

**THE
MACARONI
JOURNAL**

**Volume 10,
Number 10**

**February 15,
1929**

The Macaroni Journal

Minneapolis, Minn.
February 15, 1929

Volume X

Number 10



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

A Good Investment

MONEY SPENT for insurance against personal injuries and fire losses—

TAXES PAID for police protection and community expansion and upbuilding—

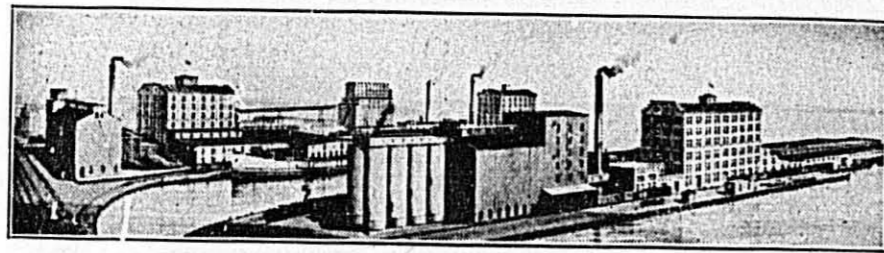
FUNDS USED in modernizing a plant or in introducing new and approved methods of manufacturing and distribution—

THESE CONSTITUTE A GOOD INVESTMENT.



In the Macaroni Products Manufacturing Industry there are many who overlook the value of investing a few dollars annually in trade promotion and business protection that a well supported trade association assures.

Ninety firms appreciate the value of such an investment. At least 90 more should immediately decide to make a good investment of the small annual amount needed in the form of membership dues.



King of them all . . .

Hourglass Brand Semolina

Quality Beyond Comparison



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

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

LOCATION ENABLES PROMPT SHIPMENT
WRITE or WIRE for SAMPLES and PRICES

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

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

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THE STATUE OF LIBERTY OF BUSINESS

By Ernest V. Madison

Advertising might be likened, metaphorically, to the Statue of Liberty, that colossal bronze figure which is so impressively located in New York harbor.

Just as the statue indicates to the immigrant a country where he is privileged to an equal citizenship, so does advertising indicate to the business man:—

—a country where he is privileged to buy and sell on an equal basis with other citizens.

—a country where business is transacted on a higher plane—where there is but little of the deceit, favoritism and haggling so characteristic of non-advertising Oriental and Occidental commerce.

—a country where education governs buying; where the prospective purchaser is fed with facts by the seller.

—a country where the smallest manufacturer or distributor is given the opportunity to use all publicity and selling media and at published standard rates.

Would it be correct, therefore, to term *Advertising*, as "*The Statue of Liberty of Business*"?

And if this be allowable can we not consider the advertising section of this issue of *The Macaroni Journal* as a torch flame of the statue—lighting for its readers the ways to *Interest, Knowledge and Profit*.



Our Supreme

QUALITY

makes

New Friends

for

★★TWO STAR★★

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.

New York Office, 313 Produce Exchg.

Chicago Office, 612 No. Michigan Ave.

THE MACARONI JOURNAL

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FEBRUARY 15, 1929

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Intercommodity Battle Rages Merrily

As often predicted in these columns competition between individuals is slowly but surely changing to competition between commodities. An excellent example of this trend is the fight now being waged between the tobacco and the sweets interests.

Not many years have passed since tobacco was considered injurious to health, particularly to youths. In recent years the opinion has arisen that sweets in excess are to be avoided. The late World war somewhat changed the public's attitude toward tobacco, especially cigarettes, and the modern style which dictates slimmness of figure may be attributed the tendency to abstain or greatly reduce the consumption of candies and other sweets.

The macaroni products manufacturing industry is concerned in the battle between the two commodities aforementioned only as it indicates what may be expected in the way of future intercommodity competition for the consumer's dollar. It has been said that man now requires less food than his ancestors. This may be attributed to the new mode of less strenuous living as well as to the high quality of food available. With consumption of food thus decreasing and with food production on the upward trend, the battle between foods can be expected to increase in intensity in the future.

The American Tobacco Company began the Lucky Strikes "Sweets" campaign last fall and in 1929 will expend \$12,000,000 in consumer advertising. This total includes one of the largest newspaper advertising appropriations ever devoted to a single product. For newspaper space \$6,500,000 will be spent. In addition the total appropriation provides for \$3,000,000 for billboards, \$1,200,000 for magazines, \$1,000,000 for store help and \$600,000 in radio broadcasting.

According to officers of the company this year's advertising budget is based on the continued experience of the American Tobacco Company with large scale advertising. Its object will be directed primarily to men and women interested in avoiding overweight—in preserving "that slender figure." The tenor of the message which this company aims to broadcast is that when time comes for dessert, "reach for a 'Lucky' instead of a 'Sweet'."

Naturally this campaign has aroused the animosity of manufacturers and distributors of sugar products and sweets of all kinds. Action against the tobacco company's antisweet propaganda has been prompt and vigorous. First, there was

organized a National Food Product Protective Committee to represent the industries affected by the cigarette war. A campaign of education has been started in the trade press and steps have been taken to show sweets and cigarettes in their proper light with respect to their respective health qualities.

Appeal was made to the Federal Radio Commission by the United Restaurant Owners Association to prohibit the broadcasting of the cigarette propaganda to the listening public over the powerful radio broadcasting stations because it is an assault against the public welfare. The Commission ruled it had no authority to censor radio programs.

Bakers and candy makers, cocoa and chocolate manufacturers, sugar growers and honey producers are joining in a war of defense against what they term to be an unfair, unethical and untruthful attack upon all sweet food products, the purpose being to increase the use of a particular brand of cigarettes by decreasing the consumption of wholesome and necessary foods.

Many years ago it was a common practice among macaroni manufacturers to resort to competitive advertising in recommending that their products be substituted for meat, for potatoes and for other foods. They soon learned the error of their ways and instead of competitive advertising they now use "suggestive" advertising. Macaroni products are now recommended for use with meats or as a change from potatoes and rarely as a complete substitute for either or any.

The leaders in this industry will watch with interest the "Cigarette Sweet War" now in progress. There is no telling how far it may reach or how soon a similar war may be started against protein foods like macaroni. It is dangerous to fool with fire and competitive wars of this kind are veritable magazines. This may serve to confirm the macaroni man in his policy of "tooting his own horn," avoiding all intercommodity controversies and continuing to market the highest quality of macaroni possible to manufacture out of the very best suitable wheats.

In the meantime, the industry should not permit its product to be relegated to the rear in the fight for the consumer's dollar—but by judicious and constructive propaganda gain an even more permanent place on the American table. This can best be done through cooperation in and with the activities promoted by your trade association.

Moral—Cooperate ere it's too late!

Macaroni Industry Asks Fair Tariff on Imports

Speaking for the Macaroni products manufacturing industry of the United States as the official representative of the National Macaroni Manufacturers association, Dr. B. R. Jacobs appeared before the members of the Ways and Means committee of Congress on Jan. 24, 1929, to urge the retention of the present duty of 2c a pound on all imported macaroni excepting that containing eggs which the association seeks to have raised to 3c a pound to offset the present duty on imported eggs.

The committee has the report of the United States Tariff Commission as a guide in its hearings on Schedule 7, Agricultural Products. All arguments must be presented in the form of briefs. The attitude of the industry is indicated in the arguments presented by Dr. B. R. Jacobs, which are quoted in full, herewith:

January 24, 1929.

Schedule 7,
Agricultural Products
Paragraph 725

Committee on Ways and Means
House of Representatives
Washington, D. C.
Gentlemen:

The National Macaroni Manufacturers Association represents approximately 25% of the macaroni manufacturers in the United States, and about 80% of the output of these products.

In 1921, which might be considered the first normal year after the war, there were 409 macaroni manufacturers in the United States, employing 4,645 wage earners, and salaried employees. The output of these plants was valued at around \$31,000,000. These figures show a large reduction of plants, wage earners, and value of products from those given in the census of 1919. In that year there were 557 plants, 5,539 wage earners and salaried employees, who made products valued at above \$37,000,000. The census figures for 1927 show that in that year there were 353 plants employing 5,595 wage earners and salaried employees, and producing products valued at a little over \$45,000,000. Comparing these figures with those in the census of 1925 very little change is shown in the number of wage earners or the value of the products made. The number of wage earners increased only 0.6 of 1%, and the value of the products manufactured increased only 4.3%, while the cost of materials, containers, fuel, power, etc., decreased only 0.2 of 1%. This would indicate that the industry for the past 2 years has been practically at a standstill, so far as increased consumption of the products and growth are concerned.

In 1914 there were approximately 129,000,000 lbs. of macaroni products imported into the United States. Ninety-six per cent of this amount came from Italy. Through

arconi ceased and in 1919, when importations were resumed, there were approximately a million pounds imported. By 1925 these imports had gradually increased until they reached approximately 6½ million pounds. They again started to recede, and in 1928 there were approximately 3 million pounds of macaroni products imported. We are manufacturing now around 550 million pounds of macaroni products a year, so that the amount of imports is very small compared to our total manufacture. The recession in imports, as well as the relatively small amount of importation of these products since the war can be attributed primarily to the inability of Italy, our greatest competitor, to manufacture and export these products. Before the war Italy exported around 200 million pounds of macaroni products to all countries. Last year she exported only 29 million pounds. This is due entirely to her inability to obtain the hard glutenous wheats from Russia, which were available in almost limitless quantities before the war. If Russia should recover her power to produce wheat in sufficient quantities to export we would again have the same conditions that existed before 1914. A recent press dispatch shows that Russia is planning a strong comeback in this direction. She has recently invited Mr. T. D. Campbell, one of the largest wheat growers of our northwest, to assist her in the planting of 10 million acres into wheat, and in the purchase and operation of 100 million dollars worth of farm machinery. If one half of this program is materialized we will again be faced by the competition of Italian macaroni made from Russian wheats, which are considerably more glutenous and better suited for these products than our own.

We use durum wheat semolina in the manufacture of our alimentary pastes. The average production of durum wheat in this country is around 60 million bushels. Last year the production amounted to 92 million bushels. The best grades of durum wheat are the only ones that are milled into semolina, and our semolina millers tell us that they pay high premiums for certain characteristics in durum wheat. Durum wheat, as you know, is produced in areas which are not usually suitable for the production of other crops. So that ultimately the durum wheat farmer is the one who will benefit mostly from the retaining of the present rate of duty on alimentary pastes.

Any reduction in the duty on these products will naturally increase importations and reduce the sale of domestic macaroni products, which in turn will also decrease the consumption of American durum wheat creating a larger surplus for export with the inevitable reduction in price.

Labor conditions in Italy are still in practically the same position they were 8 years ago when we appeared before your Committee on this same product. The Italian journeyman of the macaroni plant is paid from 18 to 20 lire a day, and their helpers are paid from 12 to 15 lire a day. These wages are equivalent to about \$1.00 a day for journeymen and 75 cents a day for the

pay journeymen \$6.00 to \$7.00 a day and \$4.00 to \$5.00 a day for laborers.

I shall not go into any great detail concerning relative costs of producing macaroni here and in Italy, because at this time we are not asking for any increase in the rate of duty on these products, but we wish to emphasize the necessity of retaining the present rate of 2c per lb. on the alimentary pastes, and also to request that our products be divided into two classes, as follows: (a) Plain alimentary pastes such as macaroni, spaghetti, vermicelli, and plain or water noodles; (b) Egg alimentary pastes, such as egg macaroni, egg spaghetti, noodles, and similar products.

Our best information is that these products are being imported now at the rate of about 600,000 lbs. a year. These products are required under the standard promulgated by the United States Department of Agriculture to contain not less than 5.5% of egg solids. In other words, each 100 lbs. of finished egg paste shall contain not less than 5.5 lbs. of the solids of eggs exclusive of moisture. These products are very largely made from imported eggs, and as dried eggs carry a duty of 1c per lb., it can readily be seen that we are now paying a minimum of 99c duty per 100 lbs. of finished egg paste, while foreign manufacturers are importing their eggs free of duty when they are contained in egg macaroni products.

In 1927 we manufactured a little over 35 million pounds egg macaroni products. This is less than 8% of the total amount of macaroni products made in this country. We want an opportunity to increase our production, as this class of product should be much in demand because of its higher nutritive value. This amount of product requires about 1,800,000 lbs. of egg solids, which when converted into fresh eggs would be equivalent to about 7,000,000 dot eggs.

A large number of our manufacturers use eggs produced in this country, and they are increasing their use of this quality because they get better results, even though they pay from 25% to 30% more for domestic eggs than for the imported product.

Because of the above facts we wish to respectfully recommend that Schedule 7, agricultural products, paragraph 725, be amended as follows: (a) Plain alimentary pastes, macaroni, spaghetti, vermicelli, plain noodles, and similar products, 2c per lb.; (b) Egg alimentary pastes, egg macaroni, egg spaghetti, noodles, egg noodles, and similar products containing eggs, 3c per lb.

This increase of 1c per lb. will provide for the present rate of duty on eggs. However if the rate of duty on eggs is increased above its present rate, the amount of duty on egg alimentary pastes should be increased proportionately.

He—Why didn't you ask Jane for her hand?"

It—Say—she gave it to me last night right across the face!

Macaroni Manufactures Census---1927

The Department of Commerce has announced facts and figures gathered in its biennial census of the macaroni products manufacturing industry taken in 1928 on a basis of 1927 production. Based on figures submitted by 353 concerns the total production of macaroni, spaghetti, vermicelli, noodles and other alimentary pastes in 1927 was valued at \$46,196,133.

While \$3,524,253 of the total value included in alimentary pastes not reported in detail as to kind, the remainder \$42,671,880 is made up as follows: Macaroni, spaghetti, vermicelli and plain or water noodles, 450,083,391 lbs., valued at \$36,699,752.

Egg noodles, 33,324,943 lbs., valued at \$5,673,183.

Other pastes valued at \$298,955 accounts for the balance. This includes ravioli, which is not an alimentary paste product.

This industry classification covered establishments engaged primarily in the manufacture of macaroni, spaghetti, vermicelli, noodles and other alimentary pastes. No comparable figures for 1925 are available with reference to the value of the products produced.

While the census shows an increased

number of reporting firms this is not an indication that the number of manufacturing plants has increased. The department was evidently more successful in obtaining reports from the manufacturers than in former years. Even as reported, there are still some so-called manufacturing firms which failed to submit production figures last year. Of the 353 establishments reporting for 1927, 101 were in New York (now has 128); 53 in California (has 40); 27 in Illinois (has 31); 21 in New Jersey (has 19); 21 in Pennsylvania (has 36); 12 in Ohio (has 12); 12 in Rhode Island (has 10); 12 in Texas (has 12); 11 in Kansas

(has 11); 11 in Missouri (has 10); and 10 in Louisiana (has 11). The remaining 50 reporting plants were distributed throughout 16 other states and the District of Columbia (List now shows 57 additional). That shows that there are plants situated in 28 of the 48 states in the union (2 new states joined production ranks in 1928).

