

**THE  
MACARONI  
JOURNAL**

**Volume 8,  
Number 1**

**May 15, 1926**

*The*  
**Macaroni Journal**

Minneapolis, Minn.  
May 15, 1926

Volume VIII

Number 1



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



Everybody's Going  
to the  
**1926 Conference**  
in  
Edgewater Beach Hotel  
CHICAGO  
June 8-9-10

*Read Program In This Issue*

JOIN THE CROWD. IT PAYS.



## We Should Now Be Thinking

That more than half of the crop year has now gone by—nearly ninety per cent of the Durum Wheat has left the farms—each day it becomes more difficult to secure amber durum of the high quality necessary for the right kind of Semolina

**But**

Our splendid elevator stocks of highest grade amber durum wheat are your guarantee that *the same old high quality standard of*

## Tustar Will Be Maintained



**QUALITY**

**SERVICE**

*Eat More Macaroni—the*

*Best and Cheapest Food*

**MINNEAPOLIS MILLING CO.**  
MINNEAPOLIS, MINN.

# THE MACARONI JOURNAL

Volume VIII

MAY 15, 1926

Number 1

## LET'S ALL GO

Single-handed one may win.  
But the wisest thing to do,  
Is to "team-it-up" with friends  
Who will fight the fight with you.

The best way to win a battle  
Is not to fight alone;  
Come learn how others tackle,  
Then back to win—at home.

Yes, you guessed right. We refer to great good that will result if more manufacturers of macaroni and noodle products would confer oftener.

FRIENDSHIP is an invaluable asset in business or in private affairs. When you are elated over success or depressed by misfortunes, to whom do you go? Is it not to your friends? That's the natural thing to do. Then, why not supply it to your business in relation to the industry of which you are a part?

Your trade association is the very best business friend you can find if you will only cultivate its friendship. That's because your trade association is, and should be YOU.

The National Macaroni Manufacturers Association seeks only the welfare of our industry. Why not make a greater confidant of this organization? Bring your worries, your troubles and your elations to the annual conference of the industry's leaders to be held June 8, 9, and 10, 1926, in the Edgewater Beach Hotel, Chicago.

At this convention other manufacturers will cooperate in solving common problems in business, will prescribe remedies for your business ills. They will gladly accept your help in this work which is the convention's main objective.

Though an invitation is hardly necessary because this is and should be equally your affair, we invite you to come to this and all other conventions in a mood to talk, to listen, to advise and to confer with many others who will be there for a like purpose.

Meet the leading men in this industry on an equal footing. Join with them as friendly competitors. Sing with them, confer with them, and crack some jokes as is natural when good fellows meet. All of this is permissible, in fact encouraged, by those who sponsor these annual love feasts.

The National Conferences of the Macaroni and Noodle Manufacturing Industry should be the greatest and the most important annual gatherings of our trade. Will you not help the 1926 meeting to be so?

The leading and the most successful manufacturers in this line eagerly and anxiously await the coming of these annual affairs which they are loath to miss. Some attend only occasionally; others seldom or never. In which group will 1926 find you?

The National Convention of your trade should attract

macaroni and noodle manufacturers from practically every state in the Union. It should be your ambition to be numbered among those who confer for the advancement of your business. Won't you join in this good work?

Have you any new ideas of business of manufacture or for the betterment of the industry? If so, tell them to others as cheerfully as you would expect them to tell you. Once business men jealously guarded their "trade secrets" but happily this has now changed. They now tell each other of their experiences, and as a result business is better. This free exchange of information is the real reason for trade conventions.

The 1926 convention program is practically completed. Successful men in other lines will tell you of their experiences and advise what steps are to be taken by the individual and by the industry to bring us success. A treat is in store for you. Don't miss it!

Bulletins from the Association headquarters will be sent you from time to time giving detailed information about changes and advising you more fully as to plans for your pleasure and enlightenment. Remember, that too much cannot be said about the importance of this meeting for your and the industry's future welfare.

Reservations should preferably be made direct with the hotel management, addressing your letters to the Edgewater Beach Hotel, Chicago. If you wish it, the association Secretary will gladly look after suitable quarters at the convention hotel. But don't delay too long as our convention dates come at a time when this popular lakeside hotel attracts many who enjoy a quiet outing on the shores of Lake Michigan.

Something new and different is being planned for your entertainment. Bring along the ladies; it will be a pleasure to entertain them.

Again we invite every macaroni and noodle manufacturer and every member of the various allied trades to utilize to the fullest extent possible the wonderful opportunity which this convention offers us to become better acquainted, to discuss various phases of our common problems, to exchange ideas and imbibe knowledge that can be gained only through friendly conferences of this nature.

As a business duty plan now to attend the 1926 Convention of the Macaroni Industry in the Edgewater Beach Hotel, Chicago, on June 8, 9 and 10.

Let's All Go.



## Hide Not Your Wares

*Appealing to Perseverance of the Man on the Road and Urging Him to Keep Everlastingly At It*

Do you recall the Arabian fable of the Camel that sought his master's tent in a sand storm? First, he put in his head for protection from the sand; then he drew in his front legs and finally, by morning, the Camel occupied the tent and the master was out in the storm.

That Camel was a good salesman. He insinuated himself into the tent. If he had rushed in madly the master would have thrown him out; but in his own way the Camel knew the important thing was to make an opening and once that was done, the rest was easy.

Camel logic might well be applied to our lines—yours and mine. Most prospects resent being crowded out of their tents. If you cannot close a sale the first time, don't be downhearted; remember the Camel. You have made an opening. You have gotten your head in. Next time go a little further, insinuate yourself into his good graces, establish confidence and presently you will own the tent—the prospect will be your customer.

As the Arabian dromedary might say: "You can't keep a good Camel out!"

*Number Three of a series of letters covering ticklish situations often arising between the Home Office and the Field Men. Booklet containing full series may be obtained from Group Insurance Division of Metropolitan Life Insurance Company, New York City.*

## Analyzing Markets for National Food Advertising

In a special article in the March American Food Journal Chalmers L. Pancoast, vice president of the Charles C. Green Advertising Agency, Inc., outlines in an interesting way a plan for concentrating sales effort to get best results from national or district advertising.

The food manufacturers who are already national advertisers, and especially those developing markets with the aim of becoming national, should be intensely interested in any suggestions or ideas on territorial divisions that will provide a better basis for more concentrated sales. The solution of this problem results in elimination of waste selling effort, loss in advertising, and obtaining greater profits.

The United States market was formed from a series of frontiers which were reclaimed from wilderness and Indians by the hand of aggressive pioneers reaching out across the country.

Markets were advanced from frontiers and borders into states—then groups of states—and finally national.

At the present time the entire United States or national market is entirely too large and too complex to be considered as one market unit, as states and frontiers were once considered.

The national market must be broken up into well defined sales units, analyzed and studied for special work and specific results.

The national market may be divided and subdivided into as many markets as the manufacturer is in a position to develop; or it may depend on his output, cost of delivery and sales expense. Markets may be divided as follows:

1. States.
2. Groups of states—basis of trading zones.
 

A. Eastern—New England....	6 States
B. New York Metropolitan....	2 "
C. Pennsylvania .....	5 "
D. Southwestern .....	4 "
E. Northwestern .....	6 "
F. Middle West.....	6 "
G. Southern .....	10 "
H. Western .....	10 "
3. According to radius of jobbing influence.
4. According to transportation facilities.
5. According to a financial basis.
6. Principal city coverage.

7. Eight major markets—large cities.

8. Four major markets—New York, Chicago, Philadelphia, Boston.

After the market is broken up into market centers, it should be analyzed on this basis:

1. Compact groups of able-to-buy people.
2. Area of the group.
3. Population.
4. Wealth.

The next step in the analysis is:

1. Facilities for distribution,
  1. Number of towns—sizes.
  2. Number of jobbing centers.
  3. Number of jobbers.
  4. Number of retailers.
  5. Transportation.
  6. System of handling merchandise.
  7. Methods of sales representation.
  8. Warehouse facilities.
2. Study of market conditions,
  1. Sales problems.
  2. Sales possibilities.
  3. Climate.
  4. Kind of people.
  5. Occupations.
  6. Credits.
  7. Business interests.
  8. Community interests.
  9. Profits established.

This gives the ground work for a systematic and thorough study to determine basic market values.

In order to get a more detailed analysis of any particular zone it is necessary to consider such points as:

1. Density of population—where it is scarce, moderately dense, dense and very dense.
2. Value of a zone's large metropolitan markets, their radiating influence.
3. Population—American and foreign.
4. Methods of covering.
5. Influence of mediums (reader response. Dealer recognition.)
6. Analyzing circulations.
7. Analyzing advertising copy.
8. Present market conditions.
9. General prosperity.
10. Reports of manufacturers.
11. Farm crop prospects.
12. Movement of traffic.
13. Distribution developments.

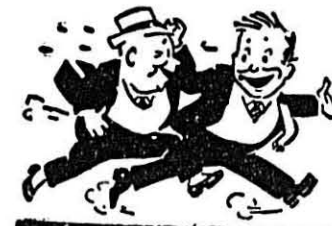
This preliminary outline is given briefly so that as many as possible of the essential points may be grasped.

A careful study of these basic points in the analysis of any marketing zone will provide a constructive program

for a complete study of any market or series of marketing zones.

This outline provides a sound basis for making a survey for inaugurating a sales and advertising campaign which will bring definite results.

—Bring Wife and the Kiddies—



### RUSHING TO THE BANQUET

When a man ain't got a cent, and he's feeling kind o' blue,  
An' the clouds hang dark an' heavy,  
An' won't let the sunshine through,  
It's a great thing, O my brethern, for  
a feller just to lay  
His hand upon your shoulder in a  
friendly sort o' way.

—James Whitecomb Riley.

The "high spot" of convention friendliness is unquestionably manifested at the annual banquet. At that time there comes over us all a feeling that breaks down all our reserve and we are our real selves.

Funny, is it not, that the convention attendance is always greatest during the "banquet and entertainment" session? Not so funny as it is natural for the reason above mentioned.

Secretary M. J. Donna announces that the banquet and entertainment this year in the Black Cat room of the Edgewater Beach hotel, Chicago, the evening of June 9, 1926, will be "better than ever" and will permit that relaxation which the conventioners always enjoy after their laborious convention work.

Banquet tickets will be free to those who are duly registered. Extra tickets will cost \$5. The food and service alone will be worth it. In addition there will be an inspirational address by Douglas Malloch, some fine entertainment of a variety sure to please.

A smile, a cheering word and a friendly slap on the back are the symbols of comradeship that will make for better business. Try it this year.

## FEW VIOLATIONS

To the credit of the macaroni manufacturers of the country, it can be said that there has been no concerted attempt to frustrate the wish of the United States bureau of chemistry that after April 1, 1926, no artificially colored products be sold in interstate commerce. This excellent example of the manufacturers has been supported by the wholesalers and jobbers who have closely scrutinized all shipments to and from their warehouses. The result is pleasing to the food officials and all who believe that this law will redound to the benefit of the whole industry, through improvement of quality.

Some violations are reported concerning brands of smaller concerns and of products distributed before the law became effective. But on the whole the observance has been as general as could be expected within the time that ruling has been in effect.

### Maryland Acts

State Food Commissioner A. L. Sullivan of Maryland personally addressed a warning on April 29 to all the macaroni manufacturers and distributors in that state, advising that the government ruling would be strictly enforced in that state. Manufacturers in other states doing business in Maryland should advise their customers of the stand taken by the enforcing officials of that state.

**On the Alert in New Mexico**  
Food officials in New Mexico have

### THEY COOPERATE— WHY NOT WE?

America is the only country to standardize color for industrial purposes, because there is understanding and cooperation among the industries involved. 1410 textile and allied concerns agree each season upon the exact shade of each color to appear on the color card issued by the national association of that industry. The American industry is envied by the European and Asiatic competitors who apparently lack the unity of purpose that prevails here.—Exchange.

More agreement and better cooperation in the Macaroni Manufacturing Industry would prove most profitable.

Why not try it at our 1926 convention?

become active in enforcing the anti-color law. They discovered a stock of products manufactured by an El Paso firm, which in response to an inquiry stated that the products in question were manufactured for export and so marked. The Sharp-Elliott Co. will not sell artificially colored products for distribution in America.

### Beware Who Must!

The Italian Chamber of New York city through its house organ has been warning importers and manufacturers that it is now illegal to offer for sale any alimentary paste products that contain artificial coloring, declared or otherwise. We are pleased to note this because the warning is given in Italian and may be understood by many smaller manufacturers who do not read our language. For the same reason we reproduce the following from a recent issue:

### DIVIETO DI COLORAZIONE ARTIFICIALE DELLE PASTE ALIMENTARI

Crediamo opportuno avvertire nuovamente i fabbricanti, gli esportatori e gli importatori di paste alimentari italiane di qualsiasi specie che col 1.º aprile di quest'anno è andato in vigore il divieto di colorazione artificiale delle medesime, anche se la stessa venga dichiarata sull'etichetta. Ciò era permesso fino a quella data, purché la colorazione non fosse fatta allo scopo di nascondere inferiorità e coi colori non allora tollerati dalla legge, ma d'ora innanzi anche questo uso viene tassativamente proibito.

La sezione 7, suddivisione 4, della legge sui prodotti alimentari considera un prodotto alimentare adulterato se colorato artificialmente in modo da celare inferiore qualità, lasciando all'autorità esecutiva del Dipartimento di Agricoltura la determinazione della questione di fatto se la colorazione sia fatta allo scopo di coprire l'inferiore qualità del prodotto, o di farlo apparire di qualità migliore di quella che non sia intrinsecamente. Ora, però, l'Ufficio di Chimica del Dipartimento predetto ritiene che l'aggiunta di colore artificiale di qualsiasi specie, quale usualmente praticata nel caso delle paste alimentari, risulti nel celare inferiorità, e che tale forma di adulterazione non possa correggersi neanche colle dichiarazioni dell'impiego del colore artificiale.

Quantunque nel passato l'uso della colorazione artificiale non sia stato eccettuato, purché dichiarato sull'etichetta e fatto coi colori tollerati, tranne che nel caso delle fettucine all'uovo per le quali la colorazione artificiale è sempre stata proibita, ora il divieto di colorazione è stato esteso ad ogni specie di pasta, per la ragione che si fabbricano all'uovo, ossia col 5% dei costituenti solidi dell'uovo, anche altre specie di pasta oltre le fettucine, e precisamente maccheroni, spaghetti, vermicelli, pastine da minestra e simili, paste queste che verrebbero pregiudicate dalla illegittima concorrenza delle stesse semplicemente colorate.

