

**THE
MACARONI
JOURNAL**

**Volume 10,
Number 9**

**January 15,
1929**

The Macaroni Journal

Minneapolis, Minn.
January 15, 1929

Volume X

Number 9

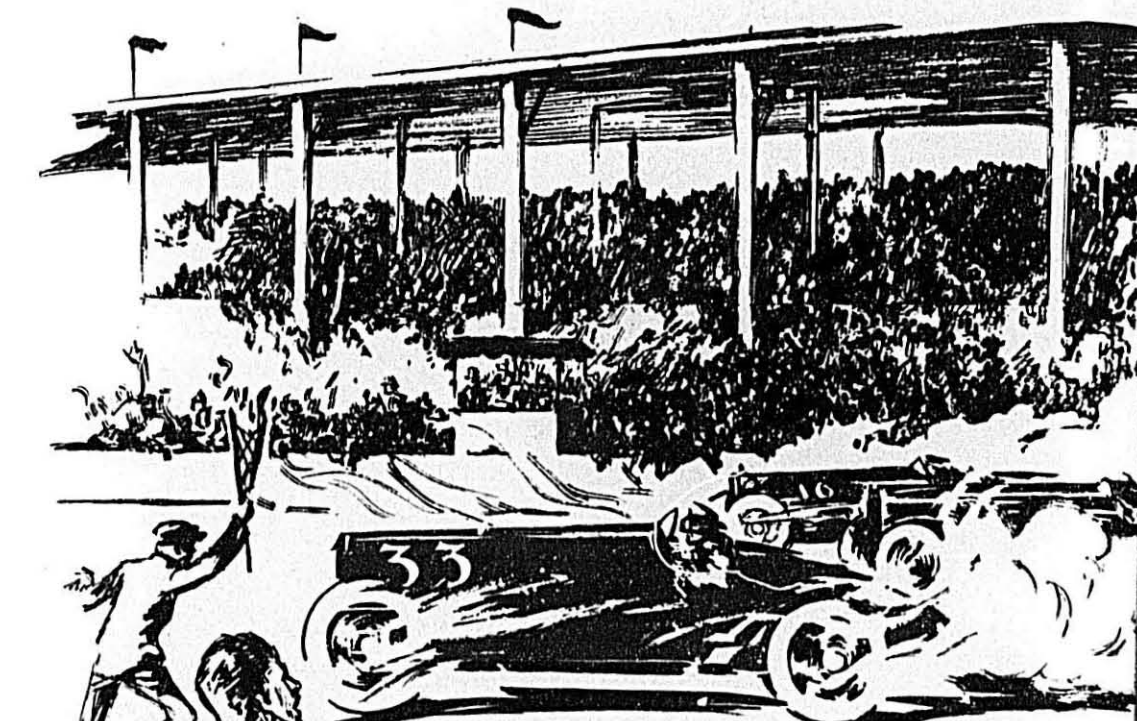


*A Monthly Publication
Devoted to the Interests of
Manufacturers of Macaroni*

A Pledge of Service

THE Year 1928 was one of the most successful ones ever experienced by the National Macaroni Manufacturers Association. It was our Silver Jubilee Year and during the past twelve months there was a noticeable silver lining of new hopes.

Credit for our success goes to our members and friends. In appreciation of their loyalty, we pledge to them and to the industry a continuance of that spirit of service, that unselfish cooperation that will help us attain a still higher goal in the New Year of 1929.



Number 33 Wins in Feature

THE race of the season . . . among a field of cars made of the same materials . . . piloted by drivers of equal skill . . . over the same course. The stands rise up in a thunderous cheer as number 33 flashes by the judges' stand . . . the holder of new records, the winner of new laurels . . . made possible because the manufacturer of number 33 was more skillful and painstaking than the others.

As it is with automobiles, so it is with semolinas. While semolinas look alike and are packed in similar sacks they are only as good as their manufacturer. For years and years Commander Semolina has won more and more business . . . set new records . . . through dependability and quality.



Commander Milling Co.
MINNEAPOLIS, MINN.

January 15, 1929

THE MACARONI JOURNAL

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A · SIGN · FOR SAFETY

By Ernest V. Madison

In buying products advertised in Macaroni Journal we are practically assured that—

- on the initial order, the advertiser will give the best quality he can make at the lowest selling price he can take.
- on subsequent or "repeat" orders, the original marketing policy will be continued.

Maintenance of quality becomes a necessity with an advertiser. His ultimate profit is dependent on a continued patronage from customers gained by advertising. He can not risk lowering his quality standard on repeat orders.

The advertisements of the different manufacturers found in Macaroni Journal might be likened unto signs or guideposts along a highway—signs pointing to *continued safety* for the buyer.

If you were traveling over the highways in constantly changing territories wouldn't you read the signs that could guide you toward the smoother and shorter roads?



Our Supreme

QUALITY

makes

New Friends

for

★★ **TWOSTAR** ★★

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.

New York Office, 313 Produce Exchg.

Chicago Office, 612 No. Michigan Ave.

THE MACARONI JOURNAL

Volume X

JANUARY 15, 1929

Number 9

"RING IN THE NEW!"

It is a source of great satisfaction that we can look back upon the year of 1928 as one of the most successful eleven months ever experienced by the National Macaroni Manufacturers Association in the twenty-five years of its corporate existence.

It is with a great sense of pride that we can view in retrospect the wonderful and wholehearted friendliness and cooperation of the leading, progressive firms in our industry and the unselfish ardor and untiring efforts of our officers, all of which has assisted in attaining the ends and purposes of this organization to a greater degree than ever before realized.

"Rome was not built in a day." Neither can absolute perfection in trade association work be attained even with perfect and undivided support, of which, in our case, there is a sad lack. Because of the conditions which prevail in our business and of which we are all aware, to be able to effect progress of any kind is in itself commendable.

During the year 1928 the organization grew in satisfactory strides. Many new members were enrolled and old ones retained; new activities were started and old ones continued. The National Association now has able representatives in practically every important manufacturing center of the country, exemplifying the value of trade association work such as ours, though national in scope, still local in application.

Among the things to which the industry can point with justifiable pride are: First, the most successful general conference of the industry ever sponsored by the manufacturers, bringing together leaders from the East, the West, the North, the South in a harmonious, epoch-making convention; second, the quiet but telling work of the Educational Bureau in slowly but determinedly eliminating deserving goods from the American markets, discouraging unfair trade practices and banishing illegal and misleading labelings; third, a small but very effective national advertising campaign that may be even more important than the others.

The dawn of the New Year of 1929 may be the dawn of a new era and of a new hope for the National Macaroni Manufacturers Association and the Macaroni Products Industry which it represents. It may mean the fulfillment of the ambition of many years or at least a decided step forward toward that goal.

As common with every line of business the industry is enjoying an era of continued prosperity. The election is over and the wheat crop is ample, especially that of durum which is fairly high grade. Domestic consumption of macaroni products has not noticeably advanced but other people appreciate the goodness and quality of American made macaroni and are buying it in increasing quantities. The future is indeed bright and promising.

The New Year should record a renewal of the work of the Educational Bureau to the end that all unfair practices and inferior products be eliminated. While this can hardly be considered a purely Association activity in that it aids the industry generally and therefore should be nationally supported and financed, it is managed by the National Association which is responsible for action taken in the name of the Educational Bureau. Every manufacturer should help in this house cleaning.

The year 1929 will bring tariff disturbances of vital interest to macaroni producers of every size, everywhere. Already there appears to be functioning a well financed and determined body seeking tariff reduction on many commodities. Unless we are alert we may lose the protection which we have enjoyed during the past few years. This also can hardly be termed a purely Association activity. It affects all and deserves undivided and liberal support. Let's concentrate our efforts to preserve the present tariff duty on imported macaroni products, by supporting the efficient and watchful tariff committee of the National Association.

Propaganda is an invaluable weapon in both war and peace. Our products unquestionably need more favorable publicity and we should surely and determinedly fight all unfavorable propaganda. Whether this propaganda be in the form of news releases, general publicity or national advertising matters not. During the new year now opened we should see a more friendly and a more concentrated effort to bring macaroni products into greater public favor. It matters not whether the product is sold in bulk or in packages, just that it sells easily and profitably.

In its purpose of giving to the entire industry the acme of service, the associated firms in the National Association are willing to spare neither time nor expense to accomplish that end. The task will be made easier if more firms lend their willing, unstinted assistance. The macaroni business is our business and we alone can promote its welfare. Forget the past; do your duty in the future.

Modern business requires modern tools. An active smoothly working trade association is recognized as the most important business tool to any trade. May it be used unsparingly by the leading firms in the American Macaroni Products Industry to the end that the Year of 1929 will be the Happy and the Prosperous Year all hope it to be.

Our Place in the Battle of Foods

By R. B. Brown,
Chairman Macaroni Publicity Committee, N. M. M. A.

The macaroni industry in America can no longer be included in the "infant" class. It has come safely through infancy, and has emerged into adolescence—a fairly husky kid! Those of us who have watched this youngster grow, however, have suffered periods of depression and exaltation. There have been times, as we have tried earnestly to direct progress along proper lines, when the result seemed doubtful, when no response seemed possible from ordinary means, and we have had to resort to pulmotor methods to sustain life. And there have been other times when we have marveled at the child's constitution and recuperative powers.

Now, like every youth, our industry stands at the threshold of life. In order to justify existence it must be a useful life. How can we make it so? How can we hold the ground which has been gained and progress on through this very important period into the fully developed powers of the adult? One thing I think we can agree on—that the methods and remedies which were effective for the infant may not necessarily prove effective in this later stage of growth.

We, in the macaroni industry, are not competing with each other, but we are all in direct and severe competition with all other foods. Therefore, it seems reasonable to conclude that the best and quickest and most effective means of accomplishing a larger, more satisfactory, and more profitable business is to decide upon our story among ourselves, take it jointly to the consumer in the best possible form, and depend upon her to listen attentively to it as she has to so many others.

The problem of the Committee on Advertising, as I understand it, is to suggest to the industry at large a plan by which this can be accomplished. We are setting to work. We promise nothing, but hope for much.

American Industry Favors Tariff Readjustment

Preliminary to a tariff conference of representatives of American industry December 20, 1928, under auspices of the American Tariff League, President W. Warren Barbour summarized salient features in the present tariff situation and covered principally the following points:

The new tariff bill in which the ways and means committee will begin hearings on January 7 could probably be ready for consideration by the House by the middle of April if Mr. Hoover should convene Congress in special session directly after his inauguration. Such a new tariff bill would surely be ready if the calling of a special session were deferred until the fall of 1929.

It is believed in Washington that if Congress were to be convened in special session in April a new tariff act could be passed and adjournment had by July.

Official Washington at present is of 2 minds concerning the date of a special session; one group is in favor of having such a special session next spring, and the other favors deferring it until the early fall. Decision on

this is likely to be delayed until Mr. Hoover's wishes are definitely known.

The forthcoming tariff revision will be a general revision of the Act of 1922 unless the suggestion that a special farmer's tariff bill be enacted becomes more than a mere proposal.

All available data indicate the necessity for the forthcoming revision being an upward revision in its general character but with decreases in the rates here and there where the last 6 years have indicated the existing rate to be more than protective.

Every indication now points to a focusing of attention on the administrative provisions of the act, and the most prominent among these likely to be the objects of a concerted attack are:

- The antidumping provision of 1921.
- The marking and branding provision of 1922 (Section 304).
- The retaliatory provision of 1922 (Section 317).
- The basis of dutiable value. (See Section 402 in the Act of 1922.)

Mr. Barbour's summary concluded with reference to the desirability of every

American industry appointing a tariff committee to prepare and present a case in the hearings on the new tariff measure. Only by some such plan will it be possible for American industry to cooperate with the ways and means committee in its plan to expedite as much as possible the consideration of a new tariff and to maintain its announced timetable of hearings.

The discussion which followed the summary developed around the date of the proposed special session to consider the tariff, and the basis of dutiable value. Those present were unanimous in the opinion that with tariff revision definitely agreed upon, the sooner a new Law could be enacted to take the place of the Forney-McCumber act the better for American business and industry. The following resolution was adopted:

RESOLVED: That it is the sense of the meeting that those industries represented by and American industry generally should urge upon President-elect Hoover and their respective senators and congressmen the importance of a special session of Congress being convened as soon as possible after Hoover's inauguration for the purpose of revising the Tariff Act of 1922 at the earliest practicable date thereby curtailing the period of business uncertainty and disturbances which have always heretofore existed during the consideration by Congress.

In the discussion concerning the basis of *ad valorem* duty assessment, the basis of a foreign value basis was condemned as unworkable and the source of frequent foreign complications and embarrassments. The meeting adopted a resolution in favor of the adoption of United States value as the basis for *ad valorem* duty assessment in the new tariff:

RESOLVED: That it is the sense of the meeting that foreign value as the basis of *ad valorem* duty assessment be condemned as unworkable and a source of trouble in the international relations of the American government, and that we therefore favor the adoption of United States value (this being defined as the wholesale price of the imported merchandise in the United States less the duty paid thereon), as the basis for *ad valorem* duty assessment, and that we believe in use of the basis of American selling price as defined in Section 402 of the Act of 1922, and 28 of that Act, wherever else it can be shown that this value basis can be successfully applied.

A Quarter a Peek

Customer: "Give me 25 cents worth of porterhouse steak."

Meat Cutter: "My dear madame, 25 cents I'll just let you look at it."

Customer (disgusted): "Oh right, I'll see it."

Packing for Overseas Shipping--- Six Important Factors

By PAUL L. GRADY, Secretary,
National Association of Wooden Box Manufacturers

Packing is one of most fundamental factors to be considered in connection with our entire export problem.

Notwithstanding the improvements that have been made in American methods of export packing since the war, it is fallacious for an exporter to back and feel that the export problem of packing has been solved. The question of packing does not lend itself to a permanent solution. What may be good practice for one shipment destined to a particular point may not be good practice for a similar shipment destined to some other point.

The export business of this country has grown by leaps and bounds since the close of the World war. Much of this tremendous increase can be traced directly to the advantage we gained over competing nations as a result of the war.

