prompt Shipment
Write or Wire For Samples and Prices

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

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

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



A counter display of Cellophane-wrapped assorted egg noodles in an attractive carton that "gets the orders."

Radio as an Advertising Medium

The radio is the latest thing in the way of an advertising medium. Its growth in popularity is due to the fact that it reaches men, women, and children everywhere, the rich and the poor, in the city and on the farm. It delivers the message in the home, where it is most effective.

The main objective of the macaroni manufacturers is, I take it, not to talk about their product as an occasional meal, a treat or a luxury, but as an integral and valuable part of the family's regular daily fare. In this you are competing far less against one another than against the producers of other forms of food. People often talk as if the human stomach were endlessly elastic so that there was no limit to the total amount of food which could be crammed into it. The fact is that its capacity is quite definitely fixed and if it is to hold more macaroni products, it can do so only by holding less of something else.

That is why your industry offers such an admirable field for collective publicity. No competition among you for a larger share of the existing market could possibly be as profitable as effective joint efforts to increase that market. Your greatest need is to convince the American housewife that macaroni is a healthful and economical food for young and old.

For this message radio offers special advantages because it not only goes direct into the home, but couples the product advertised with a useful and appreciated service. In this it differs from almost all other forms of publicity. The newspaper or magazine advertisement, the poster or billboard, the circular or selling letter, all may or may not interest the public, but certainly they do not create any feeling of gratitude. A good radio program, on the other hand, makes every listener who enjoys it feel a definite sense of friendly indebtedness to the institution or the product which has made that program possible.

It is true that nobody knows the circulation of a radio broadcasting station. We have absolutely no idea how many listeners any given program will reach. But do you really know how many people you reach with your printed advertisement? The circulation of the newspaper or magazine is accurately known, but what percentage of its readers will actually see your

particular item of publicity? A guaranteed circulation of a million means only that a million readers may possibly see each individual advertisement, with the chances strongly that 90% of them will pass over it completely.

In radio, on the other hand, if the listener hears your program at all, he is absolutely sure to know of your connection with it, because your message is an integral part of the service. This goes far toward offsetting the difficulty of unknown radio circulation.

The great national advertisers who are now spending vast sums on radio publicity, such as General Motors, Atwater Kent, Palmolive, Goodrich and Ipana, have all had ample opportunity to test the comparative value of various types of advertising. They have all realized the sales effectiveness of associating a public service with their special products. Radio broadcasting is only about 6 years old, and only in the last 2 or 3 years has it developed out of an experimental plaything into a business. But today it is rapidly becoming stabilized. The public judges radio stations by the consistent quality of their programs, and judges the products of the concerns sponsoring these programs by the same standard.

I am not sure that I should recommend a radio advertising campaign to an individual macaroni manufacturer. Radio can never supplant or really compete with the older mediums of publicity. It cannot present arguments for a particular brand, it cannot go far in the direction of "reason why" copy. But for the joint efforts of such an organization as yours, desiring to increase the market for all of you by carrying the message of macaroni as a food into every home, radio seems to me an ideal medium. After all, the best type of publicity is that which renders service, and in serving the radio listener with good programs you are making him not only willing, but glad to listen to your message.

As a member of the Federal Radio Commission it was my privilege to come in contact with broadcasters throughout the entire country, and as the manager of one of the largest stations I have been able to test directly the reaction of the public to radio advertising. Furthermore, my company has not only operated its own broad-

By H. A. BELLOWS,
Manager Gold Medal Flour Station, WCCO,
Minneapolis - St. Paul

casting station but has for 3 years bought time for its commercial programs over other stations from Boston to San Francisco. So I think I can speak with some degree of authority on the subject of radio as an advertising medium, and all my observations come down to this. We have developed a new medium of communication, the first one in all history to be absolutely independent of any fixed path, track or channel, the first one to go with equal ease into the city skyscraper and the isolated farm.

For you, who have as potential customers every man, woman and child, and whose message is first of all one of service in the home, this new medium seems to offer special advantages. By its right use you can carry into every home where there is a receiving set the story of macaroni, and by linking this story with a genuine service you can make clear to the public that macaroni is not a foreign but a real good American food that has become one of the necessities of life.

Patents and Trade Marks

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

TRADE MARKS REGISTERED

The following trade marks applying to macaroni products were registered:

Wonder

The trade mark of the Feeser Macaroni company of Harrisburg, Pa., for use on alimentary pastes. Application was filed Aug. 12, 1927, published in the Official Gazette, October 11, 1927, and in the November 1927 issue of The Macaroni Journal. Owner claims use since July 30, 1927. Trade mark is the trade name in white letters on a background of red.

Eggmac

The trade mark of the Feeser Macaroni company of Harrisburg, Pa., for use on alimentary pastes. Application was filed Aug. 16, 1927, published in the Official Gazette Oct. 11, 1927, and in the November 1927 issue of The Macaroni Journal. Owner claims use since July 30, 1927. The trade mark is the trade name in fanciful block letters with the lower stroke of the letter "E" underscoring the trade name. Below the letters and above the underscore appear the words "Egg Macaroni Delights" for which no claim is made. All of this appears

January 15, 1928

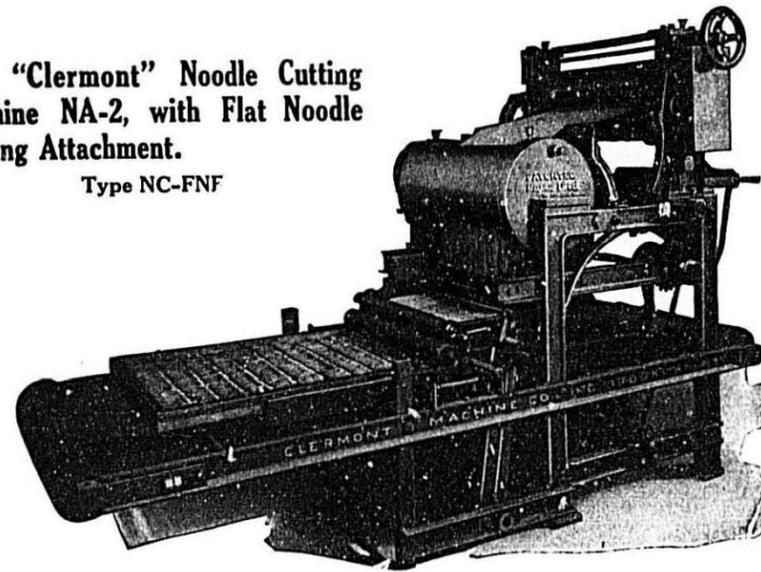
THE MACARONI JOURNAL

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THIS IS

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

Type NC-FNF



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

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

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

Write us for catalogue and detailed information.

