

**THE
MACARONI
JOURNAL**

**Volume 10,
Number 5**

**September 15,
1928**

The Macaroni Journal

Minneapolis, Minn.
September 15, 1928

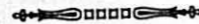
Volume X

Number 5



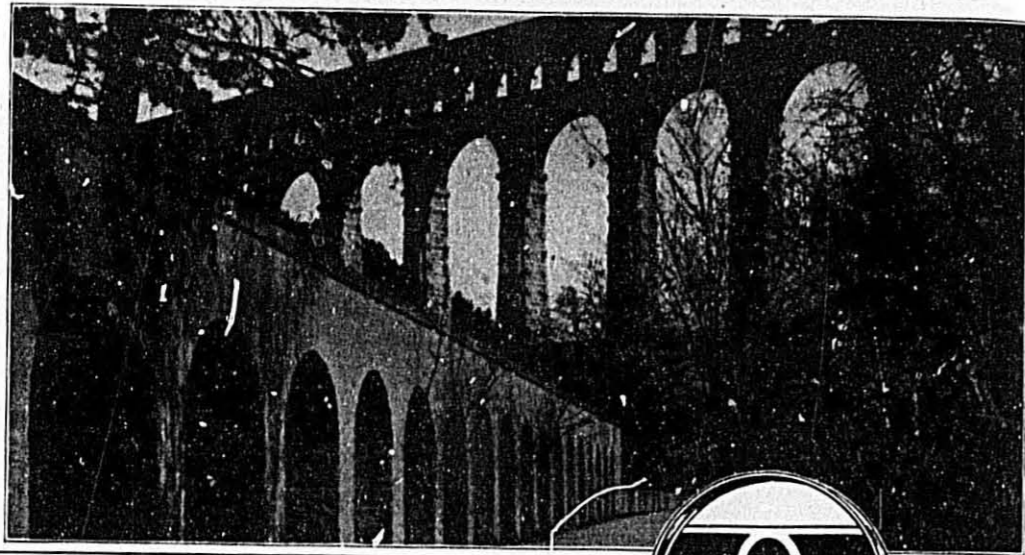
*A Monthly Publication
Devoted to the Interests of
Manufacturers of Macaroni*

Self Government of Business



Important among the business activities undergoing development are the modern Trade Associations. They place control of a business in the hands of responsible and self-respecting men, rather than government officials and politicians.

Almost every field of business now has its organization with a code of ethics and standards of practice determined by the more representative members. These Trade Associations do more than government compulsion to raise standards. They are promising expressions of self government. Any member in any trade that is not actively associated with his Trade Association is neglecting a solemn duty to himself and his business.



The high arches in the famous old aqueduct at Roquefavour, France, embody the same requirements in construction as the corrugations in Mid-West boxes—strength, resistance and the ability to absorb stress and strain for maximum endurance.

A Question--and an Answer

We have been asked—"What are the reasons for the consistent strength of Mid-West corrugated boxes?" The reasons are no secret from the mass of users and the many who have standardized on the always dependable Mid-West product.

First—The fine, serious minded, expert organization whose chief ideal is to make a better shipping box than has ever been made before.

Second—The extreme high quality of the box itself due to a high, uniform grade of materials, careful manufacture and stringent inspection.

Third—The great strength and resistance of each individual high corrugated arch, backed by the highest test liners required by railroads.

Fourth—The famous Mid-West Triple Tape Corner reinforcing the point of greatest strain.

Fifth—Unusual strength on the score lines where most boxes are weak.

These are major reasons, creative of such a heavy demand for this better Mid-West box that between 1914 and 1926 five box factories and two mills had to be built or acquired to take care of shippers' requirements. Today the corrugated boxes produced by the Container Corporation, with its fifteen plants, have also been standardized on a par with Mid-West construction, acknowledged the best.

The list of users of our corrugated boxes is practically a registry of American "Big Business"—and the list is steadily growing. Savings by their use have been shown to be 30% to 70% and a reduction of shipping troubles has been a logical result.

These reasons briefly answer the question. A trial by you, Mr. Shipper, will verify each one. Don't buy inferior quality at any price. You only pay more in the long run. Try our corrugated boxes.

And if you need solid fibre boxes—the Container Corporation will supply you with a quality which has not as yet been surpassed. Write us—fill in coupon and mail today.



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

MID-WEST BOX COMPANY
AND
CONTAINER CORPORATION
OF AMERICA

111 W. Washington St.



CHICAGO, ILLINOIS

Six Mills—Nine Factories

Capacity 1200 tons per day

RETURN COUPON

MID-WEST BOX COMPANY

111 West Washington Street, Chicago, Dept. 20

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

Name _____

Title _____

Firm _____

Address _____



He Wrote as He Read--- So He Would Not Forget.

By Ernest V. Madison



ONE of the most progressive business men the writer ever knew, made it a practice to look through his trade papers "from cover to cover."

Before him, on his desk lay a tab of note paper and as he read he would jot down memoranda of ideas, adaptable to his business.

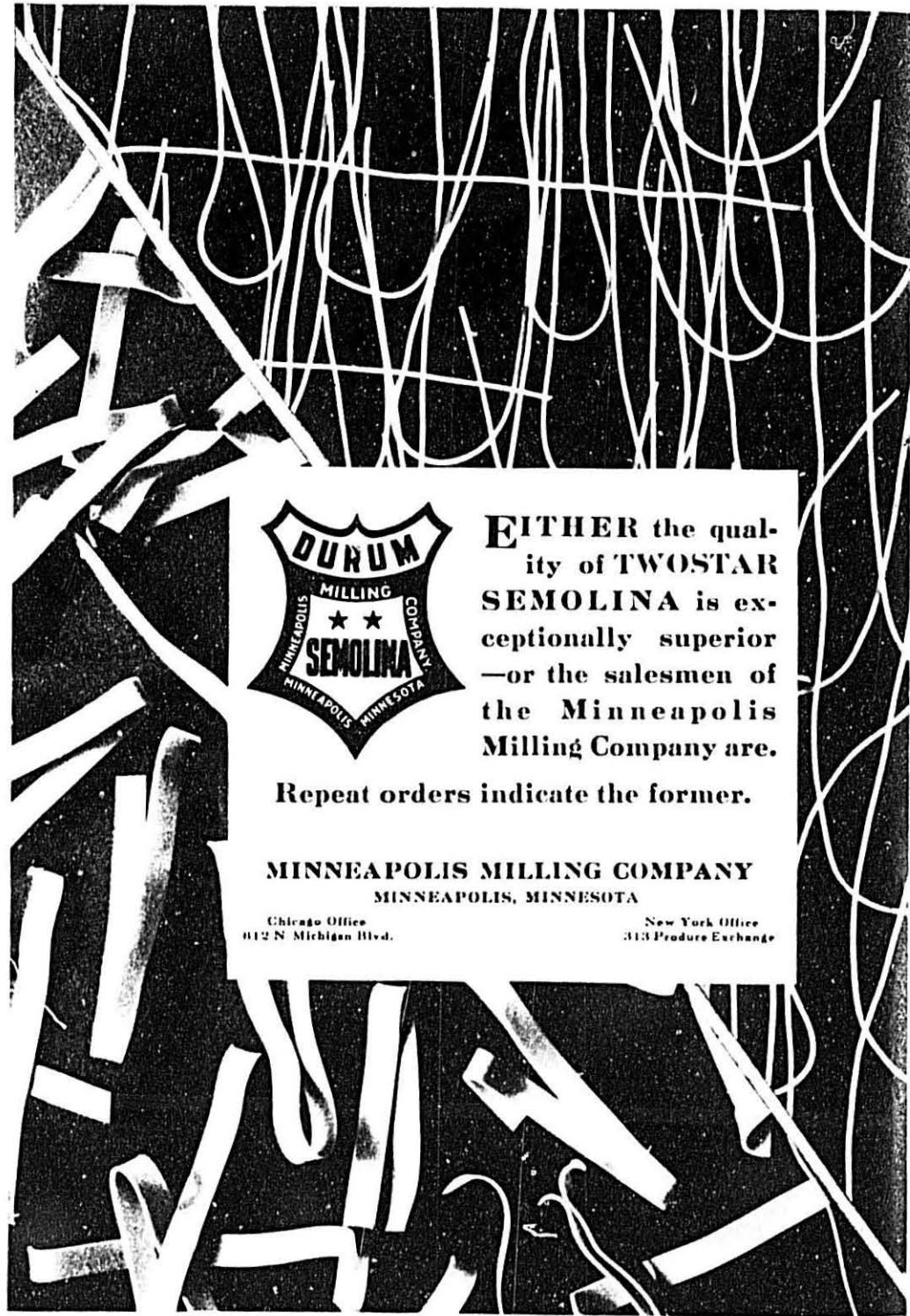
Quite often, when reading an advertisement he wrote down the name and address of the advertiser followed by "Get Catalog D" or "Send Bulletin 12." From these slips he dictated requests to the advertisers for their literature. In this way he followed up every lead which indicated that it might improve his business facilities.

The note pad was his incentive to action at the time he was reading; his insurance against forgetting to write.

There is a tip here for all of us! That it is well to utilize the ideas of others; to recognize that ideas come from all points of the compass; and also that it pays to follow through every lead which seems to offer benefit to ourselves or our business.

It may be possible to attain the top unaided but as in mountain climbing progress will be made more rapidly and safely if we accept the suggestion and assistance of other travelers.

The advertising pages of *the Macaroni Journal* are filled with ideas and information directed toward our business—and calling for only the mere reading.



EITHER the quality of **TWOSTAR SEMOLINA** is exceptionally superior —or the salesmen of the **Minneapolis Milling Company** are.

Repeat orders indicate the former.

MINNEAPOLIS MILLING COMPANY
MINNEAPOLIS, MINNESOTA

Chicago Office
112 N. Michigan Blvd.

New York Office
313 Produce Exchange

THE MACARONI JOURNAL

Volume X

SEPTEMBER 15, 1928

Number 3

FACT FINDING SURVEYS

men said that a man can get so closely interested in a business that he fails to get the industry's standpoint of common concern. Because of this, when with his own business one often feels that the same thing is true all in the trade. What an unbiased survey shows is quite so different as to be almost astonishing.

For instance, the proposed ruling by the Consolidated Classification Committee to prohibit the reuse of used cotton in shipping flour and semolina, so unless grain sacks excepted. When the proposal was first announced by the leading macaroni manufacturers of the country, it was opinion that the action proposed by the railroads would little interest to our industry. Did it not except grain bags from the proposed ruling and was not practically all the semolina shipped in grain sacks?

A tallacious this line of reasoning. A factual survey gets the fact that while the seamless grain bags are the popular semolina containers, less than 35% of the product goes the plants in this kind of bag. About 65% of it goes from mill to manufacturer in cotton and burl bags, these about equally popular. From the general slant of the industry, this survey develops the fact that the proposal does interest macaroni men and that it will affect all of semolina shipments.

One of the hearings on the proposed ruling there was an accusation that the reuse of used cotton and burl bags should be prohibited because of the many heavy claims for loss and damage made shippers and buyers of semolina. This survey referred to establishes the unfairness and lack of this accusation.

It runs freely, flour bolts. For this reason, greater loss of former can be expected from torn or worn sacks. It remains, however, that good used sacks when properly used with semolina, carefully loaded and reasonably well packed, will suffer very slight loss in transit unless through some accident which the railroads themselves have complete control.

In answer to the trade, the semolina millers and the shipper, the National Macaroni Manufacturers Association last month sent out a questionnaire on this subject to its members. It was to get first hand information on the semolina and damage in shipment from mill to manufacturer. Data obtained from this questionnaire will be sent to the railroad which are contemplating a ruling on this subject. It is the hope that it will temper their decision so that it will not unfairly affect semolina shipments.

Among other things it shows that it would cost the macaroni manufacturers of America many thousands of dollars if the proposed ruling were promulgated unmodified. Hundreds

of thousands of dollars would be lost if the ruling were applied as written. It is a fact that the loss of a few cents per sack, 100 sacks to the bag, is a small amount of the investment. It is a fact that the loss of a few cents per bag of the macaroni is a small amount of the investment.

The Macaroni Industry desires to be understood. Despite the loss and damage claims made by the railroads, it stands in the way of an improvement in shipping which will insure delivery of a better product. It is a fact that the loss and damage claims made by the railroads are a small amount of the investment. It is a fact that the loss of a few cents per sack is a small amount of the investment.

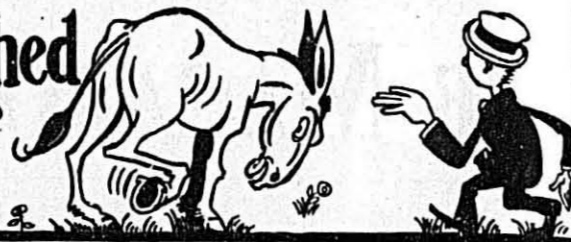
Into and grain bags are usually shipped to the mill by rail. Some cotton bags are used several times before discarding while many firms buy all their semolina in new cotton bags. Inevitably bags are inspected and cleaned at the plant before they are returned, handled, sacks are cleaned, though cleaning and repairing in many instances are done at the mill before re-filling, but at the manufacturer's expense. In many cases semolina shipped in containers that are not clean, and fully repaired to carry the load.

