

**THE
MACARONI
JOURNAL**

**Volume 9,
Number 4**

August 15, 1927

The Macaroni Journal

Minneapolis, Minn.

August 15, 1927

Volume IX

Number 4



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

Read In This Issue---



"Macaroni Makers---Master Builders"

By Dr. C. Houston Goudiss
Editor--The Forecast Magazine.

"Merchandising Macaroni"

By T. K. Kelly, President
T. K. Kelly Sales System

"1927 Marketing"

By A. E. Philips, President
American Grocery Specialty Mfrs. Assn.

"Getting Your Dollar's Worth"

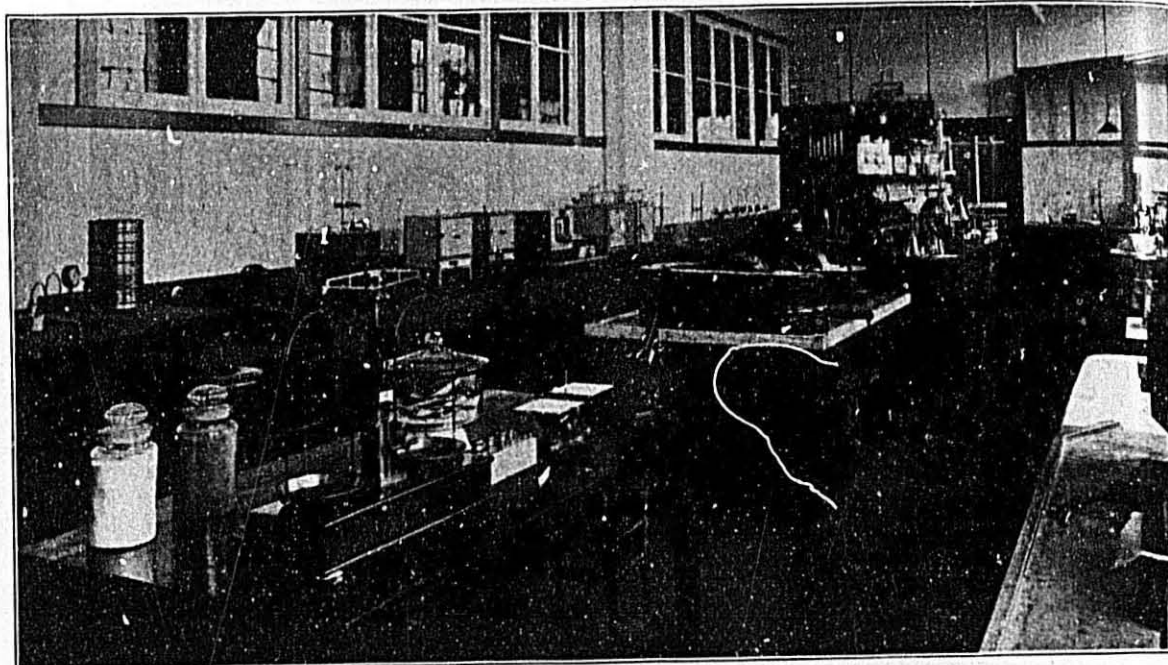
By Geo. M. Peterson, Secretary
Minnesota General Merchants Assn.

"Gaining The Grocer's Confidence"

By C. H. Janssen, Secretary-Manager
National Assn. of Retail Grocers

"Reused Bags as a Trade Practice"

By C. M. Yager, Editor
The Modern Miller



Sectional view of our Research Laboratory at Chicago

High Quality Boxes Cut Shipping Costs

When you buy solid fibre or corrugated shipping boxes carrying the Container Corporation of America or Mid-West Box Company identifying stamp--you do not buy ordinary boxes. You DO buy products having a precise, high quality that is most jealously guarded by continuous tests, inspections, and the excellent progressive work of our large, thoroughly equipped Research Laboratory at Chicago.

In addition, the very complete equipment of our many mills and box factories enables us to give you gilt-edge service on orders, supplemented by quick, short-haul shipments whenever possible. This service is to your advantage especially if your plans include "hand to mouth" buying.

Cheap boxes cost you more in the long run than known quality boxes made specifically to cut down your packing and shipping costs. Once a user of our boxes you will buy no others because you will find them everything that you desire. Our large organization--second to none in quality and service standings--is ready to help you as it has helped hundreds of the biggest and most exacting shippers in this country.

Should you wish to check up on your packing and shipping costs--fill in coupon and mail today. No obligation--no charge.

CONTAINER CORPORATION
OF AMERICA

AND
MID-WEST BOX COMPANY

111 W. Washington St.



CHICAGO, ILLINOIS

Five Mills — Nine Factories

Capacity 1000 tons per day

RETURN COUPON

CONTAINER CORPORATION OF AMERICA
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 _____

August 15, 1927

THE MACARONI JOURNAL

3

Tanzi's Dies

are a long jump ahead of many another make.

Have you seen our Mostaccioli die? Uniform cut assured—100% faster than any other cutting device—sanitary—easy to operate. It is inexpensive too. Ask us!

We manufacture any other size, style and variety of moulds.

Let us solve your die problems.

MARIO TANZI CO.
Boston, Mass.



QUALITY

is

Supreme

in

★ ★ T U S T A R ★ ★

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume IX

AUGUST 15, 1927

Number 4

Putting the Spotlight on Macaroni

Educational publicity through newspaper articles and advertising is the greatest need of the Macaroni Industry . . . Printer's ink has been the principal factor in producing the great prosperity that America is enjoying.—Henry Mueller, president of the National Macaroni Manufacturers Association, in his annual report at the Minneapolis Convention in June.

Practically every important newspaper in the country carried the above item of news during the months of June and July. They chose to believe it to be an endorsement of newspaper advertising as the real selling medium. In a broader sense this leader sought to point out the need of some sort of well planned publicity in order to put the spotlight on the macaroni industry.

The Macaroni Manufacturing Industry in America can be said to be of recent origin. Adopted from an ancient civilization by immigrants and sons of immigrants, development has been slow and uncertain. Naturally all the energy of the pioneers was spent in improving the quality of their products, experimenting with strange raw materials, increasing their production and in other ways building the foundation for future greatness. Up to the present profits have been meager, but contentment substantial.

In this industry the stage of overcapacity has now been reached and like many other food lines as manufacturers we are now confronted with the serious problem of how best to dispose of our output on a profitable basis. It was in connection with the consideration of this problem that this leader expressed himself as quoted above in the newspapers of the country.

Many of the manufacturers evidently did not appreciate the seriousness of the topic offered for general discussion through the mails and at the open conference of the industry, but those who did practically agree that the Macaroni Industry needs most some educational work applicable two ways—first toward the manufacturer and second toward the public. While there is an apparent unanimity of opinion as to the needs, the question remains: Are they sufficiently interested to adopt ways and means for meeting these needs?

Time and again it was brought out in the open discussion that the industry was face to face with a problem that individuals might tackle but that can be solved only by a united industry. Surely there must be something proposed that will

be the least bit promising and appealing to every individual interested in the future welfare of the industry. What is it?

It is generally admitted that whatever is done should be started in a small way to convince the manufacturers of its worthiness and so planned that it will permit of expansion as its good results become manifest. Apparently this is the intention of the several important committees that have been appointed to study the problems and to recommend planned action.

Manufacturers are warned not to expect too much of little things. In addition to determination, time is an important factor. People's habits cannot be changed in a day or a year. The increased consumption of macaroni products, which is the generally agreed greatest need of our industry today, will come only through cooperation, patience, timely suggestions and convincing propaganda.

Work of this kind will cost money. Is the industry sufficiently sold on any one or more plans to properly finance them? Heretofore there has been such a diversity of opinions that even the first step could not be taken. Perhaps we have at last convinced ourselves that we must do something for ourselves or others will to it for us without giving us the credit.

From a survey recently made by an independent and disinterested business concern it is reported that 160 of the largest macaroni firms in the country have a total capitalization of more than \$20,000,000. This survey shows 6 firms with a capitalization of \$1,000,000, 10 in the \$500,000 class, 10 in the \$300,000 class, 25 in the \$100,000 class, 40 in the \$50,000 class, 25 in the \$25,000 class, 25 in the \$10,000 class and 19 in the \$5,000 class. Approximately 300 small firms are in a lower classification.

This gives us a general view of the greatness of an industry that is trying to put over what others would consider a very small activity but which has been impossible with us because of lack of unity. Are we going to throw the public spotlight on macaroni? Yes, if we want it! Do we want it? Time will tell!

Association Directors AND Educational Committeemen



Henry Mueller
President



John Ravarino
Vice President



L. E. Cuneo
Treasurer



A. S. Vagnino
Director



Alphonso Gioia
Director



C. S. Foulds
Director



Frank L. Zerega
Director



F. J. Tharinger
Director



G. Guerrisi
Director



M. J. Donna
Committee



Dr. B. R. Jacobs
Committee

Macaroni for Health--- Macaroni Makers Master Builders

By Dr. C. Houston Goudiss,
Editor The Forecast Magazine, New York, N. Y.

MORE FOOD FOR THOUGHT

In this issue are printed several addresses given at the 24th annual convention, June 13-15, in the Hotel Nicolle, Minneapolis, Minn., which were not included in the official report of the conference printed in the July issue of The Macaroni Journal.

Gentlemen, I am going to address you as master builders, for you belong to that great group who supply material for the growth and maintenance of the human body. The structure to which you thus contribute is all-important. Upon the fitness of the human body depends all we have in the way of trade, learning, art and social progress. And since that far day when the first savage sought his first supper in the wilds of some valley in Asia, the primary struggle of the human race has been a struggle for food to maintain this fitness.

In the beginning Nature, unaided, supplied the nutritive needs of the few wandering groups. As savagery gave way to barbarism and barbarism slowly faded into civilization, man had to go into partnership with Nature in order to secure better food. As the arts and sciences developed, bearing their fruitage of comforts and conveniences, the desire for variety became a vital factor in the food march of mankind.

Man's search for flavor led him on his first voyages of discovery. The keen rivalries that resulted were the actual causes of those vast commercial enterprises which today span oceans with a network of food exchange. Back of everything he undertook in the different fields of progress was the provision of fit material for three meals a day.

In the dawn of man's being food was the first need. Through his tens or hundreds of thousands of years it has remained the prior consideration. And today, with all our marvelous advance in every line, with that crowning achievement of winged men soaring through storm and night from continent to continent, food still is the commander-in-chief from whom each of the nearly two billion persons now alive takes his or her first orders.

The food you men provide is one form of the master foodstuff—wheat. While yet the human race was in its infancy this grain proved its supremacy as the one best adapted to the daily needs of the living machine that directs the forces of destiny. As time went on and experience set standards it became known as the staff of life. Its right to this title still remains unchallenged.

The spread of knowledge; the increasing sway of science; the conquests of chemistry; the sum total of diet discoveries—none of these giant strides of progress has in any way lowered the place or lessened the power of wheat in the empire of edible things.

The golden fields of it which make a glowing band around the earth form the basic wealth of the nations. Let them go barren, and our boasted glory would be dangerously menaced. Their harvests form the walls of Wall Street. They are mighty factors in settling wars and basing the profits of peace. From the first flutter of life, through the changes of childhood, the many aims of maturity, and the adjustments of old age, to the last hours of life's sunset, wheat is one of the fundamental supports of the human family.

This is not a figment of fancy but a fact as hard and lasting as the granite hills. Therefore, as master builders by right of supplying food, you become defenders of destiny by offering a wheat product to the people.

You are more than makers of macaroni. You are part-makers of man-strength; part-makers of man-health. The fact that you serve mankind with one of the most beneficial and desirable forms of wheat makes you partners with fate in determining the direction and durability of human actions;

in influencing the output of the human mind and the higher reachings of the spirit.

In a very true sense macaroni should be considered much more than a tempting side dish, as it has been made in many American homes. It is a great flesh maker, and the ease with which it can be digested is a large point in its favor. Besides the protein furnished in the wheat gluten, cooked macaroni contains over 15% of heat and energy giving carbohydrates, and about 1% of vegetable fat, making this a splendid all round dish.

Gluten is regarded by science as one of the greatest of flesh builders. It is a wonderful natural compound of vegetable protein, fat and carbohydrates which nature seems to have prepared especially for body building purposes. It is gluten which gives the wheat grain its peculiar food value. This gluten helps to keep the walls of the human house from weakening and falling. These carbohydrates help to keep it from becoming a cold tomb, damp with vain memories of what mind and muscle might have done. Without a sufficiency of mineral salts the whole living home would break down.

No other foodstuff is so nutritious because no other is so rich in gluten, which is a major physical requirement, especially during the building years of childhood. No other food supplies in such concentrated form material for foundation, walls and roof, and at the same time fuel for heating and power purposes, and elements for the proper regulation of these animating forces.

Do you wonder that I rank you with the master builders? Yet I, myself, wonder how many of you have thought seriously of your remarkable contribution to the constructive well-being of your fellowmen. I wonder how many of you at this moment are aware of the high part you are playing in the unfolding of Time's plan.

Do you fully sense the food-meaning of macaroni, not only as based on the inherent properties I already have mentioned but on those added virtues which attach to it when served in the numerous combinations to which it is so perfectly adapted?

Serve it with milk and you have the building and energizing properties of wheat combined in ideal form with the marvelous virtues of the best liquid food—its lime for bones, and its vitamins which play such an important part in growth and in prevention of certain diseases due to malnutrition.

Serve it with cheese and a feast of flavor is added to the food force of the macaroni, also protein and fats. With tomatoes it supplies a dish as beneficial as it is delicious, rich in vitamins and mineral salts. The same is true of other vegetables that combine admirably with this white meat of the wheat, many of which complete the nutritive worth in the elimination of waste matter.

I think it is a safe assertion that macaroni and macaroni products have more

varied uses in the daily diet than any other one form of food. I believe it is possible to serve them a different way almost every day in the year, and to be able to make such a statement about a foodstuff so richly endowed with basic nutrients is a matter of more importance to the welfare of mankind and the future of human effort than to cite the amazing spread of such aids to progress as the telephone, electric light, or radio.

For the value of these and all other fruits of skill and genius depends first on the ability of man to make use of them, and this ability is dependent on ample supply in palatable form of foodstuffs which will make and keep him capable of endeavor and enjoyment.

The food habits of the world have undergone a marked change within the last half century, and we still are in the center of this newer knowledge of nutrition. No longer is breakfast a guess, dinner a venture, and supper a risk. At great cost in effort and experiment, research and laboratory tests, we are being brought nearer to a place where chance will not sway our choice; where definite knowledge of elemental values will be the deciding factor in the menu.

A vast army of faithful workers—explorers, we might call them—some of whose soldiers are numbered among your own experts, are paving the way to a proper appreciation of the place and power of food. They are making it clear that food may build or blast, develop or destroy, help or hinder—according to the use we make of it; the manner in which we combine it; the proportions in which we employ the various elemental nutrients.

We are coming to know that a man's food is prime minister of his fate—not only physically but mentally and morally. The progress of the human race has its roots in those efforts generated by the need for preservation of life. Food is the first necessary in this, and right direction can come only through right food.

Out of this compelling motive grows the second urge—the desire to obtain distinction. In a healthy nation each class aspires to and trends toward the next higher level. The blood of ambition defies the law of gravitation and flows upward. Thus the whole mass, through continued uplifting, attains a loftier level.

There is no better work than that you men are doing in supplying the world with food in the purest and most palatable form. Your product in itself can be classed as a master-food. Beyond this, its affinity for such other master-foods as milk, eggs, cheese, and vegetables is highly important since the people of this nation are today suffering from a lack of just such a perfect diet.

You have it in your power to extend the benefits of your product by telling the people where and how to use it. You can confer great and lasting public good by stimulating more general use of macaroni through associated advertising—teaching the people about its food virtues and delights, as has been done in the case of milk, raisins, and many kinds of canned foods. It would be well for our people if their present per capita consumption of a pound of macaroni were doubled; better for them if trebled!

Do not forget that it is just as necessary to lead people out of physical illiteracy as to develop and train their minds. You have it in your power to do this in regard to the output of your great plants. You can be guides and counselors. You can and should leave no stone unturned in an allied effort to make the food meaning of macaroni clear to everyone, and when this is done, your harvest will be a great one. The forward march of this nation will be governed by the all around fitness of its men, women and children. As makers of one of the great food supports of this army, and as possible educators of the people in its use, you hold high place in the real balance of power. You are master builders, and your greatest work lies ahead!

1927 Marketing

By A. E. Philips, Westfield, N. Y., President American Grocery Specialty Manufacturers Association, Vice President the Welch Grape Juice Company

If my subject has raised a suspicion that you are about to hear how it should be done, calm your fears, for I would not have the hardihood to make such an attempt before a group of such erudite and experienced merchandisers.

You want to keep in touch with the fundamental trends of the Grocery Industry. You want to know where your branch of the industry is and where your own particular business is with reference to these trends.

I propose to confine my discussion to the enumeration of a few pertinent facts and a brief description of some important tendencies with which I have come in contact through my business and my office as President of the American Grocery Specialty Manufacturers Association. When I have finished, if you wish to ask any questions, I shall be glad to try to answer them.

While I am speaking you will be thinking Macaroni, Noodles and Spaghetti. Henry Mueller will be thinking of it cooked, while my friend Jimmy Williams will be concentrating on Creamettes. I shall be happy if anything that I say develops a train of thought useful to you in finding a better niche in the stupendous food market of America.

This has been characterized by economists generally as the most highly competitive era of production and distribution which this country, or the world, has ever known. If I were to start off with the statement that macaroni is becoming a competitor of gasoline, you probably would not take me seriously.

As all marketing starts and ends with the consumer—to ascertain not only what the consumer wants but what is of substantial service and therefore salable to him, and how to supply it—we will start there.

In the United States, we are reliably informed, there are now nearly 120 million people—prospective consumers, whose annual expenditure for food is estimated at 23 billion dollars.

Population is increasing at the rate of 1½ million per year, and it is constantly becoming a richer and more appreciative population.

For years the better-to-do classes of people have weighed the pleasures of the automobile against the satisfaction of owning a home.

Consumers are now adopting an executive attitude toward spending, to a degree never known in America before. They are carefully weighing one value against another in the effort to make their dollars buy the maximum of the good things of life, and installment selling has brought within the reach of the masses a large list of articles hitherto regarded as expensive luxuries. The joys of owning a home, automobile, radio, vacuum sweeper or peacock feathers are matched in the home budget against the benefits of good food.

Can you imagine the great food industry, representing 23 billion dollars annually of consumer purchases, cooperatively advertising "Eat More, Ride Less, and Cut Down on Silk Stockings"? You probably cannot, and we will dismiss it as beyond the realm of possibility; but food, motor cars, and clothing are pitted competitively against one another in a manner which that thought serves to illustrate.

We are told that, large and small, there are over 40 thousand manufacturers of food in the United States, a total of 70 thousand manufacturing articles sold through the grocery trade. From here on our discussion deals with food only.