Now, with the great nations of Europe impoverished by the war and constantly improving their conditions of competing stronger and stronger in foreign trade, we cannot afford to look upon any important factor in our overseas trade with the smug satisfaction of believing it solved.

True, the foreigner who buys our goods is interested primarily upon the quality of the merchandise, the terms of sale and the time of delivery, but all of the importance of these factors become secondary if the character of the package is such that it will not withstand the hazards of transportation and the goods are delivered in a more or less damaged condition. Your foreign purchaser does business with you solely because he wants your goods, not for the purpose of looking forward to a claim controversy.

Your product may be of the highest quality but if it arrives at its destination in a damaged condition due to faulty packing, there is no question but that the good will of the seller is seriously impaired. A good point to remember is that no matter what the quality or price of the product may be, it is useless to the importer if it arrives in a condition that does not permit it to be used or sold.

It is recognized that it is the duty of the carriers to use care and diligence to see that chances for pilferage and breakage are reduced to a minimum, but it is also directly to the interest of the shipper to cooperate with them by packing goods in a way that will withstand the hazards of ship-

ment. Many times the saving of a few cents in the cost of the construction of a container at the sacrifice of strength is turned into a large loss.

Packing of a kind that will be satisfactory for one country or destination may not be at all suitable for another. At many ports—and this extends to all the different sections of the world—there is an absence of facilities, which calls for packing of a very substantial character. In such instances the steamship is anchored in the open roadstead and the cargo discharged into lighters or barges for delivery ashore in weather of various sorts. It is incumbent upon the exporter to know the facilities of the port where his goods are consigned that they may be properly packed.

If I were in the export business, before determining how each shipment was to be packed I would look up in my atlas the exact position of the point of destination. I would know whether it was a port or a point in the interior. I would know the port facilities and how the goods would be unloaded from the ship—whether they would be handled directly on the dock or be discharged into lighters for delivery ashore. If the goods were destined for an interior point, I would know the method by which they would be shipped—whether over modern railroads or to be transported over mountains or through jungle country by means of pack mules or other primitive method. I would know the customs regulations of the country to which the goods were bound and the climatic conditions with which they would likely come into contact during their journey. I would study the route over which the goods were to be shipped, and in my mind's eye would visualize all of the hazards which the shipment would meet, even under somewhat adverse conditions. Then I would build my package to withstand them as well as with a view of best meeting the customs regulations and shipping restrictions of the country to which the shipment was destined.

The most successful exporters today do the very thing I have outlined and have departments whose duties are to prescribe proper packing for every shipment.

In addition to boxes and crates, merchandise is successfully exported in barrels, and certain merchandise can

be baled to advantage. In selecting a container there at least 6 important factors the exporter must keep in mind:

- (1) It must be adequate to protect against damage from handling, which includes reasonable assurance from puncture.
- (2) It must be of such construction as to discourage pilfering.
- (3) It must offer protection against climatic changes and adverse weather conditions.
- (4) Its effect upon transportation and insurance costs.
- (5) Its effect upon the import duties of the country of destination.
- (6) Cost.

In naming these an effort has been made to list them in relation to their importance. "Cost" is named as the last factor to be given consideration. The reason for this is obvious—Unless the container satisfactorily meets the other conditions, it is economically wrong to attempt the shipment. Markets that have taken years to develop can be lost through lack of care in packing a single shipment. Sight should never be lost of the fact that service is the foundation of success in our foreign trade. In the long run, the best is the cheapest.

I shall not attempt to discuss the details of construction of the many types of boxes or containers which are in common use for export packing, inasmuch as each exporter's problem is individual unto itself and many times each shipment requires individual treatment, especially if shipments are made to various ports and countries all over the world.

In the language of the U. S. Department of Commerce report on packing for export, nailed wooden boxes reinforced with cleats and battens and bound with flat or round metal straps have been the common shipping case used in export service for ages in all the leading markets of the world. This standard export shipping case, properly designed and constructed, is a nearly perfect package for all around use. It will resist the roughest sort of handling, is proof against the ordinary hazards of puncture, and the straps and sealing devices minimize pilfering.

Too much emphasis cannot be placed upon proper marking of export ship-

ments, as each year tremendous losses occur from improper and incorrect marking. Stencils should not be less than 2 inches, and on large sized cases they should be larger. The Department of Commerce recommends up to 5 inches in height. The ink used should be a good quality of black waterproof stencil ink or paint. Brush marking is ordinarily unsatisfactory. Unnecessary marks make the address

Needed---A Nonpolitical Tariff Commission

By John E. Edgerton, President National Association of Manufacturers

The board of directors of the National Association of Manufacturers has officially declared in favor of improved tariff administration. Through the National Industrial Council, a federation of national, state and local industrial associations organized under the leadership of our organization to foster constructive industrial legislation and to oppose enactment of class laws, we seek to obtain the cooperation of all trade associations interested in tariff legislation as a matter of great public importance.

The National Macaroni Manufacturers association, I assume, is seeking only such tariff protection as will put the American producer on a parity with foreign manufacturers, everything being taken into consideration, and should and is ready to trust its case to a nonpolitical, qualified and experienced tariff commission such as is recommended in the resolutions quoted herewith.

Various aspects of the question are exciting a great deal of discussion among not only those manufacturers who feel the necessity of some change in the present law but among all others who have an appreciation of the general importance of the matter. Without reference primarily to any immediate necessities in the situation I want to call your particular attention to a great underlying issue which deserves the consideration of all who have at heart the best interests of industry.

Representative of all trades and sections of the manufacturing industry, the National Association of Manufacturers has undertaken to gather the opinions of manufacturers throughout the country and to interpret their will as to the tariff. We believe that the overwhelming majority of the manufacturers of the nation desire removal of the tariff as far as possible from purely political treatment. It was with this end in view that the flex-

ible provisions of the present tariff act were incorporated and the Tariff Commission created. For reasons very well understood by most informed people, the Tariff Commission has not functioned effectively. But, it is believed that the causes of its ineffectiveness can be removed and that it can be made to become an indispensable instrumentality of effective tariff administration.

It is an issue, therefore, whether the flexible provisions shall be preserved and an administration board, so reconstructed on an improved foundation as to perform efficiently as an agent of public interest. The sole question involved, therefore, is whether it is better to have the old system of frequent general tariff revisions by Congress with all the log rolling, uncertainties and disturbances involved in the process, or to have an administrative agency so composed, empowered and financed as to enable it to adjust rates to meet changing conditions.

For the purpose indicated, the board of directors of this association has set forth its position in the following resolution:

The United States Tariff Commission should be made a semijudicial, nonpartisan board whose members, qualified by knowledge and experience, should be appropriately compensated and of long tenure of office; it should function under the restrictions of a policy set by the Congress, justly considerate of the joint interests of producer and consumer; it should be vested with a definite authority, but only when justified by unquestioned evidence before it, to recommend to executive approval and order, the raising or lowering of rates and the removal of articles to or from the free list, any changes therein to be deferred a reasonable time to permit interests concerned to conform thereto; all to the end that foreign and domestic competition shall be equalized in the markets of the United States to adequately protect our standards of living.

A committee of more than 100 outstanding industrialists from all major trades and sections of the country has

been appointed to outline the procedure and formulate plans for the attainment of the objective described. We realize that the task of getting necessary favorable action by Congress is a tremendously big one and is of sufficient importance to all industry to engage the interest and effort of all industrial associations.

We invite the cooperation of your association and industry in this task. It is a high time that the tariff issue be taken entirely out of politics. This can be done only when the business interests concerned unite in presenting a program such as we recommend in the resolution on which early action is expected by you and similar organizations.

Common Banking Terms

ACCEPTANCE.—A time draft or bill of exchange which has been accepted by the drawee. The drawer indicates his willingness to pay the instrument by writing "accepted," the date, his signature and sometimes the place where payable across the face of the instrument.

ACCOMMODATION PAPER.—An instrument to which a maker, drawer, acceptor or endorser has become a party without consideration, for the purpose of loaning his credit to another.

ACCRUED INTEREST.—"With Interest, and interest," etc., the purchaser pays the price quoted plus interest accrued since the last interest date. Bonds are commonly sold "and interest" on the New York Stock Exchange.

BILL OF LADING.—A receipt given by a transportation company for goods accepted for shipment. A bill of lading is also a contract made between the transportation company issuing it and the shipper.

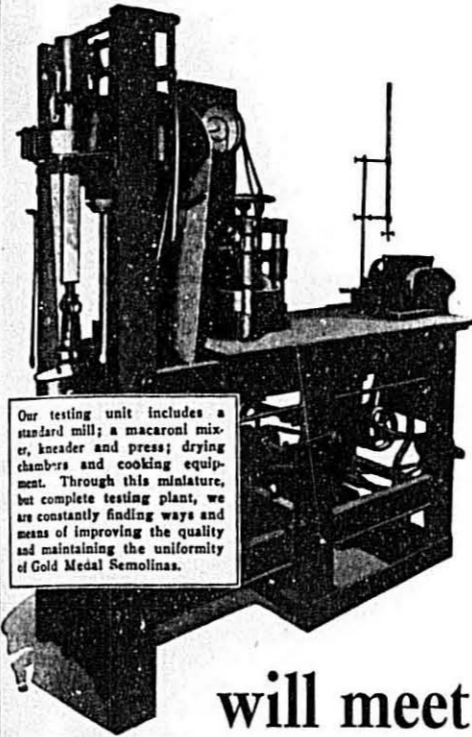
CERTIFIED CHECK.—A check which the drawee's bank has agreed to pay by placing thereon the words "Certified," the date and the signature of someone in authority.

CLEARING HOUSE.—An association of banks formed for the purpose of collecting checks by exchanging those drawn upon each other.

COMMERCIAL CREDIT.—An instrument issued by a bank in behalf of an importer or consignee in favor of an exporter or shipper authorizing him to obtain funds when he has complied with certain conditions stipulated in the credit.

COLLATERAL.—Personal property (generally stocks, bonds, warehouse receipts, bills of lading, receivables, etc.) pledged as security for a debt.

COLLECTION CHARGES.—Charge made by a bank for collecting a note, draft, coupon, or other similar instrument.



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

What About Merger?— A Study of the Current Trend Toward Merger and Consolidation

By Geo. L. Moore, The Sherwin Corporation, Engineer and Business Manager

"To merge, or not to merge?" is one of the most insistent issues before the business executive today.

Executives of most successful companies have had the question put to them, in connection with their own business, and many have decided "yes;" others are on the fence; still others have decided "no."

There is no doubting the fact that we are in an era of merger and consolidation. The evidence is in the newspapers almost every day. Bankers, manufacturers, public utilities, department stores, jobbers, are seriously considering what merger may mean, with particular reference to their own industry or business.

The bringing together of business units is not new. Between 1888 and 1893 there were great industrial combinations, and again, between 1897 and 1903. Many of these were the so-called production mergers in which production monopolies and price control were dominating purposes. The working out of these purposes in a way that was regarded as inimical to public interest led eventually to reaction in the form of investigations, "trust busting" and the injection of suspicion into the public attitude toward big business.

Since those days, business has changed. Higher ethical standards prevail. Business which has grown to giant proportions in the past two decades has done so through serving public interest and not through exploitation. The merger trend today encounters a change in public attitude. Generally speaking, bigness has become synonymous not with exploitation but with efficiency, improved service and reductions in price. "The public be served" has replaced "the public be damned" as motive and attitude of large enterprises.

Merger for Distribution

Whereas the merger of the past eras consolidation sought to control production, today's mergers in general aim at a more efficient control of distribution in the interest of lower prices and better service to consumers. We have, therefore, the modern "distribution merger."

One Out of Five

The degree to which businesses have come together is illustrated by the fact that in our analysis of the first thousand companies listed in Poor's Manual of Industrials 200 companies, one

out of every 5, proved to be the result of some form or other of consolidation, amalgamation or merger.

The form of coming together varies. One company purchases one or two other factories outright and these factories are run as branch plants. In another case, the securities of one or several companies have been acquired, and are in a holding company. In another, plants, products and selling-marketing machinery have been merged without disturbing the products, and the new merged company functions productionwise with the original plants but with a coordination of selling, financing and management. A full picture of the how, the wherefore of the matter, would require volumes.

The major fact is that, not only is a merger and consolidation happening, but it has happened.

Factors of Cause

There are many factors of cause. Among them are:

Growth of mass production and mass distribution.

Surplus of physical plant—of brick and mortar, of machines, and equipment.

Necessity of meeting the competition of big business with adequate financial sinews.

Changes in methods of distribution, notably the growth of chain distribution.

The development of advertising.

High cost of selling and distribution, contributing to which high cost are the many duplications of effort and expense where many competitors are attempting to reach the same market.

The complex character of business itself, making it difficult for one or two managing executives of a small company to direct effectively production, sales, merchandising, styling, financing, advertising, etc.

Changes in the character of the consuming public, such as the desire for new styles and new things.

The growth of instalment or spaced payment selling, with its requirements for financial resources, on the part of the seller.

There are other factors. They interlace and react upon one another to such a degree that an accurate analysis of the degree to which one factor or another has brought merger into the spotlight is most difficult.

There is the matter of competition, for example, with all of its roots, stems and branches.

An executive feels he must have more business. His plant is running only half or one third capacity. So

he shades his price or makes concessions which are equivalent to price reduction. Business comes, or perhaps it doesn't. In any event, the price cutting tendency has reached such a point in some lines of business that profits just "ain't." There are federal laws against "price fixing" and politicians are as scry of anything which bears a semblance to a price agreement as an old maid when the lightning flashes warning of an impending thunderstorm. How natural it is, therefore, for executives to begin to think of getting together in a merger or a consolidation; to seek the promise of strength and economy held out by examples of consolidation.

The Profit Trend

Tied up with the competitive situation is the profit trend. Every one knows that the lion's share of net moneys is reported by the big companies, and that the making of a net profit is becoming more and more difficult if one is small or middle sized. The fact that this generality is, like all generalities, subject to exceptions, has not been given such wide publicity, and yet there now are and probably always will be small manufacturers "sitting pretty"—getting satisfactory business; holding it, and showing a satisfactory return on capital invested.