Loss and damage claims are light. On the basis of reports received the average claim on shipments in cotton bags is \$8.25 per claim. On reports is \$10.50 while on grain bags it is \$10.00. It is interesting to find that the cause for these claims for loss and damage is usually traceable to negligence on the part of the railroads and that the claims are generally in their practically all claims are paid in full. The railroads offer supply cars that are used for shipment of goods intended for human consumption. Some have had some broken floors or lack the necessary protection that is provided. Load shifting due to improper loading of cars is another cause of complaint.

Though the primary purpose of the survey was to get acquainted with facts, the implied accusation that the proposed ruling might bring affecting used bags is favorable to the macaroni industry, which always has found favor in the survey. It proves the value of cooperation in an industry through a trade association in gathering worthwhile facts and figures on matters of general interest to the trade.

The returns from the questionnaire were prompt and remarkably complete. In this the members can be congratulated. There are, however, no good reasons why the survey should not have been 100%. Perhaps these could have been brought to will yet do their duty in this matter. This survey is but another example of what can be done through trade cooperation. What a wonderful lot of invaluable information could be compiled if manufacturers would more readily and willingly supply figures in confidence to the central office of the trade!

Well Approached is Half Collected



A city man walked into a field and patted a gentle looking mule. When he regained consciousness, the farmer explained that his approach was wrong. Your problem is to find the proper approach to your debtors.

Collection Letter Number Six PATIENCE EXHAUSTED

**The HOMELAND MACARONI
COMPANY**
ANYTOWN ~ ~ U.S.A.

September 10, 1928

The Credit Buying Company,
Anywhere, U. S. A.

My Dear Mr. Buyer:

When a good Injun goes on the warpath--look out! We have remained peaceable a long time. We saw our goods go into your hands and nothing come back. We have tried to keep cool, be patient, hoping that everything would be all right. But it has not worked out that way.

Our business must have money, the same as yours. When you ordered from us we complied with your directions explicitly. If there is any complaint, we do not know it because you have not told us. We have nine times asked you to pay the overdue balance of \$120.00 and this is the tenth request.

We are peaceable. We like to trade pleasantly, but your silence is making it difficult for us. Fifteen days from today your account goes to our attorney for collection. Won't you help us save this embarrassment by mailing your check for at least part of your indebtedness today?

SMN/J

Sincerely yours,
S. MacNoodle.

The sixth of a series of letters for collection of money from debtors whose accounts are in various stages of arrears. Adapted from the booklet "Consider The Approach" obtainable from the Metropolitan Life Insurance Company, New York, N. Y.

Federal Trade Commission Checking on Trade Practices

The Federal Trade Commission through the division of Trade Practice Enforcement is endeavoring to ascertain to what extent the prescribed trade practices are being violated by the package macaroni manufacturing industry. The checkup is being made in the form of an explanatory circular and a pledge renewing promise to abstain from trade practices which the industry declared to be harmful to the general welfare of the business.

The Trade Practice Submittal before the members of the Federal Trade Commission including Chairman Victor Murdock and Commissioners Colver and Pollard was held on June 25, 1920, in Washington, D. C., following the national convention of the macaroni industry here. Unfair practices were considered and their abandonment agreed upon. For 2 days there was a general discussion of conditions of the trade and practices that tended toward unfair competition and unprofitable prices. A special committee on trade abuses after a whole night session presented a resolution which was adopted unanimously by the macaroni manufacturers in attendance, calling for the elimination of 4 principal trade abuses; namely, subsidizing jobber salesmen, slack filled packages, minimum weight packages, premiums and free deals.

A committee of 9 leading package manufacturers including officers of the national association attended a conference on June 25, 1920, and took the action explained in the circular issued by the Federal Trade Commission, which is quoted in part as follows:

The Trade Practice Conference for the package macaroni industry was held June 25, 1920, at Washington, D. C. After Chairman Murdock explained the nature of the proceedings the meeting was turned over to the representatives of the macaroni industry. The records of the meeting show that the session continued until 2:40 p. m. and that the following judgments were recorded as expressing the majority opinion of the representatives of the industry present:

Slack Filled Packages

It was declared to be the unanimous sense of those of the industry at the meeting that the slack filled package constitutes an unfair method of competition, is wasteful, is an

unfair trade practice, and is harmful to the public.

It was generally agreed that "slack filled" may be applied to the package whose cubic contents for the bulkiest product is so great as to enable it to contain from 1 1/2 to 2 oz. more, net weight, than is actually placed in it.

Subsidizing Jobbers' Salesmen

It was the sense of the meeting, as expressed, that the subsidizing of jobbers' salesmen by the giving of commissions and bonuses, premiums, or in any way, is an unfair trade practice, is an unfair method of competition, and is contrary to the public interest.

All representatives of the industry present voted affirmatively except one, who voted in the negative.

Minimum Weight Packages

It was declared to be the sense of the representatives of the industry that a package of macaroni or spaghetti containing less than 8 oz. was uneconomical, contrary to the public interest and an instrument of unfair competition and an unfair trade practice.

There was one vote in the negative. All the rest were in the affirmative.

False and Misleading Labels

It was declared to be the sense of the meeting that false and misleading labels as to the quantity of the product is an unfair trade practice, an instrument of unfair competition and contrary to the public interest.

The vote was unanimous.

Premiums to the Trade

It was declared that the giving of premiums or so-called free goods to the trade, which in any way tends to influence the sale or constitute a reduction in the list price of such seller to all such class of buyers, be declared to be an artificial practice of selling, an unfair method of competition, an unfair trade practice, undesirable merchandising practice and contrary to the public interest.

The vote was affirmative except for one in the negative.

The exception was suggested that this practice might be justified if the seller is compelled to adopt it in order to meet a similar act in competi-

tion. If, however, the judgment of the industry is correct and this is an unfair method of competition, a competitor need not himself adopt it in self defense but may protect himself against it by invoking the aid of the Federal Trade Commission to prevent his competitor from using it.

Submittal to Industry

With the foregoing actions the representatives of the industry requested the commission to summarize what had been done and to furnish a copy to each member of the package macaroni industry.

It is the understanding that each concern receiving a copy hereof shall be invited to address the commission with any suggestions or criticisms with respect to the decisions of the representatives at the meeting of June 25, and to suggest any further practices which it may think can properly be examined at this time.

It is understood that such comment from the industry shall be in the hands of the commission on or before July 25, 1920, and that thereafter the commission will again address the industry with the results of the referendum.

It is understood that the rights of no one are foreclosed by any action that has been taken. The action amounts to this:

The industry, through its representatives, has discussed certain practices and has advised the commission that in its judgment these practices are unfair trade practices, constitute methods of unfair competition and are contrary to the public interest.

Any member of the industry who does not agree with this and continues to make use of the condemned practices may be complained against by a competitor. If such application is made to the commission for the issuance of a formal complaint against anyone who continues to use these practices, the commission will treat such application wholly without prejudice and as it considers any other application.

The expression of the industry as here given is advisory to the commission with respect to the issuance of a complaint, but upon a trial of a complaint the respondent will come in entirely without prejudice on the part of the commission, and any

practice which is challenged will be examined from the beginning.

The Federal Trade Commission feels obligated to keep informed as to the working of past trade practice confer-

ences and seeks at this time to obtain from the package macaroni industry, particularly from those who did not sign the pledge 8 years ago, a written declaration that they will not practice the trade abuses condemned by the

trade itself at the conference referred to. It is probable that this step taken because of the numerous complaints received of violations of one more of the practices which the trade agreed to abandon 8 years ago.

The 1928 Durum Wheat Crop Yield Heavy But Quality Disappointing

Practically all of the 1928 durum wheat crop in this country has been harvested. Much of it has found its way to the mills; more of it remains on the farms and in the elevators throughout the northwest. The yield has exceeded the government estimate. The quantity will be sufficient to meet all the needs of the macaroni industry. The quality is an undetermined factor.

United States is now one of the greatest producers of durum wheat and may also be said to be the greatest consumer thereof. Approximately 20 million bushels of the better grades are milled and used by macaroni manufacturers in this country. Some of the higher grade durums are exported to Europe for similar use. By far the greater portion of the inferior or mixed durums goes into export or is ground into feeds.

Having to depend upon the American crop for its raw materials the American macaroni manufacturers naturally are anxious about the extent of the plantings of amber durum, the growth and development of the grain and the harvesting of the crop. In this they are joined by a small group of millers who are concerned in supplying the industry with good durum semolina, well colored and carrying a sufficient percentage of protein and other essential element: to insure the high quality macaroni demanded by the industry in this country.

The American macaroni manufacturers will be interested in the opinions of the leading durum millers and their comments on the crop situation as it will affect quantity and quality of production as well as prices. The statements made are based on known conditions as of September 1. Here are some of the expert views:

PROTEIN QUALITIES FOUND DISAPPOINTING

By C. J. Walton, Pres., Capital Flour Mills

There has not been sufficient volume of new durum wheat on the market yet to get a very accurate line on its milling

value from the standpoint of making high grade semolina. The quality as shown by the samples up to this time has been a little disappointing in that proteins are not as high compared with one year ago. This applies to the run of wheat from North Dakota. There are certain districts in South Dakota from which quite limited quantities of durum wheat are coming that has very high protein content. Other than this the wheat is not the best milling durum.

It will be hard to get anything like an accurate survey of protein content until samples are received from Cavalier, Towner, Bottineau and Nelson counties in North Dakota. These are the counties from which usually the best milling durum is received.

Regarding prices, it hardly seems reasonable to expect they can decline materially from the present level, which does not give the grower sufficient return to balance the cost for raising the wheat. This difference must be adjusted somehow in the long run either by curtailing production or the price level advancing to where it will afford the farmer a fair return for his labor and investment.

It is interesting to note that old stocks of durum wheat have disappeared rather rapidly during the past 60 days. On July 1 there were over 4 million bushels of so-called contract grades in storage in Duluth. This wheat has been disposed of, presumably shipped abroad, and such a volume of business during the months of July and August in durum wheat is considerably above the average. It is reported that sales of the new crop durum have been made for foreign account within the past few days. It is an old saying among the millers and grain men that a short crop has a long tail and a large crop a short tail. We are under the impression that the seemingly large wheat supply at this time will be absorbed in due time, and on the whole we should have a fairly steady market with prices averaging somewhat above the present level.

Dated—Minneapolis, Aug. 30, 1928.

SUPPLY OF CHOICE AMBER DURUM ADEQUATE

By B. Stockman, Pres., Duluth Superior Milling Co.

Generally speaking, the 1928 durum wheat crop is of spotted quality. Recent rains have done considerable damage to the quality without reducing the yield.

There has as yet been no sufficient movement of new crop durum to enable one to give a worthwhile opinion on quality. Receipts so far have not been up to expectation, as they are mainly from the districts which in past years have not furnished the best grades of durum.

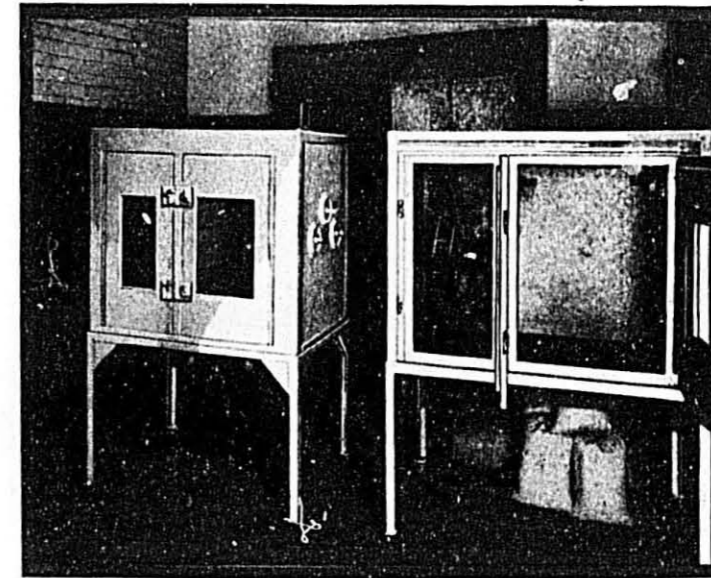
The government estimate of production by states is as follows: Minnesota 4,699,000; North Dakota 66,049,000; South Dakota 13,385,000; Montana 2,000,000—total 84,343,000, and is about 1,000,000 higher than last year's production.

As far as one can judge practically all of last year's crop, with the exception of the stock carried by mills, has been used either in domestic markets or exported. Stocks in public elevators at Duluth are under one million bushels.

The principal durum wheat state, namely North Dakota, does not harvest its crop as early as South Dakota does. The movement has been delayed by unsettled weather, therefore it is impossible to give a detailed statement as to color, protein and milling quality. Some envelope samples received from counting stations show good quality, so that one can reasonably expect that there will be sufficient of such quality to take care of trade requirements.

From the total of 84,343,000 bushels, must deduct at least 20% of red durum which is not suitable for macaroni, so exported or used as chicken feed in domestic markets. In addition to this there is a considerable percentage of mixed wheat, that is to say wheat containing a large amount of spring, making it unsuitable for semolina.

Taking receipts as they run from



Special Drying or Curing Cabinets

Our testing unit includes a miniature mill; a macaroni mixer, kneader and press; drying chambers (shown in illustration) 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.

*Here are just a few of
the reasons why we believe*

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

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

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

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

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

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

our processes of milling Gold Medal "Tested" Semolinas.