CLERMONT MACHINE CO., Inc.

268-270 Wallabout St.

Brooklyn, N. Y.

over a drawing of short cut macaroni products.

Napoleon

The trade mark of Napoleon Macaroni company, Los Angeles, Cal., for use on alimentary pastes. Application was filed Aug. 20, 1927, and published in the Oct. 11, 1927, issue of the Official Gazette. Owner claims use since May 5, 1927. The trade mark is the trade name in outlined letters of white centers and black borders.

RENEWALS

The trade mark of P. Pastene & Company, Inc., successors to P. Pastene & Company, registered on Jan. 14, 1908, was renewed as of Jan. 14, 1928. The owner is a corporation of Massachusetts and the trade mark was given renewal No. 66,074.

TRADE MARKS APPLIED FOR

In December 1927 7 applications for registration of macaroni trade marks were made. Objections thereto should be filed within 30 days of publication.

Re-Joyce

The private brand trade mark of Joyce-Laughlin company, Peoria, Ill., for use on a variety of grocery products. Application was filed May 7, 1926, and published Dec. 6, 1927. Owner claims use since 1919. The trade mark is the brand name in heavy script.

Spagetaise

The private brand trade mark of Musher & Company of Washington, D. C., for use on alimentary pastes, such as macaroni, spaghetti, etc., both dry and cooked. Application was filed Sept. 26, 1927, and published

Dec. 6, 1927. Owners claim use since Sept. 23, 1927. The trade mark is the trade name in heavy type.

Palazzo

The private brand trade mark of Paul Todaro & Company, New York, N. Y., for use on food specialties including macaroni. Application was filed Oct. 17, 1927, and published Dec. 27, 1927. Owners claim use since June 1, 1927. The trade mark is the trade name in heavy script.

Zanol

The private brand trade mark of the American Products company, Cincinnati, O., assignor to the American Products company, Cincinnati, a corporation of Delaware, for use on a variety of grocery products including macaroni and spaghetti. Application was filed Aug. 14, 1925, and published Dec. 13, 1927. Owner claims use since Oct. 1, 1924. The trade mark is the trade name

with white letters on a dark oval background. It bears the statement "The Better Way to Buy." Below is an illustration of a salesman demonstrating to the housewife.

Roly Poly

The private brand trade mark of James Franklin Brown doing business as the Roly Poly company, Cincinnati, O., for use on grocery products including spaghetti. Application was filed Oct. 25, 1926, and published Dec. 13, 1927. Owner claims use since Oct. 12, 1924. The trade mark is the trade name in script.

Delmonico

The trade mark of the Westchester Macaroni Company, Inc., Mt. Vernon, N. Y., for use on alimentary pastes. Application was filed Aug. 9, 1927, published Dec. 27, 1927. Owners claim use since February 1927. The trade mark consists of a panel in the upper center of which appears the trade name "Delmonico." To the left in an oval is a drawing of a maid serving a dish of steaming spaghetti. To the right is the drawing of a child enjoying his share. Below the trade name is a scroll on which is to be printed the particular variety.

Cheesroni

The trade mark of Skinner Manufacturing company, Omaha, Neb., for use on food products consisting of a combination of macaroni and cheese. Application was filed Sept. 19, 1927, and published Dec. 6, 1927. Owner claims use since Jan. 16, 1927. The trade mark consists of the trade name in white letters in a dark rectangle.

UNFAIR COMPETITION

Unfair Competition, embracing all acts characterized by Bad Faith, Fraud, or Oppression, including Commercial Bribery, is Wasteful, Despicable and a Public Wrong.

Business will rely for its success on the excellence of its own service.

U. S. Chamber of Commerce.

Sturdy and Serviceable

MACARONI BOX SHOOKS

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

We Fill All Orders, Big and Small.

COLUMBIA BOX & VENEER CO. Inc.

74 Varick Street -- New York City

(Macaroni Box Specialists)

The Perfect Egg Yolk

Fresher in Flavor
Deeper in Color

Jo-Lo

Certified American Dehydrated Spray Egg Yolk

JOE LOWE CO. Inc.

3417 South Ashland Ave. CHICAGO, ILL. Bush Terminal Bldg. 8 BROOKLYN, N. Y. 5-7 W. Lombard St. BALTIMORE, MD. 1100 Mateo St. LOS ANGELES, CAL.

FOR SALE

GOING Macaroni factory (Building, Machinery and Stock). Ideal manufacturing conditions, good water, high and dry atmosphere affording best drying and curing facilities and located in one of the most fertile fields for development in the west. Nearest competition more than 200 miles distant.

Building floor space approximately 10,000 square feet, situated on isolated lot adjoining a transcontinental railway right-of-way. 24 hour steam heat service without expense of fireman, engineer or heating plant. This is an exceptional opportunity for a large organization contemplating a branch or for a new business.