Finer distinctions than ever before are being made by the consumer between foods on the basis of their labor saving convenience combined with nutritional constituents. Formerly it was taste and variety which actuated the housewife,—appetite appeal,—qualities which were obviously revealed at sight of the

articles themselves. But today meats, vegetables, cereals, fruits, dairy products, and even beverages and confections are being placed upon a new basis of competition. They are being bought by rapidly increasing numbers of well informed consumers on the basis of their place in a balanced diet, and in the labor schedule of the household.

The intelligent housewife not only wants, but in her increasingly executive attitude toward spending is acquiring a state of mind which expects to get the functional as well as the money value of foods. This is a duty expected of the producer.

Where the primary object sought is not to create demand for specific brands but to increase the consumption of the commodity, it can be and in several instances is being done cooperatively by a group of manufacturers. Such a cooperative effort is now being launched by bottlers of carbonated beverages and another by the candy manufacturers. Nutritional value is the dominant theme in both campaigns. Where the primary object is to create a demand for a specific brand, the duty falls on the individual manufacturer. The industry or individual producer who overlooks this duty expected of them by the housewife is highly missing over an opportunity and possible necessity.

A dawning realization of the importance of a knowledge of nutritional values to bodily comfort, health, comeliness and, for those gainfully employed even wealth, is responsible for this growing desire for more information, as a condition precedent to becoming regular customers.

In furnishing consumers with the information which it is becoming increasingly necessary to give them, we are fortunate in having a circulation of leading magazines aggregating 33 million per issue and daily newspapers aggregating 36 million per issue from which to choose, besides outdoor, street car and various other forms of advertising; an 62% of our population is literate.

What has been accomplished through advertising in the last few years in taking fruit and fruit juices out of the class of emergency or between meal foods, and placing them among the substantial articles of daily diet for their vitamins, mineral salts to build bone and teeth, easily assimilated fruit sugar for energy, alkaline reaction preventing body acidity, and astringent properties, is too well known to require more than passing mention. As evidence of its success, this country now supports 23,000 fruit and vegetable stores and nearly every grocer sells these commodities, while fruit and fruit juices, notably orange juice and grape juice, are on the breakfast menus of nearly all leading hotels.

An outstanding example of rising to that opportunity, which utilized the labor saving value, is found in the recent campaigns of the baking industry where it is reported that the percentage of American homes using baker's bread was increased from 64% to the enormous proportion of 94%. Today the country supports nearly 27,000 baked goods stores, and nearly every grocer sells bread and some stock other baked goods. The 5,000 delicatessen stores of the country are an added testimonial of the consumer appreciation for labor saving foods.

3 Focal Points of Manufacturer Effort

Thus far I have emphasized the growing importance of the actual service value of a product, and the consumer's new and increasing desire to be fully informed of it.

Getting goods from producer to consumer effectively and economically is of equal importance.

Standing between the consumer and manufacturer are the necessary and inescapable functions of wholesaling and retailing. Pro-

viding for them constitutes our problem of distribution.

PRODUCTION, DISTRIBUTION and CONSUMPTION are the 3 prime focal points of every reputable manufacturer's effort. It is necessary to consider all 3 in connection with marketing because they are of equal importance and therefore interdependent. Success in one of these departments of effort cannot be long sustained without support in the form of successful attainments in the other two.

Branded products self advertise the source from which they come, and especially when thrown into the unshadowed spotlight of intensive advertising, challenge comparison; are subjected to the fiercest tests of quality and claimed value. So unless they are made of the best materials processed by the best methods aided by the best equipment, they are bound to fail. You can put down as an incontrovertible truth:—That when an advertised product has continuously grown in distribution and consumption over a period of years it comes fully up to the claims made for it. Nothing kills a product more quickly than a failure to satisfy the consumer expectations which advertising has created for it.

Therefore it would be a foolhardy manufacturer who would set out upon a costly campaign of trade distribution and consumer advertising without first knowing that his product is right and that it will perform the material human services which his advertising claims for it. In 1927, to succeed, he must know what these services are and then exploit them.

It would be equally shortsighted for a manufacturer, after creating a humanly perfect and acceptable product, and a nation wide acceptance among consumers for it, to then hedge it about with policies and sales plans calculated to defeat his entire effort at the focal point of DISTRIBUTION.

So you can put down as truth number 2:—That it is or should be the desire, earnest endeavor and plan of the manufacturers of advertised products to formulate and carry out policies and a sales plan which are equitable and acceptable to the various forces of distribution.

Although hotels, restaurants, dining cars and institutions comprise a market which represents 17.2% of the consumer's total annual expenditure of 23 billion dollars for food, the distributing problems which they present are too varied for consideration here. So it is my purpose to discuss only the functions of wholesaling and retailing as they relate to getting food products from manufacturer to consumer in the home.

It is necessary to go back only a few years, so that most of us can recall the comfortable days of the uniform, settled distributing system from full-service wholesaler, interested principally or solely in manufacturers' brands, to full service retailer, to consumer.

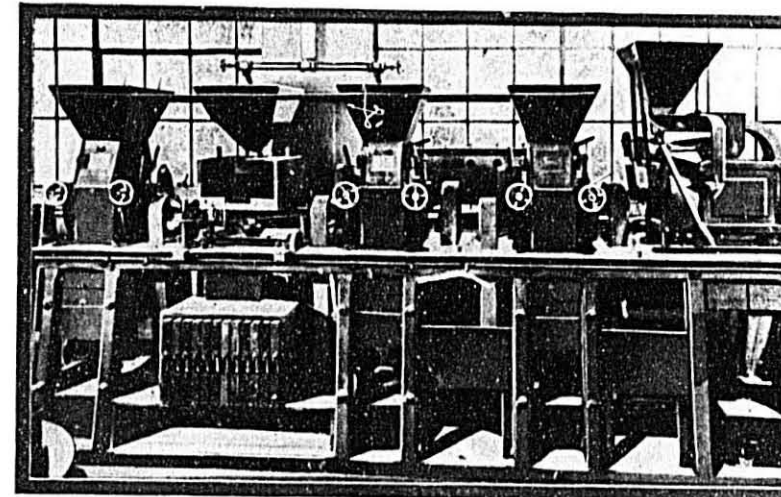
For the changes which have taken place in trade structure many are prone to place blame at the door of this group or that; wholesalers in general are prone to blame the manufacturer, who often returns the compliment; then some service wholesalers, while many of their own type maintain Cash and Carry departments; the retailer blames the Chain Store and praises the cooperatively retailer-owned wholesale house, while wholesalers in general condemn both, etc., ad infinitum.

The blame—if blame we shall call it—rests on the laws of economics, which neither wholesaler, manufacturer, retailer nor chain store can change. Hence it is not a personal blame, really not a blame at all, but a natural condition of evolutionary progress.

If a sufficient number of retailers demand their goods by a certain method capital will set up the wholesale unit of the system to supply it. If a sufficient number of consumers demand their goods by a certain method, capital will set up the retail unit of the system to supply it. This is axiomatic, and constitutes what is happening.

And it greatly complicates your problems and mine as manufacturers. Let's examine

Through our own experimental "Semolina Mill" we secure the facts upon which
We guarantee the quality of
Gold Medal Semolinas



GOLD MEDAL
"Tested"
SEMOLINAS

Our testing unit includes a miniature mill; a macaroni mixer, a kneader and press; drying chambers and cooking equipment. In this miniature testing plant we test and develop the character of the gluten necessary in the production of good macaroni; we develop any defects in the wheat as to color; and any excess of foreign seed and ergot which produce an excess of black specks.

Several years of experience have taught us that the manufacture of semolina, both as regards the wheat mixture and the milling, requires constant care and watchfulness; that it demands a more delicate adjustment of raw materials and machinery than is the case even in the making of flour.

This is why we designed and installed an experimental semolina mill. It enables us to find out a great deal more about the quality of different grades of durum wheat than ever could be obtained through chemical analysis alone.

Following our chemical analysis of samples of the



GOLD MEDAL SEMOLINAS

"Tested"

WASHBURN CROSBY COMPANY

General Offices: Minneapolis, Minn.

Millers of Gold Medal "Kitchen-tested" Flour

wheat received at our elevators, enough wheat from each shipment to make five or six pounds of semolina is ground in our experimental mill, and the resulting semolina run through the mixer, kneader, press, and dryers.

We feel that through this careful experimental work, we are giving the manufacture of semolina the serious consideration it deserves, and that our efforts will result in a constant improvement of the macaroni products made from Gold Medal "Tested" Semolinas.

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

for a moment its effect upon the task of obtaining initial distribution.

Effect of Changes on Initial Distribution

In years gone by, before the advent of private brands, it was effectively accomplished at very low cost by friendly, straightforward and undivided cooperation between the manufacturers' specialty salesmen and the wholesalers' salesmen, and this highly effective and economical plan still holds sway in some parts of the United States.

More generally the present method, where the wholesaler's interest is centered in his private brand, is one of highly expensive, sometimes referred to as high pressure, cultivation of the consumer and retailer through local advertising, direct mail, house-to-house sampling, and crews of specialty salesmen, frequently traveling in trucks from which minimum cash sales are made to retailer from stock purchased by the salesman from the nearest wholesaler. The high cost of this method is wasteful because this method is made necessary by lack of wholesaler cooperation, where there might just as well be complete cooperation. Contrast this with Chain Store cooperation, where a manufacturer's product is distributed overnight in a dozen, a hundred or a thousand stores at no initial distribution cost to the manufacturer.

Thorough distribution of a product for which consumer demand has been created is essential because without adequate distribution the consumer is unable economically to procure it. It can be most effectively and economically performed by full cooperation between the manufacturer and the factor which performs the wholesaling function.

Wholesaling and Retailing

To determine what, under the trade conditions which exist in 1927, constitutes Effective and Economical Wholesaling and Retailing, it is desirable to separate these 2 functions into the constituent services which practice and tradition have assigned to them.

The functions of wholesaling and retailing traditionally consist of the following services to the retailer and consumer, respectively:

- (1) Effective and Economical Purchasing
- (2) Effective and Economical Warehousing and Handling
- (3) Effective and Economical Advertising and Selling
- (4) Effective and Economical Delivery
- (5) Effective and Economical Credit

By Economical I mean at the lowest cost consistent with efficiency and good ethics, for other things being equal customers follow price.

By Effective I mean in direct satisfaction of the customer's demands and requirements. Any form of service, no matter how economical, which does not satisfy the customer is not effective and sooner or later will be displaced by a service in the form which the customer demands.

That service must be paid for, and that rendering service without pay is an unsound and ephemeral practice, are 2 principles always perfectly known but which in many of the newer forms of merchandising have been lost sight of. They are incontrovertible, and firmly establishing them in the minds of their respective customers is the greatest piece of selling which the wholesaler and retailer have before them in the merchandising situation of today. In this connection, editorially, the trade press can render a signal and substantial service to the industry at large.

When a retailer receives from his wholesaler all the services of wholesaling enumerated above, including Delivery and Credit, he must expect to pay for it, for in doing so he is paying only for actual value received. All that he has a right to expect of his wholesaler is that the service be performed and charged for on an economical and sound basis; and in turn when the consumer receives from the retailer all the services of retailing, including clerk service, delivery and credit, the consumer

must expect to pay for it, for in doing so he or she is paying only for actual value received.

On the other hand, when a retailer, positioned to perform some of the wholesaling services for himself, such for instance as delivery and credit, does so, he has a right to expect to be paid for it; and in turn the consumer who performs for her or himself some of the retailing functions, such as clerk service, delivery and credit, has a right to expect commensurate remuneration in the form of a lower price.

The change from full service wholesaling and retailing is a change of habit which is fundamental, and therefore the only way to meet it is to get in step with it.

All retailers do not want a limited wholesaling service and all consumers do not want a limited retailing service, and never will—what proportion will, and what position they will occupy in the economic and social strata, is yet to be determined. But good roads, the motor truck and automobile have redistributed the possession of transportation facilities, so that the retailer is often well equipped to do his own trucking effectively and economically and the consumer to carry his or her own merchandise home with comfortable convenience and resultant satisfaction.

There is nothing ethically, morally or legally wrong in the making over of tradition.

These changes are being wrought by the progress of society. It would be a backward industry, indeed, which would not endeavor to move forward with them.

The share which each individual business engaged in the distribution of grocery products, and which each system of distribution from manufacturer to consumer, will have in the future prosperity of the industry will depend upon how successfully it accommodates itself to the new environment of constructive change and cooperative efficiency.

The mystery is being taken out of business. Guessing is being replaced by knowledge. Business is rapidly becoming a science, based, like any other science, upon facts and principles.

Formerly preferences were built up for certain kinds or brands of goods which people expected to receive in the orthodox full service way. The outstanding feature of the new merchandising situation is the definite demand which is being built up for specific kinds of service.

This makes accurate knowledge of the kinds of service desired by a community, and the proportions in which demand for the different kinds of service is likely to develop, knowledge of paramount importance in determining the policies of a distributing business, whether it is a wholesaler or a retail business.

Every wholesaler and retailer should know the costs for the performance of each separate service that goes to make up wholesaling and retailing, and if he sells with or without a certain specific service, he should see that the price is accurately commensurate with the service rendered and that his customer knows and fully realizes it.

The new forms of merchandising are all busily selling their particular form of service. The least busy element of the trade in most communities in the matter of selling their services is the men who are performing the most service to the community, the full service wholesaler and full service retail grocer. Service is the one commodity of which wholesalers and retailers are primary producers.

Service is taking an important position beside Merchandise, as the basis of the new competition in distribution.

Some chain retail organizations are selling their particular form of retailing under trademarked brand names—so definitely are they attempting to establish it in the consumer's mind. Prominent among the pioneers of these was "Piggly Wiggly." It has come to mean "Self-Service Cash-and-Carry." Others are "Jitney Jungle," "Helpy-Selfy" and "Safeway."

"Phone for Food" has been popularized in some localities by the independent retailer as a brand name for full service.

A. and P. and other chain store service in general has come to mean definitely to the public "clerk service, cash-and-carry." Whether chain store service in general always mean this still remains to be seen. I believe that it will not, for when the saturation point has been reached, and it will be, already has been in some communities, chains will go in for full service in a certain proportion of their stores.

Besides the long established full service wholesaler-retailer system, so far in the evolution of distributing methods, 3 forms of activity or systems have stood out most prominently:

1. The Chain has successfully combined all the functions of wholesaling and retailing, with resulting economies of control, under ONE proprietorship.
2. Cooperative retailer-owned wholesale house is attempting to perform the functions of wholesaling under cooperative proprietorship, at a saving to the retail owners.
3. Wholesaler-retailer cooperative groups are trying to effect the economies of combined wholesaler-retailer functions, including that of advertising to focus demand, without combining proprietorship.
4. Cash-and-Carry wholesaler is endeavoring to reduce cost to retailer by permitting retailer to perform certain wholesaling functions—such as credit, delivery, selling, expense—and is making these economies available to any retailer desiring to take advantage of them.
5. Group of retailers cooperating for advertising purposes under leadership of all wholesalers in market instead of operating in conjunction with one wholesaler.

Opportunity for profitable cooperation was never greater. The necessity for it was never more definite. The system of distribution whose units fail to cooperate to eliminate waste in the form of duplication of expense and to perform most effectively and economically the specific services undertaken by them will fall of its own weight. The units of the system who fail to cooperate will make it difficult for the remaining efficient units of the system to succeed.

At present in the United States there are reported to be over 6000 wholesale grocers, 50,000 chain stores, 194,000 independent retail grocers and 148,000 general stores, with many new and varied types of cooperation being engaged in between wholesalers and retailers, as well as numerous new types of outright wholesaling and retailing, some apparently sound, some likely to prove unsound.

Among the questionable tendencies found in some of the new cooperative plans are:

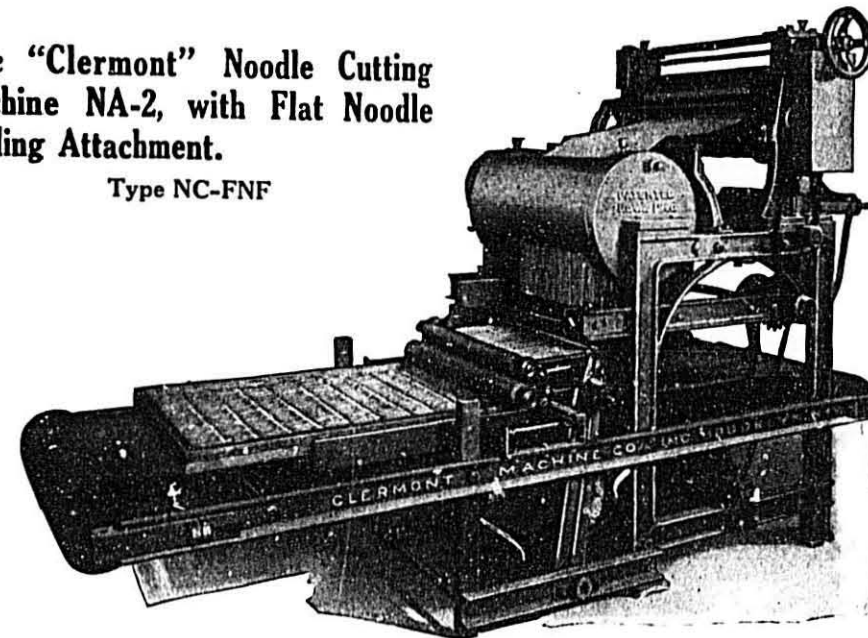
1. ASKING SPECIAL ADVERTISING OR PRICE CONCESSION FROM MANUFACTURER. Questionable on the ground that it involves discrimination against other wholesalers and their retail customers.
2. PROHIBITING RETAILER FROM PLACING SPECIALTY ORDERS. Questionable on the ground that it deprives retailer of benefit of the manufacturer's well-planned merchandising help which supports and largely effects sale of the article to the consumer.
3. USE OF LOSS-LEADERS.

That "Loss-Leaders" are a detriment to the manufacturer is an established fact. That they possess any permanent value to the merchant is seriously questioned by the preponderance of expert opinion. Intelligent retail merchants certainly are no longer attracted to trade with a wholesaler who pretends to price goods at a loss, and the quoting of loss-leaders by wholesalers quite common a few years ago has fallen almost completely into disuse, if not entirely. Then why should

THIS IS

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

Type NC-FNF



Which is at last clear of all encumbrances from the law suit of C. F. Mueller Co. vs. Clermont Machine Co., Inc., as per opinion from Court of Appeals which was short and sweet, "Decree affirmed with costs."

We feel recompensed for the money spent to fight the suit, as we know this machine will prove it's value to the trade.

We are indeed pleased to put this machine on the market "For the Betterment of the Industry."

Write us for catalogue and detailed information.

CLERMONT MACHINE CO., Inc.

268-270 Wallabout St.

Brooklyn, N. Y.

the intelligent consumer be expected to bestow her regular patronage on a retailer who offers "loss-leaders"? The new psychology of consumer buying is more experienced. Consumers are better informed on merchandise and merchandising than they used to be. They know that it is illogical and inconsistent for a merchant who is in business to make money by selling goods at a loss, and when he claims he does they may buy the article, but it is argued that they do not bestow their confidence and permanent trade. A reduced price due to limited service, such as "self-service" or "cash-and-carry," is an entirely different matter. This they can understand and place their permanent confidence in.

THE OUTCOME

Tolerance, Fairness and Economic Law will be the governing factors.

