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JOURNAL**

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**September 15,
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The Macaroni Journal

Minneapolis, Minn.
September 15, 1927

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

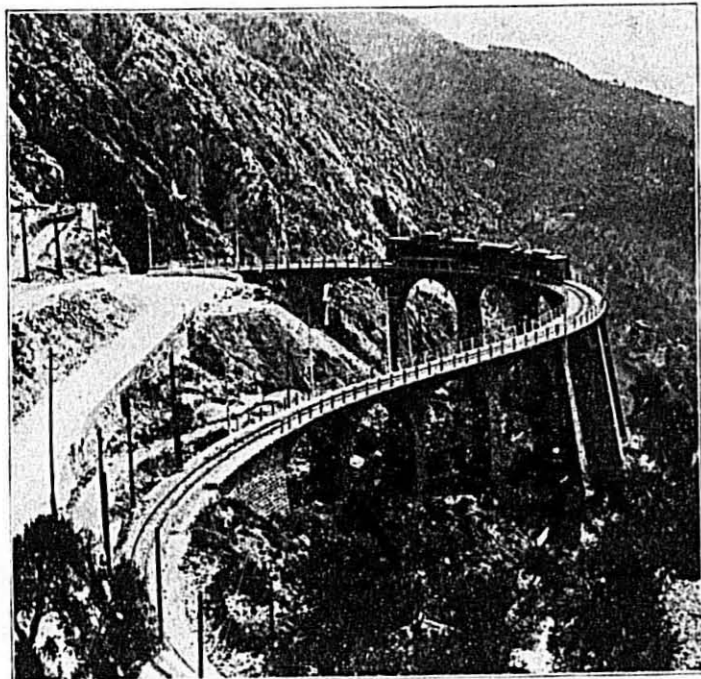
Let's Hang Together



Dr. C. A. Prosser, president of the William Hood Dunwoody Industrial Institute of Minneapolis, emphasizes the following needs to improve our industry:

1. Man multiplies himself many times by closer association with his fellow business men.
2. Macaroni Men must hang together or they'll hang separately.
3. Join your trade organization; support it financially and cooperate in promoting all its beneficent activities.

*Compare this with what other leaders say on
"What Does Macaroni Industry
Need Most Today?"*



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September 15, 1927

THE MACARONI JOURNAL

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Tanzi's Dies

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We manufacture all types of moulds and we hold patent rights on some special styles. Have you seen our Mostaccioli die work? It is a wonder.

*Twice as fast as ordinary systems—
Uniform cuts—sanitary.*

Give us an opportunity to prove to you, when in the market again, that—

*Accuracy is our creed,
Price our policy,
Service our law.*

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MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume IX

SEPTEMBER 15, 1927

Number 5

Discussion Precedes Action

Haste and undue deliberation are the two extremes in dealing with either personal or general problems. To ponder overlong on a proposition may be as harmful as taking snap judgment on it. A happy medium seems to be speedy action after careful consideration.

The Macaroni Manufacturing Industry is composed of various elements, each having set views and opinions. Apparently there is no common meeting point. But there must be one on which all can agree and the proper study of the situation should uncover it.

Before venturing on a new enterprise it is quite natural for firms to call a conference of important officials, to talk it over, to consider it from every angle and to note its advantages and disadvantages from these firms' particular viewpoint. The plan of predetermination adopted by firms and individuals recommends itself to an industry.

Successful physicians first carefully diagnose a case before prescribing for it. The Macaroni Industry is suffering from some unknown ills. Of late the manufacturers have been giving more than usual consideration to what is causing the present condition with the view of properly prescribing for its needs. Some of the impatient ones have made the accusation that we do nothing but talk about our problems and that when we do act we take the wrong tack.

Taking it for granted that something ails us and that something must be done to overcome this ailment, what is the first step that naturally recommends itself? Discussion is first needed to find out which is the most serious ailment and the best ways and means of effecting a permanent cure. Then follows action along some well laid, agreed upon plan.

For the past six months there has been a concerted effort to ascertain just what are the greatest needs of the Macaroni Industry in America. In this issue appear numerous discussions and recommendations from which may be established a common basis for helpful action.

There seems to be a general agreement that the industry

needs to do something to lift it out of the Slough of Uncertainty into which it seems to have drifted. But talk is needed to first determine the views of the progressive men, after which action will naturally follow if the proper agreement can be reached.