ADDRESS

TRECO care Macaroni Journal,

Braidwood, Illinois

1928

Start Right

A Year of Prosperity

Cure Your Macaroni
Scientifically

Our Dryers will make you
Independent

Full line of Labor Saving
Devices

Installed and Guaranteed
By

Barozzi Drying Machine Company

949 Dell Ave.

North Bergen - - New Jersey

(New York District)

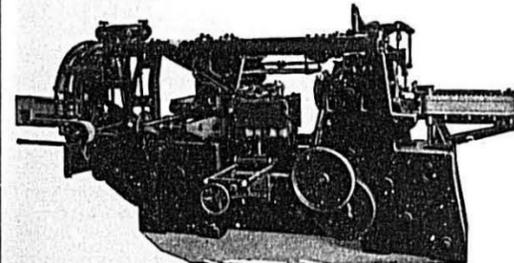
Meets Every Requirement of "The Ideal Container"

The Stokes & Smith
Tight-Wrapped Package



The Machine

Stokes & Smith Automatic Package
Wrapping Machine.
Capacity, 45-60 tight-wrapped packages
per minute.



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

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

STOKES & SMITH COMPANY

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

Notes of the Macaroni Industry

British Like French Macaroni

Some interesting changes in the course of imports of macaroni products are shown by the imports of this commodity at the port of Bristol, Eng., during the past 5 years. S. R. Thompson, American consul, advised the United States Department of Commerce.

The outstanding feature of this market is the preponderance of French supplies. Imports from France have increased until for the 12 months ending April 30, 1927, they represented 70% of the total.

The sale of Canadian macaroni has also increased, and is now second to France. Italy as a source of Bristol imports has practically disappeared, although some come into Bristol, via London and other ports, and the Italian product is carried by retail grocers.

Imports of macaroni from the United States have decreased in the period under review. A steady growth up to 1925 when 74 tons, or 31% of the total, were imported, has been succeeded by a decline to 18 tons, or less than 1% in 1927.

Incorporate Somerville Firm

Articles of incorporation of the Somerville Macaroni company of Somerville, Mass., have been filed with the Massachusetts authorities, the capital stock of which is \$100,000. A. Capodilupo is president of the new concern. He comes from a family that has been in the macaroni manufacturing for many years in Boston and vicinity.

Macaroni Plant Burned

The macaroni manufacturing plant at Jeanette, Pa., in the Pittsburgh district, was completely destroyed by fire on December 17. The 2 story brick building, the machinery and stock was a total loss, approximating \$28,000, according to the Ossola Brothers, owners of the plant. The loss was partly covered by insurance. As soon as an adjustment is made with the insurance companies, a decision will be made about rebuilding.

Egyptians Like Macaroni

Macaroni and similar pastes are in good demand among the European residents of Egypt and the higher classes of Egyptians, according to a report from Joseph I. Touchette, American vice consul at Alexandria. On account of the ease with which macaroni is made, the availability of abundant cheap labor and the small capital required, a number of small establishments are engaged in the

manufacture of this commodity. Their methods of manufacture are crude and the output of these concerns limited to local consumption.

It is said that these native factories mix Australian and American flour with semolina in the proportions of 2:2:1. The native Egyptian flour seems not to be suitable for the manufacture of these pastes, as it contains a very small percentage of gluten.

Imports of macaroni and similar pastes for the first 7 months of this year amounted to 754,000 kilograms (1,662,000 lbs.) of which 729,000 kilograms (1,629,000 lbs.) came from Italy and 12,000 kilograms (26,000 lbs.) from France. According to statistics published by the Egyptian government no macaroni has been imported into Egypt from the United States for 7 years.

Italian macaroni was being sold to wholesalers in October for about \$0.09 per lb. and retailed at about \$0.15 to \$0.16 per lb. Locally manufactured macaroni at that time was wholesaled at about \$0.07 per lb. and retailed at about \$0.10 to \$0.12½ per lb. The price c.i.f. Alexandria for Italian macaroni was 280 lire per 100 kilograms or approximately 6c per lb.

Austria Tariff Increased

Effective Nov. 16, 1927, the tariff on imported alimentary pastes, grains and other grain products was increased from 0.25 gold crowns per 100 kilos to 0.30 by order of the Austrian ministry of finance. These duties are liable to periodical changes, a given rate applying only for short periods.

Eggs Turn to Corn Meal

In carrying on its beneficent work the National Educational Committee uncovers curious as well as serious cases. One has just been reported from Pennsylvania. A macaroni manufacturer contracted for approximately \$5000 worth of dried eggs from China. When delivered these were found to consist mostly of corn meal, moldy and decomposed. Through the committee the matter is up for adjustment with the insurance and the steamship companies with every prospect of a favorable settlement.

The deceptive practice thus uncovered has cost macaroni men trouble and serious financial loss running into thousands of dollars. The Educational Committee is being congratulated but what it needs mostly is financial

support. It is doing great work for the industry in a quiet way and should be more generally and liberally supported. If other manufacturers have in any way been flimflammed in eggs or other ingredients, the committee should immediately be put on the trail.

Good Stuff for Publicity

Cool weather ushers in increased demand for macaroni products. Of course macaroni, spaghetti, egg noodles, etc., are sold and eaten all the year 'round, but the cool weather always means an added demand.

Macaroni has a real appeal for many reasons. To the consumer it is a food of high nutritive value; it is very palatable and it is economical. To the grocers it means extra sales of such foods as cheese, tomatoes and other groceries used in pleasing macaroni dishes. They should feature it at this time of the year and especially in Lent.

\$12,000 in New Equipment

New machinery has been installed in the Stockton Macaroni company plant in Stockton, Cal., at an expense of more than \$12,000, making it one of the most up to date plants in that section of the state. Included in the improvement are drying rooms on the second floor scientifically constructed under the direction of drying experts. The company was recently organized by the following stockholders: Jacob Dollinger, David Leer, C. A. Sepaugh and Jacob Dollinger, Jr.