Big Business in a Big Country

A fact not taken into account by some observers, who see in the growth of big business a trend inimical to individual ambition, initiative and independence, is the tremendous expansion of wealth and of industrial activity in America. The following comparisons of America today with 50 years ago will illustrate this fact:

	50 Years Ago	Today
Population	45 million	118 million
National Wealth	40 billion	360 billion
Bank Deposits	2 billion	52 billion
Savings Deposits	2 billion	23 billion
	(45 million accounts)	
Value of Manufactured Products	4 billion	75 billion
Insurance Policies	2 billion	87 billion

Certain Conclusions

Certain reasonable conclusions, it seems, may be drawn, bearing upon the current merger trend. We present a few such conclusions:

1. Merger in field of industry, offering limited expansion opportunity is economically desirable, if the merger is formed soundly and thoughtfully and provided with strong, capable management;
2. Scientific, preliminary analysis of

Juliet Macaroni

A NEW PRODUCT

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

348 COMMERCIAL STREET

BOSTON, MASS.



of all the factors in proposed merger is essential;

3. The personal, human equation is the key factor in a merger and must be dealt with in a way that will assure thorough cooperation and unified control of the merged companies;
4. If a merger's primary objective is the sale of watered stock to innocents, it is economically and socially subversive;
5. The potential advantages to be gained from sound merger are today more in distribution than production and perhaps the factor of greatest possible advantage is reduction of selling costs through elimination of duplications in salesmen covering the same territory.

Other advantages proven in degree by cases of successful merger are:

Reduction of costs and overhead; reduction of prices to the consumer; broadened markets; the combination of diversified qualities of managerial abilities in a strong, cohesive organization; increased diversity and strength of financial control; subtraction of duplications, whether of production equipment, buildings, overheads, selling costs, etc.; increased net profits.

"In His Wife's Name"— What Does It Amount To?

Cincinnati, Ohio.

For several months I have had a judgment against a certain citizen out here partly for merchandise and partly for a loan. The judgment amounts to about \$7000. I have had searches made against him, but everything seems to be owned by his wife. He claims to be a broker, but seems to do very little. They live well, in fact, a great deal better than I live, and seem to have plenty of money, yet they not only owe me but several others. This man merely laughs at any threats, and several lawyers whom I have consulted seem to think it is a waste of time to do anything against him. I thought I would write to

you to see if you could suggest anything. It seems most unfair that I cannot collect this debt from a highly prosperous debtor simply because he has put everything in his wife's name. Will the law uphold such a scheme for avoiding creditors?

A. P. CORCORAN.

It will not unless it is founded on fact. Of course it sometimes happens that a man's wife does own everything. She may have inherited it from her father, or earned it, or have gotten it in some other way wholly independent of her husband. Or he may have given it to her. If he was solvent when he did it, the gift is good and creditors cannot touch it. He could not, however, merely transfer it to his wife in order to leave his creditors high and dry.

In many cases these deals are crooked when the man first owns the property. But there are several ways under the law of getting at the bottom of them. You can call the husband into court and cross examine him as to the facts. If he cannot show that the property is really his wife's, either because she got it independently of him, or, if she got from him, either that she paid him good consideration for it or that he gave it to her when he was solvent, then the law will seize it and apply it to his debts. The simple fact that the property is held in a wife's name doesn't of itself mean a thing. It may be there honestly and it may be there dishonestly. If dishonestly, his creditors can get it back.

I have had cases in which a husband has run a business, but wouldn't pay his debts. When creditors would sue him, his wife would put in the defense that she owned the business, but did not incur the debt. I have seen this met successfully many times by bringing another suit, this time against the

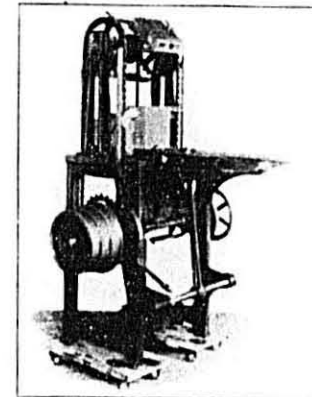
wife on the theory that the debt was incurred by the husband as her agent. Many times this has gotten money that would never have been collected from him. I always try this when ever possible—I don't know whether it can be used in this case or not.

The case books are full of cases in which a man has used some modification of this scheme to put his money beyond his creditors' reach but still leave it where he can enjoy the benefit of it. Putting in the wife's name is the usual plan. Possibly the majority of business men wrongly think this ends it—if it once gets in the wife's name it is gone. Not at all. In practically every state there are laws, some of them old, which permit you to file some sort of proceeding which will bring such a husband, or wife, into court for disclosure as to who really owns the property. There are several such proceedings. For instance, you can file a petition setting forth your judgment, that you believe the husband has property to satisfy it, that you believe a certain property in the name of another is really his, and asking the court to bring him in for cross examination. There are also other proceedings which do the same for personal property. In some way you can raise the issue, and very often you will find that when you begin to get persistent, the debtor will drop in and make arrangements to pay. They are perfectly willing to cheat their creditors, these gentry, so long as they aren't shown up. But as soon as some creditor starts to show them up they come down.

(Copyright, December 22, 1928, by Elton J. Buckley, Esq., Counsellor-at-Law, 1206-11 Liberty Building, Broad and Chestnut Streets, Philadelphia, Pa.)

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

Peters Package Machinery



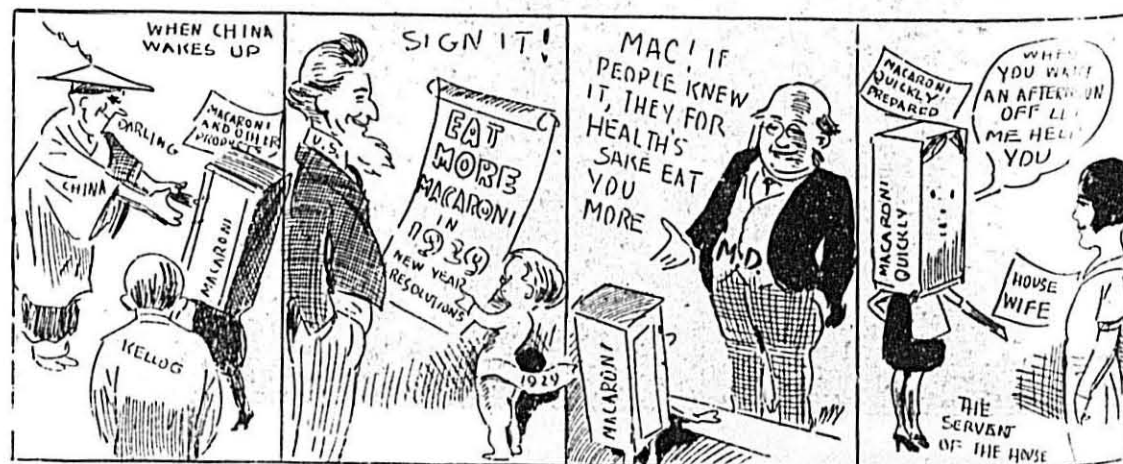
THE least expensive cartons of the "Peters Style" are used with our package machinery—the least number of hand operators are necessary—hence the most economical package. Its protective features are recognized everywhere.

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

PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

CHICAGO, ILLINOIS



Unfavorable Propaganda Is Injuring Entire Industry

While the manufacturers who comprise the Macaroni Products Industry in America are pondering the weighty problem of just how and when it will support the broadcast of favorable propaganda to the millions in this country who might easily be converted into daily consumers of their health giving, nutritious and economical products, there are agencies actively engaged in making statements concerning macaroni products that are diametrically opposed to what the industry has long held to be indisputable facts and truths.

During December there appeared in the press of practically every state in the union a syndicated article from the hands of a so-called authority that gives the lie to what most macaroni and noodle makers have always held to be truths about their products. Perhaps this will prove the very thing to awaken the industry from the lethargy into which it has fallen, lulled to sleep by a false sense of security. Here, are some questions which each manufacturer is invited to ask himself:

- 1—*Mr. Noodle Maker:* Is it true that "though eggs are sometimes added to pastes (noodles, macaroni, etc.) this type is actually not so desirable as the cheaper brands manufactured without eggs"?
- 2—*Mr. Alimentary Paste Manufacturer:* Must we admit that "our products are highly starchy foods" and "that macaroni colored green with spinach juice and red with beet juice is more wholesome than that colored yellow with eggs"?
- 3—*Mr. Bulk Man:* Do you agree with the statement that "Macaroni Products should never be combined with cheese or tomatoes, because the malic acid of tomatoes, which is very powerful, does not form a good combination with these starchy foods"?
- 4—*Mr. Package Man:* Has your manufacturing experience convinced you that "the best macaroni is made from white flour and water, and that the best way to prepare your pastes is to cook them in unsalted boiling water"?

Here is a drive at the very foundation of the macaroni business in this country. What are we going to do about it? How will we try to overcome this unfavorable publicity, unsupported as it is by facts? As usual will 300 manufacturers stand

idly by while a score or more battle for the industry's rights?

An "Eggless" Noodle

Imagine, if you will, a noodle without eggs, a fruit cake without fruit, a nut without a kernel, or even a "squirtless" grapefruit! Yet this authority has the nerve to state that noodles without eggs are more desirable than those with eggs. He must forget that familiar slogan—"An Egg a Day" to make this flagrant disparagement of a generally accepted means of adding to the egg content of the daily diet.

All reliable authorities have recognized the value of eggs as body builders and blood makers. Even the government when it decided to define the term "noodles" ruled that "noodles" and "egg noodles" are synonymous terms and that when noodles are ordered retailers had better dole out those products containing at least 5% of egg solids. Is the statement contained in the article referred to—to be ignored!

What About the "Italian Style"?

Give the true Italian a dish of spaghetti without his nippy cheese and the tasty, colorful tomato sauce and it becomes to him an insipid dish. Is there any greater authority than the consumer, especially one that has practically lived on these products or at least considered them as the basis of every good meal? We do not know anything about the "malic acid" which the writer apparently fears, nor do we know of any harmful effects on consumers from this malic acid, because the quantity of tomatoes ordinarily used is so small that it cannot be injurious.

Tomatoes added to macaroni products in their preparation for the table adds the vitamins and the radioactive properties which are supposed to be lacking in most grain foods. Cheese adds the fats and other elements. The combination makes what nations consider a well-balanced food. Practically every recipe book published recommends the addition of cheese or tomatoes or both to macaroni products.

Grandmothers years ago made noodles in their kitchens. Did you ever hear of them concocting a noodle without eggs? The leading chefs of the world take great pride in their macaroni sauces and do not most of them have tomatoes and cheese as their basis? The instructions generally given by good cooks is to boil

all macaroni products in salted water because only in that way will the sauce so essential permeate every part of the product. If cooking in unsalted water is preferable, we would like to know of the scientific experiments that led to this conclusion.

Perhaps it is wholly a waste of time to pay any attention to propaganda of this kind. But what about the consumer? If he hears only one side, is he not likely to be influenced toward that side? It may be only the view of a food faddist but should it be ignored until it becomes as great a menace as the band and miller has found the whole world of propaganda to be to his business?

Attention is called to the article for the purpose of getting the industry to start any particular kind of advertising campaign or publicity movement, rather to show the need of being unflinchingly and ever on the alert. Incidentally goes to disprove the stand too frequently taken by the bulk manufacturers that publicity and advertising is helpful only to those who sell their products in packages. This drive is directed more against them and their favorite recipe of macaroni or spaghetti, cheese and tomato the Italian style.

We must be united if we are to get against propaganda of this nature. From time immemorial we have been publishing truths about our products and the way of preparation. Perhaps we have been wrong. If so we want to be corrected but a change can be made only after deep research based on scientific data. This is hardly the work of individuals. Hence the need of greater unity and of closer cooperation between manufacturers of all kinds of macaroni products. The problem of the bulk manufacturer is the problem of all others vice versa, because whatever tends to harm one branch injures all.

Here is a problem that concerns the future of the industry. Are we to continue the use of eggs in noodles because of the added food value and attractiveness thus imparted to the pastes? Should cheese and tomatoes be proscribed by this self-appointed authority? Shall we have the facts and will help us get them?

The cause of all this is a syndicated article by Dr. Frank McCoy released through the McCoy Health Service, Los Angeles, California, and published

January 15, 1929

Your Merchandise needs this Protection, too!

WHEN claims come piling in . . . when distributing costs are mounting . . . when customers find fault because of damaged goods your merchandise needs the protection only Good Wooden Boxes can give.

The Addressograph Company says:

"Wooden Boxes—because of their superior strength and rigidity—serve both our Domestic and Export shipping departments most advantageously. In using Wooden Boxes we are assured of the safe arrival of our products—an achievement in which we take great pride."

Orange Crush Holding Corporation: "We have found that wooden boxes are the most economical and satisfactory for the delivery of our product. In so far as we are able to judge they prevent breakage to a greater extent than does any similar package."

These two large manufacturers have found from experience that it pays to protect their merchandise by using good Wooden Boxes. They know their distribution costs are safeguarded . . . that customers will receive their goods in perfect condition.

A Free Service you will want to use

The Wooden Box Bureau maintains a staff of expert engineers and designers to assist you with your packing, shipping, and distribution problems. The knowledge these men bring to your office has been gained by solving the problems of hundreds of manufacturers. Their services are given without cost or obligation of any kind. Why not avail yourself of this service by filling out this convenient coupon and mailing it—today?



WOODEN BOX BUREAU

of the National Association of Wooden Box Manufacturers, and of the National Lumber Manufacturers Association

CHICAGO, ILLINOIS

Wooden Box Bureau, Dept. 5152
111 West Washington St., Chicago, Ill.
Gentlemen: We manufacture _____ and would like to have one of your engineers call to discuss our distribution methods.

Name _____
Firm _____
Street _____
City _____ State _____

many newspapers throughout the country under the heading—"Health and Diet Advice." It reads as follows:

Macaroni, Spaghetti and Noodles

"With the coming of winter months, the average person will be able to digest and assimilate larger quantities of the starchy foods. Among the more wholesome starches we find the Italian pastes, macaroni, spaghetti, noodles and a host of similar products manufactured out of white flour and water into hundreds of shapes such as stars, crescents, shells, the alphabet, sheets, etc. Sometimes eggs are added to these pastes, but this type is actually not so desirable as the cheaper brands manufactured without eggs.