It is also admitted that the Macaroni Industry has made mistakes in the past and that as it forges ahead it will continue to err. Mistakes are not in themselves disastrous but the greatest harm comes when we fail to profit from them.

You, perhaps, recall the old yarn about the customer who complained that she found a fly in a loaf of raisin bread and who was told to bring back the fly and get a good raisin for it. This is not related here to tickle your funny-bone, but to remind you that correcting a mistake does not always remedy the bad impression created by its doing.

It was for the purpose of overcoming the tendency to make mistakes and to continue making them that discussions were encouraged before attempting to plan any action, thus avoiding the usual results that come out of unpreparedness and ignorance of conditions.

The Macaroni Journal is interested to learn the views and opinions of its readers; therefore it recommends a careful reading of the various articles in this issue dealing with the timely topic "What Does the Macaroni Industry Need Most Today?" Well known and less known manufacturers from practically every section of the country are quoted. What do you think of their recommendations?

From a study of the survey so far made the conclusion is drawn that the Macaroni Industry in America is now in greater need than ever of more unity of purpose, of quality production and well constructed favorable macaroni propaganda. To gain these ends individualism must be subordinated to the general welfare and every manufacturer worthy of the name should bear his fair share of the work and cost of carrying out the plans finally adopted.

Patents and Trade Marks

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

PATENTS

In August 1927 there was patented a macaroni press which is obviously quite different from those in general use. This is called "Merlonetti Machine." It is officially described as "A macaroni machine in which there is a combination of a pair of cooperating rolls divided respectively into a sheet rolling section and a strip cutting section."

Patent No. 1,638,000 was granted to inventor Giulio Merlonetti of West Chester, Pa. Application for patent was filed Feb. 16, 1926, and was granted Aug. 2, 1927.

TRADE MARKS REGISTERED

In July and August 1927 the following trade marks were registered with the U. S. Patent Office:

Tasty Bends

The trade mark of the Tharinger Macaroni company, Milwaukee, Wis., for use on alimentary paste products. Application was filed Oct. 30, 1926, published in the Official Gazette May 17, 1927, and the June issue of the Macaroni Journal, and registered Aug. 9, 1927. Owners claim use since Feb. 20, 1917. The trade mark is the brand name in heavy black type.

White Pearl

The trade mark of the Tharinger Macaroni company, Milwaukee, Wis., for use on alimentary paste products of all kinds, dry and wet and prepared for immediate use. Application was filed Oct. 30, 1926, published in the Official Gazette May 17, 1927, and the June issue of the Macaroni Journal, and registered Aug. 9, 1927. Owners claim use since Jan. 1, 1906. The trade mark is registered in 3 forms and under 3 serial numbers. The trade name White Pearl is prominently shown in each of the 3 designs registered.

IGH

The trade mark of the Neighbor Products company, Chicago, Ill., for use on alimentary pastes and other grocery products. Application was filed April 5, 1927, published in the Official Gazette May 17 and the June issue of the Macaroni Journal, and registered on Aug. 9. Owners claim use since Dec. 21, 1926. The trade mark is the letters IGH in heavy type.

Neighbor

The trade mark of the Neighbor Products company, Chicago, Ill., for use on alimentary pastes, rolled oats and mustard. Application was filed April 5, 1927, published in the Official Gazette May 24 and the June issue of the Macaroni Journal, and registered Aug. 9. The trade mark is the trade name in heavy black type.

REGISTRATION RENEWALS

In July 1927 there were renewed the following trade marks:

1. That of the Liberty Maccheroni Manufacturing company, first registered Oct. 8, 1907, renewed as of Oct. 8, 1927, to the Liberty Macaroni Manufacturing company of Buffalo, N. Y., assignee. Notice of renewal was published July 5, 1927.

2. That of Gaspare G. Greco of New Orleans, first registered Nov. 19, 1907, renewed as of Nov. 19, 1927, to Gaspare G. Greco of San Jose, Cal. Notice of renewal was published July 5, 1927.

3. That of A. Zerega's Sons, Consol., New York, N. Y., first registered Sept. 17, 1907, renewed as of Nov. 17, 1927, to A. Zerega Sons, Consol., Brooklyn, N. Y. Notice of renewal was published July 19, 1927.

TRADE MARKS APPLIED FOR

Only 2 trade marks were applied for during July 1927.

Granny's

The private brand trade mark of H.