No matter what hindrances are put in the way of a distributing system which is sound, effective and economical, it will survive.

And no matter what protection is afforded a system which is not sound, effective and economical, it will perish.

That is the inevitable working out of economic law, which neither associated action nor individual endeavor can permanently alter.

The several systems can live and prosper side by side if they establish a sound, effective and economical service in getting goods from producer to consumer, and are able to purchase at a price which represents the same net return to the producer.

It is the seeking and granting of special privileges, protection or concession that upsets the equilibrium or balance of equal opportunity.

If the conditions surrounding all businesses and all people were the same, if they were all made just exactly alike, only one type or system of distribution would survive. But businesses differ and people differ, and the services which they prefer or require are different.

There will always be a demand for the full service form of distribution and for the limited service forms which base their prices fairly and squarely upon the amount of service rendered and do not try to get something to which they are not entitled at the buying end and pretend to give something away at the selling end of the line. Those who would progress through the stages of this business evolution must adhere to the strict observance of the economic laws which are inexorable as the laws which govern natural evolution.

They must be exemplary in their selection of methods and observance of ethics where others are affected.

The distributor's job is to perform a service well and sell it for what it is worth.

It all sounds so very simple that one wonders what all the noise is about. But one ceases to wonder when one sees the tried and true policies of the past one after another break down and go into the discard as a national policy; and in their places set up local policies fashioned as best they may be to meet the changes of the local trade structure, or sees the old national policies patched up here and there as a result of the changing trade complexity of the locality.

Trade is founding uncharted channels, and its progress is often swift and incautious. While the manufacturer is confronted with the more numerous complexities of a wider field, he also has the advantages of wider horizons, which enable him to see the storms before they strike; often he sees squalls in the form of new merchandising schemes gather and disappear before they reach him, or if they come, they usually find him prepared.

Advertising is a prolific source of such disturbances. Scarcely a day passes without bringing to the average manufacturer doing a national business one or more appeals for cooperation in one form of advertising or another, some with merit, some without.

Advertising to Focus Demand and Distributing Function.

A clear distinction between Advertising to

Create Consumer Demand, which is the manufacturer's job, and advertising to Focus Demand that has already been created, is one of great and growing importance for the manufacturer to make.

Advertising to focus consumer demand on a particular distributor is distinctly an act of competition between distributors and is, therefore, not a function of the manufacturer but a function of distribution. In the absence of such a distinction a manufacturer can easily dissipate a sizable appropriation intended to be used to create consumer demand.

Too Rapid Turnover

To return to our metaphor of the sea, one of the tidal waves now sweeping the whole country is hand-to-mouth buying carried to uneconomical extremes.

Recently I heard a prominent wholesale grocer state he was astounded to discover his clerks were marking off orders at the rate of \$982 per week of merchandise which he planned to carry regularly in stock. One of the largest wholesale druggists in the United States told me a short time ago that before the era of "Misconstrued Rapid Turnover," as he called it, his cost for city telephone orders was so low as to be negligible, while now it is one of the largest single items of expense in his city sales department, amounting to 1.38% while his packing room and delivery cost had mounted proportionately.

Importance of maintaining a proper rate of turnover is accorded universal recognition. The manufacturer has never been so far from spoiled goods troubles, or freer from large rebates against decline and heavy individual credit losses as under this system, but merchandising efficiency has suffered, and there have been the losers. Manufacturers favor sane turnover, but strongly oppose hand-to-mouth buying carried to the extreme of uneconomical broken-case sales by wholesalers to retailers or such small purchases by wholesalers as to create frequent borrowing from one another, or let volume suffer while waiting for insufficient shipments to arrive.

Trade Associations can give no greater single service to business at large during the coming year than to drive home the fact that the effort for rapid turnover, splendid in itself, has been carried far out of bounds.

Auctioning Specialty Orders

The manufacturer is not always perfect in his distributing relations. One of the complaints brought against him is the "Auctioning of Specialty Orders," for which the present unsettled state of the wholesale trade furnishes tempting opportunities.

By "auctioning" is meant the shopping around by a specialty salesman from one wholesaler to another to see, first, which one will fill an order already looked at the lowest price, or second, which one will authorize him to book retailers' orders at the lowest price.

I have investigated this subject during the last few months, and I am prepared to state that auctioning specialty orders is not a PRACTICE, but a comparatively rare individual transaction between an unthinking wholesaler and an unauthorized, irresponsible and improperly trained specialty salesman whose house more than ninety-nine times out of a hundred is kept in total ignorance of the transaction. But even the rare occurrence is subject to the severest condemnation because nothing will more quickly destroy all the good will and prestige which the years of square and fair dealing between manufacturers and wholesalers have built up.

A wholesaler should be sure that he has a case of a true attempt at auctioning before he reports it; a properly trained specialty salesman will book an order only at the published, printed prices issued by his house, but if a wholesaler's salesman has offered the individual retailer of large purchasing power, or the well-rated retailer who is buying for a group, a special quantity price on a particular product or a standing inside discount on all purchases, the wideawake specialty salesman is sure to be confronted with it in his attempt

to get an order, and he has a perfect right to book the order at the printed prices and tell the buyer he can promise no other price, but that the wholesaler cannot afford not to give him as low a price on a specialty order with which he voluntarily favors the wholesaler as he would on an order mailed or given to the wholesaler's salesman. That leaves the matter of the special price wholly between the retailer and wholesaler, the place where he found it. A wholesaler cannot expect to get a higher price for goods sold on specialty orders than he gets regularly for the same product from the same customer on mail orders or orders booked by his own salesman.

The retailer is not to be blamed for demanding as low a price from the specialty salesman as he is accustomed to receive when ordering direct from his wholesaler. You would, I would, so would any business man. When the specialty salesman writes the order at his printed prices he leaves the matter of special lower price entirely between the retailer and wholesaler. If the retailer has misrepresented the facts, he will not expect, or press the wholesaler for, the lower price; if the retailer has been receiving the special low price, the wholesaler will have been made the victim of his own machinations, which he deserves.

I might go on enumerating situations which arise out of the manufacturer's relations with wholesaler and retailer, but time will not permit.

An advantage which a specialty order bearing the membership and guarantee seal of the American Grocery Specialty Manufacturers Association has over other specialty orders is that the wholesaler knows it is guaranteed to be genuine, and if not genuine, that he will be paid his profit on it, so he often sends it out to the retailer, where an order not bearing the seal would be referred to his salesman or some other checking system, involving delay, which jeopardizes its chances for delivery.

Plan for Coordinated Action Against Fraudulent Injury Claims

One of the dangerous developments requiring attention in 1927 marketing of food products is an epidemic of unfounded or fraudulent claims for alleged injury from the consumption or use of grocery products. In the majority of states, the legal responsibility is on the manufacturer and his usual remoteness from the scene tends to make him an easy victim.

The plan of the American Grocery Specialty Manufacturers association to combat the evil was launched last fall, when the leading national associations of wholesalers, retailers, chain stores, and various lines of food manufacturers accepted my invitation and sent representatives to our meeting in New York; after the Plan was fully discussed and approved, it was put into workable form by our general counsel, Charles Wesley Dunn. Where there is fraud the name of the same claimant, lawyer or doctor is likely to appear in more than one case. The plan provides for:

1. Prompt reporting all claims to our office where they are filed for discovery of repeaters.
2. Efficient investigating service at nominal cost.

Advice in selection of Counsel.

Our files have been worked up so as to cover the cases reported during a number of previous years, and already contain hundreds of reported cases. Some very interesting and effective work in preventing fraud has already been accomplished. We shall welcome the cooperation of the members of this association with the Plan.

Pamphlets outlining the plan completely may be had by addressing our Association Office at 53 Park Place, New York City.

TRADE RELATIONS

As an association, we are cooperating with the effort of the United States Chamber of Commerce, which was inspired by the United States Department of Commerce headed by Secretary Hoover, to organize trade relations committees throughout all industry, and thus

(Continued on Page 34)

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

Getting Your Dollar's Worth

By Geo. M. Peterson of Duluth, Secretary Minnesota Retail Grocers and General Merchants Association

To educate and elevate the minds of men to a proper conception of safe and sane methods of doing business—a dollar's worth of merchandise, efficiency and service for every dollar that goes over your counter—get that dollar—live and let live—is the foundation and superstructure of association work.

The day of individual stand in business is over, whether it be retailers, wholesalers, or manufacturers, and by this is meant, that the individual who lives within the 4 small walls of his own domain, and exists upon interpretations brought to him as a guidance to the government of his business, is not a merchant in any sense of the term, nor is he rendering any service in the commercial world.

He may be termed simply a "storekeeper" and endures the process of agony until through due process of law he goes out of business, attended by the verdict that—another fool has gone out of business.

These assertions may to a certain extent seem irrelevant at a meeting of this kind, yet in the final interpretation, there is little or no difference between these motives and those prompting your own great organization, and the wonderful influences that continue its existence and make possible the great service that it is rendering; and, after all is said and done, that great austere judge, "Public Opinion," does approve of what is termed the "Commercial Trinity"—by this is meant the manufacturer, the wholesaler and the retailer—for in the manufacture and distribution of our entire merchandising system, this trinity represents the most economical process known to the civilized world. Any serious handicap to any one of the 3 would seriously affect the other 2; therefore, our interests are not only mutual, but upon a common ground must we solve our common problems.

Then men in commerce today, regardless of their individual affiliation, are realizing their responsibilities to their communities, the state and the nation, and in fact absolute necessity is compelling men of business to take a greater interest in the body politic, not only of their community and state but of the entire nation, and the fellow that invented the phrase of "more business in government and less government in business," gave vent to an expression that means more than perhaps is at first realized.

This does not mean, however, that laws are not essential and necessary, because they are and your organization through its splendid efforts of the years gone by has made possible laws governing the manufacture of the product that you represent, which has meant much to the general consuming public, has been the means of eliminating fraud and deception and puts upon a plane of high quality the product in which you are interested.

From a purely commercial viewpoint it would seem reasonable to believe that the competitor of each one of you is not the man in the same line of business, but in reality is the lack of knowledge on the part of the great American housewives of the great food value of your product, the great economic value connected therewith, as a staple article of food, and the simple means whereby it can be prepared in so many ways as an edible food; therefore, while it is true that macaroni products have increased amazingly in output as compared to the potential possibilities of the American market, you yet probably do not exceed 20% thereof. These may be safely likened unto other food products which were for years looked upon rather as a means of convenience than an economic necessity. You are now directing their destinies for a greater future success through plans of a general educational propaganda, and to the end that this well founded association of yours may reflect to its members individually and collectively, the great success to which you are so justly entitled, it is indeed proper that we should

assemble for the purpose of mutual betterment and that we should dedicate our services to the bringing back to our respective localities, of the wonderful opportunities presented at this convention—that we may interest the fellow who is virtually riding on the other fellow's ticket—get his cooperation—thus add to the great numerical and financial strength

Golden Anniversary as a Macaroni Manufacturer

"Seventy years old and still going strong in the macaroni manufacturing game." That is the boast of A. V. Alberto, president of the United States Macaroni Company, Inc., Los Angeles, Calif., one of the oldest men in the business and one who has had an exceptionally wide experience in European and American plants. For more than 50 years he has served as man-



ager and owner of several plants, first in the country of his birth and later in the country of his adoption, starting on the Atlantic coast, tarrying a while in the central states and later establishing himself on the sun kissed shores of the Golden Pacific, in the ideal macaroni manufacturing climate of southern California.

Mr. Alberto was born in Italy in 1857. The father operated a small macaroni factory and there he received his first training in the business which was later to be his life's vocation.

As a mere youth he served as production superintendent and plant erection manager of several important factories in Italy, his home country, among which may be named the following: Vincenzo Turri, Massafari; Capozzi & Company, Corato; Michele Pantanella, Rome; and Prisci De Torre, Anuziati, Napoli.

that is so essential and necessary in building up the morale of any structure destined to represent an industry such as yours, which it is very safe to predict will, under its present influences, develop a product unequalled, unexcelled and universally recognized upon the markets of the entire world.

Assuring you of the fact that our state association is not unmindful of this privileged honor of having its representative join with you on this occasion, and bring from it to you assurances of mutual cooperation, and thanking you as an individual for the kindly courtesies extended, permit us to bespeak for you increased success through the many coming years.

Believing that the new world offered greater and wider opportunities, this well trained and widely experienced macaroni manufacturer headed for America in 1890 and became associated with some of the large eastern plants over a quarter of a century ago. He supervised the erection and expansion of the following plants: Italian Macaroni company, Utica, N. Y.; George Weaver, proprietor; U. S. Macaroni company, Carnegie, Pa.; Ernest Bisi, proprietor; Youngstown Macaroni Co., Youngstown, Ohio; Edward Muldoon, proprietor.

In 1904 the lure of the west came upon him and he went to California to act as superintendent of production in several plants in San Francisco and Oakland. In 1910 he superintended the erection of a macaroni plant for the California Macaroni company and finally in 1917, just 10 years ago, he entered business for himself.

Though 60 years of age, when other men are planning to retire, he ventures forth for himself and builds the very modern plant which is now operated by his firm, the United States Macaroni Company, Inc., 610-12 New High st., Los Angeles. There he has put into operation the ideas and experiences gained through more than a half century of active association with the macaroni manufacturing business from the small firm owned in Italy to one of the most modern factories in southern California. With him is associated his son, Albert Alberto, who is serving as secretary and manager of the sales room and offices at 629-31 N. Spring st. Main brands are Alberto and Peerless.

Mr. Alberto claims the distinction of being the first macaroni man in America to adopt the present plan of drying macaroni on sticks instead of in trays as was the vogue when he came to America. The method is now very generally used.

Buhler Brothers'

Works at Uzwil, Switzerland

for—
"Quality"
Machines which
never fail

The Buhler Vertical Presses

with a laying table on which the macaroni can be laid automatically into chassis without touching the goods.

The manufacture of macaroni with the Buhler Chassis System is the quickest and most efficient way.

Try it and you will never want the other system back again.



The largest type of Buhler Press, showing also the laying table.

The Universal Dryer Model QAM-6

which is especially designed for the Buhler Chassis System.

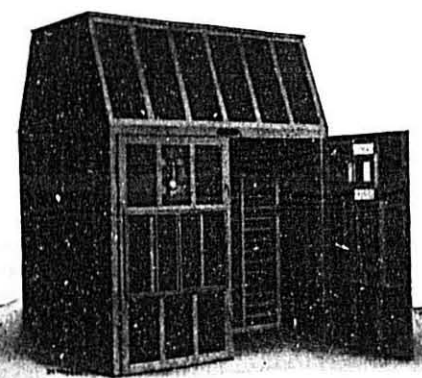
But this dryer can also be used for any other kind of goods such as:

Short Goods Curled Goods
On Trays
Spaghetti and Macaroni
On Cans

For full information please ask

Th. H. Kappeler

Sole Distributor for Buhler Machinery
44 Whitehall Street, New York City



The BUHLER Universal Dryer Model QAM-6 complete with motor, two fans and showing one of the chassis wagons in position.

Merchandising

By T. K. Kelly, President T. K. Kelly Sales System, Minneapolis.

It has been my pleasure for five years to attend a great many conventions from coast to coast and in foreign countries. I sometimes wonder if the representative business man who customarily attends conventions gets all that is possible out of them. Do we not often come home patting ourselves on the back because of boastful addresses when what we really needed most would be a "bawling out"?

I can't stand up here and tell you gentlemen that I admire the way you do business, because there are very few business men in the United States that I admire for the methods used in getting their ends. I do not wish to bawl you out but I wish some one would tell me every morning where I have made mistakes and how to avoid the pitfalls into which I step each and every day.

In my opinion business is not dwindling, merely changing. To do business today I am reminded of an Englishman who met a Yankee on the street and said, "How do you Yankees get along so well in business, and we Englishmen fail?" The Yankee replied instantly, "Brains, brains. Eat more fish. Give me \$5 and I will send you some fish that my wife gets for me to eat. You eat it and see how you get along." The Englishman parted with his \$5 and the fish was sent to him. The following day they met again. The Yankee said to the Englishman, "How are you getting on? Do you feel different?" The Englishman replied "I can't say I do, but don't you think \$5 quite a bit of a price for that fish?" The Yankee said "There you are, your brain is beginning to work already."

So no matter how much brains you have or how much you know about your business, that is insignificant today. The greatest menace the American businessman has, that is holding him back, is fear. He is afraid to do this or that. He is afraid the sun is not going to shine when he gets up; he is afraid of each and every movement he makes. I know business men that are so frightened that they are afraid of their trusted clerks, men who have been with them for years. Fear is the greatest menace to American business today.

You, gentlemen, in your line had a thousand opportunities last year where you have a million opportunities to progress today. American business men should not be afraid but should develop the opportunities that are before them.

Before developing these opportunities you must capitalize on your business and one of the best points of capitalizing on your business is advertising. Advertising is not only the heart and soul, but the life blood of business.

Newspaper advertising has become one of the greatest forces in this country, a greater force than mechanical power or increased lines of credits or moneys, because it has molded the thoughts of millions of men and women. Men have not changed much in 20,000 years but their thoughts have changed at different periods, and the new psychological force acting on the masses is newspaper advertising, for it has revolutionized business from within and without.

It has created a determination to live well, which is at the root of all boasted wealth. Note well the period in which newspaper advertising has made such a giant stride; a period in which vast new industries have risen in America affording employment to millions, creating stupendous purchasing power.

Newspaper advertising will sell any commodity if that is prepared by an advertising man, but before advertising is prepared or a campaign begun, before the commodity is attempted to be sold, there are 4 questions to be answered in every ad.

1. What does the public think and how do they feel about your business?
2. Are there any old grudges, any wrong impressions in the mind of the public?
3. What is being said about your commodity or what are you attempting to sell regardless of the line of merchandise?
4. What is being said by your enemies, and competitors?

Every ad must be a direct answer to those 4 questions, and the man who writes advertising along that line—there is no limit to what he can do.

I don't see your products advertised in Minneapolis except by Mr. Williams, "It cooks in one third the time." He can change that over 40 different ways and make it as prominent and impressive in the eyes of the public. There is no limit to what you can do in the way of advertising.

The other night I was reading the Saturday Evening Post. You realize they charge from \$8,000 to \$14,000 a page. I

have read the Post several times, analyzing this, and in reading over the display advertising the last three months, and out of those, costing from \$8,000 to \$14,000 a page, there were only about 10 headlines that were advertising. Just think of men writing advertising at \$8,000 to \$14,000 a page and throwing their money away.

Every clerk in every grocery store, every merchant selling your product, should be an advertising man in favor of your product, and it is so easy to educate people in that line, and to be advertising men, that you would be surprised at the result you got.

In your line, the same as in every other line, it is the man who will find a new way of doing the old thing today who is in demand everywhere, a man who will find new outlets for merchandise, new ways of cutting cost, new methods for doing the old things. That is what business demands today in your line and every other line. Courage and determination combine to form the common human quality, INITIATIVE, and that is what you must have in your business and every business.

How many business men, when trade is a little quiet, feel they cannot meet their obligations properly, and throw up the sponge and say "Business is rotten, there is no chance in our line."