Summary of statistics for 1927 and 1925 is presented in Table 1 and detail product statistics for 1927 in Table 2. The figures for 1927 are preliminary and subject to such correction as may be found necessary after further examination of the returns.

TABLE 1.—SUMMARY FOR THE INDUSTRY: 1927 and 1925.

	1927	1925	% of increase or decrease (-)
Numbers of establishments.....	353	327	8.0
Wage earners (average for year) (1)....	4,587	4,560	0.6
Wages (2)	\$5,070,936	\$5,025,625	0.9
Cost of materials, factory supplies, containers for products, fuel, and purchased power, total (2).....	\$27,433,792	\$27,491,142	-0.2
Materials, supplies, and containers.....	\$26,469,336	(3)
Fuel and power	964,456	(3)
Products, total value (for detail see Table 2) (2)	\$45,353,200	\$43,389,344	4.3
Macaroni, spaghetti, etc.....	\$44,279,544	(3)
Other products	1,073,656	(3)
Value added by manufacture (4).....	17,919,408	\$15,998,202	12.0
Horsepower	21,406	19,873	7.7

(1) Not including salaried employees.

(2) The amount of manufacturers' profits can not be calculated from the census figures, for the reason that no data are collected in regard to a number of items of expense, such as interest on investment, rent, depreciation, taxes, insurance, and advertising.

(3) Not reported separately.

(4) Value of products less cost of materials, factory supplies, containers for products, fuel, and purchased power.

Table 2.—PRODUCTS, by kind, quantity and value: 1927.

(No corresponding data were collected for 1925)

Macaroni, spaghetti, vermicelli, noodles, and other pastes, made in all industries, total value.....	\$46,196,133
Made in the macaroni, spaghetti, vermicelli, and noodle industry, value	\$44,279,544
Made in other industries, value.....	1,916,589
Macaroni, spaghetti, vermicelli, and plain or water noodles:	
Pounds	450,083,391
Value	\$36,699,752
Noodles, egg:	
Pounds	33,324,943
Value	\$5,673,183
Ravioli, value	\$203,865
Other pastes, value.....	\$95,090
Not reported in detail.....	\$3,524,243

It is possible to acquire a round sum in a square deal.

Round after round is the way the pugilist climbs the ladder of fame.

Macaroni Manufacturers To Meet In New York City In June.

The Macaroni Manufacturers in the eastern part of the country were successful in their bid for the 1929 convention of the National Macaroni Manufacturers Association. Since the Chicago meeting last June there has been a consistent clamor on the part of many of the leaders that the east was deserving the right to entertain the convention this year. It was early conceded that they should be granted the privilege asked for, but the choice of the convention city was a difficult problem. New York was finally agreed upon at the meeting of the Board of Directors in that city on Jan. 29, 1929. The Dates—JUNE 18, 19, and 20. The Place—Hotel Astor, New York City.

It is not too early to arrange your plans so that you will be represented at this conference this year. Annually the conventions are becoming more important and better attended. The New York meeting in June is expected to be a record breaker.

Eastern Manufacturers in Important Conference

"Self policing" as a means of "Self protection" was adopted as a national policy by the leading macaroni manufacturers in the eastern section of the country at a meeting Jan. 29, 1929, in New York city. Thirty-five eastern members of the National Macaroni Manufacturers association joined the directors from other sections in sponsoring a campaign that will seek enforcement of all sanitation laws and observance of food laws pertaining to coloring, misbranding and mislabeling.

The meeting in Hotel Astor followed a luncheon at which 42 were served. Frank J. Tharinger of Milwaukee, Wis., president of the National association, was chairman. In his opening remarks he stressed the need of more friendliness among manufacturers, closer cooperation in solving problems for the general good and a concerted drive against insistent violators of food laws pertaining to the manufacture, distribution and sale of macaroni products.

To the New York manufacturers he pointed out the need of united action to obtain fairer compensation insurance rates in that state. The high New York rate affects macaroni manufacturing plants throughout the entire nation and he urged a concerted drive for lower rates from which the entire country will benefit.

The New York rates are about \$5.70 per \$100 of compensation insurance. In Pennsylvania the rate is 91c and in Wisconsin only 81c. The New York manufacturers could make a saving of \$50,000 a year if they would only unite in demanding fairer rates. The suggestion met with instant favor. Many of the eastern manufacturers expressed their willingness to contribute to the National Macaroni Manufacturers association one half of their annual savings in compensation insurance rates if the end predicted by President Tharinger is gained through the association's cooperation. A special committee headed by William Culman of the Atlantic Macaroni Co., Long Island City, was appointed and meetings have already been held that promise relief from the existing exorbitant rates.

Andrew Riedweiser, director of the New York Board of Health, pledged the fullest cooperation in a joint attempt to clean up the biggest macaroni market in the world—the New

York district. He praised the work already accomplished under the supervision of the Macaroni Educational Bureau and pointed with pride to several cases successfully prosecuted in New York city in January through the combined efforts of the National association and the Board of Health. Though not authorized to speak for state officials, he was confident that the association would have the support of their officials in its campaign outside the city limits.

Action by the state and city officials is based on the New York food laws which say that foods that are made to appear better than they really are, are both unfair and illegal because the aim is to hide inferiority. Aside from the prosecutions reported, he stated that the machinery in 3 plants was sealed during the last 3 months because of the existing unsanitary conditions. Also that the Board of Health is consistently refusing to approve of labels which contain the words "Artificial Coloring."

He concluded with congratulations to the honest manufacturers in New York city and to the Macaroni Educational Bureau for its efficient cooperation and its invaluable help in the city and state campaign to rid the market of all unfair macaroni products. He said that "better business will result from self housecleaning by the industry than through bureau action."

A resolution presented by past president Henry Mueller was adopted thanking Mr. Riedweiser and the New York Board of Health for past cooperation and for their promised campaign of greater intensity; also for the excellent advice given in his address.

L. V. Burton, assistant editor of "Food Industries," a specialist in foods, congratulated the manufacturers on their forward-looking program, especially the activity toward self policing as being accomplished through the National Macaroni Educational Bureau.

President Tharinger made a plea for financial support of the Bureau. He emphasized the fact that this was an activity that benefited every manufacturer, hence should have the support of the entire industry. This work first carried on by what was known as the Vigilance committee was always supported by voluntary contributions on the part of interested firms. There

have been no contributions since 1927. The work now needs financing and \$10,000 is necessary to finance the campaign, which will extend into 1930.

The appeal gained immediate support and \$5275 was pledged toward the total. It should be a very easy matter to raise the balance among the remaining progressive firms of the country.

The attention of the industry was called to the quality of American durum wheat which appears to be getting constantly poorer from crop to crop. The protein contents are getting lower and durum wheat suitable for macaroni manufacture is becoming very scarce. It was proposed to continue the association's program toward better durum and in this work the cooperation of the millers, the wheat growers and the Department of Agriculture will be sought. Action along this line will be taken through the Millers Cooperation committee of which Jas. T. Williams of the Creamette company, Minneapolis, is chairman. "Better wheat" will also be made the subject of discussion at the 1929 conference of the industry.

New York city was selected as the place for the 1929 convention of the National Macaroni Manufacturers association and annual conference of the macaroni products manufacturing industry and allied trades. Sessions will be held in the Hotel Astor on Broadway at 44th and 45th streets, this hotel being designated as convention headquarters. The dates are Tuesday, Wednesday and Thursday, June 18, 19, and 20. The eastern manufacturers have pledged fullest cooperation toward making the 1929 convention the biggest ever held by the industry. There appears to be no lack of important matters to be discussed and serious problems for solving. Every one goes to New York occasionally. The macaroni manufacturers should find occasion to be in the nation's metropolis the week of June 16, 1929.

Casey—It's the iligant time Oi had lasht Saturday. Divil a thing can Oi remember afther four o'clock!

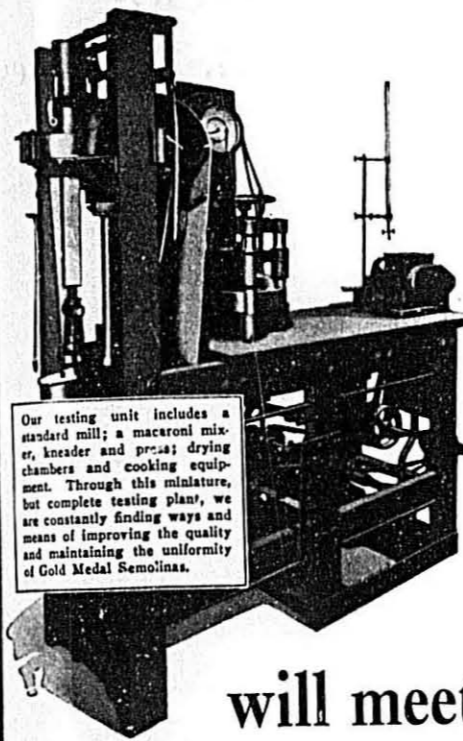
O'Brien—Thin, how d'ye know ye had a good time?

Casey—Shure, an' didn't Oi hear th' cop tellin' the joodge all about it on Monday morning.

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

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

Gold Medal Semolinas will meet your rigid requirements

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

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

By means of these tests we have constantly improved the

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

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

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



GOLD MEDAL SEMOLINAS

"Tested"

WASHBURN CROSBY COMPANY

General Offices: Minneapolis, Minn.

Millers of Gold Medal "Kitchen-tested" Flour

The Macaroni Educational Bureau Its Scope, Aim, Purposes

SELF PROTECTION is a natural law.

From his ancestors, the individual inherited a natural tendency to protect himself against all harmful influences and threatened dangers. Later this was extended to include his family and his occupation.

SELF PROTECTION may also be termed industry's first law.

Men have found it practical to combine in protection of common interests. That is the basic reason for the formation of trade associations which protect the individual and the group—seeks trade betterment.

In the macaroni products manufacturing industry we will personally use every honorable means to protect our business against all unfair competition and harmful propaganda. Having interests in common we find it more practical, less expensive and less annoying to pool our interests in our association,—National Macaroni Manufacturers association.

To better serve its supporters who are the progressive men in the industry, the work of SELF PROTECTION was delegated to an impartial group known as THE MACARONI EDUCATIONAL BUREAU. For years it has acted spasmodically, as need arose and funds permitted.

In line with SELF PROTECTION comes SELF POLICING as against GOVERNMENT REGULATION. We want little of the latter.

We can best protect ourselves by setting proper examples, supporting the enactment of beneficial laws for the common good. To get beneficial legislation in state or nation is difficult. Even more difficult is getting them obeyed. In all lines there will be found those who exist only by breaking all laws and disregarding every right of others.

It's the government's duty to enforce all laws, once enacted. It cannot be denied that those laws that have popular approval are usually most easily enforced, and that those businesses which cooperate most closely with the government regulatory bodies by SELF POLICING will get the most effective of government protection.

Our industry is asked to conform to only a few basic laws and regulations. Yet violations are numerous. The state and federal officers are unable

alone to cope with the situation. Hundreds of other foods need their attention and with limited appropriations these government bureaus restrict their activities to lines where there is the proper coordination between producers, consumers and the government.

The food law enforcing officials want and need the cooperation of the legitimate producers who make and sell legally. Briefly that is what the Macaroni Educational Bureau aims to do,—AID THE OFFICIALS.

Here are some violations complained of by government officials:

Macaroni products are in many cases artificially colored to deceive the purchaser. Coloring matter is added to poor grade flours in producing macaroni similar to that made of our high grade semolina. And to noodles to make them appear as if containing eggs. They sell this stuff cheap—demoralize markets.

"Cheating in Eggs" is another favorite pastime among violators. The laws require that at least 5% of egg solids must be used in egg pastes, egg noodles, etc. The "cheaters" use only enough egg to supply the color and sell their highly deficient products at ridiculous prices in competition with legitimate foods.

What are they doing in weights? The bureau has found boxes labeled "20 pounds" yet containing only 17 to 18 pounds; packages purporting to have 8 oz. really contained 6 or less.

Labels are supposed to carry true statements. Often have poor flour goods been found labeled as "Made from Durum Semolina."

Why go on? We all know that there are many violations and that only through active cooperation with the proper officials can we get relief. That is why we want you to support the Macaroni Educational Bureau. It hopes to insure the protection that the honest manufacturer is deserving. For this purpose this bureau is in constant touch with the manufacturers on one side and with law enforcing officials on the other.

The Educational Bureau makes surveys, analyzes samples, studies labels and checks on weights. When evidences of intentional violation are uncovered, action is taken along 2 lines:

First, every attempt at peaceable settlement is made, including a pledge to discontinue the objectionable practice or violation.

Next, failing in its peaceful move, the evidence is submitted for court action against violators.

No publicity is given in cases where peaceful settlements are made. Court cases are public matters and no public-

ity is spared where guilt is proven and fines assessed.

The Macaroni Educational Bureau work benefits the entire industry. It is supervised by the National association but supported by all the progressive manufacturers through voluntary contributions. The last appeal for funds in support of this work was made in 1926.

A DRIVE for funds to finance this work is now on. At the New York meeting last month 17 firms pledged \$5275 toward the \$10,000 fund that it is planned to raise. Pledges were given in amounts ranging from \$75 to \$1000. Two firms pledged \$1000 each, two \$500 each, four \$250 each, four \$200 each, four \$100 each, and one \$75. Three others approved the work and promised their support.

The following pledged \$5275 of the \$10,000 to be collected:

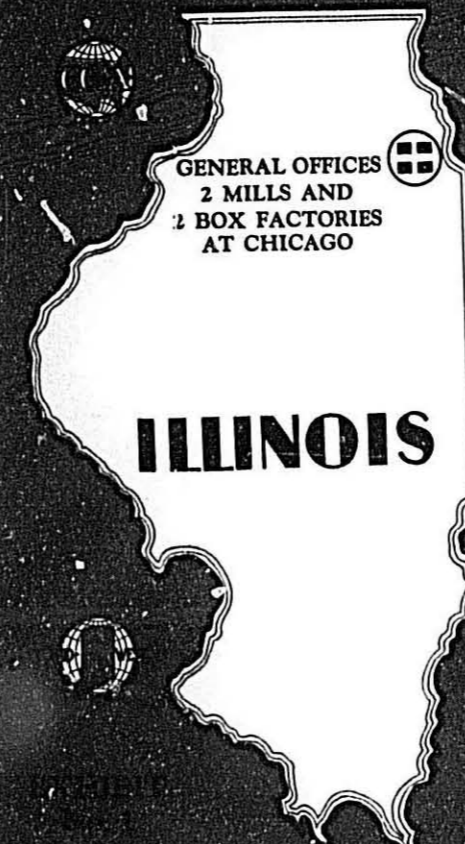
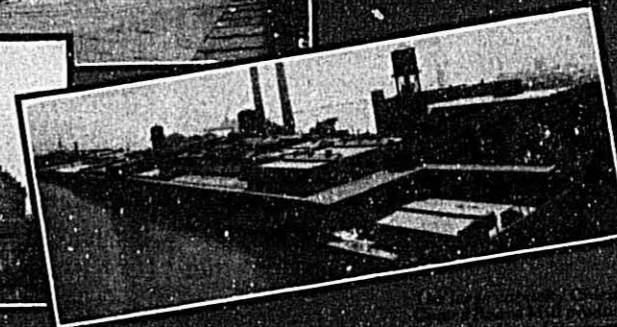
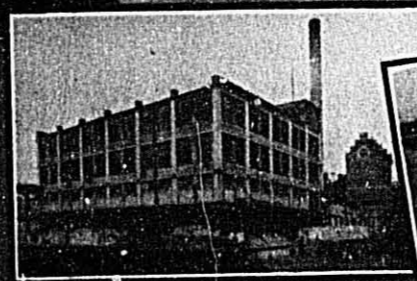
Atlantic Macaroni Co.
DeMartini Macaroni Co.
Foulds Milling Co.
Independent Macaroni Co.
Keystone Macaroni Mfg. Co.
C. F. Mueller Co.
Ronzone Macaroni Co.
Tharinger Macaroni Co.
A. Zerega's Sons.
Brooklyn Macaroni Co.
Fortune-Zerega Co.
A. Goodman & Sons.
Kansas City Mac. & Imp. Co.
Joe Lowe Co.
Prince Macaroni Mfg. Co.
Splendor Macaroni Co.
S. Viviano Macaroni Mfg. Co.