B. McNeal, doing business as the Pittsburgh Pretzel Company, Ltd., Pittsburgh, for use on noodles. Application was filed April 15, 1927, and published July 5, 1927. The firm claims use since April 1, 1927. Objections must be filed within 30 days of publication. The trade mark is the trade name Granny's appearing over the bust of a pleasant looking elderly lady who is very motherlike.

Milkaroni

The trade mark of the Quaker Oats company, Chicago, for use on macaroni. Application was filed May 9, 1927, and published July 5, 1927. The firm claims use since April 12, 1927. Objections must be filed within 30 days of publication. The trade mark is the trade name Milkaroni, a combination of the words "Milk" and "Macaroni" indicating that it is macaroni made with milk.

HOUSEWIFE'S HINT

One day Luther Burbank walking in his garden was accosted by an officious acquaintance who said:

"Well, what are you working on now?"

"Trying to cross an eggplant and milkweed," said Mr. Burbank.

"And what under heaven do you expect to get from that?"

Mr. Burbank calmly resumed his walk.

"Custard pie," he said.

BELL RINGER

Prize Winner submitted by

P. E. Vagnino, General Manager, American Beauty Macaroni Company, Kansas City, Kan.

SQUARING UP

Business hatred is probably at the bottom of all price wars and similar harmful trade practices. If manufacturers do not soon get away from the practice of "getting even" the whole industry will be ruined.

I am reminded of the story of 2 neighboring farmers who played the "getting even" game to the limit:

White--Sorry, old man, that my hen got loose and scratched up your garden.

Black--That's all right; my dog ate your hen.

White--Fine! I ran over your dog this morning and killed him.

Black--Good! My truck just bumped your siver and ruined it.

White--S? Well, it's my turn next.

What Does the Macaroni Industry Need Most Today?

IN THE ACCOMPANYING SYMPOSIUM on the subject of the macaroni industry's needs the Macaroni Journal presents one of the most interesting and edifying features of its successful career. It must be granted that the macaroni industry has needs. Such an admission is a sign of progress. It is a hopeful feature. Any industry that has reached a point that it sees no room for improvement is dead. Progress indicates life and self satisfaction a symptom of moribundity. This is a rule of life—activity and progress, or stasis and retrogression.

The contributions from 20 members of the macaroni industry are just that many "slants." The articles are not filled with carping criticism, but teem with the observations of close thinkers, of men who are successful in their business because they are constructive thinkers.

It is interesting to note that on some points the authors of these talks practically agree, or that they have hit on the same general line of suggestion for improvement of the industry.

Without doubt publication of these views will dig out some more helpful suggestions. Read these suggestions, ponder and come forward with your ideas. Every suggestion is bound to be helpful. A summary of all will develop some form of general policy that will give the macaroni industry just the aid it needs to place itself in the front rank of all industry.

The Editor is confident that every member of the National Macaroni Manufacturers association will profit by reading every word of these contributions on the industry's needs, and will be urged to proffer other ideas, any one of which may prove to be just the key to unlock a wonderful future for the macaroni industry and its guiding hand—the National Macaroni Manufacturers association.

Macaroni Products Need Increased Use

By Henry D. Rossi, Peter Rossi & Sons, Braidwood, Ill.

A BASIC FACT
In creating business for the product of an industry the manufacturer big enough to vision that his industry is competitive to every other industry is the one who receives the greatest returns.

The wise business man of today thinks and acts in lines that parallel the thoughts and actions of the professional man.

The ablest physician or surgeon today devotes more time to diagnosing than he does to prescribing.

I think all of you will agree with me that broodly speaking the one thing the industry needs today more than anything else is increased coconsumption of its products and yet that prescription is so general as to be vague unless we first give our thoughts to properly diagnosing our case.

Consumption of macaroni is less than 5 lbs. per capita—a deplorably small amount when it is remembered that macaroni and bread (the staff of life) are both wheat products.

Age of Changes

Habits of a nation change and with no nation is that change so constant and so rapid as it is in the United States.

There is not a man present but what can vision and recall for himself countless changes in his own life. In less than a quarter of a century, for instance, general transportation has deserted dolbin for the automobile.

Four years ago there were not over a few hundred radio receiving sets in use in the entire country. Today there are over 6 million.

