

**THE
MACARONI
JOURNAL**

**Volume 9,
Number 1**

May 15, 1927

The Macaroni Journal

Minneapolis, Minn.
May 15, 1927

Volume IX Number 1



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



Convention Bound

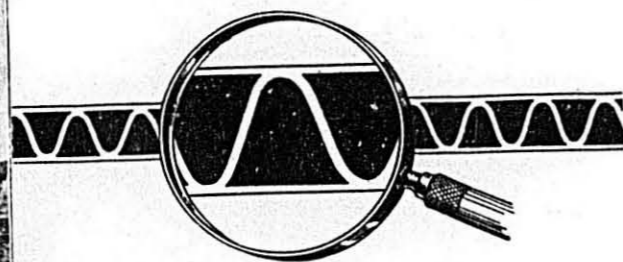
Progressive Macaroni and Noodle Manufacturers and Allied Tradesmen of America will attend the Annual Conference of the Macaroni Industry in

*Nicollet Hotel, Minneapolis, Minn.
June 13, 14 and 15, 1927*

Plan now to be among those who will enjoy a fine business program and the wonderful entertainment that is being arranged.

Everybody Welcome! All Come!





The famous Coliseum at ancient Rome, was built in the year 80 A. D. by prisoners taken at the siege and fall of Jerusalem. For nearly twenty centuries the majority of its hundreds of arches have withstood the "tooth of Time" and many are as perfect as when just built.

The Perfect Arch Insures the Strength.

You Can Depend on Mid-West Boxes

There is a good reason. They are the strongest and most durable corrugated shipping boxes made today—anywhere. We stand squarely behind our permanent challenge to produce better boxes, better equipped physically to withstand more successfully the rough treatment to which shipping boxes are subjected in transit.

There are many special reinforcing features of Mid-West boxes such as triple tape corners which prevent tapes from splitting and peeling; offset score which insures a positive tight closing contact of end flaps; high test liners; high, strong, resilient arched corrugations; production formulae which insure unusual toughness and resistance of material—and other reasons why hundreds of shippers have found Mid-West boxes unexcelled in reducing smashage losses, therefore MOST ECONOMIC.

Hence Mid-West boxes are used for a great variety of purposes, such as shipping fruits, vegetables, fragile glassware, radio equipment, veneered doors, mattresses, lamps, millinery, pictures, butter and cheese, meats, battery boxes, films, musical instruments, beds, confectionery, men's, women's and children's equipment, phonographs, steel office equipment, fibre furniture—the list is a long and growing one.

Give the strong Mid-West box a fair, square tryout. Let one of our box engineers check up on your packing and shipping system without obligating you in any way. You have nothing to lose but perhaps a lot to gain. Send in Coupon today.

MID-WEST BOX COMPANY
AND
CONTAINER CORPORATION
OF AMERICA

111 W. Washington St.



CHICAGO, ILLINOIS

Five Mills — Nine Factories

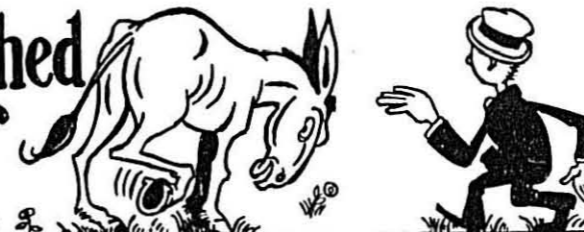
Capacity 1000 tons per day

RETURN COUPON

MID-WEST BOX COMPANY
111 West Washington Street, Chicago, Dept. 20
Gentlemen: Please have one of your experts check our present packing and shipping methods—without obligating us—for the purpose of reducing our costs if possible.

Name _____
Title _____
Firm _____
Address _____

Well Approached is Half Collected



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

Collection Letter Number Five

Good Credit Is Spotless

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

May 10, 1927.

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

My dear Mr. Buyer:

Speaking of a man's credit reminds us of the old story of the beautiful swallow and the sturdy raven. These two birds were contesting for a prize. The judges had practically decided in favor of the swallow, when the raven saved his case by saying: "Your beauty is only for summer, while mine will stand many winters."

Durability won the prize over show.

It is so with credit. A man may make a temporary impression upon his trade and upon his associates in business; but if he has not the staying qualities of good credit he will not win many prizes.

When your account came to us we voted you a raven. Now we are wondering. Won't you settle the issue with your check for \$120, the amount of your bill?

Sincerely yours,
S. MacNoodle.

SMN-J.

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

Quality

Service



★ ★ **Tustar** ★ ★
ALWAYS THE BEST

Come to the Convention in Minneapolis on June 13, 14 and 15

and
ACCEPT OUR HEARTY INVITATION TO VISIT, WHILE HERE, THE
HOME OF "TUSTAR"—THE FINEST SEMOLINA MILL IN THE WORLD

Because of lower premiums on amber durum wheat, from which TUSTAR is made, we have reduced the price on this grade to a figure nearer the price of COMET. Both represent the highest value for the price paid. Ask our representative.

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume IX

MAY 15, 1927

Number 1

Selling Our Business to Ourselves

Can there possibly be any truth to the charge frequently made by outsiders that the Macaroni and Noodle Manufacturers of America are not as fully sold on their business as they should be? What gives them this erroneous impression? What can the Industry as a whole do to counteract this belief?

Frankly, it must be admitted that this feeling prevails in certain quarters and that the manufacturers themselves are alone to blame for it. Probably we are judged because of our lack of unity as a trade, our uninterestedness in the general welfare, the little attention and small attendance to our industry's annual meetings,—all of which is also admitted.

One of the greatest problems that confronts the American Macaroni Manufacturing Industry today is—how to manage one's plant so as to provide adequately for present obligations and for future needs. It takes planning, education, determination and cooperation to shape one's destiny and to meet the keen competition that comes from both within and without.

Do we fully appreciate the fact that business ways have changed materially within the past twenty-five years and that individually and collectively we should govern ourselves accordingly? Gone are the days of so-called trade secrets and barred doors? Not only the public but competitors must be taken into confidence if we are to succeed. Individual ownerships have given way to partnerships and corporations that view business in its broader aspect. From this comes hope for the future.

It is pleasant to review the wonderful progress which the industry has made during the past quarter century and to feel that through better understanding, greater confidence in one another and a freer exchange of views, opinions and ideas we will advance faster and further in the next decade.

Frankly, the Macaroni and Noodle Makers do not get together often enough. Once a year all are invited to gather in a friendly conference for the consideration and discussion of problems pertinent to their trade and out of a possible 250 to 300 live and modern manufacturers, one fifth of them will take the time to attend. Is it any wonder that the public judges us as not being fully sold to our own business?

This year our annual convention is to be held in Minneapolis, right in the center of "THE WORLD'S SEMOLINA STOREHOUSE." What would be more appropriate than a banner convention there? How many of the 250 to 300 modern manufacturers above referred to will be there on June 13, 14 and 15, 1927?

There is a lure about the Northwest, the Amber Durum Area of our country, that macaroni men can hardly resist. From that region flows the golden meal that is practically synonymous with best macaroni. Frequent trips are made

there by many to get first hand information about crops, raw materials, production, prices, while others have for years longed to go. What could be more appropriate than to arrange to attend the Minneapolis Convention this year to realize your ambitions and to help make this conference the biggest and best ever held by our industry?

The 1927 program, practically complete, appears elsewhere in this issue. It shows that this year's convention has much to offer to Macaroni and Noodle Manufacturers who attend, however varied their interests may be, the size or location of their plants. Speakers of national repute and natural ability are scheduled to discuss the various phases of current business conditions that concern us all. Some of these speakers will travel hundreds of miles to tell how best to cope with timely problems and avoid the pitfalls that lie in the path of the unmindful.

An added feature to the 1927 program will be an inspection trip through one or more of the leading durum mills. Under the guidance of expert millers, manufacturers will see the golden grain changed into the granular meal from which is made one of the world's best foods. This alone should repay manufacturers for their time and expense in coming to Minneapolis next month.

Among those who regularly attend the annual conventions of the macaroni industry will be found men who have achieved prominence in the business and are distinguished in the trade. Others may well follow their example and undoubtedly will this year.

Pleasure and business will be pleasantly and profitably combined at the 1927 conference. As guests in the official home of the Semolina Millers we will be entertained as never before, according to plans which they are trying to formulate, somewhat secretly. Aside from the regular convention and the durum mill inspection there will be a most wonderful banquet, unsurpassed entertainment and personal attention to the welfare of the ladies who are also invited to attend. The good folks in Minnesota want to entertain you. Give them a chance.

Every Macaroni and Noodle Manufacturer in America, whether he is a member of the National Macaroni Manufacturers Association or not, is cordially invited to partake of the many good things which the convention committee is planning for those who come to Minneapolis on June 13-15, 1927. So please reserve these dates for this purpose. Spend a short vacation in conference with your competitors and in meeting the various representatives of the Allied Trades who will flock to Minneapolis next month to advise and help you.

Bring along the ladies. Invite your nearest competitors to accompany you thus promoting the friendliness, the sociability and good will which these annual meetings aim to foster.

Spend a business vacation in the Northwest, June 13-15

PROGRAM

Twenty-fourth Annual Convention

National Macaroni Manufacturers Association

Nicollet Hotel, Minneapolis
June 13, 14 and 15, 1927



MONDAY, JUNE 13

- 8:30 a. m. DIRECTORS COMPLIMENTARY STAG BREAKFAST—Main Dining Room.
Session—9:30 a. m. to 2:00 p. m. Parlors OPQ.
- 9:30 a. m. Registration of Members and Guests.
Call to Order by James T. Williams of the Creamette Co., Past President.
National Anthem.
Welcome—Hon. George E. Leach, Mayor of Minneapolis.
E. T. Villaume, Minnesota Macaroni Co.
A. J. Fischer, Chairman Durum Millers Committee.
- 11:00 a. m. Opening of Regular Session.
Introduction of President Henry Mueller.
President's Annual Address.
Treasurer's Report, Fred Becker.
Secretary's Report, M. J. Donna.
Washington Representative's Report, Dr. B. R. Jacobs.
1926-1927 Committee Reports.
Appointment of Convention Committees.
12:00 m. Special Subject for Study and Discussion:
"WHAT DOES MACARONI INDUSTRY NEED MOST TODAY?"
Papers by Leaders. Open, General Discussion.
Appointment of Special Committee to consider the Industry's Needs and Recommendations brought out in the discussion and papers to suggest action thereon.
- 1:15 p. m. Address—"The Role of Moisture in Durum Wheat Products," by Mr. C. H. Briggs, Chemist, Howard Wheat and Flour Testing Laboratories, Minneapolis.
Discussion.
Announcements.
Adjournment.

AFTERNOON AND EVENING ENTERTAINMENT

- Automobile Tour, Sports, Banquet and Entertainment
Host—The Creamette Company, Minneapolis, James F. Williams, President.
- 3:00 p. m. Automobile Tour of Minneapolis Lakes.
4:30 p. m. Games and other diversions at Minneapolis Automobile Country Club.
6:00 p. m. Complimentary Dinner-Dance.
Toastmaster—James T. Williams.
Vocal Solos—Mrs. James T. Williams.
Address—Hon. W. I. Nolan, Lieutenant Governor of Minnesota.
Address—Curtis M. Johnson, Rush City, Minn.
Varied Entertainment.
Dancing till Midnight.

TUESDAY, JUNE 14

- Session—9:30 a. m. to 1:00 p. m. Parlors OPQ.
- 9:30 a. m. Call to Order—President Henry Mueller.
Reports of Committees.
Announcements.
- 10:00 a. m. Address—"Getting Your Dollar's Worth," by Senator Geo. M. Peterson, Secretary Minnesota Retail Grocers and General Merchants Association, Duluth, Minn.
Discussion.
- 10:45 a. m. Address—"Merchandising," by Mr. T. K. Kelly, President T. K. Kelly Sales System, Minneapolis.
Discussion.
- 11:45 a. m. Address—"Macaroni for Health," by Dr. C. Houston Goudiss, Editor The Forecast Magazine, New York City.
Discussion.
Announcements.
- 1:00 p. m. Adjournment.
- #### AFTERNOON AND EVENING ENTERTAINMENT
- As Guests of the Durum Millers of the Northwest
- 1:00 p. m. Luncheon.
1:30 p. m. Inspection of Durum Mills in Operation.
3:00 p. m. Bus Ride to Lake Minnetonka.
4:00 p. m. Boat Ride.
6:30 p. m. Durum Millers Complimentary Dinner-Dance Lafayette Club.
Banquet Speakers—Hon. Theodore Christianson, Governor of Minnesota.
Hon. C. A. Prosser, President William Hood Dunwoody Industrial Institute, Minneapolis.
Hon. L. C. Hodgson, Mayor of St. Paul.
Varied Entertainment and Favors.
Dancing till Midnight.

WEDNESDAY, JUNE 15

- Session—9:30 till Adjournment—Parlors OPQ
- 9:30 a. m. Call to Order, President Henry Mueller.
Reports of Committees.
Announcements.
- 10:00 a. m. Address—"1927 Marketing," Mr. A. E. Phillips, President American Grocery Specialty Manufacturers Association, Westfield, N. Y.
Discussion.
- 10:45 a. m. Address—"Gaining the Grocers' Confidence," Mr. C. J. Janssen, Secretary-Manager National Association of Retail Grocers.
Discussion.
- 12:00 m. Closed Session for Active Members.
Welcoming and Enrolling New Members.
Considering Convention Leads.
Laying Plans for Welfare of Association and Industry.
Selection of 1928 Convention Time and Place.
Election of 1927-1928 Officers.
Final Adjournment.
- 4:00 p. m. Organization Meeting of New Board of Directors.
Convention Motto—"ACQUAINTANCE PROMOTES UNDERSTANDING."

The Trade Association's Biggest Job

According to W. H. Lough, president of the Business Training Corporation of New York, the trade association's biggest job is to help members sell more volume. The question of trade practices, business ethics, favorable legislation statistics, uniform methods and business relations are all important, have their place, but first of all comes a higher standard of selling in our business.

The United Typothetae of America recently adopted a plan of building up sales through the training of the people who make the sales. The plan is working smoothly and satisfactorily according to its officers.