With 17 firms pledging over ONE HALF of the \$10,000 aimed at, the balance should easily be obtained from the remaining progressive firms.

There is work for the Macaroni Educational Bureau everywhere. Violations may be more flagrant in one section than in others, but their demoralizing effect is felt in every market. But to be fair to all contributors, it is proposed to expend the money pledged as nearly as possible in the territory covered by the contributors.

Small contributions are to be paid in full. Larger contributions made be paid in quarterly or semiannual instalments. An accounting will be given for receipts and expenditures.

This lengthy explanation is given for the benefit of those who have heretofore failed to realize the real value



MILLS and BOX FACTORIES
(CORRUGATED, SOLID FIBRE and
BOXBOARDS)

of the
CONTAINER CORPORATION
OF AMERICA
and MID-WEST BOX COMPANY
IN ILLINOIS

THE Corrugated and Solid Fibre box factories at Ogden, our Chicago Division, ship their products broadcast over many states, primarily Illinois, Iowa, Missouri, Wisconsin, Minnesota, parts of Michigan and Indiana and states west of the Mississippi River as required.

Our Chicago Coated Board Mill distributes Boxboards for setup and folding boxes, paper tubes and cans throughout the Middle Western and Southern states, extending sales as far east as Buffalo, New York.

Our Chicago Ogden Mill manufactures Test Liners and Chipboard for shipping containers.

At Chicago, are also maintained our main Laboratory for Chemical and Physical Research, a large Machinery Construction division, a self-contained Rubber Die division and one of the largest waste paper plants in the country, the Pioneer Paper Stock Company.

This gives the Company control of important raw material sources and basic equipment which not only insure quality and perfection of products but also tend to reduce cost to consumer.

OTHER FACTORIES AND MILLS

at Cleveland, Ohio, Philadelphia (Manayunk), Pa., Fairmont, W. Va., Charleston, W. Va., Cincinnati, Ohio, Anderson, Ind., Kokomo, Ind., Circleville, Ohio, Natick, Mass., and Bridgeport, Conn.—

WILL BE FEATURED IN LATER INSERTS

A Great Variety of Goods—Fragile, Solid and Liquid
Now Packed in Fibre Board Containers



A Clearing House for Better Boxes Combining Quality Economy and Ingenuity

THE unusually high rating of our Corrugated and Solid Fibre shipping containers among users of fibreboard boxes we attribute first to their outstanding Quality, and secondly, to their proved Economy. We have as far as is humanly possible eliminated guesswork in manufacture. As regards performance, we refer you to any one of our many clients. What our containers are doing every day for others—they can do for you. Always dependable, they have solved many hitherto troublesome packing and shipping problems for hundreds of shippers—and these problems may be yours. Write us when in need. See COUPON.

Some Industries Now Using Our Solid Fibre or Corrugated Boxes

- | | | |
|---------------------|-------------------------------|----------------------|
| Bakery Goods | Furniture | Shoes |
| Cannery | Stationery | Breakfast Foods |
| Building Material | Lamps and Shades | Proprietary Remedies |
| Sporting Goods | Tobacco—all forms | Spices |
| Books and Magazines | Perfumery | Foods—All Kinds |
| Toys | Paints and Varnishes | Instruments |
| Crockery | Automotive | Brooms, Brushes, Etc |
| Bottlers | Glassware | Ceramics |
| Fruit Packing | Insecticides | Leather Goods |
| Radio Goods | Rubber Goods | Doors |
| Pictures | Electrical Goods | Hardware |
| Vegetable Growers | Men's, Women's and Children's | Dry Cell Batteries |
| Meat Packing | Furnishings | Enamelware |
| Dairy Goods | Millinery | Filing Cabinets |
| Soap and Chips | Confectionery | Electric Light Bulbs |
| Washing Powders | Carpets and Rugs | |
| Matches | | |

CONTAINER CORPORATION OF AMERICA
and **MID-WEST BOX COMPANY**
111 W. Washington St. Chicago, Illinois
Six Mills — Twelve Factories — Capacity over 1200 tons per day

RETURN COUPON
CONTAINER CORPORATION OF AMERICA
111 West Washington Street, Chicago
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 _____

Wherever goods are manufactured—there you will find our boxes reducing packing and shipping costs.

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

of the work done by this bureau. Before closing, may we furnish another example of what work the Educational Bureau does. As reported in the January issue of The Macaroni Journal, a food faddist who claims that his articles are read regularly by readers of 12,000 papers recently condemned the use of either cheese or tomatoes with macaroni. Also that noodles colored with beet juice are preferred to those colored with eggs. The bureau lost no time in curbing this unfavorable propaganda. Here is an unlimited field for good, constructive and telling work. Is it to lag for lack of the few dollars needed to carry on? Recall the purpose of this bureau.

Refer once more to the live, progressive firms which have already pledged support, and then make known your pledge. Can any firm afford not to be listed as supporters. Surely those who finance this SELF POLICING will not be violators!

All honest manufacturers must be active in SELF PROTECTION—they can not afford to be passive. Finally remember that this activity must be supported by the entire trade—that it is not primarily an association activity—but the business of ANY INTERESTED MANUFACTURER.

Mail pledge immediately to Mr. M. J. Donna, Secretary-Treasurer, Braidwood, Ill.

Unfavorable Propaganda Is Twaddle

Good sometimes comes out of what is at first considered as evil. On reading the article by Dr. F. McCoy macaroni manufacturers were first prone to take offense but later it was thought best to laugh it off. The Italian manufacturer was rightfully incensed at the declaration that macaroni products did not combine properly with such foods as tomatoes and cheese, a combination which the Italians have relished for centuries and which has made that people anything but the puny, undernourished individuals who are generally interested in the suggestions of faddists of this kind.

On every hand the National Macaroni Manufacturers association is being congratulated on the way this matter has been handled and its determination to stand for what is right commended. Even from outside the industry help has come. Perhaps there was never any better treatment of the subject than that made by H. E.

Weightman, leading official of the research staff of the Reynolds Electric company of Chicago.

"I agree with you that such 'twaddle' as appeared in the article referred to in the January issue under the heading 'Unfavorable Propaganda Is Injuring Entire Industry' can be combated only by a counter program to bring out the truth.

"If you recall the various articles coming from the McCoy Health Service at Los Angeles, Calif., you will remember that orange juice was recommended as a preventative for 'flu.' However, right at their home where oranges were cheapest and in the best of condition, the flu epidemic was the most prolonged. It may be true that oranges help but they are far from being a specific for that disease.

"On this basis, you can see that their publication is pure propaganda to increase the consumption of western food products. Regarding the 'Malic

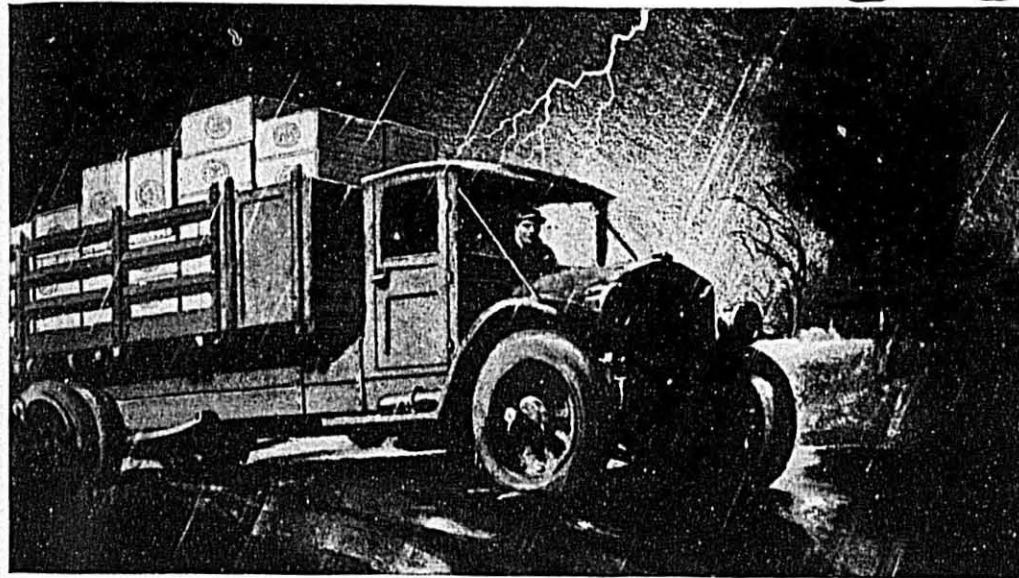
Acid' mentioned in the article, Malic acid exists in 2 forms, both relatively harmless in even considerable portions. If it were present in harmful quantities then the food would have a taste that would render it extremely disagreeable. Malic acid as a constituent of fruits exists principally in apples. (An apple a day keeps the doctor away.) In much smaller concentration it is present in tomatoes, peaches, apricots, pears, cherries and other fruits.

Malic acid is one of the principal means that cause fruits to form jells. Its identity is destroyed by heating in removing moisture. Under these circumstances can you imagine free malic acid in a food product that is dried down to 6 to 10%?"

In substantiation of his statement McCoy states that in his experience with respect to digestibility of foods macaroni with eggs, cheese or tomatoes is not nearly so readily assimilated as in cases where macaroni products are not combined with products containing acids. He has every respect for the opinions of Dr. McCollum and Mrs. Rose of the Columbia University of New York though their viewpoint is mainly toward the food value of each article used in the daily caloric intake. He is more concerned with food combinations from the standpoint of physiological chemistry.

The fight for light goes on. The bulk manufacturers have at last realized that there is need for organized protection and that even their preferred recipes need guarding. Take from the Italian the tomato-cheese flavoring of his favorite dish of spaghetti and what becomes of consumption! This can never be, but it teaches us cooperation is preferable to aloofness in any trade. The macaroni products manufacturers will present an undivided front in this fight.

When STORMS are raging



You need Fivefold Protection*

DRIVING sheets of rain . . . swirling drifts of snow . . . open trucks roaring for shelter through mud and slush . . . drenched packing cases and grimy hands. Bad weather comes unannounced—at any time.

And what of *your* merchandise?—Was it ruined? . . . Did cases swell and break? . . . How many customers will receive damaged goods? . . . How many customers will buy elsewhere?

Storms, wrecks, rough handling, prowling thieves—you cannot control these things. But you can safeguard your goods from the time they are on your customers' shelves.

Only *Fivefold Protection—Good Wooden Boxes can give you the

proper assurance that your merchandise will be delivered in perfect condition.

Thousands of manufacturers have found that *Fivefold Protection is the safest and most economical way of packing and shipping their goods.

The Wooden Box Bureau maintains a competent staff of packing engineers and designers to assist manufacturers with their shipping room problems. Their services cost you nothing—place you under no obligation. If you are confronted with any problem related to the packaging and shipping of your goods one of these men will be glad to call on you.

A convenient coupon is attached. Why not clip and mail it today?

*FIVEFOLD PROTECTION

Good Wooden Boxes safeguard your merchandise against

1. Rough Handling in Transit
2. Hidden Damage (crushed contents, torn labels, etc.)
3. Pilferage
4. Bad Weather
5. Disgruntled Customers

Wooden Box Bureau
111 West Washington Street, Dept. 5123
Chicago, Ill.

Gentlemen: We are manufacturers of

and would like to have one of your engineers confer with us on our packing problems, without cost or obligation.

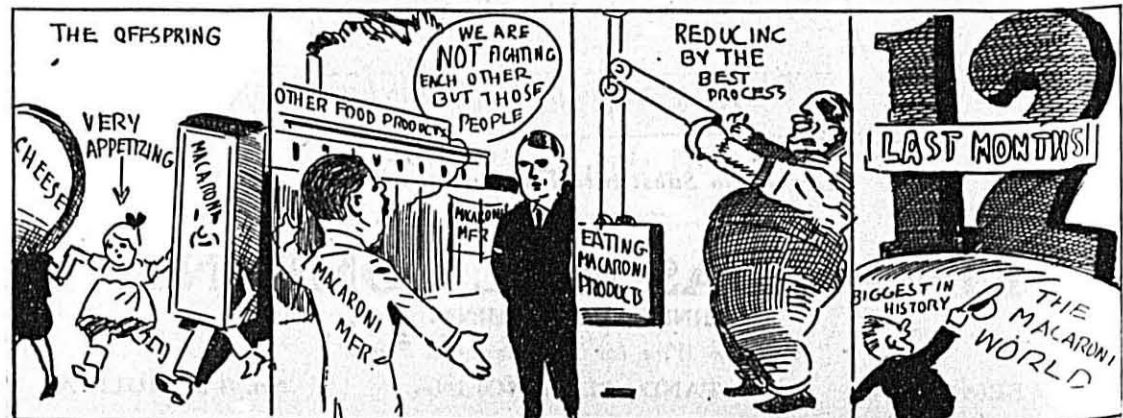
Name.....
Firm.....
Street.....
City..... State.....



WOODEN BOX BUREAU

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

CHICAGO, ILLINOIS



Two Heroic Presidents

In the month of February the nation justly honors 2 great American Presidents, George Washington, "The Father of the Country," and Abraham Lincoln, "The Country's Savior."

Annually we recall the lives of these honored leaders and reverently we rededicate ourselves to the same cause, America, First and Always. It is fitting that we be reminded of the self imposed rules that guided them in administration of their duties to their country.

RULES OF CIVILITY



George Washington

Show not yourself glad at the misfortune of another, though he were your enemy.