Qualsiasi importazione, adunque, di pasta artificialmente colorata, non importa con quale dei colori precedentemente tollerati, ed anche se dichiarata artificialmente colorata, verrà d'ora innanzi respinta dagli Stati Uniti.

Avviso a chi tocca!

—Bring Wife and the Kiddies—



### GOOD NEWS

The real, pithy, worthwhile news of the convention cannot be passed on to readers because much of it never comes to the attention of the reporter. The "good news" is usually of the "word of mouth" kind that passes only between those directly concerned.

Incidentally there will be a fine program and some pleasing entertainment, but all of this is only a setting for those more friendly and equally beneficial personal chats between manufacturers, supply men and machinery manufacturers.

There will be a general consideration of the very serious affairs of the industry and the convention will, as usual, serve as a clearing house of views and opinions.

First hand news is good news. Get this by attending the 23rd annual conference of the Macaroni and Allied Industries of America to be held in the Edgewater Beach hotel, Chicago, starting June 8, 1926.

Send to the National Association headquarters the GOOD NEWS that you are planning to attend on a combination business and vacation trip.

## Why it is wise to use only Durum Wheat Semolina

in making macaroni products



Why Not Now?

THE most important thing about a food is its flavor. And it is the most important thing about macaroni products—the biggest reason for their ever-growing popularity.

For the flavor of macaroni to most people means that sweet, nutty flavor that *only* Durum wheat yields. There is no substitute. Change this flavor and you are sure to lose customers.

And another important thing is this. Unlike flour, Durum Semolina is granular and porous. Boiling water instantly permeates when the macaroni is immersed for cooking. No cooking to pieces or getting soggy. All the original flavor and nourishment is retained.

For these reasons alone, it is wise to use only Durum Semolina in making all macaroni products. You are sure of meeting the demands of a consumer market that is steadily increasing.

## GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY, Dept. 214  
Millers of Gold Medal Flour  
Minneapolis, Minn.

## TO ADVERTISE WHITE FLOUR

Facing a situation that is seriously affecting the reputation of white flour, the millers of the country are planning united action in advertising the merits of that product. This was one of the most important actions taken at the 24th annual convention of the Millers National Federation on April 22 and 23 in Chicago.

Sydney Anderson, federation president, in his address called attention to the need of a well founded and strongly financed campaign of publicity if white flour is to retain its present prestige. He painted a picture that was not entirely rosy. He warned the millers that "savage and ruthless warfare of competition has created an atmosphere of suspicion and distrust. Cooperation cannot exist in such an atmosphere. Unless we can restore our confidence in each other and in the industry of which we are a part, every piece of working machinery which we may establish, every effort which we may make to re-establish conditions of sound and normal competition within the industry will be futile."

B. W. Marr, chairman of the board of directors, supported President Anderson in deploring the individualism that obsessed the milling industry and opined that unless vigorous and determined action were taken immediately a defensive campaign would have to be carried on against the work of faddists whose destructiveness was almost equal to the unconcern heretofore manifested by the milling industry as a whole.

The convention voted to entrust to the executive committee the task of providing ways and means for increasing the consumption of white flour through the study of a tentative plan for a joint campaign. Millers expressed the hope that when the plan is finally adopted it will be put into force determinedly as the sole means for solving the principal problem facing that industry.

The federation also went on record as favoring a more general installation of an approved cost accounting system and the compilation of better statistical data covering production, sales and consumption of the flour.

Sydney Anderson of Washington, D. C., was again elected president. B. W. Marr of Columbus, O., retains his position as chairman of the board. A. P. Husband of Chicago is secretary-treasurer.

The federation hopes during the year to amalgamate all the milling interests of the country in a movement that will result in greatly increasing the use of white flour in commercial and home baked bread and pastries.

—Join! Cooperate! Boost!—

### Upholding America's Reputation Abroad

By Julius Klein in "Commerce Reports"

Successful trade relations depend largely on full and complete confidence between buyer and seller. This is particularly true in foreign trade, where contacts are confined to a very considerable extent to the medium of correspondence.

Confidence and reputation are so closely related that one depends upon the other; reputation gained and maintained begets confidence.

American foreign traders who have attained success in oversea trade have earned that position largely as a result of their applying the Golden Rule to business, by treating the foreign buyer as they would like to be treated if the positions of seller and buyer were reversed.

Meticulous attention to details; willingness to arbitrate any differences that may arise; the possession of information as to the conditions affecting the buyer in his home market and the difficulties he must overcome; an eagerness to assist, in specific ways, in alleviating those difficulties—such qualities as these establish the prestige of the seller and give to him the confidence of his customers abroad. Not only is that accomplished but America's reputation for clean trading is kept high in the foreign markets.

Reputation can hardly be destroyed by one injudicious act when considered in with a record for fair dealing; nevertheless it may suffer, and it is of vast importance that this subject should be considered by our business executives, so that they may see to it that a definite and wise policy governs their export departments at all times.

—Answer "Present" at Convention—

### Listen In

In all probability there will be some very fine macaroni broadcasting the second week in June.

If arrangements can be made with the popular station on the Edgewater

Beach hotel, the banquet program and entertainment on Wednesday evening, June 9, 1926, will be put on the air starting at 6:30 p. m.

If you own a radio set of any kind turn on the loud speaker or clamp on the head sets after turning your dials to the EDGEWATER BEACH HOTEL HERALD AND EXAMINER STATION "WEBH" at a wave length of 370 meters.

You will hear some fine talks, entertainment and the jollification of macaroni manufacturers and guests who gather annually in a friendly spirit.

Better still, come to the convention and hear the whole thing first hand, be a part of it yourself. Let our broadcast be to those whom we wish to interest in our food so that its consumption may be increased.

Tell your friends, your trade, to listen in on June 9.

—Support Your Trade Association—

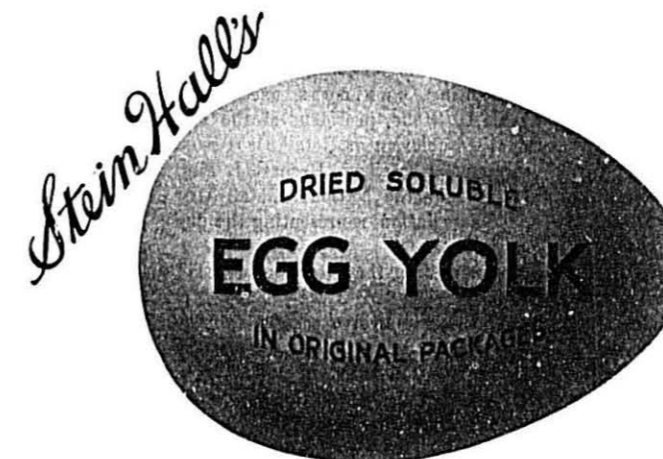
### THE CROWD

By Douglas Malloch

Forever passing in the throng,  
The poor, the rich, the right, the wrong,  
The wise and foolish, saint and sinner,  
The minstrel happy for a dinner,  
The fellow with his six per cent  
Who finds it hard to be content,  
The failures who have done with dreaming,  
And brave old eyes forever gleaming,  
On one a crown, on one a shame,  
And neither one perhaps to blame,  
A moving mass, yet never massing,  
Forever meeting, ever passing.

Forever passing in the crowd,  
The good, the bad, the meek, the proud,  
And some in silk and some in cotton  
And some in garments long forgotten,  
And one who tolled too long today,  
And one who threw the hours away,  
Some faces pale with hidden terror,  
And faces fair, and faces fairer,  
The sombre men, the features glad,  
And groping age, and laughing lad,  
Forever passing, ever meeting,  
Forever passing, never greeting.

Yet, in the passing of the throng  
I find no melancholy song,  
I find instead an inspiration:  
Whatever wealth, whatever station,  
Whatever work we have to do,  
We're in it, of it, I and you;  
And, though I know not where it's going,  
This stream of life forever flowing,  
I, too, yes I am borne along  
Upon the current of the throng;  
Yes, this the reason that I love it—  
Thank God that I'm a little of it!  
(Note: The author is one of the leading and best after dinner speakers in America. He will deliver an unusually inspiring address at the 23rd annual banquet of the Macaroni Manufacturing Industry in Edgewater Beach Hotel, Chicago, the evening of June 9, 1926. It's a treat; hear it!)



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SWEET  
CLEAN  
ECONOMICAL

Unexcelled for noodles

Stocks in principal cities  
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## SEEK "PRICE PEACE" PLAN

In an attempt to work out a solution of the serious problem of price cutting, Edward Plaut, president of the Lehn & Fink Products company of New York, has announced a "price peace plan" contest, with prizes amounting to \$10,000, which his firm offers for the best suggestions as to how the problem may be solved.

The contest is open to every individual connected with a dealer, either retail or wholesale, with rewards ranging from the first prize of \$3000 to 20 prizes of \$50 each—37 in all. In addition, a special prize of \$1000 is offered for the best plan submitted by a professor or student of economics or marketing in any college of the country.

The plans submitted will be passed on by a jury of nationally known individuals, all of whom are authorities on some or all phases of the problem. The chairman of the jury is Arthur Capper, United States senator from Kansas.

With Senator Capper on the jury will be: Mrs. J. Borden Harriman, chairman of The National Consumers League, representing the consuming public; Dr. Melvin T. Copeland, Harvard School of Business Administration, representing education; Nelson B. Gaskill, former federal trade commissioner; G. Barrett Moxley, former president of the National Association of Wholesale Druggists, representing wholesalers; A. W. Shaw, publisher of

"System," the magazine of business, representing business executives; Frank L. Stone, president of the National Association of Retail Druggists, representing retailers; Herbert J. Tily, president of the National Retail Dry Goods association, representing the dry goods trade.

By attracting the attention of those specially interested in the problem Mr. Plaut plans to evolve some plan that may help stabilize business practices affecting the distribution and sale of nationally advertised products.

"For years manufacturers, jobbers and retailers of branded merchandise have been trying to find a solution to the difficult problem of price cutting," Mr. Plaut states in his formal announcement of the contest. "The subject has been much written about, much commented upon, and much discussed but most of this has stressed the evils of the practice, rather than to offer any means by which it might be ended.

"That our individual problems—and grievances—loom largest in our own minds, is only natural. The retailer blames the manufacturer for not maintaining prices; the manufacturer blames the retailer in turn; the jobber blames both retailer and manufacturer. And none of us sees the other's problems in the same light; all of which does not solve our common problem." It is Mr. Plaut's expressed purpose

to get a comprehensive plan covering a definite policy for retailer, jobber, manufacturer, chain store and department store.

The winning plans must make an attempt at a practical solution of the "free goods" and "hidden discount" problems. The workability and legality of the plans, either under existing law or desirable modification, is the chief criterion on which judges will base their decisions.

The contest closes at noon, Nov. 1, 1926, and all plans to be considered must have been received before noon of that date by the "Price Peace Plan" Editor, Lehn & Fink Products Company, 250 Park av., New York, N. Y., who will supply any required information to prospective contestants.

—Support Your Trade Association—

### Mould Company Expands

F. Monaco & Brothers at 881 Grand st., Brooklyn, N. Y., a pioneer company in the macaroni die industry, in America, has been taken over by the International Macaroni Moulds company, 317 Third av., Brooklyn. Through this merger the company hopes to strengthen its position to serve its many clients in the macaroni industry. The members of F. Monaco & Brothers desire to thank all their many friends and customers for their past cooperation and to assure them that their needs will be equally well cared for by the new firm.



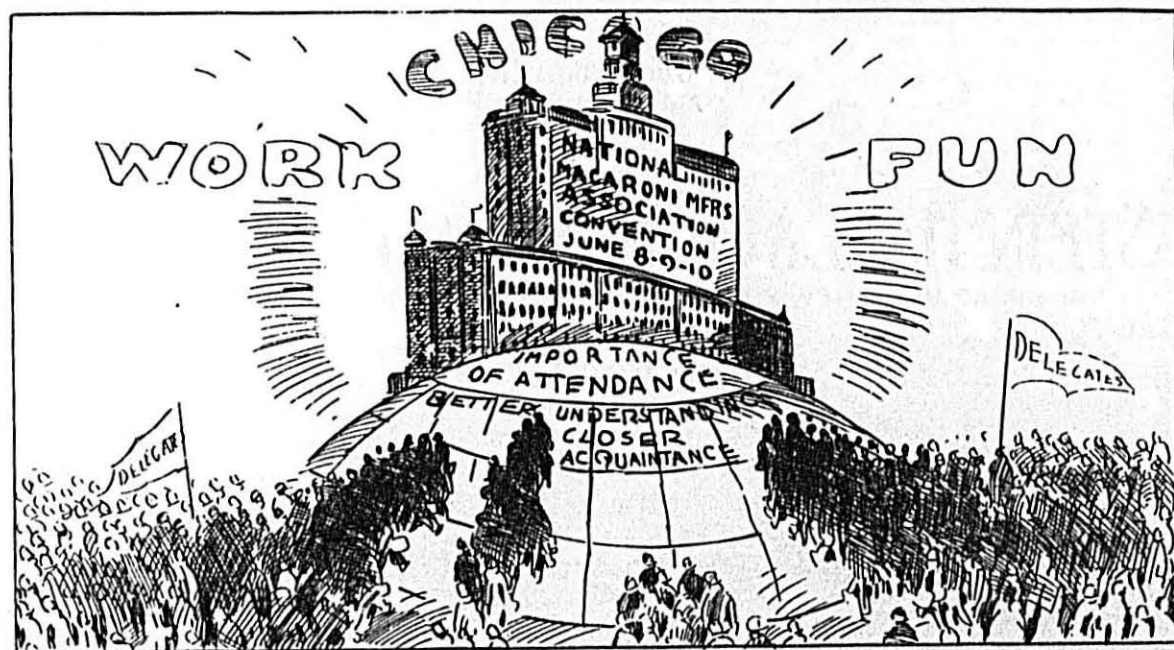
## SOLID FIBRE SHIPPING CASES

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PHILADELPHIA PAPER MFG. CO.

Fibre Container Co. Division

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## INSTALLMENT SELLING

Selling on the installment plan is a recent development in business. It has reached such proportions as to attract the attention of business interests everywhere. Many industries have given the policy considerable thought, some in encouraging the policy and others in discouraging it.

Macaroni products are not sold on the installment plan. The amount involved in the ordinary purchase is too small to consider deferred payments thereon. However, the industry is interested from the fact that money diverted to pay installments on articles purchased on the installment plan seriously affects the buying power of the individual. Installment selling, as at present conducted, is doing strange things to markets, to business and to money. Will it prove a permanent, legitimate sales method, or only an ill advised passing phase of business?