Other trade associations sensing the drift of the times are preparing to follow this example. Those that have spent large sums in cooperative advertising are finding that the consumer influence thus created can be made 100% more effective by educating dealers and sales-

men to understand their products more thoroughly and to sell them more effectively. Associations that have not sufficient funds for a national advertising campaign are reaching the conclusion that their immediate job is to expand the sales possibilities of their industry through better selling—a job which can be done effectively with a small part of the appropriation required for national advertising.

After all, this attitude is only common sense. You can spend hundreds of thousands to tell people "Save the Surface and You Save All" but if hardware dealers don't know how to sell paint as it should be sold you can't cash in completely on the expenditure.

You can urge people to use more leather, more copper, more jewelry, more pianos, more sheet steel, more redwood, more hollow tile, more flowers, more anything—but the sale is only half

made by planting that impression. It isn't completed till the prospect comes face to face with a salesman. If the latter knows the product and knows how to present its advantages clearly and persuasively, if he knows how to handle customers and to turn interest into a purchase, increased sales are assured. Otherwise not.

What the individual manufacturer has accomplished with sales training a trade association can accomplish for all its members, and at an insignificant cost to each. All it takes is the vision to see the benefits and the leadership to bring them out.

Sales training, to be sure, must be carefully planned and conducted to be effective with the people for whom it is intended. Like every other highly organized project it requires experience and specialized ability. It is no field for the theorist or the amateur.

The President's Invitation

Mr. Macaroni and Noodle Manufacturer:

It should never be necessary to invite anyone to attend the National convention of the Macaroni Manufacturing Industry. We all appreciate the value of friendly conferences. Every man who realizes his responsibility to his own business and to his industry will voluntarily assume his share of the organization work that means so much to American business men.

For nearly a quarter of a century we have been holding conventions and the progress reported has been slow but steady and consistent. Closer cooperation between manufacturers would help speed it up. The Minneapolis convention next month will find the "old dependables" on the job extending a hand of welcome to the new manufacturers and to the old ones who have heretofore neglected this once-a-year opportunity to confer, play and cooperate in matters of general good to us all.

Secretary M. J. Donna reports that a very fine program of business and pleasure has been prepared for our enlightenment and entertainment. Our good friends in the

northwest will outdo themselves in making our visit to Minneapolis, June 13-14-15, profitable to the individuals who will attend and to the whole industry.

As I stated in the beginning—if a Macaroni or Noodle Manufacturer does not appreciate the value of these meetings and does not fully realize his duty in this connection no invitation, however worded, will move him. Nevertheless, I have confidence enough in the progressive men in our business to feel that our 1927 convention will be the biggest and best ever held by our industry.

One need not be a member of the National Macaroni Manufacturers association to attend. This is an open conference of the whole industry seeking only the general welfare of our own particular business. Come to Minneapolis, June 13-14-15. Bring along the wife and kiddies to enjoy the many wonders of the delightful Twin Cities.

Till We Meet in June,

HENRY MUELLER, President,
National Macaroni Manufacturers Association.

Don't Worry About Competitors

Don't worry about your competitors. They are the spice of life. They are the zest of business.

If it weren't for your competitors there would be moss and ivy all over you and your business.

You are losing more money by neglect than you are by competition.

You are losing more by waste—

by lack of team play—by jogging along in a rut.

If your competitors are ahead of you, be a good loser. Don't squeal and make excuses.

Then play the game harder. Get at it with all the brains you have and all the brains you hire.

Don't settle down to be a tailender with a grouch. Make up your

mind to win.

Show your competitors that you are still in the running.

Then, when Christmas comes (again) you might send a present to every one of your competitors with a card saying, "Many thanks for having kept me alive during the past year."

Yes—why not?

Spend a business vacation in the Northwest, June 13-15

I'll meet you in Minneapolis

Hear Their Messages at Minneapolis Convention



A. E. Phillips

A message with a "kick" much greater than the Welch Grape Juice of which company he is president, will be heard when this popular president of the American Grocery Specialty Manufacturers Association unravels his plan for more coordinate action between manufacturers and distributors. Hear him on Wednesday morning by all means.

Perhaps no one in the country is better qualified to treat of flour moisture, protein, and other qualities of our principal raw ingredient than this leading official of the Howard Wheat and Flour Testing Laboratories of Minneapolis. Who can say but he may offer the very solution which we have long sought to our vexing problems? Hear him on Tuesday, June 14.



Dr. C. H. Briggs

The macaroni game is now a matter of "Merchandising." When one is ill he goes to a physician. If we want legal advice we consult a lawyer. Tips on selling our products may be expected from successful merchandisers. Such a man is T. K. Kelly, president of the T. K. Kelly Sales System, president of the Kelly Investment Company, president of 3 banks in the Northwest and one of the most successful men in that section. His message means money and satisfaction. Get it first hand.



T. K. Kelly



C. H. Janssen

Every Macaroni Manufacturer must have the confidence of the grocers if his business is to prosper. Perhaps no one is better able to tell us how to gain "Grocers' Confidence" than Secretary-Manager C. H. Janssen of the National Association of Retail Grocers of America. His high position and his natural ability qualify him to speak knowingly on this all important subject.

No matter whether we buy goods or service,—we expect a Dollar's Worth. We should give as freely and as fully as we expect. Hear how the secretary of the Minnesota Retail Grocers and General Merchants Association thinks Macaroni Manufacturers should accomplish this.

After an enjoyable dinner, one is ready for more enjoyment. This will be given you by Curtis Johnson of Rush City, Minn., an orator of national repute. In a humorous way he will expound business principles that are worthy of adoption. Hear him at the Annual Banquet on Tuesday night.



Sen. G. M. Peterson



C. M. Johnson

To hear these in all their fullness, you should be in attendance at the 1927 Conference of the Macaroni Manufacturing Industry in Nicollet Hotel, Minneapolis, June 13, 14, 15, 1927. Arrange to attend. Invite your neighboring manufacturer to ac-

company you. Competition between men who know each other has none of the usual horrors. Remember that in addition to business there will be some pleasure for those who come to Minneapolis next month.

I'll meet you in Minneapolis



Two Things

Gold Medal Semolina can do for you

IN the making of spaghetti and macaroni, Gold Medal Semolina can assure you of high quality and uniformity.

We can guarantee this. Because of the care we take in selecting only the choicest Durum wheat and because of the tests we make at each stage of the milling.

We guarantee the quality and uniformity of every type of Gold Medal Semolina. We stand ready to return your purchase price of any sack of Gold Medal Semolina that is not up to our quality standard in every way.

**Tested at the mill---
uniformity guaranteed!**

First—a corps of chemists analyze and test the Durum Wheat.

Second—a sample of wheat from every ear is ground in the experimental testing mill. The sample of Semolina thus obtained is actually manufactured into Spaghetti or Macaroni in the Miniature Experimental plant exactly under commercial conditions.

Third—the finished product is finally subjected to the actual boiling test.

Fourth—only after these tests have proved the wheat equal to our high standard requirements is it unloaded into our storage elevator.

GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY, Dept. 246. MINNEAPOLIS, MINN.—Millers of Gold Medal Flour.

The American Northwest is principal source of Italian Semolina supply. Information given also in Italian language for Italian readers. From La Rivista Commerciale Italo-Americana Italian Chamber of Commerce, New York City.

The Production of Durum Wheat for Alimentary Pastes in the United States in 1926

Italy annually imports from 400,000 to 600,000 tons of durum wheat in addition to from 1½ to 2 million tons of bread wheat. The quantity varies according to the local crops and to the marvelous efforts being made under the direction of il Duce in his classical wheat battle in order to solve the pressing problem for sufficient home wheat production to supply Italy's daily need for bread.

The Italian importation of Durum Wheat for the past 4 years is as follows: First 11 months of 1926, 437,522 tons; in 1925, 410,537 tons; in 1924, 436,438 tons and in 1923, 655,218 tons.

Of bread wheats Italy imported 1,524,082 tons during the first 11 months of 1926; in 1925, 1,831,376 tons; in 1924, 1,694,590 tons and in 1923, 2,133,524 tons.

Notwithstanding the insufficient 1926 crop due to bad weather that prevailed in Italy, the efficient battle for home grown wheat and other steps taken by the government to reduce the use of wheat as a relief of the national budget, it is plainly noticed that there is a decrease in the quantity of wheat imported for bread purposes and even a slight decrease in the Durum Wheat imports as compared with those of the past three years. This sensible reduction has been made in the durum wheat imports in the face of technical reasons in the manufacture of alimentary pastes, rather difficult to avoid.

The most important source of supply of Durum Wheat for Italy is naturally the United States, the heavy crops of the northwest. Russia, formerly the principal source of supply for Italy's durum wheat needs, though showing a slight increase in its exports to us, is still far from a substantial recovery of her losses in this respect. We believe that Italy will, for many years to come, have to depend largely on the United States for her Durum Wheat supply.

Under these conditions the Italian manufacturers will be interested in the U. S. Durum Wheat production figures as furnished by the Department of Agriculture. Notwithstanding the fact that the total acreage under cultivation in 1926 was 4,863,000 acres a remarkable decrease in total production resulted. In 1925 a total of 4,280,000 acres was planted with durum and 3,826,000 acres in 1924.

The smaller crop of the past year is due to the reduced average of only 9.2 bus. per acre as against 14.4 bus. in 1925 and 16.3 bus. in 1924. Bad weather, late harvest explain the smaller production of 44,826,000 bus. in 1926 as compared with 61,651,000 bus. in 1925 and 62,373,000 bus. in 1924. The figures shown in the table in the opposite column show the average crop for the past 3 seasons in the leading Durum Wheat states of the northwest.

The United States will for many more years hold its dominant position in supplying Durum Wheat to Italy. In fact their position is so strongly established as to be practically permanent because of the excellent quality of American Durum Wheat, as manifested in the manufactured goods produced in Italy. The remarkable progress made in

La Produzione del Grano Duro da Paste Alimentari Negli Stati Uniti nel 1926

L'Italia importa annualmente dall'estero da 400,000 a 650,000 tonnellate di grano duro da paste, oltre da 1½ milioni a 2 milioni di tonnellate di grano da panificazione, il cui quantitativo varia a seconda dell'esito del raccolto e degli sforzi mirevoli che, auspice il Duce, si vanno rinnovando con ognor maggiore intensità nella classica battaglia del grano, che il Capo del Governo ha istituito affinché l'Italia cerchi di risolvere con un maggior reddito unitario l'incalzante problema di produrre essa stessa il grano necessario al suo pane quotidiano. L'importazione del grano duro in Italia è stata negli ultimi quattro anni la seguente: Primi 11 mesi del 1926, tonn. 437,522; 1925, tonn. 410,537; 1924, tonn. 436,438; 1923, tonn. 655,218. Quella del grano da panificazione come segue: Primi 11 mesi del 1926, tonn. 1,524,082; 1925, tonnellate 1,831,376; 1924, tonn. 1,694,590; 1923, tonn. 2,133,524. Nonostante l'insufficiente raccolto del 1926, perché contrariato dalle intemperie, la efficacia della battaglia del grano, nonché degli altri provvedimenti governativi integratori del consumo e di sgravio della bilancia commerciale italiana è già manifesta nella marcata minore importazione di grano da panificazione, in una sensibile diminuzione in confronto ad un triennio addietro di quella del grano da paste alimentari e nell'essersi praticamente ovviato ad aumento nel fabbisogno del grano da paste, ove è più difficile scongiurarlo per ragioni tecniche di fabbricazione.

La fonte più importante di somministrazione del grano duro da paste all'Italia è naturalmente quest'America, che lo produce in forte quantità negli Stati del nord-ovest; la somministrazione russa, un tempo precipua rifornitrice del pastificio italiano, pur accennando a qualche principio di ripresa, essendo tuttavia ancora molto lontana da alcun sostanziale ricupero. Mentre crediamo che ancora per molti anni l'Italia continuerà a dipendere da quest'America per il grosso della somministrazione del grano da paste.

In tali condizioni deve interessare ai fabbricanti italiani di paste alimentari il conoscere l'estimo del Dipartimento di Agricoltura degli Stati Uniti della produzione del grano duro nell'ultima annata negli Stati dell'Unione in cui esso è prodotto. Produzione che ha indicato una notevole diminuzione in confronto ai raccolti delle due annate precedenti; e ciò ad onta del fatto che la totale area coltivata sia stata nel 1926 di 4,863,000 acri, contro 4,280,000 acri nel 1925, e 3,826,000 acri nel 1924.

Il minore reddito unitario, questo anno di soli bushels 9.2, contro 14.4 nel 1925 e 16.3 nel 1924, è dovuto alla tardività del raccolto, sinistrato dalle intemperie, e spiega il minor gettito totale di bushels 44,826,000, di fronte a 61,651,000 nel 1925 e 62,373,000 nel 1924. Nella produzione degli ultimi tre anni i vari Stati hanno figurato come appresso:

Stati	1924	1925	1926
	Bushels	Bushels	Bushels
Minnesota	2,709,000	2,219,000	3,276,000
Nord Dakota	44,939,000	46,282,000	36,138,000
Sud Dakota	12,321,000	12,510,000	4,896,000
Montana	1,404,000	640,000	516,000
Totale, bushels	62,373,000	61,651,000	44,826,000

May 15, 1927

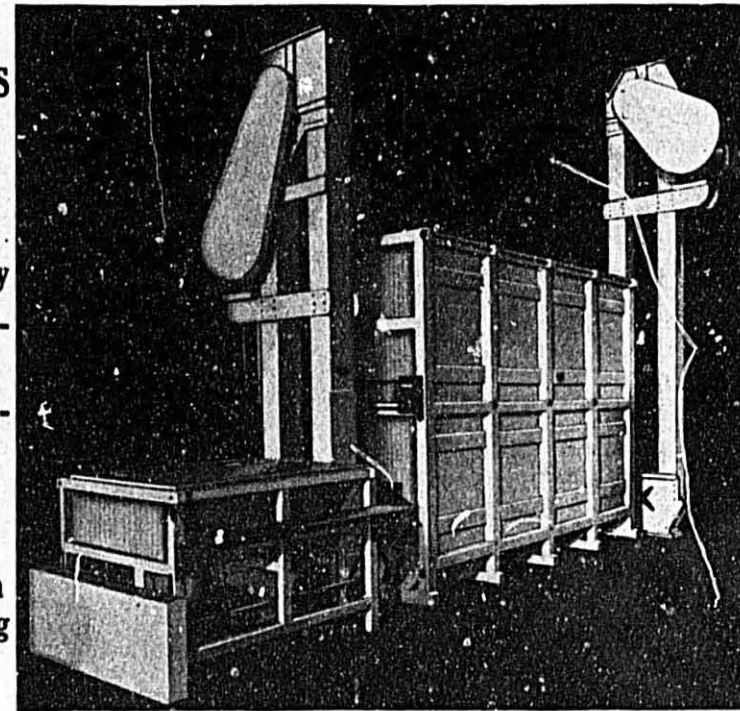
THE MACARONI JOURNAL

AMERICA'S FOREMOST BUILDERS

of Dependable, Labor-Saving

FLOUR HANDLING OUTFITS

- 5 POINTS of SUPER-
IORITY
- 1 Sanitary
- 2 Everlasting
- 3 Economical
- 4 Labor Saving
- 5 Uniform Blending



SCORES in DAILY USE in the Leading Macaroni and Noodle Plants in America

ANY SIZE TO FIT YOUR PLANT
ANY TYPE TO SUIT ALL NEEDS

Write us for full particulars, for list of satisfied users of this Equipment that will greatly reduce your manufacturing cost.