When you see a crime punished you may be inwardly pleased; but always show pity to the suffering offender.

Superfluous compliments and all affectation of ceremony are to be avoided, yet, where due, they are not to be neglected.

Do not express joy before one sick or in pain, for that contrary passion will aggravate his misery.

When a man does all he can, though it succeed not well, blame not him that did it.

Be not hasty to believe flying reports to the disparagement of any.

In your apparel be modest and endeavor to accommodate nature, rather than to procure admiration; keep to the fashion of your equals.

Associate yourself with men of good quality, if you esteem your own reputation; for 'tis better to be alone than in bad company.

Speak not injurious words neither in jest nor in earnest; scoff at none although they give occasion.

Nothing but harmony, honest industry and frugality are necessary to make us a great people. First impressions are generally the most lasting. It is therefore absolutely necessary, if you mean to make any figure upon the stage, that you would take the first steps right.

Let your heart feel for the afflictions and distresses of every one and let your hand give in proportion to your purse; remembering always the widow's mite, but that it is not every one who asketh that deserveth charity; all, however, are worthy the inquiry, or the deserving may suffer.

There is a destiny which has the control of our actions not to be resisted by the strongest efforts of human nature.

(Continued on Page 16)

SAYINGS OF A PRESIDENT



Abraham Lincoln

Learn the laws and obey them.

I am nothing, but truth is everything.

Killing the dog does not cure the bite.

Give us a little more light and a little less noise.

It is not best to swap horses while crossing a stream.

He sticks through thick and thin—I admire such a man.

Success does not so much depend on external help as on self reliance.

It is better only sometimes to be right than at all times to be wrong.

No men living are more worthy to be trusted than those who toil up from poverty.

This country with its institutions belongs to the people who inhabit it.

Gold is good in its place; but living patriotic men are better than gold.

God bless my mother! All I am or hope to be I owe to her.

I claim not to have controlled events but confess plainly that events have controlled me.

Let us have that faith that right makes might; and in that faith let us, to the end, dare to do our duty as we understand it.

I must stand with anybody that stands right; stand with him while he is right and part with him when he goes wrong.

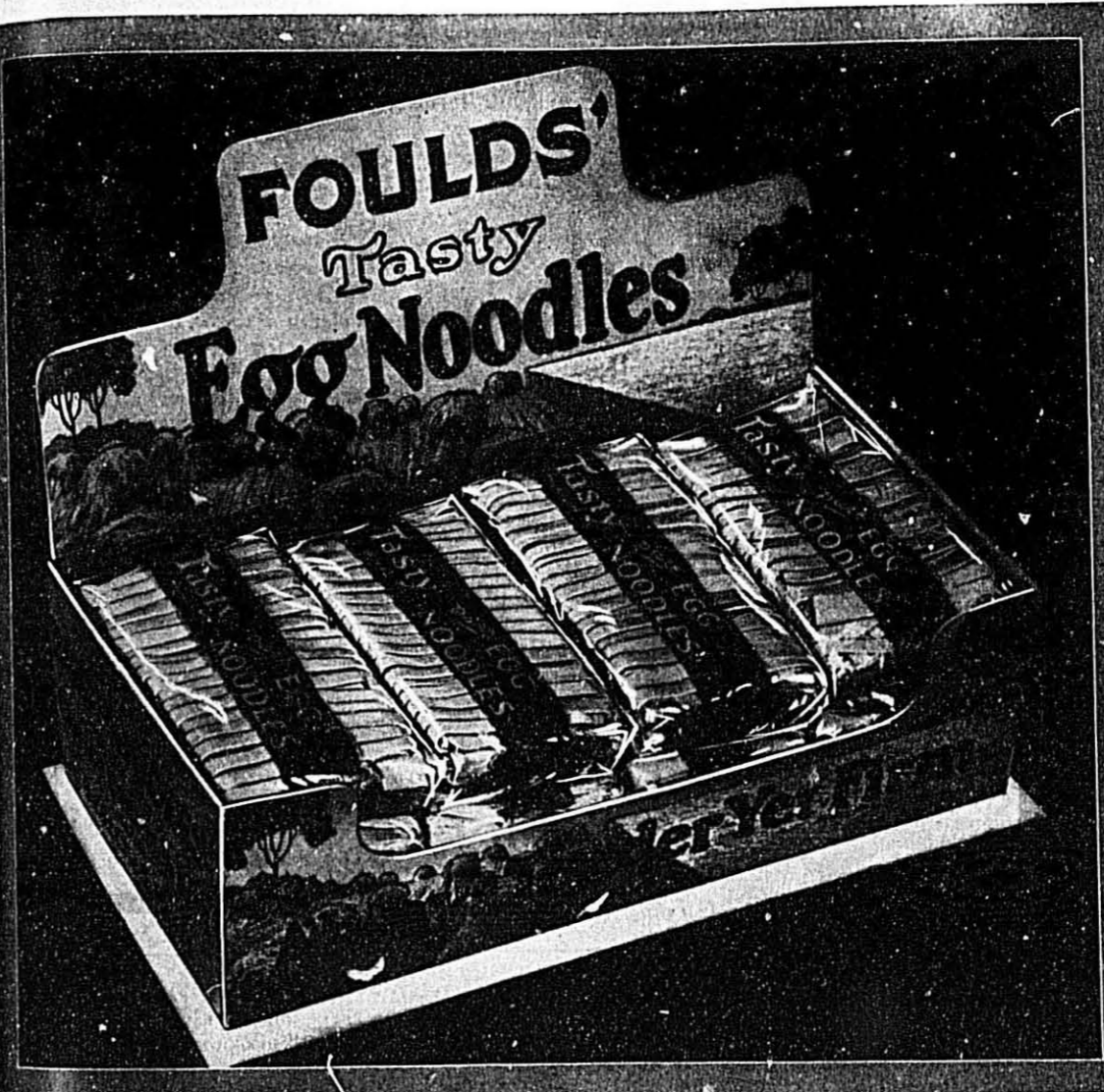
The purposes of the Almighty are perfect and must prevail, though we erring mortals may fail to accurately perceive them in advance.

(Continued on Page 16)

February 15, 1929

THE MACARONI JOURNAL

15



*Easier distribution—more retail sales
with this transparent wrapper*

WRAPPED in sparkling, 100% transparent Cellophane, Foulds' Egg Noodles are a fast-selling item on the retail counter.

Cellophane encourages display of the product. Its glistening catches the eye of customers. The perfect visibility shows the customer exactly what the product is like, creates quick, easy sales. Complete protection from dust, dirt, handling, is assured. Every package remains clean and saleable.

Today many well-known noodle manufacturers realize its

value as a more effective method of merchandising—as a builder of greater volume and profits.

Our Package Development Department will be glad to work with you in developing a satisfactory packing for your product. Send us a sample and let us return it wrapped in Cellophane.

Write for a copy of our new De Luxe descriptive booklet. Du Pont Cellophane Co., Inc., 2 Park Avenue, New York City. Canadian Agents: Wm. B. Stewart & Sons, Limited, Toronto, Canada.



Cellophane

Cellophane is the registered trademark of Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheets and films, developed from pure wood pulp (not a by-product).

Rules of Civility

(Continued from Page 14)

It is unfortunate when men cannot or will not see danger at a distance; or, seeing it, are undetermined in the means which are necessary to avert or keep it afar off.

Gaze not at the marks or blemishes of others and ask not how they came. What you may speak in secret to your friend, deliver not before others.

Happiness depends more upon the internal frame of a person's mind than on the externals in the world.

Idleness is disreputable under any circumstances; productive of no good even when unaccompanied by vicious habits.

It is not uncommon in prosperous gales to forget that adverse winds blow.

Every man who is in the vigor of life ought to serve his country in whatever line it requires and he is fit for.

Rise early, that by habit it may become familiar, agreeable, healthy and profitable. It may for awhile be irksome to do this, but that will wear off and the practice will produce a

rich harvest forever thereafter, whether in public or in private walks of life.

Sayings of a President

(Continued from Page 14)

The face of an old friend is like a ray of sunshine through dark and gloomy clouds.

My experience and observation have been that those who promise the most do the least.

I intend no modification of my oft expressed wish that all men everywhere should be free.

I take the official oath today with no mental reservation and with no purpose to construe the constitution by an hypercritical rule.

The way for a young man to rise is to improve himself in every way he can, never suspecting that anybody is hindering him.

God must like common people, or he would not have made so many of them.



**Grins
Smiles
Chuckles**

A Tonic for Business Worries



ALPHABETICALLY SPEAKING

The macaroni products manufacturing industry is rightfully accused of compelling consumers to "eat their own words."

Macaroni alphabets provide a common, understandable language for soup eaters of all nations.

Just why any macaroni maker should fail in business is puzzling. Does he not make figures to suit himself?

Those looking for arguments might find questions for discussion in their alphabet soup and at the same time be made "to eat their answers" unqualifiedly.

Macaroni A-B-C's will prove to be helpful to students of all kinds and alphabetical soup is recommended as a special dish to be served in restaurants, catering to public and high schools as well as colleges.

Table etiquet requires that alphabetical soup be eaten by reasonable spoonfuls to avoid making undue grammatical errors.

As a side dish why not order as a special .-.;.*-%-X-? and oodles of ¢ and \$.

A STUDENT OF BUSINESS

Bible Class Teacher—Now, which of you children can tell me who it was that fed 5000 people on 7 loaves of bread and—

Tommy (shouting from the rear of the room)—I bet it was the feller that makes the sandwiches down at the drug store.

GET THIS ONE IF YOU CAN

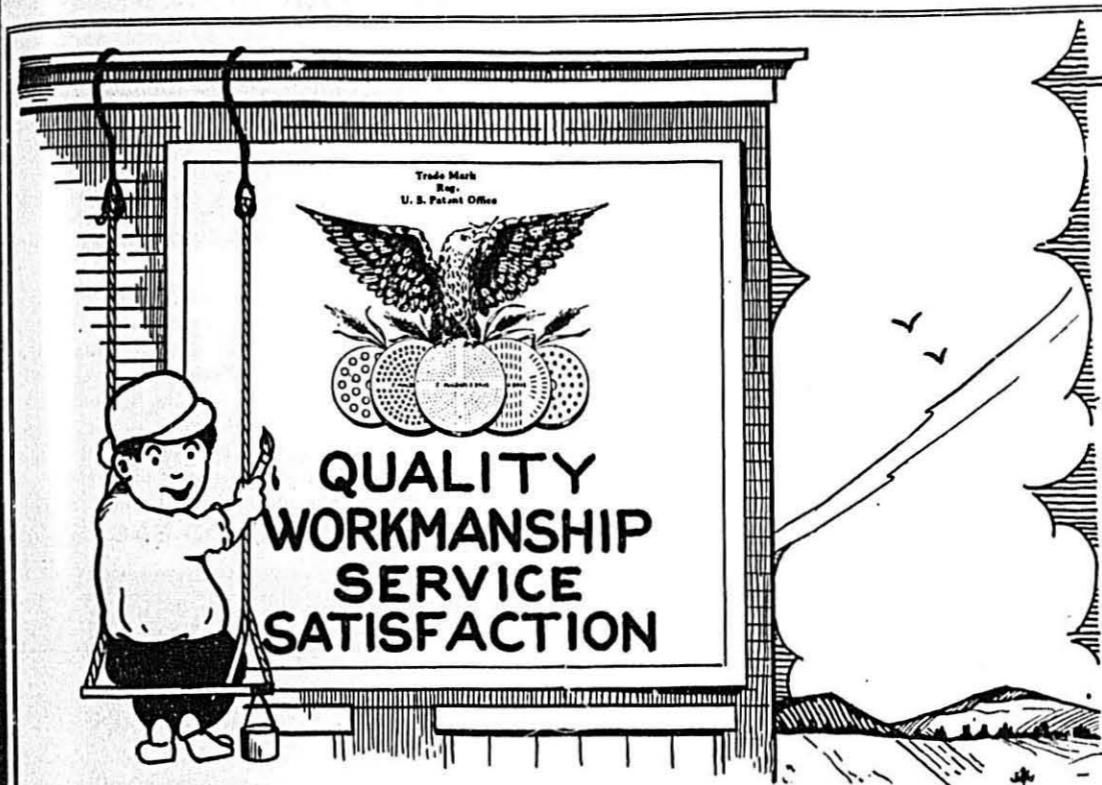
Bill had a billboard. Bill also had a board bill. The board bill bored Bill so that Bill sold the billboard to pay his board bill. So after Bill sold his billboard to pay his board bill, the board bill no longer bored Bill.

JUST A LITTLE SCOTCH

And then there's the Scotchman who sent back his alphabet soup because 2 of the letters were missing.

Alphabetical soup eaters may coin new words after eating small ones.

Besides the Scotchman who returned his plate of alphabetical soup because he found that 2 letters were missing, there is the Englishman who told the waiter to leave the 11 out of his bowl.



Our Name Is A Dependable Quality Symbol

Buying a macaroni die is not like selecting a suit of clothes. You see the quality of the suit before you buy it but you buy the die before you see it, for it is a made-to-order job.

Every die maker has his own standard of quality. The elements which form this quality standard are *workmanship, grade of material, equipment, inspection, finish*. Some makers will cut the quality of these elements in order to offer a low price.

Maldari's Insuperable Macaroni Dies are made by a firm now in its 27th year of die making activity—that has gained a standing and reputation for dependable quality. Its necessity for maintaining this reputation and retaining its customers among leading macaroni manufacturers—are facts alone which guarantee the quality of its dies.

Your macaroni quality and salability depend largely on the quality of your dies. If you use Maldari's Insuperable Dies *our reputation protects your reputation*. Write for illustrated Catalogue.

America's Leading Die
Makers For Over 25 Years

F. MALDARI & BROS., Inc., 178-180 Grand St., New York City

MALDARI'S Insuperable
MACARONI **DIES**

How the U. S. Navy Handles Its Supplies

By G. K. Spencer, Naval Correspondent,
San Francisco Examiner and Boston Transcript

Since the World war the U. S. navy has become one of the greatest specialists in packing merchandise for shipment, and it has a story to tell that will be of interest to the food products industry.

Supplies handled by the navy amount to almost a million tons of general freight every year. Because of this vast amount of merchandise an elaborate system of records is maintained to indicate the relative efficiency of various methods of packing goods. These records covering the last 2 years show that there has been approximately 31% less loss by damage to goods packed in wooden boxes than for all other forms of packing combined, except in a few cases where certain merchandise is ordered packed other than in wood because of conditions peculiar to the navy.

As a result of this experience the navy supply officers now request that certain naval supplies be delivered on the docks packed in wooden boxes. Four fifths of the supplies are now required to be so packed. Among them, of course, are food products.

All materials purchased for the navy are inspected carefully before being placed in the storehouses, and the naval system of inspection will reject all goods that arrive so inadequately packed as to result in damage. During the last 2 years no damaged merchandise has been delivered in wooden boxes at any of the navy storehouses; and more than 100

million dollars worth of goods has been handled in that time.