"The invention of these products is generally credited to the Italians, but the records of history show that the Chinese were the real inventors, and that the idea for these pastes was introduced into Italy by a party of German traveling merchants. However, it was the Italians who realized the value of the idea and finally the manufacture of these products became a secret process, jealously guarded by Italy for fully 100 years but, of course, this secret could not be maintained forever.

"The flour from hard wheat is most commonly used for manufacturing these pastes and it is mixed with a small amount of boiling water and mixed and kneaded by powerful machinery until the dough is smooth and tough. It is then forced out of a cylindrical press through the small holes of a perforated iron plate. The shape of the holes regulates the mold of the product, the smaller kinds being sheared off by rotary knives.

"In Italy many colored varieties are manufactured, being colored yellow with eggs, green with spinach juice and red with beet juice. The latter two types are the more wholesome.

"Recently many firms have manufactured whole wheat macaroni. This has a slight dietetic advantage, since it contains some mineral elements that have been removed from the white flour. However, all of these pastes should be eaten with meals containing nonstarchy vegetables and the latter will supply the mineral element to make up for the deficiency of the flour.

"Since these products are highly starchy foods, they should not be combined with cheese or tomatoes as is done in the average recipe. The malic acid of the tomato is very powerful and does not form a good combination with any starchy food. The best way to prepare these pastes is to cook them in unsalted boiling water. Care must be taken that

the water is thoroughly boiling, not merely hot. When cooked, they should be separated from the water and seasoned with butter or cream."

Some Branches of Agriculture Have Good Year

Characterizing the past year in agriculture as one of "ups and downs," the bureau of agricultural economics, United States Department of Agriculture, in its January 1 issue of "The Agricultural Situation," declares that "the events of 1928 remind us once more that agriculture in this country is a regional industry.

"Progress has been largely a sectional matter. The cattle and sheep sections of the west have had another encouraging season. The cotton belt has done fairly well. The dairy industry has done well. But the potato growers and many wheat growers found it a very lean year."

The total acreage harvested of the chief crops was 361,000,000 acres, nearly 4,000,000 acres more than in 1927. Total crop output was about 3% more than in 1927. Total value of the principal crops based upon December 1 prices is placed at \$8,456,000,000 compared with \$8,522,000,000 a year ago. The bureau points out, however, that a considerable portion of the crops will be fed and sold as livestock products, thus somewhat enhancing their final value.

"The decline in wheat prices," says the bureau, "is reflected, presumably, in the smaller acreage sown this fall. According to the December estimate, about 9% less wheat acreage was sown this fall than last. But with average abandonment this winter, this would still leave a little more wheat area to harvest next summer than was harvested in 1928. Low potato prices likewise mean a smaller planting this coming year, judging from the intention expressed by southern growers to plant a 29% smaller acreage this spring than last.

The livestock industries have shown up better than the cash crops the past year. Hog prices were below expectations this fall due to heavy runs to market, slower movement of products, and heavy stocks of lard in storage but cattle raisers have fared reasonably well, and the same may be said of sheep and dairy producers.

"It is estimated that about 20% more feeder cattle than last year moved through the markets into corn belt feed lots during the 5 months July to November, but the movement fell off sharply during November and it may be doubted

whether there is a very much larger total number of cattle on feed now than year ago. The total of sheep and lambs on feed in the country was apparently about the same on December 1 this year as last."

The bureau's index of purchasing power of farm products in terms of other commodities is placed at 86 for November, compared with 83 for October, the 5 year period 1909-14 being used as base of 100.

SEVEN WONDERS OF THE WORLD

ANCIENT:

- Pyramids of Egypt,
- Pharaohs of Egypt,
- Hanging Gardens of Babylon,
- Temple of Diana at Ephesus,
- Statue of Jupiter by Phidias,
- Mausoleum of Artemisia,
- Colossus of Rhodes.

MODERN:

- Wireless Telegraphy,
- Telephone (also wireless),
- Aeroplane,
- Radium,
- Antiseptics and Antitoxins,
- Spectrum analysis,
- X-Rays.

OTHERS:

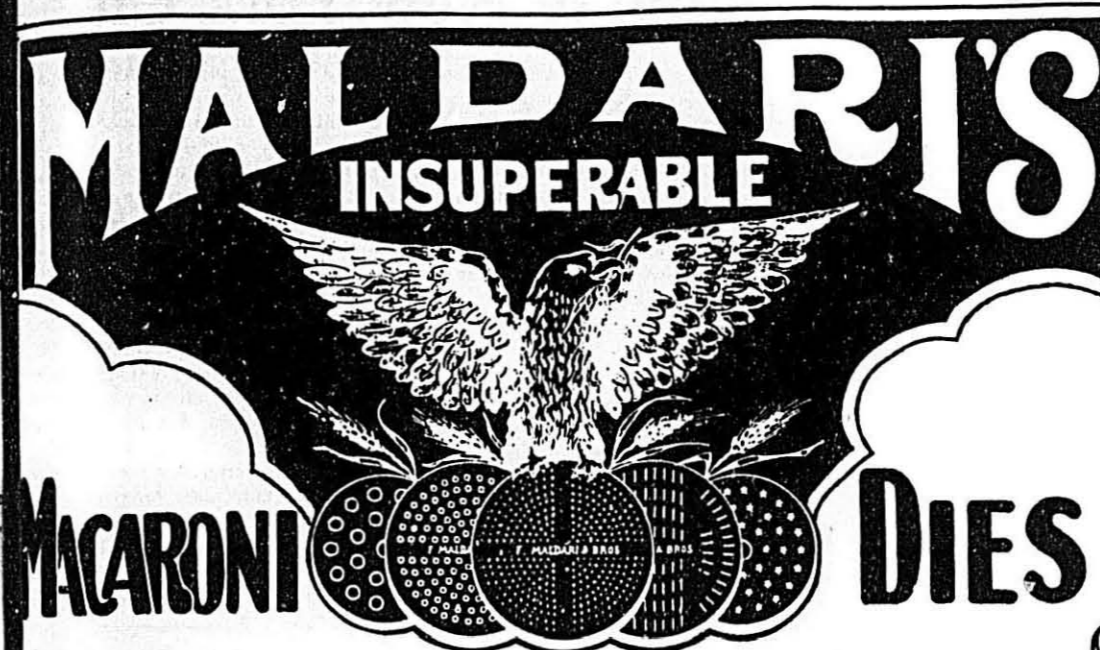
- The Tower of Babel,
- Stonehenge in England,
- The Catacombs of Alexandria,
- Coliseum of Rome,
- Leaning Tower of Pisa,
- The Circus Maximus,
- Mosque of St. Sophia, Constantinople,
- Porcelain Tower of Nanking,
- Great Wall of China,
- The Vatican at Rome,
- The Cathedral of St. Peter at Rome,
- The Gulf Stream.

WHAT IS SALT WORTH?

African bushmen will carry a burden through the jungle for a week's return for a handful of salt. To us salt is a commonplace because it is so easily available, and we should appreciate its real value only if we had to do without it.

Substantial Encouragement

Father (sternly)—Has my daughter ever offered you any encouragement? Suitor—Well—er—ah—yes. She told me that if—er—ah—we got married she would try to get you to pay our rent.



America's Leading Macaroni Die Makers for over twenty-Five Years.

A LOW PRICED MACARONI DIE CAN BE TERRIBLY EXPENSIVE

Suppose you do save a few dollars on the first cost of a die. Is a low price a true test of what constitutes real economy? Serious thinking manufacturers do not consider it so. They buy their dies for the service they will give, the number of times the chambers can be "trued" up, and for the feeling of dependability in a product of an established, skilled manufacturer of honorable repute.

What Does It Profit a Man To Save a Dollar and Waste Ten?

Certainly a manufacturer does not gain much if he buys a die because the price is low and then pays more in the way of a rough macaroni, in an increased breakage on the drying racks and in handling, in an inferior looking product which the housewife does not like, so switches over to another brand. He does not gain much while saving that dollar if a press filled with dough is stopped in service because the die cracks, bends or turns out a ragged macaroni.

These are the reasons why so many leading macaroni manufacturers buy Maldari's Insuperable Dies. They know they can buy cheaper dies than Maldari's—for we do not sell on a cheap price basis. When it comes to a question of sacrificing quality to cut the price, we maintain the quality. And our order books show that our policy meets the approval of manufacturers—for more and more of them are coming to be our customers.

We'll send our illustrated catalogue of dies if you are sufficiently interested to write for it.

F. MALDARI & BROS. INC., 178-180 Grand St., New York, N. Y.



Winter Meeting in New York City

In connection with the regular meeting of the board of directors of the National Macaroni Manufacturers association called for Tuesday, Jan. 29, 1929, in the Astor hotel, New York city, there will be a general conference of the industry, according to an announcement from the association headquarters. The directors' meeting will be held in the morning and the conference of the trade is scheduled to open at 12:30 p. m. Arrangements will be made for a Dutch treat luncheon.

One of the vital matters on which the industry's opinion is desired concerns the proposed tampering with the present tariff schedule. The macaroni industry in America has been safeguarded against ruinous foreign competition by a fair and equitable tariff duty. Some interests are clamoring for a reduction in the tariff rate and it is feared that unless the industry takes a united stand for retention of the present duty of 2 cents a pound, the claims of the opposing interests may be heeded and the rate reduced. Though the tariff affects manufacturers everywhere it is of particular concern to the bulk manufacturers in or near the seaport cities and it is for the purpose of interesting the large bulk manufacturers of the east that the meeting was called in New York city.

For some time there has been an insistent demand in some quarters for an increase in the present import duty on imported eggs. The macaroni products manufacturing industry uses large quantities of eggs that are imported annually, particularly from China. To increase the tariff duty on eggs means an increase in the cost of production of all egg products, such as egg macaroni, egg noodles, etc. While fighting to retain the present duty on imported macaroni the industry should be equally interested in preventing an increase in the duty on another basic ingredient, eggs, whether dried, powdered or flaked.

In 1926 and 1927 the National Macaroni Manufacturers association supervised an activity that was beneficial to the entire industry. The work was first carried on by a vigilance committee of macaroni manufacturers and later transferred to the Macaroni Educational Bureau composed of hired officials. Analysis were made of products that were thought adulterated, a study was made of the various labels

to prevent misbranding and infringements and unfair practices were investigated, all for the purpose of putting the macaroni business on a higher plane. Incalculable benefits accrued to the industry everywhere but particularly in the sections where the activity was most pronounced. Complaints became less numerous and the officials felt that they had gained their purpose in cleansing the industry of harmful practices. Since the letup in this activity last summer unscrupulous manufacturers and distributors have again resorted to misbranding, mislabeling and false selling arguments, with the result that the country is again being flooded with eggless noodles, artificially colored products, with misbranded and improperly labeled cartons and containers and adulterated goods manufactured to sell at a price.

Watchful manufacturers have noted this recession to former unsatisfactory conditions and have united to resume once more the activities of the educational bureau. In this good work the cooperation of the entire industry is sought. Only by being alert and ever on the watch can the macaroni manufacturing and selling business be kept on the high plane which will warrant and obtain the confidence of the various distributors and consumers.

The third problem confronting the industry is a united fight against the faddists whose arguments are aimed at a reduction rather than an increase in the consumption of macaroni products. One such case is treated elsewhere in this issue. It is of particular interest to the bulk manufacturers because not only their favorite recipes but also their favorite formulas are being attacked. Perhaps this will awaken this branch of the industry to the need of united action whether it be in the nature of advertising, publicity or favorable propaganda not only to retain the present consumption rate but to increase the use of macaroni in the American home.

No one will question the fact that production capacity is steadily increasing. That the dependable consumer increase is annually being reduced by the restrictive immigration laws and that macaroni consumption in America is exceedingly low as compared with the rate in other countries. Here is a matter that concerns every producer and this alone should warrant a very large attendance at the New York conference.

There are other problems awaiting the industry's action. Among them being the time and place of the 1929 conference of the macaroni manufacturing industry, the ways and means of obtaining a fairer rate on compensation insurance in macaroni plants and the general increase in the National association's membership to the end that it may be more than ever the spokesman of this industry, still in its infancy but one which is capable of development through concentration of efforts behind its trade association that for 25 years has functioned smoothly and efficiently.

A large attendance of association members and other progressive macaroni manufacturers is expected at the winter conference of the industry on January 29 in the Astor hotel, New York city.

Chain Sales Increasing

Despite opinions that business conditions throughout the country for the first half of 1928 have been only fair, sales of chain grocery organizations during that period are far ahead of those of the same period of last year, reports the Chain Store Age. To substantiate the claims, the following gains by the leading chains are given:

	1928	1927	Gain
Kroger Grocery	\$95,529,364	\$81,454,682	14%
Safeway Stores	47,598,794	34,394,262	38%
National Tea	42,284,378	27,504,739	53%
Sanitary Grocery	11,080,608	8,160,876	35%
Bird Grocery	8,723,538	7,664,874	13%
Piggly-Wiggly	3,367,278	6,502,699	11%
Jewel Tea	7,156,787	6,663,346	7%
Cox Stores	1,658,223	1,270,622	30%

KEEPING IT DARK

At a dinner party the guests were discussing whether women or men were the most trustworthy in business.

"No woman can keep a secret," said one man, scornfully.

"I don't know so much about that," retorted the forbidding looking woman sitting opposite him. "I've kept my age a secret ever since I was 24."

"Oh!" he replied, "you'll let it out one day, though."

"I doubt it," she answered. "When a woman has kept a secret for 20 years she can keep it forever."—London Tidbits.

The WILDCAT doesn't worry about slow business, he just tears in and gets what he wants.