Fifteen or 20 years ago soup to be edible and delicious had to be simmered and boiled for hours in the family kitchen. Not so today. One individual with vision brought about a mighty transformation. Today his factory is the soup kitchen for millions of homes. His efforts have almost eliminated the family soup kettle.

Statistics tell us that every 22 years a man-

ufacturer has practically an entirely new market.

How does this condition of rapid and everlasting change in transportation, in amusement, in food, concern us? I will tell you. It concerns us more vitally than it does other food industries, and that for several reasons.

Cause of Development

In the first place, macaroni is a food of foreign origin—a food originating with a nation that this country has thought it unnecessary



to emulate. As emigration from Italy to this country increased, the necessity for supplying with macaroni those in this country of Italian birth was the cause for the development of the macaroni industry. Slowly American born have taken up the consumption of this food.

While this was going on second generations of Italian descent (born in the United States) have gradually become Americanized in their food consuming habits just as they have become good American citizens in every other

respect, accepting and marching with the changes of habits in their everyday lives.

Unusual Difficulties

With restricted immigration—with the changing of Americanized habits—with the general acceptance that macaroni has always been a humble food—it should not be difficult to appreciate this one fact, that the macaroni industry is concerned with problems and faces obstacles that few industries in any line, let alone foods, have to cope with.

We have seen the consumption of oranges and the buying habits of the American family in regard to citrus fruits almost made over in a decade.

Coffee consumption today is more than 2½ times per capita what the macaroni consumption is in this country.

Evaporated milk nearly twice as much per capita.

We have seen breakfast foods, unheard of years ago, assume a place of importance in the breakfast diet of a nation.

Industry Not Self Sold

The greatest trouble as I view it with the macaroni industry is that we ourselves in the industry are not sold on our industry.

That the public is ignorant because it lacks knowledge and confidence in regard to macaroni is an accepted fact. Little value can come from our appreciation of this condition so long as we fail first to arouse ourselves into a new and greater confidence.

Wright Brothers knew that a "heavier than air" machine could be made to stay up and move through the air. They knew it while others still called them crazy.

The trouble with the macaroni industry is that it has allowed itself to be buffeted around by the winds of ignorant prejudice among the public.

An industry with a volume of 50 to 75 million dollars annually should certainly be big enough to create its own sailing winds. It is big enough and it can do it.

Industry Now United

For the first time we, in the industry, are united as we never have been before, conflicting practices have been and are being eliminated, conflicting groups in the industry have been welded into a more cohesive organization than our industry has ever known, and the one thing upon which this assembly to a man should decide and agree is that beginning with our convention in 1927 we ourselves will have that confidence which a 60 million dollar industry justifies and that we propose to see

to it that every housewife shares that confidence with us and that brings me to the one thing which the industry needs most in order that increased consumption by the public and increased profits for us manufacturers may follow.

MACARONI MOST NEEDS BETTER PUBLIC UNDERSTANDING

The one thing that macaroni and the macaroni industry most needs today is that the public shall know the many things which today they do not know regarding macaroni—that they shall have eliminated from their reasoning processes many mistaken ideas that they now hold regarding macaroni. Never before in the history of this country has the time been so opportune for the macaroni industry to direct along desired lines the education of the public with hope of success as is the case today. Domestic science schools, laboratories, dietary health departments in newspapers and magazines vouch for this statement in unmistakable terms.

All that our industry need do is to capitalize these conditions, exercise the effort that will make these conditions work in behalf of macaroni as they are today doing in behalf of other food industries.

Must Make Industry Prosper

If the macaroni industry is to prosper we must make it prosper. We can't expect the public to do our pioneering for us. If Kellogg with toasted corn flakes and Campbell with his soup and California with its Sun-kist Oranges, Hawaii with its pineapple had felt that way where would these respective industries be today?

Eventually the macaroni industry must be willing to invest in the education of the American public hundreds of thousands of dollars annually in order that the American home may better know what macaroni should mean in the daily American diet.

To properly educate the hundred million potential macaroni consumers of this country will require a vast effort and vast sums of money—not so great, however, that it need discourage us.

We can make our start today, continue with modesty to do so until the volume and profits of our industry shall have reached the point where we can do what other industries are doing.

In a previous paragraph I have referred to the time, thought and space that is being given up by various publications (newspapers and magazines) to dietetics, foods, recipes (one kind or another). You cannot pick up a magazine, a food journal, a newspaper but what you see column after column of material appearing as news but possessing a value distinctly advantageous to some industry, some food.