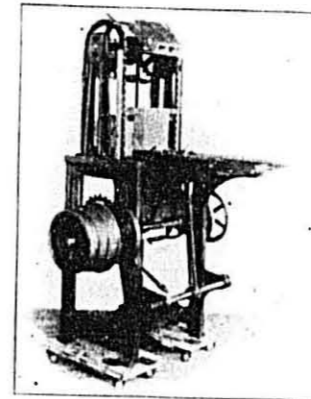
Why, gentlemen, your line and every man's line—he is carrying on if he educates himself and his associates to live that line, the opportunities are unlimited.

Pay no attention to gloom stories going around. Today in your line of business you have a wonderful opportunity, when you come to realize the resources of this country, when you come to realize the high wages people are obtaining and when you come to realize that people are great spenders; gracious, no man should be sad on retiring any night in checking over the reports from that day in looking back a year previous, if his business has shown an increase.

I can take you out on the street here, the main thoroughfare where there are greater opportunities than any main street in the country, according to our population, and I will bet you 9 out of 10 storekeepers have not paid the rent the last month or two, and some 6 months. One young man is making from \$150,000 to \$175,000 a year with an investment of half a million, and another man up the street, a man 74 years of age, has made for 7 consecutive years a million dollars net profit, and he has no better stock than some of his competitors in that line.

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

cation, and still they are not doing any business. What is the reason?

This old gentleman realizes there are two kinds of business; he keeps that staring them in the face every minute and hour of the business day. One kind is lands, mines and material things, and the other is something you can't see, you can't touch, you can't hear, but it is growing bigger and bigger all the time in this modern age, and modern business men capitalize on this second kind of business as the greatest asset to their business. That is good will.

What are you doing in your line to build good will? You can spend all the money you wish for advertising, you can do everything you can think of, but if you can't build good will through your advertising, through your salesmanship, your business is going to dwindle.

To show you a point about this old gentleman I spoke of, who makes a million a year in this town, last Christmas eve he said to his manager, "Now, when my associates leave this store this evening at 6 o'clock I would like to have them all go out a certain entrance. Close all the doors for I want them all to go out a certain door." Well, he stood at the door and as each and every clerk went by he shook their hand and said, "I do hope you have a happy Christmas and a prosperous New Year."

One lady in arriving home said to her sister, employed in another store, one of the chief competitors, "Did your boss wish you a merry Christmas tonight?"

"Oh, no, he doesn't speak to us. You see he doesn't know us at all."

"Mr. So-and-So did, he shook me by the hand and looked into my eyes and smiled and wished me a merry Christmas."

Those associates would do anything for that man, they work day and night, and think nothing of working overtime. Every customer who comes into the store is sold. What are you gentlemen doing to educate the grocers today to sell your product in preference to other lines? Are you creating good will in the minds of your customers or selling your groceries to them and saying "Here they are, go and sell them?"

What are your representatives doing when they call on the grocery trade? Are they merely "order takers" or are they doing something to educate the clerks. At the beginning of my address I said something about bawling you out. You and I and everybody else today have got to take off our coats and go to work. Now is the time. Should be producers not consumers. We have been consum-

ers for the last 20 years. To be successful we cannot work along the "hit and miss way."

Your representatives should be trained, should know your product and appreciate its real value. To illustrate the need of educating the grocer and consumer regarding your products I quote my little girl. "I have to get up at half past 4 tomorrow morning because I am going to talk to the National Macaroni Manufacturers association. Do you like macaroni?" She said, "No I can't eat it, it looks like angleworms to me."

There is a point, gentlemen. Are you arranging your finished product so that it will look different to children and other people? I said the man who would find new ways of doing the old things today is the man in demand everywhere, the man who will find new outlets of merchandising, new methods of doing the old things. That is what business demands today. So many organizations have the finest product in the country, but they are going along the same old hit and miss line.

I don't know much about macaroni, but, gentlemen, are you educating the public to like it? If not, you are not doing the right thing. There apparently is a need of a judicious educational advertising for your food, also a proper training of your sales force as well as the good will of the grocer and distributor.

My point right here is how many people try to sell macaroni today that don't know anything about it? Have you educated them to the value of macaroni and if you have not you are violating your responsibility. How many retail clerks in a store sell a woman one package of macaroni? Are they dramatizing the value of it and the romance connected with it? Or are they just order takers? The day of order takers has gone by. You can't do it any more.

People buy for 5 reasons: fear, pride, economy, thrift and protection. Are you analyzing that? The whole point in successful selling hammers down to 3 points: the first is how much faith have you got in yourself and the thing you are selling? How much faith have you gentlemen got in macaroni?

How intelligent are you on the subject? That is the second point. The third point is how much work do you want to put into it? That is very important. Business hangs on that law.

Just think of the first point. How much faith have you got in the thing you want to sell? The second is how intelligent are you on the subject, and the third is, how much work are you willing to

put into it, because you can be intelligent, have faith, but if you don't want to work it is all wrong.

To look at some of the men associated with me you would never think they could produce the amount of business they do. Their appearance is against them but they have those 3 points drilled into their minds so strongly that if I told you the money some of them were making you would hesitate to believe it until I showed you the books but they certainly have faith in themselves and faith in the service they are selling, also intelligence. They are students, they study each and every day, and work. They work night and day. So must you.

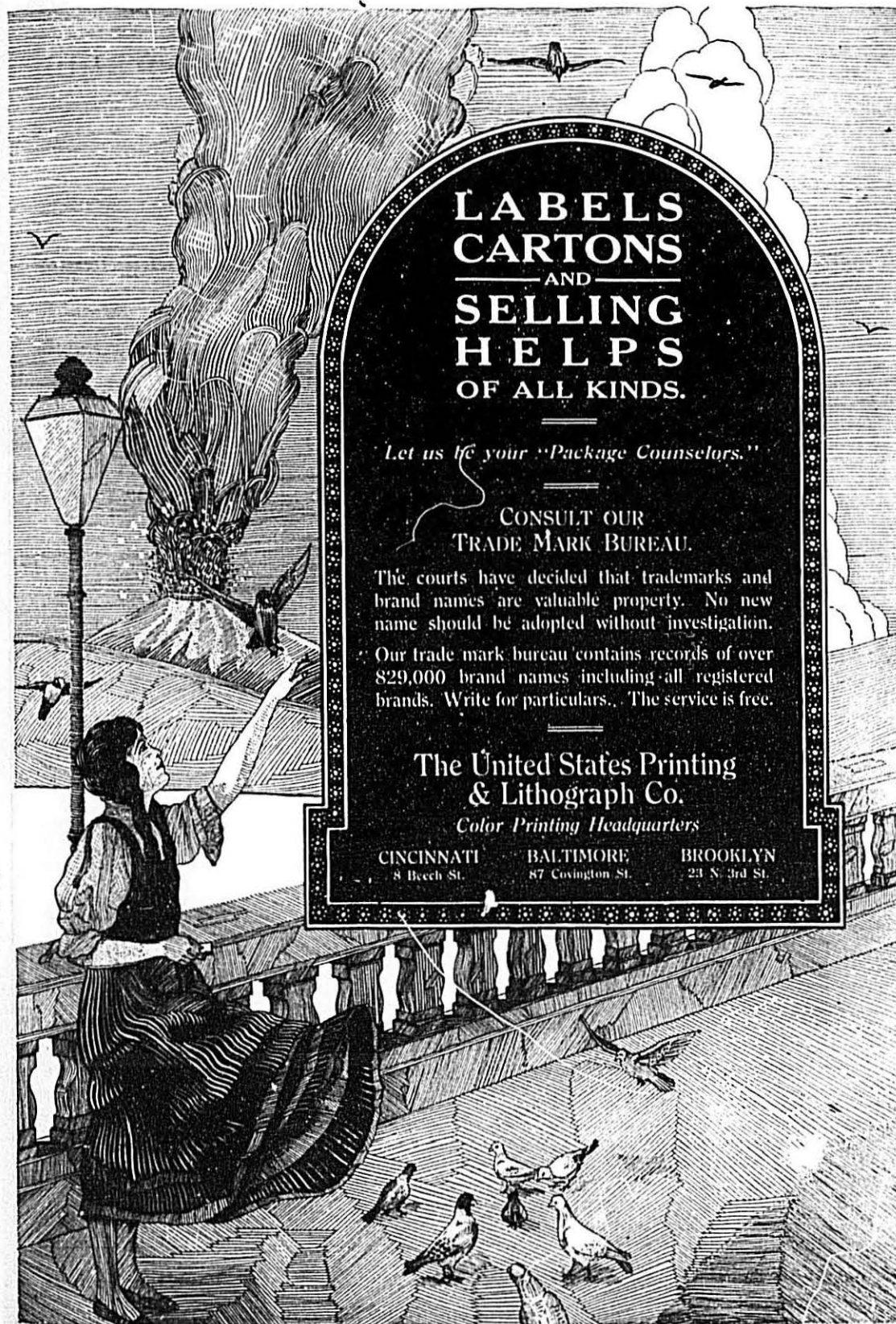
When you return from this convention if you just set a quota for yourself each and every month and be determined, sincere and work to meet that quota, and make the quota high enough in comparison to the business you were getting last year, you will get the business.

When you come to think of macaroni, it is a beautiful dish, delicious, healthful and strengthening, and you let some of your representatives have their stock parked on the shelves in the store without paying rent. If business is not up to your expectations, there is no one to blame but yourself. You know everybody likes to be a leader, no matter who they are. Sometimes it is quite a problem to reach the point you most desire.

It reminds me of when I was in New Jersey a few years ago. I was standing in front of the hotel one afternoon and a boy with a little dog stood next to me. A parade came along with a drum major strutting out in front with his baton, and as they came by the boy was very thrilled and eager in watching them and finally ran out in front of the parade and began marching along in front of the drum major. That little boy will be a business man some day, he wanted to lead the band. I took out my pencil and wrote an ad that we ran in various trade journals. I had a photograph of a brass band, a boy and a dog at the head of it. "No matter how modest we may be we all instinctively want to jump out in front of the band, no matter how modest we may be we want to wear the red frog coat and carry the dazzling baton of the drum major; we want to jump in front of the band but it is only the dirty faced kid that is brave enough to do it."

Are we afraid in business? Are we hesitating too much? Are we trying to do the work and feel we are ashamed of our business to a certain extent? Some

(Continued on Page 24)



**LABELS
CARTONS
— AND —
SELLING
HELPS
OF ALL KINDS.**

Let us be your "Package Counselors."

**CONSULT OUR
TRADE MARK BUREAU.**

The courts have decided that trademarks and brand names are valuable property. No new name should be adopted without investigation. Our trade mark bureau contains records of over 829,000 brand names including all registered brands. Write for particulars. The service is free.

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

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

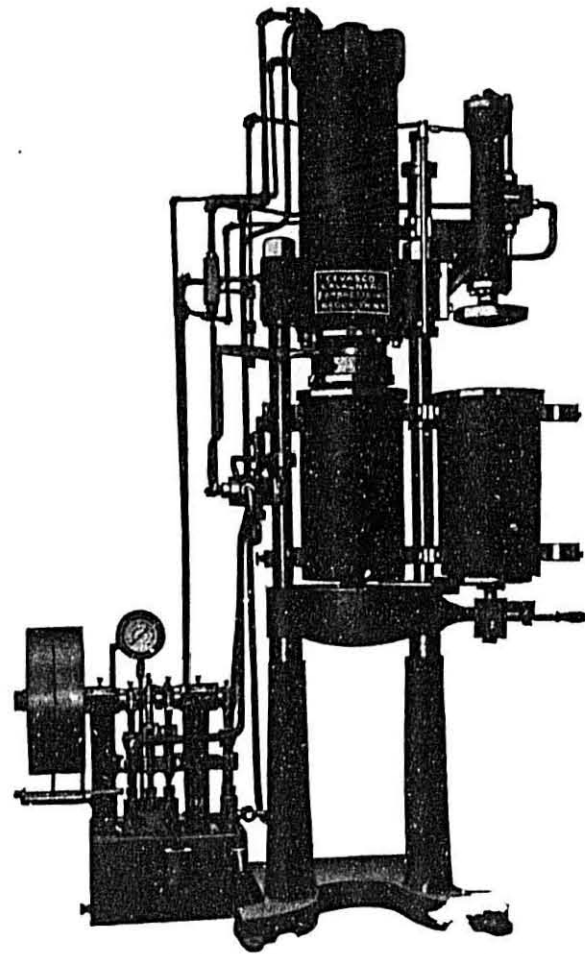
Consolidated Macaroni Machine Corporation

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 13/16 inch and two (2) sections for the 12/16 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

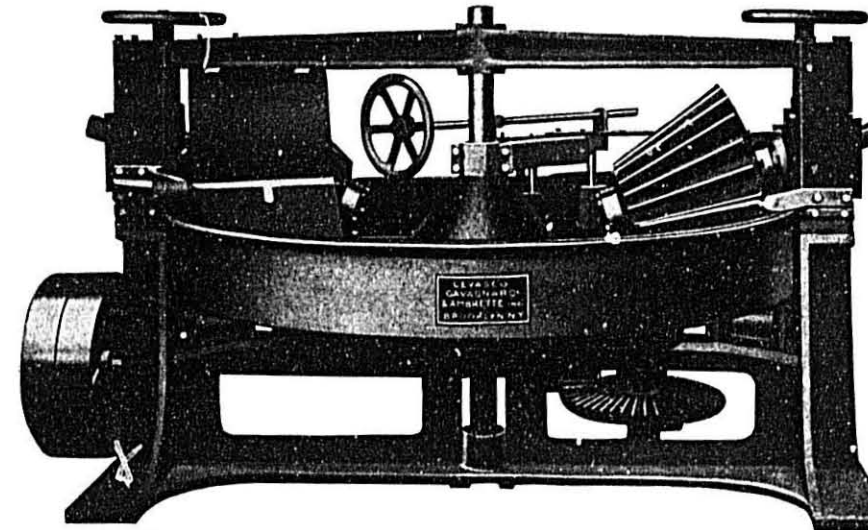
FORMERLY

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.

Address all communications to 156 Sixth Street.

156-166 Sixth St.

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

159-171 Seventh St.

Merchandising

(Continued from Page 18)

people try to tell you to forget all about business. You will never find the successful man in business today that can forget about his business night or day. He is talking it evenings and all the time. He is nearly a nuisance through talking about his business, because of those 3 points I told you, he has faith in himself, he is intelligent, because he is constantly talking about it. He is educating himself and is willing to work at the business, but, summing it all up, in conclusion, sometimes when we think matters are very difficult, sometimes we think we have the most difficult product to handle or that we are in the wrong line of business. It reminds me of a little poem I give sometimes and it goes like this:

When times are hard
And you feel blue
Think of the other fellow
That are worrying too
Just because your trials are many,
Don't think that the rest of us haven't any.

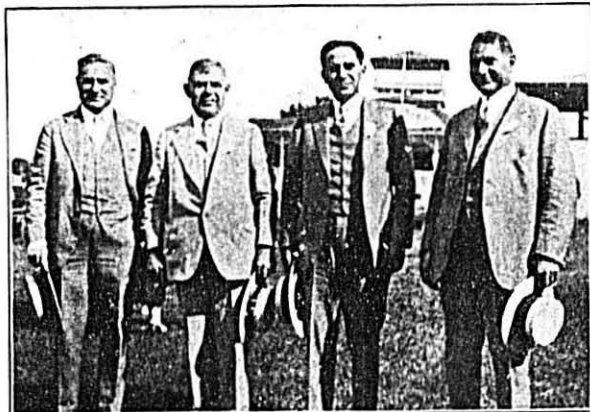
For life is made up of smiles and tears,
Joys and sorrows and many fears,
Though to us it seems one-sided
Trouble's pretty much divided.
If you can look into every man's heart
You will find that each man has his part
And those that travel fortune's road
Sometimes carry the biggest load.

The game of life is a wonderful game
If you play it right and treat every one of
your team mates white
If you never cheat and are fair and square
And you learn the lesson of bear and
foe.

If you meet with failure now and then,
Never give up but try it again,
And through it all keep smiling sweet
Looking straight in the face of defeat.
If you stick to the rules of the game, my
friend,

You are sure of a victory in the end.
While some are unfair, be it said to their
shame
If you play it right, it's a wonderful
game.

As we stand here, in conclusion, let's



The Vivianos are big factors in the macaroni manufacturing business. Here they are shown playing at the recent convention of the National Macaroni Manufacturers association of which they are members. From left to right they are: L. A. Viviano of New York City; Cav. V. Viviano of St. Louis, Mo.; Joseph Viviano of Chicago, Ill.; Sam Viviano of Carnegie, Pa.

feel that we owe it to our families, our friends, our associates and ourselves, especially our dear little children who are watching us every day, watching us with keen watchful eyes, to lend ourselves to the betterment of humanity and not feel that millions are necessary for happiness. Let's stop complaining and visualize our opportunities, appreciating all the good

Gaining the Grocer's Confidence

By C. H. Janssen, St. Paul, Minn., Secretary-Manager The National Association of Retail Grocers

Permit me to acknowledge the honor you confer upon me in this opportunity to speak to you and in behalf of the National Association of Retail Grocers, that great body of loyal, serving army of men who perform the task of placing your products within easy reach and in the great majority of cases—into the kitchen of the American Home. It affords me an opportunity to extend my acquaintance among the personnel of your industry.

Industries—like institutions and epochs in history—impress themselves upon the human mind by the character of the personalities engaged in their activities. Your conception and my conception of an industry is largely influenced by the kind of men within that industry with whom we have come in contact. Regardless of what others may say or think or feel about your industry or your National association, I will always translate it into the personalities of the men of your industry with whom I have had the pleasure of personal acquaintanceship.

My personal acquaintanceship among you is not extensive. But all the members of your association are the beneficiaries of my high conception of the ability and the character of such men as James T. Williams and Mr. Villanue of Minneapolis and St. Paul with whom I have had more or less contact.

I dare say that the conception the average customer has of the retail grocer as a class is dominated to a large extent by the character of the grocer with whom she deals.

And may it not be true that the retail grocer, who handles your product, is largely disposed either for or against your product by the conception or impression he carries of the personality or character which is behind it?

things, the golden opportunities here for you and me. Let us always look on the bright side, but not to the extent of being handicapped through a false optimism but injecting sane common sense into our business, always ready and willing to protect our customers and the investment of their money for their best interests.

To gain the confidence of men is the aim and ambition of all who desire to achieve success. It is as essential to the manufacturer as it is to the merchant; as important to the minister as it is to the salesman—in fact, it enters into every business and social relationship of life.

We are born with a sense of its need. The child has a natural confidence in its mother. It acquires a confidence in its father; and this confidence and simple faith is retained by the child, as long as it is not deceived.

In some families this confidence—this faith—is retained, growing more beautiful as the years lay the snow of many winters upon the heads of the parents, and brows are furrowed and steps grow feeble, while the child advances into maturity of years.

In others, the child and the parents enter upon a parting of the ways while yet the child is in its teens, because deception—deceit—subterfuge and wrong dealing—have destroyed its confidence.

Throughout life the gaining of others' confidence in us, in our ability, in our product—is a predominating element.