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

Use



QUALITY

SERVICE

There Is No Substitute For Durum Semolina

KING MIDAS MILL COMPANY
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD SEMOLINA

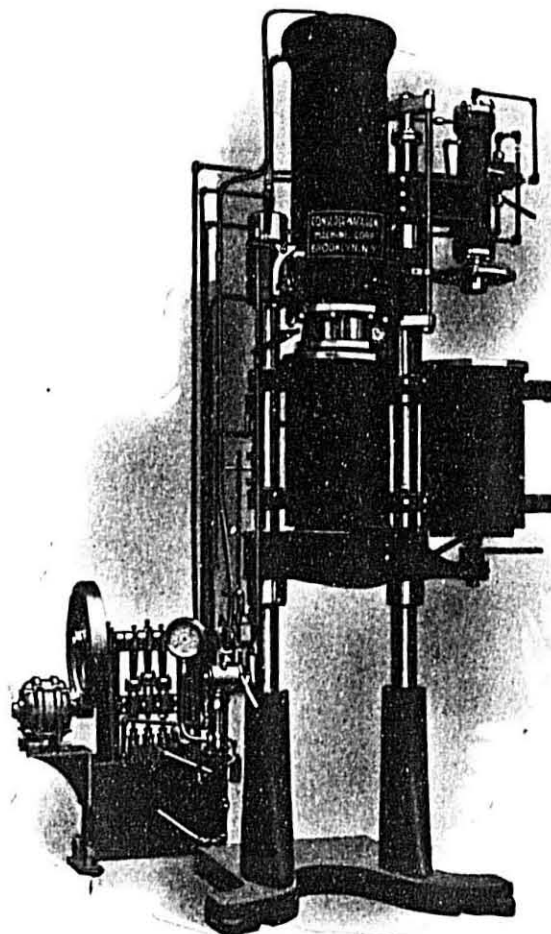
No. 3 SEMOLINA

Consolidated Macaroni Machine Corporation

FORMERLY

**Cevasco, Cavagnaro & Ambrette, Inc.
I. DeFrancisci & Son**

Designers and Builders of High Grade Macaroni Machinery



16½ inch Vertical Hydraulic Press.

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

AT LAST! The press without a fault.

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

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

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

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

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

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

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

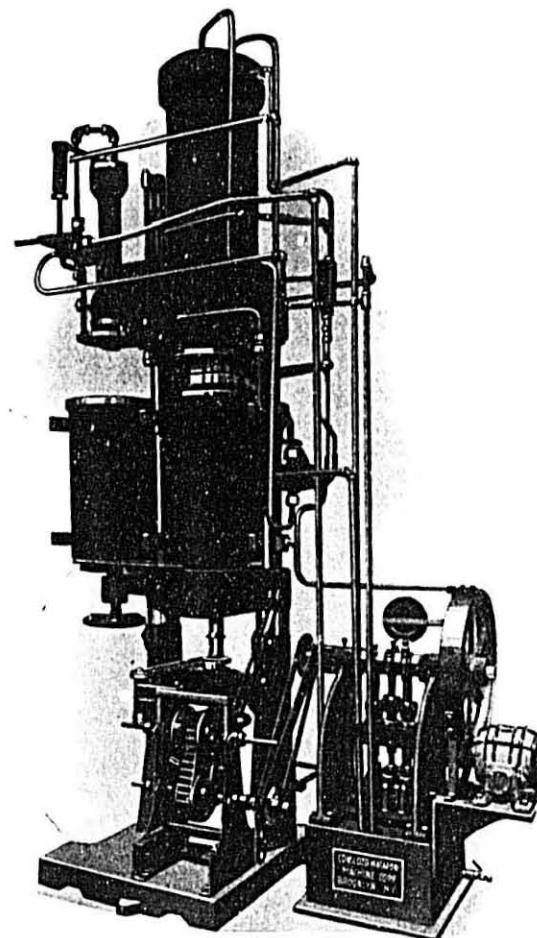
156-166 Sixth Street **BROOKLYN, N. Y., U.S.A.** 159-171 Seventh Street
Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corporation

FORMERLY

**Cevasco, Cavagnaro & Ambrette, Inc.
I. DeFrancisci & Son**

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Cutting Press. 12½ and 13½ inch diameter.

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

Specialists in everything pertaining to the Macaroni Industry.

Complete Plants Installed. Let us show you how to put your plant on a paying basis.

We Do Not Build All the Macaroni Machinery, But We Build the Best.

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

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

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

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

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

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

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



Grins Smiles Chuckles

A Tonic for Business Worries



Now We All Know

I have often wondered just what kind of bookkeeping some of my competitors are resorting to and still quote the ridiculous prices that I often encounter. Can this be the answer?

Boss: What is the idea of posting a debit charge on the credit side?

Bookkeeper: Well, you see, sir, I'm lefthanded.

Restaurant English

During a recent trip to the Pacific coast I had occasion to make a side trip by motorbus, writes E. P. Thomas, salesmanager of the Capital Flour Mills. I have heard slang of all kinds but the acme of jumbled English was heard at a roadside stand where we stopped for exercise and refreshments.

Approaching the counter, I said, "Give me 4 pork sandwiches to take out."

The counterman without raising his head called to the cook—"Dress up 4 grunts to go walking."

Too Indefinite

A man whose credit rating could not be found in any of the rating books had recently sent in an order for a noodle

machine. It involved considerable money and to protect ourselves as much as possible, we wired him as follows: "Cannot ship machine until it is paid for."

With little delay came this reply,—"Cancel the order. Cannot wait that long."—C. Surica, *Clermont Machine Company.*

On the Road



Two "travelers" met while engaged in counting ties. One had been a manufacturer who figured that he could sell his products less than the lowest figures quoted by any competitors. The other fellow didn't have any money either.—G. G. Hoskins, *Chairman Macaroni Cost Committee.*

(The editor will appreciate contributions to this column from manufacturers, allied tradesmen and other readers. What struck you as most funny?)

"Packages That Sell"

Macaroni manufacturers who know the value of a properly designed and correctly labeled package will be interested in a book recently published by Harper & Brothers, New York city. The book deals with the subject in a most intelligent manner, is lastingly bound and splendidly illustrated. The authors, Richard B. Franken, lecturer on the psychology of advertising for the New York university, and Carroll B. Larrabee of the editorial department of Printers' Ink, in their preface state the aims and purposes of the publication:

"Nothing has contributed more to modern methods of distribution than the humble package. Its struggles and development have made marketing history. Today we could not well, and probably would not, get along without it. It has come to be what it is because it fulfills an economic and psychological need. It spells cleanliness,

quality, quantity, reliability, discrimination, protection and, in general, manufacturing and merchandising contentment.

"This book does not pretend to be an exhaustive study of packages, for at least one book could be written on almost every chapter. Its modest claim to distinction is that it is the first book to attempt definitely to systematize the factors relating to the process of making packages help sell merchandise. Its purpose is: (1) to show how modern packages, and each and every part of the modern package, can be made to stimulate the sale of merchandise; (2) to show how scientific methods may be made serviceable in handling the practical problems of package selection; (3) to stimulate further package experiments and investigations which may in turn result in the discovery of new facts and principles of practical interest to the producers and advertisers of packaged goods.

"The book is intended primarily to

serve as a guide for (1) manufacturers, advertisers, and producers of packaged merchandise; (2) package manufacturers, and (3) students of economics, marketing and advertising. For the first group it will act as a guide in building packages that will stimulate sales and will show how to select the best package in advance and thus insure its selling value. For the second group it will point the way to creating new markets for packages, and show how every part of the package can be made to help sell more of the goods it contains. For the third group it points out the importance of the package in modern distribution and shows how it may be used in marketing, advertising and selling."

Was yo' wife willin' for yo' to jine de army, sah?

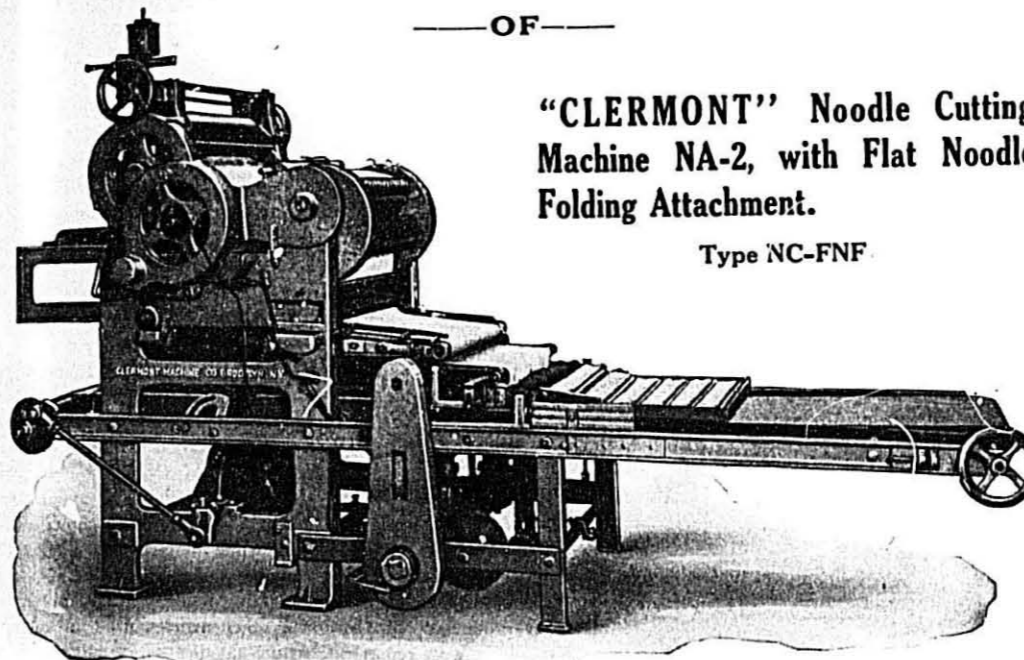
Willin'? Muh Lawd, sah! She was plumb ferocious. She done told de sawgent dat if he'd take me off'n her hands she'd th'ow in five o' muh triflin' kinfolks to bind de bargain!

THE LATEST TYPE

—OF—

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

Type NC-FNF

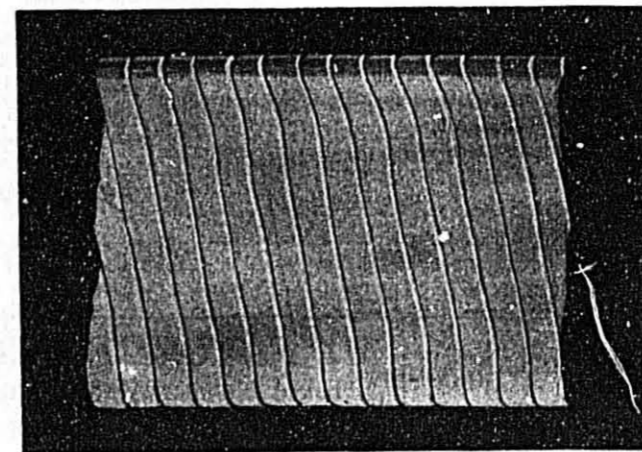


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No skilled operator required

No hands touch the product

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The finished product of above machine.

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Cheese Flavorings Whet Macaroni Appetites

The Italians being the world's heaviest consumers of cheese and macaroni products are considered authorities on both these nutritious foods. To them macaroni and cheese is a natural combination. Not all cheese blends properly with macaroni and spaghetti. To enable macaroni manufacturers to recommend the proper cheese to please different appetites, one of a series of articles on Italian cheeses taken from "La Rivista Commerciale Italo-Americana," the official organ of the Italian Chamber of Commerce of New York city, is herewith presented.

PART I

Pecorino Cheese—Roman and Sardo
Pecorino or "pecorino romano" (Roman cheese) is sheep's milk cheese. No goat's milk or cow's milk is, or should be, used in the manufacture of pecorino cheese. The highest priced is the pecorino made in the Roman campagna, usually designated simply as "Roman cheese."

It varies considerably in size, the usual weight of the loaves being about 18 lbs., although it reaches in some cases as much as 35 lbs. per loaf. A cheese of ordinary size is about 10 inches in diameter and 6 inches in thickness. The usual size packs 8 to 10 loaves per case.

Roman is a hard cheese, white in color, somewhat granular in texture, devoid of eyes or holes, and piquant in flavor. It is a salted cheese, receiving about 4% of salt, necessary for its keeping.

There are two other defined kinds of "Pecorino." One is "Pecorino Sardo," of Roman cheese type, considered however a slightly cheaper grade than the Roman, owing to slight differences in milk, due to variety of pasture. The loaves are also usually smaller in the case of "Pecorino Sardo."

The other is "Pecorino Toscano," a smaller cheese than the Roman, measuring usually 6 inches in diameter and 4 inches in thickness and weighing about 5 lbs. It is considered equal to but sweeter because less salty than the Roman, and quoted at the same price of the Roman.

"Incanestrato" is the name given to a cheese made in Sicily from sheep's milk, with more or less the character in substance and flavor of the Roman. It is called "Incanestrato," because it is salted in the basket, where the cheese curd is gathered.

None of the cheese above described is produced or can be produced in the United States, owing to differences of

conditions. All attempts to imitate or reproduce them here have invariably failed. All the above described kinds of Pecorino cheese pay duty at the rate of 25%, as against 6c per lb. in the tariffs in force from 1897 to 1913, when the duty on cheese was specific, as it should be. The Roman sells at the present time by wholesalers to retail distributors at about 45-50c per lb. and is retailed to consumers at about 65-75c per lb. All the above stated are full cream cheese, there being no butter made from sheep's milk. Roman cheese requires about 9 months before it is fully matured. Over 15 million pounds of cheese of the Pecorino type are imported annually (1924) in the United States.

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of trade marks applying to macaroni products. In December 1928 the following were reported by the U. S. patent office:

Patents granted—none.

TRADE MARKS APPLIED FOR

During December 1928 there were recorded in the United States patent office only 5 applications for trade mark registrations applying to macaroni products. All objections to registrations must be made within 30 days of publication date.

King and Queen

The private brand trade mark of Marotta & Cella, New York city, for

use on specialties including macaroni. Application was filed May 19, 1928 and published Dec. 4, 1928. Owner claims use since Jan. 29, 1923. The trade mark is the name in white faced type.