New Ciocco Plant

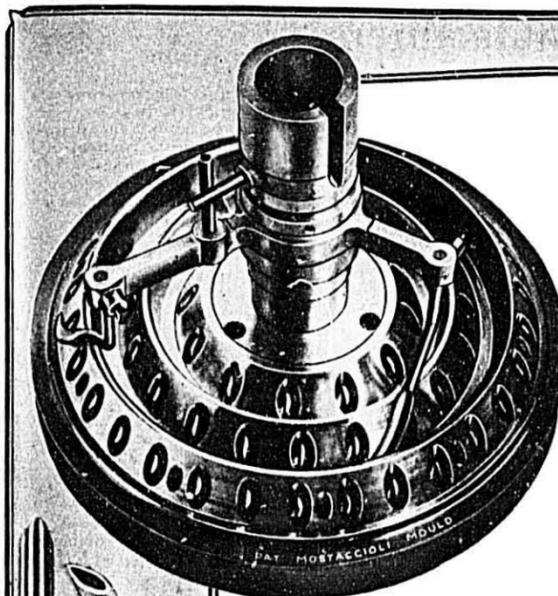
The Ciocco Macaroni Co., Inc., of Newark, N. J., finds it necessary to seek larger and more adequate quarters to properly care for the increased demands for its quality goods. A contract has been awarded for the construction of a modern 3 story factory at West Orange, N. J., on a good railroad siding. The cost of the plant and new equipment is estimated at about \$100,000.

The progress made by this firm is attributable to the experience of Michael Ciocco, its president, and his highly efficient organization. Three generations of macaroni makers and millers precede Mr. Ciocco who added to this record 30 years of successful business in this country. The factory will be equipped with patented drying rooms specially designed by Mr. Ciocco. The plant will be ready for operation early in the year.

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Tanzi's Dies

*are the best
Macaroni
dies made.*

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

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

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

We can satisfy you too, because we know how.

Our work is precise, speedy and inexpensive.

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

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

Our creed, our policy, and our law.

MARIO TANZI CO.

Boston, Mass.



With the Machine Manufacturers

New Secretary for Clermont

F. Fumagalli has been elected secretary of the Clermont Machine company, 298-270 Wallabout St., Brooklyn, N. Y., to succeed P. Cardone who has for several years served as both secretary and treasurer. Mr. Fumagalli is well qualified to assume his new duties and to care for the growing out-look of the company. Mr. Cardone will serve as treasurer. C. Sarno is president and general manager of the company.

New Champion Installations

The Champion Machinery company of Joliet, Ill., maker of flour handling devices, nozzle breaks and macaroni mixers, reports several important installations in the past few weeks. Among them are the following:

The Sun Oil Co., 2400 N. 4th St., St. Louis, Mo., has increased its capacity by installing a Champion No. 40 Mixer (100 lbs. capacity).

The Dixie Food Company, 1084 E. 7th St., St. Paul, Minn., has recently equipped the plant with a Champion No. 40 Mixer (100 lbs. capacity) and a Champion No. 40 Mixer (100 lbs. capacity).

The J. J. Thomas Co., 1000 N. 1st St., St. Paul, Minn., has increased its flour storage capacity by installing a large Champion Flour Storage Bin.

Richard Meloni, macaroni manufacturer, 941 W. Polk St., Chicago, Ill., has recently installed a Champion Semolina Outfit.

Elmes Machines Popular

The Charles F. Elmes Engineering Works of Chicago, manufacturer of some of the largest macaroni machinery in the country, has recently supplied new machines for several plants throughout the country. Among those reported are the following:

Douglas Milling Co., Libertyville, Ill.

1-2 1/2 bbl. knader

1-2 1/2 bbl. mixer

Fresno Macaroni & Mfg. Co., Cal.

1-2 1/2 bbl. knader

1-2 1/2 bbl. mixer

1-3 plunger high pressure pump

1-13" x 36" short cut press

A. Zerega's Sons, Inc., Brooklyn, N. Y.

1-22" x 36" vertical macaroni press

1-low pressure accumulator

1-high pressure accumulator

1-3 plunger high pressure pump

2-100-2 1/2 bbl. knaders

1-2 1/2 bbl. mixer

Quaker Oats Co., Topeka, Mich.

2-2 1/2 bbl. mixers

2-2 1/2 bbl. knaders

John Macaroni Co., Joliet, Ill.

1-2 1/2 bbl. mixer

1-2 1/2 bbl. knader

2-13" x 36" short cut press

1-die and die ring

2-3 plunger high pressure pump

Holy Smoke

Question: From a manufacturer's point of view, is it better to have "holes" in macaroni or in Swiss cheese?

Reply: If the "holes" in macaroni are properly and effectively combined with the "holes" in Swiss cheese, will this plug up the "hole" in a cook's appetite?

Reply: That all depends on the brands used.

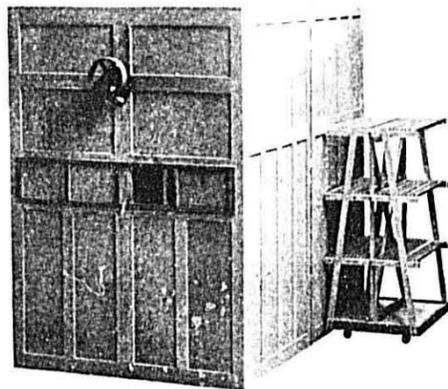
He who grabs last gets left.

BUHLER BROTHERS' for

Works at Uzwil, Switzerland

"Quality"

The BUHLER Long Goods Dryers



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

For information please ask

Th. H. Kappeler

Sole Distributor for Buhler Machinery

NEW YORK OFFICE, 44 Whitehall Street, NEW YORK CITY

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

The High Quality of

ALL

COMMANDER SEMOLINA

IS
POSITIVELY

"Guaranteed"

COLOR

GRANULATION

STRENGTH

Commander Milling Co.

Minneapolis, Minnesota

"Good Macaroni requires good Cheese"

LOCATELLI



GENUINE
ROMANO - REGGIANO



LOCATELLI'S GRATED
Genuine imported well seasoned
parmesan cheese in original 2 oz.
boxes.

12 BOXES PER CARTON

MATTIA LOCATELLI

NEW YORK Branch
24 Varick Street (Locatelli Building)



THE importance of modern, dependable and productive packaging machinery is realized in the use of JOHNSON Automatic Packaging Machinery. Profitable manufacturing operation is guaranteed by this complete line of equipment for every packaging need.