THE CHAMPION MACHINERY COMPANY
JOLIET, ILLINOIS

the production of high quality Durum Wheat is due to the untiring and successful efforts of the U. S. Department of Agriculture and by the various state agricultural departments in the Durum Wheat states. The steady improvement in American wheat makes it equal to the best produced in Russia.

Russia's aim to recapture the Italian market has not shown the remarkable progress that many expected. Though 10 years has elapsed since the World War which caused Italy to look to America for her Durum Wheat needs, Russia has failed to regain this market to any extent. During 1925 the Russian crop exported was only 15,613 tons while during the first 11 months of 1926 Italy im-



ported 64,120 tons. It is a fact that the wheat movement from the Black Sea ports has recently increased 57%, from 1,726,000 short tons during the period July 1, 1925, to Feb. 1, 1926, to 2,760,000 short tons for the same period 1926-27. While it is logical to expect a greater importation of Russian wheat, Italy will continue to supply the greater part of its needs of this grain from the American wheat areas.

The recent situation of the wheat market in Italy can be summarized by the statement that the large quantities imported towards the end of 1926 steadied the market for the first half of January. The market grew weaker during the last half of the month due to large arrivals at Genova of Manitoba No. 2. On January 1, Manitoba No. 2 was quoted at \$6.13 per quintal (3.67 bu.) and No. 2 Amber Durum at \$6.55 to \$6.58. Domestic wheat was quoted at 178-182 Lire per quintal, and Semolina of standard grade at 227-229 Lire per quintal, SST quality at 265-272 and SS grade at 263 Lire.

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery; also applications for and registrations of trade marks for macaroni products.

PATENTS

In April 1927 no patents on macaroni machinery were granted by the U. S. Patent Office.

TRADE MARKS REGISTERED

Coney Island

The trade mark of C. Costanza Macaroni company, Coney Island, N. Y., was registered April 26, 1927, and given serial No. 227001. Application was filed Nov. 16, 1926, published in the Official Gazette Feb. 1, 1927, and in the March 15, 1927, issue of The Macaroni Journal. The company claims use since June 1926. A part of the

trade mark is a picture of the amusement device fronting the ocean at Coney Island. The word "Coney Island" is composed of fancy, outlined letters.

Lo Bue Brand—Your Heart's Desire
The trade mark of G. & J. Lo Bue Brothers, Jersey City, N. J., was registered April 26, 1927, and given serial No. 227068. Application was filed March 28, 1924, published in the Official Gazette Dec. 16, 1924, and in the Jan. 15, 1925, issue of The Macaroni Journal. Company claims use since Jan. 1, 1922. The trade mark is a large heart shape design flanked on each side and at the bottom with durum wheat sheaves. In the center of the heart appears the word "Lo Bue" in large type. Underneath is the phrase "Your Heart's Desire" in smaller outlined letters.

TRADE MARKS APPLIED FOR

Opposition to the registration of the following must be made within 30 days of publication.

Cellas

The private brand trade mark of Cellas, Inc., New York city, for use on macaroni and other products. Application was filed Jan. 14, 1927, and published April 26, 1927. Owners claim use since June 1926. The trade mark is the trade name in heavy black type with the letters of different size, arranged to taper at each end, the center letters being three times as tall as the first and last.

Mrs. Hartig's All Egg Noodles

The trade mark of the Mrs. Hartig's All Egg Noodle company, Osceola, Ind., for use on noodles. Application was filed Feb. 7, 1927, and both published and registered April 26, 1927. It was given serial No. 227126. This registration is not subject to opposition. The owners claim use since Dec. 15, 1925. The trade mark is the name "Mrs. Hartig's" in script and the remainder in heavy black type.

Nella somministrazione al pastificio italiano del grano duro da parte gli Stati Uniti continueranno a mantenere ancora per molti anni la loro posizione dominante. Riteniamo anzi che la loro situazione sul mercato italiano si sia oramai affermata ad un grado tale da rendere perenne questa loro egemonia. Poichè la qualità del grano duro americano, quale si rispecchia anche nel tenore della pasta qui prodotta ha indicato nell'ultimo decennio un progresso rimarchevole, grazie agli sforzi incessanti e fruttuosi delle autorità agrarie, sia del Dipartimento Americano dell'Agricoltura che dei rispettivi Stati, al continuo perfezionamento del grano prodotto, il quale ha oggi raggiunto nei tipi migliori un grado di qualità, che nulla ha da invidiare al russo.

La tendenza alla ripresa della somministrazione russa al pastificio italiano non sembra infatti così notevole né così rapida come taluni si aspettavano, nonostante sia trascorso quasi un decennio dalla fine della grande guerra, che causò appunto il cambiamento di orientazione nella fornitura di tale derrata al pastificio italiano. Nel 1925 essa non fu che di 15,613 tonnellate, ascisa peraltro a 64,120 tonnellate nei primi 11 mesi del 1926. E' bensì vero che in questi ultimi tempi il movimento granario dai porti russi del Mar Nero è aumentato di circa il 57%, e cioè da 1,760,000 tonn. corte (ossia da Kg. 907.2) nel periodo decorrente dal 1.º luglio al 1.º febbraio della campagna 1925-26 a 2,760,000 tonn. corte nel corrispondente periodo della corrente campagna (1926-27), ed è logico attendersi un ulteriore incremento nelle esportazioni del grano russo in Italia; ma il nerbo della richiesta continuerà sempre ad essere soddisfatto con grano americano.

La recente situazione del mercato granario in Italia può riassumersi col dire che i rilevanti quantitativi trattati per l'importazione verso lo scorcio del 1926 hanno impedito al mercato di assumere una decisa fisionomia di fermezza nella prima quindicina del gennaio ultimo, situazione che si indeboliva verso la metà del mese a ragione dei forti arrivi a Genova di Manitabas. Verso la fine del mese in parola il mercato accennava però a tendenza più sostenuta. Il Manitoba No. 2 quotavasi il 21 gennaio ultimo a \$6.13 per quintale (bushels 3.67) e l'Amber Durum No. 2, a \$6.55-\$6.58 il 7 gennaio ultimo. Il frumento tenero domestico quotavasi il 21 gennaio ultimo a 178-182 lire il quintale, ed il semolino, standard grade, a 227-229 lire il quintale, la qualità SST a lire 265-272 il quintale e la SS a 263 lire il quintale.

A Pure Durum Wheat Product Backed by the Guarantee of the "KING MIDAS" Name

SATISFACTION



There Is No Substitute For Durum Semolina

KING MIDAS MILL COMPANY

MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD

No. 3 SEMOLINA

The New Competition and the Trade Association

By O. H. CHENEY,
Vice President American Exchange Irving Trust
Company, New York City.

(Macaroni Manufacturers who are obsessed with the idea that fellow manufacturers are their principal and only competitors will do well to read this authority's views on this timely subject.—Editor.)

Who is your principal competitor? Who is your business friend? You are a member of your commercial club and you may think that the man who sits next to you is your friend and has been your friend for years. I shall disillusion you. He is your deadly enemy—at this very moment he has plans which if they are successful would ruin the industry you represent. He is also your secret enemy, so secret that he doesn't know it himself.

Perhaps you represent the proprietary medicine industry. The man next to you may represent the rubber industry—and there is a bitter feud between you because one is trying to keep the feet of the people dry so they won't catch cold while the other is making his living by curing colds.

Do you represent the millinery trade? The man at your side may serve the fur industry, and by promoting the style of big fur collars on women's coats he is ruining the hat business by forcing women to wear small and inexpensive hats.

If you represent the plumbing and heating business you are the mortal enemy of the textile industry, because warmer homes mean lighter cloth. If you represent the retail clothiers can you speak a friendly word to the automobile trade representative—the man who is encouraging your customers to sink their salaries in instalments on new cars?

Types of New Competition

These are really only obvious forms of what I have called the new competition. The old competition was that between the members of each trade organization. One phase of the new competition is that between the trade associations themselves—between you gentlemen who represent those industries. Intercommodity competition is the new competition between products used alternatively for the same purpose. Interindustrial competition is the new competition between apparently unrelated industries which affect each other or be-

tween such industries which compete for the consumer's dollar—and that means practically all industries.

If you want more examples I am sure that you can "roll your own." I would like rather to discuss the position of the trade association in this new competition. Does the new competition mean more power or less to the trade association? What can the trade association do for its industry in fighting its battles in the new competition? How can the association executive arm himself to lead his members in this gigantic economic warfare?

Where Did It Originate?

Let us first study the causes, the origins, of the new competition as we face it today. If we search deep enough we shall find that the real causes of the new competition are in the most fundamental tendencies of the economic life of this country and of the world.

One of the forces most active in the new competition is what I have called "distributive pressure." It is the pressure of goods for outlets for goods. This pressure may express itself in striving for greater volume of sales—or it may express itself in seeking more direct channels of distribution between producer and consumer. That is, it may attempt to increase sales by developing new markets through advertising or it may result in cutting out the wholesaler or the retailer. The pressure of outlets for goods is just as powerful and insistent. Drug stores sell thousands of items which cannot be called "drugs"—cigar stores sell drugs—department stores sell both and in some cases they sell automobiles and real estate. The meat packers, through their sales organizations, are disposing of a huge volume of butter and eggs and other foods.

CONVENTION ROLL CALLS
ALWAYS record the presence of America's most successful Macaroni and Noodle Manufacturers. Why? They must find that it pays to attend. It does! It will pay you also to attend. Come!
Macaroni Manufacturers Conference
Minneapolis—June 13-15, 1927

This distributive pressure is the result of growing productive capacity on the one hand and growing markets on the other. New industries spring up and grow great—old industries grow greater. Their plant capacity increases—many industries have never reached a hundred per cent of the capacity developed during the war and postwar booms. The machines must be fed if the industries are to survive.

Waiting for the production of these industries is a population with the greatest buying power ever known in world economics—the greatest buying and the highest standards of living. Nothing appears to be too good for Americans. And in spite of the lamentations of the higher browed novelists, in no country in the world is taste less standardized than here. There is room for almost every kind of product to find a market. And there is enough margin between subsistence and income in the majority of families to encourage freedom of taste. The American pocketbook has the world to choose from. It may not always choose wisely, sanely or artistically, but it is in that constant choosing that we find one origin of the new competition.

Must Use New Weapons

The weapons of the new competition are not the weapons of the old—the old weapons have been modernized and made more powerful, and new ones have been added. Cooperative advertising is one of the greatest and has been growing greater every year. But advertising and merchandising, even with all their manifold resources and their new methods, are not the only weapons in the armament of the new competition. The old competition, like the old warfare, was a matter of cavalry charges or infantry marches. Now we have airplanes, submarines, tanks and poison gases and propaganda. War isn't in the open nor is the new competition. Methods are more indirect and more sweeping. Instalment selling is simply one phase of the new competition. It is not a simple and isolated phenomenon to be studied as an economic freak. When it first became widespread it was used more or less unconsciously—

May 15, 1927

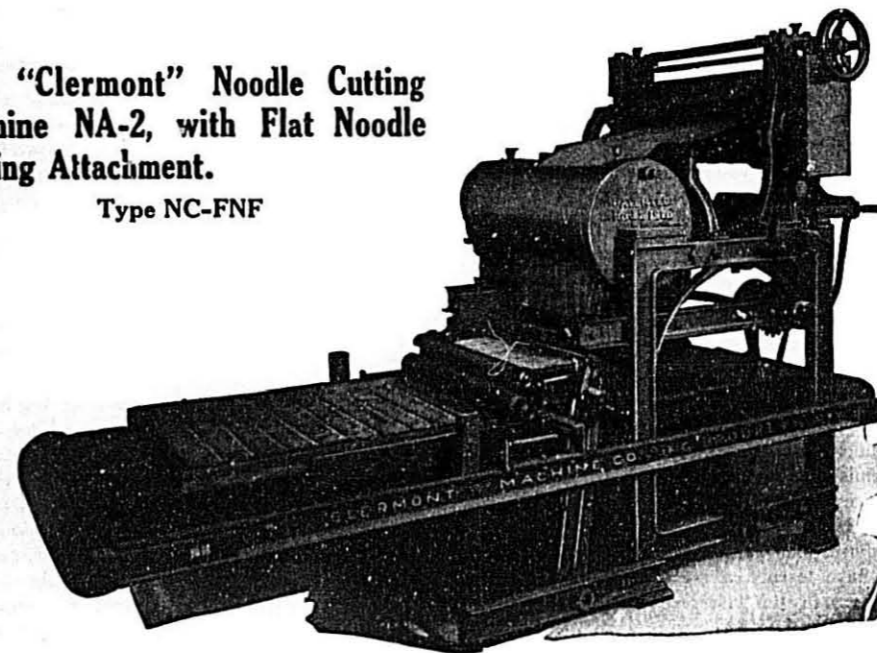
THE MACARONI JOURNAL

15

THIS IS

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

Type NC-FNF



Which has won the second Court favor in the law suit of C. F. Mueller Co. vs. Clermont Machine Co. Inc., as quoted on some other page of this publication.

Designed and built for the "Betterment of the Industry," we have spent a small fortune to fight the suit, in order to put this necessary labor saving device on the market, for the benefit of the trade.