The recent China expedition of the marine corps was one of the most interesting exhibitions of the value of wooden box packing. The marines, of course, have adopted wooden box packing practically to the exclusion of other methods of packing their goods, both for supplies ordered for the corps and for their own goods. The advanced base forces on both the Atlantic and Pacific coasts have adopted similar methods. As a result the China expedition, involving some 9000 officers and men in 2 great transport drafts, succeeded in transporting a vast amount of materials to Shanghai and then back to the United States in wooden boxes without the loss of a box or damage to any contents.

The Nicaraguan expedition then adopted precisely the same methods with the same results accruing; and to this day nine tenths of all military supplies going to Nicaragua go by request in wooden boxes. Even far into interior Nicaragua on mule back the wooden boxes are labored without damage or loss of contents. It is a tribute to the American wooden box that these were standard units from American box factories, and not specially constructed boxes designed for unusual strains.

Between April and November 53,480 wooden boxes containing naval supplies were taken aboard the high seas fleet

alone from the docks of San Francisco, Bremerton, San Pedro, San Diego and Boston, not one of which was rejected by inspectors for any reason whatever. The record was a perfect one for those seven months.

It is also significant that this use of wooden boxes, which are a little more expensive than substitute containers, occurs in an organization forced to the most extreme economy by Congress, but experience has proved to the navy that good packing pays, and that through an adequate protection of naval goods there is more money to use for other necessary things.*

*Released in January 1929 by Wooden Box Bureau of the National Association of Wooden Box Manufacturers.

COOPERATION

By

Herbert Hoover, President-Elect

While our industry and commerce must be based upon incentive to the individual, yet the national interest requires a certain degree of cooperation between individuals in order that we may reduce and eliminate industrial waste, lay the foundation for constant decrease in production and distribution costs, and thereby obtain the fundamental increase in wages and standards of living.

Reaping the Lenten Harvest

Lent this year started February 13 and will end the last of March. Perhaps no other season provides an opportunity for increased sales of macaroni products that does the very generally observed season of Lent. To

capitalize this opportunity to its fullest possibilities, the macaroni products manufacturers should have the sincere and earnest cooperation of the retailer who is ever close in touch with the consumer.

A suggestion by the store clerk often leads to a sale and what is more ap-

preciated by the housewife, it may solve her puzzling problem—"What shall I serve the folks today? This is Lent, you know, and it puzzles me just what will please them."

The answer, of course, is MACARONI, SPAGHETTI or NOODLES. Here are the harvest days.

1929 FEBRUARY 1929						
SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
4 Macaroni Days					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

1929 MARCH 1929						
SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
10 Macaroni Days					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

January 15, 1929

THE MACARONI JOURNAL

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Juliet Macaroni

A NEW PRODUCT

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

348 COMMERCIAL STREET

BOSTON, MASS.

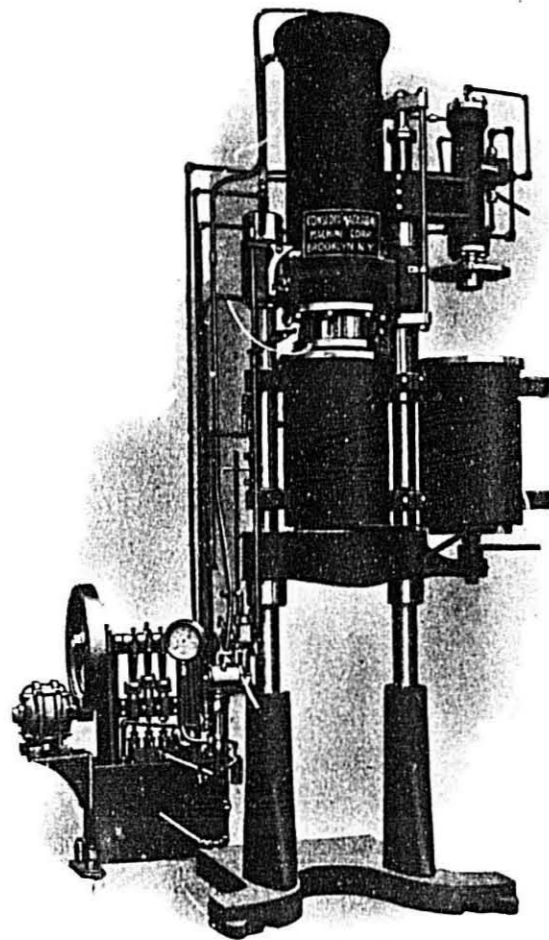


Consolidated Macaroni Machine Corporation

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.

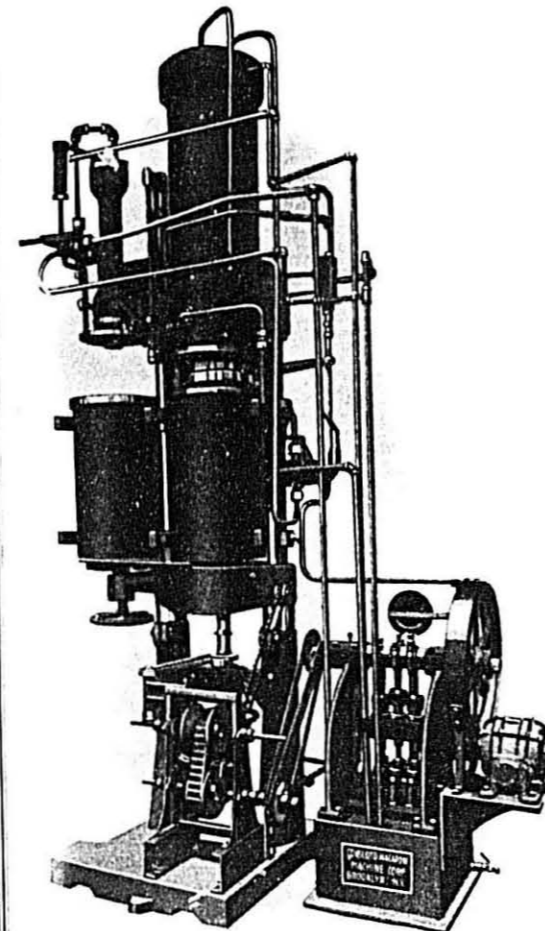
156-166 Sixth Street **BROOKLYN, N. Y., U.S.A.** 159-171 Seventh Street
Address all communications to 156 Sixth Street

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

Recommended Macaroni Recipes

Meatless "Spot Touchers" for Lenten Season

Dutch Soup

Put $\frac{1}{2}$ cup grated cheese into a saucepan with 3 pints of milk. Simmer gently for 10 minutes. When the cheese is dissolved season with salt and pepper, a tablespoonful of butter and a pinch of sugar. Add one cup of cooked macaroni cut fine. Beat 3 eggs well, mix with a little of the soup and add gradually to the remainder, stirring constantly. Do not let the soup boil after adding the eggs. Serve with diced toasted bread.

American Chop Suey

One cup macaroni, 1 pint tomatoes, $\frac{1}{2}$ lb. chopped meat (hamburg steak is preferred), 1 onion, 1 oz. butter. Cook macaroni 20 minutes. Heat tomatoes. Put butter into frying pan, melt; add finely chopped onion; cook until brown, then add liquids and cook 3 minutes. Season well.

Macaroni Mac

This easily takes the place of meat for a large family and will be invaluable to the thrifty. One cup macaroni (boiled). Pour cold water over it and drain. Three quarter cups tomatoes (canned), 1 green pepper, 2 cups kidney beans, 2 cups cut up beef, ground. Boil together and serve hot.

Macaroni and Cheese Fondue

$1\frac{1}{4}$ cups cooked macaroni
4 eggs
1 teaspoon salt

2 cups cheese
1 cut hot water
1 teaspoon baking powder

Beat egg yolks until light, beat egg whites until stiff. Add to egg yolks macaroni, cheese, salt, baking powder and water; then fold in egg whites. Put into greased baking dish and bake 40 minutes in a moderate oven (325 degrees).

Macaroni Souffle

$\frac{1}{2}$ cup macaroni
1 cup milk
3 tablespoons melted fat
2 tablespoons chopped green pepper
2 tablespoons minced onions
1 teaspoon baking powder

1 teaspoon salt
1 cup bread crumbs
 $\frac{1}{2}$ cup grated cheese
4 tablespoons cold water
2 tablespoons chopped parsley
2 eggs
 $\frac{1}{4}$ teaspoon pepper

Cook macaroni in boiling salted water until tender. Cook vegetables in water until tender. Drain macaroni, pour cold

water over it and drain again. To egg yolks add macaroni, cooked vegetables, cheese, bread crumbs, salt, pepper and milk. Fold in stiffly beaten egg whites to which baking powder has been added. Put into greased baking dish, set in pan of water and bake in a moderate oven (325 degrees) 45 minutes.

Macaroni Rarebit

2 cups cooked macaroni
 $1\frac{1}{2}$ cups stewed tomatoes
2 tablespoons chopped green pepper
2 tablespoons butter

1 cup grated cheese
 $\frac{1}{2}$ cup finely chopped onion
2 tablespoons finely chopped pimento
2 tablespoons flour

Place in baking dish or individual ramekins a layer of macaroni. Mix grated cheese with flour, add remaining ingredients and cover macaroni with mixture. Add a second layer of macaroni and cover again with tomato mixture. Bake in a moderate oven (325 degrees) for 20 minutes.

Baked Cream Salmon With Spaghetti

One can salmon, $\frac{1}{2}$ lb. spaghetti broken fine, butter the size of an egg, 1 pint of milk, 2 eggs.

Boil the spaghetti in salted water until tender and drain in a colander. Grease a baking dish and put in a layer of spaghetti and then 1 of salmon, with

bits of butter and pepper, continuing until all is used. Beat the eggs, add the milk to them and pour over the dish and bake for 45 minutes.

Macaroni For Lent

Boil 1 package of macaroni until tender. Drain off all the water and add 1 pint of milk, one good tablespoon butter, 1 pint of oysters with the liquor they come in, a pinch of white pepper, 1 teaspoon salt. Mix lightly and bake in a slow oven for 20 minutes.

French Fried Noodles

2 eggs
 $\frac{1}{4}$ lb. noodles

$\frac{1}{2}$ cup milk
Deep fat

Cook noodles in boiling salted water until tender. Drain and chill. Beat eggs slightly and mix with milk. Stir lightly into cooked noodles and drop in spoonfuls into deep fat. Fry until golden brown.

Fine Sunday morning breakfast with little pig sausages.

OVERDOING IT

There was a hen that used to lay
A large and noble egg each day.
"I'll feed her twice as much again,"
The woman said who owned the hen.
"With twice the food she had before,
She'll lay two eggs a day or more!"
But, overfed, the hen grew fat,
And laid off laying after that.
The moral is—or as I view it—
"Enough's enough—don't overdo it!"

MY FAVORITE RECIPE

Macaroni-Ham Pic

By B. M. Costigan, Kentucky Macaroni Co., Louisville

INGREDIENTS

$\frac{1}{2}$ lb. short-cut macaroni
1 cup cooked ham
2 cups milk
4 eggs slightly beaten

$\frac{1}{2}$ teaspoon salt
 $\frac{1}{4}$ teaspoon pepper
 $\frac{1}{4}$ teaspoon onion juice
 $\frac{1}{4}$ teaspoon mustard

METHOD

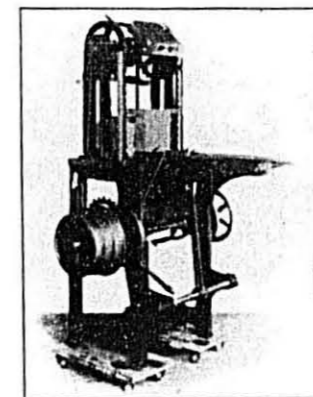
Put macaroni into boiling water; cook 20 minutes and strain. Cover bottom of a buttered baking dish with a layer of cooked macaroni. Cover with finely chopped ham. Repeat till all is used. Mix milk with slightly beaten eggs, salt, pepper, onion juice and mustard. Pour this over macaroni and ham. Bake in a 350° oven until firm. (4 servings.)

Note—Lamb, beef or chicken may be used instead of the ham. Individual pies may be made by baking in small baking dishes. A wonderful lunch dish.

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Voluntary Cooperation in Self Government by Industry---

Proves Acceptable in Development of Simplified Practice Projects---Developed Program Shows They Are 87.03 Per Cent Effective

First of a series of 4 short articles on this timely subject

"Voluntary cooperation in self government" by industry, is a practical and essential part of present day management methods. The fact that industry can and does get together and plan for greater economies in both manufacturing and selling, is borne out by a statement just made public by the division of simplified practice, U. S. Department of Commerce. This statement reviews the degree of support accorded the more than 100 simplified practice recommendations promulgated to date by American industry since the establishment of the division within the Department of Commerce in November 1921.

The division of simplified practice is the only organization engaged in waste elimination, through simplification and standardization, which makes an annual factual review of the extent of usage of its recommended practices and standards. In 1925 the average degree of adherence was 67.55%, based on 2 surveys made; in 1926 it was 76.51%, based on 11 surveys; and in 1927 it was 83.22% based on 20 surveys made.

Twenty-four simplified practice recommendations were audited in the calendar year 1928, to ascertain the average degree of support that each has received. According to the report just made public by Ray M. Hudson, assistant director of the Bureau of Standards in charge of the commercial standards group, of which the division of simplified practice is a part, the manufacture of commodities covered by these 24 programs was 87.03% in conformity with the respective program. These 24 surveys or audits were divided into the following groups:

Twelve in the building and construction materials field showed an average degree of support of 87.45%; 7 in the hardware and mill supplies field was reported at 80.17%; 2 for plumbing supplies at 98.83%; and 3 in miscellaneous fields were reported at 91.88%.

The effectiveness of the simplified practice recommendations, as demonstrated by the annual surveys made, has steadily risen each year, according to Mr. Hudson. In this connection he emphasized the point that the percentage

of adherence represents the volume of production conforming to the recommendations, based upon actual surveys of production among the acceptors of the respective programs.

"The consistently higher degree of adherence for a steadily increasing number of completed simplifications can mean but one thing" declared Mr. Hudson in his report, "and that is, American industry has found that simplified practice pays, and pays well. If there were no dollars and cents benefits from simplified practice, industry certainly would not stick to the programs. Simplified practice is not offered as a panacea for all the ills of industry or business. But it is offered as an agency for better production and selling methods through the joint participation in such program by manufacturer, distributor, and consumer."

The division of simplified practice has no regulatory, or "police" power to force the manufacturers to observe the adopted simplified program. The high degree of adherence or support accorded the programs promulgated is indicative of the fact that it needs none. The well known business doctrine which was put into effect by the Secretary of Commerce when he organized the division in 1921, "voluntary cooperation in self government" is that industry does not need a "policeman" to make it do those things which are for the public good, and therefore for its own.