It is the aim of the aspiring newsboy and bootblack. For that the young man seeking his first job or his first sale craves and for this the railroad president and captain of industry lend every effort. We need your confidence in us, in our message, in our service, in our product.

Unless we merit your confidence we fail. Confidence is the basis of happy and successful human relationship in the home, in the office and shop, in Government and in business.

The Government needs our confidence. Unless the Government holds the confidence of the people, it will be superseded either by the orderly process of republican institutions or by revolution.

Let distrust and doubt creep in and our financial and political house falls. When the people begin to lose confidence the armies fail and our cause is lost.

Wise statesmen know the value of confidence. They work on the theory that confidence must precede the promulgation of any important measure. The extent of prevailing confidence determines its success.

Extent of confidence has no limitations. It grows from a center to the utmost circumference of the circle of human activity.

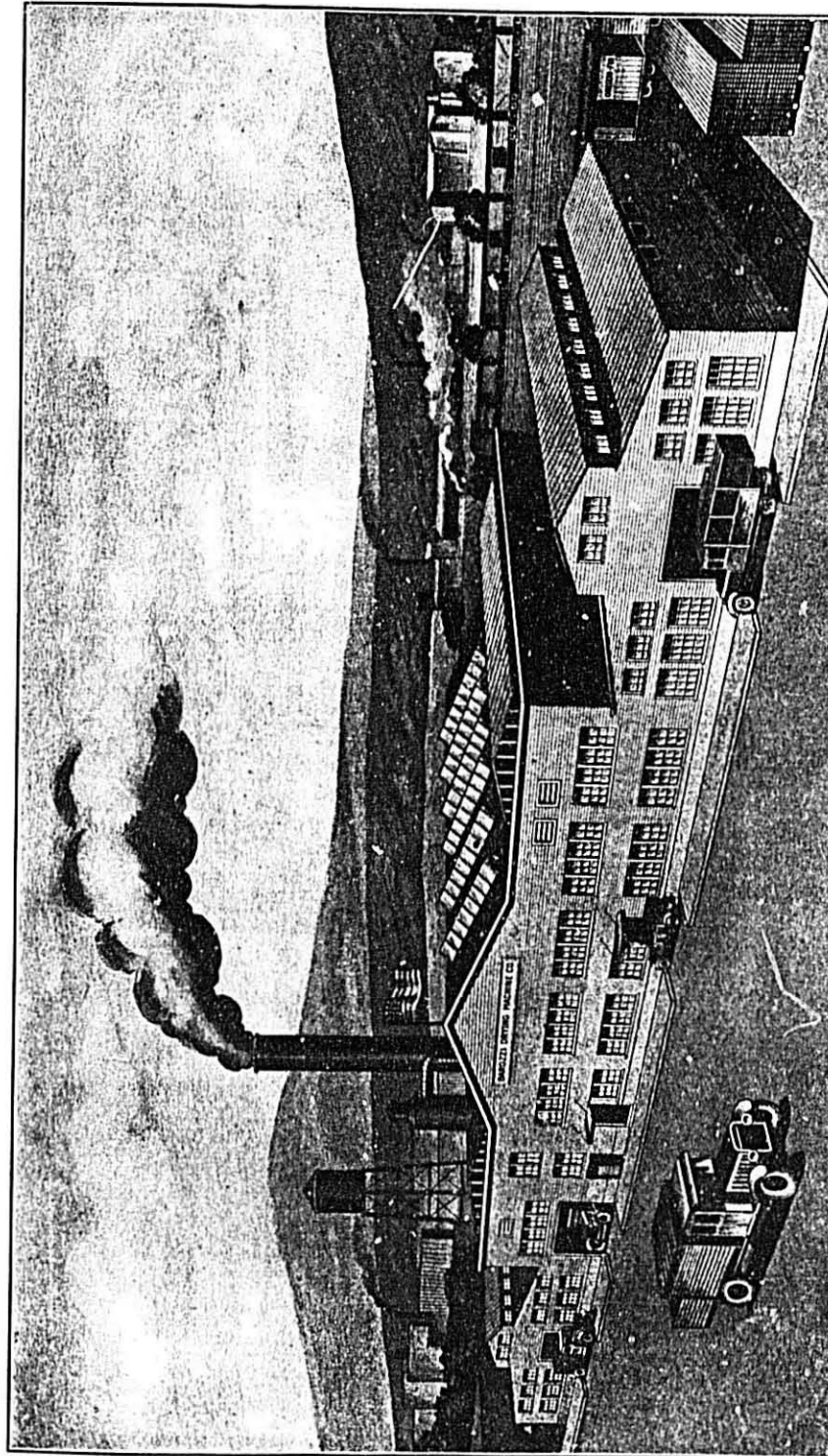
The world has confidence in America and its institutions.

Neither space nor time will set limitations to the faith men have in certain principles.

The general acceptance that men and institutions may have faith in each other has been the basis for the greatest development of human ingenuity mankind has ever witnessed. Rapid progress in art and science—in industry and business—in fact, in every activity, follows in the wake of an awakened confidence between men.

Confidence begets cooperation. Cooperation begets results, hence progress is the product of confidence.

The business of food manufacture and dis-



NEW PLANT OF THE BAROZZI DRYING MACHINE CO., Inc.

WHERE FAVORITE MACARONI AND NOCCHI TRIFLES ARE BUILT
NORTH BERGEN, NEW JERSEY, U. S. A.
NEW YORK DISTRICT

G. F. Barozzi, President

R. B. Ludman
Secretary

V. Romano
Sales Manager

tribution has not been as forward in adopting this principle as some other lines; but great and marvelous strides have been made as is evidenced by the increased interest in measures to bring about a better cooperation.

In one of the numbers of your own estimable paper—The Macaroni Journal—appeared a reprint of an article which called attention to the fact that

Instead of hiding the information the way we were formerly wont to do, getting every new thought and giving as few as we could in exchange, the modern way is to unveil the facts, show competitors the books, give out the short cuts, place all the cards on the table face up. Doors are said to be rarely locked against customers and competitors. As the profit in industry comes in trading or turnover of goods, so the profit in ideas comes likewise in trading.

Sly tricks are falling into disrepute. It is no longer considered good business to defraud the customer. There is something peculiar about the practice which always reverts to the disadvantage of the hypocrite and defrauder in the end. Industrial leaders can help along the movement toward honesty in business if they will. They are doing it now to a surprising degree.

Probably the greatest force for centering the mind of business on the desirability of confidence in business is that exerted by the Chamber of Commerce of the United States.

Its memorable declaration of principles begins with—

The foundation of business is confidence and there are few trade associations which have not subscribed to the soundness of this doctrine.

Now, I am reminded that my subject for this occasion is "Gaining the Grocers' Confidence" and I have been rambling around for some time without mentioning the retail grocer.

Was it necessary to mention him? I hardly think so, because the retail grocer is a part of "the scheme of things that are" and whatever has been said contains as truly the basic element for the establishment of confidence with the retail grocer as between any group of individuals.

But we might for just a few moments consider the specific application to the food industry—including all of us.

The relationship between Manufacturer and the Retail grocer is a relationship in service. The Manufacturer creates.

Through your hands, Manufacturers, through your wonderful plants the raw products of the farms, orchards and gardens pass, and by your science and skill are transformed into delectable products fit for human consumption.

That your skill and the labor of your great institutions may serve the purpose for which they are intended, it becomes necessary that your products reach the individual whom we term "Ultimate Consumer."

In order that your product be placed within the reach of this "Ultimate Consumer" it is necessary for you, Mr. Manufacturer, to require the service of many individuals.

Those upon whom, or may we better say—those who have undertaken this task of placing your product within easy reach of the millions to be fed—have from time immemorial been designated Grocers and those who directly contact with the public—as Retail Grocers.

The Retail Grocer then is in the same army—only he and you are in different branches of the service.

You want orderly distribution—steady distribution—and you are interested in having this distribution performed with the least possible resistance.

But can this be hoped for—much less accomplished—unless the different branches of the Food Service cooperate? I have already pointed out that cooperation is not possible without confidence.

Hence, I believe we may conclude that confidence between the Manufacturer and the Re-

tailer is essential to insure an orderly distribution of your product.

And may I say right here that we cannot leave the Wholesale Grocer out of the picture. He has his definite place in the orderly division of labor and performs an essential function.

There is such a thing as too great a division of labor, which thereby becomes economically unsound; but I cannot see that the time honored division of Manufacturer—Wholesaler—Retailer—can be criticised in that point—possibly all branches of the service are a little overcrowded. We may have too many soldiers but we cannot very well lose sight of the necessity of the three branches.

They have justified their value as much as have the three chief divisions of our Federal Government—Legislative, Judicial and Administrative.

That we should wish to inquire how to gain the confidence of the Retail Grocers is natural. It is natural that we should desire to know how to invite or encourage confidence between those engaged in the same enterprise.

Lack of confidence and the consequent lack of cooperative effort between the three established branches of the Food industry is just as disturbing as it would be if such a condition should exist between the several departments in your own business organization.

The antithesis of confidence is distrust and you know that is destructive. Confidence is constructive.

The Code of Ethics I mentioned a while ago, of which I quoted the first line in the first section, reads:

The foundation of business is confidence which springs from integrity—fair dealing—efficient service and mutual benefit.

I believe we agree that this is a statement we will not dispute. Of the 4 essential requirements upon which confidence rests, integrity and fair dealing are the more important.

Integrity and fair dealing will gain the confidence of the retail grocer. Somewhere I read "Confidence is the playfellow of truth. They go hand in hand. When truth trips, confidence falls."

Truth and integrity in some respects are synonymous. We must then employ truth and fair dealing.

The Secretary of the National Wholesale Grocers Association recently sent out a bulletin with the caption—"The Evil of Inside Prices." I had occasion to write an editorial in the April issue of the *National Grocers' Bulletin*, on the subject of Special Concessions, Secret Prices, Bad Faith, Deception, Fraud, Oppression, Bribery—in which I pointed out the obnoxiousness of secret prices and their relation to and responsibility for other business evils and crimes.

"Inside Prices" is the venerated and respectable term for secret prices and bad faith and holds under its cloak all the other terms which we classify therewith.

We may laugh and, like some organizations, discourage the application of the term "The Game" to business; but for a term for business there is no other which will carry the implication as conveyed by the term "game."

When business is carried on under the same rigid code of honor which we expect of ourselves in baseball or tennis or golf or any other sport, and we are as quick to call the violator of accepted business standards and ethics as we are him who is guilty of trickery and dishonesty in a gentlemen's game of sport, we shall have advanced far toward better business conditions.

This is applicable both within the respective divisions of the food industry and between them. "In other words both in indoor and outdoor sports."

The rapid strides in the retail business since John Wanamaker inaugurated the practice of "One price to all. Plainly marked. Money refunded if not satisfactory" policy, and revolutionized retail trading, was due to the fact

that here was a plan that compelled public confidence in the retailer.

Dickering and bargaining came to an end. No reputable retail firm would go back to the old system.

The relation between the retailer and the public has been well established. The principle of one price to all has become the prevailing standard. This cannot yet be said of manufacturer to jobber or jobber to retailer.

Bargaining—sliding scales—preferential discounts—special allowances—rebates, etc., are still here and we are still far from strict adherence to equitable price variation and a one price policy under like conditions and in like quantities.

I believe we are to be congratulated on the development of a higher cooperative sense within and between industries.

The sense of public responsibility has taken a deep hold of our business mind and the wealth of increased efficiency to be gained by harmonious and constructive cooperation has appealed to our business instinct.

Competition remains, will always remain—but the competition we used to know has been deprived of its fangs, its poisons and its attendant wasted efforts.

Your Trade Association and mine—as well as other Trade Associations—encouraged by our enlightened government and public opinion—are now thinking in terms of public service and economy.

On the 18th of June there will be held in Chicago a conference of Trade Relations Committees and representatives of all the various food trade factors. The Chamber of Commerce is taking the leadership in this and much good is expected from this getting together.

This meeting is in the nature of a confession and a remedial conference. It is hoped that every one will, as the saying goes, "lay all his cards on the table" and be perfectly frank in his disclosures. It is a great deal to expect.

But we may confidently expect that here will be disclosed some of the trade abuses which have a part in destroying the confidence of the retail grocer and we may also expect to uncover some of the inequitable discriminations to which the individual retailer is subject, and which place him at a disadvantage.

The manufacturer and the wholesaler, just like every one else, cannot expect to receive the confidence of the retail grocer without the expenditure of some effort to convince him that he or his house or his products merit that confidence. Quality product alone does not win the confidence which means continued and profitable business.

Many a house with quality products has gone to the wall because of the lack of some intangible something which when supplied by new management has put that same product over handsomely.

Your Association has subscribed to a Code of Ethics. It expresses your best hopes. Many other associations have done the same thing. The United States Chamber of Commerce has a nobly expressed document, which if observed more generally would do much to foster a spirit of confidence.

Confidence or Faith is the substance of things hoped for, the evidence of things not seen.

It is an elusive thing. As intangible as doubt and incredulity and yet a something which, if established, is translated into rich returns. It is built by integrity and fair dealing. Call upon call, line upon line, order upon order, service upon service, fulfilled promises and maintained quality of product, through painstaking and sometimes years of effort.

When properly maintained it works for you unceasingly, but it may be shattered and irretrievably lost almost overnight. Integrity, Fair Dealing, Efficient Service and Mutual Benefit must be rigidly maintained if mutual confidence is to prevail.

"How Can We Increase The Consumption of MACARONI?"

Here is the answer:

The answer is published in the Spaghetti News of August 8th, copy of which will be sent on receipt of subscription price, \$1.00.

Written by the well known editor, Fannie Gugliucci, of Columbia University, New York, who has received numerous expressions of approval by eminent literary critics.

We suggest that you advertise your goods in the Spaghetti News.

20,000 FREE COPIES PER WEEK

are distributed in Italian Restaurants!

Special Price \$20.⁰⁰/₁₀₀ per month for 10 inch space.

JUST TRY "OUR SUPREMACY" and Increase the consumption of your

G O O D S

Spaghetti News Publishing Co.

346 W. 45th Street, New York, N. Y.

Enclosed please find copy for our ad. to appear in 4 issues of the Spaghetti News, for which we will pay \$20.00 for 10 inch space.

Name _____
Address _____

Food Misbranding Judgments

In Service and Regulatory Announcements for May, 1927, published by the bureau of chemistry of the United States Department of Agriculture, are 5 notices of judgment under the Food and Drugs Act concerning macaroni products, in the following decisions:

14807. Adulteration and misbranding of macaroni. U. S. v. 245 Cases of Alimentary Paste, et al. Consent decrees of condemnation and forfeiture. Product released under bond. (F. & D. Nos. 21220, 21221, 21222, 21223. I. S. Nos. 13406-x, 13421-x, 13417-x, 13655-x. S. Nos. E-5828, E-5839, E-5845, E-5848.)

On August 10, 1926, the United States attorney for the District of Connecticut, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district libels praying seizure and condemnation of 245 cases of alimentary paste and 153 cases of macaroni, remaining in the original unbroken packages in various lots at Waterbury, Hartford, New Haven, and Stamford, Conn., respectively, alleging that the article had been shipped by the Ronzoni Macaroni Co., Inc., Long Island City, N. Y., between the approximate dates of May 24 and July 21, 1926, and transported from the state of New York into the state of Connecticut, and charging adulteration and misbranding in violation of the food and drugs act. The article was labeled in part: "Alimentary Paste Superior Quality Emanuele Ronzoni Brand Macaroni * * * Ronzoni Macaroni Co., Inc. Artificially Colored."

Adulteration of the article was alleged in the libels for the reason that it was colored in a manner whereby inferiority was concealed.

Misbranding was alleged for the reason that the article was an imitation of another article.

On December 16, 1926, the Ronzoni Macaroni Co., Inc., Long Island City, N. Y., claimant, having admitted the allegations of the libels and having consented to the entry of decrees, judgments of condemnation and forfeiture were entered, and it was ordered by the court that the product be released to the said claimant upon payment of the costs of the proceedings and the execution of bonds totaling \$900, conditioned in part that it be relabeled to bear the statement, "Imitation Egg Paste Artificially Colored and Contains No Eggs."

W. M. JARDINE,
Secretary of Agriculture.

14812. Adulteration and misbranding of macaroni. U. S. v. 25 Boxes of Macaroni, et al. Consent decrees of condemnation and forfeiture. Product released under bond. (F. & D. Nos. 21213, 21214, 21215. I. S. Nos. 13407-x, 13410-x, 13415-x. S. Nos. E-5822, E-5825, E-5838.)

On August 4, 1926, the United States attorney for the District of Connecticut, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district libels praying seizure and condemnation of 114 boxes of macaroni, remaining in the original unbroken packages in part at Bridgeport, Conn., and in part at New Haven, Conn.,

alleging that the article had been shipped by the De Martini Macaroni Co., Brooklyn, N. Y., in various consignments between the approximate dates of June 7 and July 10, 1926, and transported from the state of New York into the state of Connecticut, and charging adulteration and misbranding in violation of the food and drugs act. The article was labeled in part: "Tucco Brand Bologna Style Macaroni Artificially Colored" (or "Tagliatelle Medie Bologna Style Macaroni Artificially Colored * * * Tucco Brand") and was further labeled, "De Martini Macaroni Company, Inc., Brooklyn, N. Y."

Adulteration of the article was alleged in the libels for the reason that it was colored in a manner whereby inferiority was concealed.

Misbranding was alleged for the reason that the article was an imitation of another article.

On December 16, 1926, the De Martini Macaroni Co., Inc., Brooklyn, N. Y., claimant, having admitted the allegations of the libels and having consented to the entry of decrees, judgments of condemnation and forfeiture were entered, and it was ordered by the court that the product be released to the said claimant upon payment of the costs of the proceedings and the execution of bonds totaling \$250, conditioned in part that it be relabeled to bear the statement "Imitation Egg Paste Artificially Colored and Contains No Eggs."

W. M. JARDINE,
Secretary of Agriculture.

14657. Adulteration and misbranding of macaroni. U. S. v. 36 Boxes and 39 Boxes of Bologna Style Macaroni. Default decree of condemnation, forfeiture, and destruction. (F. & D. Nos. 21240, 21241. I. S. Nos. 13418-x, 13424-x. S. Nos. E-5846, E-5847.)

On August 19, 1926, the United States attorney for the District of Connecticut, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district libels praying seizure and condemnation of 75 boxes of bologna style macaroni, remaining in the original unbroken packages in part at Hartford, Conn., and in part at New Haven, Conn., alleging that on or about the respective dates of May 17 and June 5 and 7, 1926, respectively, the De Martini Macaroni Co., Inc., Brooklyn, N. Y., had delivered the said article for shipment into the state of Connecticut, and charging adulteration and misbranding in violation of the food and drugs act. The article was labeled in part: "Tucco Brand Bologna Style Artificially Colored * * * De Martini Macaroni Company, Inc. * * * Brooklyn, N. Y."

Adulteration of the article was alleged in the libel for the reason that it was colored in a manner whereby inferiority was concealed.

Misbranding was alleged for the reason that the article was an imitation of another article.

On September 28, 1926, no claimant having appeared for the property, judgments of condemnation and forfeiture were entered, and it was ordered by the court that the product be destroyed by the United States marshal.