Prudence

The private brand trade mark of Boston Food Products Co., Brighton, Mass. for use on a variety of grocery products including spaghetti Italienne. Application was filed Aug. 8, 1928 and published Dec. 4, 1928. Owner claims use since April 9, 1920. The trade mark is the name in heavy black type.

Aunt Mary's

The trade mark of John H. Newell doing business as Newell Food Products Co., Indianapolis, Ind., for use on noodles. Application was filed Oct. 4, 1928 and published Dec. 11, 1928. Owner claims use since on or about Aug. 29, 1928. The trade mark shows above the trade name the picture of a housewife in the act of breaking eggs into a bowl containing flour. On the table are several other articles used in rolling and cutting noodles as usually done in the home.

Pride of America

The trade mark of DeMartini Macaroni Co., Inc., Brooklyn, N. Y., for use on macaroni, spaghetti and noodles. Application was filed Oct. 30, 1928 and published Dec. 18, 1928. Owner claims use since Oct. 23, 1928. The trade mark is the trade name, the first 2 words of which are in old English type and the word "America" in ordinary black type.

The man who is always hunting trouble never needs to borrow any.

MY FAVORITE RECIPE

Baked Noodles With Vegetables

By Prudence Penny, Food Expert of Chicago Herald-Examiner

A favorite recipe for the economical housekeeper often is one that calls for the use of left over foods in tasty and appetizing combinations. Here is one that should become most popular:

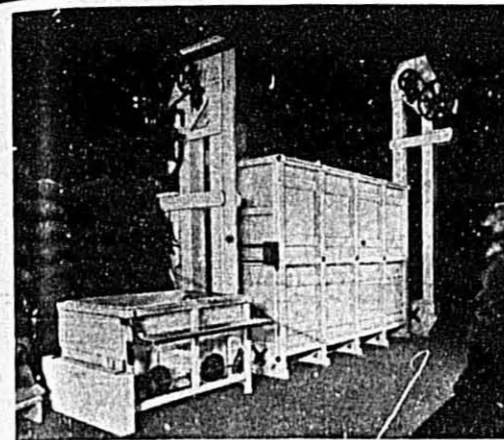
Place left over vegetables in the bottom of a casserole. Pour a layer of white sauce over this and then a layer of noodles. Sprinkle the top with grated cheese and bake in a moderate oven for twenty minutes. Serve with crisp bacon curls.

Now, YOU tell us your favorite.

January 15, 1929

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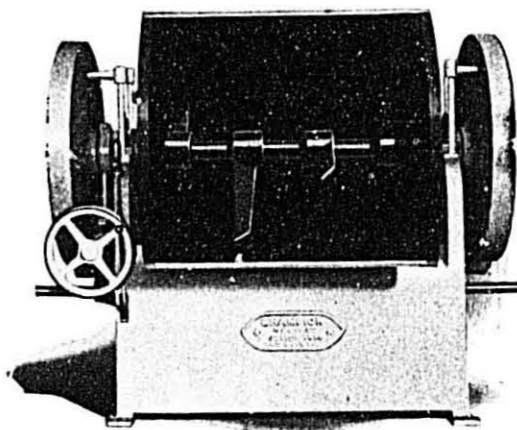


CHAMPION

Flour Outfits do exactly what MACARONI Mfr's expect—make a complete blend in the proper proportions, in dust proof bins, then sift and aerate the flour.

Macaroni, Spaghetti, etc., are all made in practically the same way and their color and quality can be greatly changed by the manufacturers in their method of handling the dough in the mixer.

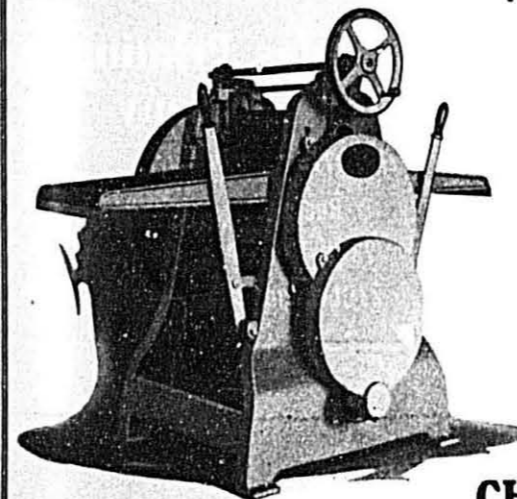
There is a very definite, high standard for color, firmness and pencil strength with right cooking quality. The CHAMPION MACARONI MIXER is particularly and solely adapted to the manufacturer of high-grade macaroni.



Macaroni Manufacturers Say CHAMPION Has No Equal.

CHAMPION

Reversible Brakes play a very important part in the manufacture of noodles; here is where color and grain are greatly improved. CHAMPION has proven this.



CHAMPION MACHINERY CO.

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Labels-Cartons
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CONSULT OUR TRADE MARK BUREAU
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Why not deal with a reliable house?

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 MACARONI MOULDS CO.**
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 Seventh and Byrd Streets
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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.

CROOKSTON-SEMOLINA

From
Amber Durum Wheat

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

For Quality Trade

Crookston Milling Company
 CROOKSTON, MINNESOTA

Home Cooked Dinner With Italian Flavor

By Jessie A. Knox, Editor *The Home Economist*
and *The American Food Journal*

Dinners with a "foreign flavor" are nearly always popular and the hostess who can successfully prepare and serve one is sure to please her guests.

Italian restaurants prove the fact that well cooked spaghetti is good food; therefore I am suggesting a home cooked spaghetti dinner for the hostess who wishes to entertain with something just a little bit different.

The menu begins with an appetizer, followed by a thin soup and crisp Italian breadsticks, then the spaghetti cooked with tomato and chicken livers. The next course is a mixed green salad and then cheese, crackers or Italian bread, and coffee. Ice cream may be added, especially if Spumoni can be bought, or selected fresh fruit may be served for dessert.

The appetizer is made from salami, olives and sliced tomatoes. Salami is a kind of slightly salted, highly spiced sausage and can be bought in any Italian grocery and in most delicatessens. Allow one slice of salami for each person. Chop it fine. Add 2 or 3 minced olives for each serving and spread the mixture over slices of tomato cut crosswise and about one half inch thick. Place the tomato on very thin slices of Italian bread, arrange on individual plates or on a platter and garnish with a whole olive.

The soup may be home made clear stock or one of the good canned bouillons to which has been added a little chopped cooked carrots, a chopped tomato and 2 or 3 tablespoons of small green peas. This should be served very hot and the breadsticks passed with it.

The spaghetti to be entirely in keeping should be the long Italian variety that is bought of Italian grocers. If this is not available, however, the regular package spaghetti can be used just as well. Cook it in plenty of boiling salted water until tender, anywhere from 12 to 25 minutes. Then drain thoroughly and keep hot until ready to serve. One pound of spaghetti will generally serve 6 people.

For the sauce, mince one small white onion and one half clove of garlic. Cook them until they begin to brown; add a tablespoon of olive oil or drippings. Then add one can of tomato paste and two cans of water (measure the water in the tomato paste can). Add a minced

green pepper, or one half cup of finely cut mushrooms or fry one quarter pound of chopped beef with the onion and garlic before the tomato is added. Cook this sauce slowly until it is reduced about one third. This takes about one half hour.

Put the spaghetti on a large platter. Pour the sauce over it and sprinkle with chicken livers that have been fried until brown and then cut in small pieces. Grated parmesan cheese should be passed with the spaghetti and the whole served on very hot plates. Italian bread or French bread—any crisp bread—is passed with the spaghetti.

The salad is made with any mixed greens with a simple French dressing. Gorgonzola cheese, I think, gives the best finishing touch to such a meal, though if your preference runs to any other kind, by all means use it.

Canners and Wholesalers Meet

Chicago will be host to the largest annual gathering of food producers and distributors the week of January 21, when annual conventions of the National Canners association, the National Food Brokers association and the Canning Machinery and Supplies association will be held in that city. The National Wholesale Grocers association, the National Pickle Packers association and the National Preservers association will hold annual meetings in Chicago the same week. The American Wholesale Grocers association, the National Association of Retail Grocers and the National Chain Store association will be represented by speakers at the various meetings and conferences.

Macaroni manufacturers have always been interested in the convention of the canners and since the brokers and wholesalers have been joining in the conference the attendance of macaroni men has been on the increase. If the number warrants it a little luncheon will be scheduled by this group to "talk shop."

The Stevens hotel will be headquarters for the canners, brokers, and canning machinery and supplies organizations. In 1928 their meetings were at the Stevens, and the registration on Tuesday of con-

vention week was 4640 guests, establishing a world record.

The canners convention will open Monday with 3 general sessions. On Tuesday, Wednesday and Thursday there will be meetings of the 9 section groups. The convention will close Friday with a general session at which the officers elected Monday will be formally installed.

On the program are speakers on problems of the canning industry and trade from practically every point of view. However, running through the entire program will be the general theme of consumer viewpoint, and of distribution in its broader aspects.

On Monday evening there will be a joint session for canners and distributors under the auspices of the National Canners and the National Wholesale Grocers associations, a feature of which will be a report on the studies of hand-to-mouth buying conducted by the Institute of Economics in Washington. The findings are expected to be of interest to all lines of business.

In connection with its convention, the Canning Machinery and Supplies association will have an extensive exhibit, which will be housed in the Stevens hotel.

Owing to the fact that tariff revision will be undertaken by Congress during 1929, and that the hearings on the proposed revision are to be started by the House ways and means committee in January, the subject of tariff rates will be a feature of each section meeting.

Entertainment features of convention week will include the brokers dinner Tuesday evening, the annual dinner dance Wednesday evening, the dinner given by the Anchor Cap and Closure Corp. Wednesday evening, and the theater party sponsored by the American Can company Thursday evening.

Remember the Birds

Ground that is frozen and barren, shrubbery that is bare of berries and bird baths and ponds that are now firm ice, offer little in the way of food and drink for these associates who spread their song so cheerfully. Scatter a few bread crumbs and set out a pan of water now and then for the birds.

Also remember the same howling winds that cause you to turn up your coat collar, make it practically impossible for these feathered friends to obtain much food. Scatter a few bread crumbs in some sheltered spot in the yard. You will feel amply repaid, when you see the little fellows feast on your refreshment.

*Dependable Semolinas
of
High Quality and Uniformity*

NORTHLAND FANCY No.2

AND

NORTHERN LIGHT

NORTHLAND MILLING CO.
MINNEAPOLIS, MINNESOTA

New York Office
Room 1114, Canadian Pacific Building, 342 Madison Avenue

NEW CROP

Special Noodle Semi Flake

EGG YOLK

has arrived

Sweet and Fresh--Deep Color

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*Write for samples
and prices*

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SAVE MONEY ON BOXES IN 1929!

Increased profits are yours if you buy your shells and cartons RIGHT.

Our new, modern, folding box plant will save you 10% to 20% on your box purchases this year. Special prices quoted on large quantities and contracts permitting partial shipment at regular intervals.

GET OUR PRICES BEFORE YOU BUY---

Write us today!

Empire Box Corporation

Folding Boxes that Stimulate Sales

330 So. Wells St.

Chicago, Ill.

How Do You Select Employees? (Some Satire in This)

Is employment an art?

Have you as an employer ever stopped to analyze just how it is that you select one person rather than the other to fill a certain position in your office or plant? Is yours a well laid or a "hit or miss" plan? Listen!

A great corporation which maintained a laboratory to test its raw materials and another proving department to check its finished product employed its help entirely on looks.

One of the officials suspected that the inefficient, unstandardized method of buying the services of employes was a source of great waste, and so he directed that a study be made of the problem. That is now being done.

Instead of one application blank it is expected that the corporation will employ 25 different blanks. By careful selection it is hoped that men and women will be put in jobs where they can be of maximum usefulness.

The idea is not new. Many companies have devoted close attention to employment. But the majority are perfectly willing to try out to men if they can get one good man.

Anyone who has employed help even in a small way will acknowledge that we are all fearfully lazy. If we advertise we fail to state accurately the type of person we seek, and we also fail to state what we offer in wages or working conditions. We say, "Wanted, girl for general," or "Wanted, stenographer for office." We get 20 applications, of which two thirds could have been eliminated had we specified age, color, or the wages we were prepared to pay.

The applicants appear before us and the first 10 are obviously impossible. Yet common courtesy demands that we hear them, and explain why we cannot employ them. After we have interviewed 10 we are so weary and depressed that we wonder if there is a capable, unemployed person left in the world. The eleventh prospect appears, and she is such an improvement over those we have seen that we hire her at once, without bothering about reference, or asking a simple question which would reveal that she is engaged to be married and will probably quit in 2 months.

Or someone comes in bearing a letter of introduction. We know we can use someone, and why not this per-

son? 20 better workers may be available if we would take the trouble to make our wants known, but we are tired and we dislike interviewing, writing to references, and the whole deadly business.

Occasionally we hire a man of first sight, purely on impulse. He turns out a wonder. That settles it. We are a marvelous judge of men, and for 3 years we hire exclusively on hunch. Then we have a housecleaning and resolve to be scientific. For the next job we interview 10 applicants, and take the eleventh because we are due at the golf club.

Dropped "Specialty" From Name

An announcement has been made to the trade that the word "specialty" has been dropped from the name of the country's leading association of food manufacturers and that, as constitutionally revised, the name of the association will be the American Grocery Manufacturers Association. According to the officers the word "specialty" is no longer necessary in the circumstances confronting the body.

H. R. Drackett of the Drackett Chemical Co., Cincinnati, Ohio, is president of the organization, H. F. Thunhorst is secretary and Attorney Charles Wesley Dunn is the general counsel. Headquarters are at 53 Park Place, New York city.

U. S. Winter Wheat Area

The area sown to winter wheat in the United States during the fall of 1928 is estimated at 43,228,000 acres, according to reports and data furnished by crop correspondents, field statisticians and co-operating state boards to the crop reporting board of the Department of Agriculture.

This sown area is 8.6% less than the revised estimate of 47,280,000 acres sown in the fall of 1927, the board stated. The fall sowings of 1926 are estimated at 43,373,000 acres. The abandonment in 1928 was 23.5% of the acreage sown to winter wheat; in 1927, 13%, and average for the 10 years, 1918-27, was 10.8%.