And it is my thought that our industry should be doing this very same thing.

Can Start Right Now

While we should reconcile ourselves to the fact that eventually the macaroni industry should have a fund of as many hundreds of thousands of dollars annually as is necessary to advertise the merits of macaroni products, we can right now for a very few thousand dollars annually get and keep macaroni before the American public through the news columns of magazines and newspapers.

Think of picking up your newspaper and reading an item of news dealing with the macaroni industry and with the health values of macaroni itself. Think too of having such articles appear day after day, week after week throughout the year, and consider what a value such an effort would exert in time in behalf of macaroni. For \$12,000 to \$15,000 per year we can be doing this very thing and the value the doing of it would hold would be twofold:

Reactive Effect

First, through such a continuous program of controlled news publicity we would gradually be reshaping the judgments and opinions of the American housewife but of even greater value would be the effect which such a fund invested annually in this way would

have upon the members of our association and those members of our industry who are not at present members of our association in arousing them to a greater interest and confidence in their industry.

An Outstanding Example

I know of one industry whose association came into existence about 3 years ago, an industry representing a total volume of approximately 100 to 125 million dollars annually. When this industry started, the members taxed themselves 1/4c a case, giving themselves a budget for organizing and for educational and promotional work of about \$45,000 annually. They realized that with such a fund they could not do any great amount of display advertising in behalf of their product. One of the first things, however, that they did undertake was to see that their product and ways and means of using and serving same, including recipes, was kept before the public through the news columns of the press. At the end of the first year they doubled the per case tax on their members and in less than 2 1/2 years they raised the per case tax to 12 times what it was originally. Today that association has a fund of \$540,000 annually which it is investing in creating a better understanding among the housewives for its product.

And that, gentlemen, is the experience of an association three years old, of an industry a little over a quarter of a century old. It has used the tremendous power of news publicity in helping reach in shortest time the point where it might have the fund necessary to do the big educational job in the way it is now doing it.

Same As Insurance

Not only should we decide that this association can and will raise \$12,000 to \$15,000 per year for educational news publicity on a national basis but we should make up our minds that this should be just as continuous and as regular a part of our efforts as each of us regards insurance in his own business.

A second recommendation that I would make is that this association should, if possible, raise an additional amount and at this meeting of \$10,000 to \$15,000 for laboratory and domestic science experimental work with macaroni products.

In the domestic science department of the University of Chicago and under some capable direction such as the Mellon Institute real facts regarding macaroni, old ones which we feel sure are true and new ones yet to be learned, should be developed.

Results of Research

The gelatine and the evaporated milk industries have within the past few years brought to light some astounding facts regarding their products through such course of action—facts which today they are using with telling effect upon the medical profession, dietitians and upon the public at large.

I know there are those among you who for several reasons will hesitate to join with me in my thoughts. Some of you will in-

tuitively raise the point that if the association increases the consumption of macaroni through educational work of this nature the whole industry is going to share in that increased consumption and every manufacturer—those outside of the association as well as those within, who are standing the expense—are going to share the benefits.

This Is Inevitable

To you who feel that way I would say this is the case in every industry, always has been and always will be. In creating business for the product of an industry the manufacturer big enough to vision that his industry is competitive to every other industry is the one who receives the greatest returns. Every reputable manufacturer in the macaroni industry should be a member of the association but they will not all be—there will be some of insufficient vision to sense the advantages to themselves of joining the industry and by that very token would they likewise receive fewer benefits than those progressive enough to see the advantages of being members of the association.

Secondly, there are those who will say that advertising macaroni and increasing the demand for it would serve only to increase competition by inviting new capital. To these I would make this answer—by the time the demand for macaroni will have increased and reached that point because of educational work which the association may do, the members of the association "should worry" about new capital and new manufacturers coming into the industry. We will have had ours long before that time and the industry will have room for additional manufacturers.

Where Ingenuity Counts

Were I a shoe dealer where do you suppose I would want to locate my store—out on the outskirts or on State st. in Chicago or on Broadway or 5th av. in New York? I would do just what you would do and you would do just what I would do—we would locate where the trade congregates regardless of the fact that that is also the very thing that our competitors would do and you and I would depend upon our ingenuity getting for us just a little bit more than our share of the shoe business while our competitor's lack of ingenuity would cause him to have to be satisfied with less.