Simplified practice is based entirely on the voluntary cooperation of manufacturer, distributor, and consumer, in which each element receives equal consideration, and it should be obvious that this procedure is both possible and practical.

The division of simplified practice has received many reports from acceptors of simplified practice recommendations regarding the practical value of the programs. These range from the reported savings of \$20,000,000 that is accruing to business from the development of the simplified bank check, to the savings that an eastern manufacturer of self opening die heads reported. He has reduced his inventory \$225,000 and saved \$13,000 in annual interest charges thereon, as well as saving \$10,000 through reduced ob-

solescence and \$12,000 in office payroll. The simplified practice recommendation for self opening die heads reduced the varieties of this commodity 75%.

The individual consumer by confining his purchases of commodities for everyday use to the simplified line, will benefit through improved quality and better values, often at a lower price, declared Mr. Hudson, who also said that simplified practice is nothing more or less than a method of reducing variety in the production of sizes, dimensions, types, models, patterns of commonplace commodities to the number necessary to meet the practical need of the trade.

"It has been found that prior to the adoption of simplified practice 20% of the line manufactured generally met 80% of the demand of the trade, the remaining 80%, produced but not needed, absorbing the profits," concluded the report of Mr. Hudson.

("Commercial Standards—Their Purpose and Utility" in 3 parts to follow.)

N. Y. Rate Committee

No time has been lost by the New York macaroni manufacturers in taking up the matter of reducing the compensation insurance rates on their plants as suggested by President Frank J. Tharinger of the National Macaroni Manufacturers association. The committee has already held the first meeting and everybody appears to be confident that through united action more adequate rates will be obtained. The committee members are as follows:

William Culman, Atlantic Macaroni Co., chairman.
E. Z. Vermeylen, A. Zerega's Sons Consol., vice chairman.
E. Ronzoni, Ronzoni Macaroni Co.
David Cowan, A. Goodman & Sons, Inc.
F. Patrono, Independent Macaroni Co.
V. Giatti, De Martini Macaroni Co.
C. Ambrette, Consolidated Macaroni Machinery Corp.

Cashier—What makes you think he wants to marry you?

Stenog—Well, he's been borrowing money from papa and laughing at mother behind her back!

February 15, 1929

THE MACARONI JOURNAL

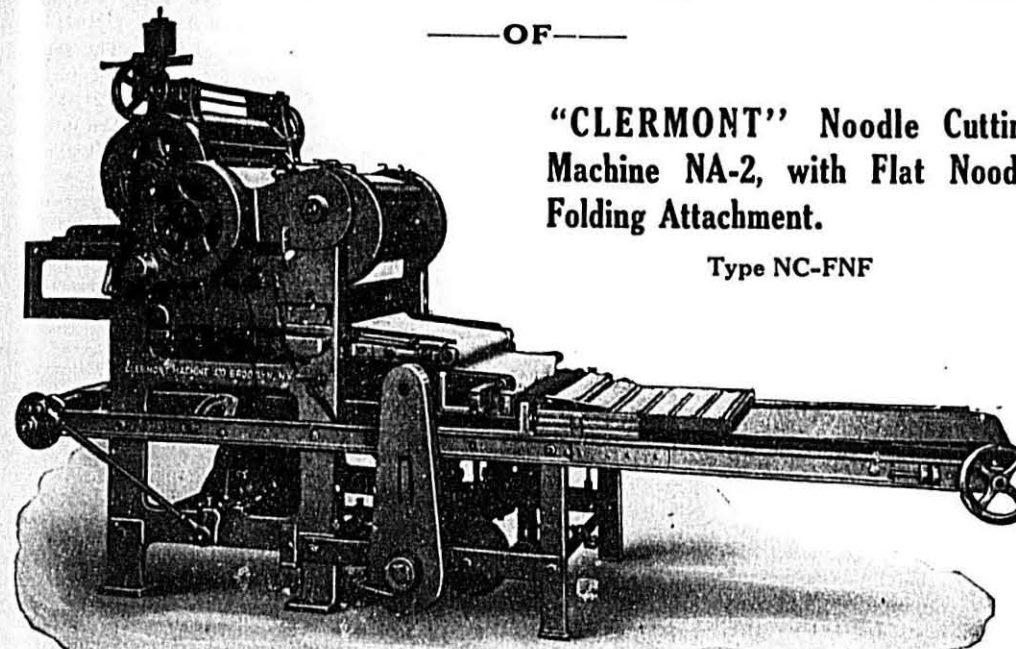
25

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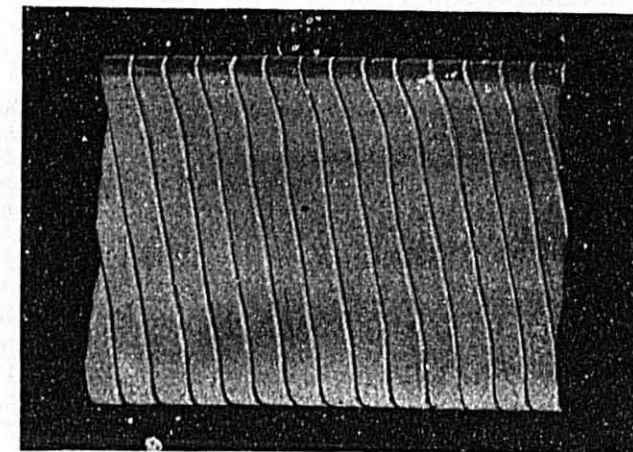


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Cheese Flavoring Whets Macaroni Appetites

The Italians being the world's heaviest consumers of cheese and macaroni products are considered authorities on both these nutritious foods. To them macaroni and cheese is a natural combination.

All cheese does not blend properly with macaroni and spaghetti. To enable macaroni manufacturers to recommend the proper cheese to please different appetites, one of a series of articles on Italian cheeses taken from "La Rivista Commerciale Italo-Americana," the official organ of the Italian Chamber of Commerce of New York city, is herewith presented.

Part II Parmesan Cheese

The name "Parmesan" is given to a cheese made in either the Emilian or Lombardian provinces of Italy, of which, as its name implies, Parma was the original district but which has very long since, by analogy of conditions, widened to a greater territory including, we might say today, the whole Emilian and Lombardian region—a stretch of fertile plains in the Po valley, where dairying is the main agricultural industry. Therefore "Parmesan" has long ago come into use as indicating a type of cheese and not its geographical origin.

Parmesan is a cheese made entirely from cow's milk. It is also called in Italy "Grana" or "Granone," from the hard granular appearance of the cheese when broken, which fits it for grating, it being in fact the ideal cheese for this use, consumed largely with soups and macaroni. Parmesan cheese is largely imported in this country and retails at a high price, about 3 times higher than the cost of ordinary American store cheese, which is an entirely different product.

The best Parmesan cheese is made at Reggio Emilia, a town quite near Parma, and is usually known among importers and tradesmen as "Reggiano," while American and Italian consumers themselves call it ordinarily "Parmesan." The term "Reggiano" is however, used to designate only the Parmesan made in Emilia, where the quality and grade used formerly to be higher than in the case of the "Parmesan" made in Lombardy, so much so that there used to be and there may still be 2 distinct kinds of Parmesan, namely the "Reggiano" considered superior and made in Emilia, and the "Grana Lodigiano" made in Lombardy; Lodi and Codogno being the most important centers of the latter's production. The manufacture of the "Grana Lodigiano" type, which different somewhat from that of the Reggiano, has,

however, for some time been superseded, especially in the great dairies of the above stated and other noteworthy Lombardian centers, by the Reggiano type, considered today the standard type of Parmesan cheese, and the only one which is imported in this country.

The hardness that is required of the Parmesan or Reggiano cheese makes it necessary to make it from milk which has been partially skimmed. The usual course being that the yield from the previous night's milking, which is skimmed to a greater or lesser extent, is added to the milk from the morning's milking, which goes, full cream, into the process of cheese making, mixed with the other.

Parmesan cheese is made into large cylindrical shaped loaves or forms, varying in weight from 35 to 60 lbs. each. It has to be aged for at least 2 years in cool well ventilated rooms, where it is stored while maturing for market, and will keep for years if the surface is rubbed with oil from time to time. It is shipped in tubs containing usually 4 loaves each. It pays duty at the rate of 25% as against 6c per lb. both in the Dingley and Payne-Aldrich tariffs, when a specific rate of duty was wisely levied. It is not produced in this country, all attempts made to make it here having, so far, failed. It is sold at this time by wholesalers to retail distributors at about 47-50c per lb., and is retailed to consumers at about 70-80c per lb. As it comes in large loaves and is retailed by the piece, which necessitates cutting, the retailer has to increase the price to make up for loss of weight, waste, etc.

About 3½ million lbs. of this cheese are imported annually (1924) in the United States.

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of trade marks applying to macaroni products. In January 1929 the following were reported by the U. S. Patent Office:

Press Patent No. 1,700,670

A patent on a hydraulic macaroni press was granted to Jos. De Francisci, Brooklyn, N. Y., assignor to Consolidated Macaroni Machine Corp., a corpo-

ration of New York. Original application was filed Dec. 1, 1921 and given Serial No. 519,108. The application in renewed form was filed June 21, 1924 and given Serial No. 721,455. The official description as given in the Jan. 29, 1929 issue of the Patent Office Gazette is as follows:

In a hydraulic press, a pressure cylinder provided with an external solid collar the surfaces of which are unbroken, a pressure head the undersurface of which is continuous and unbroken for exposure to hydraulic pressure within said cylinder, said head being provided adjacent its margin with a recess and said marginal part of the head being formed with a continuous solid rim the underface of which is in a plane below said recess, whereby the rim portion of the head is positioned for contact with said collar, said contacting faces of the rim and of the collar being in a plane below the recess, a packing in said recess and contacting with the edge of the cylinder wall, a clamp divided on a line radial to the cylinder head and producing separable members which are united solidly together with the radial faces along the dividing line in contacting relation, said separable clamp having a bottom shoulder in direct engagement with the unbroken collar of the cylinder, and tightening screws supported by the clamp and engaging with the rim portion of said head on a line exteriorly to the packing.

TRADE MARKS REGISTERED

There were 2 registrations of macaroni trade marks, as follows:

Aylmer

The private brand trade mark of Canadian Cannery Ltd., Hamilton, Ont., for use on alimentary paste products and a variety of other groceries. Application was filed July 12, 1928 and without opposition it was registered on Jan. 8, 1929. Owner claims use since Feb. 13, 1897. The trade mark is the trade name in outlined letters with heavy black borders and white centers.

Lo Napoletana

The trade mark of P. Pastene & Co., Inc., also doing business as the Purity Products company, Boston, Mass., for use on macaroni. Application was filed Aug. 13, 1928 and published in Patent Office Gazette on Oct. 30, 1928, and in Nov. 15 issue of the Macaroni Journal. Owner claims use since May 4, 1928. The trade mark is the trade name in heavy type appearing over a sheaf of wheat.

TRADE MARKS APPLIED FOR

Four applications for trade mark registrations were made. All objections to these trade marks for use on macaroni

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products must be made within 30 days of date of publication.

Yolanda

The private brand trade mark of Lorenzo Clemente, doing business as Yolanda Packing company, Los Angeles, Calif., for use on canned alimentary paste products. Application was filed Sept. 5, 1928 and published Jan. 8, 1929. Owner claims use since April 13, 1928. The trade mark consists of the trade name in heavy type.

Sun Gold

The private brand trade mark of The Sun Gold company, St. Louis, Mo., for use on package noodles. Application was filed Feb. 11, 1927 and published Jan. 1, 1929. Owner claims use since Sept. 2, 1925. The Sun Gold company hereby disclaims the use of the words "Egg Noodles" as part of the trade mark. The trade mark shows a fanciful scroll in which appears an open center representing the sun. In the white center appears the trade mark "Sun Gold."

Star

A 5 pointed star was offered for registration by the John B. Canepa Co., Chicago Ill., on June 10, 1927 for use on macaroni products and table sauce. Application was filed Jan. 15, 1929. Owner claims use since April 1, 1868 on macaroni, spaghetti, vermicelli and noodles and since Jan. 10, 1927 on table sauce. The trade mark is the star bearing no name.

Dellford

The private brand trade mark of Middelorf & Rohrs, New York, N. Y. for use on grocery products including macaroni, noodles and spaghetti. Application was filed June 13, 1928 and published Jan. 15, 1929. Owner claims use since May 1, 1898. The trade mark is the trade name in heavy type.

Get an Answer

There is a certain principle of law that comes up from time to time which business men ought to know, since it

Notes of the Macaroni Industry

Macaroni Marketing Costs Quarter

More than a quarter of every dollar spent for macaroni products goes to cover the market activities. This is the result of extensive research conducted by the bureau of business research of Harvard university and made public in its Bulletin No. 77 entitled "Marketing Expenses of Grocery Manufacturers for

almost always seems to arise in business dealings.

It is that as a rule you can't hold a man responsible for something that he hasn't expressly or impliedly agreed to, and that his simple failure to answer your proposition, whatever it is, is not an agreement either expressed or implied.

For instance, a retailer made a contract to buy 100 cases of merchandise from a manufacturer. The contract was complete in every way. Before shipment the manufacturer wrote the retailer the following letter:—

Dear Sir:—In regard to your recent valued order for 100 cases of _____ I find that I have on hand 139 cases of these goods. Since I do not propose to continue manufacturing this line, I wish to clean out the entire balance and do not wish to handle an order of 100 cases only, as I have only a few customers for this article and might have difficulty in disposing of the remaining 39 cases. As you are a steady buyer of this line I have therefore taken the liberty of adding the 39 cases to your order, having no doubt you can use them, and unless I hear from you to the contrary by the 25th inst., I shall ship the entire 139 cases.

Yours respectfully, . . .

The retailer for some reason didn't reply and the 139 cases went forward. The retailer promptly notified the manufacturer that he ordered only 100 cases and didn't want any more. The manufacturer took the position that the retailer's failure to notify him not to ship the 39 cases bound him to take them, and somebody who called himself a lawyer actually allowed him to go into court in a suit to recover. Of course the suit fell. The court held that you can't bind a man to pay for merchandise in any such way.

In another case two men were in a business deal together, and a controversy arose. One of them wrote the other a letter in which he made certain claims for his own position. The other didn't answer. When the matter got into court, the plaintiff contended that the defendant had admitted the truth of all the claims set forth in the letter,

1927." The average for all grocery products is about 15c of the consumer's dollar, covering such expenses as selling, advertising, warehousing, transporting and marketing administrations.

Nearly one half of the price which the consumer pays for his food goes to meet the expenses of putting the product in his hands. In addition to the manufacturer's expense there is approximately 20c on the dollar required

merely by not answering it. The court threw the evidence out on the ground that a mere failure to answer a letter is not of itself an admission of its contents or an agreement to do anything.