Installment selling has received the attention of the leading bankers of the country. George W. Norris, governor of the Federal Reserve bank of Philadelphia, has established that the total of deferred payment sales on Jan. 21, 1926, exceeded 5 billion dollars. From the same source come figures showing that the volume of installment accounts outstanding, in department stores of Boston increased 30% in May 1925 and by November of that year had jumped 110%. Almost anything can be purchased on the "small down payment" plan from a glass eye to an automobile. One firm has offered automobile tires for 50c down and a nickel a week. A clothing firm greatly increased its sales by offering clothes on the 10 payment plan and even in the country sections mail order business is carried on along the same lines.

Installment selling is a wonderful sales stimulus—a means to more and more sales particularly in lines of what may be called luxuries. It has resulted in the establishment of consumer credits in a volume that might spell disaster should there be an unexpected depression in business.

Mr. Norris explains that under the installment selling plan the buyers have merely borrowed, in 1925, 5 billion dollars of sales from 1926. If this performance can be repeated in 1926 all will be well.

Installment selling was first applied to sewing machines, furniture and pianos 20 or more years ago. The re-

markable prosperity of this country since the war, the excessive manufacturing facilities of the United States, the keen struggle of manufacturers to survive, the huge gold deposits that our country has and the high pressure salesmanship adopted by the stronger firms, all have contributed to the expansion of a business policy that has attracted the attention of the leading business people of the country.

Many authorities think that installment selling, though still in its infancy, has come to stay. The plan has a wonderful appeal to the purchaser who thus has the privilege of paying for an article while "using or enjoying it." On the other hand such authorities as O. J. Cheney, vice president of the American Exchange-Pacific National bank, believes that the policy is a dangerous one. "There is danger of eating breakfast, luncheon and dinner all the morning and having anything left except hunger or indigestion when dinner time comes around." Other authorities says that, "the danger of overstocking a dealer's shelves is generally recognized but there seems to be no general recognition of the equal danger of overstocking consumers' households on credit."

Much will be heard in conventions about the new sales policy which has become one of great concern to manufacturers and distributors. The banking interests are studying the matter very closely. How far will it pay the business interests to permit this mortgaging of the future buying power of the public? Business is active at present, money is abundant, interest rates are low and easy crediting prevails. Macaroni manufacturers will be affected by the new installment selling plan and are warned to watch carefully this trend in business to the end that our industry may be in a position to take advantage of the conditions that will be created when the experimental stages of the policy have past.

—Bring Wife and the Kiddies—

### General Conditions

General business conditions continue to be fundamentally sound. There are unusually good prospects for the growing crops. The labor situation gives no evidence of trouble save in the strike at the Passaic mills in New Jersey.

There is a well founded feeling that

we are entering upon a period of closer and more harmonious relations between employers and employes than we have experienced in the last half a century. Experience and more straight thinking on the question is bringing both employes and employers to a realization that their mutual interests are conserved better by harmony than by discord.

Prevailing unfavorable weather during March and much of April delayed plowing and seeding in nearly all sections of the country. The progress of cotton planting varies with differences in local soil conditions. Spring wheat is being seeded to a large acreage as far north as the Dakotas. Despite severe local damage to fruit by frost and freezing in some southern states, the outlook is still for a generally good crop.

Winter wheat is generally in fine shape, with a reported condition of 84.1 on April 1, compared with 68.7 at this time last year. West of the Mississippi, except in Missouri and California, its condition is very good.

Wheat is proportionally even a more important cash crop in Canada than in this country, as its value last year was placed at \$465,116,200 or over \$53 per capita of Canadian population.

Rates for money continued easy, and the trend is toward lower figures. There are several reasons for this. Brokers' loans have been radically reduced. The demands for commercial purposes are not unusually heavy. Our large stock of gold was recently increased, while note and deposit liabilities of the federal reserve banks decreased. There is now plenty of money for all legitimate purposes at all times and under all conditions.

Collections continue to be affected by uncheeked buying on the installment plan, which has also caused much more careful scrutiny in the granting of credits.

Widespread cold and wet weather during much of April, the continued prevalence of buying on time payments, and the gradual decline of prices of commodities keep the general volume of business within moderate bounds—with the usual exceptions in some lines and in some localities. The general expectation, however, is for the usual seasonal improvement as spring finally opens into full bloom. What the summer and fall will bring will depend principally upon the outcome of the harvest—and at present, the outlook is for good harvests in nearly all sections of the country.

## CEVASCO, CAVAGNARO & AMBRETTE, Inc.

Builders of High Grade  
Macaroni Machinery

Presses—  
SCREW AND  
HYDRAULIC

VERTICAL AND  
HORIZONTAL

Kneaders

Mixers

Dough Brakes

Mostaccioli and  
Noodle Cutters

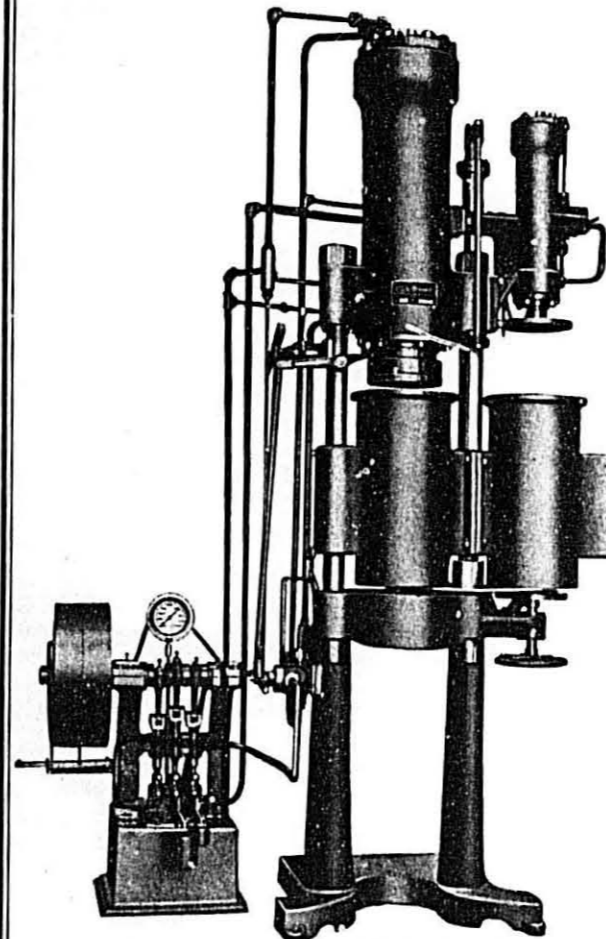
Bologna Fancy  
Paste Machines

Die Cleaners

Specialists in everything pertaining  
to the Alimentary Paste Industry.

Complete plants installed.

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



Vertical Hydraulic Press with Stationary Die

At Last! The press without a fault. Simple and economical in operation, compact and durable in construction. No unnecessary parts, but everything absolutely essential to the making of a first class machine. Only two controls on entire machine. One valve controls the main plunger and raises cylinders to allow swinging. Another valve controls the hydraulic packer. No mechanical movements, all parts operated hydraulically.

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

Do you want to increase your production with less expense for power and labor? Let us install one of these presses in your plant on 30 days' trial. If it does not meet all our claims, we will remove the machine without any expense to you.

Our new catalogue is now ready for distribution, describing in detail the above machine and many others manufactured by us. If you have not received your copy, let us know and we will send it to you.

156-166 Sixth St.

Brooklyn, N. Y., U. S. A.

159-171 Seventh St.

Address all communications to 156 Sixth Street.

## Macaroni Exports for March 1926

The macaroni exporting business continues to hold its own, according to the figures released by the department of commerce covering March 1926, when a total of 852,000 lbs. was shipped to foreign countries. This is an increase of 25% over February and nearly 10% over March 1925, when the shipments amounted to 783,000 lbs.

For the 9 months period ending March 1926, total exports of these

products were 6,152,000 lbs., slightly less than the total for the same period in 1925.

Canada forged to the front as our best buyer during March when 212,000 lbs. found their way into that country. The Dominican Republic was second with 150,000 lbs. Then came Mexico which received 97,000 lbs.; United Kingdom, 89,000 lbs.; Cuba, 73,000 lbs.; Australia, 56,000 lbs. and New Zealand, 51,000 lbs.

### EXPORTS OF MACARONI, BY PORTS AND BY COUNTRIES OF DESTINATION (1000 Pounds)

	New York	New Orleans	Wash- ington	San Francisco	All Other	Total
Irish Free State.....	13					13
Netherlands.....	10					10
Russia.....	2					2
United Kingdom.....	89					89
Canada.....					212	212
Guatemala.....						1
Honduras.....		8				8
Nicaragua.....		3		1		4
Panama.....	4	18		3		25
Salvador.....				1		1
Mexico.....	9	13		16	59	97
Jamaica.....		3				3
Other Br. W. Indies.....	1					1
Cuba.....	7	66				73
Dominican Republic.....	5	145				150
Haiti.....	2	15				17
Chile.....					3	3
Colombia.....	1					1
Peru.....	2					2
Venezuela.....	1					1
British India.....	2					2
China.....			1	17		18
Java and Madura.....	1			1		2
Japan.....				2		2
Philippines.....	1		1	4		6
Australia.....	37			19		56
New Zealand.....	45			6		51
British South Africa.....	1					1
Total.....	233	271	2	73	271	852

\*Less than 500.

—Join! Cooperate! Boost!—

### A Silent Salesman

It may be said without contradiction that a manufacturer's best salesman is the label on his products. This is particularly true of the labels on cartons. Arrayed on the storekeeper's shelves they serve as a "silent salesman" that talks to almost every customer that enters the shop, getting in their best lines when the clerks are busy waiting on other customers.

Manufacturers of food products have spent hours of anxious moments and millions of dollars in getting up a package or label which will have eye appeal that will immediately draw the attention of the shopper. The sale of your product is handicapped if the package in which it is marketed does not show signs of painstaking attention to design, color and style of the carton.

Some manufacturers have planned their containers also to be real adver-

tisers. Merchants are urged to display these cartons in such a way to make it easier for the public to buy their contents. They spread their message enroute from plant to retailer, to any who may see or handle the container.

Macaroni manufacturers would do well to study the matter of proper labeling all cartons and containers to the end that they will obtain from them the utmost amount of general advertising, which is at their service if something distinctive and unique can be adopted.

—Answer "Present" at Convention—

### Trade Marks---Twenty Years

Macaroni manufacturers who have had their trade marks registered for a period of years would do well to look up the dates and numbers of all their old registrations. The present law covering trade mark registrations provides that all rights thereto will expire at the end of 20 years, unless renewed.

Renewal must be made within 6 months of the date of expiration, otherwise entirely new registration will have to be obtained.

It has been the policy of most firms to apply for a renewal of their brand registrations to prevent them from falling into hands of competitors who stand ready to "grab off" valuable brand names when permitted to lapse because of failure to renew.

The services of the Washington representative of the National Macaroni Manufacturers association will be found helpful in renewing old registrations or registering new trade marks. While this service is offered especially to National association members, nonmembers are invited to engage Dr. B. R. Jacobs for this work in which he is specializing.

—Support Your Trade Association—

### Who Is My Customer?

The late John Wanamaker, successful merchant in Philadelphia, used to say: "If you entertain a person and teach him something you have a friend. If you have made a friend you have made a customer."

How often is the complaint made that a competitor has stolen another firm's customers? If an investigation were possible it might be shown that customers are more often driven away than enticed. Who is a firm's real customer?

It is not he who comes to buy at a price below that of a competitor.

It is not the firm who cuts business relations of long standing for a lower price.

It is not one who buys from you to tide himself over a temporary lull in delivery from the usual source of supply.

It is not the distributor who will handle your orders only when the trade rejects his private brand.

It is not the buyer who places an order because the salesman belongs to the same race, church, society or political party.

It is not the firm that is influenced by any special deal or inducement.

It is not the man who buys a small quantity of your goods to use as a leader to pull along much larger quantities of inferior products.

Not is it the firm that buys from you on credit after its credit with another has been exhausted.

Your customer is the person or firm whom you have served faithfully, who is pleased with your business policy and who trades with you for these reasons alone.

# The Champion Way

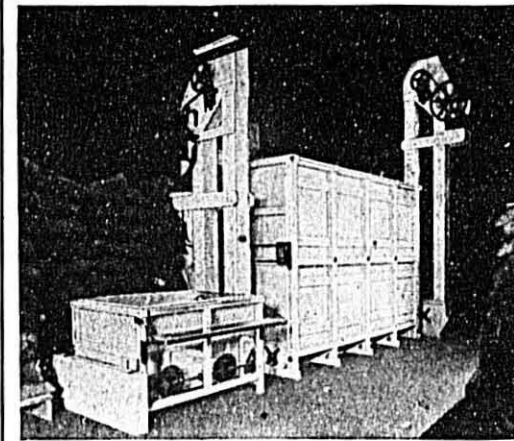
Not many years ago practically every sack of flour or semolina used in a Macaroni or a Noodle plant was hustled around by a husky employee, with little or no care as to the cleanliness of its contents. It was measured out in scoopfuls, seldom accurately.

The progressive manufacturers of the industry are fast adopting the machine method of handling their raw material and many *Champion Flour Handling Outfits* are now in daily operation.

Everywhere these outfits have been found most efficient and reliable. They help produce better products, more cleanly and uniform.

Once tried you will always want a *Champion*.

This Outfit  
Handles Your  
Semolina  
  
The  
Modern  
Way



Built any  
Size to Fit  
Your  
Plant

Saves Time  
and Material

Here are a few of the progressive firms that have installed this *Modern Way* of handling their semolina:—

Roman Macaroni Co.  
Ronzoni Macaroni Co.  
Westchester Macaroni Co.  
D'Amico Macaroni Co.  
Kansas City Macaroni & Importing Co.

Long Island City, N. Y.  
Long Island City, N. Y.  
Mt. Vernon, N. Y.  
Chicago Heights, Ill.  
Kansas City, Mo.

We offer you the benefit of our many years of experience in building these successful flour handling outfits. Tell us your needs and we will devise plans to suit your plant, whether your capacity be 10 barrels or 500 barrels a day.

Write for catalogue and other literature.

## THE CHAMPION MACHINERY CO.

JOLIET

ILLINOIS

New York Representative: Frank P. Murray, 260 West Broadway, New York City—Walker 7095

## KNOW YOUR BUSINESS

*Also Your Competitors—Data on Sales Problems Now Exchangeable—Trade Relations Body Needed.*

"Manufacturers seeking knowledge of the factors responsible for business conditions are no longer stopped from gathering and exchanging those figures needed to furnish information on production and sales problems," declared Alvin E. Dodd, manager of the domestic distribution department of the Chamber of Commerce of the United States, in an address last month at the meeting of the Quality Bakers of America in New York city.