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



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

GOLD MEDAL SEMOLINAS

"Tested"

WASHBURN CROSBY COMPANY

General Offices: Minneapolis, Minn.

Millers of Gold Medal "Kitchen-tested" Flour



A TYPICAL MONTANA DURUM WHEAT FIELD.
—Photograph furnished by Chamber of Commerce, Bozeman, Mont.

country, not more than one car in four is suitable for the highest grade of semolina. Applying this figure it becomes apparent that the supply of choice amber durum, while adequate, will not be more than sufficient to take care of the milling demand.

Dated—Duluth, Aug. 21, 1928.

SOME PHASES OF THE 1928 DURUM WHEAT CROP SITUATION

By H. E. Kuehn, King Midas Mill Co.

The domestic durum wheat market has declined to the lowest quotations since the 1923 crop, mainly because of the decline in the general wheat market, but also on account of a particularly large supply of this class of wheat.

The August 1 estimate of the United States Department of Agriculture placed the United States durum crop at 84,343,000 bus., compared with 76,155,000 bus. harvested last year, and a 5 year average production for the years 1922-26 of 61,702,000 bus. Commercial stocks of durum wheat in the United States on July 1 were also greater than the average carryover.

Moreover the North African durum crops are around 10,000,000 bus. larger than the previous season, and the Italian crop is reported as one of the largest produced in that country.

Production of durum wheat in Canada has also been increasing rapidly within recent years, and although no official forecast has been made on durum wheat as a separate crop in that country, pri-

vate estimates indicate a considerable increase in production over last year.

Russia, although the world's leading exporter of durum wheat during the pre-war years, has since contributed relatively unimportant amounts and crop prospects for the current season do not indicate any material quantity for export from that source.

Annual domestic disappearance of durum wheat in recent years may be roughly placed at 32 to 38 million bus., over one half of which is ground into durum products and the balance used for feed and seed. On this basis the amount which will be available for export from this year's carryover, may be placed at around some 45 to 50 million bushels, which will have to be offered in competition with increased offerings from other producing countries. The largest amount of durum exported from the United States in any one year since 1920 was from the 1922 crop when 41,837,000 bus. were exported.

On account of the relatively low price now prevailing it seems likely that increased quantities will be used for feed domestically this year. At the present time feed interests, for instance, are good buyers of red durum wheat, taking on more than their usual amounts as, pound for pound, red durum is now selling cheaper than corn.

Viewing the 1928 durum crop from a domestic milling standpoint there appears little to indicate anything but a strong to higher cash premium market for good milling qualities in spite of the large total crop. The crop movement

thus far has shown a preponderance of low color, smutty wheat, and although many sections in North Dakota, which usually produce the best types of milling durum, are still to be harvested and heard from, it appears likely that milling qualities of amber durum of satisfactory protein content will maintain sizeable premiums over the run of feed and export qualities.

Although the futures price may hold unsettled for some time, due to the abundant world supply of all grades of wheat, still the cash durum market situation should hold steady because of the probable limited amounts of good milling qualities.

Dated—Minneapolis, Aug. 31, 1928.

PROTEIN FAIR—QUANTITY LARGE

By A. L. Ruland, Washburn Crosby Company, Inc.

This year's durum production in the 3 states of North Dakota, South Dakota and Minnesota will probably prove to be the largest on record. The August government report indicates the following production figures for these three states:

(Expressed in millions of bushels.)	
Minnesota	5
South Dakota	13
North Dakota	67

Total

85
It would not be at all surprising if the final outturn slightly exceeded these figures, although the excess, if any, will probably be slight since the yields in

Champion Equipped Plants

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



Champion Machinery Co.,
Joliet, Ill.

Gentlemen:

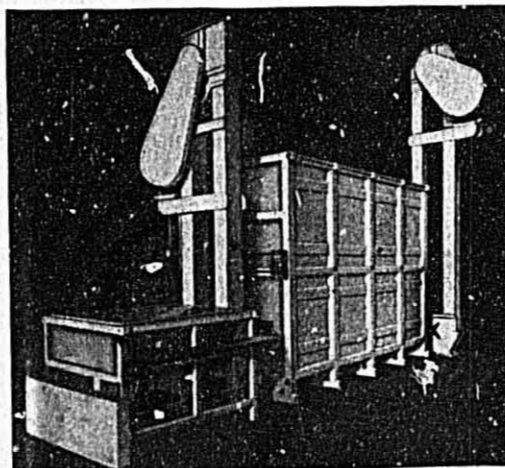
It is a pleasure for us to inform you that the Champion Senolina handling outfit which was installed in our plant recently, consisting of Bin, Conveyors, Water Vat and Scales, meets with our complete satisfaction. This installation was a decided improvement over our previous system of handling our Senolina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

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

With sincere wishes for your further success, we remain

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

JRC/C



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

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

CHAMPION MACHINERY COMPANY

JOLIET

ILLINOIS

These Letters Tell

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

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

THE JOHN B. CANEPA COMPANY
MANUFACTURERS OF
RED CROSS MACARONI AND SPAGHETTI
302-310 - 87th GRAND AVENUE
CHICAGO

Feb. 21st, 1927.

Champion Machinery Co.,
Joliet, Ill.

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

Dear Mr. Motta:

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

In fact we have had no trouble whatever with them.

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

Best wishes and every success to you,

Very truly yours,

THE JOHN B. CANEPA COMPANY

John B. Canepa

JVC/233

South Dakota have so far been somewhat disappointing.

We now have a pretty fair idea concerning the quality of the South Dakota durum as well as that of a good share of the Minnesota durum and that produced in the south central portion of North Dakota. The South Dakota durum this year is higher in protein content than that produced in that state in 1927 and is perhaps well up to the average of the past 4 or 5 years, but the quality from a milling and particularly a color standpoint is distinctly below average and exceedingly disappointing. Our tests indicate that semolina and macaroni produced from the general run of South Dakota wheat so far received at the terminals is distinctly below commercial standards, and in addition a very large percentage of the South Dakota crop is badly contaminated with smut and so made unfit for semolina milling.

Of course the major portion of the U. S. durum crop is produced in North Dakota and to date we have had the opportunity of examining wheat only from a small section of the territory of that state which produces durum wheat. What we have seen is disappointing; the color is not as good as last year and the protein is no improvement over the low protein of 1927, but it is only fair to say that the territory in North Dakota which normally produces the choicer types of durum has not as yet threshed its wheat, and if the rains of the past week have not seriously damaged the quality from a color standpoint it may be that the color will be nearly as good as last year. But climatic conditions during the period in which the grain was matured were such that it is not likely that the protein content of the North Dakota durum crop will be any higher than last year.

Dated—Minneapolis, Sept. 1, 1928.

PREMIUM TREND HIGHER

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

Cutting of wheat is completed but rains delayed threshing of both spring and durum wheat. Undoubtedly grains have been damaged considerably by this rain and dry weather must prevail in the near future to permit farmers to thresh wheat, which will then cause heavy receipts at primary markets.

During the past week of August 24 practically no new durum wheat was received from South Dakota which was contrary to rule and expectations. There are rumors of farmers' intentions to hold their wheat on account of dissatisfaction

BELL RINGER

Get The Order—Never Mind How

By E. De Rocco, President

San Diego Macaroni Mfg. Co., San Diego, Calif.

I recently attended the Macaroni Manufacturers Conference in Chicago firmly believing that in this territory there existed the worst possible kind of "fight for business" with its attendant price cutting, dumping and every known unfair practice. On hearing Macaroni men from other sections I was forced to the conclusion that everywhere some manufacturers offered their goods at prices and on conditions that "got the order" irrespective of profits or effects.

Without intending to repeat what all of us know to be true, and that is that such business policy leads only to one end,—ruin, I am reminded of a story that illustrates the extremes to which some go to "get the order."

A Texan rode his mule into town one day when he was accosted by a stranger, who asked him what he would take for the animal.

"Oh, I dunno," said the Texan, "say a hundred dollars."

"I'll give you \$5," said the stranger.

The Texan dropped his reins and looked at the stranger in amazement.

Then he crawled off.

"The mule's yours, stranger," he said. "I couldn't let a little matter of \$95 stand in the way of a mule swap."

with price that nets them around 80c per bu. but undoubtedly wheat will be shipped when weather conditions permit.

Premiums have advanced several cents a bushel during the past week, and good judges of the wheat crop are of the opinion that premiums will advance rather than decline. Undoubtedly the next government crop report will show large number of bushels, but durum millers will need to choose carefully to maintain high basis of semolina quality. Dated—Minneapolis, Sept. 4, 1928.

Cheese Consumption on Increase

Although the people of the United States are now consuming about 4.36 lbs. of cheese per capita annually as compared with 3.5 lbs. in 1921, Americans are still far from being in the heavy cheese eating class. In Switzerland the per capita consumption is approximately 23 lbs.; in France, Denmark, and the Netherlands approximately 13 lbs.; in Germany 9.5 lbs.; and in Great Britain 8.9 lbs.

In the opinion of dairy specialists of the U. S. Department of Agriculture, it should be possible to increase the consumption of cheese in the United States by improving the quality of the product and by disseminating knowledge as to its uses, food values, and varieties.

Bulletin 608-D, Varieties of Cheese: Descriptions and Analyses, a revision

of which has just been issued by the department, describes 18 distinct varieties and 400 so-called varieties that are of more or less local importance and gives the percentages of fat, water, ash, salt, milk sugar, and other constituents in each.

In 1926 cheese production in the United States amounted to 431,416,000 lbs. and importations totaled 78,416,832 lbs., whereas exports were slightly less than 4,000,000 lbs. The importations include many varieties, nearly all of which are among the highest priced cheeses made, such as Emmentaler from Switzerland, Parmesan and Gorgonzola from Italy, Roquefort, Camembert, and Brie from France, and Edam from Holland.

"Unfortunately, a feeling is prevalent in the United States," according to K. J. Matheson, author of the revised bulletin, "that cheese equal to the best of the European product cannot be produced here. This feeling is based upon a lack of knowledge of actual conditions in Europe and of conditions affecting the qualities of cheese. Certain parts of Europe probably are better favored by desirable climatic conditions and by more general dissemination of the bacteria or molds necessary to the characteristic ripening of different varieties, but even the best average natural conditions can be improved by artificial means, since necessary molds or bacteria can be grown in pure culture and utilized anywhere."

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

Bag Facts by Bag Maker

By H. V. Howes of Bemis Bag Co.

Not in the spirit of criticism but the belief that the macaroni manufacturers wish to know the true facts about the much condemned practice of reusing old and unfit sacks in flour and semolina shipments, we are pleased to present the following facts which we have been gathering since the proposed ruling was docketed by the Classification Committee: That the use of old, filthy sacks is one of the chief sources of infestation of the raw material and finished product is quite generally conceded. The sanitary angle of the used sack problem cannot be overemphasized. Used sacks are probably the greatest cause of infestation of flour mills by weevil and the Mediterranean flour moth. We personally made an investigation of every brand of macaroni and noodles on the St. Louis market with the following results. (If desired, names of brands can be given but we prefer to refer to brands by number):

- No. 1 brand of noodles—no evidence of weevil.
- No. 2 brand of macaroni—one live weevil, one dead, one carcass, many embedded in macaroni.
- No. 3 brand of macaroni—no evidence of weevil.
- No. 4 brand of spaghetti—no evidence of weevil.
- No. 5 brand of egg noodles—one live weevil.
- No. 6 brand of egg noodles—many live weevil.
- No. 7 brand of macaroni—no evidence of weevil.
- No. 8 brand of macaroni—no evidence of weevil.
- No. 9 brand of macaroni—no evidence of weevil.
- No. 10 brand of spaghetti—no evidence of weevil.
- No. 11 brand of macaroni—four live weevil, one dead.
- No. 12 brand of macaroni—weevil embedded in macaroni.
- No. 13 brand of macaroni—no evidence of weevil.

On the question of the additional cost involved in case the Classification Committee's proposed ruling banning cottons and jutes was adopted we believe that you are in error. It is entirely incorrect to state that the passing of this ruling means an additional cost of nearly 25c per sack on every purchase.

There are 2 kinds of bags used for one trip purposes in the flour trade—a cotton 98 lb. and a jute 140 lb. The latter is used to a great extent for semolina. The current price for cotton 98 lb. bags is 12½c and many bag companies, including ourselves, will buy them back for use for other products, at the present

time at 5¾c. This means if the macaroni manufacturers were to furnish their own bags the cost per trip would be only 6¾c. However many retail outlets have been found for these bags to be sold to housewives where the bags bring from 8c to 10c each, reducing the cost per trip to 2½c to 4½c.

The jute 140 lb. bag at present costs 16c. Many bag companies will buy a once used jute bag for 8¾c, which means a cost per trip of 7¼c if the macaroni manufacturer is to buy his own bags. However this does not represent the true condition. By referring to the latest Millers National Federation Flour Package Differentials effective Nov. 14, 1927, you will note the following statement: "A reduction of 20c per barrel from the half-cotton basing price shall be made where the flour is packed in buyer's 98 lb. bags, and a reduction of 15c per barrel from the 140 lb. jute price where the flour is packed in buyer's 140 lb. jute bags." This means that the miller will furnish new cotton 98 lb. bags at 10c above the bulk price. Subtracting from this the salvage value of 5¼c the cost per trip is 4¼c per bag. According to the above quotation new jute 140 lb. bags will be furnished by the miller at 10.7c each above the bulk price, from which should be deducted the salvage value of

8¾c, leaving the cost per trip at approximately 2c, or 2¾c per barrel.