A book salesman got up what he considered a very slick scheme. He wrote a letter to people he wished to sell to, telling them he had been advised by "a friend" that they were interested in certain books, and that if they didn't notify him to the contrary by a certain date, he would ship them. Most of them would pay no attention and he would ship the books. Then he would go out a second letter to the recipients of the first to the effect that if he didn't hear from them to the contrary by a certain date he would consider the books sold. Quite a number wouldn't pay any attention to that either, and in one case this slick salesman tried to collect by suit. The thing lasted about two minutes when it got into court, so the whole beautiful scheme was abandoned.

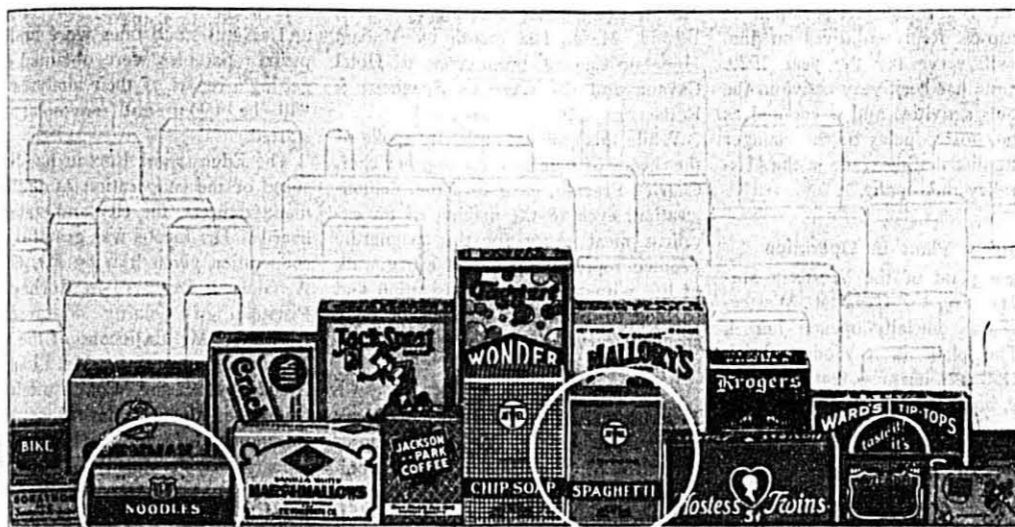
There are many cases where the same thing has been tried, but it has always failed where the party sought to be held was under no obligation to answer.

Sometimes the rule doesn't apply however. For instance, a jobber wrote a customer that he could not continue to carry him so long without interest, and that henceforth he would charge interest after 60 days. The customer took 8 months and the jobber demanded interest. The customer refused to pay on the ground that he had never agreed to pay interest and his mere failure to answer the letter wasn't an agreement. The court held that this rule didn't apply because the law imposed interest after the due date of an account, and that a seller could legally collect it after he had given the buyer notice.

(Copyright, Oct. 27, 1928, by Elton J. Buckley, Esq., Counselor-at-Law, 1206-13 Liberty Building, Broad and Chestnut Sts., Philadelphia, Pa.)

to cover the expenses of the unit retailer of groceries and approximately 10c is required to meet the expense of the wholesaler. This study, the first of its kind, was based on reports from 72 manufacturers, with an aggregate volume of sales of over \$690,000,000.

Macaroni Man Honored
Lewis Vagnino of St. Louis, Mo., district representative of the American



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CHICAGO

Beauty Macaroni Co. of Denver and Kansas City, was elected first vice president of the Saint Louis Association of Manufacturers Representatives on Jan. 10 and will serve for the year 1929. Mr. Vagnino has been very active in the association's activities and is counted as one of the most popular of the younger men in the distributing trade in the Mississippi valley metropolis.

Westerly Plant in Operation

The new plant of the Westerly Macaroni Mfg. Co., 157 Canal st., Westerly, R. I., was officially opened Jan. 4, 1929. The plant is a modern brick building 100 feet long, 50 feet wide and one story, built so as to carry additional stories as business necessitates.

The plant equipment is not extensive but most modern. A mixer, a kneader and 2 presses compose the production department. The drying is done in a compartment that combines artificial with natural drying methods.

John Cataldo is proprietor of the concern and has for 10 years operated a macaroni factory at 69 Pleasant st. Under his management the business has grown so that it requires the more commodious quarters now occupied.

Frisco Forms Local Organization

The macaroni products manufacturers of San Francisco, California, realizing the benefits that come through understanding, better acquaintance and more general cooperation, have formed the San Francisco Paste Manufacturers association with headquarters at 199 Francisco st. The association will hold weekly meetings and members are invited to place all suggestions and complaints in writing in the hands of the officers before Friday each week.

One prime purpose of the organization is to support a local advertising campaign to educate the American public to the real value of American made macaroni products. Newspaper space and billboards will be the mediums of publicity. Medical authorities will be quoted and a campaign to interest the school children will be inaugurated.

F. Pedrini is the head officer of the new organization. A detailed account of the organization and its purpose will be made later, he announced.

Big Spaghetti Demonstration

New England homemakers who may not have been acquainted with the art of preparing spaghetti and other macaroni products in the appetizing combi-

nations served in strictly Italian restaurants were given a demonstration in the Martha Lee Kitchen, 5 Winthrop square, Boston, Mass., last month by Madam Madeline Cavana, proprietress of Hotel Cavana and the Cavana's Spaghetti & Rotisserie.

While this eminent authority spoke of the theory of macaroni cooking her chef, Charles Prachhi, gave an actual demonstration, even to the making of an excellent meat sauce for the spaghetti. Women representing almost every walk of life witnessed the demonstration and partook of bounteous helpings of tasty spaghetti served after the regular speaking program.

Few Violations in Western New York

Dr. B. R. Jacobs, Washington representative of the National Macaroni Manufacturers association, was most active during January in cooperation with the New York city and state officials in Macaroni Educational Bureau work. After obtaining 5 convictions in New York city, attention was given to the western part of the state. Few violations of state and federal laws against

artificial coloring, improper labeling and illegal adulterations of macaroni products were noted. Only one large firm and several small ones were under suspicion. Samples were obtained and on getting a report of their analyses, action will be taken and exemplary cases started.

The Educational Bureau has been assured of the cooperation of the leading manufacturers, the city and state health boards. Dr. Jacobs was grateful for the cooperation given him by Mr. Gioia of A. Gioia & Brothers in Rochester; D. Piscitello of Quality Macaroni Co., Rochester; Mr. Lajiocono of the Liberty Macaroni Co., Buffalo; Mr. Lioni of the Niagara Macaroni Co., Buffalo; Mr. Gugino of the Peoples Macaroni Co., Buffalo, and Louis Onetto of Buffalo Macaroni & Vermicelli Works.

Dr. Jacobs also reports increased interest in the affairs of the National Macaroni Manufacturers association on the part of the manufacturers interviewed. Several agreed to apply for membership and practically all are planning to attend the 1929 convention June 18, 19 and 20 in New York city.

Macaroni Exports--November 1928

Nearly a million pounds of macaroni products made in American plants were shipped to 30 nations during November 1928 according to figures compiled by the U. S. Department of Commerce. The exact quantity exported was 990,000 lbs. as compared with 776,000 lbs. in October 1928 and with 914,000 lbs. in No-

ember 1927. For the 5 months ending November 1928 the total exports were 4,081,000 lbs., while for the 11 months ending November 30 the shipments totaled 8,770,000 lbs. For the same periods in 1927 the exports were 3,592,000 lbs. and 7,673,000 lbs. respectively.

UNITED STATES--EXPORTS OF MACARONI (1000 LBS.) BY PORTS AND COUNTRIES OF DESTINATION FOR NOVEMBER 1928

	New York	New Orleans	Va.	Balt.	Mich.	San Fran.	Wash.	All Other	Total
Irish Free State.....	8	7	4						19
Netherlands.....	172								172
United Kingdom.....			1	21				26	28
Canada.....					153	3	35	145	336
Br. Honduras.....		1							1
Guatemala.....	1					x			2
Honduras.....		12							12
Nicaragua.....	x	1				x			2
Panama.....	8	33				5		46	
Mexico.....	4	15				1		63	
Newfoundland.....	1							1	
Bermuda.....	4							4	
Jamaica.....	x	4						5	
Other Br. West Ind.....	1							1	
Cuba.....	15	6						21	
Dominican Republic.....	12	36						48	
Dutch West Indies.....	2							2	
Haiti.....	x	6						7	
Colombia.....	3	x						4	
Peru.....	2							2	
Venezuela.....	5							5	
British India.....	2							2	
China.....	x							1	
Java and Madura.....	2						6	8	
Japan.....	1							1	
Philippines.....	105							105	
Australia.....	7							7	
French Oceania.....	1							1	
New Zealand.....	7							7	
Br. S. Africa.....	5							5	
Total.....	360	122	5	21	153	46	41	234	990

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AND
NORTHERN LIGHT**

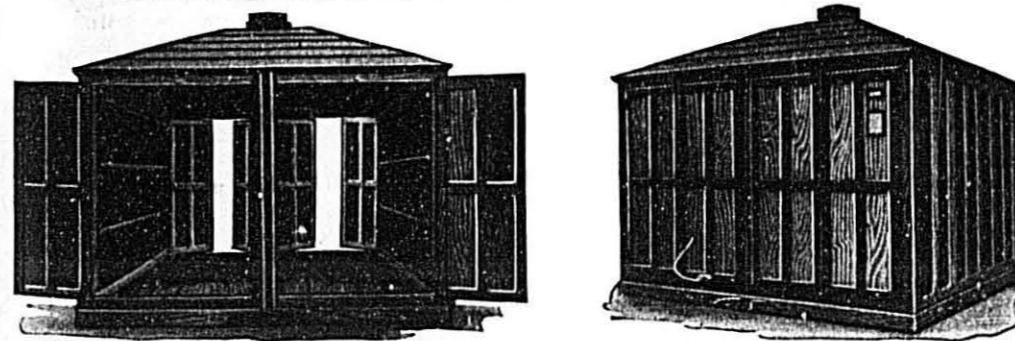
NORTHLAND MILLING CO.
MINNEAPOLIS, MINNESOTA
New York Office
Room 1114 Canadian Pacific Building, 343 Madison Avenue

NEW CROP
Special Noodle Semi Flake
EGG YOLK
has arrived
Sweet and Fresh--Deep Color

Write for samples
and prices
JOE LOWE CORPORATION
88-33rd St.
BROOKLYN, N. Y.
Baltimore Chicago Los Angeles Toronto

THE SECRET OF PERFECTION IN DRYING

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



Drying Apparatus for Long Macaroni Goods

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

THE CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, Ill., U. S. A.
HYDRAULIC PASTE-GOODS PRESSES AND PUMPS. COMPRESSED AIR AND GRAVITY TYPE ACCUMULATORS
DOUGH BRAKES NOODLE MACHINES DRYERS KNEADERS MIXERS TRIMMERS



Grain, Trade and Food Notes

The Howard Corporation Founded

To furnish millers, elevators, warehouses and food manufacturing establishments a dependable, guaranteed service for the control and eradication of insects, rodents, weevils and other vermin, The Howard Corporation has been formed in Minneapolis.

Charles H. Briggs of the Howard Wheat & Flour Testing Laboratory is president of the new organization. The Howard Laboratory is the oldest cereal testing laboratory in United States and in its well equipped plant research will be carried on for determining the effectiveness of fumigating materials and methods.

Jas. V. Crooks is vice president of the new concern. He has had considerable experience in this field and his methods have been commended by millers, state entomologists and insurance underwriters.

The Howard Corporation will have offices at 12-22 Old Colony building, Minneapolis, Minn., and will establish branch offices in Kansas City, Buffalo and other milling centers of United States and Canada.

Macaroni products manufacturers will welcome the organization of a service of this kind, particularly those who have been troubled with weevils in their plants or in their products subsequent to leaving the factory. The organization plans to furnish continuous service to customers on the basis of regular inspections with thorough cleanups, using the latest and most approved methods for fumigations and special treatments as particular requirements may need.

Grocery Conference in Louisville

The Department of Commerce of United States has invited the National Macaroni Manufacturers association to send representatives to the grocery conference in Louisville, Ky., on Feb. 25 and 26. All interested macaroni manufacturers are also invited to join other manufacturers and distributors of food products to discuss wholesale and retail distribution methods developed by the special grocery survey which has been conducted the past few months in that city under the supervision of the U. S. Department of Commerce.

According to advance announcements the results so far obtained in cooperation

with leading business men in Louisville indicate that a basis for the practical application of studied plans to the distribution problems of the nation has been discovered and that all that is needed is the approval of the parties directly concerned.

Macaroni manufacturers may obtain complete details of the proposed meeting time and place from the bureau of foreign and domestic commerce.

Formed Fred A. Hamilton Company

To take over the business of Fred A. Hamilton who died Nov. 4, the Fred A. Hamilton company has been formed. It will continue the business of distributing durum semolina, thus perpetuating the business that had been greatly developed under Mr. Hamilton's supervision. F. H. Schumaker will be in charge of the Chicago office. The account of the Empire Milling company will be handled through this new firm.

Undergoes Serious Operation

From a Chicago hospital word is received that H. T. Felgenhauer, popular central states representative of the Capital Flour Mills Co., successfully with

February 15, 1929

THE MACARONI JOURNAL

33

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

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



STOKES & SMITH

Machines for Package Filling, Sealing and Wrapping

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

A Size and Speed for Every Need

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

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

SAVE---

Material, Labor, Contents

IMPROVE---

Display Value, Selling Power, Preservation of Contents

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

STOKES & SMITH COMPANY

Summerdale Avenue near Roosevelt Boulevard
Philadelphia, U. S. A.

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

CROOKSTON-SEMOLINA

From

Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade



Crookston Milling Company

CROOKSTON, MINNESOTA

stood a major operation Jan. 25, and that though his condition is still serious, improvement is looked for to permit a second operation to take place early this month. Mr. Felgenhauer was most solicitous about his clients and was anxious that his excuse for not making his regular friendly calls be made known in the Chicago area. All of the latter join in wishing him speedy and complete recovery.

More Bushels—Less Value

The final figures for the 1928 durum wheat crop show that while production in that year exceeded that of 1927, it did not prove as valuable to the farmer as did the smaller crop in 1927.

According to the crop reporting board of the Department of Agriculture the 1928 crop totaled 92,770,000 bus. and based on farm values of December 1, 1928 was worth only \$66,739,000. The 1927 crop which totaled only 79,100,000 bus. was worth \$79,591,000 to the wheat raisers of the northwest.

Imports and Exports Higher

For the 11 months ending Nov. 30, 1928 both imports and exports of macaroni products showed a fair increase over the business in the same period in 1927. In the case of imports the in-

crease was nominal but the export increase was quite substantial and encouraging.

From Jan. 1, 1927 to Nov. 30, 1927 the quantity imported mostly from France and Italy was 3,023,728 lbs. worth \$285,986.00. For the same 11 months in 1928 we bought 3,067,536 lbs., paying \$336,831. On the other hand we exported 7,673,367 lbs. from January to November 1927, receiving \$647,036 for the shipment. This was increased to 8,770,417 lbs. worth \$789,181.00 in the first 11 months in 1928.