W. M. JARDINE,
Secretary of Agriculture.

14659. Adulteration and misbranding of noodles. U. S. v. 56 Boxes of Noodles. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 20796. I. S. Nos. 11180-x, 11181-x, 11182-x. S. No. C-4939.)

On January 26, 1926, the United States attorney for the Eastern District of Michigan, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel praying seizure and condemnation of 56 boxes of noodles, remaining in the original unbroken packages at Detroit, Mich., alleging that the article had been shipped by the Chicago Macaroni Co., from Chicago, Ill., December 24, 1925, and transported from the state of Illinois into the state of Michigan, and charging adulteration and misbranding in violation of the food and drugs act as amended. The article was labeled in part: "Selected Durum Wheat Net Weight 20 Pounds Big 3 * * * Manufactured By Chicago Macaroni Co., Chicago, Ill., U. S. A." and was invoiced as yellow noodles.

Adulteration of the article was alleged in the libel for the reason that a substance containing little or no egg had been mixed and packed therewith so as to reduce, lower or injuriously affect its quality and strength and had been substituted wholly or in part for the said article. Adulteration was alleged for the further reason that the product was colored in a manner whereby inferiority was concealed.

Misbranding was alleged for the reason that the failure to declare the presence of artificial color was deceptive and misleading and would deceive and mislead the purchaser; for the further reason that it was food in package form and the quantity of the contents was not plainly and conspicuously marked on the outside of the package, and for the further reason that the article was an imitation of and offered for sale under the distinctive name of another article.

On April 7, 1926, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

W. M. JARDINE,
Secretary of Agriculture.

14709. Adulteration and misbranding of macaroni. U. S. v. 44 Boxes of Macaroni. Consent decree of condemnation and forfeiture. Product released under bond to be relabeled. (F. & D. No. 21218. I. S. No. 8284-x. S. No. E-5842.)

On August 7, 1926, the United States attorney for the Southern District of New York, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel praying seizure and condemnation of 44 boxes of macaroni, remaining in the original unbroken packages at New York, N. Y., alleging that the article had been shipped by the Cassinelli Macaroni Co., from Hoboken, N. J., on or about July 8, 1926, and transported from the state of New Jersey into the state of New York, and charging adulteration and misbranding in violation of the food and drugs act. The article was labeled in part: "Optimus Brand Alimentary Paste Macaroni U. S. Certified Color Use."

Adulteration of the article was alleged in the libel for the reason that it was colored in a manner whereby inferiority was concealed.

Misbranding was alleged for the reason that the article was an imitation of and offered for sale under the distinctive name of another article, to wit, alimentary paste.

On October 16, 1926, the Cassinelli Macaroni Co., Hoboken, N. J., claimant, having admitted the allegations of the libel and having consented to the entry of a decree, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be released to the said claimant upon payment of the costs of the proceedings and the execution of a bond in the sum of \$500, conditioned in part that it be relabeled, "Imitation Egg Paste, Artificially Colored and Contains No Eggs."

W. M. JARDINE,
Secretary of Agriculture.

Cracker Manufacturers Officers

At the 27th annual convention of the Biscuit & Cracker Manufacturers association of America, held recently in Chicago, the directors chose the following officers: President, C. A. Bowman; vice president, A. J. Zimmermann; treasurer, Harry R. Templeton; secretary, R. T. Stokes. Executive committee: L. D. Manchester, A. P. Strietmann, W. T. Bishop, C. A. Bowman, A. J. Zimmermann, H. R. Templeton.

ECONOMY and EFFICIENCY

Are the two factors that really count in business

ONLY COFFARO'S MACARONI DRYING SYSTEM

translates them into facts

It saves 75% in Production Cost, increases your daily production and does away with waste, acidity, and any other imperfection with which the product is liable to be affected through less efficient systems.

J. S. COFFARO & CO.

29 Central Ave., Brooklyn, N. Y.

CROOKSTON-SEMOLINA

From

Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company

CROOKSTON, MINNESOTA



Reused Bags as a Trade Practice

By C. M. Yager—Editor *The Modern Miller*

Sentiment is developing against the practice of refilling flour bags, because the reuse of bags is a weevil menace, unsanitary and is looked upon by food officials with disfavor and has been made the subject of at least a partial investigation by the Dairy, Food and Drug Officials.

I do not know to what extent macaroni manufacturers get their flour in old sacks, or refilled sacks, and in addressing you I want to avoid giving offense, but rather want to present the case against refilled flour sacks and ask you to hold an open mind and determine in a businesslike way whether this practice should be abandoned, or justified. I find that a good many millers and bakers have not concentrated thought on the subject, do not know of recent investigations, and I imagine the same is true of macaroni manufacturers.

You would care very little about my personal opinion in a matter of this sort but you will be interested in facts, and you will be interested in such investigations as have been made and in the opinions that are held by men of science, food officials, millers and bakers.

Let us see what people think about refilled flour sacks. Professor George A. Dean, entomologist of the Kansas State Agricultural College at Manhattan, Kan., says that the use of old sacks for refilling flour is one of the chief sources of mill infestation of both weevil and Mediterranean moth. Such a statement from Professor Dean should make every man who gets his flour in old bags give heed to such an indictment. These bags, of course, are so-called cleaned bags and yet they are a chief source of weevil and moth infestation in flour mills. The loss to millers the past year from weevil damaged flour can conservatively be placed at \$300,000. One group of damage claims amounted to \$170,000, and delegations of millers and flour importers spent time and money in Washington and in traveling over the country to have these claims adjusted. The millers and transportation companies are now put to the expense of fumigating mills, warehouses, railway cars, terminals and ships. And the reused sack, according to Professor Dean, is a chief cause of this trouble.

As a result, the Millers National Federation issued a bulletin which says:

For many years one of the practices of the milling industry has been the refilling of used 98 lb. flour bags which were returned by customers. Every miller has wanted to get rid of this nuisance but just how to do it, without offending or causing a loss to the trade, has been an unsolved problem.

The miller has many reasons for wanting to be rid of these used bags, which are frequently oily and greasy, usually dirty, and always unsanitary and unworthy of the mill from which they issue. From an operating standpoint, the mills would well be rid of these bags.

The time may come when pure food laws will be passed which will prohibit the packing of any kind of human food produce in used containers. Millers and bakers should forestall any such legislation by voluntarily doing away with a bad practice which one day, sooner or later, will bring a taint to their reputation if it is continued.

The bulletin outlines reasons why the millers and bakers should join hands in elimination of used bags for packing flour.

You will note the suggestion that millers and bakers should forestall pure food legislation, by voluntarily doing away with a bad practice which reflects on the trade in flour products, in the mind of the consuming public.

The secretary of the Nebraska Millers association puts the matter in a stronger way. In a bulletin he says:

When you think of it seriously the idea of refilling second hand flour sacks with

nice clean flour is repugnant to our present day sense of cleanliness.

It is no wonder that we have finally come to the war on second hand sacks. Second hand feed sacks brought that chief of all the curses, the Mediterranean moth, in our mills. After the infection got well started we opened up a campaign to combat them which will never end. Like Banquo's ghost, they "will not down," and the best we can do is to hold them in check. The weevil is another omnipresent pest in the mills and elevators.

This used bag matter was up before the Association of Dairy, Food and Drug Officials in 1923, and at the convention in Duluth there was a discussion on "The Danger, Actual and Potential, of the Refilled Flour Sack." The subject was discussed, "Would the prohibition of the practice be an economic mistake, or would there be compensating gains by insurance against tainted or dirty flour, loss by leakage, etc?"

The practice was condemned but there were lacking at that time specific facts on damage as a basis for action under the pure food laws.

Dr. H. E. Barnard of the American Institute of Baking took the matter up at the request of the Food and Drug officials, and made an inquiry and survey in the milling and baking industries which showed that the millers were opposed to the practice and a good many prominent bakers preferred clean, new sacks for the flour entering their bakeries.

Dr. Barnard sent out a questionnaire to bakers to ascertain if they considered the practice of returning flour sacks to be refilled as objectionable, and if they made use of such sacks what methods they used to clean them. I have been privileged to go through this file and to study the answers from 45 leading bakers of the country. Ten bakers unqualifiedly state the practice is objectionable. Twenty-five bakers thought it was not objectionable and 10 qualified their views.

One prominent baker replies: "Looks bad to the public; not safe or sanitary. Danger of weevil. Bakers who follow this practice would have difficulty in convincing public that they were using first class flour." Another baker said: "Generally speaking the practice is all wrong. Bags may become very dirty in transit and saving can amount to but little."

One baker says: "If mill is careful in shipping flour in the cleaned sack, and the bakery is always clean, there is no danger of having dirty refilled sacks. If sacks become soiled and unfit for flour they are not used for that purpose."

In outlining to you the questionnaire of Dr. Barnard I have purposely outlined the facts from those opposing the practice and have given the opinions of those supporting it. In the main bakers favoring refilled sacks cling to the practice because they believe they are making a saving and because they have not been troubled with contamination. They believe that by shaking, heating or air cleaning they get the sacks satisfactorily clean.

I believe science will demonstrate that you cannot shake or beat a soiled sack into cleanliness nor can air remove weevil menace from a flour sack. This of course is where some bakers will take issue. Scientific opinion is that you can make used sacks less dusty and less dirty, but you cannot free them from harboring insects or from the contamination that goes with a soiled package.

The only basis on which anyone may reasonably come before you to advocate a change of policy must necessarily be from the standpoint of benefit to you. Therefore that is the basis on which I come before you today, to advocate the discontinuance of a practice which has caused a great deal of inconvenience, trouble, and expense.

For some time past I have been interested in working out some method whereby we

could bring about the discontinuance of used bags in the milling and baking industries.

It was therefore with a great deal of interest that my attention was called to the fact that this is one of the practices in your very important industry.

The first reason in which you are interested is naturally COST, and this investigation proves that it may actually be more expensive to you to employ the used bags for this purpose than new ones. This may sound to you like a strong statement.

The facts are substantially as follows:

1. (a) A new 140 lb. jute costs approximately 17c today, and will make about 3½ trips, costing about 4½c per trip. (b) A new cotton canvas bag costs approximately 25c and will make about 6 trips, costing about 4¼c per trip. (c) A new seamless 16 ounce cotton bag costs from 30 to 35c, and makes about 10 trips, costing from 3 to 4c per trip.

2. The present price of a 100 lb. semolina cotton bag is about 13c. (This is not the heavy canvas bag or the seamless, but a special 100 lb. semolina which has been cried out and found satisfactory by one of the largest semolina manufacturers.) Using this for one trip, there is still a cost of 9c in the bag.

3. Since there is always a market of approximately 10c for this style of used bag, and figuring the first trip worth 4c, there is a total return on the original cost of the bag of 14c, leaving 1c profit in this one trip bag. This is the economic cost phase of the problem. Now let us look at the weevil menace from the standpoint of the macaroni manufacturer.

We know, of course, weevil will not survive the extreme pressure upon the dough in the die. But this does not preclude infestation of your product when weevil exists in the used bags. Since the bag is, without doubt, a vehicle for infestation of the factory and in infesting the factory it is possible to go around the pressure in the dies rather than through it, it is possible to contaminate the finished product both before it has been placed in the carton or c.s.e. as well as afterwards.

A miller states concerning the seamless bag that it being so much thicker than the average bag this thickness becomes simply a nest in which the weevil is able to insert its eggs, and that it is practically impossible to remove these eggs from the bags by beating, by air, or by any other method than laundering with a strong solution which will kill the eggs.

He states further that laundering a seamless bag costs from 20 to 25% of its original cost, and further the laundering of a seamless cotton bag shrinks it from its original dimensions from 5 to 10%, all of which makes the use of this bag practically prohibitive if it has once become infected with weevil and requires laundering.

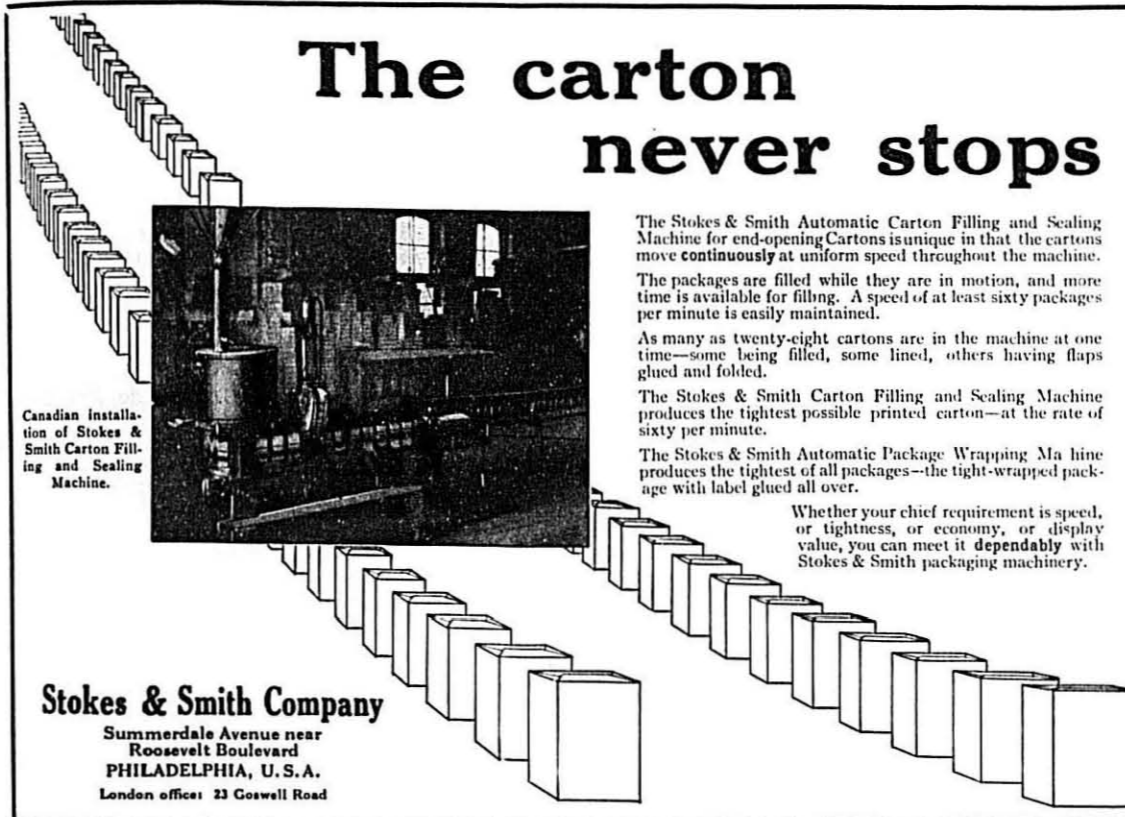
A further and an additional important reason for discontinuance is that in used bags that are beaten to free them of vermin and other impurities, the threads are broken up and the fibers attach themselves loosely to the inside of the bags. When the bags are filled with semolina again, the fibers become detached and go into the flour, becoming part of the mix. This creates a trouble not only when it goes into the finished product, but some of the fibers become lodged on the cross knives of the die. Hanging there, they create a streaked product, which you will recognize as another one of the great troubles of this business.

All that is said about jute fibers in the product, also applies to impurities of all other kinds, since necessarily the more times a bag is reused, the greater the amount of dirt accumulates thereon, and finds its way eventually into the finished product.

If no other reason existed, this is sufficient of its own self to cause serious thought for discontinuance of this practice.

A further and important reason for relieving yourselves of the fear of infestation, of fiber and lint in your product, and any impurities of other kinds, is the possibility of telling your trade in your advertising that the flour from which your product is made has never been packed in any but new sanitary containers. (Continued on Page 32)

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

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

Lindbergh Spaghetti

Following the remarkable reception accorded Captain Charles A. Lindbergh, in honor of his successful hop from New York to Paris in June, the press of the country carried a story that among the gifts presented to him while in Paris was a box of spaghetti sent by his Italian admirers. These admirers had heard that Captain Lindbergh was very fond of pie. Erroneously the word "pie" was translated as "pate" which is also used to designate various productions of the genus spaghetti, hence the gift.

Tacoma Macaroni

G. Cinelli of G. Cinelli company, Tacoma, Wash., has been doing very profitable advertising of American made macaroni products. It has been his pleasure to convince his customers that the macaroni products manufactured in this country are now superior in quality to the best made in Italy.

"In several instances we have passed out samples of our products to the best judges of macaroni, both American and foreign, and they have given us many compliments on our products," said Cinelli recently. "They were astonished to learn that such high class macaroni could be and was being made in this country."

Campanella Outing

The Campanella & Favaro Macaroni company of Jersey City, N. J., member of the National Macaroni Manufacturers association, held its annual outing at New Dorp, Staten Island, on July 2 for their many employees and friends. It was a success in every way. The entertainments consisted of games of all kinds suitable for both men and women to compete.

In the evening a dinner was served in Marconi's hotel with John Campanella, member of the firm, as toast master and master of ceremonies. His brother Frank had charge of the sports and other entertainments during the day.

Incorporate Feeser Company

The Feeser Macaroni company of Harrisburg, Pa., has filed papers of incorporation with the state. John P. Weidenhamer, formerly with the Keystone Macaroni Manufacturing company of Lebanon, Pa., is one of the incorporators. The authorized capital

stock is placed at \$150,000. Plant began operation last month.

Mueller Sues Chain

Suit has been instituted in the Court of Chancery, Jersey City, by the C. F. Mueller company, 93-97 Boyd av., Jersey City, N. J., manufacturer of macaroni and other products, to restrain the United States Stores Corp. from exhibiting, selling, marketing any cartons or containers wrapped with navy blue and yellow paper containing macaroni egg noodles and spaghetti. The use of the wrappers, which the Jersey City concern claims were copied after its own wrapped products, causes confusion in the minds of the purchasing public.

According to the bill of complaint by the Mueller concern, advertising and general publicity work in placing its products before the public has cost

\$3,000,000 since 1907. The distinctive carton containing the products is patented in the United States Patent Office, the complainant contends.

The Mueller concern charges that the United States Stores Corp. is manufacturing products of inferior grade, which are exhibited and sold in cartons, imitating those sold by the complainant and are used to deceive the buyer into believing they contain the Mueller products.

Reused Bags as Trade Practice

(Continued from Page 30)

To sum up the reasons for discontinuance of used bags from an economic standpoint:

1. On strict analysis the cost of used bags is actually greater, though it does not show on its face.
2. The trouble for everyone concerned is also infinitely greater.
3. The advertising and sales possibilities on the basis of new bags are certainly much greater and offer you manufacturers a very real opportunity for creating more sales.

Macaroni Exports for June

According to figures by the Department of Commerce for June 1927 there was a considerable falling off in lbs. of macaroni products exported from America, though the total for the first 6 months showed an increase.

For June a total of 428,000 lbs. of all grades of macaroni products was exported, with 644,000 lbs. in May 1927 and with 639,000 lbs. in June 1926. From January 1 to June 30, 1927, exports were 4,081,000 lbs. compared with 4,056,000 lbs. for the period in

1926. For the 12 months July 1, 1926, to June 30, 1927, there was exported 8,297,000 lbs. In previous 12 months the exports totaled only 8,067,000 lbs.