We are proud to state that this machine is a real product of our inventive ability.

Write for detailed information and catalogue.

CLERMONT MACHINE CO.

INCORPORATED

268-270 Wallabout St.

Brooklyn, N. Y.

it was simply a blind method of increasing volume quickly. But now it is being used more deliberately—and those who have used it have begun to realize why it is working out as it is.

Drags Government Into Fray

Every state legislature and every government department in Washington is the battle ground of the new competition. Legislation, regulation, rate making and research are all weapons in the new competition and many industries owe their prosperity to the strategic use of them. To help them in the new competition the farmers are invoking federal aid. What did federal and state highway aid mean to the automobile and construction and road materials industries? What is the demand for price maintenance legislation and truth-in-fabrics legislation? What were the local ordinances against house-to-house canvassers sent out by direct selling manufacturers? What are the elaborate freight rate hearings before the Interstate Commerce Commission but the new competition between different sections of the country? What are tariffs?

Some of these weapons are old, of course, but we have learned a great deal in using them in the last few years. I cannot overestimate the gigantic and vital problems they present to trade associations. Most associations have committees, legislative committees, committees on research and on publicity. But I need not tell you how 99% of such committees work. Until the trade associations see the new competition as a whole and see these various weapons in their proper relation to the struggle there will be many defeats.

What is the good of your overwhelming the country with cooperative advertising if a competing industry manages to obtain legislation against you? What is the good of developing a cost accounting system if a competing territory manages to obtain more favorable freight rates?

The Trade Association's Problem

How can the trade association meet the new competition? Perhaps it would be simpler to answer this question if we analyze the new competition into its main types and study the problems which each type presents to industries and the trade associations which represent them.

Intercommodity competition is, of course, the most spectacular of all. It is the one which seems most of all to

have caught the business imagination of the country. More and more business men are beginning to appreciate what intercommodity competition means to them. More and more they are calling up their trade associations to help them—because intercommodity competition cannot be fought single handed.

Take the great war on the dining room table for instance. Three times a day practically every dining room table in the country is the scene of a fierce battle in the new competition.

WHO IS YOUR COMPETITOR?

To know your competitor personally makes it easier for you to understand him; therefore easier to meet his competition. He'll be at the convention. Why not meet him there?

24th Annual Convention
National Macaroni Manufacturers
Association, Hotel Nicollet, Minne-
apolis, June 13-15, 1927.

Shall we have prunes for breakfast? No, cry the embattled orange growers and the massed legions of pineapple canners. Shall we eat sauerkraut? Why not eat green olives? is the answer of the Spaniards. Eat macaroni as a change from potatoes, says one advertiser—and will the potato growers take this challenge lying down?

The doctors and dietitians tell us that a normal hardworking man needs only about 2 or 3 thousand calories of food value a day. A banker, I suppose, needs a little less. But what am I to do? The fruit growers, the wheat raisers, the meat packers, the milk producers, the fishermen—all want me to eat more of their products—and are spending millions of dollars a year to convince me. Am I to eat to the point of exhaustion or am I to obey the doctor and let the farmer and the food packer and the retailer go broke? Am I to balance my diet in proportion to the advertising appropri-

EVERYBODY WELCOME! ALL COME!

EVERY Macaroni and Noodle maker in the world and the officers and representatives of all supply firms are cordially invited to attend the 24th Annual Convention of the National Macaroni Manufacturers Association in Hotel Nicollet, Minneapolis, June 13-14-15, 1927.

I'll meet you in Minneapolis

ations of the various food producers? Or am I to balance my diet scientifically and let those who overproduce go bankrupt? The new competition is probably keenest in the food industries because there we have a very real limitation on what we can consume—in spite of higher incomes and higher living standards we cannot eat more than we can eat.

What Can a Trade Association Do?

What can a trade association do about intercommodity competition? Advertising—cooperative advertising. This seems to be the first answer of all the problems of the new competition.

Cooperative advertising seems to be the logical and inevitable and immediate answer to intercommodity competition. But I have found that when the business world begins to take some particular method for granted it is time to begin analyzing it very critically. Trade associations are beginning to feel that cooperative advertising is a panacea for every ill that afflicts an industry. They vote a hundred thousand dollars or a million dollars, give it to an advertising agency with instructions to take big space in colors in the committee members' favorite magazines—and forget it. They expect that within a year their plants will all be running day and night and that federal troops will have to be called out to keep the eager mobs back from the stores.

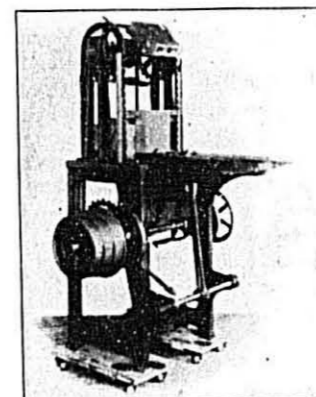
Warns Secretaries on Advertising

A premature, vaguely understood cooperative advertising campaign is worse than none at all. It is not enough to take full pages in magazines of 2 million circulation with a picture of a pretty girl and a slogan "You need iron—eat more rivets." Trade association advertising is not a way of getting off cheaply—whereby each member contributes a little and gets a lot. It is not a substitute for individual advertising. Trade association advertising is worth only as much as the individual members drag out of it—not what they put into it. Trade association advertising must be supplemented by individual advertising and merchandising to get its real value. The return on cooperative advertising is directly proportionate to the strength of its tieup with the members' individual efforts.

Association advertising is a vital weapon in inter-commodity competition—it may be the most vital—but

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

Peters Package Machinery



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

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

PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

CHICAGO, ILLINOIS

the new competition, like modern warfare, cannot be fought with a single weapon. It is not enough to tell the public to eat more of this or to wear more of that. Every product needs research to develop new uses and new markets. About every product the public needs facts—not advertising fancies—on efficient use and economical use.

New Problems and Ethics

There are hundreds of unsolved problems which arise from this type of the new competition—but they are not ethical problems. They are simply practical business problems and as such only can they be solved. New methods of doing business are not nec-

BUSINESS AND ENTERTAINMENT

Business first—then pleasure. That's the program for the 1927 conference in Minneapolis, June 13-14-15, 1927. Bring the Ladies.

essarily fraudulent or unfair or unethical. They cannot be fought by indignant resolutions or appeals to legislators. I do not know of a single case in which these methods have not failed absolutely and yet trade associations keep on "resolving" against the new competition. I do not intend to offer here solutions to these problems—every industry must work them out for itself.

Is the new competition unfair? The new competition is so intricate that there cannot be any general answer. And I do not believe that there is any authoritative answer by any official body to any of the specific questions involved in the new competition. The Federal Trade Commission cannot answer them. The government—in any branch—has not been able to answer satisfactorily even the comparatively simple questions regarding trade associations. The point at which competition becomes unfair is usually vague—it is particularly so in the new competition. But it is significant that the new competition was unrecognized until those who suffered from it began to feel it as unfair. There has always been competition between raw material producer, manufacturer, middleman and distributor for their share of the ultimate price. What are fair and what are unfair methods of increasing that share?

Nobody doubts that in such competition someone may suffer seriously—but does that make it unfair? To what

extent are ability, foresight, enterprise, ingenuity, influence or good fortune unfair?

It is only by industry-wide cooperation that intercommodity competition can be met. Every element must forget the causes of strife—all must contribute. It is not unfair to expect the manufacturers to bear the burden of a cooperative advertising campaign alone—or the retailers alone, or the producers alone. That which benefits one benefits all and all should contribute effort and money.

Strong Associations Are Needed

But every effort demands strong trade associations. The new competition cannot be met by weak associations. A secretary plus a figurehead and a letterhead do not make a trade association. A trade association must consist of a membership which does what it wants its secretary to do for it. In too many trade associations the secretary's salary is in the nature of alimony paid by the members to be left alone. The disorganized or unorganized industry with a weak association has about as much chance in the new competition as the proverbial celluloid dog with wax legs chasing an asbestos cat through hell.

The time is approaching when the present methods of trade association activity will be found inadequate. Every trade association will then have a standing committee on the new competition—and it won't be the kind of committee which is so prevalent now.



Mayor G. E. Leach, who will welcome the macaroni men

Sooner or later—and the sooner the better—such committees will develop into a board of strategy to use the utmost resources in vision, brains and money that the industry possesses in studying continuously the new competition—and in carrying out the necessary measures for defense and attack. These are no tasks for letterhead committees.

The work of these boards of strategy will grow bigger and wider—there will be interindustrial boards to work on common problems—there will be international boards which will develop world vision and means of world action. The only answer to the new competition is the new cooperation.

BELL RINGER

A Prize Winner submitted by
Jas. T. Williams, President The Creamette Company, Minneapolis

NO JOKE

While traveling through California on my recent pleasure trip with Mrs. Williams I met my old convention friend Arthur (Dryer) Rossi who inquired for his many friends in the industry whom he used to entertain at convention up to a few years ago. Here is part of our conversation that struck me as funny:

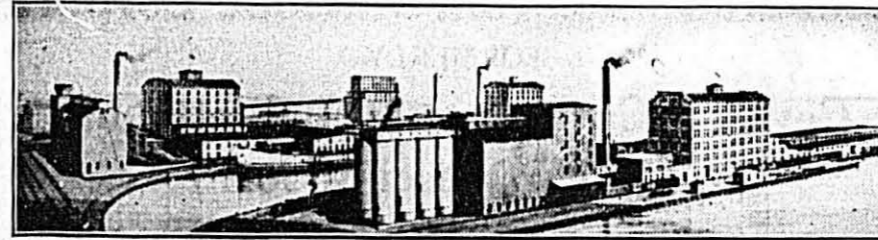
Rossi—"Gee, you're looking fine! What are you doing these days?"

Williams—"Oh, working, for the old bunch."

Rossi—"What bunch is that?"

Williams—"Same bunch. The wife and five kids."

Now YOU tell one



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.

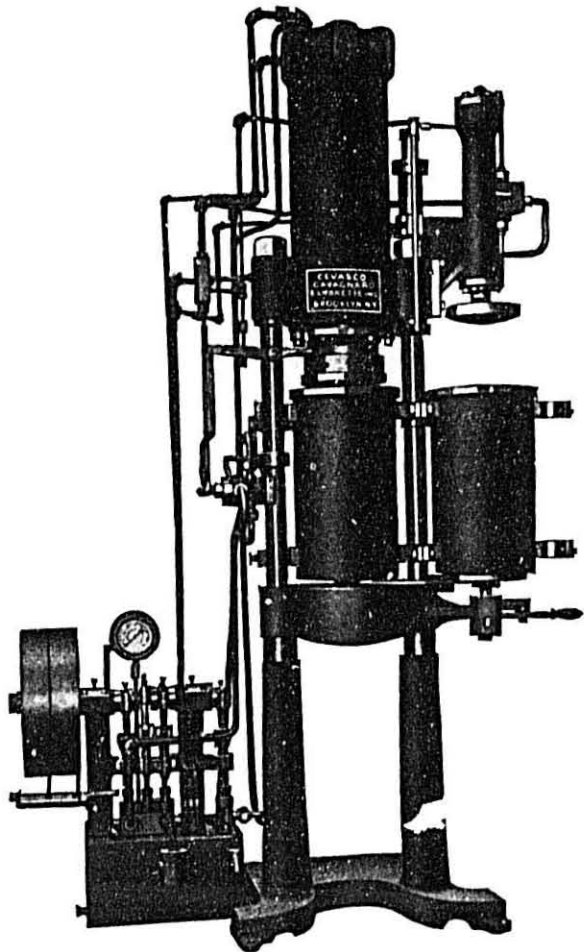
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die

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

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

DIE PLATEN. The die platen or support is divided into three (3) sections for the 1 3/4 inch and two (2) sections for the 1 1/4 inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

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

Consolidated Macaroni Machine Corporation

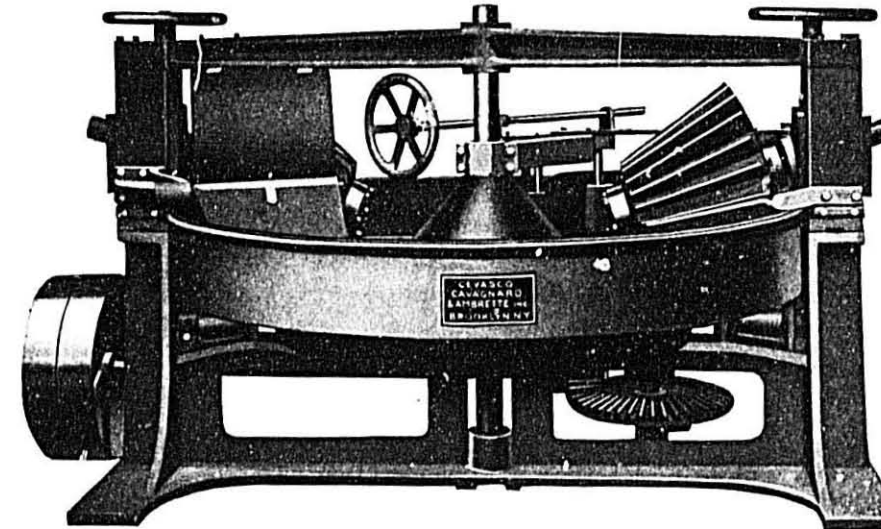
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G.



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

Specialists in everything pertaining to the Macaroni Industry.

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

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

HYDRAULIC PRESSES:--Vertical and Horizontal.

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

156-166 Sixth St.

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

159-171 Seventh St.

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.

Durum Entertainers at Conference

Desiring to exceed even their well known hospitality, the durum millers of the northwest are planning some unsurpassed entertainment for the macaroni and noodle manufacturers when they arrive in Minneapolis for their

Later there will be dancing and those who are thoughtless enough not to bring along their wives or prospective ones will be assigned a partner that will make them feel right at home. The millers' general warning is that

try and to that end extend a very cordial invitation to every macaroni and noodle manufacturer in United States, Canada, Cuba and Mexico to come to Minneapolis on June 13 to 15 for the annual conference of the industry whose future welfare is so much dependent on the attitude of the individuals in every section.



24th annual conference in Nicollet hotel. At a meeting of the various mill representatives held in the office of The Northwestern Miller a special entertainment committee was appointed of one man from each mill.