For November, 1928, imports were lower but exports were higher than in the previous November. In that month in 1927 we imported 311,652 lbs. valued at \$34,022.00 while in November, 1928, our imports totaled only 297,508 lbs. worth \$28,022. Our exports increased from 913,996 lbs. worth \$73,980 in November, 1927, to 089,887 lbs. worth \$93,379.00 in the same month last year.

Navy Seeks Spaghetti Bids

The United States navy department has asked for bids on its spaghetti requirements, to be opened at 10:00 a. m. March 5, 1929. Bids are asked in 3 schedules, calling for delivery of spa-

ghetti of the standard required by the government and in packages conforming to governmental specifications. The first is for 29,100 lbs. of spaghetti to be delivered to the Officer-in-Charge, Naval Supply Depot, Brooklyn, N. Y. The second calls for 20,450 lbs. of spaghetti to be delivered to the Officer-in-Charge, Naval Supply Depot, Naval Operating Base, Hampton Roads (Sewalls Point), Va. The third calls for 30,350 lbs. of spaghetti to be delivered to the Supply Officer, Navy Yard, Mare Island, Calif. Interested manufacturers may obtain the standard government form of bid (Standard Form No. 31, Navy Edition) from the Bureau of Supplies and Accounts, Navy Department, Washington, D. C.

Explosion in Italian Plant

Ten employes in the spaghetti factory at Bologna, Italy, were seriously injured as a result of a boiler explosion last month and had to be rushed to the hospital for attention. Eight were women and 2 were men. Ten others received minor injuries, says a dispatch from a foreign correspondent, but were able to go to their homes after receiving first aid.

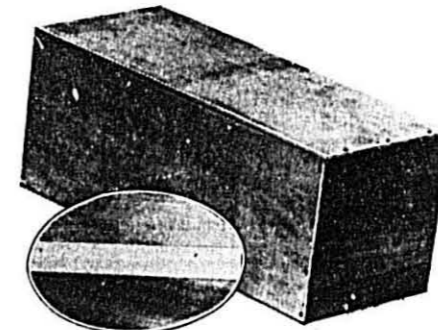
DURUM SEMOLINAS and DURUM FLOURS

Uniform High Quality
GUARANTEED

SAMPLES GLADLY FURNISHED

Commander Milling Company
Minneapolis, Minnesota

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

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)

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.

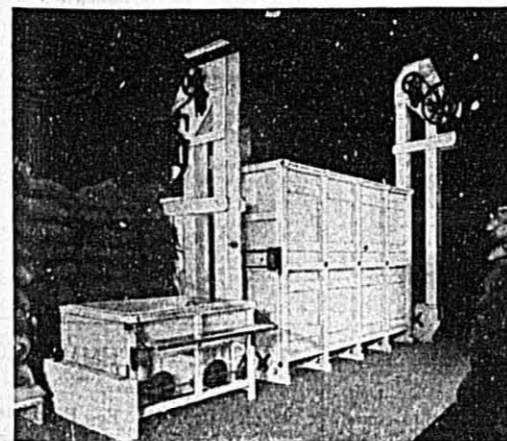
Don't You Want to Know About this Wonderful Convenience and Safeguard?

Write Now To

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

Semolina + Champion = Macaroni

Champion Flour Bin, Elevator, Conveyor, Sifter and Blender does the one and most important part in Macaroni and Spaghetti manufacturing—**GIVES THE MIXTURE.**



Drop us a line, we will submit prices and sketch of lay-out

Do it before you forget

Champion Machinery Co.
Joliet, Ill., U. S. A.

"WE HAVE TERMS THAT WILL SUIT YOU"

The Macaroni Journal

Trade Mark Registered U. S. Patent Office
 Successor to the Old Journal—Founded by Fred Becker
 of Cleveland, O., in 1902.
 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
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 M. J. DONNA, Editor

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

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

Vol. X February 15, 1929 No. 10

Questions and Answers

(1) Does Canada impose an import duty on macaroni products from this country, and, if so, how much?

According to item 67 of the Canadian Customs Tariff, now in effect, macaroni and vermicelli are dutiable at the rate of \$1.25 per cwt. when imported into Canada from the United States.

(2) Are the same rates charged by Canada on macaroni products from other countries?

The same rates apply to all countries excepting Great Britain and other nations "having favored nation agreements." Macaroni products from British countries imported direct into sea or river port of Canada are dutiable at the rate of 75c per cwt. When imported from countries having most favored nation agreements with Canada, the rate is \$1 per cwt. Italy has a commercial treaty with Canada and its macaroni products are dutiable at the rate of \$1 per cwt.

(3) Is there a sales tax on macaroni products?

The Department of Commerce advises that the 3% sales tax applying to any article imported into Canada does not apply to macaroni products.

Italian Factory Destroyed

On Jan. 14 fire destroyed the largest macaroni factory in Sicily at Acireale. Origin of the fire is unknown. The building had been occupied as an alimentary paste factory many years, several generations of the present owners having operated the plant, whose products were shipped to many foreign countries.

Advertising as a Business Builder

By R. B. Brown, Chairman Macaroni Publicity Committee

To clarify any misunderstanding that may exist in the minds of some manufacturers as to the immediate intentions of the Macaroni Publicity Committee, a plain statement is opportune.

While national advertising of a product is perhaps the greatest single force for creating the confidence in it which is necessary to market it successfully and in volume, it would be folly to attempt it without a thorough study of the whole problem.

That, briefly, is our guiding thought. We plan extensive research work to determine 3 things: First, how successful has association advertising been to other lines; Second, is there any need of such activity so far as macaroni products are concerned, and lastly, if there be a need, how can the work be done most efficaciously.

The Macaroni Publicity Committee is now taking up the first phase of this study. It will be interested in getting the views of all interested manufacturers. Tell us your experience, your opinions. Constructive criticisms of past actions will be welcome.

The committee hopes to have something constructive to offer at the 1929 convention of the Industry in New York city in June. We may not even be ready to submit a plan but our report on research being done will be attacked in a scientific way and action will be recommended only after the most careful study and investigation.

Some Chip

The altitudinous youth that smiles at you in the accompanying photograph is the result of macaroni development with a vengeance. Over 6 feet 2 and still growing. That describes his height.



much coveted diploma as a Yale graduate. There is still room in the macaroni business for such big fellows.

LUCKY RABBIT'S FOOT

Mose—Whaffer you-all carryin' dat rabbit's foot? Nuthin' but bunk 'bout it bringin' good luck.

Sambo—Tha's all you knows 'bout it. One night las' week Calline felt in mah pocket an' when she touched dat rabbit's foot she thought it was a mouse. She ain't been in mah pockets since.—Capper's Weekly.

Few things are as expensive as those we try to get for nothing.

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

PER PASTA PERFETTA Usate!



140 LBS
 SUPERIOR
 DURAMBER
 No. 2 SEMOLINA
 AMBER
 Milling Company
 920 Flour Ea., Minneapolis, Minn.

"Meglio Semola-Non ce ne"

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

The House of Perfection Always at Your Service

Where Others Have Failed, We Have Succeeded.



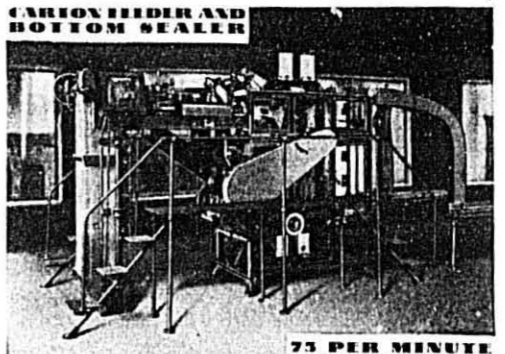
Why not deal with a reliable house?

INTERNATIONAL MACARONI MOULDS CO.

317 Third Ave. Brooklyn, N. Y.

JOHNSON Greater-Capacity Combination Bottom Sealer and Carton Feeder

(75 Bottom-Sealed Packages Per Minute Plus Proved Savings In Carton Costs)



CARTON FEEDER AND BOTTOM SEALER

75 PER MINUTE TOP PRODUCTION

THE JOHNSON Greater-Capacity Combination Bottom Sealer and Carton Feeder, handling cartons in the flat form before the side seams are glued, automatically feeds, glues the side seam and bottom-seals 75 cartons per minute.

The method of registering the carton for gluing the side seam insures an absolute square and silt-proof seal at both top and bottom.

In addition to the economy secured by elimination of operators, savings of from 15c to 30c per thousand cartons (depending upon carton size) are made possible by using cartons in the flat form before side seams are glued.

This machine is one of the units in the new JOHNSON Greater-Capacity Line of Automatic Packaging Machines. Used with the JOHNSON Greater-Capacity High-Speed Gross Weight Scale and the JOHNSON Greater-Capacity Double-Entry Top-Sealing Machine, it will bottom-seal, fill, weigh and top-seal your cartons at a speed of 75 to 80 packages per minute.

Ask us for detailed information. A JOHNSON Packaging Engineer will be glad to show you the application of these machines to your specific packing job, without obligation.

JOHNSON AUTOMATIC SEALER CO.

BATTLE CREEK, MICHIGAN, U. S. A.
 NEW YORK CITY - 30 Church St.
 CHICAGO - 228 No. LaSalle St.

JOHNSON MACHINES

AUTOMATIC PACKAGING BY
 WAX AND GLASSINE WRAPPERS - SEE AND GROSS WEIGHT SCALES - BOTTOM, TOP SEALING AND LINING MACHINES

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			
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The President's Column

Let's Get Better Acquainted

"BUSINESS IS NOT WAR, NEITHER ARE
COMPETITORS ENEMIES"

The modern trend in business is toward better understanding, in individuals as well as problems to be solved. Better understanding in the Macaroni Products Manufacturing Business will come only when manufacturers have become better acquainted.

As president of this association, I do not seek problems just for the sake of doing something; goodness knows there are enough problems worry us as it is without looking for others. However, I have one ambition. If during my term I can do anything that will cause manufacturers to become more thoroughly, personally acquainted with each other, I will feel well compensated for every minute of time, for every action devoted toward the trade association work which our organization sponsors.

We can build trade "Good Will" only by showing "Good Will" toward one another. None of us is perfect; our wives will vouch for that. The faults of others are more easily discerned than are our own. Let us be broadminded in business—fight unfairness with education, instead of retaliation, try good example. It may not be as satisfying but it surely will be more effective in good results.

There should be no quarrel between different interests in our trade and there would be none if we knew each other better, would meet occasionally and call each other by our first names, rather than the foul names that frequently arise in our minds. Let's count to before taking revenge. You are reasonable; well, he is human, too. Why not appeal to his reason? Meet him face to face; discuss your problems with him. He may tell you of things you do that are not altogether according to Hoyle, but there is a common meeting ground on which both can agree. Try this plan the very next time a salesman reports unfair business tactics in your territory by a competitor.

After a visit to your competitor's office, after eating luncheon with him, spending an hour on a little tour of inspection or chumming a day or two at a convention, you will know each other better. Harsh thoughts will become less so and retaliatory acts will become fewer.

Again, I may say that if during this term I can help bring about better understanding through better acquaintance, I will have been amply repaid for every effort given in performance of the exacting duties pertaining to my office. Toward this end I appeal to all the progressive manufacturers for help and cooperation.

The Secretary's Column

My New Year Greetings

To the Members of the N. M. M. A.:

Because you all have been so cordial and so helpful in my work, both as Secretary of the National Macaroni Manufacturers Association and as Editor of this, its official organ, I want you to know how much this helpfulness has meant to me personally.

In reviewing the years (nearly 10) of willing service to the Macaroni Products Manufacturing Industry, I must admit that what little has been accomplished so far has been largely due to the interest and support of the Association Members. Your attitude has been an inspiration, lightening materially heavy obligations.

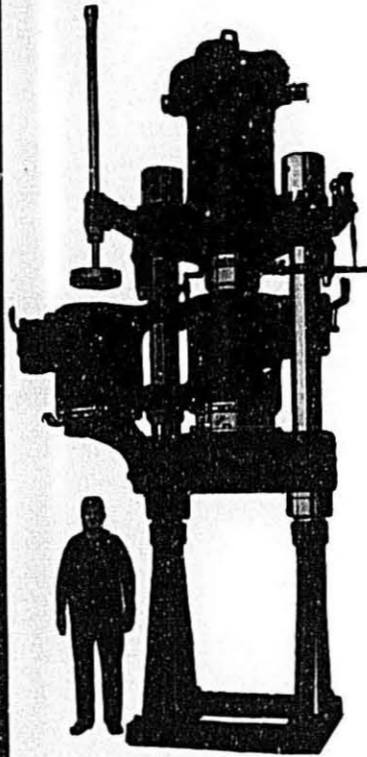
Real results in association work come only from hard, aggressive educational work in which the progressive members serve as instructors. That there are many who either willfully or thoughtlessly refrain from doing their part in trade promotion in an associated way, should not be a deterrent but rather an added spur to those of us who appreciate the true value of a trade organization like ours.

This New Year brings us new hopes. Our old friends will ever be faithful. May their number greatly increase in 1929.

Personally I extend sincere New Year's Greetings to the entire industry and especially to those who have in any way been helpful in the past. This I do in words borrowed from an unknown poet:

A little more kindness,
A little less creed,
A little more giving,
A little less greed,
A little more smile,
A little less frown,
A little less kicking,
A man when he's down;
A little more "we,"
A little less "I,"
A little more laugh,
A little less cry,
A little more flowers,
On the pathway of life,
And fewer on graves
At the end of the strife!

That's my wish sincere, this HAPPY NEW YEAR.



oo

John J. Cavagnaro
Engineer and Machinist

Harrison, N. J. - - U. S. A.

Specialty of
MACARONI MACHINERY
Since 1881

N. Y. Office & Shop 255-57 Centre Street, N. Y.

oo

To Get That Rich Desirable Butter-like Color **USE**

2/A

Durum Semolina



GUARANTEED

Carefully Milled from the Best Selection Amber Durum Wheat

CAPITAL FLOUR MILLS, INC.

MINNEAPOLIS

SAINT PAUL



As the oldest millers of durum wheat, we have had the longest experience in supplying products for macaroni making. This experience is reflected in the exceptional quality of Pillsbury's Semolina No. 2 and Pillsbury's Durum Fancy Patent.

Pillsbury Flour Mills Company
 "Oldest Millers of Durum Wheat"

Minneapolis, U. S. A.

Albany	Chicago	Jacksonville	Philadelphia	Saint Paul
Atlanta	Cincinnati	Los Angeles	Pittsburgh	Scranton
Altoona	Cleveland	Memphis	Portland	Springfield
Baltimore	Dallas	Milwaukee	Providence	Syracuse
Boston	Detroit	New Haven	Richmond	Washington
Buffalo	Indianapolis	New York	Saint Louis	