"Results of the so-called 'maple flooring' and the 'cement' cases have insured to business men the right of collecting and publishing information on such subjects as will guide them toward more stabilized production and more economical policies of purchase and sale," declared Mr. Dodd. "The greatest possible accumulation of facts relating to a particular trade and to the particular subjects which an association has adopted for its program are a prime necessity in the planning and the execution of its work.

"To those of us standing somewhat apart but close enough to see the results of laws forbidding business men from acquiring the necessary knowledge of the conditions under which their affairs must be conducted, it has seemed both tragic and humorous that manufacturers and merchants should be encouraged by private interest and public sentiment to apply every practical means of economy yet they have until recently been fearful of applying the most important of all rules—the obtaining of knowledge of the factors which are responsible for business conditions.

### Improve Trade Relations

"Careful investigations have shown that almost all business misunderstandings occur between manufacturers and wholesalers; manufacturers and retailers; or wholesalers and retailers; and sometimes these misunderstandings are passed on from one to another of these functionaries. The result of these misunderstandings has been litigation and disturbance down the whole line.

"Formation of trade relations committees within trades is having its place in the peaceful settlement of trade disputes. When the public becomes fa-

miliar with the difficulties faced by business men a long step will have been taken in the removal of some of the obstructions which now hamper business men."

A trade relations committee should be appointed in every line of business which is to act as a clearing house by setting up of the mechanism in the trade for the elimination of trade abuses and uneconomic trade practices.

—Bring Wife and the Kiddies—

### Does It Pay?

Does it pay a business man to devote any time to trade association work? This is an oft repeated question, whose reply differs with the differing views of the individuals.

What is meant by "pay"? If one means merely the reward in dollars and cents the "pay" may not be up to his expectations. If that is the only standard of compensation then there is little in life worth while.

But on the other hand if "pay" means helping your industry, improving your business, cheering the trade, promoting friendships, spreading acquaintance, creating understanding and linking together the allied business interests in a way that will make your path and that of your competitors less difficult to travel, then you will find that it does "pay."

Trade association work done for the right "pay" above mentioned will bring you increased business and greater happiness as well as the true appreciation of your industry on the part of those on the outside who judge your attitude and work in connection therewith.

### —Join! Cooperate! Boost!— Americans Like Luxuries

America's sweet tooth, which has developed so noticeably since the country went dry, last year resulted in the consumption of \$1,200,000,000 of candy. This is a record. It is more than twice the prewar figure. According to the National Confectioners association 425,000 tons of sugar, 60,000 tons of chocolate, 50,000 tons of nuts and 225,000 tons of corn sirup went into the manufacture of sweets.

Last year's bill for soda fountain and other soft drinks approximated \$1,000,000,000. Specially manufactured drinks under particular trade names had a sale which reached the \$25,000,000 mark. This industry, too, has been immensely boosted by prohibition. The sale of ice cream alone netted \$260,000,000.

However, statistics at best are more

or less unreliable. Different authorities estimate the 1925 sale of chewing gum reached between \$50,000,000 and \$100,000,000. Likewise, estimates on the cost of tobacco and accessories range from \$2,100,000,000 to \$3,000,000,000. And purchases of cosmetics are figured to aggregate anywhere from \$117,000,000 to \$750,000,000, depending on what may be considered under that general heading. One authority says \$150,000,000 is spent by the American people on scented soaps.

It is known, however, that America is spending close on to \$1,000,000,000 for movie admissions, not considering other amusements. We own 83% of the world's 26,000,000 automobiles, and buy 80% of them on the installment plan.

In considering time payments it might be interesting to note that these amounts were collected on various products sold in that way: washing machines, \$70,000,000; vacuum cleaners, \$50,000,000; phonographs, \$60,000,000; furniture, \$800,000,000; pianos, \$40,000,000; jewelry, \$100,000,000; radio, \$50,000,000; automobiles, \$3,000,000,000.

Though the use of snuff has been on the decline for many years it is interesting to note that its annual sale still touches \$7,000,000. The hair net industry has been hard hit by bobbed hair. A few years ago the annual sale of hair nets approximated \$200,000,000 but the figure is now way below that.

The money spent on luxuries looms big in comparison with the \$1,500,000,000 expended on education.

—Answer "Present" at Convention—

### A Poetic Argument

Breathes there a man with soul so dead,  
Who never to himself hath said:  
"My trade of late is getting bad,  
I'll try another ten inch ad!"  
If such there be, go mark him well,  
For him no bank account shall swell;  
No angel watch the golden stair  
To welcome home a millionaire.  
The man who never asks for trade  
By local line or ad displayed  
Cares more for rest than worldly gain  
And patronage but gives him pain.  
Tread lightly, friends, let no rude sound  
Disturb his solitude profound;  
Here let him live in calm repose  
Unsought except by men he owes,  
And when he dies go plant him deep,  
That naught may break his dreamless sleep;  
Wherein no clamor may dispel  
The quiet that he loved so well;  
And that the world may know its loss  
Place on his grave a wreath of moss,  
And on a stone above: "Here Lies  
A Chump Who Wouldn't Advertise."  
—The Atlantic Log.

# ARABOL

## Glues, Pastes and Gums

*[Used for 40 Years By the Leading  
Makers of Macaroni and Noodles]*

### For Wrapping Packages (By Hand or Machine)

There are special ARABOL adhesives for wrapping every type of package, and for every kind of wrapping machine on the market. Let us know what make of wrapping machine you use, or if your packages are wrapped by hand. We will be glad to send samples of adhesives which will do your work better and save you money.

### For Sealing Cartons or Shipping Cases (By Hand or Machine)

Do you seal your cartons by hand or machine? Do you ship your goods in corrugated or fibre shipping cases? Tell us whether your sealing is done by hand or machine and let us send you samples of glues which will seal your containers securely and quickly.

### For All Kinds of Labeling (By Hand or Machine)

Glues, pastes and gums for general labeling in the shipping room and for labeling on cardboard, wood, glass, tin and other surfaces. Whether your labeling is done by hand or machine, there is a special ARABOL adhesive for every type of work.

## THE ARABOL MANUFACTURING COMPANY

NEW YORK: 110 EAST 42 ST.  
(Factory at Brooklyn, N. Y.)

CHICAGO: (CICERO) ILL.  
(Factory and Office)

BOSTON, MASS.  
(Office and Warehouse)

BALTIMORE, MD.  
(Office and Warehouse)

TORONTO, ONT.  
(Office and Warehouse)

SAN FRANCISCO, CAL.  
(Office and Warehouse)

PHILADELPHIA, PA.  
(Office and Warehouse)

LONDON, ENG.  
(Office and Warehouse)

# PROGRAM

## Twenty-third Annual Convention National Macaroni Manufacturers Association

June 8, 9 and 10, 1926 -- Edgewater Beach Hotel, Chicago, Ill.

### TUESDAY, JUNE 8 "GREETINGS"

9:00 a. m. Registration and Reception of Members and Guests in West Room.

Session—West Room—10 a. m. to 2 p. m.

Opening Ceremonies.

Convention Songs.

Call to Order—President Henry Mueller.

Welcome—Henry D. Rossi, 2nd Vice President.

Responses—Selected representatives of manufacturers and allied tradesmen.

President's Address—Henry Mueller.

Treasurer's Report—Fred Becker.

Secretary's Report—M. J. Donna.

Washington Representative—B. R. Jacobs.

Appointment of Standing Committees.

Address—"Guard Good Goods," W. D. Burr of Chicago Mill and Lumber Company.

Address—"You, Your Industry and Your National Association," R. M. McClure, Secretary Wirebound Box Mfrs. Association.

#### Shop Talk

Discussion of timely topics by manufacturer-allied interests.

(1—Improved Manufacturing Methods.

Suggestions: (2—Self-Regulation versus Government Interference.

(3—Raising the Quality of our Products.

Announcements.

Adjournment.

#### Evening Entertainment

(A Surprise Affair being planned by Illinois Manufacturers, aided and abetted by the Allied Trades. Be in on this.)

### WEDNESDAY, JUNE 9

"With Friends—Distributors and Supply Men"

Session—West Room—10 a. m. to 2 p. m.

Call to Order—President Henry Mueller.

Reports of Committees.

Address—"Promoting Macaroni Sales," John J. Miller of Sprague-Warner Co., Representing National Wholesale Grocers Association.

Address—"Selling Macaroni TO and THRU the Retailer."

John C. Sheehan, President, Representing National Association of Retail Grocers.

Salesmanship—"Making 'em Say YES!" Charles Henry Mackintosh.

Recess—The Allied-Tradesmen's Hour—(A Secret).

#### Shop Talk

Open Discussion of any Problem of the Industry.

(1—Building Consumer Confidence.

Suggestions: (2—Competition, From Within and Without.

(3—Production Statistics as a Business Guide.

Motor-Coach tour over Chicago's wonderful Boulevard System for the Ladies. Also for men if time permits.

#### Annual Banquet and Entertainment

7:00 p. m.—Black Cat Room

(Informal Dinner for Members, Guests and Ladies.)

Toastmaster—Henry Mueller, President.

Speaker—Douglas Malloch—The Business Poet—"Happiness in Business."

Entertainment—Selected. (Broadcast Thru Station WEBB.)

Dancing—Marine Dining Room.

### THURSDAY, JUNE 10

"Selling the Consumer"

Session—West Room—10 a. m. to 2 p. m.

Call to Order—President Henry Mueller.

Reports of Committees.

Address—"Increasing Consumption of Cereal Products," Dr. H. E. Barnard, President American Institute of Baking.

Address—"The Ethics of Competition," E. H. Shanks of The Dartnell Corporation.

Address—"Are Your Employees on Your Sales Staff?" H. E. Hunter, Engineer, The Sherman Corporation.

#### Shop Talk

(Gathering Up the Loose Ends of Convention Work.)

#### EXECUTIVE SESSION (MEMBERS)

Election of Officers.

1927 Convention City and Date.

Miscellaneous Business Matters.

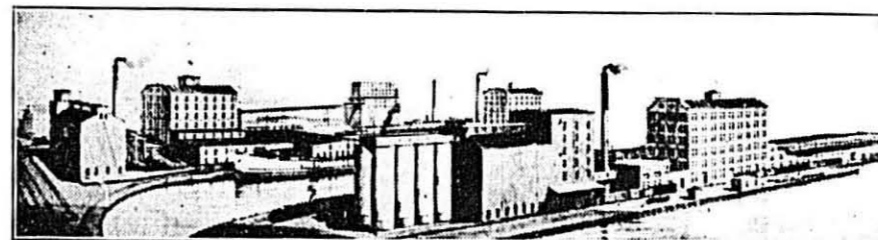
Adjournment.

(Organization Meeting of New Board of Directors.)

(Convention is on Chicago Daylight Saving Time.)

An Important Conference A Big Convention

#### BRING THE LADIES



# HOURGLASS BRAND Semolina and Flour

## Quality of First Consideration

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

Every Sack Guaranteed

Location Enables Prompt Shipment

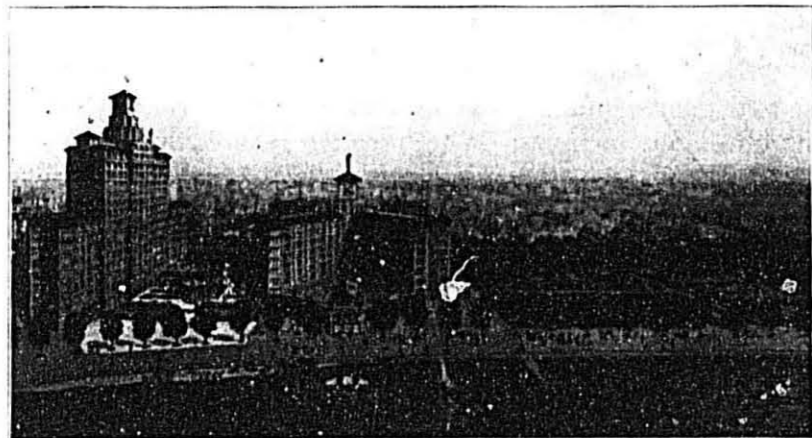
Write or Wire For Samples and Prices

## DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

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

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



Edgewater Beach Hotel

## PRICES OR PROFITS

*Only Sound Way to Cut Prices Is to Reduce Cost of Making and Leave Profit Margin Alone.*

We have been hearing and reading a great deal of late ancient price cutting and profits. It is to be hoped that the subject does not become monotonous to readers since there is great need for fuller appreciation of the value of profits and the dangers of price cutting, says the New York Commercial. There can be nothing of greater importance to manufacturers, wholesalers, jobbers or retailers than the obtainment of a fair return for every dollar of capital or effort invested. There is no alternative for profit. Either it must be had or failure endured.

John A. Wild, F. C. W. A., recently wrote an impressive and scholarly article for an English technical magazine on the subject of prices and profits. So fundamentally sound were his arguments that we quote a few of them here:

"It is both sound business and the duty of the manufacturer to give value for the money of his customer. Not only is this a duty to the consumer but it is a duty to himself and his business, for if his productions are consistently priced at a higher figure than their fair market value his sales will decrease and his business ultimately fail. If on the other hand he prices his goods at less than their fair market value he will not be able to meet his commitments, for the outgoing cash will be greater than the return.

"In the buying and selling of any commodity the price obtained depends upon the amount of competition in goods of similar quality, in the amount of demand and in the availability of supplies. If there is a scarcity then the buyer will be ready to pay more; if there is a surplus he will have a wider range of choice and he will pay less. Whenever there is a surplus there is sure to be a seller who, through ignorance of financial embarrassment, will realize his goods at far below their actual cost of production, and the natural result is that the market value of other manufacturers' goods is brought down.

"Manufacturing, in the last analysis, is only a form of merchanting. Like the problems of the retailer or the wholesaler the manufacturer's work is mere-

ly a matter of buying and selling, the sole difference being that the material leaves the manufacturer's hands in a different form from that in which it was purchased. The reason for the existing prevalence of low profits and high investment risk in manufacturing lies in the fact that there is no straightforward, predetermined method whereby all manufacturers may accurately ascertain the purchase price of the finished product. It is a difficult matter to determine the actual production costs of any article when the materials entering into the fabrication of that article are bought in little bits—bits of raw material, bits of labor, bits of rent, bits of light, heat and power, and bits of a hundred and one other items. In fact no 2 factories will produce the same article at the same cost for no 2 factories are identical in their equipment, either managerial or mechanical. Because of the greatly varied factors that enter into the fabrication of any product, selling value, in reality, has no definite or exact relation to the cost of the goods. Profit, without which there can be no successful business, is an absolute essential.