These figures show that the 25c per sack stated in your editorial is absolutely wrong and conveys an incorrect impression. When the cost of cleaning the once used sacks, the return freight to the mill, the loss of flour due to the reuse of sacks which are intended for one trip only, are all taken into consideration, it is probable that it is more expensive to return cotton 98's or jute 140's than it is to buy the flour in new bags and then sell these once used bags to a second hand bag manufacturer.

Woolworth's and the hat check girls are about the only people left who insist on cash, and get it.

TRADE ASSOCIATION HELPFUL

By A. F. Myers,

Member Federal Trade Commission
Trade Associations are effective stabilizing agencies in business.

Industries possessing strong trade associations are equipped for self regulation in a degree, which, if wisely directed, will effectively preclude governmental interference by rendering it unnecessary.

Bird—My father's in the coal business.
Peach—Oh, what branch?
Bird—He collects the ashes.

MY FAVORITE RECIPE Seashell Special

By Charles R. Jones, Domino Macaroni Co.
Springfield, Mo.

Ingredients

- ½ Pound Seashell Macaroni
- 1 cup Bread Crumbs
- 1 Teaspoon Salt
- 1 Tablespoon Chopped Parsley
- 1 Tablespoon Butter
- 1 Cup Sweet Milk
- 1 Chopped Pimento
- ½ Ground Onion
- ½ Cup Grated Cheese
- 3 Eggs, Beaten separately.

Method

Mix ingredients, except egg whites. Fold eggs in last. Form in a mold and bake in pan of hot water for 45 minutes.

Serve hot with the following sauce: Put 2 tablespoons of butter in pan, add 1 tablespoon flour, 1 can tomato soup, 5 drops tabasco sauce, 1 tablespoon worchestershire sauce, salt and pepper to taste. Cook slowly for 10 minutes. Pour over mold.

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



An Appeal To Reason

Only smooth and beautiful products attract customers. It's the macaroni die—nothing else—that gives the beauty and smoothness to your macaroni. Improve your products with Maldari's Insuperable Macaroni Dies.

[Send for our illustrated catalogue.
Yours for the asking.]

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

AMERICA'S LEADING MACARONI DIE MAKERS SINCE 1903



The 1928 Wheat Situation

By R. W. Dunlap, Acting Secretary of Agriculture

The decrease in wheat prices this year has been associated with favorable crop conditions. In the last month the wheat-supply situation has materially changed, and the outlook is for a world supply a little larger than that of last year. Forecasts in 20 countries of the Northern Hemisphere amount to 2873 million bus. as compared with 2800 million bus. produced last year. But this increase in supply will be largely offset by an increased demand and by other factors. In fact, the wheat-supply situation is somewhat similar to that of 1925, when the world harvested the largest crop that had been harvested up to that time and prices fell to a low point in the first part of the marketing season. The present season may resemble that of 1923-24 in its wheat price movements as well as in its wheat supply position. It is well known that heavy marketings at the beginning of a season tend to depress prices too much. That is what happened in 1923-24. In that season the farm prices of wheat in the United States reached their low point in August, and ended the year considerably above the August level. It is reasonable to believe that the course of prices may follow the same trend this season.

Early Marketing Depresses Early Prices

In the long run the final governing influence on prices is the law of supply and demand. No advantage to the grower results when prices are re-adjusted upward if the wheat has left the farm. But he may reap very substantial advantage from an analysis of the situation which enables him to time his marketing favorably. Last year, just as in 1923-24, wheat prices fell during the early marketing and then advanced as the season progressed. The prospect that this development may have its counterpart during the present season, at least for certain classes of wheat, was indicated by the bureau of agricultural economics in a recent statement on the price situation, which said, "Although the highest prices paid in the past season may not be reached this season, the soft red winter wheat price level for the year should work out about equal to the average for the past season."

In the last few weeks the market ap-

pears to have been principally influenced by reports of increased production in the Northern Hemisphere and expectations of average yields in the Southern Hemisphere. Certain vital considerations on the demand side should also be taken into our reckoning. For example the prospect of an increase in the world supply of wheat as compared with last year is offset largely by the prospect of a smaller rye crop in Europe outside of Russia. Rye production this year in all countries for which reports are available is estimated at only 557,000,000 bus., compared with 649,000,000 bus. last year. The rye crop, of course, is an important factor in the total demand for bread grains and materially influences the price of wheat. Cereal consumption in many countries is also affected by the production of other food crops, notably potatoes. Europe's potato crop seems likely to be smaller this year than it was last year. Another important element in the situation is the prospect that Russia this year may have no wheat to export. These facts are weighty elements on the demand side of the equation.

Wheat Consumption Increasing Annually

Allowance also should be made for the fact that consumption of wheat in the United States and in other countries. In the United States it is increasing at the rate of about 6,000,000 bus. a year. That the same tendency exists in Europe can be seen from the fact that although European wheat production in 1927 was about as large as in 1923, her imports of wheat were nearly 90,000,000 bus. larger despite the fact that prices were considerably higher. Poor quality in the crop of Canada and of some European countries was a factor in the higher prices last year but a material increase in the demand for wheat, however, was also apparent. Since 1923 the world's demand for wheat seems to have increased at the rate of about 5% a year. This is due both to growth of population, and to increased per capita consumption.

It is also well to remember that the United States produces different classes of wheat which may be affected in different ways by the world situation. Our August estimate indicated an increase over the previous estimate of

about 17,000,000 bus. in the soft red winter wheat production of the United States. This total, however, is still about 40,000,000 bus. less than last year, and last year's crop was below our domestic requirements. Producers of soft red winter wheat who are in a position to stay out of the usual fall marketing rush ought to find that course profitable. Our production of hard red spring wheat is so large that the market for that kind may be on an export basis, at least for a part of the crop year. Hard red winter and durum wheats likewise are abundant in supply. For these three classes of wheat, therefore, the prices are likely to be determined throughout the year by world market levels. Nevertheless it is possible that the world market as a whole has overemphasized the bearish aspects of the supply situation and may later have to correct that over-emphasis by an upward movement of prices.

Pies, pastries and frankfurters have been banned from New York school lunches in an effort to encourage more balanced meals.

Wax Wrapper Information

"Keep Your Competition Down—Your Package Efficiency Up!" is being distributed by the Johnson Automatic Sealer Co., Ltd. This circular describes the purposes and operating data of the Johnson Automatic Wax Wrapper. Complete specifications, engineering data and other helpful material are briefly listed for quick and easy reading. Copies may be obtained by writing the company at Battle Creek, Mich.

Many a macaroni man's reputation for truthfulness goes lame when he begins to talk about his plant capacity and his prices.

Flake Pudding

Angry Customer (tossing a package on the counter): "Makes washing a pleasure, does it? Does the washing while you wait, does it? It's the little flakes of soap that—"

Grocer: "Madam, one moment please. This is not soap."

Angry Customer: "Not soap? Not soap?"

"No. Your daughter asked for a half pound of grated cheese and a half pound of soap flakes. This is the cheese."

"My stars! And last night I made a pudding—"

—Progressive Grocer.

"It's the Goods to sell we want, not Adjustments,"

say your CUSTOMERS



YOUR CUSTOMERS buy your product for immediate profit. Modern merchandising conditions—hand-to-mouth buying and swift turnover—require above all that goods be received in condition to go on the shelves.

When your goods arrive in perfect condition, your buyers can depend on full profit from them. When there are adjustments to be made, claims to be filed, slightly damaged items to be returned, and perhaps sell at reduced prices, their profit is reduced, their good will toward the product and its maker lessened. Your reputation for condition of goods as received may offset both price and quality differences in determining the placing of orders.

Good wood boxes, properly designed with your special problems in mind, carry your product to buyers in fully saleable condition. Full protection against weather and handling is provided. The danger of hidden damage, of pilferage, of loss from broken containers is reduced. The extra strength of wood gives extra protection demanded by merchandising conditions founded on quick buying, quick sale, and full profit from every item.

"We have to consider the condition in which we receive goods," say the traffic managers of several large New York Department Stores. In these days of quick turnover and the rapid movement of goods, selling is carefully planned in advance. Merchandise must be on the floor when the advertising is ready to be released. Naturally big stores buy from sources that they know get their product to them promptly, in condition to sell immediately.

"It's the goods to sell that we want—not adjustments," say the men who are responsible for merchandise being in the store at the right time and in proper condition.

The packing engineers of the National Association of Wooden Box Manufacturers consider not only your product and its packaging, but convenience in packing and handling, the traffic conditions that must be faced, and the condition in which goods must reach their destination.

Makers of foodstuffs, wearing apparel, electrical equipment, paint, find that good wood boxes pay because they deliver goods in condition for sale, and buyers prefer the manufacturer who sees his products safely to their shelves.

Whatever your present methods or material, a discussion of the problem with competent engineers and designers is worth your time. Address the Wooden Box Bureau of the National Association of Wooden Box Manufacturers, Chicago, Illinois. Use the convenient coupon.



Wooden Box Bureau of the National Association of Wooden Box Manufacturers
111 West Washington St., Chicago, Ill.

Gentlemen: We manufacture and would like to have information relative to wooden boxes for packaging our product.

Name _____
Concern _____
Street _____
City _____ State _____

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

Chicago, Illinois

Macaroni Exports Increasing

According to the figures compiled by the Bureau of Foreign and Domestic Commerce the exportation of macaroni products during June 1928 showed an increase over the same period the preceding year. American made macaroni products were shipped to 44 foreign countries in June totaling 747,527 lbs. and a total value of \$69,404.

The United Kingdom was the leading purchaser, getting 185,455 lbs.; next came Canada with 159,168 lbs.; then came Australia with 125,219 lbs. followed by Panama and Cuba with slightly more than 50,000 lbs. each.

An idea of the export business in this product is gained by comparing the totals in previous months. The exports for June 1928 were, in round figures, 747,000 lbs. In May of this year the total was 710,000 lbs., while in June 1927 the exports were only 428,000 lbs. This business has been steadily increasing as noted from these figures. For the first 6 months of 1927 we exported 4,081,000 lbs. while for the same period this year our exports totaled 4,585,000 lbs. For the 12 months ending June 30, our 1927 exports totaled 8,297,000 lbs. while our 1928 exports totaled 8,971,000 lbs.

United States—Exports of Macaroni (1000 lbs.) by Ports and Countries of Destination for Month of June 1928

	New York	New Orleans	Balti- more	San Fran- cisco	Wash- ington	Mich- igan	All other	Total
United Kingdom	159		22		2	25	32	185
Canada		2					100	159
British Honduras								2
Costa Rica	2							2
Guatemala		1						1
Honduras		11						11
Nicaragua		3						3
Panama	4	46					12	50
Mexico	4	14			1			31
Jamaica		3						3
Cuba	17	33						50
Dominican Republic	9	6						15
Dutch West Indies	1							1
Haiti	3	10						13
Colombia	2	1						3
China				23	8			31
Java and Madura	3							3
Hongkong				1				1
Japan				1				1
Philippines	1			6	1			8
Australia	117							125
French Oceania				1				1
New Zealand	31			3				34
British South Africa	4							4
Total	359	132	22	47	34	34	114	747

Delivery of Goods Not Compulsory When Buyer's Credit Slumps

Here is a case which shows what a seller of merchandise can do, if after he sells on credit he finds—before delivery—that his buyer's credit has become impaired, and that he is no longer the good risk that he was before. There have been a great many controversies in situations like this, as to whether the seller, having made his contract to sell on credit, must still go through with it, or whether he can legally change the terms by refusing to ship unless the cash is paid.

This is a little different in principle from the principle of stoppage in transitu. That principle is that where a seller who has sold f. o. b. factory, and has shipped, meaning that title has passed to his buyer, he can still seize the goods while in transit, if he finds that the buyer's credit has collapsed.

In the case I am discussing now, a seller of rubber goods made a written contract with a buyer, delivery to be half made the

last week in February, and completed the last week in March. The terms were "30 days trade acceptance from date of shipment, without interest."

Everything about the contract was legal and complete. At the time it was made, however, the buyer was decidedly in bad shape financially, but the seller didn't know that. Before the first shipment was to have been made, however, the seller learned about it, and notified the buyer that he wouldn't ship on the original terms, that is, 30 days, but would be glad to ship sight draft bill of lading attached, which meant, of course, cash on delivery. The buyer refused and insisted that delivery be made on the original terms. His argument was that the contract had been made, and that the buyer had no right at this late date to change it.

Much correspondence ensued, getting nowhere. The seller continuously refused to ship without the cash, and the buyer as consistently demanded delivery under the original contract.

Next the buyer went into bankruptcy, and a controversy arose between the seller and the trustee in bankruptcy. The latter

contended that the seller was obliged to deliver under the original contract; viz. when a seller of merchandise on credit learns before delivery that the buyer's credit has become impaired, must he nevertheless deliver on credit, and take his chance of collecting, or can he refuse to deliver (thus changing the contract) except for cash in advance?

The court upheld the seller's right to change the contract, citing the law that "Where the vendor (seller) has contracted to sell personal property on credit, before payment, and while he still retains possession of the property, he discovers that the vendee is insolvent, he may hold the goods as security for the price."

(Copyright by Elton J. Buckley, Esq. Counsellor-at-Law, Philadelphia, Pa.)