A. J. Fischer of the Pillsbury Flour Mills company acted as chairman. His assistants are A. L. Ruland of Washburn Crosby Co., Martin Luther of Minneapolis Milling company, C. P. Walton of Capital Flour Mills, J. F. Diefenbach of the Durum Milling Corporation, W. E. Ousdahl of Commander Mill Co., R. W. Goodell of King Midas Mill, B. Stockman of Duluth-Superior Milling Co., and J. J. Padden of Crookston Milling Co.

The durum millers have asked and been given the privilege of entertaining the convention visitors on Tuesday afternoon and evening. At 1:30 p. m. there will be a visit to the various durum mills of the Twin Cities, the guests to be divided by choice so as to better handle the crowd. It is planned to return to the hotel by 3 p. m. when buses will take the macaroni makers and their ladies to Lake Minnetonka for a launch ride on the beautiful lake. At 6:30 p. m. an informal dinner will be served at the Lafayette club, with some high class entertainment as trimmings. Two speakers of renown are being invited to address the banqueters, Dr. C. A. Prosser, head of William Hood Dunwoody Industrial Institute, and L. C. Hodgson, mayor of St. Paul.

the macaroni men should know the limit and not poach on private preserves.

The durum millers hope to have the honor of entertaining every customer and prospective customer in the coun-

Exports Up—Imports Down

According to the monthly summary of foreign commerce released by the U. S. Department of Commerce for the period ending February 28, 1927, the exports of macaroni products are slowly but steadily increasing, while the importation of this foodstuff has experienced a sharp drop.

Exports

During February the total macaroni, spaghetti and noodle exports was 883,750 lbs., netting the American producers

SEMOLINA MILLING

Good Amber Durum Wheat—Proper Milling—Quality Semolina. Come to Minneapolis for the Convention, June 13-15, 1927, and see how the golden Semolina is milled in a modern mill.

Meet the officers and representatives of the leading Semolina firms of the country. Acquaintance promotes better business relationship. They all join in welcoming YOU.

Macaroni and Noodle Men's Conference, Minneapolis, Nicollet Hotel.

See a semolina mill in action. Give the durum millers their long looked for and expected opportunity to entertain you in the Home of Semolina, as the northwest is generally known in the trade.

\$71,766. For the same month in 1926 the exports were only 668,543 lbs. worth \$54,612.

For the 2 months ending February 1927 the exports totaled 1,634,839 lbs. worth \$131,616. For the same 2 months in 1926 the exports were only 1,289,161 worth \$110,639.

Imports

During February 1927 the importation of macaroni, vermicelli, etc., greatly decreased, only 289,494 lbs. coming to this country, valued at \$24,331. The decline is noticed when compared with 422,729 lbs. imported in February 1926 and valued at \$30,017.

The imports are steadily declining as indicated by the figures announced for the first 2 months of 1927 compared with the same period last year. In January and February 1926 we imported 1,085,237 lbs. valued at \$70,503, while during the same 2 months this year we imported only 611,951 lbs. worth \$51,800.

Recipe for making a sale: Mix one part desire with two parts effort. Add a dash of ginger, season with courtesy and sell while warm.

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.

"Creamette" Williams to Entertain

Appreciating the implicit confidence placed in him for so many years by his fellow manufacturers in the National Macaroni Manufacturers association which honored him for several years as president, James T. Williams will warmly welcome the macaroni men to the convention next June and give in their honor a dinner and dance at the Automobile Club of Minneapolis country house on Monday night, June 13, 1927.

Those who know Jim Williams can easily appreciate what is in store for them the first night of the convention. The place chosen for the reception is ideally adapted for handling the crowd

and entertainment and dance in the Minnesota Automobile club at Bloomington-on-the-Minnesota. He promises to do everything in his power to make you glad you came.

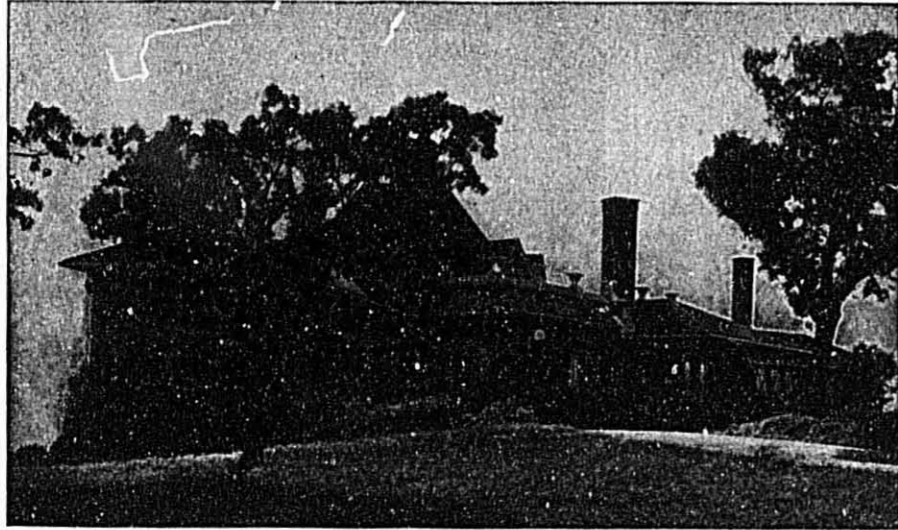
Research Uncovers Competition

A market investigation, whether it be known under its serious title of "Commercial Research" or merely labeled by the vice president in charge of sales as "getting the dope," has one advantage which is sometimes not considered.

If an unprejudiced and careful survey among retailers and consumers is

competition, not some other manufacturer in the same line of business. When this discovery is once made the manufacturer is no longer limited to the obvious top of the market but can, by digging, get down into a broad, basic appeal and broaden his market and his outlets considerably.

The growing realization of the increased importance of careful study and investigation before the launching of a new product or an advertising campaign, has led to some interesting recommendations. One man who thought he needed a campaign was told recently by the outside research manager that he needed a new factory superintendent, an improved product, a new general salesmanager and probably a new board of directors.



Country house of Automobile Club of Minneapolis at Bloomington-on-the-Minnesota.

that will be there to enjoy his hospitality. On the reception committee will be found Mrs. Williams and the five youngsters who are "dead ringers" for Ma and Pa.

Mrs. James T. Williams will favor with a vocal selection or two in her rich voice that has thrilled macaroni men on a few special occasions. Lieutenant-Governor W. I. Nolan will address the gathering following the banquet, as will Curtis Johnson of Rush City, Minn. Then will come dancing with Jim Williams' special coterie of Minnesota "belles" purposely corralled by him to see that the visitors have a fine time.

Mr. Williams cordially invites every macaroni and noodle maker in the country to be his guest on Monday night, June 13, 1927, at the dinner en-

made the manufacturer is very likely to discover that his real competition is something quite different from what he had previously supposed. He may find, if he is a macaroni manufacturer, that it is growers of potatoes who are his real competitors, not other makers of the same product. Another manufacturer may discover that instead of stressing four or five points of alleged superiority over products made by some of his competitors, he should be advertising, instead, to a different class of consumer or using a totally different copy angle.

The man who sincerely endeavors to get to the bottom of the subject will usually discover that it is some wrong conception in the consumer's mind, a lack of knowledge of how to use or serve his product, which is his real

In a score of other instances, careful commercial research has disclosed the fact that a totally wrong idea of competition was being considered, thus limiting the scope and extent of the manufacturer's sales and advertising policy. An earnest, unprejudiced search for facts will usually produce facts of real importance. And facts in hand make the manufacturer a competent seller of his products, show him where his products serve and in what respect they fail.

Commercial research also, in an ever increasing number of cases, is disclosing a new type of competition, thus making the manufacturer keep away from small details and temporary expedients to pursue, instead, a definite objective born of knowledge obtained at first hand.—Printer's Ink.

I'll meet you in Minneapolis

Johnson Automatic Sealer Co., Ltd.



"By All Means, We Want 'JOHNSONS'!"

Superintendent: "Young man, no one now could sell us anything but JOHNSON Packaging Machinery. Our JOHNSON Combination Carton Feeder, Liner and Bottom Sealer is a knock out. How about that weighing suggestion?"

Johnson Salesman: "What you need is two JOHNSON Gross Weight Scales. They will do the job of weighing your non-free-flowing products—and do it right."

Superintendent: "Well, if these Gross Weight Scales work as well on our product as the JOHNSON Net Weight Scales used by the "Consolidated" people for their free-flowing products, then we can't get along without them."

Salesman: "These scales guarantee this: to weigh your packages 30 to 35 per minute, depending on size; saving enough by accurate weight to pay for the machinery during its lifetime of use."

Executives the country over are awakening to the value of JOHNSON Automatic Packaging Machinery. JOHNSON Sales Engineers give a Free Advisory Service that shows the way to a saving of amazing amounts in packaging costs.

JOHNSON Equipment is built complete from the castings to the finished product in our own shops. Modern design and inbuilt quality guarantee satisfactory service under the most exacting conditions.

Let one of our sales engineers confer with you; no obligation. Send for free catalog.

We also manufacture complete packaging units—Net Weight Scales, Bottom and Top Sealing, and Lining Machines with or without Automatic Carton Feeders, Wax Wrappers, and Glassine Wrappers.

JOHNSON AUTOMATIC SEALER COMPANY, LTD., BATTLE CREEK, MICHIGAN, U.S.A.

Branches -- NEW YORK -- LONDON -- CHICAGO

JOHNSON

AUTOMATIC PACKAGING MACHINERY

Dry Skim Milk in Macaroni?

By Dr. H. E. Van Norman, President, Dry Milk Institute, Inc.

"Oh, dear! What shall we have for dinner?"

In spite of hotels and apartment houses, flats, cafeterias, delicatessens and all the rest, we still have to eat, and somebody in nearly every home is worrying and pondering over "What are we going to have for dinner?" or the next meal. Eating is an ever present problem.

The savage may be worried over finding something to eat—the modern is wondering what, out of the variety available.

It's not so long since Dr. McCollum, now of Johns Hopkins University, formerly at the University of Wisconsin, was trying to answer some questions on feeding calves, when he discovered that feed might be chemically perfect and yet the calves would not grow. In fact, that the best of corn, wheat, oats, balanced according to the then known theories, would not grow healthy animals. Some did not produce living young—and none produced healthy offspring.

To cut a long story short, he fed some 6 or 7 thousand laboratory animals during a period of many years before he established the new well recognized food principle that, in addition to our ordinary foods of meat, potatoes and bread, we must have something which can best be had only from fresh fruit, leafy vegetables and milk.

It is these discoveries that are the present basis of teaching in literally thousands of public schools, in health centers, hospitals and colleges throughout the land; they are the basis for literally thousands of articles appearing in our daily, weekly and monthly papers and magazines; they are the basis of books now being written on how to feed the family for health and for economy. It is this tremendous modern interest in better foods for man which is increasing the housewife's perplexities; it is prompting anew, and again, her query, "Oh, dear! what shall we have for dinner?"

Wheat is the foundation food of more of the world's people probably than any other single food article which man eats; and yet wheat in itself is not sufficient. The Chinaman balances his wheat and rice with a long list of leafy vegetables which we of this country know little of. The

Italian uses the olive oil and leafy vegetables to a much greater extent than we of this country—and so on through many nations we find that unconsciously or otherwise they are seeking to balance their diet. In this country, we have been so proud of our liberty and our business opportunities that many have neglected to feed themselves properly. We need but the record of the war enlistment, the death rate of our cities, the undernourished children of our public schools to show that in spite of all our enlightenment, there is tremendous room for improvement in the feeding of ourselves.

A quart of milk equals 1½ oz. of butter and 3 oz. of dry skim milk. The food value of milk may thus be divided into 2 distinct classes or parts—one is not interchangeable with the other; skim milk solids will not take the place of fats, either in the work they do in the human body, or in the flavor they contribute to other foods. Therefore the cook or the consumer must decide whether he wants one or the other, or both.

The butterfats are very delicate and do not keep indefinitely; that is why butter has to be refrigerated. On the other hand the skim milk solids, dried, may be kept for a great period of time if kept dry. Refrigeration is not necessary. Again, the skim milk solids are rich in protein, in bone building minerals, and milk sugar. It is said by Sherman of Columbia that the commonest defect in the American diet is an insufficient intake of calcium or lime; that milk supplies the best known lime, in the best form for human consumption. The lime of the milk remains in the skim milk when the cream is taken off to make the butter. The protein remains in the skim milk—the sugar remains in the skim milk. When these are dried they blend remarkably well in all wheat flour products.

It would seem that the macaroni manufacturer who is interested in helping the housewife solve her problem of "What shall we have for dinner," might find it very much worth while to consider the possibilities of adding dry skim milk to his macaroni, thus making a new product with a slightly different character and a higher food value because it contains not only the

wheat, but the milk solids, except fat.

He will want to devise a name for his new product, something that will distinguish it from the ordinary macaroni made without any milk solids. He cannot call it "Milk Macaroni" unless he puts in the milk fat or butter, as well as the skim solids. This is quite unnecessary, for the housewife can very easily add the butter during the process of cooking. The butter is worth 45 to 60c per lb., the dry skim milk only 10 to 15c per lb. Yet in the skim milk are the materials most needed by growing children for teeth, bone and muscle building. It would seem that the development of a brand of macaroni with the milk solids, protein, mineral and sugar, would give an opportunity to put on the market a product, new, delicious, and adding variety to the food list; at the same time out of the highly competitive class which the regular brand meets.

On Hollywood Location

Jim, the Missus and Lawrence have been touring the Pacific coast on pleasure bent. Here they are shown viewing the Movie Capital of the



world in Hollywood, Calif. Perhaps Jim succeeded in selling some of his Macaroni "stars" to the Movie Stars. At least, all three appear happy and much benefited by their vacation from business and household worries. This should make them more fit than ever to entertain the macaroni men and ladies during our convention in Minneapolis in June. You can depend on it.

CROOKSTON-SEMOLINA

From

Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

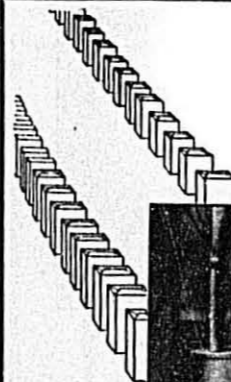
For Quality Trade



Crookston Milling Company

CROOKSTON, MINNESOTA

The carton never stops



Canadian installation of Stokes & Smith Carton Filling and Sealing Machine.