The original carton cost is cut to a minimum by the use of flat cartons. Continuous motion type lessens wear, insuring long service. Floor space is used economically.

JOHNSON Machinery are constantly improved and perfected. Newer, better models are planned and built. Obsolescence is carefully guarded against, and new models are promptly incorporated.

Your copies of free Catalog and Bulletin No. 12 will be mailed upon your request. They are full of interesting helpful data that you can profitably apply to your packaging and manufacturing operations.

Get acquainted with the
JOHNSON
Sales Engineer



Write for your copy of the Johnson Catalog and Bulletin No. 12. It is full of interesting helpful data that you can profitably apply to your packaging and manufacturing operations.

JOHNSON AUTOMATIC SEALER CO., LTD.

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

JOHNSON

AUTOMATIC PACKAGING MACHINERY

Sealing, Bagging, and Labeling Machinery, Wrappers, Wax & Glassine

Grain, Trade and Food Notes

Dull French Market

The supply of macaroni wheat of the amber durum type from Algeria and Morocco has proved to be so abundant and of such good quality this year that it is replacing American durum wheat in the French market, states a report from Wesley Frost, American consul at Marseilles, the chief center of semolina milling and distribution. It is said that some of this wheat which has been imported from America was resold in Switzerland and later replaced with wheat from North Africa.

Retailers Go to New Orleans

The 1928 convention of the National association of Retail Grocers will be held in New Orleans, La., June 11 to 14, according to a decision reached last month at the semiannual meeting of the board of directors in the new headquarters in St. Paul, Minn. It was also agreed that a fixture and appliance exposition be held in connection with the convention.

S. T. McAtee of Council Bluffs, Ia., was appointed director to fill the vacancy caused by the resignation of Richard Jepsen. Resolutions outlining the policies of the organization with respect to proposed legislation and activities were adopted and a strong appeal issued for strengthening and enlarging the membership. John Coodie is president and C. H. Janssen is secretary of the association.

Where Chain Stores Flourish

Some interesting information has been obtained on chain store development in the United States by the Curtis Publishing Co., which compiled figures on chain stores and independent grocers rated \$2000 and up for 1926. This survey covers only centers of 10,000 population and over. They indicate that in these centers there is a total of 90,978 independent grocers as against 43,988 chain stores, which figures out at a little more than two independents to one chain. In some states the percentage of chains is very much under this, but in a few there are now more chains than independents. These include Massachusetts, which shows 3109 independent stores as against 3640 chains; also New Jersey, with 2950 independents, as against 3666 chains. The figures generally indicate that the chain stores come closer to the independents in the eastern states, but that the farther west one goes the lower the percentage. In California there are 4836 independents to 1833 chains. In

Colorado there are 1164 independents to 192 chains. Michigan, however, is strong as far as chains are concerned, with 2482 as against 2726 independents.

World Wheat Prices

For 3 months English importers and American millers have been paying lower average prices per bushel for wheat than in any period of similar length since 1923, according to a publication by the food research institute of Stanford University, California. Canadian wheat of the higher grades, however, has been no cheaper than in 1926 on account of the small proportion of high quality wheat in the crop, and in the United States soft red winter wheat has commanded a premium. World wheat prices declined from the level prevailing in early August as a large crop in Canada became assured despite late seeding and danger of rust and frost, but during October-December price fluctuations were small.

Lower world prices than in the 3 preceding years reflect an easier international statistical position. The world crop, exclusive of Russia and China, now appears the largest in postwar years except 1923; but it is little above the time of normal growth. The international position is slightly easier than in 1926-27. Partly because of large carryovers into the crop year, exporting countries have larger supplies available; but even with allowances for growth of consumption importers require a little less wheat.

Outlook for Trade and Prices

International trade for the crop year 1927-28, measured by net exports, promises to reach 825 million bushels. The United States, Canada, and Argentina will probably provide about 693 million bushels, an extraordinarily large proportion of the total, while exports from Australia, India, Russia, and the Danube countries will be small. Germany and Italy will probably import appreciably more wheat and flour this year than last; France, Poland, Egypt, and the Orient will take less. International trade bids fair to follow a more normal course than in 1926-27, when high ocean freight rates in September-November disproportionately restricted trade in the first half of the year and swelled it in the second half.

Substantial reasons do not appear for anticipating material departures from the November-December level of world prices, at least until new crop

prospects begin to exert an influence in May. Carryovers out of 1927-28 are likely to be larger than those of 1926-27, more particularly in the United States; but no such increase is probable as occurred last year.

Better Prospects for Eggs from China

The production of frozen eggs and foreign processed dried egg products in China is expected to be about 80% of normal, according to Agricultural Commissioner Nyhus at Shanghai. This considerable improvement from May prospects was brought about by opening up of the Yangtze valley to river and rail communication. The largest egg factory, at Nanking, has not been in operation for several months, and failure of this company to operate on a large scale is a considerable factor in reduced output of frozen egg products in China for the current season. Tientsin and Tsingtao plants have been operating at full capacity but in the middle of July difficulty in getting eggs to the factory on account of military disturbances, was being experienced in the latter city.

The production of native dried yolk and albumen may not exceed 50% of normal, states Mr. Nyhus. Many native factories in the interior have not operated this year. An extremely poor demand for native dried yolk and albumen from Europe and the United States, however, offsets the reduced production in China. Average quotations c. i. f. New York on July 15 were: 42c (gold) per lb. for native yolk, 48c for spray yolk, and 62c for dried albumen.

Rust Resistant Wheat

Marquilla wheat, the new highly rust resistant variety developed by the Minnesota agricultural experimental station, will not be distributed before 1929.

This announcement is made by the Minnesota station to correct an impression that has gone abroad in some quarters, that the seed is already being distributed. That such an impression is abroad is shown by that fact that at the central station and at the branch stations at Morris and Crookston numerous requests for seed have been received.