Competition Life of Trade

Competition never hurt any business—in fact, it is the life of business, and the thing to which we should reconcile ourselves is that we will be so progressive and make such keen competition that old competitors who are not members of the association and new ones that may enter the macaroni industry will have to travel awfully fast to keep stride with us.

Gentlemen, these are my thoughts as to what is the matter with the macaroni industry and my suggestions as to what the industry needs most today. To bring about the program suggested I will be the first to contribute toward a fund to be raised for the purpose above set forth.

Macaroni Products Need News Publicity

By F. W. Thurnau, Inter-Ocean Syndicate

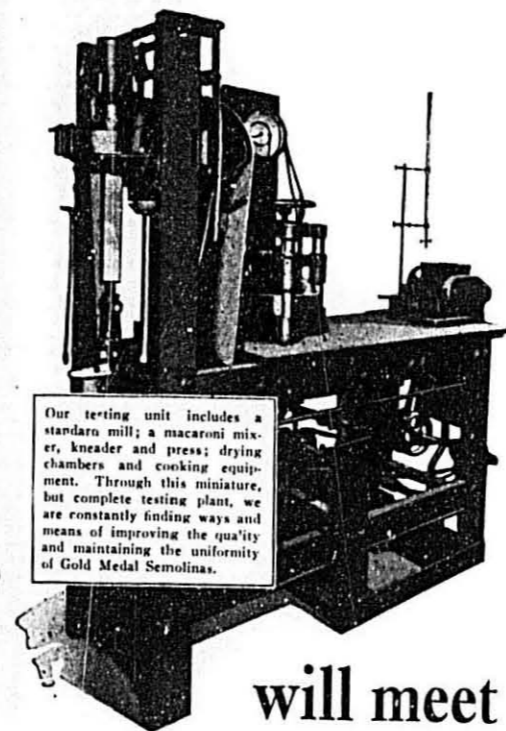
NEEDS ONLY UTILIZATION
The opportunity for educational publicity is there and needs only to be utilized by the methods having a record of being successful.

If there is any article of food regarding which the American public generally is both ignorant and prejudiced, it is macaroni. The ignorance and prejudice that exist in regard to this highly nutritive article of food is national. As a result, the consumption of macaroni is only a fractional part of what it should be.

Increasing macaroni consumption can be

accomplished by increasing the knowledge of it. Increasing the knowledge of the American public can be done most effectively and economically by articles in the news columns of newspapers, in the home forum and domestic science departments and in the women's department of magazines. The class and trade press and specialized magazines also offer a tremendous opportunity for profitable educational publicity regarding macaroni.

Opportunity at Hand
The opportunity for educational publicity for macaroni is there and needs only to be utilized by the methods having a record of being successful.



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

Gold Medal Semolinas will meet your rigid requirements

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

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

By means of these tests we have constantly improved the quality

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

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



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

GOLD MEDAL SEMOLINAS "Tested"

WASHBURN CROSBY COMPANY

General Offices: Minneapolis, Minn.

Millers of Gold Medal "Kitchen-tested" Flour

Health stories are built up from a number of angles.

Child welfare lends itself to publicity, for every man and woman is interested in the bringing up of children and the diet is always the leading topic of consideration when children are concerned. Macaroni products are prepared in so many enticing ways that this feature, combined with its renowned health giving qualities, makes it exceptionally valuable from a publicity viewpoint.

Educational stories are acceptable to a large number of magazines devoted to health problems and as the diet is the principal subject in these magazines, macaroni should be given its proper place in the food list. The home service pages of the metropolitan dailies also abound with health hints and this comes under the angle on health education.

Stories on longevity with macaroni as the leading topic will be acceptable when properly prepared.

Economy as Argument

Economy is one of the leading arguments in favor of macaroni products, and when truth relative to its nutritive values is combined with its economy it not only makes news but this news will be of great value to the macaroni industry.

Statistics on the population of America, the amount of macaroni products used by Americans and a comparison with what was formerly used, all serve to produce stories of interest, into which can be woven the doctrine that will do the macaroni interests the most good.

Personal efficiency, athletics, living conditions and other vital statistics all lend themselves to combinations with macaroni products. In fact the field for news stories, all about macaroni products and containing the certainty of presentation that will help the public to realize the worth of macaroni products, may be said to be inexhaustible.