The Stokes & Smith Automatic Carton Filling and Sealing Machine for end-opening Cartons is unique in that the cartons move continuously at uniform speed throughout the machine.

The packages are filled while they are in motion, and more time is available for filling. A speed of at least sixty packages per minute is easily maintained.

As many as twenty-eight cartons are in the machine at one time—some being filled, some lined, others having flaps glued and folded.

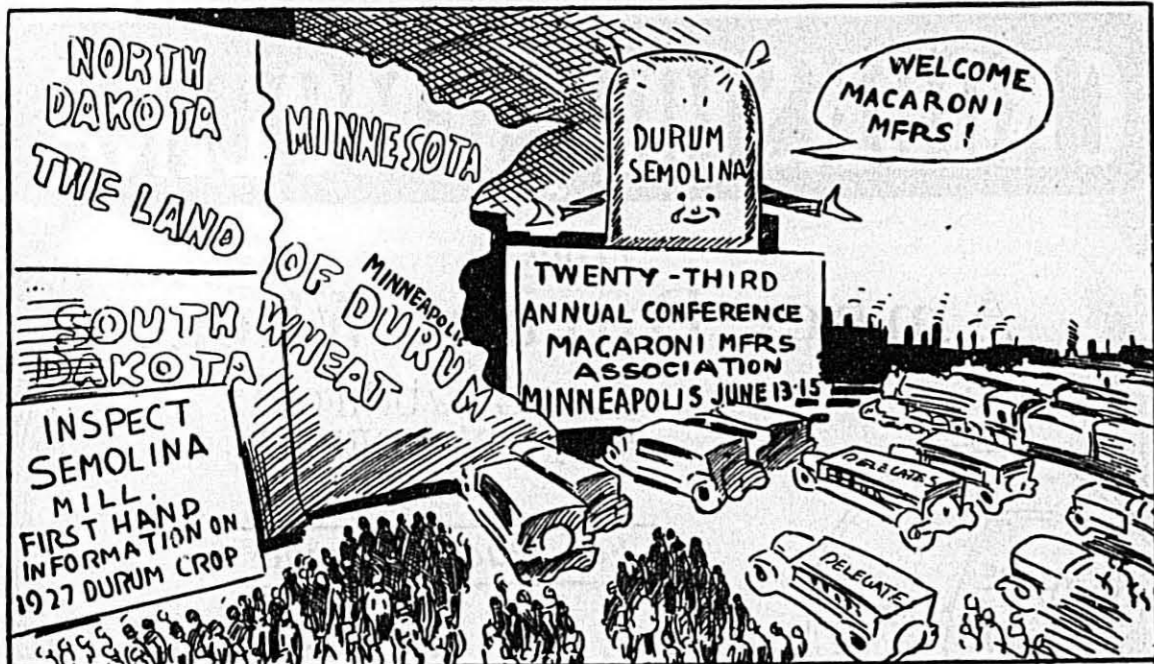
The Stokes & Smith Carton Filling and Sealing Machine produces the tightest possible printed carton—at the rate of sixty per minute.

The Stokes & Smith Automatic Package Wrapping Machine produces the tightest of all packages—the tight-wrapped package with label glued all over.

Whether your chief requirement is speed, or tightness, or economy, or display value, you can meet it dependably with Stokes & Smith packaging machinery.

Stokes & Smith Company

Summerdale Avenue near
Roosevelt Boulevard
PHILADELPHIA, U.S.A.
London office: 23 Goswell Road



March Exports by Ports and Countries

The Department of Agriculture announces there was a decline in the exportation of macaroni products in March 1927, when only 746,000 lbs. were exported as against 884,000 lbs. in February 1927 and 852,000 lbs. in March 1926. In spite of this slowing up in March the totals show an increase. For the first 3 months of 1927 our exports amounted to 2,380,000 lbs. as compared with 2,140,600 lbs. for the same 3 months in 1926.

Figuring from the beginning of the fiscal year July 1, 1926, to March 31, 1927, our exports total 6,597,000 lbs. as compared with 6,152,000 lbs. for the same 9 months the previous crop year.

Canada was the biggest purchaser of American made macaroni in March getting a total of 265,000 lbs; United Kingdom was second with 156,000 lbs.; next came the Dominican Republic with 74,000 lbs.; Cuba with 54,000 lbs. and Australia with 40,000 lbs.

March 1927		(1000 lbs.)							Total
Countries	New York	Balti- more	New Orleans	San Fran- cisco	Wash- ington	Mich- igan	All Other		
United Kingdom	108		48				108	156	
Canada		5		2	38	112	108	265	
Guatemala			1	1				2	
Honduras			6					6	
Nicaragua			1					1	
Panama	3		34	3				40	
Mexico	10		8				27	45	
Jamaica	1		1					2	
Cuba	8		46				1	74	
Dom. Republic	7		66					73	
Dutch West Indies	1							1	
Haiti	1		2					3	
Colombia	1		*					1	
Peru	2							2	
Venezuela	6							6	
Straits Settlements	1							1	
China	1						10	11	
Hongkong	1							1	
Japan						5		5	
Philippines						6		6	
Siam	1							1	
Australia							6	41	
New Zealand								15	
British South Africa								1	
Other Africa								1	
TOTAL	191	5	213	39	38	112	142	746	

*Less than 500.

I'll meet you in Minneapolis

A Convention Speaker



C. Houston Goudiss

Food products bearing the stamp of approval of THE FORECAST, America's leading food magazine, are considered among the best in their line. The editor of this famous magazine will tell us what he knows about "Macaroni for Health." And that'll be plenty as there are many ways in which our products may be served as a health food for the hale and the ill. A treat from a reliable source is in store for those fortunate enough to hear him.

Civilization has never made a forward move except some live fellow has stepped on the accelerator.

Saying It Humorously

If Will Rogers, world renowned stage humorist, were in the Macaroni Business, and

If he were invited to the Minneapolis Convention of the National Macaroni Manufacturers Association next June—

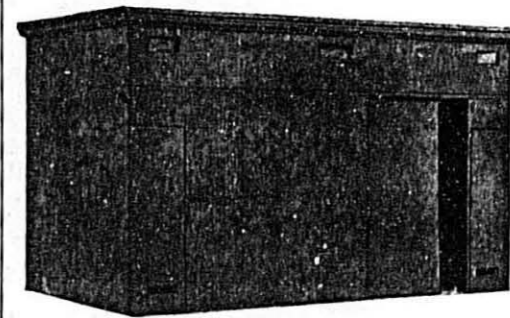
What might be his pert reply?

Well, there's one sure thing, a feller's foolish to stay at home and quarrel with himself when he can go to his trade conference to express his opinions and hear the views of others. You'll find others there who feel as miserable as you do, and misery loves company. However, acquaintance creates understanding, and who can tell but what I may have in my mind just the thing the Industry has been waiting to hear. Sure, I'm going to be there and so should every Macaroni and Noodle Maker, whether he's an Association Member or not. All the progressive ones will be sooner or later. Meet me on the macaroni stage in Nicolet Hotel on the lucky day, June 13, 1927. Lucky for you and lucky for the Industry.

I'll meet you in Minneapolis

IANIERI'S

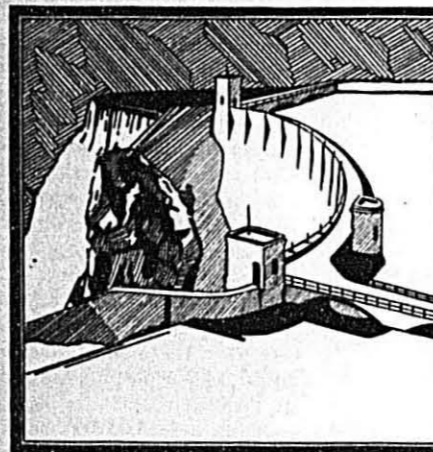
Drying System for Macaroni



Room Model "B"
for Large Macaroni Plant
holding from 3000 to 7000 lbs.

JOHN IANIERI COMPANY

553 NORTH 63rd STREET
PHILADELPHIA, PA.



Roosevelt Dam "Made To Hold"

We are very glad, upon request, to submit samples REALLY REPRESENTATIVE of kind and character of Boxes we would expect to furnish.

ANDERSON-TULLY CO. & Memphis

Good Wood Boxes

Wood
Shipping
Containers
"Made
To
Hold"

MADE from Nature's ideal box woods--Red gum or Cottonwood. Maximum strength and nail-holding qualities, combined with neat, clean appearance.

Grain, Trade and Food Notes

Eggs and Chinese War

The new war in China is causing considerable apprehension in egg circles. In 1925 America imported over \$27,000,000 worth of egg products. The past few months the large egg producing sections have been overrun by armies foraging for food, looting the egg supplies and killing the chickens.

Eggs are becoming scarce and prices are rising. Military chiefs of various factions are setting up local barriers, taxing the movement of egg products through various territories. Contracts for spray yolk have been made at about 90 taels per picul, double the price of eggs at the beginning of the season last spring. 125 taels for flake albumin are demanded by producers and contracts even at these abnormal prices are rare.

Producers of Chinese eggs manifest no interest in opening their plants, preferring not to take a chance in the present unsettled market. Indications all point to a greatly reduced Chinese egg importation for the coming 1927 season.

Declared exports of egg products from Shanghai to the United States for 1926 amounted to United States \$1,822,000, as compared to United States \$3,969,000 for 1925. The itemized table below indicates the various egg products exported (American dollars):

	1925	1926
Albumin, dried	1,878,000	1,050,000
Albumin, frozen	258,000	41,000
Whole, dried	316,000	61,000
Whole, frozen	427,000	116,000
Yolk, dried	666,000	155,000
Yolk, frozen	423,000	99,000
Total egg products.....	3,968,000	1,822,000

Recommend Hand Picked Seed

As part of a well planned campaign to raise the standard of durum wheat grown in North Dakota, O. A. Stevens, seed specialist of North Dakota Agricultural college at Fargo, recommends that durum seed be hand picked for planting on a special seed plot on every farm. He said:

"Durum wheat is enjoying greater popularity than ever, judging from the number of samples of seed submitted for analysis at the seed laboratory of the state. However, many show as much as 20% of common wheat mixture. Since not over 5% of other wheat is allowed in No. 1 grade of durum and not more

than 10% in grades 2 to 5, special precautions are necessary to keep the admixture as low as possible.

"All durum seed should first be thoroughly screened. The kernels of ordinary wheat are much smaller than those of durum and are thus easily separated. After the seed has thus been cleaned, hand picking would be practical for a bushel or two for use on a special seed plot. The seed plot should be carefully

A BUSINESS VACATION

Combine business and pleasure by attending the annual convention of your Industry in Minneapolis for 3 days, June 13-14-15, 1927.

You've earned a vacation. You deserve one. Take it during The National Macaroni Conference.

examined during the growing season and all stray plants removed. In this way sufficient good pure seed would be insured in 2 years for general planting."

The durum millers and the macaroni manufacturers fully approve the pure durum wheat campaign now being conducted by this and other state experiment stations, as by this means only will the supply of good macaroni wheat be improved.

Durum Acreage Increased

Farmers of the northwest are reported as intending to plant more durum and approximately the same acreage of other spring wheat as a year ago. This is the conclusion of the Federal Reserve Bank of Minneapolis in its monthly review of agricultural and business conditions in the Ninth Federal Reserve District.

Farmers in the northwest are planning to plant 5,534,000 acres of durum wheat this spring according to the report of the U. S. Department of Agriculture. If these expressed intentions should be fulfilled the 1927 durum acreage would be the second largest on record, being only 250,000 less than in 1922.

Figured on the average of 12 bus. per acre, which is slightly less than the 10 year average, the 1927 production of durum wheat is estimated at about 66,000,000 bus. As this is more than twice the amount of domestic consumption, 36,000,000 bus. would have to be exported.

While reports from North Africa and other durum growing sections indicate

somewhat less favorable conditions now than existed earlier in the year, as well as some reduction in acreage seeded, it is doubtful that the 1927 Mediterranean production will be as small as in 1926, especially when Mussolini's campaign for greater wheat acreage (largely durum) in Italy is taken into consideration.

If the intended acreage should actually be planted it should not be unexpected if durum prices on the 1927 crop again assume their former relationship to bread spring wheat prices, or 10 to 20c per bus. below instead of the particularly favorable relationship that has existed since last harvest, from the wheat growers' viewpoint.

Surpluses for export appear to be in sight if the intended acreages are sown and only average yields are obtained. With more moisture than a year ago in both the surface and subsoil throughout half of the wheat producing sections of the northwest, it would appear that yields higher than the 10 year average, rather than lower, might be realized in 1927.

According to the Department of Agriculture estimate of last month there is a prospect of a gain of 13.8% in durum wheat acreage, which would result in a banner crop of durum under favorable weather conditions.

Durum In Canada

Western Canada has been forging slowly to the front in the production of durum wheat, notable increases being recorded the past few years. The durum wheat crop has so far been considered so insignificant that the Dominion Bureau of Statistics has neglected to separate from the general wheat production the durum wheat crop. The conclusion that the durum wheat acreage is increasing is based on inspection returns made by district inspectors.

In 1919-20 the total of cars of durum wheat inspected in western Canada was only 72. The total represented about 88,000 bus. Three years later, in 1922-23, there were 2532 cars inspected representing over 3,000,000 bus. In the 1925-26 crop year this had increased to 5026 cars containing approximately 6,750,000 bus. During this crop from Aug. 1, 1926, to April 1, 1927, the total carloads inspected amounted to 9256 carrying over 12,300,000 bus. of durum wheat. It is noted that the increase since 1919 has been a hundredfold while it has quadrupled the last 4 years.

A frozen look does not cut any ice.

Growth of a Great Macaroni Company

By L. C. Breed in The Northwestern Miller

During the past 15 years the Prince Macaroni Mfg. Co., Boston, has grown from an extremely modest beginning to one of the largest firms of its kind in the United States. Its present daily output is 40,000 lbs.

When Messrs. Lamarca, Seminara and Cantela first started their business they resolved to make the best products possible and to maintain that high standard so as to become dependable. This is the explanation, states G. Lamarca, general manager, of the company's success.

The factory at Commercial st. and Atlantic av. was built about 5 years ago. It is an 8 story structure, of fire-proof brick construction. Salesmen for the company cover all of New England.