There is available for seed next year only 125 bus. of this new variety, and the experiment station staff believes that the best results will be obtained if this seed is reserved and again grown on the experiment station farms in 1928, in order to make sure of the preservation of

January 15, 1928

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PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"

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

The House
of
Perfection

Always at
Your
Service

Where Others Have Failed,
We Have Succeeded.



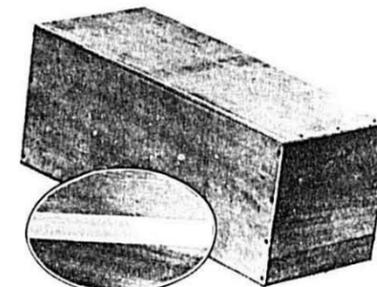
Why not deal with a reliable house?

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

WOOD BOXES

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

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



Inset is actual appearance of finished two-piece bottom.

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

We trust this New Year will prove to be one of "Prosperity with Profit" for all our friends and customers.

ANDERSON TULLY CO.
Memphis, Tennessee
Good Wood Boxes

the seed stock and of the production of a sufficient quantity of genuine Marquillo wheat to insure wide distribution in the spring of 1929. There is in the state no genuine stock of this variety, recognized by experiment station officials, except that in possession of the experiment stations.

The variety is the result of a cross, made at University farm, between Marquis, the standard bread wheat of the northwest, and Lumillo, a durum wheat. It is highly rust resistant and of good milling quality. The aim is to get it into the hands of careful farmers in 1929 to be increased for seed purposes so that the seed may be certified and given wide distribution.

Clean Wheat to Save Loss

Durum wheat growers are among the farmers of the northwest who have suffered a loss because of their failure to properly clean their wheat before marketing it. This fact is deduced from a bulletin by the U. S. Department of Agriculture entitled "Cleaning Grain on Farms and in Country Elevators." It says in part:

"The spring wheat growers of Minnesota, North Dakota, South Dakota and Montana have paid the railroads

about \$2,500,000 in freight charges for transporting weed seeds with the wheat the last 4 years. The weeds went to market with the wheat and their weight was deducted from the wheat before it was paid for.

"Also because of the presence of the weed seeds the sale price per bu. of wheat was about 1.8c lower than it would have been had the wheat entered the market free from weed seeds. The department estimates that a loss of approximately \$12,000,000 would have been avoided if all the wheat had been cleaned. If all the "dockage," the trade name for weed seeds and other foreign matter in commercial wheat, had been kept on the farms it would have had an estimated feed value of \$23,000,000.

"The total of these 3 preventable losses, in transportation costs, lowered prices and feed losses, is estimated at about \$38,000,000 and the cost of prevention by cleaning all the wheat for the 4 years would have been about \$13,000,000 which would have left the spring wheat growers of the 4 states a profit of about \$25,000,000.

"A comparison with the older bulletin shows that the loss from weed seeds in spring wheat has been in-

creasing rapidly in recent years. The older bulletin gave average losses in the years before 1914 as less than 3% in the grain received in Minneapolis. For the 5 years before 1920 the dockage averaged 4%. For 1924, 1925 and 1926 the new bulletin reports average dockage for the respective years as 5.2, 6.9 and 7%.

"Dockage is not credited to the growers who ship it mixed with their wheat. The elevators where the wheat is cleaned find a market for the dockage as 'screenings.' Average screenings are roughly comparable to oats in composition and feed value, and the elevators sell them on that basis.

"The losses in freight bills, lowered prices and feed values by no means represent the full toll of damage the weeds impose on farmers. The loss in production is even more serious, because weeds rob the crop of moisture and available plant food and so reduce wheat yields. In North Dakota it is estimated that the average spring wheat grower spent nearly \$100 in harvesting and marketing the dockage from a quarter section of wheat, and also lost a possible revenue of \$150 in the value of the wheat which might have been raised in place of the weeds."

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.

ECONOMY and EFFICIENCY

Are the two factors that really count in business

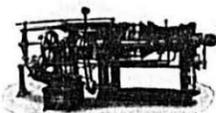
ONLY COFFARO'S MACARONI DRYING SYSTEM

translates them into facts

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

J. S. COFFARO & CO.

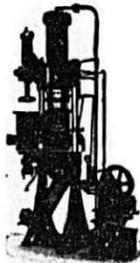
29 Central Ave., Brooklyn, N. Y.



Outside Packed Short-cut Press and Pump.



Die Wanner.



Inside Packed Vertical Press.

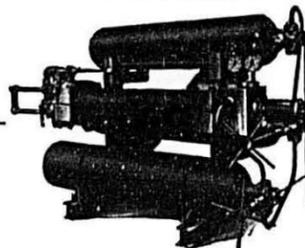
ELMES
HYDRAULIC MACARONI MACHINERY

THE LATEST DEVELOPMENT
For Hydraulic Pressure Service

The Horizontal design of Compressed Air Ballasted Accumulator gives greatest accessibility to all working parts.

Not too High

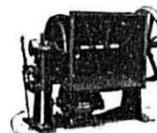
Not too Heavy



No foundations

No Heavy Ballast

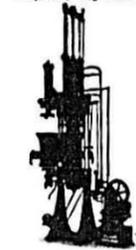
The greatly improved and absolute uniformity of product has been an agreeable surprise to the most skeptical.
IT MEANS SMOOTHER GOODS



1 1/2 bu. Mixer Hydraulically Tilted.



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



Outside Packed Vertical Press.

SOLD WITH THE ELMES GUARANTEE—FIRST CLASS MATERIAL AND WORKMANSHIP
CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, U. S. A.
NEW YORK EXPORT OFFICE:—420 Lexington Ave. Phone Lexington 4270

DURUM SEMOLINA



CAPITAL FLOUR MILLS, Inc.