Misleading to the Blind

The use of a descriptive term to suggest that articles sold in interstate commerce were products of blind workers, although a greater part of the output was manufactured by persons with full sight, has been condemned by the Federal Trade Commission as false advertising and an unfair method of competition. The commission found that the practice was not only confusing to purchasers but unfair to the institutions selling the products of blind operatives and to manufacturers who sold on merit rather than on a basis of sympathy for the blind.

The basis of the action was that goods were misrepresented. A corporation agreed with the Chicago Lighthouse, a trade school for training blind people, to find a market for the institution's entire output of rugs. Then looms were installed and rugs made by employes having full sight were produced in even greater quantities and without distinction as to which were made by the blind and which by power looms it was attempted to sell them at the one and same price.

Investigations proved to the commission that in 1927 the company sold approximately 82,000 rugs, fewer than one third of which were produced by blind labor; also that the corporation represented itself as the "sole distributors of the Chicago Lighthouse, an institution for the blind," even after production of rugs at the Chicago Lighthouse was discontinued entirely and taken over by the company.

The decision declares such practices unfair, orders the discontinuance of the use of the word "Lighthouse" as a trade name and all associated advertising referring to the products as being made in an institution for the unfortunate blind people.

A nag doesn't have horse sense.

Juliët Macaroni

A NEW PRODUCT

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

348 COMMERCIAL STREET

BOSTON, MASS.

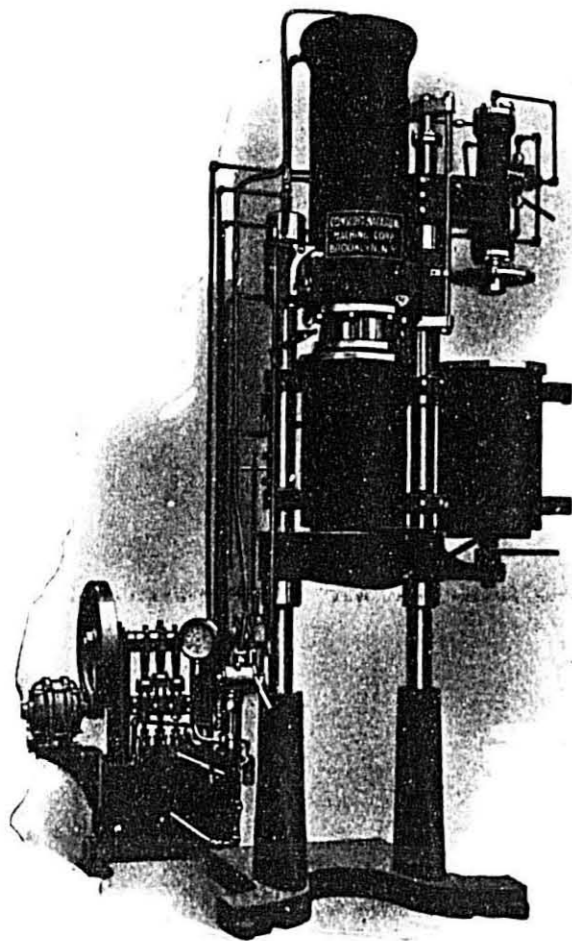


Consolidated Macaroni Machine Corporation

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.

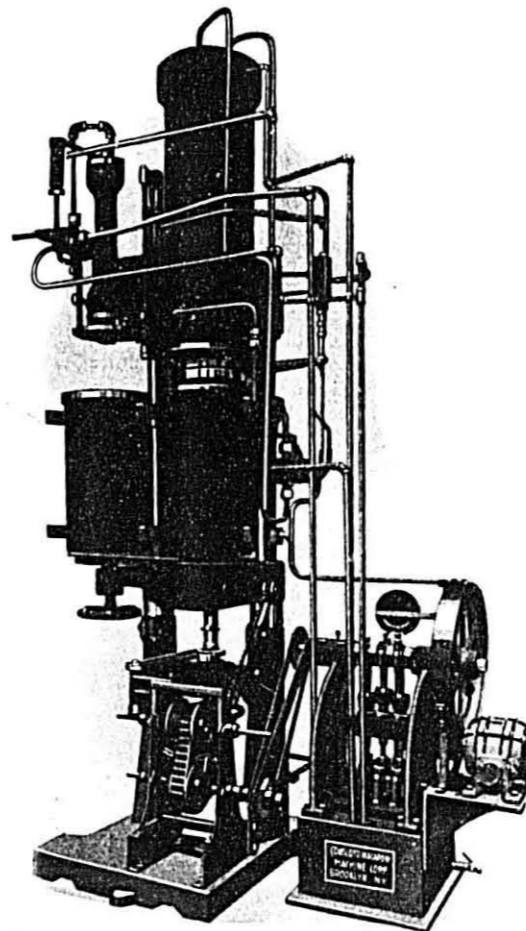
156-166 Sixth Street **BROOKLYN, N. Y., U.S.A.** 159-171 Seventh Street
Address all communications to 156 Sixth Street

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

Can Profits Be Made With Falling Prices?

Ray M. Hudson, Assistant Director, Commercial Standards

Rising costs of doing business are said to be hurting profits, and intensive selling methods are said to be responsible for the current upward trend in distribution costs. The defense of these methods is that keen competition, hand-to-mouth buying, and idle production capacity make them necessary.

However justified this defense may be the fact is the larger the mass to be moved, the greater the effort to move it; the greater the inertia, the greater the force to overcome it. This natural law is evidently as applicable to the disposal of our factory output as it is to the displacement of a granite boulder. As the total output of our factories increases, greater selling effort becomes a necessary part of the process of getting that output into the hands of the ultimate consumer. The greater the variety offered the public, the greater must be the effort to sell it. We may, therefore, expect an increase in the cost of distribution, but recognition of mass distribution as the concomitant of mass production does not compel the blind acceptance of present distribution costs, nor of present "over diversification" in product.

If excessive variety and increased costs of distribution absorb the economies of mass production, either profit must be sacrificed to selling price or price must be raised to protect profit. Investors will resist the one course, consumers the other. Furthermore, it has been generally recognized that it is more advantageous to increase total profit by reducing prices to the consumer—at the same time maintaining or improving quality—and thus secure increased volume, than it is to try to increase profits by raising prices.

Current discussion may be summed up thus: consumers want lower prices, invested capital wants a fair return, costs of distribution are rising—production costs are about as low as present variety of product, equipment for making it and current wage rates will permit. What is the way out?

There are many avenues open. To catalog them all calls for a treatise on management, but we suggest simplification as the starting point. Simplification ordinarily means elimination of unnecessary variety in sizes, dimensions, or line numbers. It can be applied to models, patterns, colors, styles, and also price ranges. It means concentration of production and selling effort on those varieties in proven greatest demand. Simplification throws the burden of the odd or seldom wanted variety on the individual who demands it and thus frees those who produce, sell or buy the simplified line from the waste of needless variety.

Simplification is a means by which producer or distributor can be assured of sufficient variety to meet the majority demands of his trade. It is the means by which the consumer can be assured of reasonable variety without excessive cost. Studies of many fields show 80% of the business in almost any line of goods is done on 20% of the varieties in which that line is offered. Then why carry the "idle" 80% of variety?

Simplification has been applied by individual manufacturers, merchants and purchasers; it has also been applied by them in groups, with marked success. Data on hand show reduced inventory, quicker turnover, increased sales volume, lower costs of doing business, lower production costs, better profits, and lower prices, as results of simplification.

If all, who could, would "throw overboard" that 80% of the variety they now carry and which brings them but 20% or less of their annual business, and then concentrate all their production, sales and advertising efforts on the 20% of variety that yields them 80% or more of their annual business, making a profit in this era of falling prices would be more of a pleasure than a struggle.

"Clean Up" or "Close Up"

All food plants in Greater New York come under the supervision of the board of health which has issued rules on plant sanitation that aim to safeguard the public health. Violations are more likely to occur in small plants than in larger ones with valuable reputations and large investments at stake.

Recently several so-called macaroni manufacturers in tenement districts were inspected by the health officials. Conditions therein were so deplorable that immediately orders were issued to either clean up the plant or to close it down, with the emphasis on the latter.

Though such actions reflect on the entire industry, the leading macaroni men of the community approved the order. They even favored more stringent enforcement of the health rules realizing that in no line of business is cleanliness so essential as in the preparation of food for human consumption.

Recall, if you can, a mind picture of one of the factories in this condemned class. In ordinary living quarters is placed an out-of-date kneader and a dilapidated press. Mixing is done in a crude way and the kneading is done in an unpainted, perhaps rusted, kneader. From the smeared press the products are placed on rods and hung over the heads of the employes, who are usually members of a family, and in other living rooms. The surroundings are, to say the least, uninviting and the goods are sold in a semidried state in paper wrappings.

For the good of the industry such plants should not be permitted to exist. The civic authorities have done much to clean up the unclean food plants. Only when the better class of the manufacturers has organized thoroughly and gained sufficient strength to police its own business will these unsatisfactory conditions be eliminated.

Happily the small, unclean food factory is dwindling in number as it surely has in importance. Mergers, though rarely including these small factories, have the effect of putting them out of business and if the New York board of health persists in its reported efforts, to have the unsanitary plants either clean up or close up the general quality of the macaroni products will be bettered and its reputation raised.

There is enough salt in the ocean to make a cover a mile and a half thick for the United States.

U. S.

Labels-Cartons

Will help Sell your Products

**LET US BE YOUR
PACKAGE COUNSELORS'**

CONSULT OUR TRADE MARK BUREAU
— This Service is Free —

**The United States Printing
& Lithograph Company**

Color-Printing Headquarters

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

Mind Your Own Business

Perhaps no other agency in business is receiving the attention of so many leaders in business as the work of trade associations. The movement to organize men of real interests for the promotion of a particular trade is of recent origin. The authorities once viewed with suspicion all attempts toward understanding among business men as probably inimical to the public interests.

Recent decisions by the law courts of the country and published statements by members of leading governmental commissions indicate a complete change of opinion regarding trade associations.

The successful men in many lines of business are those who have the time, the desire, and the willingness to look beyond the mere bounds of their particular business and to study outside influences that affect their business favorably and unfavorably. More and more is unified action supplanting individual effort. When this takes place in a particular line of business it develops what is commonly known as a trade association but whose work has not yet been fully recognized and

appreciated by many in the trade.

O. H. Cheney, vice president of American Exchange Irving Trust company of New York, believes that the best way for business men to meet new forms of competition is to stop trying to cut their competitors' throats and to give more attention to the solution of their own business problems.

In an article in Nation's Business Magazine, he says:

"The answer to the new competition may be the new cooperation, mergers and trade associations. Mergers are supposed to make a business more efficient—and sometimes they do. But a business can make itself more efficient without a merger. A trade association cannot solve all the problems of an industry—it cannot lift an industry by its bootstraps. If instead of fighting his competitors each member of a trade association devoted his time to improving his own business, every trade association in the country would be a success!

"If every business man stopped trying to match his competitors' tactics or beat them at their own game, the Federal Trade commission would go

off on a long vacation, and beautifully illuminated codes of ethics could stay in the trade associations' stockrooms. If every business man stopped listening to his salesmen and set his price to make a profit, making sure that he was producing as efficiently and economically as possible, there would be no fear of price fixing groups—and 'red ink' prosperity would turn to black.

"What a revolution it would be in American business if every executive would sacrifice just one conference of his many each week to a conference with himself! Behind locked doors, with strict instructions to the telephone operator and the office boy—with a pad of paper and without a cigar—all over this broad land—each business man devoting an hour to his own business. Not an hour of brooding but of thinking; not watching the other fellow but minding his own business."

A profit of \$40 from a "sideline" always seems larger than a \$500 profit made in the course of one's regular business.

The hardest thing in the world is to find a \$10,000 job for a \$4500 man.

Complete BOX Service

—-to—-

Macaroni Manufacturers

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

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

COLUMBIA BOX & VENEER CO. Inc.

74 Varick Street -- New York City

(Macaroni Box Specialists)

*The House
of
Perfection*

*Always at
Your
Service*

**Where Others Have Failed,
We Have Succeeded.**

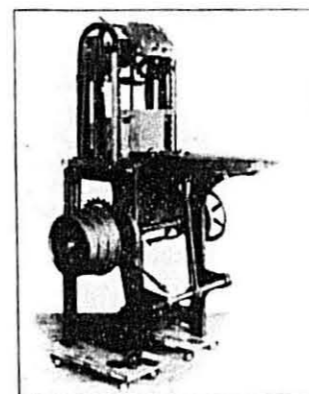


Why not deal with a reliable house?

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

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

Patents and Trade Marks

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

Patents granted—none.

TRADE MARKS REGISTERED

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

King—Il Re

The trade mark of Kurtz Bros., Philadelphia, Pa., for use on macaroni. Application was filed April 6, 1928, published in the Patent Office Gazette May 29, 1928, and in The Macaroni Journal June 15, 1928. Owners claim use since May 15, 1928. The trade mark contains the cut of the "King" as appearing on ordinary playing cards. Above and to the left is the English word "King," and below and to the right are the Latin words "Il Re."

The Red Seal

The trade mark of Delang & Co., Basel, Switzerland, for use on alimentary pastes. Application was filed Jan. 6, 1928, published in the Patent Office Ga-

zette March 6, 1928, and in The Macaroni Journal April 15, 1928. The owner claims use since Dec. 26, 1927. The trade mark has the 4 arms of a windmill with the trade name appearing in the spaces between.