Only specially selected durum wheat semolina, strong in gluten content, is used. When the semolina arrives in carlots it is stored on the third floor of the building to be taken out as needed. Prior to beginning the process of manufacture it is sifted to eliminate

lint. The company has 7 mixers, 7 kneaders and 7 presses. As the long macaroni comes from the presses it is hung on frames. In making short macaroni, horizontal presses are used.

Drying equipment is installed on the upper floors of the building. The temperature is kept about normal during this process, and fans are employed. It requires a week to complete the drying. When a drying is finished the room is cleaned by vacuum process.

When the drying of the macaroni is completed it is weighed and put into boxes. The stock and shipping room of the plant occupies the second floor.

About 20 varieties of long macaroni are made, and 75 kinds of cut paste.

When the founders of the company first entered the macaroni manufacturing business they occupied small quarters on Prince st., renting storehouses in the neighborhood. The business has continued to expand, and even with the present large plant there is little idle time or floor space.

Three styles of macaroni are manufactured,—Napoli, Genova and Bologna, and many varieties of each. The company supplies its customers with illustrated catalogs of its products, enabling them to order by number.

Questions and Answers

Egg Products

Question—What quantity of eggs must be used to be privileged to use the term "Egg Noodles" or "Egg Macaroni" in describing our egg products?
Answer—At least 5% of egg solids or 5 1/2% of egg solids on a moisture-free basis.

Of course you are chiefly interested in being of value to yourself, but your value to yourself is dependent upon your value to others.

PERTINENT QUESTION

Are you making a profit on the macaroni manufactured in your plant?

Have you ever pictured your competitors as dragons of some kind only to discover on becoming acquainted with them that they are real fine men like yourselves?

Well that is one of the aims of the Macaroni Conventions that are held annually. To promote acquaintance and better understanding.

Spend a business vacation in the Northwest, June 13-15

MALDARI'S INSUPERABLE MACARONI BRONZE DIES

with removable pins

Quality

Trade Mark
Reg.
U. S. Patent Office



Workmanship

Service

Satisfaction

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

SEND FOR CATALOGUE

Established 1903

Notes of the Macaroni Industry

Will Visit Skinner Plant

One of the entertaining features of the 1927 joint convention of the National Association of Retail Grocers and National Wholesale Grocers association, June 20 to 25 in Omaha, Neb., will be an inspection of the Skinner Manufacturing company plant. Special attention will be given to the women who accompany the delegates to show them just how this wholesome food is manufactured and packed in the largest package macaroni plant in the middle west. This will be during the morning of June 22. President Lloyd M. Skinner and General Manager Eugene Skinner will personally conduct the inspection trip, explaining the intricacies of the business.

Absorbs Mapl-Flake Mills

The brand and trade marks of the Mapl-Flake Mills and its factories at Battle Creek, Mich., have been purchased by the Ralston-Purina company of St. Louis, greatly enlarging the cereal department of the latter firm. The transaction was handled by William H. Danforth, president and founder of the Ralston-Purina company.

Several years ago Mapl-Flake Mills was organized as an independent concern to take over the cereal interest of the Armour Grain company. The macaroni plant at Cleveland, Ohio, was under supervision of this new concern. Last year lease on the Cleveland plant was not renewed and the manufacture of macaroni products practically discontinued. Addition of the Mapl-Flake interest to the Ralston-Purina company makes it one of the biggest factors in the cereal business and increases its large number of well known brands of corn flakes, wheat flakes and similar products.

Fontana Has Fine Exhibit

Fontana Food Products company of San Francisco had a very attractive display of its full line of macaroni and noodle products at the Third Annual Food and Household Appliance Show in Oakland, Calif., last month. The affair was sponsored by the Alameda County Retail Grocers association and attracted nearly 300,000 visitors during the week.

In addition to showing its products under advantageous conditions, it had

demonstrators busy throughout the show teaching prospective consumers how best to prepare this economical and nutritious food.

Meaning of "Contains Eggs"

The Bureau of Chemistry looks with disfavor on the use of the term "Contains Eggs" on macaroni products that do not contain the full and legal egg requirements, 5.5% of egg solids or egg yolks when computed on the moisture free basis.

The objection comes because of the difficulty of controlling the relative prominence of this term and the rest of the label. It is recommended that whenever the term "egg" is used with reference to describing the contents of macaroni or noodle products, enough eggs be added to make it a legal egg product.

The formula most frequently suggested is to use either 5 lbs. of Dried Whole Eggs or Dried Egg Yolks, or 10 lbs. of Fresh Egg Yolks, or 20 lbs. of Fresh or Frozen Eggs to 95 lbs. of flour or semolina. On this basis a manufacturer may feel free to term his products EGG PRODUCTS.

Cooked Spaghetti in Glass

John B. Canepa company of Chicago, manufacturer of the Red Cross brand of macaroni products, has added to its line prepared spaghetti in glass jars. According to John V. Canepa, general manager, the new product is meeting with unexpected results with both grocers and consumers. The cooked spaghetti and the rosy sauce seen through the glass has an appetizing appeal that should attract buyers when prominently displayed on retailers' shelves. To encourage this the manufacturer is doing some direct advertising to the grocery trade, supplying attractive counter and window displays and distributing cook books that tell of some pleasing combinations.

Radio-ing Macaroni

"This is Radio Station WCCO, the Gold Medal station of the Twin Cities, broadcasting a special program of music and entertainment arranged for and by the F. A. Martoccio Macaroni Co. of Minneapolis, manufacturer of Quality Brand macaroni, spaghetti, vermicelli and noodles."

Every Monday night radio lovers who tune in on the Gold Medal sta-

tion will hear the above announcement and some excellent singing by a famous quartet and equally good jazz music by an 8 piece orchestra that is most popular in the northwest section of the country. A changed program is arranged weekly by F. A. Martoccio, president of the firm that hopes to place macaroni products regularly on the dining tables in millions of American homes by sending macaroni suggestion musically through the air.

Tune in on WCCO every Monday between 9 and 10 p. m. and hear this delightful entertainment provided through the courtesy of this wide-awake manufacturer.

Welcome to Head of the Lakes

"Visit Duluth, the Head of the Lakes and the World's Principal Durum Wheat Market." That is the invitation extended by the officers of the Duluth-Superior Milling company to the Macaroni Makers of the country who are planning to attend the Minneapolis Convention next month.

This firm has some very modern mills situated at Superior and East End, Wis., just across the bay from Duluth, and will be glad to show the manufacturers just how its wonderful product is milled. Eastern men may find it pleasant to make the trip to the convention by boat by way of the Great Lakes, landing at Duluth. All are urged to visit the Great Lakes district and the biggest iron ore fields in the world, adjacent to Duluth, including that city in their Convention Tour.

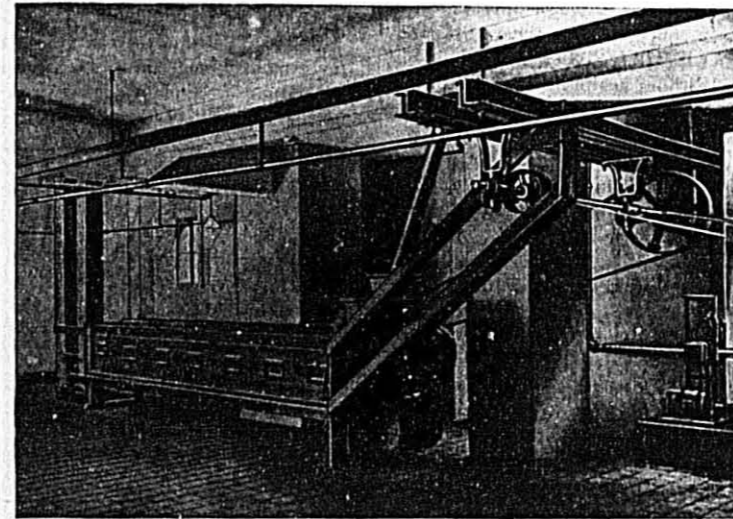
Wages and Hours Adjusted

F. Maldari & Brothers, Inc., New York city, have recently arranged for more convenient hours for their employees. A satisfactory scale of wages was adopted whereby the skill and the time of service of the employe was given due recognition. As a result a mutual feeling of interest in the welfare of the plant has been created.

Philadelphia Firms Merge

After a full survey of the macaroni manufacturing situation in Philadelphia, the American Macaroni company decided that it was preferable to merge than to rebuild its plant. Nearly a year ago this firm lost its modern food factory in a costly and disastrous fire. Plans for rebuilding were studied but when the survey indicated that Phila-

BUHLER BROTHERS' for "Quality" The BUHLER Preliminary Dryer



Th. H. Kappeler
Sole Distributor for Buhler Machinery

44 Whitehall Street
NEW YORK

in connection with the Horizontal Press is a great *Time Saver* in the drying process of short goods.
Nicer and better quality goods.
Safer and easier handling either with elevator or pneumatic.

SAVE TIME
LABOR MONEY
By Installing
Buhler Preliminary Dryers

DURUM SEMOLINA



CAPITAL FLOUR MILLS, Inc.
MINNEAPOLIS MINNESOTA SAINT PAUL

delphia and vicinity already had sufficient manufacturing capacity it arranged to merge with the Philadelphia Macaroni Co., somewhat retaining its identity in its well known brands.

On April 5, 1927, the officials made the following announcement: "We have today merged with the Philadelphia Macaroni Co., the largest macaroni manufacturer in Philadelphia, and will operate under that name.

"Wm. H. Hahn retires from the business and Hugh I. Graham and Edward H. Walker go with the new concern as vice presidents.

"We will continue to manufacture our Supreme quality package goods under the King Midas label—and will also be in a position to fill orders for bulk goods promptly."

The American Macaroni Co. has long been an active member of the National Macaroni Manufacturers association, which membership will in all probability be assumed by the Philadelphia Macaroni Co. to continue this pleasant affiliation with the industry's leading firms.

Plant To Open in June

Next month will see the formal opening of the new plant of the Feezer Macaroni company at 17th and Berryhill sts., Harrisburg, Pa. The work of equipping the plant is being supervised by J. F. Feezer, owner of this modern food factory. Mr. Feezer was formerly connected with the Keystone Macaroni Mfg. Co. of Lebanon, Pa.

A building of steel, brick and concrete construction will house the new macaroni concern. The most modern presses and efficient drying systems are being installed, capable of handling a capacity of several hundred barrels daily. The building is 2 stories, built to carry additional stories as needed. It is 200x70, placed on a large lot 230x220 in a fine section of the city yet affording fine shipping facilities—a railroad siding at the rear.

Mr. Feezer will have associated with him a man well known to the macaroni trade, one who has a reputation for making quality goods. Definite announcement of the personnel and grand opening will be made by the owner at the national conference of the macaroni industry in Minneapolis next month.

Healthy Salesmen

A certain firm believes in conserving the health of its salesmen. In a recent

letter to its men on the road it sought to impress upon them the ill effects of poor health.

What is a salesman's greatest asset? So many say his ability to present his sales talk, others the sales approach and still others the impression given to the prospect through appearance, etc.

In our opinion HEALTH IS A SALESMAN'S GREATEST ASSET.

Without health he is unable to make the number of calls he should each day.

Without health he cannot place his full mind on his work.

When number of calls decrease his sales decrease accordingly. His earnings shrink, he worries more, and this further injures his health, saps his strength and vitality.

So keep your health. Do everything possible to safeguard it.

Without health you will be unable to put in 6 full days of work each week. Yours is a full-time work and our customers expect you to be on the job during the working time of each day. Do not disappoint them or us by not preserving your health.

Donna Visits Mill

In connection with his visit to Minneapolis early in May to complete convention arrangements, Secretary M. J. Donna made his first visit to a durum semolina mill, and gained some valuable, first hand information on just how amber durum wheat is converted into golden semolina. It was a rare treat to him and will prove much more so to the practical macaroni manufacturers who will be given the same opportunity during the convention. Don't miss this treat is Donna's recommendation.

The secretary visited the Capital Flour Mill in St. Paul in company with President C. P. Walton and General Salesmanager E. J. Thomas the afternoon of May 4, 1927.



I'll Be There!

I'll meet you in Minneapolis

Packaging by Machinery

Does it pay to invest in packaging machinery? Every packer of merchandise should know the cost of equipment to pack merchandise with automatic machinery and handle the merchandise and packages with conveyors.

Suppose the equipment costs \$20,000. At 6%, annual interest charges on the investment would run \$1200. Even if the output of the plant does not run up to the capacity of the machines, the



labor cost of hand packaging may run considerably higher so that the equipment would pay for itself in a few years.

Furthermore there are many other advantages of packaging by machinery which should be investigated. Eventually automatic machinery will be necessary and the packages should be designed for this purpose.

Quality packages have greater merchandising value and will increase the sales of the products. It is almost impossible to pack as well by hand and to give the package the uniform neat appearance of the machine packed container.

Without the use of automatic machinery for filling, lining, labeling, setting up, sealing and wrapping packages, the evolution from bulk to package goods would have been much slower. The automatic machinery is the economic factor in the marketing of package goods.

Reduce Packaging Costs

Oftentimes a machine will result in a saving within a year equivalent to the initial cost. It hardly seems possible for anyone in business for years to discover such economy, yet it is often so for the reason that we do not always investigate costs. We find the price of a machine is \$1000 and then we do not list carefully every item of cost connected with hand packaging.—*The Package Advertiser.*

OUR NEW BRAND



GIVE IT A TRIAL

Commander Mill Company
Minneapolis, Minnesota

Now Ready for Delivery

Certified American Dehydrated
Egg Yolk

Produced in our new plant at
Kansas City

The finest Yolk ever produced
anywhere.

JOE LOWE CO. INC.

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CHICAGO, ILL. BROOKLYN, N. Y. BALTIMORE, MD.
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STEADIER PRESSURE MEANS SMOOTHER GOODS

Compressed Air Ballast Produces Minimum Pressure Variation

No Shocks
from the rapid drop of
enormous weights

No Expense
from foundations and
heavy ballast

Not Too High,
Not Too Heavy
to locate in any part of
the factory



The Floors Won't Sag From Compressed Air Ballast

No Damage
or wear from eccentric
loading of weights

No Accessories
in guides, springs and
bumper blocks

Horizontal Types
for Low Pressure
Vertical Designs for both
High and Low Pressure

Write for Bulletin No. 623 on Compressed Air Ballasted Hydraulic Accumulators
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PRESSES PUMPS ELMES KNEADERS MIXERS
CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, U. S. A.