"The manufacturer who cuts his price to meet or beat competition injures far more than merely himself and his particular business. In addition to cutting his own commercial throat he affects every other manufacturer making a similar product, for they too, in the face of such price competition, must of necessity either take something out of their quality or out of their manufacturing costs if they are to maintain their volume of business and their average profits.

"The only sound and ethical way of cutting the price of any product is to reduce the cost of manufacture and leave the margin of profit untouched. By this means only is it possible to maintain successful business."

—Support Your Trade Association—

### Honor Weevil Expert

Dr. Royal Norton Chapman, head of the department of entomology at the University of Minnesota and well known authority on wheat and flour weevils, has been honored by appointment as a "Memorial Fellow" under the Guggenheim Foundation. Dr. Chapman has gained national reputation through his investigation of insects which infest milling products, stored cereals and other foods.

The John Simon Guggenheim \$3,000,000 Foundation was established last

year by former United States Senator Simon Guggenheim and his wife of Colorado, to help scholars and artists carry on work abroad. It was established as a memorial to their son. This year 37 fellows from 18 states were appointed by the directors of the foundation.

Dr. Chapman has been assigned to make an investigation of the destruc-



tive pests which have come under his observation, and to the problem of the relation of the abundance of insects, particularly destructive insects, to changing environmental conditions. He will conduct his studies chiefly in laboratories in France, Italy and England.

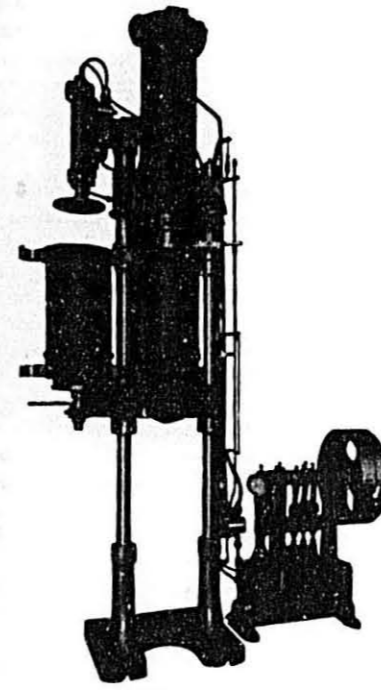
—Bring Wife and the Kiddies—

### Manufacturing in 1926

With a potential maximum production estimated at \$90,000,000,000, American industries are expected in 1926 to have an output of probably \$75,000,000,000, according to official Washington statistics. In 1921 the maximum potential output from American factories was \$57,000,000,000 and the actual production \$42,000,000,000. Department of Commerce officials now estimate the production of manufacturers at over 75% of capacity.

Other government economists are fearing a decline in business volume late in the fall following the high point of activity this spring. Mentioned as factors are possible decrease of agricultural purchasing power on account of expected lower prices for feed grains and cotton and a possible slump in building, suggested by a tremendous increase in newspaper advertising of houses and offices for rent in some cities where building programs are even heavier than last year. There has been a recent falling off in commodity prices, notably in silk, which led the 1921 decline.

# DE FRANCISCI



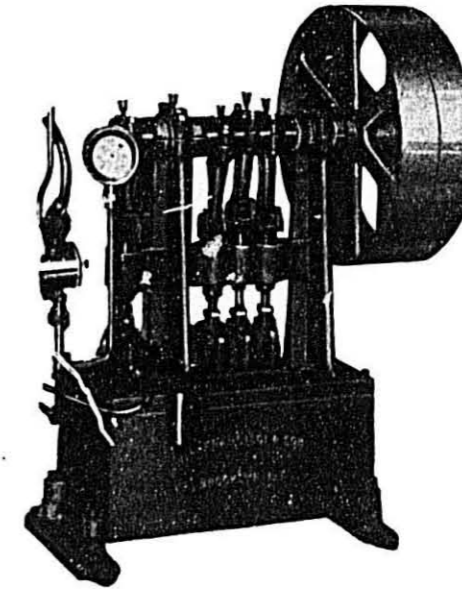
PRESS STYLE "E"  
STATIONARY DIE TYPE

Hydraulic  
Presses

Kneaders

Mixers

Die  
Cleaner  
Machine



FOUR STAGE PLUNGER PUMP

The illustration on the left shows our latest style of Stationary Die Vertical Press which has been installed in many Macaroni Manufacturing Plants and given excellent results.

We wish to describe this machine in detail and to point out all its advantages over other Presses of the same type now in the market. We begin with the Pump in this issue (see illustration on the right).

The PUMPS are built on top of the reservoir for the oil which is the hydraulic medium.

A three-stage-plunger-pump supplies the principal piston, whereas a one-stage-plunger-pump operates the dough-packing piston. The crank shaft is machined from a solid piece of high-grade-carbon-steel, and is equipped with both fast and loose pulleys for the belt drive or with a gear for the direct motor drive. All the plungers are made of tool steel hardened and ground to fit. The body is bronze. The pressure is indicated by a dial gauge.

Our Pumps work smoothly and require only 3 H.P. when operating at the highest pressure which are never reached to manufacture the usual products. We wish to particularly call attention to the great advantage our Pumps have over the two-stage type, in that our Pumps supply an almost continuous pressure, thus avoiding destructive vibration which shortens the life of machinery.

Moreover by assuring a continuous and uniform pressure on the principal piston, its travel is steady and uniform, forcing the paste through the die at a constant velocity, thus insuring a good and uniform quality of the product.

Another characteristic of our Pumps is that they are absolutely noiseless. We have examined several machines which have been in operation five years and find that they are as quiet as the new machines which we are selling today.

## I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.

## Tribute to Trade Associations

Leaders of industries in Europe after studying American business have practically agreed that one of the principal causes for our success in this country is "the habit of meeting together frequently and exchanging experiences, a matter in which American leading business men are more ready to take an active part, in trade association work, even at personal sacrifices, than are the more suspicious Europeans."

To this very general tribute, O. H. Cheney, vice president of the American Exchange-Pacific National bank of New York city, adds that a business man's credit standing will depend very much on his affiliation with his trade association. We quote—

"The time is not far away when a business man's membership in trade associations will be an important factor in his banker's judgment of his credit rating. It will be that for 3 reasons:

- 1—Trade association membership is a measure of character, because it shows the member's ability to get along well with others.
- 2—Trade association membership is a measure of intelligence of the member's business methods, because he is trying to eliminate competitive waste and to use co-operation as an economical promotion weapon.
- 3—Trade association membership is a measure of the soundness of the industry, because it is doing something for the stability, efficiency and economy of production and distribution.

"That is why, as a banker, I believe that the need of the nations is better, stronger, more active, more intelligent, more public spirited trade associations. Only through them can there be better business men and better business."

These opinions of students of business conditions should appeal to those members of the macaroni industry who have not recognized their duty to themselves and to their industry to cooperate with competitors in improving the whole business structure of manufacture and distribution insofar as it affects our products.

We have a trade organization that has been functioning as thoroughly as its limited support enables it, but in

order to create among macaroni manufacturers Banker Cheney's idea of a **BETTER, STRONGER, MORE ACTIVE, MORE INTELLIGENT and MORE PUBLIC SPIRITED MACARONI TRADE ASSOCIATION** it will be necessary for some who have been negligent to become more interested and for others who have held aloof to come in "on the level" with their competitors and help establish the kind of organization that our industry should have and which will redound to the benefit of us all.

To this end manufacturers are invited to overlook the causes of their uninterestedness, submerge selfishness, and to promote even at some personal sacrifice the welfare of their trade organization by joining and supporting its activities. Let's try to accomplish this before the midsummer meeting of the industry where the "hatchet should be buried" and the "flag of better co-operation be unfurled."

—Answer "Present" at Convention—

### PACKAGE ECONOMY

*Values in Use of Machine Made Food Cartons—Time Savers, Sanitary, Sure Weights—Packers Made to Order.*

A glance at the shelves in many retail establishments, especially those handling goods in bulk, like grocers, for instance, will show the great predominance of cartons and similar packages.

Nowadays if a customer asks for a pound of this or half a pound of that, instead of stopping to weigh it, the salesman simply reaches the package down from the shelf, a saving in time which the employe, the owner and the customer alike appreciate, says the Exporters and Importers Journal in a recent article showing how successfully American package goods have sold in foreign countries, and urging a more general installation of packaging machines in plants manufacturing for export.

The first departure in this direction was the ready-filled paper bag but this did not prove satisfactory; the modern package or carton is a much more cleanly, a handier and more economical idea and it is put up entirely by machinery, uniform weight, cleanliness, economy

absence of waste and a much more attractive package being insured. A machine fills and seals the cartons; 2 girls, one operating the machine and the other removing the sealed packages, handling up to 1800 per hour.

With such an equipment there can be no dispute as to weight, each carton receiving exactly the stipulated quantity, without possibility of underweight and without the risk of overweight, which if constantly occurring, even if only in small amounts, causes a considerable reduction in the merchant's profits.

There is not only the economy and convenience obtained by the saving in material, time and space, but in shipping the finished product there is likewise a saving. It is known exactly how much space a certain number of packages will occupy and the cases are made of the required size.

By a system of standardizing the cartons, their cost may be materially reduced, while some concerns use machines that make and label the carton as well as filling and closing it.

The macaroni industry is fortunate in having 4 successful firms which make a specialty of machines of this description, namely the National Packaging Machinery company of Boston, Mass., the Peters Machinery company of Chicago, Ill., the Johnson Automatic Sealer Co. of Battle Creek, Mich., and Stokes & Smith of Philadelphia, Pa.

While they will design and construct machines to meet the requirements of any business desiring to handle packaged goods in place of the old time wasteful, hand packing methods, these firms have made a thorough study of the needs of the macaroni industry and offer to those who are interested, their ability and invaluable experience.

Machines may be purchased to handle the entire process of forming, filling, weighing, closing and wrapping or such portions of these processes as each manufacturer desires to use. In short, machines are obtainable to meet individual requirements.

To the manufacturer selling a loose product for retail and desiring to change to packages, such an equipment would mean not only a saving in time and material but the marketing of his product in a convenient and distinctive package that will familiarize the buying public with its appearance and thereby encourage its sale.

The firms recommended invite correspondence.

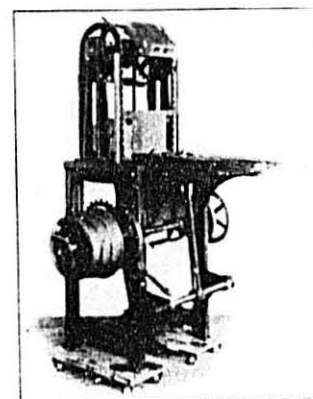
## PETERS MACHINERY COMPANY



When you think of packaging you think of Peters.

With the simplest mechanism and the most economical materials we have evolved a package which has become as familiar to the housewife as the kitchen stove.

The Peters Package has every protective quality combined with attractiveness of design.



Our Engineering Department is eager to give you specific information regarding YOUR particular packaging problems and our catalogue will be mailed upon request.

## PETERS MACHINERY COMPANY

4700 Ravenswood Avenue  
CHICAGO, ILLINOIS

## Palatable Macaroni Dishes

By Mary Mason Wright

Macaroni or spaghetti is a food that makes excellent substitutes for meat dishes, and are especially nice to serve during the hot summer months. They have another advantage in the fact that they can always be on our shelves, since they may be kept for a long time without spoiling and are quite inexpensive. Leftover meats may be combined with them so as to make palatable and delicious dishes and no one will even suspect that you are trying to be economical and work up leftovers.

One secret in cooking macaroni and spaghetti is fast boiling in slightly salted water. Have the water boiling when the macaroni or spaghetti is put in and keep boiling constantly for 15 or 20 minutes or until tender. Then pour into a colander, and drain. This boiled macaroni or spaghetti can then be combined with cheese, eggs, meats, fish, and vegetables in hundreds of ways a few of which are given here.

**Macaroni with Chicken**

1 pint boiled macaroni.  
1 cupful chicken stock.  
Salt and pepper.  
1 pint cooked chicken.  
½ cupful cream.  
Buttered bread crumbs.

Butter a bake dish and place in the bottom half of the macaroni that has been boiled in slightly salted water until tender; add a cupful of chicken and repeat. Pour over the stock and cream that has been well seasoned. Cover with buttered bread crumbs and bake about 30 minutes or until nice brown on top. Nice served with parsley or olive sauce.

**Macaroni Souffle**

1 pint boiled macaroni.  
1 cupful milk.  
2 tablespoonfuls flour.  
2 tablespoonfuls butter.  
3 eggs.  
½ cupful cheese.  
Salt and paprika.

Cut the boiled macaroni up into small bits, unless you have originally used the short cut macaroni. Make a cream sauce with the butter, flour and milk, when smooth and thick season with salt and about a half teaspoonful of paprika or pepper. Add grated cheese and stir till melted. When partly cool add the beaten yolks of the eggs, and the macaroni stirring them thoroughly together; then carefully fold in the stiffly beaten whites of the eggs. Put the mixture into well greased ramekins or a pan. Set in a

pan half filled with boiling water and bake in a moderate oven for about 15 minutes, or until well puffed up and firm to the touch.

**Savory Spaghetti**

½ pound spaghetti.  
1 cupful stock or water.  
¼ teaspoonful pepper.  
1 tablespoonful butter.  
Cream cheese.  
1 pint tomatoes.  
2 onions.  
1 teaspoonful salt.  
1 tablespoonful flour.  
Buttered bread crumbs.

Place the tomatoes over the fire and add the onions chopped fine, and if liked a few cloves or a bit of bay leaf may be added. Simmer slowly for a few minutes. Blend flour and butter together and stir in the stock or water. Add tomatoes and stir all thoroughly together. Season with salt and pepper. Boil spaghetti in slightly salted water until tender, remove and drain. Put a layer of spaghetti in a bake dish, cover liberally with the sauce and repeat. Sprinkle over the top with grated cheese and cover with buttered bread crumbs. Bake in the oven until a nice brown on top.

**Spaghetti with Beef**

Boiled spaghetti.  
2 tablespoonfuls butter.  
1 tablespoonful flour.  
Salt and pepper.  
1 cupful cooked beef.  
1 cupful stock.  
2 hard boiled eggs.  
Tomato sauce.

Make a cream of the butter, flour and the stock or milk and season with salt and pepper to taste. Add chopped beef and hard boiled egg chopped. Line a dish with the boiled spaghetti, fill in the center with beef mixture, cover with more spaghetti and buttered bread crumbs on top of all. Bake in oven till brown on top. Serve with tomato sauce.