Use the Farm Press

The farm press would welcome stories on macaroni. There is no reason why the farmer should not consume as much macaroni as the city man. They grow the wheat from which macaroni is made and they should be made to know its goodness as well as the dwellers in the city. Farm papers are particularly favorable to stories telling about farm products.

There is a vast work for educational publicity today in teaching the public to know more about macaroni. With many people there is a prejudice against macaroni as a poverty food used by the poorer classes of Italy because they cannot afford better rations. This prejudice which exists, perhaps in an uninformed way, in the backs of the minds of a large proportion of the Americans who ought to eat macaroni, can be eradicated by educational publicity showing macaroni as a quality food and one of the most appetizing ways of using wheat.

There is a great field for attractive feature articles on macaroni recipes which will give housewives an idea of how to prepare it that will please their families.

Publicity Requires Finesse

At the present time there exists a committee appointed to study numerous recipes for making macaroni product dishes and recommending 12 tested and standard recipes to the public. Let us assume that this committee does its work well and reports to the executive committee. You need an organization to broadcast this news. Mention of it to a newspaperman will get it into one paper; perhaps it might even get as far as several papers in New York city, but it requires the specialized work of a trained organization to get into the newspapers generally throughout the country, not only once but many times, until the public will adopt these recipes just as your committee adopts them.

While the big effort in news publicity will be made in popularizing these 12 recipes through the news columns, there exist feature pages for menus and recipes that will lend themselves to these 12 and other 353 or more recipes that are possible with macaroni products.

A famous chef once said: "Fifty per cent of the enjoyment of a meal can be attributed to the service and the appearance of the dishes served." Today many people hesitate to order or serve certain macaroni products under certain conditions owing to the embarrassment that may be occasioned in their eating and owing to the way they are prepared. News stories showing how these dishes may be served so as to eliminate these conditions again offer opportunity for news development, which, properly handled, will assure widespread publication.

Diet material prepared by domestic science experts would instruct home managers as to the proper place of macaroni in the diet. These articles can be prepared both from the viewpoint of healthful and appetizing meals and from that of economy in home management.

There are countless opportunities for real news stories in the manner in which the sanitary conditions of the macaroni industry have improved in the last 10 years. The mere cautionary measure applying to the refilling of bags is an astounding item that the public knows nothing about but would welcome in a properly prepared news story.

Uncle Sam Is Aid

The United States Departments of Agriculture and Commerce are constantly compiling information regarding the production, exchange, imports and exports of macaroni products and this statistical work has been approved by your organization. All of these statistical stories are of vast interest to the public, but the government cannot take the trouble to prepare them for newspaper publication.

In the offices of M. J. Donna, secretary of your National Macaroni Manufacturers association, and Dr. B. R. Jacobs, your Washington representative, is a veritable mine of news stories, all on the macaroni products industry, and close cooperation between them and a news release bureau would serve to give the public throughout the entire country the information that they have. At present they deliver this to your members and sometimes get a news story into print. A news release bureau carries it into print, not once but many times and in papers all over the country.

Anticoloring Problem News

Publicity on the Federal anticoloring ruling will carry this fight on to the very kitchen of the consumer and thereby assist greatly in the cause of every member of the association. This anticoloring problem lends itself naturally to publicity and as all stories are submitted to someone designated by your association for okay before they are put out, you get controlled publicity on all of these questionable problems.

Eliminate and Educate

By Henry Mueller, President N. M. M. A., Jersey City, N. J.

INDUSTRIAL POLICING

It is absolutely necessary that the industry provide sufficient funds to police our markets, thus ridding our business of a menace which is nothing more or less than unfair competition.

If I were asked to express my opinion on "What the Industry Needs Most Today," I would state that the most important step for us to take is to rid the markets of the country of macaroni products that are artificially colored and then to follow with some constructive, well directed publicity work that would bring about the increased consumption which we all hope for.

In order to take the first step it is absolutely necessary that the industry provide sufficient funds to police our markets, thus ridding our business of the menace above referred to which is nothing more or less than unfair competition. This being done our industry will be in a fair competitive condition with the quality of the average product good.

The Vigilance Committee which has been functioning quite effectively under adverse

The American public is daily offered some new food product and every one of these runs in direct competition to macaroni. These new foods are always heralded with a blare of trumpets. They do not hide their light under a bushel. They broadcast it at every opportunity. Macaroni can be put where it belongs on the American table by constantly keeping it in a favorable light before the public. Increased consumption of macaroni will come only when you come out in the open and constantly remind the customer that you have the food that is nutritious, economical, high class and offers itself in a variety of dishes that can be equaled by no other food.