Pulcinella

The trade mark of The DeMartini Macaroni Co., Inc., New York and Brooklyn, for use on macaroni. Application was filed Apr. 20, 1928, and published in the Patent Office Gazette June 12, 1928. Owner claims use since Nov. 28, 1916. The trade mark is the trade name with letters arranged in the form of a Half Moon.

TRADE MARKS RENEWED

The trade mark of the Atlantic Macaroni company, New York city, for use on macaroni was ordered renewed Nov. 17, 1928, to the Atlantic Macaroni Company, Inc., Long Island City, N. Y., a corporation of New York, assignee. Notice was published Aug. 21, 1928.

TRADE MARKS APPLIED FOR

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

Punch

The private brand trade mark of

Ridenour-Baker Grocery Co., Kansas City, Mo., for use on spaghetti and other grocery products. Application was filed Mar. 10, 1928, and published Aug. 7, 1928. Owner claims use since Dec. 1, 1889. The trade mark is the trade name in heavy black type.

Red Seal

The trade mark of the Independent Macaroni Co., Inc., of Mt. Vernon, N. Y., doing business as the Independent Macaroni Manufacturing Co., for use on macaroni. Application was filed Mar. 16, 1928, and published Aug. 7, 1928. Owner claims use since May 10, 1928. The trade mark is a Red Seal in the center of which appears a monogram "I.M.CO."

That Extra Bite

The private brand trade mark of Deo Refreshments Inc., Buffalo, N. Y., for use on spaghetti and other dainty foods. Application was filed Jan. 28, 1928 and published Aug. 21, 1928. Owner claims use since about June 10, 1920. The trade mark is the trade name in heavy type.

Pfaffman's

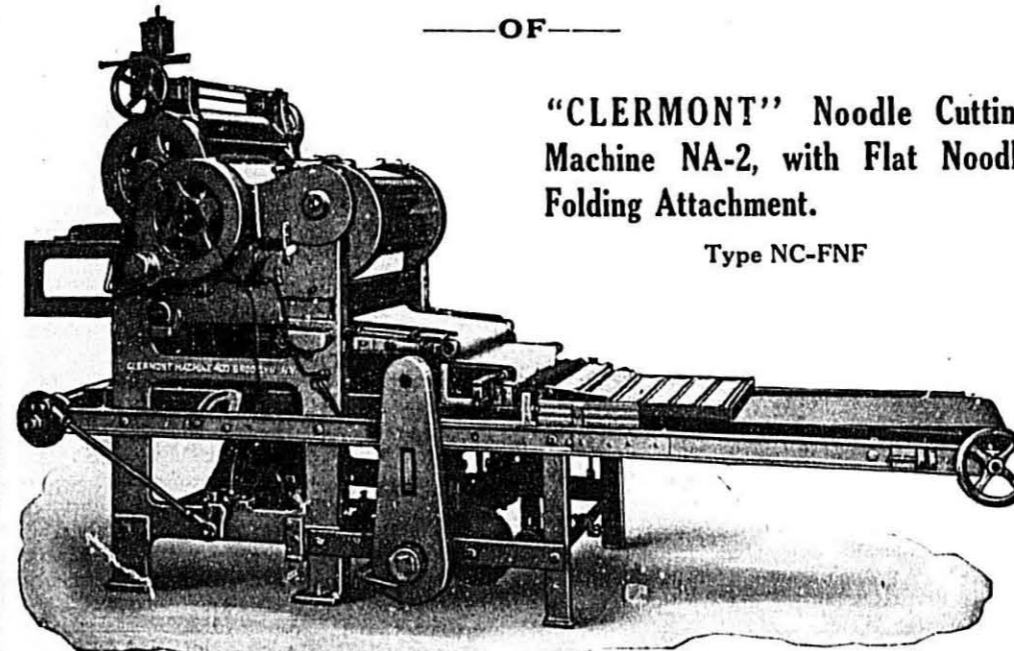
The trade mark of The Pfaffman Egg Noodle company, Cleveland, O., for use on alimentary paste products, and "especially noodles, spaghetti, vermicelli, and macaroni, prepared in various shapes and

THE LATEST TYPE

—OF—

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

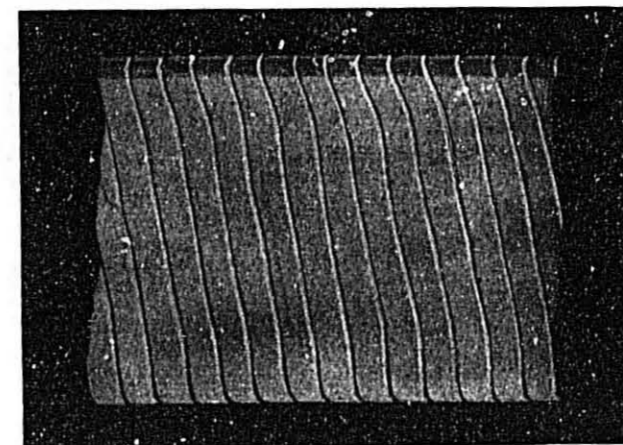
Type NC-FNF



THE MACHINE WHICH PAYS DIVIDENDS

No skilled operator required

No hands touch the product



Suitable
for
Bulk
Trade

Suitable
for
Package
Trade

The finished product of above machine.

WE ALSO MANUFACTURE:

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

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

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

CROOKSTON-SEMOLINA

From
Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company
CROOKSTON, MINNESOTA



forms." Application was filed June 18, 1928, under the 10 year proviso and published Aug. 28, 1928. Owner claims use since March 1891. The trade mark is the trade name in heavy script.

B. F. C.

The private brand trade mark of Brownell & Field Co., Providence, R. I., for use on egg noodles and other grocery products. Application was filed June 28, 1928, and published Aug. 28, 1928. Owner claims use since 1917. The trade mark is the trade name in heavy type.

LABELS**Ghiglione's**

The title "Say GILL-YO-NE For Noodles" was registered Aug. 14, 1928, by A. F. Ghiglione & Sons, Inc., Seattle, Wash. Application was published April 20, 1928, and the title given register number 34,427.

Independent

The title "It's The Durum Wheat That Makes Good Macaroni" was registered Aug. 21, 1928, by the Independent Macaroni Co., Inc., doing business as the Independent Macaroni Manufacturing Co., Mt. Vernon, N. Y. Application was published May 10, 1928. The title was given register number 34,455.

Pendennis (Individual Package)

The title "Pendennis (Individual

Package) For Pure Egg Noodles" was registered Aug. 28, 1928, by A. Englehard & Sons Co., Louisville, Ky. Application was published June 15, 1928. The title was given register number 34,477.

PRINTS**Pfaffman's**

The title "Pfaffman's Prepared Food Products for Alimentary Paste Products" was registered Aug. 14, 1928, by the Pfaffman Egg Noodle Co., Cleveland, O. Application was published June 15, 1927. The title was given register number 11,162.

Interesting Statistics of Our Immigrants

Three fourths of the immigrants now coming to the United States are in the prime of life—16 to 44 years of age—according to the immigration bureau of the department of labor.

During the first 8 months of the current fiscal year 162,784 within these age limits were admitted. Children under 16 numbered 34,152 or about 16% of the total, while 19,455 or 9% were 45 or over. The ratio of males and females was approximately 5 to 4.

Of the 216,545 immigrants received

Europe contributed 108,196 and North and South America 104,781, the other 3477 being from other scattered parts of the world.

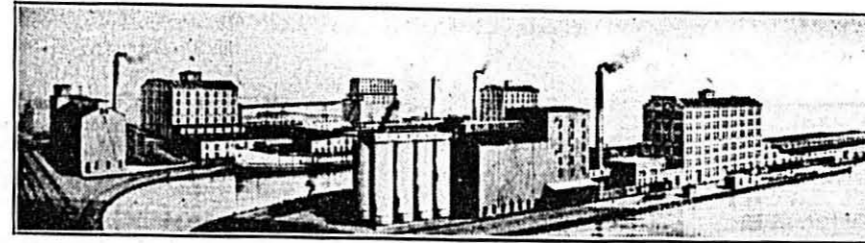
Canada, with 59,299, and Mexico with 37,675, led in numbers of immigrants. None of the countries on the American continent is under quota restrictions as are the countries of Europe. The European countries as a whole have consumed right up to the limit of their monthly quota allotments.

Laborers topped the list for the 8 months with 31,564. Servants ranged next with 20,558. Farm laborers, numbering 14,280, were third.

Classed as skilled workers were 39,707, of which 12,336 were clerks and accountants. In the building trades were 5826. Iron, steel and other metal workers numbered 5264. In the textile apparel groups were 4055.

The professional classes totaled 8073 teachers leading with 1943. There were 1655 professional engineers, 949 electricians, 719 clergymen, 421 musicians, 346 physicians, 295 architects, 246 literary and scientific persons, 116 actors, 115 sculptors and artists, and 125 lawyers.

A timely "thank you" is as welcome as the flowers in May.



HOURGLASS BRAND Semolina and Flour

Quality of First Consideration

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

Every Sack Guaranteed

Location Enables Prompt Shipment
Write or Wire For Samples and Prices

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

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

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

A nationally-known
package produced by
Stokes & Smith Ma-
chines.



STOKES & SMITH

*Machines for Package Filling, Sealing
and Wrapping*

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

A Size and Speed for Every Need

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

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

SAVE---

Material, Labor, Contents

IMPROVE---

Display Value, Selling Power, Preservation of Contents

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

STOKES & SMITH COMPANY

Summerdale Avenue near Roosevelt Boulevard

Philadelphia, U. S. A.

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

Grain, Trade and Food Notes

Wholesalers Convention in Chicago

According to an announcement made by M. L. Toulme, secretary of the National Wholesale Grocers association, the 1929 convention of the organization will be held in Congress hotel, Chicago, Jan. 21, 22, and 23, 1929.

The annual convention of the National Cannery association and the National Food Grocers association will be held the same week in the Stevens hotel, Chicago. Part of the programs of the 3 associations will be arranged to permit exchange of courtesies and group meetings of these various interests that have business problems in common.

Extensimeter Measures Quality

A milling chemist employed by the Grands Moulins de Paris, has devised an apparatus called the "extensimeter" which graphically portrays the baking quality of wheat, states a report from H. B. Smith, special representative of the department of Commerce in London. In Europe the basis of practically all milling mixtures is domestic wheat of low strength, which in most cases must be augmented in volume to meet local requirements and in all cases must be strengthened by the use of stronger foreign varieties. These foreign wheats differ widely in quality, strength and breadmaking qualities. It is said that there are about 30 varieties of wheat grown throughout the world which may find their way to the European market and upon which the miller draws according to price inducement. The principal wheats, however, are (1) the Hard Spring Manitobas from Canada; (2) the Hard Spring, Hard Winter and Soft Red Winter wheats from the United States; (3) the Russian Spring wheat; (4) the "Karachi" wheats from India; (5) the Barusso and Rosafe wheats from Argentina; and (6) the Soft White wheat of Australia.

The character of the bread produced tends to remain relatively constant and uniform. Millers must therefore produce year after year a uniform and standard quality of flour, particularly where the products of individual mills are marketed under a well established brand. To produce a flour of uniform quality out of wheats of such varying types involves an expert handling and blending of milling mixtures. In the larger mills, however, more scientific

methods are employed and the "extensimeter" seems to be one of the most successful devices which have been found.

New York's Annual Diet

Nearly 11 million people congest the New York or metropolitan area, and they demand the best. It is therefore interesting to note these new figures compiled by the bureau of agricultural economics.

Two hundred and eleven thousand carloads of 69 types of perishable fruits and vegetables came to New York in 1926. This expressed in railway terms would mean a train of freight cars 2100 miles long, reaching almost out to the Pacific coast. And California, incidentally, supplied the largest number of cars, 36,000—twice as many as New York state; which one might remark in passing registers the power of advertising over home markets.

There were cars of pomegranates from California, loquats from Florida, avocados from Cuba, mushrooms from Pennsylvania, okra from Tennessee, leeks from Louisiana, garlic from Texas and horseradish from Missouri. There were peaches in March from Argentina, grapes in February from Chili, cantaloupes in March from Argentina, onions from Bermuda, broccoli and spinach from Texas. California still beat Florida by a score of 36,000 against 13,000 carloads. The single article having the largest number of carloads was grapes—17,445, with oranges second—6976, and apples third.

Purchased New Mill

The Commander Larabee company of Minneapolis has purchased the Thornton & Chester flour mill in Buffalo, N. Y., according to an announcement by President B. B. Sheffield of the Minneapolis concern. The mill and the mill site has an appraised value of \$500,000 and when remodeled will be capable of producing 2000 bbls. of flour daily. The purchase was made to replace the mill in Buffalo destroyed by fire some months ago. The Commander Larabee Company now has 7 mills in 3 important milling centers, 7 in Kansas, 7 in the northwest, and one in Buffalo.

August Durum Prices

As the harvesting of the 1928 durum crop progressed last month there went into effect the expected decline in durum wheat values. The decline in this grade

was much less than in other grades of wheat. No. 2 durum at Minneapolis declined from 2 to 4c from the July 1 price, the price ranging from \$1.15 to \$1.17 the first part of August. No. 2 hard winter wheat declined 27c from the prices that prevailed on July 1, and No. 2 soft red winter wheat declined about 25c during the same period.