MINNEAPOLIS

MINNESOTA

SAINT PAUL

The Macaroni Journal

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

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

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

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

Vol. IX January 15, 1928 No. 9

Felicitate Retailers

In appreciation of the spirit of cooperation between manufacturers and retailers, the following messages of congratulation were sent to C. H. Janssen, secretary-manager of the National Association of Retail Grocers, at the St. Paul, Minn., headquarters by Henry Mueller, president of the National Macaroni Manufacturers association, and M. J. Donna, the secretary:

Greater Success in 1928

Jersey City, N. J., Dec. 19, 1927
 Mr. C. H. Janssen, Secretary-Manager
 National Association of Retail Grocers
 2388 University Avenue W., St. Paul, Minnesota.

The National Macaroni Manufacturers Association extends to the Members of the National Association of Retail Grocers the Season's Greetings, and earnestly hopes that the educational campaign which you propose to launch in 1928 will bring about the desired result. To this end we offer our hearty cooperation and well wishes.

Henry Mueller, President,

Hand in Hand We Forward Go

Braidwood, Ill., Dec. 19, 1927.
 Mr. C. H. Janssen, Secretary-Manager
 National Association of Retail Grocers,
 St. Paul, Minnesota.

The National Macaroni Manufacturers Association representing the progressive makers of Macaroni, Spaghetti, Egg Noodles and similar foods recognizes in the Retail Grocer, especially the member

of the National Association of Retail Grocers, an invaluable link in the generally recognized chain of distribution from Manufacturer to Consumer.

I believe I speak for the entire Macaroni Industry in America when I say that we note with unbounded pleasure and satisfaction the friendly spirit of cooperation that has existed—and is growing daily stronger—between our organizations, and between individual manufacturers and retailers. It has been the unswerving policy of the Macaroni Manufacturers to work with and for the Grocers in every promising activity, a policy which we will adhere to rigorously in the future hoping to create a better understanding from which both of us will profit.

MR. GROCER! Your success is our pleasure; your worry is our concern. May the New Year of 1928 have in store for you much of the former and none of the latter. Count on our sincerest cooperation in harvesting these hearty good wishes.

M. J. Donna, Secretary,

Holiday Greetings

The secretary of the National Macaroni Manufacturers association acknowledges the receipt of holiday greetings and favors as follows:

CARDS

- G. Guerissi of Keystone Macaroni Mfg. Co.
 - National Association of Retail Grocers
 - H. Constant of Excelsior Macaroni Co.
 - Champion Machinery Co.
 - Th. H. Kappeler of New York
 - Joseph J. Cuneo of Cuneo Bros.
 - Benjamin Richard Jacobs of Washington
 - F. E. Snyder of Minneapolis
 - Henry Mueller, president
 - Gaetano L. LaMarca of Prince Macaroni Mfg. Co.
 - Mr. and Mrs. Giuseppe Seminara of Boston
 - C. S. Foulds of The Foulds Co.
 - Ted Molinari of Splendor Macaroni Co.
 - A. Goodman & Sons of New York
 - American Beauty Macaroni Co. of Denver
 - Fletcher-Eichman & Co., Chicago
 - J. E. Coolbroth of King Midas Mills
 - Ravarino & Freschi Imp. & Mfg. Co., St. Louis
 - The John B. Canepa Co., Chicago
 - Mr. and Mrs. James Thomas Williams, Minneapolis
 - Fortune Products Co., Chicago
 - Capital Flour Mills, Minneapolis
 - Frank J. Tharinger of Tharinger Macaroni Co.
 - J. E. Smith of Minneapolis
 - A. L. Ruland, Washburn Crosby Co.
 - Frank R. Prina of Durum Milling Corp.
 - Charles L. Miller, Chicago
- FAVORS**
 Consolidated Macaroni Machinery Corp., a thermometer

Clermont Machine Co., a calendar
 Crookston Milling Co., a calendar refill
 Rossotti Lithographing Co., Inc., a calendar
 Commander Mill Company, a diary

Found Guilty; Sentence Suspended

Dr. B. R. Jacobs of the National Educational Committee reports that the 11 cases charging violation of the Federal Food and Drugs act by 11 macaroni manufacturers heard last month in the Brooklyn Municipal Term Court were decided against the defendants and that the judge suspended sentence because the New York Board of Health had not previously warned the manufacturers of its determination to enforce the anticoloring ruling.

This is a very important decision despite the leniency of the court in these particular cases. It means that all violations are to be actively prosecuted after due warning and the colored market for macaroni products in New York will be wiped out as it should be. Every means will be taken to advise the public, the manufacturers, jobbers and retailers of the attitude of the New York officials so that they will not have resort to the plea of ignorance of the law as was the basis of defense in the eleven cases referred to. Slowly but surely, artificially colored macaroni products must go. Speed that day!

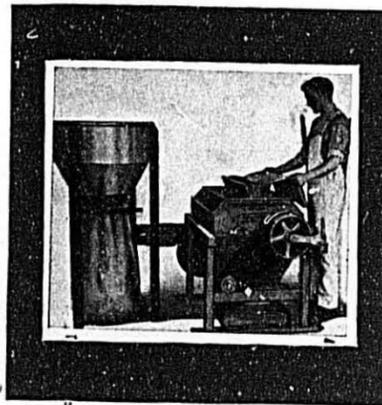
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 Five cents per word each insertion.
 A PLANT SUPERINTENDENT now employed seeks a change. Am capable, willing and considerate of employers' interest. Write me—Box 23 c/o Macaroni Journal.

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

A. ROSSI & CO.
 Macaroni Machinery Manufacturer
 Macaroni Drying Machines
 That Fool The Weather
 387 Broadway - San Francisco, Calif.

IMPROVED "K. C." SACK CLEANER

Patented March 13, 1920



Furnished with Dust Collector and Adjustable Bag Turner

For Belt or Motor Drive

Over 1200 in Use

SAVES
 Time, Flour and Bags

AMERICAN OVEN & MACHINE CO.