**Macaroni with Bacon and Onions**

Boil macaroni in slightly salted water until tender and drain. Place in a frying pan several slices of bacon and fry until quite crisp; then remove the bacon and add 2 or 3 onions chopped fine and fry until a nice brown. Chop the bacon into small bits and add. Pour in a half cupful of soup stock or milk and stir in the macaroni. Stir all until thoroughly mixed with bacon and onions. Cook quickly till a nice brown and serve with tomato sauce if liked.

**Macaroni Vegetable**

1 pint soup stock.  
Grated cheese.  
½ pound macaroni.  
Salt and pepper.

Place stock in stew pan over the

fire and add macaroni. Boil 15 minutes or until tender and stock is all absorbed. Place on a platter, grate over some cheese. Garnish with parsley. Can be served with tomato sauce or nice served with meat plain.

—Join! Cooperate! Boost!—

**Fight Italians With Macaroni**

Macaroni was used as one of the weapons in the fight that arose in southern Tyrol when the German minority in that section of Europe rebelled against the Italian authorities. The old adage, "fight fire with fire," was suggested as a method of safeguarding the rights of the objectors.

"Fight the Italians with Macaroni," forms the basis of action that the Pan-German Union urged the Austrians to adopt in keeping with its policy of resistance. The public was exhorted to use "no Italian products" as long as the Fascisti "continue to deprive the southern Tyrolians of their natural rights, such as speaking German in public and in their churches and schools." They demanded that merchants refuse to import anything from Italy and urged the public to make every merchant prove that the goods are not of Italian origin before purchasing.

This attempt at boycotting Italian products was met by more drastic laws on the part of the Mussolini regime. Premier Mussolini has publicly announced that he will tolerate no outside interference with the Italian government rule in Tyrol which is now Italian territory.

The trouble between the Pan-German of Tyrol and the Italian government caused the governments of Europe considerable worry and the German nation felt it necessary to deny any connection with the movement of its former subjects to resist the authority of the new owners of the land. Mussolini's firm stand discouraged the leaders and the peace threatening opposition has subsided.

—Answer "Present" at Convention—

**Made in China Long Ago**

By stating that spaghetti is not Italian you can easily see how international complications may arise. But the truth is out. Spaghetti was first made centuries ago in China. It is claimed, though, that the Japanese made their own spaghetti from rice instead of wheat even before the Chinese started making theirs.

Italian spaghetti is a copy of the Chinese variety. Somehow or other people in northern Europe forgot en-

tirely how to make spaghetti for a while. Until the 15th century the Italians were the only spaghetti makers. About this time the French remembered how and since then spaghetti has spread, figuratively, from Nome to Timbuctoo.

—Support Your Trade Association—

**Wholesale Grocer Red Book**

The 1926 edition of the Red Book—32nd annual of the Orrin Thacker directory of wholesale grocers, United States and Canada, semi-jobbers and chain grocery stores—is now ready for

distribution. It is a compact booklet that is exceptionally accurate in its listings and compilations.

Of a size to fit any man's coat pocket, the book is the most remarkable to contain the listing of 5183 strictly wholesale jobbers; 836 semi-jobbers (both wholesale and retail); 317 chain grocery store operators (including information as to the number of stores each controls); population of states and cities; designation of counties; street addresses in the larger cities; code key indicating the size of the concerns (not credit ratings), and cross reference for

branch houses, showing headquarters.

It is a fine guide to advertised commodities. Sales and advertising managers, salesmen themselves, and all others desiring to reach either in person or by mail this class of business concerns will find the Red Book exceedingly useful. The cost is only \$2.50 postpaid.

Macaroni manufacturing firms desiring to order this booklet may do so by addressing the National Macaroni Manufacturers Association, P. O. Drawer No. 1, Braidwood, Ill. Deliveries will be made about June 1.

NO. 2 SEMOLINA

STANDARD

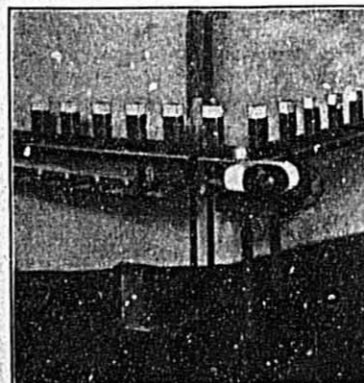
NO. 3 SEMOLINA

*Pure Durum Semolina*  
*Quality - Service - Satisfaction*

*King Midas*

WRITE OR WIRE FOR SAMPLES OR PRICES

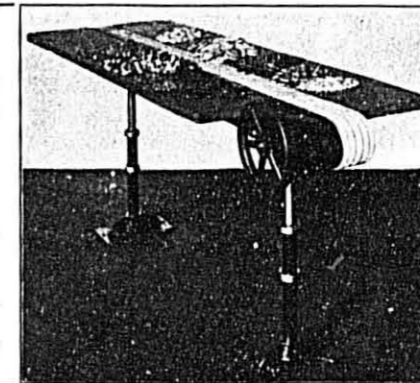
**KING MIDAS MILL CO.**  
**MINNEAPOLIS, MINN.**



**CONVEYING**  
or **WEIGHING**  
**SEALING or WRAPPING**

*"The National Way*  
*is the rational way"*  
to save labor and materials

**NATIONAL PACKAGING**  
**MACHINERY COMPANY**  
170 Green St., Jamaica Plain,  
BOSTON, MASS.



### Patents and Trade Marks

#### APPLIED

##### Forest Park

A brand name for alimentary pastes and other grocery products manufactured for the Downing-Taylor company of Springfield, Mass. Application filed Sept. 8, 1924, published April 6, 1926. The owner claims use since Jan. 10, 1895. The trade mark consists of the name in heavy type.

##### Mun Hing

A brand name for noodles manufactured by Wong-Hing doing business as Mun Hing, Mun Hing Noodle Factory and Mun Hing Chow Mein and Noodle Factory of Minneapolis, Minn. Application filed Feb. 19, 1925, published April 13, 1926. The owner claims use since on or about March 1, 1921. The trade mark consists of the name in heavy type.

##### Nabob

A brand name for macaroni and other grocery products manufactured for Francis H. Leggett & Co., New York city. Application filed Aug. 26, 1925, published April 13, 1926. The owners claim use on macaroni products since May 20, 1905. The trade mark consists of the name in heavy type.

##### American Lady

The brand name for macaroni, spaghetti and noodles manufactured for the Hass-Lieber Grocery company of St. Louis, Mo. Application filed Nov. 12, 1923, published April 20, 1926. The owners claim use on macaroni, spaghetti and noodles since June 1, 1904. The trade mark consists of the name in heavy type.

##### Red Cross

The trade mark for all varieties of alimentary paste goods manufactured by the John B. Canepa company of Chicago, Ill. Application filed April 15, 1925, published April 27, 1926. The firm claims use since April 1872. The trade mark consists of a cross with the upright and arms of equal length.

##### Monopole

A brand name for macaroni manufactured for Wadhams & Kerr Brothers of Portland, Ore. Application filed Oct. 30, 1925, published April 27, 1926. The owner claims use since Oct. 1, 1898. The trade mark consists of a cross with the upright and arms of the same length.

##### Groub's Belle

The brand name for alimentary pastes and other grocery products manufactured for the John C. Groub com-

pany of Seymour, Connerville and Mitchell, Ind. Application filed Feb. 26, 1926, published April 27, 1926. Owners claim use since Oct. 1, 1898. The trade mark consists of the name in heavy type.

#### REGISTERED

##### Golden Gate

The trade mark used on the alimentary paste products manufactured for the Golden Gate Macaroni and Paste Factory of San Francisco, Cal. Application filed Nov. 21, 1925, published Jan. 19, 1926 (in the Macaroni Journal Feb. 15, 1926), duly registered April 13, 1926. The trade mark consists of the name in heavy type.

##### Aida

The trade mark used by G. Rossano & Brothers of New York on Macaroni and canned tomatoes. Application filed Oct. 23, 1925, published Jan. 26, 1926 (in the Macaroni Journal Feb. 15, 1926), duly registered April 13, 1926. The trade mark consists of the trade name "Aida" printed in heavy type over an oval depicting a beautiful Italian maiden, holding on her lap an ancient waterpot and carrying over her shoulder a palm leaf fan.

##### Rosinella

The brand mark used on macaroni and oil by F. Filippini & Co. of Passaic, N. J. Filed Dec. 15, 1925, published Feb. 9, 1926 (in the Macaroni Journal Feb. 15, 1926), duly registered April 27, 1926. The trade mark consists of the trade name "Rosinella" printed over the figure of a beautiful lady attired in the fancy Italian costume and carrying in her uplifted right hand a package of the product.

—Join! Cooperate! Boost!—



#### MEET OLD FRIENDS

"Hello, old top! How's business?" Are you to be one of the many to give or receive that greeting at the annual gathering of your trade in Chicago on June 8, 9 or 10?

This greeting will bring a smile to your friends and to others who would be your friends if you would let them. After all business is built on friendships. Be even more friendly than you

are accustomed to be. It won't harm you.

Picture yourself as one of these who are apparently "glad they are there" and arrange now for your reservations at the Edgewater Beach hotel during the convention week.

If you can keep old friends and make new ones, you are progressing wonderfully indeed, you're LIVING. Try it by meeting old "cronies" and cultivating new ones in Chicago convention on June 8-10, 1926.

—Support Your Trade Association—

#### Bus Service to Convention

The Edgewater Beach hotel, the scene of the 1926 National convention, 5 miles north of the Chicago loop on Lake Michigan, reached by surface or elevated cars, or by special motor buses that serve the hotel patrons. Buses leave Marshall Field & Co. retail store Washington street entrance, as follows: Morning 8:15, 8:45, 9:20, 9:50, 10:35, 11:05, 11:50; afternoon, 1:00, 2:05, 3:35, 4:05, 4:40, 5:20, 5:45. At 6:35, 8:05, 11:15 p. m. the buses leave the Randolph street entrance of Sherman hotel.

—Answer "Present" at Convention—

#### The California View

Macaroni, spaghetti and noodles are popular foods in California according to the newspapers of that state which have printed freely the following:

Perhaps no state in the union consumes so much "paste" goods as are made and used in California. The Italians, and many other Europeans, are fond of this kind of food and all kinds on sale in local stores. A partial list of the different varieties is as follows: Spaghetti, vermicelli, tagliarini, sagnette, regatoni, pastina, orecchi, alfabeti, macaroni, and ravioli. There are a hundred or more additional kinds, and many varieties of each kind. These goods are made in factories, and the manufacture is an interesting process to watch.

Heretofore a coloring matter has been used in the manufacture of "pastes" but a new government order forbids this, so that the manufacture of all the above articles of food, and the hundred or so other kinds we did not mention, will require more eggs to give them the proper coloring. It is estimated the extra consumption of eggs for this purpose will amount to 18,000 dozen per day, or a total of 6,570,000 dozen per year. But California's hens will be equal to the emergency.

—Bring Wife and the Kiddies—

There is no redress for a man with but one suit of clothes.

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

Let us be your "Package Counselors."

CONSULT OUR  
TRADE MARK BUREAU.

No new brand should be adopted without a thorough investigation of its availability. The complete history of 829,200 brand names is on file in our trade mark bureau. We search titles and help safeguard against infringement. Write us for particulars. The service is free.

**The United States Printing & Lithograph Co.**  
Color Printing Headquarters

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



## Grain, Trade and Food Notes

### Snubbed for Spaghetti

A survey of the New York markets by newspapers of that city finds that even the Irish cops are snubbing their favorite potato because it is so "up-pish" in price. Potatoes—at 2 pounds for a quarter—cost more than they ever have before in all spud history, except for a short period in 1920. Most vegetables have also gone skyrocketing so that an ordinary vegetable dinner is now estimated to cost at least 50% more than it did last spring. Spaghetti and macaroni are now replacing potatoes in homes where potato was king for many years. The potato scarcity has been a boom to the macaroni manufacturing industry, leaders of which hope through this fortunate circumstance to establish a permanent appetite for their products as a change from potatoes even when the latter are dirt cheap.

### Meat Statistics

The American people are continuing to live up to their reputation as the greatest consumers of meat in the world. Official statistics for 1925 revealed the fact that there was a sharp increase in the consumption of beef, veal, lamb and mutton over the previous year.

Do you realize that during 1925 you consumed a total of 154.3 lbs. of various meat products or nearly one half a lb. per day? That was the average consumption and exceeded by nearly 4 lbs. the average per capita consumption for the entire period since our government instituted meat inspection in 1907.

There was a sharp decline in pork consumption due to the shortage of hogs that prevailed last year. Beef continues to be the favorite meat for Americans, our per capita consumption equaling 63.1 lbs., the largest consumption since 1912, if the year 1918 is eliminated. The increase over 1924 is about one half a lb.

Veal was more of a favorite last year, setting a new high record with 8.8 lbs. This is the highest consumption record within the last 18 years. The lamb and mutton consumption totaled about 5.3 lbs., a slight decrease of that of previous years.

The statistics do not reveal what proportion of the various meats was fresh or smoked, nor disclose how the definite

figures were arrived at with reference to the various kinds of meats used in ground form, such as hamburger and sausage.

### "Hurrah for Betty!"

The durum department of the Washburn Crosby company, of which A. L. Ruland is manager, is rightfully proud of the results attained through the broadcasting work by Miss Betty Crocker during the winter months. This well known specialist in foods declares "My macaroni recipes are the most popular ones everywhere." In proof of this statement letters from almost every state in the union are quoted in an attractive circular issued from that office on April 15.

Several times weekly Miss Betty Crocker has made macaroni and spaghetti the subjects of her talks over the radio through a chain of a dozen stations reaching from the Atlantic seaboard to the Rocky mountains. Mr. Ruland has been enthusiastic from the beginning as to the possibility of Betty Crocker's work over the radio, through her various recipe services and her general contact with thousands of unseen women. Housewives have been educated to more truly appreciate the nutrition, economy and delicious appeal to the appetite possible in macaroni and spaghetti dishes.

Receipt of the many letters of approval of her work and recipes indicates the wonderful possibilities for increased macaroni consumption if proper means are taken for its development by those who are most directly concerned.

A special program for Betty Crocker talks over 12 stations at 10:45 a. m. on Mondays, Wednesdays and Fridays, has been issued and thousands of housewives will tune in regularly, and eagerly imbibe the valuable information furnished them through this wonderful medium.

### Punjab Wheat Crop

The first estimate of wheat production in the Punjab section of India for 1925-26 is given as 108,209,000 bus., according to cable from the International Institute.

This estimate is 1% below the 109,275,000 bus. harvested in the Punjab last year when the wheat crop for all of India was below average and 26.7% below the good 1923-24 crop of 147,-

671,000 bus. The yield indicated by this estimate is 10.4 bus. to the acre compared with 10.0 bus. last year when the yield per acre for all India was 10.6 bus. For the year 1923-24 the yield in Punjab was 13.4 and for all India 11.6. The latest estimate of wheat acreage for all India is 29,711,000 acres compared with 31,773,000 acres as finally estimated for last year.