Canada was the principal buyer of American made macaroni in June getting 83,000 lbs. of the total exported. Next came the United Kingdom with 74,000 lbs., Australia with 42,000 lbs., the Dominican Republic with 38,000 lbs. and Mexico with 34,000 lbs. Below is at table of exports by ports and destination for June 1927.

EXPORTS MACARONI (1000 lbs.) BY PORTS AND COUNTRIES OF DESTINATION FOR JUNE 1927

| | New York | New Orleans | San Va. | San Fran. | Wash. | Mich. | All Others | Total |
|----------------------|----------|-------------|---------|-----------|-------|-------|------------|-------|
| Irish Free State | 5 | | | | | | | 5 |
| United Kingdom | 56 | | 17 | | | | | 73 |
| Canada | | | | 3 | 26 | | 50 | 83 |
| British Honduras | | 1 | | | | | | 1 |
| Guatemala | x | | | x | | | | 2 |
| Honduras | | 26 | | | | | | 26 |
| Nicaragua | x | 2 | | | | | | 2 |
| Panama | | 23 | | | | | | 23 |
| Mexico | 18 | 1 | | 4 | | | 11 | 34 |
| Newfoundland | 2 | | | | | | | 2 |
| Jamaica | x | 2 | | | | | | 2 |
| Cuba | 12 | 10 | | | | | | 22 |
| Dominican Republic | 4 | 33 | | | | | 1 | 38 |
| Haiti | 3 | 6 | | | | | | 9 |
| Virgin Islands | | | | | | | 1 | 1 |
| Colombia | 2 | x | | | | | | 2 |
| Peru | 1 | | | | | | | 1 |
| Venezuela | 2 | | | | | | | 2 |
| British India | 1 | | | | | | | 1 |
| China | x | | | 2 | 5 | | | 7 |
| Java and Madura | 1 | | | 4 | | | | 5 |
| Japan | 1 | | | 10 | x | | | 12 |
| Philippine Islands | 1 | | | 3 | x | | | 5 |
| Australia | 22 | | | 23 | | | | 45 |
| New Zealand | 5 | | | 9 | | | | 14 |
| British South Africa | 5 | | | | | | | 5 |
| All other | 2 | | | | | | | 2 |
| Total | 149 | 111 | 17 | 35 | 31 | 2 | 63 | 428 |

August 15, 1927

THE MACARONI JOURNAL

33

The Perfect Egg Yolk

Fresher in Flavor
Deeper in Color

Jo-Lo

Certified American Dehydrated Spray Egg Yolk

JOE LOWE CO. INC.

3617 South Ashland Ave. CHICAGO, ILL. Bush Terminal Bldg. 8 BROOKLYN, N. Y. 5-7 W. Lombard St. BALTIMORE, MD. 1100 Mateo St. LOS ANGELES, CAL.

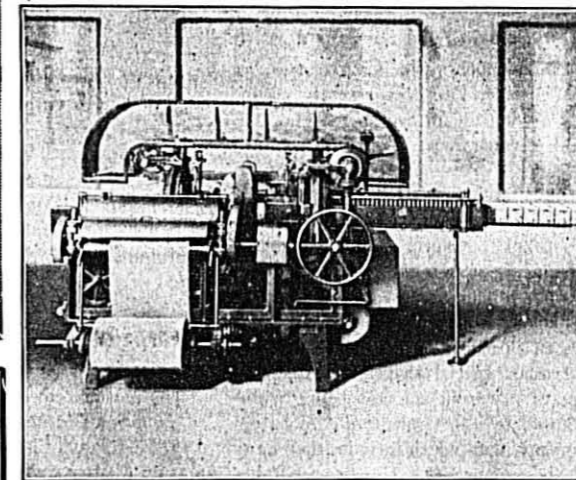
Hot Weather—Spoilage=
No Profits

Are You Operating Under
These Conditions?

Wax Wrap Your Cartons With
a JOHNSON Machine!

RESULTS:

Hot Weather—No Spoilage=
Profits!



This machine will wrap a carton with wax paper, making a hermetical seal by means of heat, thus forming a positive protection to the contents of the package. Capacity—35 to 60 cartons per minute depending on the size of package to be wrapped.

Write us for further information in regard to increasing your production and decreasing your spoilage.

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

JOHNSON AUTOMATIC SEALER CO., LTD.
Battle Creek Michigan

Branches: New York — Chicago — London

JOHNSON

AUTOMATIC PACKAGING MACHINERY

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.

Grain, Trade and Food Notes

New Semolina Office

The sales force of the Washburn Crosby company in Chicago is now advantageously situated in a fine suite of rooms on the 7th floor of the Postal Telegraph building, 332 S. La Salle st. For many years this firm maintained offices in the Old Colony Life building, 166 W. Jackson bvd. Business expansion necessitated the change to its new quarters where the wants of the macaroni manufacturers of the Chicago District are continued to be cared for by D. F. Wall-schlaeger, manager, and Charles L. Miller, assistant manager, of the durum department.

Cuneo—Food Specialists

Two members of the Cuneo family of Connellsville, Pa., have recently organized a company to deal with food specialties, which they will operate as Cuneo Brothers. Headquarters have been opened in Connellsville, Pa. The brothers interested are Joseph J. Cuneo and Frank J. Cuneo. According to the announcement it is the intention of the brothers to manufacture and job specialties among which will be macaroni products of the Bologna Style, "Curly Q's" and other special shapes of American type of macaroni not now being manufactured by the Connellsville Macaroni company, with which their brother Lawrence is connected. The firm will import from Italy and Spain olive oils and other food delicacies. Arrangements for this end of the business were concluded last year by Joseph J. Cuneo who made an extensive tour abroad.

This jobbing concern will handle an exclusive flour in addition to the other products. The principal field of distribution lies in Pennsylvania, West Virginia and Ohio.

Announces Removal

Announcement cards have been sent to the trade giving the new address of the Clermont Machine company, manufacturer of noodle, bologna and other styles of macaroni machinery. This firm is now pleasantly and comfortably situated at 268-270 Wallabout st., Brooklyn, N. Y. Its telephone is Williamsburg 0345.

Thomas Tours East

E. J. Thomas made an extensive tour of central and eastern states during May and June, making his first call on the

macaroni industry in his new capacity as general salesmanager for the Capital Flour Mills of Minneapolis and St. Paul.

The Red Book Directory

Macaroni manufacturers who sell their products through the wholesale grocers of the United States and Canada, through semijobbers and chain grocery stores will find the newly published Red Book Directory of Wholesale Grocers an invaluable aid. The 33rd annual of the Orrin Thacker Directory has just been completed and is now offered for sale, at \$3 postpaid.

By careful comparison it will be found that a great many firm changes have taken place in the recent past, and that these are recorded in the listings found in the 1927 Red Book. It contains listings of 4757 strictly wholesale grocers; 844 semijobbers and 328 chain store operators. Orders for the Red Book Directory should be sent direct to The Orrin Thacker Directory, 33 West Gay st., Columbus, Ohio, mentioning The Macaroni Journal in order to have them assured of the best of attention.

National Gum & Mica Opens Chicago Plant

The most recent addition to its string of factories has just been completed at 1940 Carroll av., Chicago, by the National Gum & Mica company whose head offices are in New York city. The Chicago factory just opened, according to officials of the company will no doubt within time become the largest and most important of the company's plants.

The new plant is under the supervision of 2 experts, John J. Ottush and Philip M. Limer. It has a siding on the main

Publicity Plans Progressing

Plans for a small Macaroni Products publicity campaign were made at the Aug. 10 meeting of the Publicity Committee of the National association in Chicago.

Progress has been made to the extent that a joint meeting early in September of the 3 committees having to do with increased consumption is being arranged to coordinate their activities, this to be followed by a general association meeting when combined plans will be presented.

The publicity committee is C. S. Foulds, Chicago; B. S. Scotland, Joliet, Ill.; C. B. Schmidt, Davenport, Iowa.

trunk lines coming into Chicago and occupies about 30,000 square feet. The National Gum & Mica company is one of the world's leading producers of high grade pastes, glue and similar adhesives.

Ousdahl Promoted

Walter E. Ousdahl who has served for the past few years as manager of the durum department of the Commander Milling company, Minneapolis, has been promoted to general salesmanager and will have charge of the spring wheat flour sales as well as that of semolina. Walter's many friends in the macaroni business wish him success in his new position.

Packing in Wood Safer

The question of what will be the best form of container for any product depends fully on the character of the product itself. According to R. H. Johnson, manager of the Cheraw Box Company, Inc., of Richmond, Va., macaroni products in quantities of 20 lbs. are best contained in a light veneer box properly proportioned and sensibly nailed. In this kind of a box the products reach the grocers with the minimum amount of breakage and little or no spoilage. That is the experience of the Cheraw Box company, which has for 15 years specialized in wooden macaroni box shooks, supplying a selected clientele including some of the biggest producing firms in the country, particularly in the east.

1927 Marketing

(Continued from Page 12)

To take advantage of the opportunity which the Government has given American Business to regulate itself and put an end to unnecessary government interference with business. F. D. Bristley, my brilliant predecessor in office, was chosen to organize the trade relations committees of the grocery industry. I bespeak for him your active and enthusiastic cooperation, not for any selfish advantage that it will bring, but for the specific benefit of self regulation that, when thoroughly organized, it will bring to all American Business.

To return once more to food before closing, it is my belief that the influence of the new intelligent methods of food marketing and the responsive attitude of housewives, upon the generation which is now growing up, will be so far-reaching for better habits and health that the ailing and complaining individual will be looked down upon from both a business and social viewpoint as inferior and incompetent.

Through research and advertising, to point out the way to health, happiness and efficiency is the service to the people of America, upon which rests the future success of the manufacturing division of our great industry.

August 15, 1927

THE MACARONI JOURNAL

35

"Good Macaroni Requires Good Cheese"

GROCERS: Sell in your Store only the best known Brands of Macaroni and Italian Imported Cheese.

YOUR BUSINESS WILL PROSPER!

SELL LOCATELLI

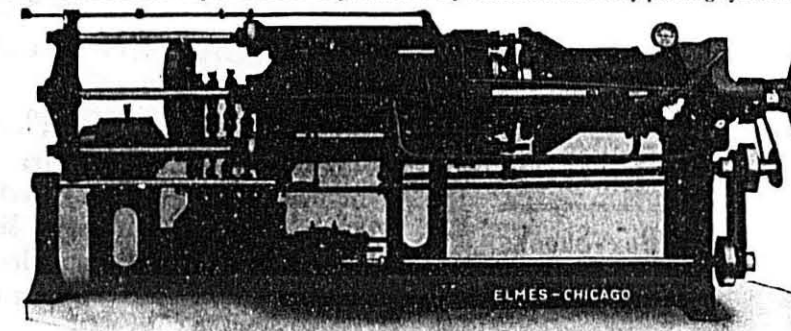
Reggiano - Genuine Pecorino Romano
(The World's Leading Brand for Over 50 Years)

"Locatelli Grated" Finest old REGGIANO CHEESE grated and packed in our own Factories in Italy. Imported exclusively in original 2 oz. Pkgs.—12 boxes to a carton. American trade particularly will find it most convenient. Write for information.

MATTIA LOCATELLI
N. Y. BRANCH
24 VARICK STREET
(Locatelli Building)

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

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



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

BUY 45 PER CENT OF
HYDRAULIC MACHINERY
IN USE IN 10 YEARS OLD

ELMES
SINCE 1851

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

SOLD WITH THE ELMES GUARANTEE—FIRST CLASS MATERIAL AND WORKMANSHIP
CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, U.S. A.
New York, Room 312, 30 Church St., Phone Cortland 4435
New York Export Office, 420 Lexington Ave., Phone Lexington 4270

Macaroni Imports and Exports

A study of figures compiled by the U. S. Department of Commerce of the trade in macaroni divulges that while the exportation of American made macaroni is increasing import of this product is on the wane. This trend has been consistent throughout the 5 month period reviewed in connection with the May report.

Imports

In May there was imported a total of 277,006 lbs. of macaroni products valued at \$26,779. The same month in 1926 imports totaled 438,960 lbs. worth \$34,530.

For the first 5 months of 1927 the imports totaled 1,574,000 lbs. valued at \$137,333. For the same 5 month period last year the imports were 2,508,907 lbs. worth \$180,653. A drop of nearly one million pounds was recorded.

Exports

During May 1927 there was exported a total of 644,246 lbs. of American made macaroni products bringing to the exporters \$51,085. The increase is noted when compared with the ex-

ports for May 1926 which totaled 575,249 lbs. worth \$40,415.

For the 5 months ending May 31, 1927, there is noted a slight increase in this business. The total was 3,-

652,737 lbs. valued at \$300,860.

The same period in 1926 we exported 3,417,157 lbs. valued at \$289,786. The increase was slightly more than one quarter million pounds.

BELL RINGER

Prize Winner submitted by
Erich Cohn, Vice President A. Goodman & Sons, New York, N. Y.

INEFFICIENT LABOR

Lucky is the firm that has a force of dependable, interested employes. To get men who use their "noodle" when about their daily labor is becoming a rarity. When I see some of the so-called workers and observe their concern about their master's business, I am reminded of the following story:

Two southern negroes had been hired in a northern plant. They evidently were on the outs with Mr. Work.

Boss--What are you two darkies doing walking so slowly up those stairs?

Midnite--We's wokin', boss. We's carryin' dis beah desk up de stairs.

Boss--I don't see any desk.

Midnite--For de Lawd's sake, Carbona, we dun forgot de desk.

Cheraw Box Company, Inc.

Seventh and Byrd Streets
Richmond, Virginia

SATISFACTORY

Wooden Macaroni Box-Shooks

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

IMMEDIATE DISPOSAL SALE

All The Machines & Mfg. Equipment

FROM A LARGE MACARONI WORKS

| | |
|------------------|-----------------------|
| Macaroni Presses | S & W Flour Mill |
| Accumulator | Conveyors |
| Hydraulic Pumps | Nailing Machines |
| Dough Mixers | Wrapping Machines |
| Dough Kneaders | Carton Wire Stitchers |
| Dough Brake | Ventilating Fans |

SPECIAL BARGAINS FOR PROMPT BUYERS

ADDRESS

General Equipment Co.

Cridley Building
Syracuse, N. Y.

Our New Brand



GIVE IT A TRIAL

COMMANDER MILL COMPANY

MINNEAPOLIS, MINNESOTA

Spaghetti a la Lazzari

On Sept. 8, 1927, there will be staged a gigantic contest for popularity between 2 favorites in New York city, Tony Lazzari of the Yankee baseball team and "Spaghetti a la Lazzari." Every Italian restaurant in Greater New York will serve specially prepared spaghetti on that day and already manufacturers are bidding to supply the expected heavy demand for the high grade product.

A special Lazzari Day Committee has been appointed to arrange for honoring the leading Italian baseball player of the world and the restaurants and hotels have decided to serve "Poosh 'Em Up Tony's" favorite dish, spaghetti with mushroom sauce.

The committee has extended an invitation to Lazzari's folks in San Francisco to go to New York to attend the dinner at the Hotel Commodore. The Italians of that section of the country are preparing to make the affair one of the biggest ever given an individual athlete. Headquarters for the committee in charge have been established in the Italian Savings bank where care will be taken of tickets for the dinner and the fan mail for Tony. Lazzari

Day will be a half holiday for the Italo-Americans of the east, to allow the Lazzari boosters to attend the baseball game in the Yankee stadium in the afternoon and the dinner and reception in the evening.

Macaroni manufacturers will not overlook the opportunity of helping to popularize the Lazzari recipe of Spaghetti with Mushrooms. What could be better for both consumer and manufacturer?

Wins Infringement Suit

The court of appeals which reviewed the infringement suit brought by the C. F. Mueller company of Jersey City, N. J., against the Clermont Machine Company, Inc., of Brooklyn, N. Y., decided last June that the machine and process of the latter company does not infringe the Mueller patents. Thus comes to an end this important and bitterly fought case.

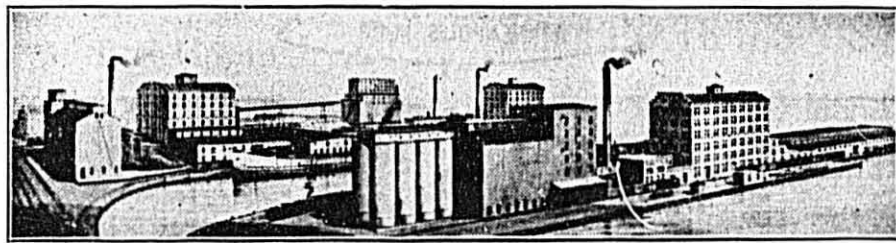
The effect of this decision frees from infringement of the patents in suit throughout the United States all such machines made and sold by the Clermont Machine company, declare officials of that firm in reviewing the decision. It further relieves from any

possible liability of infringement all persons who made use of such machines. It further declares that the case was won at big expense to the defendant, the fight being based on the firm's policy of "For the Betterment of the Industry."

As it is now this firm is placing this machine on the market clear of all suspicion and encumbrances. The decision clears the situation with respect to certain patents dealing with noodle forming machines and folding devices. C. Surico is president and general manager of the Clermont Machine Company, Inc., now at 268-70 Wallabout st., Brooklyn, and P. Cardone is secretary and treasurer.

Protest Macaroni Plant

Residents in the vicinity of Kingland av. and 10th st., Newark, N. J., have filed a protest with the board of commissioners against erection of a macaroni factory at that corner in the center of a residential district. The protest is in keeping with regulations barring any business house that might attempt to open in the restricted area. The officials have not yet ruled on the protest.



THE UP-TO-DATE HOME OF
HOURGLASS BRAND
 SEMOLINA AND FLOUR

Made From Pure, Selected DURUM WHEAT, Which Requisite To Assure all the Essentials of a Highly Nutritious, Palatable Macaroni.

DULUTH-SUPERIOR MILLING CO.
 Main Office DULUTH, MINN.

NEW YORK OFFICE: F 7 Produce Exchange
 PHILADELPHIA OFFICE: 468 Bourse Bldg.

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

MACARONI BOX SHOOKS

THAT WILL STAND UP!

All our Shooks are made from sweet Gum, Magnolia and Poplar. Tough Woods are selected, so that they make a strong Box. One piece Tops, Sides and Bottoms 1/4" thick, 7/16" Ends.