Specialty's Secretary Recovering

The friends of H. F. Thunhorst, secretary of the American Grocery Specialty Manufacturers association, are pleased to learn that he is rapidly recovering from a serious illness which confined him to the hospital for several weeks. After a short period of rest to rebuild his strength he is expected to take charge of the convention's preliminary affairs.

Lenhardt With King Midas

J. A. Lenhardt, former representative of the Minneapolis Milling company, has been appointed manager of the branch office of the King Midas Milling company in New York city. He will have charge of the entire metropolitan district. Mr. Lenhardt has long been identified with the flour and semolina trade in the east.

Preservers For Simplification

A general conference of the manufacturers and distributors of preserves, jams, jellies, etc., will be held in Cleveland, O., Sept. 18, 1928, under auspices of the division of simplified practice, U. S. Department of Commerce, and in conjunction with the annual convention of the National Preservers association. Its purpose is consideration of a proposal made by the association for the elimination of the superfluous and seldom called-for sizes and varieties of jars and jelly glasses for economy's sake.

The association committee that has for several months been studying the container situation recommends the adoption of 8 sizes for preserves, 7 sizes for jellies and 4 for apple butter as being adequate and to replace the several hundred sizes now appearing on the market. In addition to the adoption of agreed sizes, limited in number, the sponsors of the conference hope that an effective date will be set with a fair transitional period to permit manufacturers and distributors to move odd sizes without embarrassment to the trade.

Bakers Oppose Used Sack Ban

Opposition to the proposed ban on the reuse of cotton and jute sacks for flour transportation is voiced in a letter to the Consolidated Classification Committee by the Associated Bakers of America, bearing the signature of John M. Hartley, the secretary. The bakers contend that the claims arising from the shipment of flour in used bags are trifling and that the majority of claims grow out of defects in railroad cars, including broken floors, projecting nails and leaky roofs.

The bakers argue that with ordinary loading care flour will reach the user in good shape and with little loss, because ordinarily the millers use good judgment in selecting only suitable sacks to carry their products. It is further contended that the banning of used sacks, except seamless grain bags, would create an industrial waste, and flood the already demoralized used bag market. The bakers plead for a retention of the present ruling with regard to used sacks as the banning of cottons and jutes would put a tax on from 10c to 20c per bbl. of flour.

When a man has occasion to defend his actions he admits his weakness.

The Perfect Egg Yolk

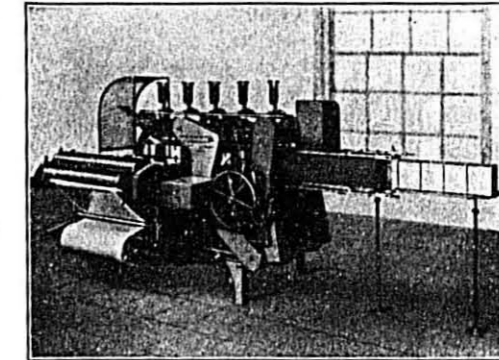
Fresher in Flavor
Deeper in Color

Jo-Lo

Certified American Dehydrated Spray Egg Yolk

JOE LOWE CO. INC.

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



JOHNSON AUTOMATIC WAX WRAPPER

POINT 8 Units for small as well as large manufacturers!

THE 10 POINT Line

- 1 Fitted to Your Plant Requirements!
- 2 All Parts Made in Our Own Plant
- 3 Modern Design, and Constantly Kept So!
- 4 Same-Day Shipment of Your Parts Orders!
- 5 Speed with Accuracy Safety and Efficiency!
- 6 Progressive, Straight Line yet Flexible Packaging!
- 7 Fully Automatic in Operation—Labor Costs Practically Nil.
- 8 Units for small as well as large manufacturers!
- 9
- 10

IF YOU pack but 10,000 cartons a day you can profitably use JOHNSON Automatic PACKAGING MACHINERY.

Production economies must be carefully provided for by the small manufacturer to meet competition with a daily output of hundreds of thousands of packages.

And what is of greater importance, the smaller manufacturer must select his packaging equipment with care. Not only must he look to the considerable savings guaranteed by machine packing over hand packing, but he must be sure that the machine he selects will give him the most efficient packaging service at the ultimate minimum cost.

Our sales engineers can show you instances where they have solved the most puzzling of packaging problems. Let them work out a plan and proposal for your specific plant need. It entails no obligation until you accept it.

The JOHNSON Automatic WAX WRAPPER as illustrated is proving most successful in the use of wax or glassine wrappers.

May we send you descriptive circulars and catalog?

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

JOHNSON
AUTOMATIC PACKAGING MACHINERY

Sealer, Bottom and Top Sealing, Lining Machines, Wrappers (Wax & Glassine)

Notes of the Macaroni Industry

Tarabino Builds Plant

Joseph Tarabino of Tarabino Real Estate company, Trinidad, Colo., owner of the Golden Crown Macaroni Factory, has contracted for erection of a large modern building in the center of Trinidad's business district. The building is to be a one story structure, 90x125, built on a foundation to carry a 5 story building, the additional stories to be built only as business warrants.

The Golden Crown Macaroni Co. is one of the biggest manufacturing concerns in Trinidad and has been very successful under the supervision of Mr. Tarabino. In addition to supplying the local demands the products of this firm are shipped to several states. While the present needs of the macaroni firm are amply cared for in its present situation, the new building will be its ultimate home as business expands. On December 1 the new building will be occupied by Montgomery Ward & Co., and the Piggly Wiggly Stores.

Palazzolo Company Progressing
Antonio Palazzolo & Co., 712-16 Central ave., Cincinnati, O., has made satis-

factory progress since its organization several years ago, according to the owners. The products from this plant are shipped to Indiana, Kentucky, Ohio and West Virginia. The chief brand of macaroni products manufactured by this plant is "Cincinnatus," named after the famous Roman Emperor after which the home city itself is named.

Chicago Manufacturers Organize

For promoting the social, moral, financial and business welfare of the manufacturers involved, the leading makers of bulk macaroni in the Chicago district have organized what is termed The Macaroni Manufacturers Association of America and have been incorporated under the state laws of Illinois. Conditions in the bulk end of the business in the Chicago section has been most discouraging; collections have been slow and credits uncertain. According to the views of some of those connected with the new organization, one of the principal objects aimed at will be a 10 day discount basis and a central organization to handle slow and difficult accounts.

Among the organizers named in the

articles of incorporation are President Girolamo Campisi of the Italiana Importing and Manufacturing company, Vincent Allegra of the Chicago Macaroni company and Santo Varco of Varco Brothers. Other firms reported as being members are R. Alghini, Colletti Brothers, Gallotta Brothers, Tony Gattoni, Mid-West Macaroni company, American Noodle & Macaroni company, Bell Brothers all of Chicago and G. D'Amico Macaroni company of Chicago Heights.

English Macaroni

Fresh macaroni for immediate consumption, about all of this food that manufactured in England, is distributed in Great Britain. Even at that it is manufactured only in limited quantities, so the secretary of the Italian Chamber of Commerce in London. Several attempts have been made at various times to establish the industry in England but they never went beyond the experimental stage. The success of these experiments was so limited as to discourage the promoters. Keen competition from macaroni products made in America, Italy and France, the free trade laws of the

September 15, 1928

THE MACARONI JOURNAL

33

Three Trade Winners Have You Tried Them?



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

CAPITAL FLOUR MILLS, INC.
MINNEAPOLIS MINNESOTA SAINT PAUL

Labels

Package Wraps

Window Trims

Lithographing

Posters

General Color Work

Riverside Printing Co.

38 S. Dearborn St.

CHICAGO - ILLINOIS

Color Printers for 58 Years

Macaroni Manufacturers!

TELL IT TO THE CLOCK

A Man May Forget—A Clock Never Does.

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

And Another Thing!

Our apparatus guards expensive equipment against damage through broken belts.

BECAUSE

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

IMPORTANT

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

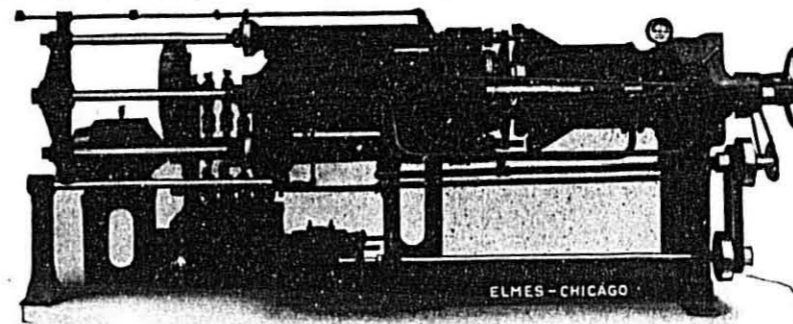
Don't You Want to Know About this Wonderful Convenience and Safeguard?

Write Now To

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

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

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



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

BUT 48 PER CENT OF HYDRAULIC MACHINERY IN USE IS 10 YEARS OLD

E-HYDRAULIC-ELMES
SINCE 1831

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

SOLD WITH THE ELMES GUARANTEE—FIRST CLASS MATERIAL AND WORKMANSHIP
CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, U. S. A.

country, and the unsatisfactory weather conditions were advanced for reasons for the lack of development of macaroni manufacture in that country.

July Macaroni Trade Good

According to figures by the United States Department of Commerce 865,000 lbs. of macaroni products were exported during July 1928, compared with 747,000 lbs. in June this year and with 719,000 lbs. in July last year. The increase in macaroni exports has been steadily going on. For 7 months ending July 31, 1927 the American exports of this food totaled 4,800,000 lbs. For the same period this year the total amount 5,450,000 lbs. During the month of July 255,000 lbs. were shipped to Canada, 170,000 lbs. to Australia, 100,000 lbs. to the United Kingdom, 90,000 lbs. to Mexico and 59,000 lbs. to Panama.

Food Officials to Hartford

The 1928 conference of the Association of Dairy Food and Drug Officials of United States was held in Hartford, Conn., September 11-14 inclusive. This is the association of food officials who supervise enforcement of laws pertaining to eatable products sold in the state and nation. Among the subjects consid-

ered were "Vitamin Standards," "Meat Inspection," "Food Poisoning," "Federal Food Law Legislation," and "Fresh Eggs and Egg Grading Laws."

Macaroni Exports Increasing

While the exports of grain and grain products of the United States for the fiscal year ended June 30, 1928 were slightly below the figures of the preceding year, macaroni products showed a gain of 8.1%. The total amount of the exports of grain and grain products was 401,047,000. The 8,971,000 lbs. of macaroni products constituted only a small fraction of the total United States exports of grain and grain products.

American manufacturers for the fiscal year ended June 30, 1927 received \$700,000 for 8,297,000 lbs. of their products which went into export. For the year ended June 30, 1928 they received \$780,000 for 8,971,000 lbs. exported. The shipment of barley showed the greatest gain last year, an increase of about 115%.

Win Deserved Promotions

Two faithful officials of the Foulds Milling company were given deserved promotions at the meeting of the officers of the company last month. G. G. Hos-

kins, a director of the National Macaroni Manufacturers association, was made vice president in charge of production, with offices in the plant at Libertyville, Ill., and Webb Faurot was elected vice president in charge of sales with offices in Chicago. Both have enjoyed the confidence of their employers for many years and are deserving of the honor justly conferred.

Association Secretary Dies

A. J. Ogaard, executive secretary of the Farm Seed Association of North America, died Aug. 26, 1928, at Salt Lake City, Utah, where he had gone in connection with his official duties. Mr. Ogaard will be remembered as the humorous speaker that delighted the audience at the annual dinner dance that featured the 1928 convention of the macaroni industry in the Edgewater Beach hotel in Chicago last June. The National Macaroni Manufacturers association joins the Farm Seed Association of North America in its profound sorrow over the passing of this promising official.

The old fashioned girl could make a dollar go farther, but the modern girl can make it go faster.

*Dependable Semolinas
of
High Quality and Uniformity*

NORTHLAND FANCY No.2

AND

NORTHERN LIGHT

NORTHLAND MILLING CO.
MINNEAPOLIS, MINNESOTA

Cheraw Box Company, Inc.

Seventh and Byrd Streets
Richmond, Virginia

SATISFACTORY

Wooden Macaroni Box-Shooks

NOTE—Our shooks are made from tasteless and odorless gum wood. Sides, tops and bottoms are full one-quarter inch thick and one piece. All ends are full three-eighths inch thick.

Barozzi Drying System

*Manufacturers of Macaroni
Dryers that dry in any kind
of weather*

FAULTLESS AND SIMPLE

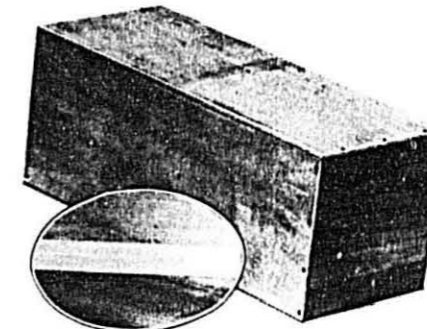
Result guaranteed
For this industry we design and
manufacture all kinds of
labor saving devices

*Catalogue and estimate at
your request*

**Barozzi Drying Machine
Company, Inc.**

949 Dell Ave. North Bergen, N. J.
NEW YORK DISTRICT

WOOD BOXES



Inset is actual appearance of finished two-piece bottom.