Condition of winter wheat on Dec. 1, 1928, was 84.4%, compared with 86 and 81.8 on Dec. 1, 1927 and 1926, respectively, and a 10 year average of 84.6%.

The area sown to rye for grain this

fall is estimated at 3,293,000 acres, which is 15.5% less than the revised estimate of 3,895,000 acres sown in the fall of 1927. The sowings in the fall of 1926 were 3,817,000 acres. The estimates for rye relate to the acreage sown for grain allowance having been made for average diversion to other uses.

The condition of rye on Dec. 1, 1928, was 84.4%, compared with 89.3 and 86.3 on December, 1927 and 1926, respectively, and a 10 year average of 88.2%.

Rossotti in New Quarters

The Rossotti Lithographing Company, Inc., well known to the macaroni manufacturing industry in the eastern section of the country, announces it has entered new and enlarged quarters at 121 Varick st., New York city. With the added facilities in the new plant which includes modern machines and additional equipment, the firm will be in a better position to serve its many patrons in the industry. Charles Rossotti, president of the company, is well known to the macaroni manufacturing trade, having attended many of the district and national conventions held the past few years.

Wholesale Price Index Declines

A decrease of more than 1% in the wholesale price index of the department of labor was reported for November, compared with that of the month previous when the index of the department was placed at 96.7, compared with 97.8 in October, it is announced. The department weight index is based on the prices in 1926 of 550 commodities. The November index number exactly coincides with the index number for November 1927.

Foods led in price declines from the previous month, while farm products as a whole were also lower. Hides and leather products were another group which showed an appreciable price decrease. No change in the general price level was shown, however, for the group of textile products.

Of the 550 commodities for which comparable information for October and November was collected, increases were shown in 140 instances and decreases in 148 instances. In 262 instances no change was reported.

Minneapolis mills produced 12,241,450 bbls. of our during 1928, the largest amount since 1923.

Complete BOX Service

---to---

Macaroni Manufacturers

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

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

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38 S. Dearborn St.

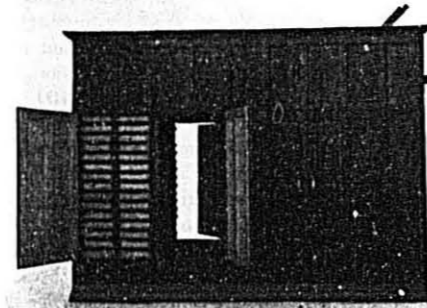
CHICAGO - ILLINOIS

Color Printers for 58 Years

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THE GARBUIO PATENTED DRYING SYSTEM FOR ALIMENTARY PASTES
Makes paste goods famous irrespective of climatic conditions by uniformity in drying. Produces strong and pliable goods. Eliminates skin dried and checked goods.



Drying Apparatus for Noodles and Short Cut Paste Goods

We are pleased to announce that we have entered into a special arrangement with Giuseppe Garbuio fu Carlo of Treviso, Italy, as Sole Selling Agents and Manufacturers in the United States, Canada and Mexico for the Garbuio Patent Drying System for Alimentary Pastes.

THE CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, Ill., U. S. A.

HYDRAULIC PASTE-GOODS PRESSES AND PUMPS. COMPRESSED AIR AND GRAVITY TYPE ACCUMULATORS
DOUGH BRAKES NOODLE MACHINES DRYERS KNEADERS MIXERS TRIMMERS

E-HYDRAULIC-ELMES
SINCE 1851

Notes of the Macaroni Industry

Noodle Firm Buys New Site

The Gend Wah company, manufacturer and exporter of noodles, macaroni and spaghetti, is to occupy larger quarters, having leased a plant at 523 Decatur st., New Orleans, La., for 5 years. Though this firm claims to have been in the manufacturing and exporting business for some time, little has been heard from it even in its own city.

Tip Top Plant Damaged

The Tip Top Macaroni company plant at 11-13 Antony st., Brooklyn, N. Y., suffered a loss on Dec. 18, 1928, estimated at \$7500 when a small gasoline engine exploded causing a blaze that drove the 30 employes into the street. The explosion took place in the basement in the 2 story brick factory and the flames soon reached the production floor, but not until after the employes had had time to seek safety. No one was injured.

Will Build in Spring

A dispatch from Winnipeg, Man., advising that the Catelli Macaroni Products Corp., Ltd., with headquarters in Montreal, will build a plant in the former city this spring, which will replace the smaller plant formerly owned by H. Constant, known as the Excelsior Macaroni company. According to Paul Bienvenue, managing director of the corporation, the new plant will have capacity to take care of the developments of the business. Mr. Constant will supervise the production end of the new plant.

According to the same authority plans are being considered for the erection of a modern plant on the Pacific coast. If that is done the Catelli Macaroni Products Corp. will have plants in Canada reaching from the Atlantic to the Pacific and giving supervision of practically all macaroni and spaghetti production in that country.

Tharinger Entertains Grocers

The Tharinger Macaroni company entertained the entire staff of officers and directors of the National Association of Retail Grocers on Tuesday evening, Dec. 4, 1928, in connection with the regular semiannual meeting of that organization Dec. 3 to 5 in Milwaukee, Wis. In honor of the visitors the macaroni firm sponsored a banquet at the Athletic club and later entertained the retail grocers in the city auditorium where a representative gathering of more than 500 of the food industry leaders of Milwaukee greeted President John Coope of the Na-

tional Association of Retail Grocers and his fellow directors; Vice President Eugene S. Berthiaume, Superior, Wis.; Treasurer George G. Croner; former President John C. Sheehan, Minneapolis, Minn.; Secretary-Manager C. H. Janssen, St. Paul; J. Walter Tyer, H. C. Petersen and S. T. McAtee, directors.

Frank J. Tharinger, president of the Tharinger Macaroni company and president of the National Macaroni Manufacturers association, was master of ceremonies, and the affair was voted one of the best of its kind ever held in that "famous" city.

Rossi Joins Grocery Group

Peter Rossi & Sons of Braidwood, Ill., one of the oldest firms engaged in the manufacture of macaroni products in the central part of the country, has become a member of the American Grocery Manufacturers association. The firm has recently extended its business so as to reach the leading stores throughout the central west, specializing in the territory of northern Illinois, northern Indiana and southern Wisconsin, though shipping into many other states. Specialty work is being done for their Lincoln Brand.

Passaic Factory Destroyed

The plant of the National Macaroni Manufacturing Co., 316 Oak st., Passaic, N. J., burned late in December causing a loss of \$62,500 to building, equipment and stock. The fire was discovered in the basement of the 2 story brick factory at 2 a. m. by a watchman who gave the alarm, but before the fire was checked it had spread to the adjoining building occupied by B. Filippone Co., Inc., wholesale grocer. About \$25,000 of the total damage was sustained by the macaroni company to its stock and fixtures. The building, which was gutted, was valued at about \$60,000.

The National Macaroni Manufacturing company officers are: President, Bartello Filippone; Vice President, Charles Zafonti; Secretary, Andrew Balanza; Treasurer, Joseph Filippone. These same officers owned and operated the wholesale grocer company that occupied the adjoining building.

Enterprise Pressing Onward

By William Feather
For almost 10 years I have been going to a farm in the summer, and in driving

back and forth each day I have watched the development of business corners many villages I pass through.

When a village center approaches prosperity and crude shacks are replaced with neat modern structures I notice that most of the old merchants are pushed out and a new type takes over the business.

In some respects the transformation is tragic.

I am thinking of a corner where a man and his family ran a confectionery, cigar, ice cream, newsstand, filling station and school supply store. The place was dirty, the conduct of the store was shiftless; but the family was getting along well, making a fair living. The rent, assume, was about \$100 a month.

Houses went up in the neighborhood a big school was erected nearby, and new two-way boulevard pavement was laid. The landlord decided to capitalize these improvements, so he announced that he intended to improve the building and that the rent thereafter would be \$300 a month.

Even at \$300 a month the opportunity for the merchant to make a profit for himself was better than it ever had been. But to pay the higher rent and make profit demanded enterprising merchandising. The shiftless occupant quit. He was unequal to the task. He moved probably to a dead corner, farther out in the country where the competition was less keen, and dirty floors, dusty windows and general inefficiency were tolerated.

Meanwhile the new merchant in the old corner will likely develop a monthly profit of \$350 for himself, or twice as much as the old occupant with the help of his entire family was able to make even with a rent of \$100.

Is this right, is this fair?

Unfortunately there is no alternative. If people won't make the most of the opportunities they must be eliminated in favor of others who will. I have previously told the story of our country's man who was irritated because his customers wanted so much ice that he had to work 13 hours a day. He was disgruntled because he had to work so hard and he was angry when we told him he must have 100 lbs. every day instead of 100 lbs. every other day. Eventually many of his customers put in electric refrigeration, and then a man with a truck mind offered people all the ice they wanted, and the man with the one-truck mind, like the storekeeper, went far out into the country.

January 15, 1929

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Barozzi Drying System

Manufacturers of Macaroni Dryers that dry in any kind of weather

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Result guaranteed
For this industry we design and manufacture all kinds of labor saving devices

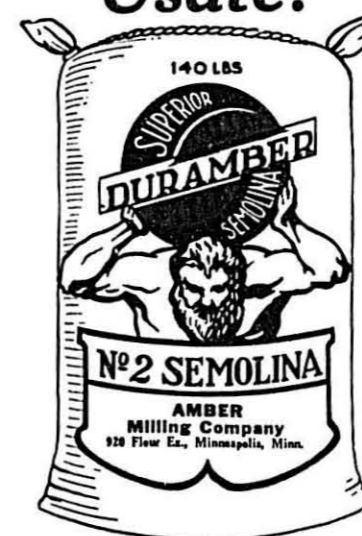
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Guaranteed by the
Most Modern Durum Mills in America
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A nationally-known package produced by Stokes & Smith Machines.



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Machines for Package Filling, Sealing and Wrapping

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Grain, Trade and Food Notes

Meat Consumption Survey

The consumption of meat and meat products is being studied by the University of Chicago. The aim is to arrive at consumer attitude as reflected in quantities purchased at changing prices, and the motives and habits directing this choice, as a basis for a constructive merchandising plan. The study as outlined includes (1) an analysis of tendencies of consumption of the various products over periods of years; a measurement of the elasticity of demand; tendencies in the substitution of food articles; variations of localities, nationalities, etc.; (2) relation of prices to quantities consumed; and (3) analysis of consumer habits and motives, covering such problems as prejudices and variations by localities, sex, age, occupation, race, nationality, creed, and response to the advertising of meat products and substitutes.

A subproject is a survey of the Pittsburgh meat trade, with particular reference to sources of meat in the Pittsburgh area, the Pittsburgh livestock market, wholesale market, wholesale and retail distribution, consumer habits and preferences, fluctuations in consumer demand, and social-economic factors in various districts.

A second subproject considers packages and containers as factors in the retail distribution of meat in Pittsburgh.

Informative Labeling Bill

Macaroni manufacturers, especially those now engaged in canning spaghetti and similar products, will be interested in the proposed amendment to the pure food and drugs act requiring a distinct, informative labeling of all of their canned products. Such a bill was introduced in Congress early in the session.

The present pure food laws merely provide that food must be wholesome and not misbranded. The proposed amendment calls for an established minimum standard for canned foods, with the exception of meats and milk, which are already provided for in past legislation. Canned foods falling below the required standards would be obliged to carry a labeling indicating the inferiority.

This is the first attempt to enforce informative labeling in the canning industry and the proposed legislation has the support of the National Canners

association and its component state and district associations.

Will Study Wheat Qualities

In a report submitted to the department of commerce, American Trade Commissioner J. Bartlett Richards, Winnipeg, Man., states that at a meeting of the national research council just held in Winnipeg, an associate committee on grain research was appointed to study the comparative milling and baking qualities of all varieties of wheat now commonly grown or proposed for production in the Canadian west. A special study will be made of frosted wheat with a view to determining more accurately the relative value of samples showing various degrees of frost injury. There will also be considered the possibility of utilizing protein content as a factor in grading Canadian wheat. In this connection members of the committee plan to visit Minneapolis some time this winter to study the results of protein investigations made there. There has for some years been an agitation to have a sample market in Winnipeg along the lines of the one in Minneapolis but no definite steps in that direction have yet been taken.

The committee will also study other aspects of the wheat situation, conducting experiments on the effects of drying and of weathering with fall and spring threshed samples being examined and compared for the latter purpose. Experiments to determine the effect of damp storage in commercial elevators on the quality of wheat will have to be postponed on account of the almost complete absence of tor and damp wheat in this year's crop. A study will be made of the conditions of operating commercial dryers which must be observed to avoid injury to the baking quality in the wheat.

Plan World's Grain Exhibition

C. E. Brookhart, assistant trade commissioner, Winnipeg, Man., in a report submitted to the department of commerce, stated that a representative of the Wheat Pool broadcast over Station CKY of Winnipeg an outline of what is proposed for the first World's Grain Exhibition and Conference, to be held August 1932 in Regina, Sask. Plans are rapidly being formulated for exhibition of grains and for conferences between producers, marketers and millers. Invitations will be

sent to India, Australia, United States, Argentina and Russia, as well as through Canada. Cash prizes will be awarded of about a quarter million dollars to exhibitors of grain, the money to be contributed by various organizations, millers, governments both provincial and federal, financial institutions, etc.

Many kinds of grain are to be included in the exhibitions and particular emphasis is to be placed on pure seed production. The tentative prize list calls for 6 classes of wheat competition with \$15,000 prize money for each class divided into 105 units with a top of \$1000. There are outlined 3 classes of oats, 5 of barley, and numerous ones for corn, rye, peas, beans, flax, alfalfa, clover, buckwheat, sunflower, grasses and field root crops. There are to be further large sums offered for sweepstakes and championships.

Among subjects proposed for various conferences among the international experts who are expected to assemble are included soil chemistry, cultural methods, plant breeding, weed troubles, agricultural machinery, marketing.

The Wheat Pool is lending support to promoting this exhibition but is not directly sponsoring it.