615 South California Avenue -:- Chicago, Illinois

CROOKSTON-SEMOLINA

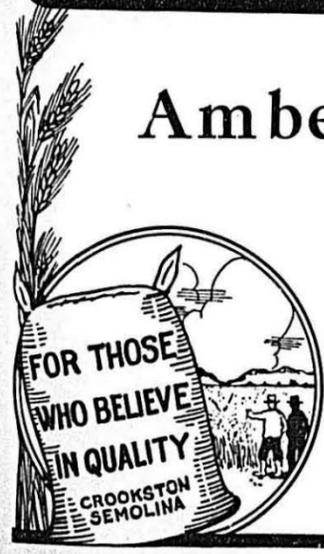
From
Amber Durum Wheat

STRONG and UNIFORM
 and of a **WONDERFUL**
COLOR

For Quality Trade

Crookston Milling Company

CROOKSTON, MINNESOTA



FOR THOSE
 WHO BELIEVE
 IN QUALITY
 CROOKSTON
 SEMOLINA

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

OFFICERS 1927-1928

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

The President's Column

New Year Wishes

I WISH—

- 1—That 1928 may be to every macaroni and noodle manufacturer in America a year of real happiness.
- 2—That the New Year will have in store for all of you a plenteous share of profitable business.
- 3—That the membership of the National Macaroni Manufacturers Association may increase in strength during the year through voluntary action on the part of those who are not now members but who rightfully should be.
- 4—That the Macaroni Industry will be more united than ever in fighting unfair and fraudulent practices and in promoting the best interests of the trade.
- 5—That this official organ, The Macaroni Journal, may continue to be a welcome monthly visitor into your office and that you may in every way encourage this industry's spokesman.
- 6—That I could thank each and every one of you personally for your kindness and cooperation in the performance of my duties; may this never lessen in 1928.

Start Small and Grow

It is a source of great satisfaction to know that the Macaroni Industry through its efficient Publicity Committee has actually made a start in the long promised and anxiously awaited National Macaroni Advertising Campaign. This is a most constructive step forward, backed as it is by only a very small percentage of the industry, bulk and package men, large and small plants from the Atlantic to the Pacific. Better start small and grow than to plunge and break.

Your Help Needed

Study the advance proof of our first advertising and remember that YOU could help make this 1928 campaign one of which YOU and all of us could rightly be proud, if YOU would only give it a small part of the financial help it deserves at your hand.

We are "cutting the suit to fit the cloth." With the \$25,000 now pledged we will run a campaign that will bring good results. With \$35,000 it would be at least 50% better. Help make up this \$10,000 that is still lacking.

After a ball has started rolling, it takes only a slight push to keep it going. Push this good thing along by pledging financial support to the promising national advertising campaign.

A Parting Shot

Write new reasonable profits into your 1928 ledger.

The Secretary's Column

A Good Suggestion

To my way of thinking there isn't any better way to start the New Year than by planning to sell only one way—profitably in 1928.

Cutting Prices

(With Apologies to Hamlet)

To cut or not to cut! That is the question. Whether 'tis better in the end to let the chap who knoweth not the worth of his goods have the business at cut-throat prices or take up arms against his competition, and, by opposing cut for cut, end it.

To cut—and by cutting put the other cutter out of business—'tis a consummation devoutly to be wished. To cut—slash—perchance myself to get it in the neck—aye, there's the rub; for when one starts to meet the other fellow's prices, 'tis not to end confusion and the many evils with which the trade is pestered.

Nay, nay, McDuff, I say not—"Cut, and be damned to him who first cries—"hold, enough!"—for 'tis but the forerunner of debt and mortgage such a course portends.

'Tis well to get the price the goods are worth and not be bluffed into selling them for the price some nut thinks they are worth. Price cutting doth appear unseemly and for only the weakling who lacketh courage to demand the worth of his product, and who, ere long, by stress of making vain comparison 'twixt bank account and liabilities, findeth himself in the soup.—Anonymous.

Paddle Vigorously in 1928

Two frogs fell into a bucket of cream
And must paddle to keep afloat;
But one soon tired and sank to rest
With a gurgling sigh in his throat.

The other paddled away all night,
And not a croak did he utter,
And with the coming of morning light
He rode on an island of butter.

The flies came thick to his island home
And made him a breakfast snappy;
The milkmaid shrieked and upset the pail,
And froggy hopped away happy.

We can all find a moral in this rhyme,
And should hasten at once to apply:
Success will come in the most difficult time
If we paddle and never say die.

—Author Unknown.

JOHN J. CAVAGNARO

Engineers and Machinists

Harrison, N. J.

U. S. A.

Complete
Equipments

Accumulator
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Mixers

Mould Cleaners

Cutters

Brakes

Moulds, Etc.

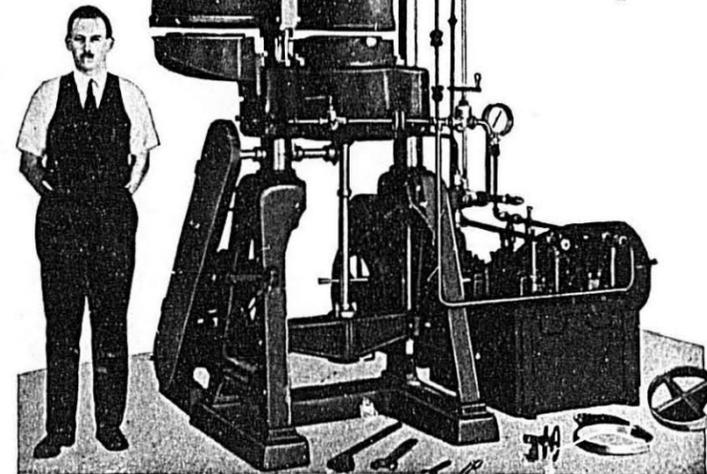
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All Sizes

up to the

largest in use.

N. Y. Office and Shop
255-57 Centre Street
N. Y. C.



No. 222 Press Special

Specialty of
MACARONI MACHINERY

Since 1881



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

Pillsbury Flour Mills Company
"Oldest Millers of Durum Wheat"
Minneapolis, U. S. A.

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