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

Vol. IX May 15, 1927 No. 1

Welcome Californians



During April, 5 leading firms in southern California voluntarily applied for membership in the National Macaroni Manufacturers association. It was a beautiful manifestation of faith and confidence in organized effort for the industry's welfare.

To R. R. Barber, California representative of Washburn Crosby company, belongs credit for this "class initiation." In welcoming the new members due thanks to the proposer were not overlooked. We welcome to our ranks:

- Los Angeles Macaroni Co., Los Angeles, Ralph Raulli, president.
- Pacific Macaroni Co., Los Angeles, Salvatore Nunziato, president.
- Superior Macaroni Co., Los Angeles, A. Spadofora, president.
- San Diego Macaroni Mfg. Co., San Diego, E. DeRocco, president.
- United States Macaroni Co., Los Angeles, Albert Alberto, president.

All these firms are members of the Southern California Macaroni Manufacturers association that has done some splendid local work, and all of them can be counted upon to assist in carrying on the general program of the National association. Plans are being

made to attend the Minneapolis convention in June and other Pacific coast manufacturers will be asked to join the delegation. Several other Los Angeles firms are now seriously considering the matter of membership in the National organization in appreciation of its consistent progressive activities for the general good of every manufacturer.

Personal Notes

Mr. and Mrs. James T. Williams and son, Lawrence, have returned from an enjoyable tour of the Pacific coast which took them from Seattle to San Diego. Golfing and general relaxation from business had their fine effect on Jim's health and behavior.

E. Z. Vermyley of A. Zerega's Sons of Brooklyn, N. Y., was a visitor in the northwest the first week in May, stopping at Minneapolis and St. Cloud, Minn.

Secretary M. J. Donna spent several days in Minneapolis early this month putting the finishing touch on the plans for the industry's biggest and best convention. As you perhaps have heard, this will be in the Nicollet hotel, Minneapolis, June 13, 14, 15, 1927. "Sh-h! The secretary has tipped us off to the fact that you'd better be there if you don't wish to miss something fine."

With the Millers

The Minneapolis Milling company has added to its staff Thomas L. Brown, for many years connected with Washburn Crosby company of Minneapolis. Mr. Brown is well known to the macaroni trade having attended several of the conventions of the industry.

J. J. Padden, vice president and general manager of Crookston Milling company, Crookston, Minn., toured the eastern markets last month calling on the various mill representatives in the larger cities.

The friends of William H. Sudduth, president of the Commander Mill company, Minneapolis, are pleased to learn that he is convalescing from an operation performed at Mayo hospital, Rochester, Minn.

A J. Fischer, manager of the durum department of Pillsbury Flour Mills

company, left Minneapolis early in May for a trip to the principal offices of the firm in the central and eastern states.

Frank R. Prina of New York city, eastern representative of the Durum Milling Corporation of St. Paul, spent several weeks in the northwest recently looking after his milling interests.

E. J. Thomas, for several years associated with the Commander Mill company, has accepted the position of general salesmanager for the Capital Flour Mills, Inc., assuming his duties last month when he made his first call on the eastern trade in his new capacity.

W. W. Suderland, vice president of the Duluth-Superior Milling company, is undergoing treatment at the Mayo Brothers clinic, Rochester, Minn. His many friends in the trade are pleased to learn that he is improving.

Martoccio Joins National

Wishing to do his share in supporting the good work of the National association and to cooperate in welcoming and entertaining the 1927 conference of macaroni manufacturers in his city next month, Frank A. Martoccio voluntarily offered the application of his firm, F. A. Martoccio Co., for active membership. The excellent example thus set should be followed by other progressive manufacturers in every state in the union. The National Macaroni Manufacturers association welcomes this addition to its growing membership list and hopes for more to join during the next few weeks.

Use soft words and hard arguments.

WANT ADVERTISEMENTS
Five cents per word each insertion.

FOR SALE—One Noodle Cutter (G. Torsani, Italy) with 3 sets of rollers. Works by motor or by hand.
One Dough Mixer (J. H. Day Co.), one barrel capacity.
A. Riccobono, 1107 Dauphine st., New Orleans, La.

A. ROSSI & CO.

Macaroni Machinery Manufacturer

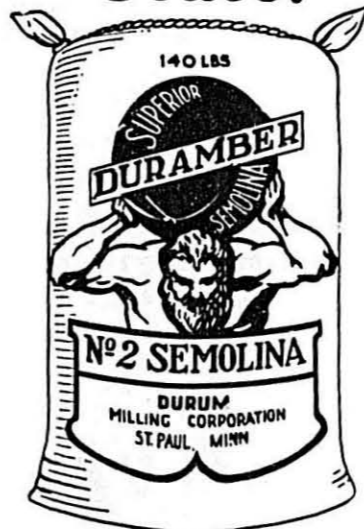
Macaroni Drying Machines

That Fool The Weather

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Usate!



"Meglio Semola-Non ce ne"

Guaranteed by the

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

The House of Perfection Always at Your Service

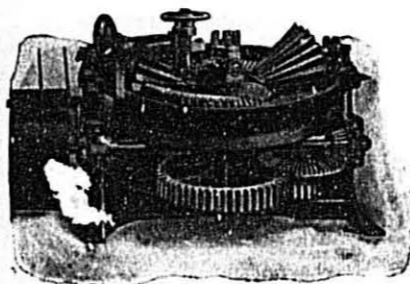
Where Others Have Failed, We Have Succeeded.



Why not deal with a reliable house?

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

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.
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SATISFACTORY

Wooden Macaroni Box-Shooks

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

<p>OUR PURPOSE:</p> <p>Educate Elevate</p> <p>Organize Harmonize</p>	<p>ASSOCIATION NEWS</p> <p><i>National Macaroni Manufacturers Association</i></p> <p><i>Local and Sectional Macaroni Clubs</i></p>	<p>OUR MOTTO:</p> <p>First— The Industry</p> <p>Then— The Manufacturer</p>
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WITH THE SECRETARY



Studying Industry's Needs

Every Director of the National Macaroni Manufacturers Association feels personally responsible for the success of the Macaroni Conference to be held in Minneapolis, June 13 to 15, 1927. Each has made an individual survey of the industry's needs and will report thereon at the meeting, hoping to gain the support of all progressive manufacturers who should and will attend. They respectfully invite YOU to be present.

"Too Lazy To Scratch"

We take no personal credit for the following as it comes in answer to a letter sent to a selected number of leaders in the trade to prepare an article on "What Does The Macaroni Industry Need Most Today?" The writer evidently believes that there exists altogether too much indifference, selfishness, lack of interest or whatever you choose to term it. He says, in part:

"We hear so often from our Secretary or read in his Journal requests to give this information, answer that questionnaire, suggest something or do another, that we too often consider it lightly, set it aside for future action, and then forget the matter entirely. We seem heavenly pleased to let the other fellows finance the trade association, observe the food laws, support the vigilance work, and numerous other beneficial activities, that I feel forced to offer this advice—DON'T BE LIKE THE MAN WITH THE ITCH AND TOO LAZY TO SCRATCH IT."

Double Edged

"And now they want to add a Macaroni Day to the list. Cheese it!"

Grand Island (Neb.) Independent.

While this is an attempt at being funny, what could be more tasty and more satisfying than "Macaroni and Cheese"?



More Harmony Needed

Just as harmony is necessary in musical organization it is needed in business. Let's become better acquainted by meeting more frequently. Come to the Macaroni Convention this year and help bring about better understanding between manufacturers in every section of the country. With each one doing his little share in the "harmony chorus" everything will go along smoothly and pleasingly.

Who Can Tell?

In all sincerity we ask—We would like to know where the people who are always selling below cost get the money to continue manufacturing to sell below cost?

It's Your Business

Conventions are held only once a year. To be successful they must be well attended. This is your business, Mr. Macaroni Man. Won't you attend to it?

Funny Cracks

A macaroni manufacturer noted for his wit and studious attention to business conditions submits the following "brain exerciser":

"All the poor prunes do not grow on trees; some are in the macaroni business, or think they are."

Knows How and Why

"The best business friend a man can have is an educated competitor."—W. A. Clark.

My "Bell-Ringer"

A scientist says we ought to eat food that will develop the cranium. The following menu has been recommended as most appropriate for this purpose:

Noodle Soup. Head Cheese. Coconut Pie.

JOHN J. CAVAGNARO

Engineers and Machinists

Harrison, N. J.

U. S. A.

Complete
Equipments

Accumulator
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Kneaders

Mixers

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Brakes

Moulds, Etc.

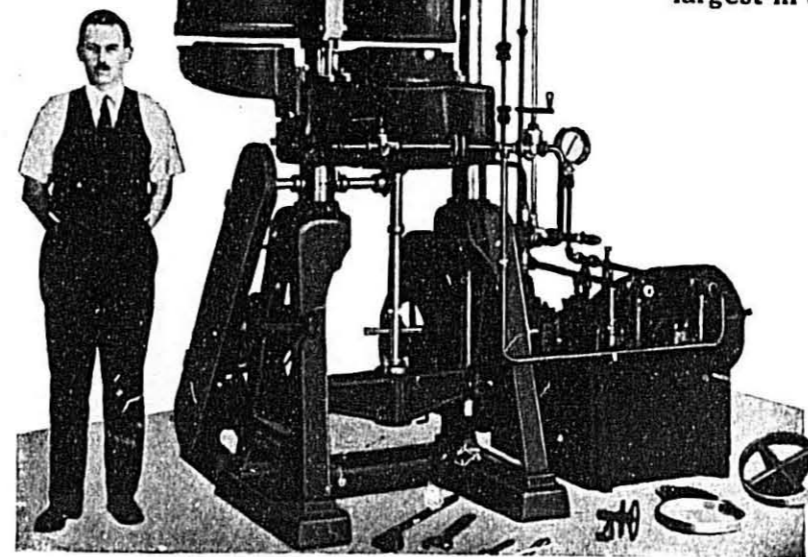
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All Sizes

up to the

largest in use.

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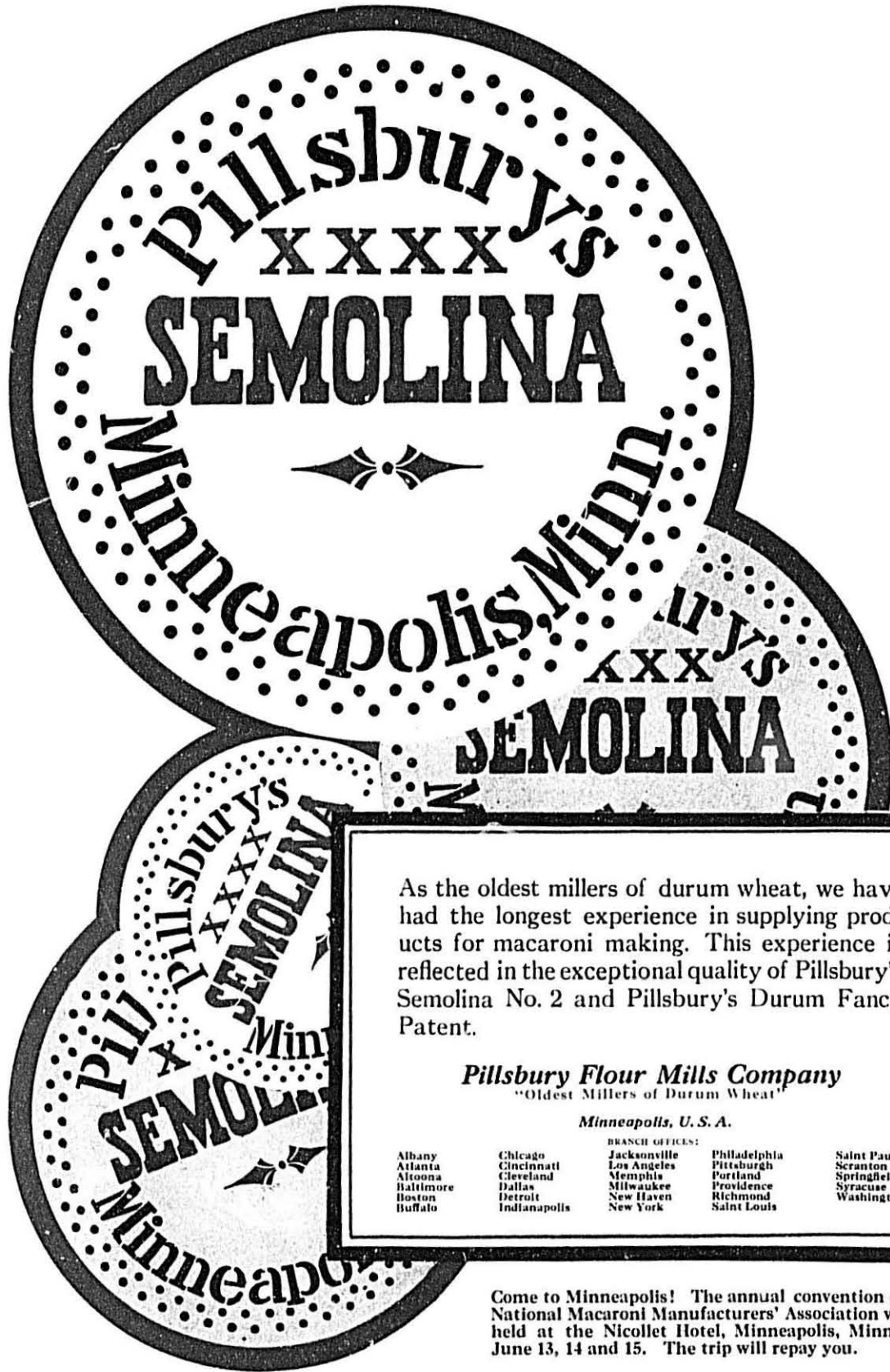


No. 222 Press Special

Specialty of

MACARONI MACHINERY

Since 1881



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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Boston	Detroit	New Haven	Richmond	Washington
Buffalo	Indianapolis	New York	Saint Louis	

Come to Minneapolis! The annual convention of the National Macaroni Manufacturers' Association will be held at the Nicollet Hotel, Minneapolis, Minnesota, June 13, 14 and 15. The trip will repay you.