The Punjab is the most important wheat area of India. As has been previously reported, the low yield in this area last season was the largest factor in the 40,000,000 bus. reduction in the total Indian wheat crop for 1925 as compared with the 1924 harvest.

### None for Export This Year ..

India will have practically no wheat for export this year, says the Department of Agriculture, based on a forecast by the Indian department of a crop of 320,208,000 bus., compared with 324,651,000 bus. last year, and the 1919-23 average of 329,571,000 bus. Normal consumption of wheat in India is reported by the department at 330,000,000 bus. The third estimate of the India wheat area is 29,899,000 acres, a decrease of 5.9% from last year's final estimate of 31,773,000 acres.

### More Chilean Wheat This Year

Wheat production in Chile is placed at 27,587,000 bus. or 3,000,000 bus. more than last year's crop, according to a cable received by the Department of Agriculture from the International Institute of Agriculture at Rome. The crop this year will permit about 5,000,000 bus. to be exported, the department says.

### Argentine 1925-26 Crop

The third estimate of Argentine wheat production for 1925-26 places the crop at 191,139,000 bus. according to a cable from the International Institute. This estimate shows a decrease of more than 14,000,000 bus. from the second estimate made in December, but is practically identical with the last estimate for last year.

—Join! Cooperate! Boost!—

### HAD HIS DOUBTS

Willie: Hello! Why are you standin' here in front of the office you got fired from last week? Waitin' to get taken back!

Jimmie: Not much! I just wanted to see if they was still in business.

MALDARI'S INSUPERABLE MACARONI BRONZE DIES  
with removable pins

Quality

Trade Mark  
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Workmanship

Service

Satisfaction

F. MALDARI & BROS., Inc., 127-31 Baxter St.,  
NEW YORK CITY  
SEND FOR CATALOGUE

Established 1903

Pure Amber Durum

# SEMOLINA

STRONG and UNIFORM  
FOR QUALITY TRADE

CROOKSTON MILLING CO.  
CROOKSTON, MINN.

"Crookston Means -- First Quality"

## Notes of the Macaroni Industry

### Price Maintenance

California grocers are among the leading advocates of the maintenance of a minimum resale price basis. Many of the manufacturers who do business in that section have been led to guarantee the resale value of their goods. Macaroni would enter this class if the article which appeared in the April 23 issue of the Retail Grocers Advocate of San Francisco is based on facts.

### Good News, If True

"We understand that Foulds macaroni is to be sold on a minimum resale price basis—2 packages for 25c. We have not yet been able to verify this and will make a more definite announcement later.

"If it is put on a maintained price basis, every individual retailer in California should show appreciation by boosting the sale."

### New Plant at Dunkirk

The Dunkirk Macaroni & Supply Co., which has enjoyed a long and successful career in Dunkirk, N. Y., has found it necessary to enter more commodious quarters. According to the Dunkirk Observer of April 17, this firm is now established in a fully equipped plant at East Front st. and Park av. This firm's success has been due to the good management of Fred C. Henning who, with his sons and other able assistants, has long controlled the company.

### Good Business in Cumberland

The people of Cumberland, Md., are truly proud of the progress which the Cumberland Macaroni company of that city is making. Last month a delegation of the leading people was guest of the firm and a thorough inspection of the plant and the mode of manufacture was made.

The Cumberland Macaroni company plant is at 37 Thomas st., and is one of the city's most flourishing industries. It was established 10 years ago and now occupies a 3 story building, employing 35 to 50 persons. An adjoining lot has been purchased on which will be erected a building to provide additional space for drying storage.

The plant is modern in every respect and the machinery is electrically driven. The drying or curing process is one which has received the keenest attention of the owners. There are 22 drying rooms for the finer forms or shapes, 3 patent drying rooms for

short cuts and 1 preliminary drying room for long goods. The firm's leading brand is known as "Kook-Rite." M. J. Clemente is salesmanager and Ralph Nevy is general manager of this successful firm.

### Support Cooking School

The Domino Macaroni company of Springfield, Mo., was one of the strong supporters of the Springfield-Leader Washburn Crosby cooking school last month in that city. It was directed by Mrs. Marjorie Child Evans who had previously supervised a similar school in that city a year ago. All records of attendance were broken during the 4 days during which the school was in session.

Macaroni and spaghetti were given a place of prominence in one complete program wherein this expert explained how easily and satisfactorily these products may be prepared for "luncheon for the unexpected guests."

The macaroni firm cooperated by supplying the macaroni and spaghetti used in the demonstration work in which Mrs. Evans was ably assisted by the senior students in the home economics department of Drury college and the State Teachers college of that city.

### How Spaghetti Grows

Canned spaghetti is receiving the attention of the press of the country through a release from one of the leading canning concerns of the country. This story is well illustrated, showing spaghetti in the making. It is a good food propaganda.

When we open a can of spaghetti, all cooked and tastily blended with tomato sauce and cheese, we give little thought to its origin. It is as much a matter of course to us as if it grew in the garden. Yet the fact is spaghetti and its big brother macaroni are manufactured articles, made from a paste created out of the meal or "semolina" that comes from crushing very hard, glutinous wheat—in this country known as durum or macaroni wheat.

The semolina is moistened with a very small quantity of boiling water and is then mixed by machinery until smooth and "tough." A powerful kneading machine works up the dough until ready to go into the cylinder of a press, where revolving screws with tremendous pressure force it through

small holes in a perforated plate at the bottom of the cylinder. This is called the "trafila," and its form fixes the character of the product. The hollow form of macaroni is given by a steel pin in the holes. Smaller holes without pins produce the solid spaghetti.

Spaghetti and macaroni, cut off at the proper lengths, are looped over frames to dry. In the best conducted factories in this country, the heated drying rooms are supplied with washed, filtered and continually changing air. In Italy the drying is done out doors.

At the cannery the spaghetti is thoroughly cooked in steam retorts, blended with cheese and tomato sauce, and automatically sealed in air tight cans. It needs only reheating to be ready for the table. This dish of Italian origin adds variety to the menu.

### K-O-I-L

Twice a week there is some broadcasting of fine macaroni propaganda through KOIL at Council Bluffs, Iowa. Programs which go on the air from 6:30 to 7:00 o'clock every Monday and Thursday night are sponsored by the Skinner Manufacturing company of Omaha, Neb.

The program consists of some fine orchestra music, but between numbers officials of that company interpose short but telling points on the value of macaroni products as a food for old and young, sick and healthy. Incidentally mention is also made of Raisin-Bran, also distributed by the firm. The firm sends special recipes or cook books to housewives requesting them. As a result of these radio programs hundreds of these "Silent Spokesmen" have been sent to women in most of the central states.

Eugene Skinner of the sales department of the company believes his firm is profiting satisfactorily by this advertising through KOIL, which is a 500 watt station with a wave length of 278 meters.

### A New Member

Thomas Daniel is the name of the new member of the Sharp-Elliott Manufacturing company of El Paso, Texas. This fact was probably announced by D. C. MacIver, president and manager of that firm, when he told of the arrival of a son at his home on March 20, 1926. Mother and baby are doing fine and father is celebrating.

May 15, 1926

THE MACARONI JOURNAL

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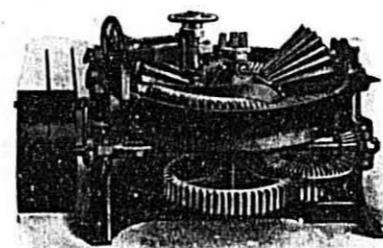
## OUR NEW BRAND



GIVE IT A TRIAL

Commander Mill Company  
Minneapolis, Minnesota

## D. & E. Kneaders



### To The Trade:-

We wish to announce that we are building a complete line of Presses (both screw and hydraulic) Kneaders, Mixers, etc., also that we can furnish any repairs to Walton machinery now in use.

Your inquiries are solicited and will be given careful and prompt attention.

Yours very truly,  
DIENELT & EISENHARDT, Inc.  
R. F. BOGGS, Sales Manager

DIENELT & EISENHARDT, Inc.

1304-18 N. Howard Street  
PHILADELPHIA, PA.

Established Over 50 Years

## Buhler Brothers'

for Quality

### The BUHLER PASTE GOODS PRESSES

are the result of careful studies  
and great experiences.

Every detail of the BUHLER  
PRESSES is manufactured with the  
old time  
Accuracy and Reliability.

All sizes of  
Buhler Presses  
can be used  
in connection with the  
Buhler Chassis Drying  
System

which is most efficient  
as it can be worked en-  
tirely automatically.

---Saving---  
Labor  
Time  
Money



For information and catalogues please ask

Th. H. Kappeler

Sole Distributor for Buhler Machinery  
NEW YORK OFFICE, 44 Whitehall St.

### Promote Wooden Box Use

The principal subject of discussion by the Box Manufacturers association at its annual meeting last month in Chicago was "sales promotion of the wooden box." Since the war the popularity of the solid fibre and corrugated paper containers has seriously injured the wooden box business and the manufacturers hope to regain lost ground by a well planned campaign.

J. H. Dunning of the J. H. Dunning corporation, New York city, is chairman of the trade promotion committee of the organization and has outlined the following promotion activities for the association and individual manufacturers:

- 1—Improve selling methods.
- 2—Make surveys of various industries to show the economies wood boxes would give.
- 3—Educate receivers of merchandise to note superior conditions of goods packed in wood and to specify "wood packing."
- 4—Educate the shippers as to the value of having their goods delivered to customers in 100% condition.

- 5—Educate carriers to study relative loss and damage caused through the use of wood and other containers and to make rates which put a premium on good packing.
  - 6—Develop lighter and cheaper boxes without sacrificing strength.
  - 7—Cooperate with the shipper in developing better methods of interior packing.
  - 8—Develop new uses for wood boxes.
- B. F. Masters, president of Rathbone, Hair & Ridgway company, Chicago,

#### IF

IF—

You obey the Ten Commandments,  
Do Business on the Square,  
Treat your employes humanely,  
Give salesman a cordial hearing,  
Subscribe for your trade paper,  
Cooperate with fellow business,  
Belong to your Trade Association.  
THEN, Mr. Macaroni Manufacturer you can truly and openly say in the language of a western poet:  
"We are doing derndest,  
Angels can do no more."

—Bring Wife and the Kiddies—

was chosen as chairman of the board of governors; T. J. Wilcox of Eau Claire, Wis., president, and Paul L. Grady of Chicago, secretary-treasurer of the National Association of Box Manufacturers, at the close of the convention.

—Answer "Present" at Convention—

#### Old and Reliable

The Cheraw Box Co., Inc., of Richmond, Va., enjoys a fine reputation among macaroni manufacturers in the eastern half of the country because of its specialization in macaroni box shooks. For 15 years this firm has supplied dependable containers for many millions of pounds of macaroni. Aside from box shooks the company is equipped to supply setup boxes from its factory in Richmond, Va. The shook factory is at Cheraw, S. C., while its sawmills are scattered through Florence county of that state. R. H. Johnson, manager of the company, is well known to the macaroni manufacturers whom he knows among his most consistent clients for shooks.

—Join! Cooperate! Boost!—

If your sales aren't growing there is something wrong with the market, the methods or the product.

### 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.



## The Proof of the Pudding

The final results are what count. Good ingredients, style, form and the best intentions all count for nothing when the finished product fails to fill the bill.

The careful business man counts his eggs after they are hatched—after they are delivered. He knows that his customers like well delivered goods better than salesman's promises.

And that is why the experienced shippers favor Anderson-Tully boxes. They stack up well in the final reckoning. Back of them is a thoroughly equipped plant that does the job from start to finish; thirty-five years of experience and satisfied customers.

If you do not know how well Anderson-Tully Macaroni Cases will fill the bill and solve your packing problems, it will pay you to drop us a line. You will find that they are cheapest in the long run. Let us quote you.

ANDERSON-TULLY CO.

Good Wood Boxes

Memphis

# NOODLES

If you want to make the best Noodles—you must use the best eggs.

We know your particular requirements and are now ready to serve you with—

### Special Noodle Whole Egg—

Dehydrated Whole Eggs—selected—  
Fresh Sweet Eggs—particularly bright color.

### Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely Soluble.

Samples on Request

**JOE LOWE CO. INC.**

"THE EGG HOUSE"  
New York

CHICAGO BOSTON LOS ANGELES TORONTO  
Warehouses  
Norfolk Atlanta Cincinnati Detroit Pittsburgh

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.



#### USE

Penza's Superior Bronze Macaroni  
Moulds with Perfected and Patented  
"Kleen-E-Z" Removable Pins.

#### SAVE

Power  
Waste of Dough  
Time in Cleaning  
Give Better Service

A trial will prove the superiority.

**Frederick Penza & Co.**  
783 Union St. Brooklyn, N. Y.

## The Macaroni Journal

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

A Publication to Advance the American Macaroni Industry.  
Published Monthly by the National Macaroni Manufacturers Association.  
Edited by the Secretary, P. O. Drawer No. 1, Braidwood, Ill.

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

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COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.  
THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.  
The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.  
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ADVERTISING RATES  
Display Advertising . . . Rates on Application  
Want Ads . . . . . Five Cents Per Word

Vol. VIII May 15, 1926 No. 1

### Questions and Answers

#### Semolina Egg Noodles

Can egg noodles bearing the label "Semolina Egg Noodles" contain ordinary flour beside semolina?

Reply: The firm which propounded the question is of the opinion that the article is misbranded, even though the per cent of ordinary flour contained in the product amounts to 30%.

That is the commonsense interpretation though it is difficult to prove the contention. Reason is the failure of the government to define just what constitutes semolina.

#### Fresh Egg Noodles

Would not this label mislead consumers to believe that the product is an egg noodle made out of strictly fresh eggs?

Reply: There are 2 interpretations possible. First—that noodles are freshly made and, second—that they are made of fresh eggs. If the manufacturer gives his brand either interpretation and manufactures his products accordingly, the goods could not be called misbranded.

—Bring Wife and the Kiddies—

#### Pictorial Maps of Chicago

As a preconvention publicity stunt there has been sent out from the headquarters of the National Macaroni Manufacturers association at Braidwood, Ill., several hundred pictorial maps of Chicago. These will serve as a dependable guide to those who will attend the

convention of that organization this year.

On one side is shown the downtown district with its most important streets, theaters and places of interest. On the opposite side is shown a panorama of the city, especially the shore of Lake Michigan on which is situated the convention hotel. There is the impression of a finger pointing to the Edgewater Beach hotel, and bearing the message "Annual Convention, National Macaroni Manufacturers Association, Edgewater Beach Hotel, Chicago, June 8, 9, 10, 1926."