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

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

ANDERSON-TULLY CO.

Memphis, Tennessee
Good Wood Boxes

"Good Macaroni requires good Cheese"

LOCATELLI'S

—LEADING BRAND FOR OVER 60 YEARS—



GENUINE
ROMANO - REGGIANO



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

12 BOXES PER CARTON

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

The Macaroni Journal

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

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

SUBSCRIPTION RATES
United States and Canada . . . \$1.50 per year in advance.
Foreign Countries . . . \$3.00 per year. In advance
Single Copies 15 Cents
Back Copies 25 Cents

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

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

Vol. X September 15, 1928 No. 5

Friendly Calls

Charles L. Miller of Chicago, representing Washburn Crosby Co. in northern Illinois, called at the association headquarters last month to "chin" a little about the big Chicago convention.

E. J. Thomas, salesmanager of Capital Flour Mills, Inc., Minneapolis, and H. T. Felgenhauer, manager of the Illinois division with headquarters in Chicago, visited National headquarters last month while calling on the trade.

Specialty Meeting in Chicago

President H. D. Crippen, president of the American Grocery Specialty Manufacturers association, has announced that the next annual convention of that organization will be held in Chicago, October 19-23. An important feature of this year's gathering is the trade practice conference to be held by the Federal Trade Commission in connection with the convention.

According to the official announcement the first 2 days will be devoted to executive sessions; then there will be a Sunday of rest followed by 2 days of formal sessions. The program calls for a comprehensive and authoritative discussion of the outstanding problems of grocery distribution, directed to create sound business opinions and policies.

The purpose of the trade practice con-

ference is to define the trade practices in grocery distribution which are unfair for enforcing the Federal antitrust laws, to the extent such laws apply, and will have a far-reaching influence upon grocery development.

European Wheat Imports Growing

The wheat and flour trade of countries outside of Europe receives little attention but is becoming increasingly important. According to a publication by the food research institute of Stanford university, the average annual volume of ex-European trade increased by some 45 million bu. between 1909-13 and 1921-26, an increase of 50 to 60%. Over the same period European trade increased only about 30 million bu., or not much more than 5%. Growth of the Asiatic trade accounted for most of the increase in ex-European takings. Further growth is likely; there are few ex-European areas where domestic wheat production shows promise of obviating the need for imports; and per capita consumption of wheat is apparently increasing in most of these countries. Within a decade or so the ex-European trade may amount to as much as a fourth of the international trade, as contrasted with an eighth before the war.

European imports have always consisted chiefly of wheat, ex-European imports chiefly of flour. In the postwar period, the flour trade of ex-Europe was almost as large as that of Europe. But flour tends to become a smaller fraction of the trade in wheat and flour combined, since several important importing countries now protect their domestic milling industries. The United States remains the chief source of ex-European supplies of wheat and flour but has become relatively less important with the more rapid expansion in the exports of Australia and Canada.

The ex-European demand appears to be rather less elastic than is commonly supposed. Year-to-year variations in the volume of trade have been large in postwar years. They appear to have been due, however, quite as much to fluctuations in the Chinese wheat crop and to a general upward trend of wheat consumption as to variations in wheat prices and concomitant substitution of other cereals for wheat.

FATHER AND SON NIGHT

"Can you send paw down to help me out?" begged the young man over the phone.

"What's the matter with you?" his

mother asked in a tired voice. "And where have you been all night?"
"I'm in jail," he confessed.
"O, you are?" she snapped. "Well, so's your old man."—Coblin.

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

Collecting by mail is simple if the right letter is used

"Effective Collection Letters"

by TREGOE and WHYTE

contains 307 tested letters which actually brought in the money.

The book presents actual EXCHANGES OF CORRESPONDENCE on past due accounts. These include the first collection letter, the replies and answers of collection manager.

You may examine this book for five days without cost. Then, if you decide to keep it, remit \$5. Please use coupon below.

Prentice-Hall, Inc.
70 Fifth Avenue, New York, N. Y.

Without obligation to me, you may send me a copy of "EFFECTIVE COLLECTION LETTERS" for five days' FREE EXAMINATION. Within that time, I will either remit \$5 in full payment, or return the book to you.

Firm
(Please Print)
Name
Address

COMMANDER MILLING CO. MINNEAPOLIS, MINN.

OUR PURPOSE:
EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:
First--
INDUSTRY
Then--
MANUFACTURER

OFFICERS 1928-1929

F. J. THARINGER, President
Milwaukee, Wis.
G. GUERRISI, Vice President
Lebanon, Pa.
HENRY MUELLER, Advisory Officer
Jersey City, N. J.
DR. B. R. JACOBS, Washington Representative
2026 I St. N. W., Washington, D. C.

M. J. DONNA, Secretary-Treasurer
Braidwood, Ill.
L. E. CUNEO, Director
Connellsville, Pa.
G. G. HOSKINS, Director
Libertyville, Ill.
A. S. VAGNINO, Director
Denver, Colo.

FRANK L. ZEREGA, Director
Brooklyn, N. Y.
FRANK S. BONNO, Director
Dallas, Texas
G. La MARCA, Director
Boston, Mass.
C. B. SCHMIDT, Director
Davenport, Ia.

The President's Column

A Thought For September

In every package and case that leaves your plant there is contained the reputation of the manufacturer.

Too Much Advertising

Less than a year ago a score and ten progressive and sacrificing macaroni manufacturers pledged varying amounts toward a National Macaroni Publicity Fund. The big majority has "kept faith" and some good macaroni advertising has resulted.

The good work should go on with ever increasing force. Those who have supported the movement during the past 10 months will be anxious to continue their support and this should be an example to those who have either withheld their cooperation purposely or overlooked the opportunity. A permanent plan for macaroni publicity is being developed to fight off the inroads on our business by other competitive foods. It should have the support of every earnest macaroni and noodle maker in the country. To fail your industry now is to invite private failure later. On this point I am reminded of a story:

Mac Roni: I can't understand why you failed in business.

Ex Manufacturer: Too much advertising.

Mac Roni: What do you mean—too much advertising? Why, you never spent a cent for advertising during your entire business career.

Ex-Manufacturer: That's very true—all too true; but my competitors did and that's why I failed.

Figure It As You Like

The world generally recognizes this year as 1928; the Mohammedans call it 1345; the Jews 5688; the Japanese 2587, and the Byzantine calendar says it is 7436. The chances are that it is really about 1,000,000,000. To the American macaroni manufacturing industry it should be a year of biggest production, a year of reasonable profits or a year of widest distribution on the fairest possible basis.

There Should Be a Law

Foreigners speak of us as "the lawless Americans." Why? Haven't we already got more laws in this country than all the others combined? Even now they are trying to adopt a law telling us when and how and why we may ship our flour and semolina.

The Secretary's Column

They Say It's Blissful

A business may sell below cost and know it but much of the worry originates in the minds of those who cut prices not knowing that they are doing so. To emphasize the need of a better knowledge of cost in any business a speaker at a recent convention told a story much to the point. He said that the price cutter reminded him of a yarn about the illiterate darky lad who applied for a job on a farm and was assigned to counting sheep. He opened the gate to let them file out and began counting in this manner:

"One, two three, four, five, six, seven, eight, nine, ten—er—er—erm another, another."

Let that one penetrate.

Interest in Bags

Members of the National Macaroni Manufacturers association are interested in the proposed ruling on used bags. Over 90% of the member firms answered the questionnaire sent out of Association headquarters last month. That's the cooperation that counts.

Banning the Credit Toll

Business based on long term credit is frequently quite risky. If it is true, as reported, that the millers are tightening up on their credits, will not the reliable manufacturers be relieved of an added toll that comes from helping to carry along the competitors with limited working capital? Many seem to so argue.

Spurious Certificates

Evidently there is still a part of the American public that wants to be fooled and some who are willing to grant them this pleasure. Four years ago the National Macaroni Manufacturers association disclosed a group of "slick fellows" who peddled "Certificates of Award (?)," "Diplomas of Merit (?)," "Gold Medals (?)," etc., purporting to come from national expositions, principally in Italy. When shown that these were fraudulent practically they agreed to make no use whatever of these purchased honors. An eastern firm recently recalled having received such a diploma and started using it on its macaroni labels. When attention was called to the unfairness of the act, they became insolent and defiant. Perhaps they will have reason to change their attitude when the state and federal authorities get through with them. The public must be protected from these unscrupulous fellows.

JOHN J. CAVAGNARO

Engineers and Machinists

Harrison, N. J.

U. S. A.

Complete
Equipments

Accumulator
Systems

Presses

Kneaders

Mixers

Mould Cleaners

Cutters

Brakes

Moulds, Etc.

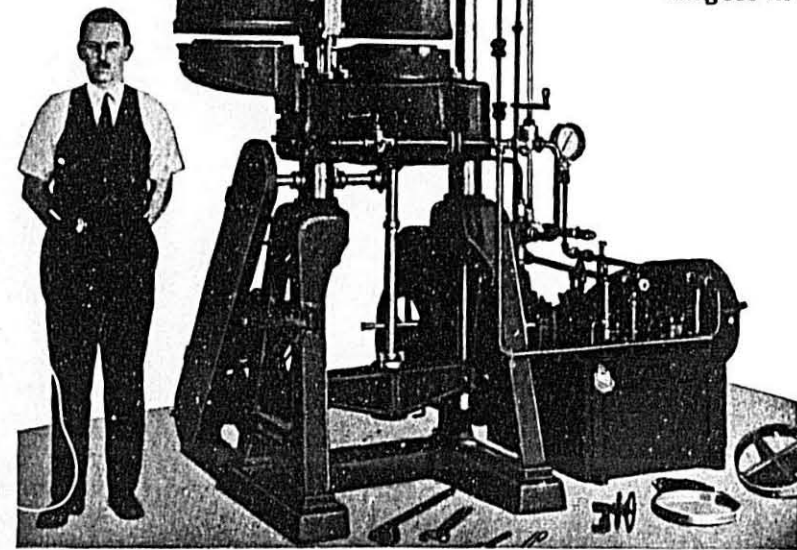
in

All Sizes

up to the

largest in use.

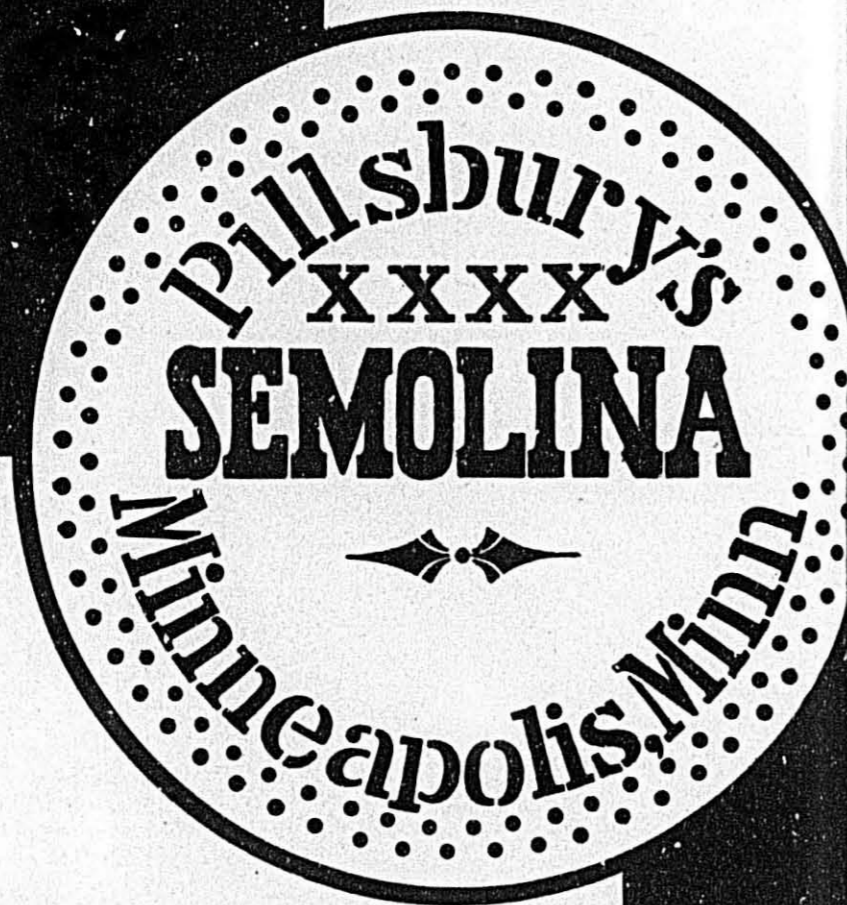
N. Y. Office and Shop
255-57 Centre Street
N. Y. C.



No. 222 Press Special

Specialty of
MACARONI MACHINERY

Since 1881



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

Pillsbury Flour Mills Company

"Oldest Millers of Durum Wheat"

Minneapolis, U. S. A.

BRANCH OFFICES:

Albany
Atlanta
Altoona
Baltimore
Boston
Buffalo

Chicago
Cincinnati
Cleveland
Dallas
Denver
Detroit

Indianapolis
Jacksonville
Los Angeles
Memphis
Milwaukee
New Haven
New Orleans

New York
Philadelphia
Pittsburgh
Portland
Providence
Richmond

Saint Louis
Saint Paul
Scranton
Springfield
Syracuse
Washington