Durum Prices Steady

Despite the dullness that usually prevails in most markets during the holidays, durum wheat bids continued steady during December with the best grades in good demand, though the ordinary qualities sold slowly. On the Duluth market the May price on good durum wheat declined to \$1 a bushel, the lowest price of the season to date. Number 7 amber durum of good color and with 13% protein was quoted at from 3 to 8c over that price in Duluth and from 2 to 14c premium in Minneapolis.

The entire wheat market manifested a weaker tone as the year drew to a close, due to the unusually large surplus still available in North America and the prospects of a record crop in the southern hemisphere. Stocks of wheat in store at the year's close in the United States is placed at over 142 million bus., which combined with the 225 million bus. of Canadian wheat, totals over 400 million bus., the largest surplus market stocks of wheat in North America ever recorded. With the entry into the world markets of the

January 15, 1929

THE MACARONI JOURNAL

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Big wheat crop in the southern hemisphere, lower rather than higher prices are predicted, especially for bread wheats.

Imports of Foodstuffs By Haiti

Haiti's imports of foodstuffs during the fiscal year ended Sept. 30, 1927 were valued at \$4,280,000, or 27% of its total expenditures to foreign countries during the year according to the Department of Commerce. Of this total of foodstuffs imported, \$3,731,000 or 87%, came from the United States. Our principal competitors were France, whose shipments to Haiti amounted to approximately 6% of the total, the Netherlands with 4%, and Germany with 2%. Of the foodstuffs imported from the United States, wheat flour approximated 61% of all shipments in 1927, totaling \$2,281,000 in value. Rice, lard and lard substitutes, and smoked, salted and canned meats and fish comprised most of the remainder.

WILLING.

"I'm going to raise the rent," said the landlord to the office manager who was always behind in payment.

"I'm glad to hear it," said the tenant. "I can't."

Macaroni Manufacturers!

TELL IT TO THE CLOCK

A Man May Forget--A Clock Never Does.

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

And Another Thing!

Our apparatus guards expensive equipment against damage through broken belts.

BECAUSE

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

IMPORTANT

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

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

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By Using

Durum Semolina

Products of

CAPITAL FLOUR MILLS, INC.

SAINT PAUL

MINNEAPOLIS

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.

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M. J. DONNA, Editor

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THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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

Vol. X January 15, 1929 No. 9

Gifts and Greetings

In return for Christmas and New Year's greetings sent to the leading macaroni manufacturers and firms representing the allied and interested trades, the secretary of the National Macaroni Manufacturers association acknowledges greetings and gifts from the following well-wishers.

GIFTS:

Prince Macaroni Mfg. Co., Boston—a box of cigars and a case of assorted products.

Pillsbury Flour Mills Co., Minneapolis—a box of California figs, dates and shelled nuts.

Minneapolis Milling Co., Minneapolis—a cigaret smoking set.

Capital Flour Mills, Minneapolis—an Eversharp pencil.

Commander Milling Co., Minneapolis, Business Year Book.

Crookston Milling Co., Crookston—a desk calendar refill.

Consolidated Macaroni Machinery Corp., Brooklyn—an Eversharp pencil.

Clermont Machine Co., Brooklyn—a wall calendar.

Gerlach-Barklow Co., Joliet—a wall calendar.

Pennsylvania Railroad Co.—a wall calendar.

J. E. Smith, Minneapolis—a box of assorted maple drops.

GREETINGS:

E. Z. Vermyley, A. Zerega Sons, Consolidated, Brooklyn.

Mr. and Mrs. Jas. T. Williams, The Creamette Co., Minneapolis.

Champion Machinery Co., Joliet.

F. J. Tharinger, Tharinger Macaroni Co., Milwaukee.

Wm. Butterworth, president, Chamber of Commerce, U. S. A.

Mr. and Mrs. L. E. Cuneo, Connellsville Macaroni Co., Connellsville.

American Beauty Macaroni Co., Denver and Kansas City.

A. Goodman & Sons, Inc., New York city.

Gladys Russell, Convention reporter, Chicago.

A. J. Fischer, Pillsbury Flour Mills Co., Minneapolis.

Peter Rossi & Sons, Braidwood, Ill.

Mr. and Mrs. Henry D. Rossi, Braidwood, Ill.

Hugh Potter Baker, manager, Trade Ass'n Division, U. S. Chamber of Commerce.

C. W. Griffin, Creamette Co. representative, Toronto, Ont.

Mr. and Mrs. Jos. A. Freschi, Mound City Macaroni Co., St. Louis.

Benjamin Ricardo Jacobs, Washington, D. C.

I. R. Drackett, president, American Grocery Mfrs. Ass'n.

Ted Molinari, Splendor Macaroni Co., E. Boston.

I. J. Grass Noodle Co., Chicago.

Mr. and Mrs. Giuseppe Seminara, Prince Macaroni Mfg. Co., Boston.

Mr. and Mrs. Gaetano S. LaMarca, Prince Macaroni Mfg. Co., Boston.

Mr. and Mrs. Chas. L. Miller, Washburn Crosby Co., Chicago.

Joseph E. Cuneo, Cuneo Brothers, Connellsville.

G. Guerrisi, Keystone Macaroni Mfg. Co., Lebanon.

H. T. Felgenhauer, Capital Flour Mills, Chicago.

Wm. A., Florence, Caroline and Billie Schmidt, Rutherford, N. J.

Charles Wesley Dunn, National Grocery Mfrs. association.

Mr. and Mrs. F. S. Bonno, National Macaroni Co., Dallas.

Oregon Macaroni Mfg. Co., Portland.

Mario Tanzi Co., Boston.

Prince Macaroni Mfg. Co., Boston.

Fletcher-Eichman & Co., Chicago.

Miss Florence Snyder, Minneapolis.

Catelli Macaroni Products Corp., Ltd., Montreal.

H. Constant, Excelsior Macaroni Co., St. Boniface, Man.

Henry Mueller, C. F. Mueller Co., Jersey City.

John B. Canepa Co., Chicago.

C. H. Janssen, secretary-manager, Nat'l Ass'n. of Retail Grocers, St. Paul.

To all of these and to every friend of the association and the industry, the Editor and the Association wish a Prosperous 1929.

Dietetics

A balanced diet is one that includes all the food elements in the right proportion to meet the requirements of nutrition. Foods are classified as Proteins, Carbohydrates, Fats, Mineral Salts and Water.

PROTEINS.—Use in the Body: Proteins are of the most importance because they repair the tissues of the body. Source—lean meat, milk, eggs, cheese, fish, dried peas, beans, lentils, nuts and cereals.

CARBOHYDRATES.—Use in the Body: Supply heat and energy and are stored as fat. They also furnish the bulk necessary to good digestion. Source—Starches in cereals, some vegetables (such as potatoes, sweet potatoes, and peas), sugars, and dried fruits.

FATS.—Use in the Body: Furnish heat and energy and supply fatty tissue. Fats furnish more than twice as much heat and energy as proteins or carbohydrates. Source—Butter, cream, oils, fat of meat, fish, and nuts.

MINERAL MATTER.—Use in the Body: Builds tissues, bones, teeth, and red corpuscles in the blood, and is essential to brain and nerve cells. Sources—Natural foods. Milk, eggs, dried peas, beans, and lentils. Greens, green peas, carrots, raisins, bran, and egg yolks furnish iron. Milk is rich in lime.

WATER.—Use in the Body—Aids digestion, regulates body temperature, and carries off waste matter. Source—All foods and beverages.

PROTECTIVE FOOD.—Use in the Body: Necessary for growth and maintenance of health. Source—Milk, egg yolks, butter, greens, tomatoes, cabbage, onions, whole cereals, oranges, and lemons.

Certain newly discovered substances called vitamins (protective foods) are essential in our daily diet. These are necessary for growth and maintenance of health. These are not measured in calories.

WANT ADVERTISEMENTS

Five cents per word each insertion.

WANTED—position with Macaroni Manufacturer as Factory Executive or Factory Manager. 10 years' experience in all branches of manufacture. No objection to location. Formerly with The Zerega Company, Chicago. Fred P. Zerega, 94 W. Garfield Blvd., Chicago, Ill.

FLETCHER - EICHMAN & CO.

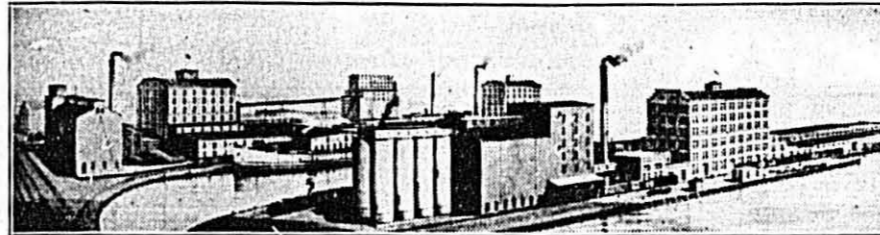
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"Zolty Brand" Egg Products
Pure Chicken Egg Yolk
Especially selected for Noodles

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Let us figure on your egg requirements

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King of them all . . .

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in plants that are up to the minute.

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BOSTON OFFICE: 88 Broad Street
SYRACUSE OFFICE: 603 State Tower Bldg.
CHICAGO OFFICE: 14 E. Jackson Blvd.

OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

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

OUR MOTTO:
First--
INDUSTRY
—
Then--
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The President's Column

A Good Investment

In every line of business endeavor, it is generally agreed that SELF CONTROL is preferable to GOVERNMENT REGULATION.

Our industry a few years ago wisely set about to police itself by a self appointed and a voluntarily financed committee that was known as The Macaroni Educational Bureau.

This bureau accomplished some great things for our business but through indifference on the part of the manufacturers who should be depended upon to support unselfish work of this kind, the activity was suspended because the supporting fund was exhausted.

There is now apparently as much need of self regulation as ever and an appeal is being made for donations to continue this most essential association activity that scatters benefits alike on all fair manufacturers.

Only recently the newspapers of the country carried an article which was very detrimental to our business. Before the author could be reached and convinced, it had appeared in most of the country papers and in the metropolitan press, doing our industry a vast amount of damage.

This and many of the other activities of the Educational Bureau require money for their proper performance and the regular dues of the Association are not sufficient to carry on the important work.

In corresponding with some of our members and other leading manufacturers, I find much sentiment in favor of continuing the activity of self-regulation. I quote one leading macaroni manufacturer:

Business and Personal Notes

Durum millers report a very dull market on semolina since the holidays. With considerable business on their books the mills are idle most of the time because shipping directions are wanted from macaroni manufacturers who do not seem to be in a hurry to give them.

Frank A. Motta, secretary, of the Champion Machinery Co., Joliet, Ill., attended the annual convention of the Ohio Bakers association in Columbus, Ohio, the week of January 14. He had

just returned from a six weeks trip to the Pacific coast during which he called on practically all of the leading macaroni manufacturers in Seattle, Portland, San Francisco, Los Angeles and Denver. He had nothing but praise for the pleasure accorded him by the macaroni men.

The Pillsbury Flour Mills Co. is now broadcasting daily short talks on home economics over the Columbia Broadcasting System through station WRHM Minneapolis.

Charles L. Miller, of the Chicago of-

I have read with considerable interest your letter of November 6, and I want to say that it is beyond the comprehension of a level headed person why every Member of the Association is so heartily interested in the work of the Educational Bureau. If the Association would assist the Department of Agriculture in the strict enforcement of the standard on macaroni products and the clean house in the industry, it would make for fairer competition and would enlist the confidence of the public in our food.

Most of the Macaroni Men are more experienced than I am in this industry and must know the importance of the sort of work; so feel that it is a waste of time for me to say much on this timely subject. I trust, however, that you will be as liberal as possible in your donation to the activity in answer to our appeal which will come to you shortly.

I trust that all had a profitable year in 1928 and that the Year 1929 will be a banner year for this industry.

Holding the Line

Too much of the white man's burden is carried at the waist line. Macaroni products as part of the daily diet will help much toward relieving man of this burden that threatens his early downfall.

Ups and Downs

As I understand it the rising generation retires about the time that the retiring generation rises.

EnLIGHTening Advice

Save the Juice—Save the Juice
Turn me out when not in use.

JOHN J. CAVAGNARO

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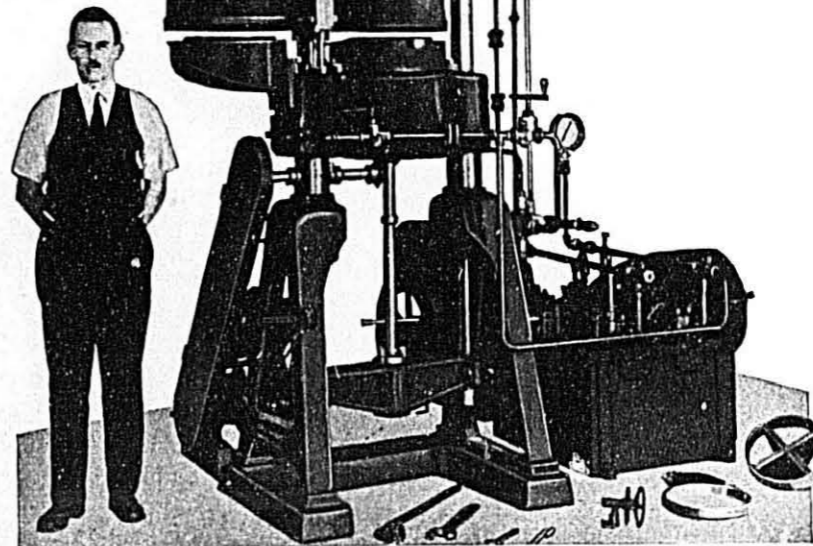
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No. 222 Press Special

Specialty of
MACARONI MACHINERY

Since 1881

rice of the Washburn Crosby Co., called at the association headquarters to extend personal greetings and good wishes.

A 75c per share quarterly dividend was declared by the directors of General Mills, Inc., payable February 1 to stockholders on record.

"Jo-Jo La Marca, of the Prince Macaroni Mfg. Co., Boston, wrote headquarters that she "dearly loves G. Shaft candy." What else could the editor do than to try and satisfy her desires!



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.

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 "Oldest Millers of Durum Wheat"
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