The pictorial map is presented with the compliments of the association which cordially invites all manufacturers and allied tradesmen to join in the prime purpose of the convention which is—the promotion of understanding among manufacturers and allied tradesmen. "Just as this map can be your guide when in Chicago, the National Macaroni Manufacturers association can and will willingly be your guide in matters pertaining to the industry's welfare. Answer present when the convention roll is called in what promises to be the best, the biggest and the most important convention of our industry."

—Join! Cooperate! Boost!—

#### Flexible Tariff Hearing

The hearing held last month by the senate committee that is investigating the flexible provisions of the McCumber-Fordney tariff law now in operation brings out the suspected fact that the flexibility of the law was intended for one direction only—downward. That has been the impression gained by macaroni manufacturers who have sought to obtain a more adequate protection against foreign competition.

Tariff Commissioner Edward P. Costigan was the important witness that left that impression. The idea back of the desire of the late President Harding and members of the administration for the adoption of the existing flexible tariff provision was to provide a vehicle for the lowering of rates in that measure, believed sufficiently high to meet the upset postwar conditions.

Doubtless that was the impression which the sponsors for the law wished the public to obtain and the actions of the tariff commission justify that impression. A review of its decisions in the past 5 years shows that most revisions were downward, with few notable exceptions. Under the conditions thus divulged, macaroni manufacturers might well expect unfavorable action

on its appeal for an increased duty if the demand for a readjustment of rates was pushed at this time. If the McCumber-Fordney bill placed our rate sufficiently high to care for our interests, little relief can be expected from the flexible provisions of the present tariff.

—Answer "Present" at Convention—

Tramp—Pardon me, sir, but have you seen a policeman around here?

Polite Pedestrian—No, I am sorry to say I have not.

Tramp—Thank you. Now will you kindly hand over your watch and purse.

—Support Your Trade Association—

A good slogan: "Hats off to the past. Coats off to the future."

#### WANT ADVERTISEMENTS

Five cents per word each insertion.

EXPERIENCED ITALIAN FOREMAN seeks position in a well established macaroni plant. He has had 15 years experience in Italy and 5 years in America in macaroni manufacture and drying. References furnished to interested firms in any part of the country. No family. Write Giuseppe De Simone, 75 Wilson Av., Brooklyn, N. Y.

### SEMOLINA

For Sale.—Several Thousand Barrels fine Semolina. Special car-load price.

Wire or write—

Mound City Macaroni Co.  
St. Louis, Mo.

### BARGAIN

15 Macaroni Drying Trucks

Brand new; made of galvanized 1 1/2" heavy angle iron with 4 revolving steel ball-bearing casters. Will take three 23" hangings on 52" sticks. Size of trucks, 52" long, 34" wide, 78" high. Can be shipped set-up or K. D. Price \$12.00 each.

"A. S. K."—care of Macaroni Journal  
Braidwood, Illinois

### A. ROSSI & CO.

Macaroni Machinery Manufacturers

Macaroni Drying Machines  
That Fool The Weather

387 Broadway — San Francisco, Calif.

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in producing and marketing a useful Product in Cartons can be traced to two causes,—

Low Production Cost and Means of Protection

to preserve the Product from the Factory to the Consumer.

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PACKAGING MACHINERY

for Lining, Weighing, Filling, Sealing and Wrapping Cartons—not only offers the most ECONOMIC method of Packaging in Cartons, extremely LOW cost of maintenance and repairs but—the Lining and Wax Wrapping methods of protection guarantee the delivery of your Product to the Consumer in

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That will dry your macaroni perfectly

Stop all the waste—acidity—  
cracked and moulded goods

Save labor 75%

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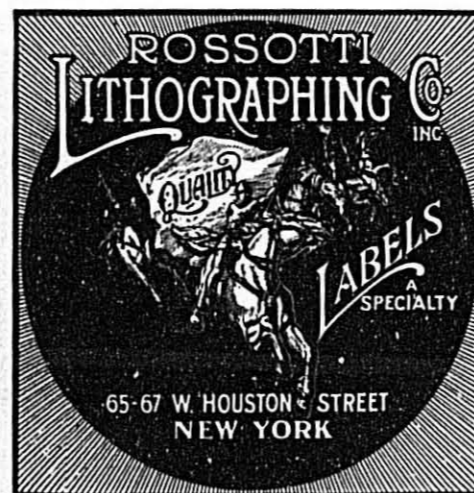
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HOBOKEN, N. J.

New York City District

Make money and better macaroni



<p><b>OUR PURPOSE:</b></p> <p>Educate Elevate</p> <p>Organize Harmonize</p>	<p><b>ASSOCIATION NEWS</b></p> <p><i>National Macaroni Manufacturers Association</i></p> <p><i>Local and Sectional Macaroni Clubs</i></p>	<p><b>OUR MOTTO:</b></p> <p>First— The Industry</p> <p>Then— The Manufacturer</p>			
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<p><b>ASSOCIATION COMMITTEES</b></p> <p>Committee on Cooperation with Durum Millers James T. Williams, The Creamette Co., Minneapolis, Minn.</p>					



A Friendly Conference

It is the wish, hope and purpose of President Henry Mueller and the other members of the Board of Directors that the 1926 Convention of our industry to be held in the Edgewater Beach hotel, Chicago, on June 8, 9 and 10, will be purely and simply, a "Friendly Conference of All Interests."

All arrangements have been made with this thought in mind. Come in a friendly spirit. You'll get a friendly treatment. Bring along other friends. Don't forget wife and the children.

**Salesmanship**

SELLING is your biggest problem. If you can get but one selling idea, you will be amply repaid for attending the trade convention of your industry. There is one sales talk that you cannot afford to miss. Hear Charles Henry Macintosh in "Making Buyers Say 'YES.'"

**Miniature Macaroni Exhibition**

No, it's not a dream! Macaroni making from the growing of durum wheat, its milling, manufacture into macaroni products, curing, use as a food for the healthy, the sick, adults or children, all in miniature is an exhibit that may be the main attraction at the convention this year. No definite decision as yet but plans are in the making. Attend the convention in Edgewater Beach hotel, June 8-9-10, and "get all that's coming to you."

**Dues**

The 1926 dues became due April 1. 50% of members paid theirs within the first 10 days. Others came across since. A few are still delinquent. Moral—Pay your Association Dues as cheerfully as you would expect a customer to pay for a carload of your products.

Books close May 31 for convention. May every account be "squared" before that date.

Get first hand information at the convention.

Join the CONVENTION CROWD,—June 8-10, 1926.



You and Yours

**MANUFACTURERS and ALLIED TRADESMEN!**

The Secretary bids you WELCOME to the 1926 Conference of the Macaroni and Noodle Industry to be held in the Edgewater Beach Hotel, Chicago, Ill., June 8, 9 and 10.

He WELCOMES you in the name of the National Macaroni Manufacturers Association and of the whole industry which that organization aims to profitably represent.

A cordial WELCOME awaits both members and non-members because the conference aims to aid the whole industry.

**MAKE THIS CONVENTION YOUR CONVENTION.**

**A "Talkfest"**

Believing that the "greatest good to the greatest number" will result through permitting macaroni and noodle manufacturers to discuss their problems informally, the convention committee has wisely arranged its program to include a period each day for "Shop Talk." Several timely topics are proposed but any matter of general interest made be included.

Here's your chance for "more talk" and "less oratory." Enter into this "Talkfest" spiritedly; don't attempt an address, but a simple and natural business discussion. Try out your ability at the Chicago convention next month.

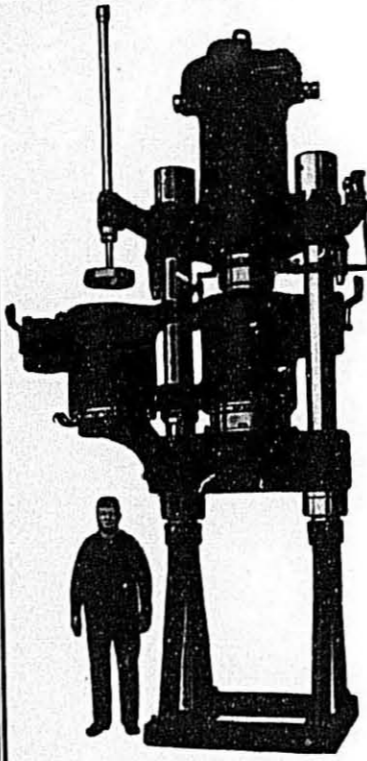
**Reservations**

The Edgewater Beach hotel is very popular in June. There will be terrific crowds there early that month if weather is favorable. Take no chances. Reserve your hotel rooms early, either by writing direct to the hotel or to the Association Secretary.

Get in your reservation! Don't be disappointed!

**Entertainment**


The entertainment program is not yet completed. However, it will be up to the standard of previous conventions. The banquet will be a "woopper." Look for something "very special" as the supply men will bear watching. Yes, the ladies will be shown a fine time! Bring them along like a good fellow.




**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.




**HYDRAULIC MACARONI MACHINERY**




2-2 1/2 bbl. Mixer  
Belt Driven.



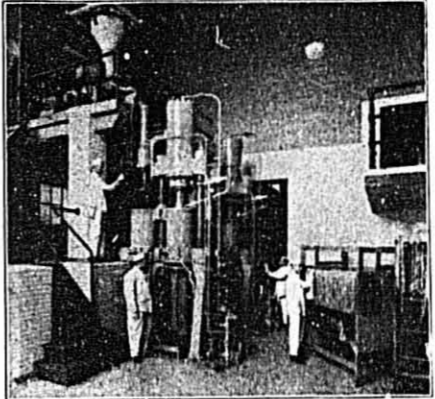
1 1/2 bbl. Mixer  
Hydraulically Tilted.




91-inch Kneader  
Capacity 2-3 bbls.



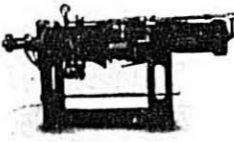
5-6 ft. Kneader  
Capacity 1 1/2 bbls.




Elmes Vertical Presses in Operation. Mixers and Kneaders on Balconies.



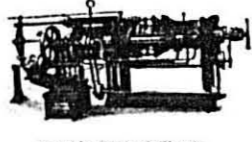
Inside Packed  
Vertical Press.



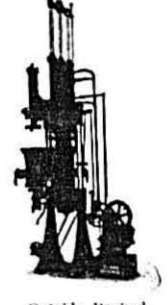
Inside Packed Short-cut  
Press for Accumulator System.



Die Washer.



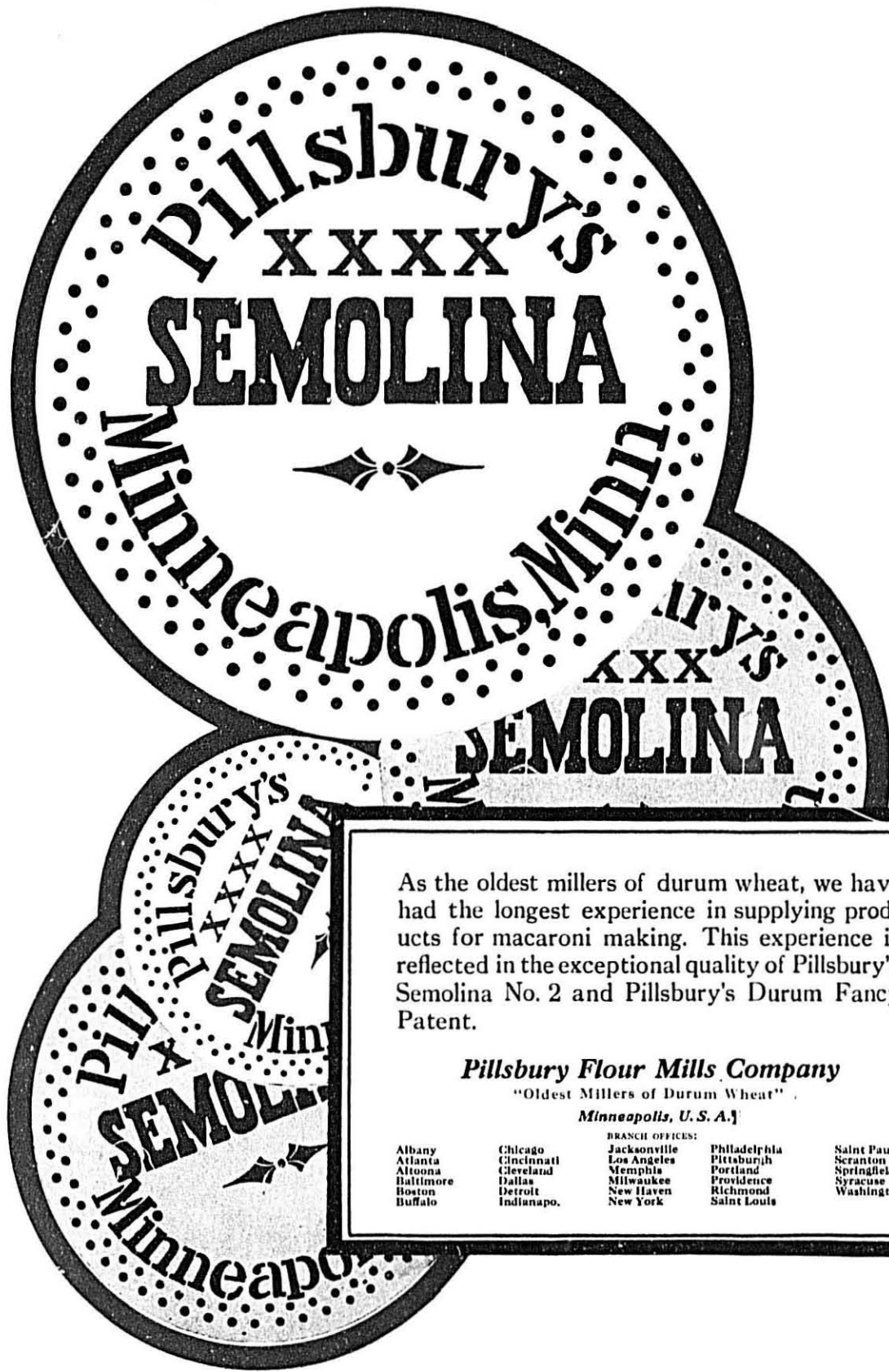
Outside Packed Short-cut  
Press and Pump.



Outside Packed  
Vertical Press.

SOLD WITH THE ELMES GUARANTEE—FIRST CLASS MATERIAL AND WORKMANSHIP

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



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.]

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