REASONABLE PRICES - PROMPT SERVICE

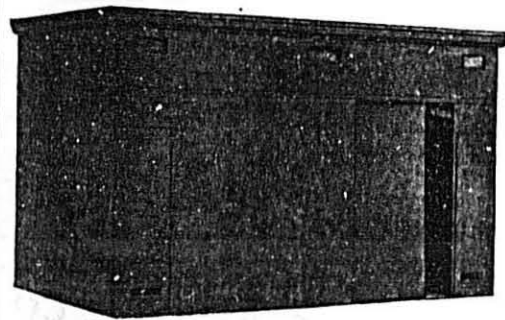
E. J. Berger & Company

1400 Broadway, New York, N. Y.

TELEPHONE WISCONSIN 7917

IANIERI'S

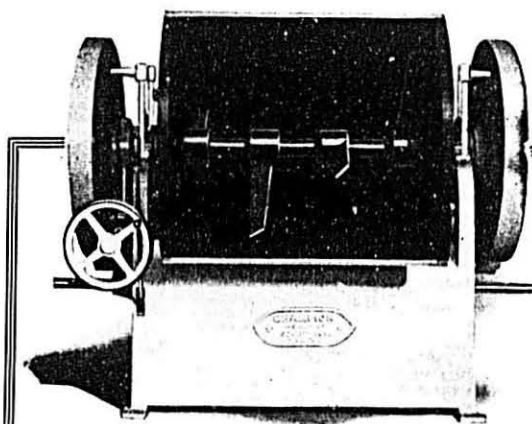
Drying System for Macaroni



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

JOHN IANIERI COMPANY

553 NORTH 63rd STREET
 PHILADELPHIA, PA.



Champion Macaroni Mixer

More Barrels Per Man More Profit Per Barrel

---that's the secret of success in the manufacture of food products, and you can make sure of getting a bigger and better output by installing Champion equipment.

Champion Special Mixers, most efficient for difficult doughs, as macaroni, noodles, pretzels and similar products.

Champion Reversible Brakes, for saving the energy of your men and turning out high quality brake dough for noodles.

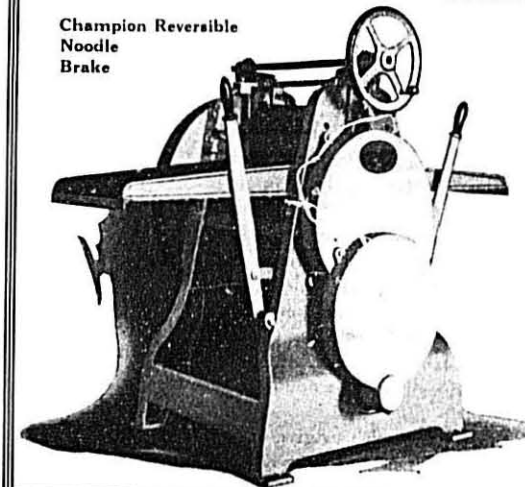
Champion Flour Handling Outfits, for handling your semolina, for accurate weighing, for securing economical blends.

We sell separate units, or furnish complete plant equipment. Our engineering department can save you many dollars in advising the type of machine you require, or in planning your shop layout.

We are at your service--write us for full information

CHAMPION MACHINERY CO.
 JOLIET ILLINOIS

Champion Reversible
 Noodle
 Brake



The Macaroni Journal

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

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

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

SUBSCRIPTION RATES
United States and Canada . . . \$1.50 per year
in advance
Foreign Countries . . . \$2.00 per year, in advance
Single Copies 15 Cents
Back Copies 25 Cents

SPECIAL NOTICE
COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns. The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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

Vol. IX August 15, 1927 No. 4

Dunn Retailers' Counsel

Charles Wesley Dunn, the well known counsel of the American Grocery Specialty Manufacturers association, has been selected as legal adviser of the National Association of Retail Grocers, according to announcement by Secretary C. H. Janssen of the latter organization. Attorney Dunn is well known in the macaroni manufacturing trade, having frequently addressed the convention of the industry and otherwise interested himself in the industry's activities, particularly with reference to the national tariff law. Mr. Dunn is regarded as one of the best attorneys on food laws in the country and will be found an invaluable aid to this organization of distributors.

365 Macaroni Recipes

One can contain one's astonishment at the announcement that the National Macaroni Manufacturers association convention in Minneapolis was entertained by a food expert's address extolling the virtues of macaroni. Even the statement of the association's president that the organization is about ready to announce 365 recipes, so that macaroni may be served from the same table every day in the year without one repetition, does not cause doubt or dismay.

The fact is we wish to give our enthusiastic endorsement to everything

pleasant that was spoken about macaroni. We are no cook, but we wish to say it is a dish which has our approval.

Macaroni is made of durum wheat, upon the production of which the northwest has a practical monopoly. In 10 years our durum wheat crop has increased 250%. In 1925 North Dakota raised nearly 49,000,000 bus., and it was said in the northern part of that state in 1926 that the crop had "saved upper North Dakota." It is a good crop and a reliable crop, as wheat crops go. It is selling now at 10c a bu. above other wheat prices.

Yes, we like macaroni. May the 365 recipes stir the appetites and capture the tastes of the American people.—
St. Paul Pioneer Press.

The Spaghetti News

"The Spaghetti News" devoted to the advancement of the spaghetti houses which are showing a phenomenal increase in New York and other eastern cities has made its appearance. It is a 4 page, 7 column paper published by the Spaghetti News Publishing company and sponsored by the Gugliucci Organization of 346 W. 45th st., New York city.

The publishers claim a free distribution of 200,000 copies and sworn circulation of 10,000 per issue. The paper carries on propaganda for the Italian restaurants in the east known as the Spaghetti Houses, which have become very popular there. Starting four years ago it is claimed that in these Spaghetti Houses 3,000,000 cases of spaghetti are consumed per annum in New York city alone. If the claim of the publishers is justified, New York should be nicknamed the Spaghetti City.

Patents and Trade Marks

A monthly review of patents and trade marks applying to macaroni production and distribution for the month of June, 1927.

PATENTS

There were no patents on macaroni machinery granted in June.

TRADE MARKS REGISTERED

Among the trade marks concerning macaroni products registered during the month were:

Cincinnati

The trade mark of Antonio Palazzolo company of Cincinnati, Ohio, for use on macaroni products which was filed June

21, 1927, published in the Official Gazette March 22, 1927, in the April issue of the Macaroni Journal and registered on June 7, 1927.

The trade mark is the trade name in heavy outlined block letters.

TRADE MARKS APPLIED FOR

Applications for registration of trade marks for use on macaroni products were filed during June in the patent office. Opposition thereto must be filed within 30 days of date of publication.

Clown Brand

The trade mark of the Milwaukee Macaroni company, Milwaukee, Wis., for use on macaroni products. The application was filed April 14, 1927, and published June 14, 1927. Owners claim use since Nov. 7, 1919.

The trade mark is the trade name in black type with no claim being made on the word "brand" other than that as a part shown in the drawing submitted.

Some do as they are told. Others can't do anything else.

WANT ADVERTISEMENTS

Five cents per word each insertion.

WANTED—Expert Macaroni Plant Superintendent. Good position for right man. State experience, salary desired in first letter. Address The Macaroni Journal, Braidwood, Illinois.

FOR SALE

Attractive factory property. Formerly S. R. Smith macaroni and noodle plant in village near Harrisburg, Pa.

Five buildings, two large, three small—substantial construction. Macaroni and noodle machinery. Steam engine and boiler. Water power and light plant. Labor cheap and efficient.

The location, shipping facilities—railroad and truck—and labor conditions make this an ideal plant for production on low cost basis. Will quote very low price if interested.

H. M. VASTINE

109 Locust St., Harrisburg, Pa.

A. ROSSI & CO.

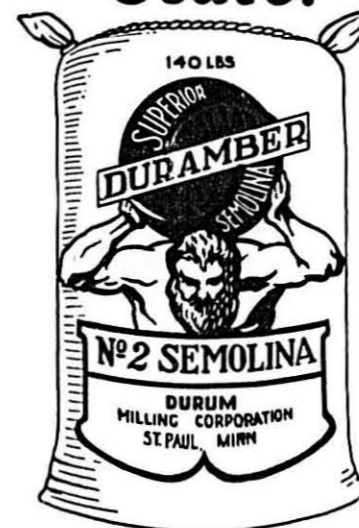
Macaroni Machinery Manufacturer

Macaroni Drying Machines
That Fool The Weather

387 Broadway — San Francisco, Calif.

PER PASTA PERFETTA

Usate!

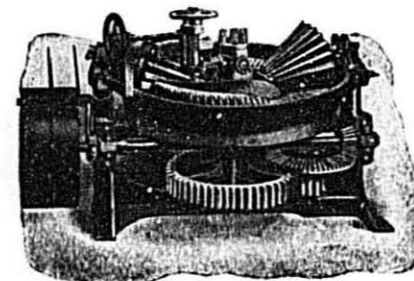


"Meglio Semola-Non ce ne"

Guaranteed by the

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

D. & E. Kneaders



To The Trade:—

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

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

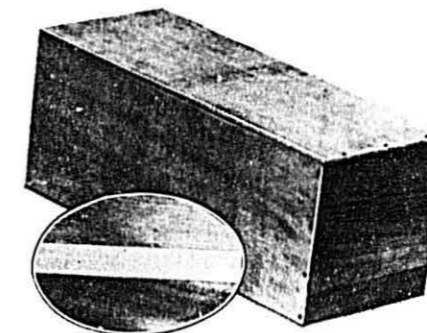
Yours very truly,
DIENELT & EISENHARDT, Inc.
R. F. BOGGS, Sales Manager

DIENELT & EISENHARDT, Inc.

1304-18 N. Howard Street
PHILADELPHIA, PA.

Established Over 50 Years

An Ideal Wood Shipping Container



Carrying strength and pleasing appearance,
nail holding qualities and lack of odors—

"FOUR REQUIREMENTS"
"FULLY MET"

by our materials, Gum and Cottonwood

WE endeavor to give you a good substantial package at a reasonable price. We keep cost down by preventing useless waste in manufacturing, using up our narrow stock in the bottoms, making them in two pieces held together with two corrugated fasteners, the joint between the two pieces being sealed with tape. Bear in mind that unwise or unnecessary box specifications ALWAYS increase cost to the manufacturer and are reflected in sales price to the customer.

We solicit an opportunity of figuring
on your wood box requirements

ANDERSON TULLY CO.

Memphis, Tennessee

Good Wood Boxes

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

OFFICERS 1927-1928

| | | | | | |
|--|----------------------|---|---------------------------|------------------------------------|----------|
| HENRY MUELLER Jersey City, N. J. | President | C. S. FOULDS New York City. | Director | FRANK L. ZEREGA Brooklyn, N. Y. | Director |
| JOHN RAVARINO St. Louis, Mo. | Vice President | A. S. VAGNINO Denver, Colo. | Director | G. GUERRISI Lebanon, Pa. | Director |
| L. E. CUNEO Connellsville, Pa. | Treasurer | ALFONSO GIOIA Rochester, N. Y. | Director | F. J. THARINGER Milwaukee, Wis. | Director |
| M. J. DONNA P. O. Drawer No. 1, Braidwood, Ill. | Secretary and Editor | DR. B. R. JACOBS 2026 I St. N. W., Washington, D. C. | Washington Representative | | |

The President's Column

The Strength of the Pack

Several times I have been asked to state just what induced me to become the strong trade association advocate that I am. I have always believed that man must cooperate with man to accomplish things in which the individual fails. Perhaps I was brought to this view by the reading of the following verse, which I memorized in my youth and still recall, though I do not know the author's name:

Now this is the law of the jungle,
As old and as true as the sky,
And the wolf that shall keep it may prosper
And the wolf that shall break it must die.
As the tendril encircles the tree trunk
The law runneth forward and back,
For the strength of the pack is the wolf,
And the strength of the wolf is the pack.

Vacation Returns

Macaroni Manufacturers being real human beings should and will enjoy a vacation from arduous duties during the summer. Some will take vacations of only a few days while others will play for a month or more. The more you play on your vacation the more you will be able to work when you get back into your daily harness. While vacationing, forget your immediate business but give some thought to doing your part in your trade association. You'll thus be helping the industry as well as self.

A Pledge For Us All

In accepting his appointment as Counsel for the National Association of Retail Grocers, Charles Wesley Dunn of New York city gave a pledge that might well be taken by every Member of the National Macaroni Manufacturers Association. I strongly recommend something of this nature. He said:

I am privileged and honored. I accept the office because of the opportunity for service which it offers and with the full appreciation of the responsibility which it involves. I pledge to the association my best endeavor to further its sound and constructive advancement. I shall be guided here, as elsewhere, by the fundamental principles of right and justice and by the controlling rules of law and economics. I enter upon this work in a spirit of deep interest and with a sincere desire to be truly helpful.

The Secretary's Column

Poetically speaking, here is why Macaroni Men should take occasional vacations:

If your nose is close, the grindstone rough,
And you hold it down there long enough,
In time you'll say there's no such thing
As brooks that babble and birds that sing;
These three will all your world compose—
Just you, the stone, and your darned old nose.

What Good Is a Trade Association?

"Good enough" says Merle Thorpe, editor of Nation's Business, "to delay the sale of Dodge Brothers to Dillon Read & Company until the bankers could be assured that membership in the National Automobile Chamber of Commerce could be transferred at once from the old company to the new one. Big things are trade associations, and growing bigger."

It Might Start Something

A news dispatch says: Two billion dollars in gold are held in the New York Assay Office in Wall street, branch of the United States Assay. If we had a portion of this we might put over the long talked but as yet not materialized Macaroni Advertising campaign.

Sell Your Grocer First

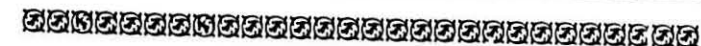
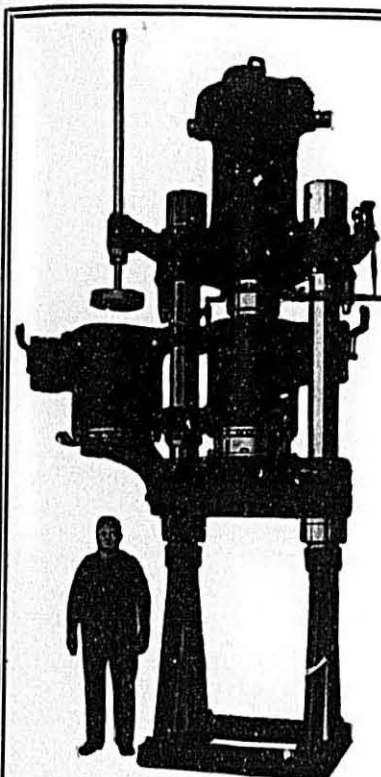
In your sales campaign don't forget that to the average woman in the average city the guarantee of her favorite grocer is as good as or better than the guarantee of the manufacturer.

Extra Copies Convention Issue

Many Macaroni Manufacturers have placed orders for extra copies of the July and August issues which contain the convention proceedings. A Manufacturer in Philadelphia ordered extra copies sent to every manufacturer in his competitive district as well as to several jobbers and wholesalers. There are still some copies of the July number on hand. First come, first served.

New Oregon Member

A new Active Member of the National Macaroni Manufacturers Association comes voluntarily with the application for membership made by the Oregon Macaroni Manufacturing company of Portland, Ore. The action was taken by S. M. Orso, the president of this progressive concern. We welcome this cooperation and cite the example to others as one worthy of following.



John J. Cavagnaro

Engineer and Machinist

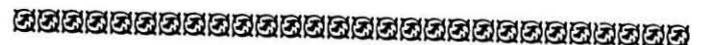
Harrison, N. J. - - U. S. A.

Specialty of

MACARONI MACHINERY

Since 1881

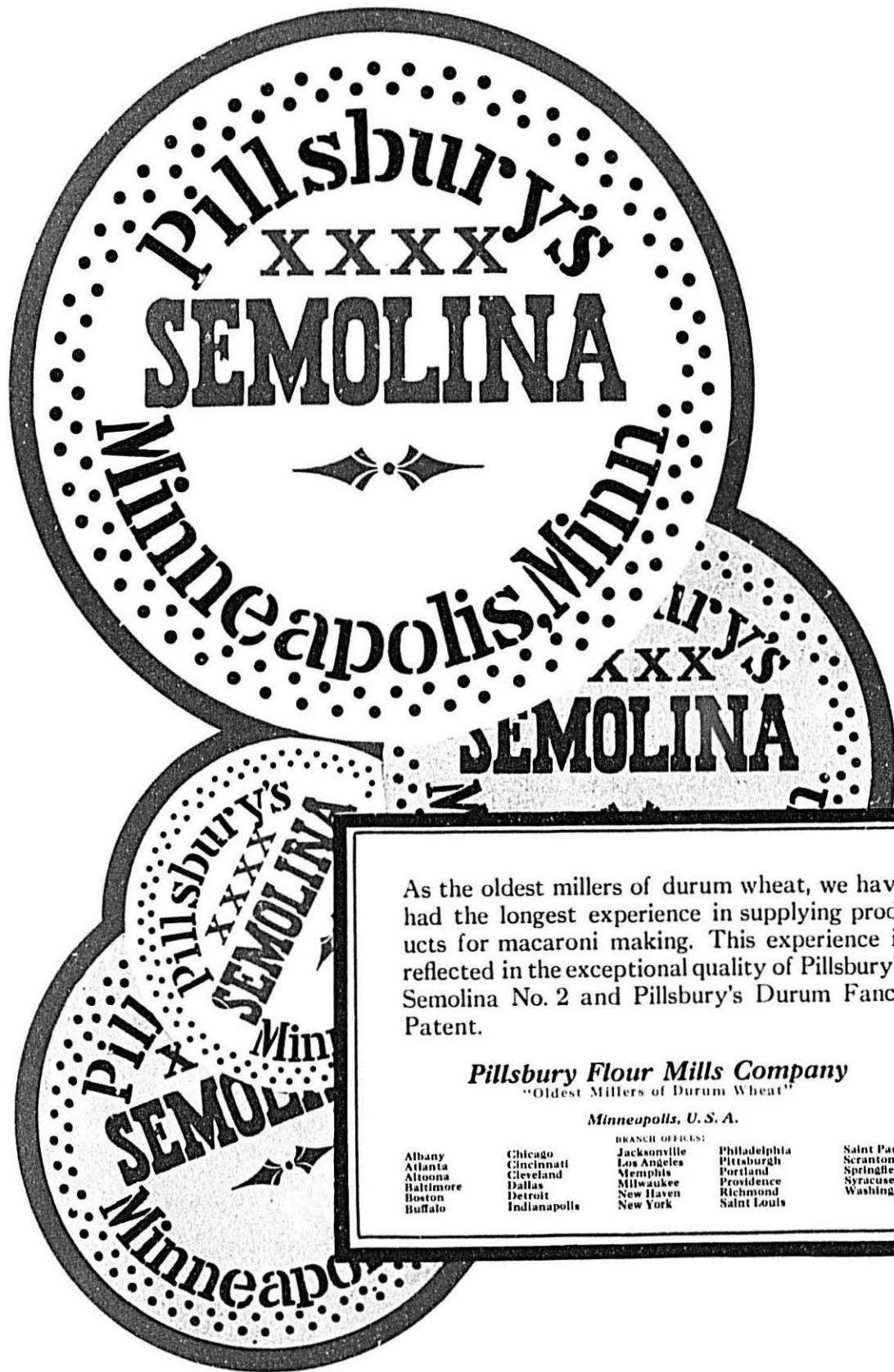
N. Y. Office & Shop 255-57 Centre Street, N. Y.



DURUM SEMOLINA



CAPITAL FLOUR MILLS, Inc.
MINNEAPOLIS MINNESOTA SAINT PAUL



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

Pillsbury Flour Mills Company
 "Oldest Millers of Durum Wheat"

Minneapolis, U. S. A.

BRANCH OFFICES:

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