Where News Release Comes In

Education of the consuming public is what the macaroni industry needs to increase consumption. That is the specialized work of a news release bureau.

You have seen much competition within your industry and as individuals you have taken methods to protect your own company. As an industry you have found that every food product is competitive to macaroni and it is a good plan to inform the public of the good of macaroni products in such manner as to keep the macaroni industry abreast of the times and enable them to obtain their fair share of the business of feeding the public.

With the adjustment of internal problems that have long faced the industry the macaroni manufacturers association is more in need of a definite campaign of educational news publicity according to some prearranged plan than it is of any one phase of activity.

In an industry as vast as the macaroni industry there exist countless opportunities and situations which if developed into news by experienced editorial people can be so prepared that editors will gladly publish such material as news. It is further possible to incorporate in such articles those particular phases of educational information, call it doctrine or propaganda, if you wish, that it also will be published as part of such a news story.

News Angle Effect

The effect of such news stories each carrying doctrine regarding some fact in connection with the manufacture or use of macaroni is obvious. Appearing as news it is read and accepted without resistance.

Every industry of importance is today giving thought and attention to placing and keeping before the public those matters of news import which if the public knows will result in a better understanding between the industry and the public and obviously in the increased consumption of the product of that industry.

conditions and which in my opinion might better be known as the Macaroni Educational Committee, has not been given the support its worthy work deserves. Everyone in the industry has been profiting at the cost of a few volunteer supporters of this movement. Wider and more liberal cooperation in this activity would greatly increase its effectiveness and eliminate from our industry the retarding, detrimental practice of making goods to appear what they essentially are not.

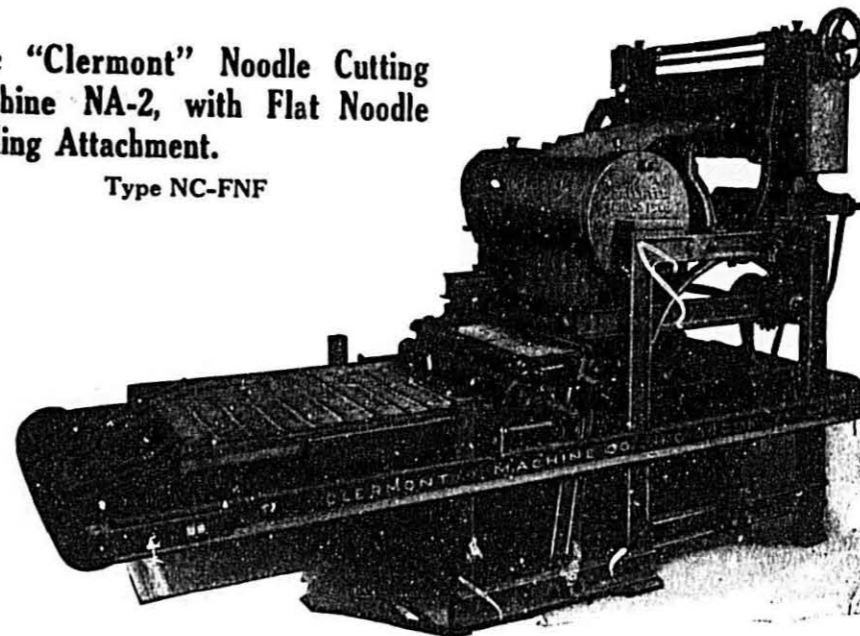
Next we could turn our attention to the matter of increasing the consumption which is not progressing as it should. In view of the fact that so many new foods are yearly coming on the market it is becoming increasingly important that macaroni manufacturers do more publicity work in the future to bring this food to the attention of the consumer.

Perhaps, at first it would not be necessary to raise a fund for cooperative advertising, but it is essential that manufacturers contribute to a fund which will enable the industry to do some exhaustive research work for determining whether the consumption of macaroni products is increasing or decreasing.

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 its 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.

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Brooklyn, N. Y.

ing, and what points we should feature or emphasize to interest new consumers. Sooner or later something of this kind must

be done by macaroni manufacturers if we are to prevent other foods from crowding macaroni and noodles off the American table.

Centralization of Authority

By John J. Cuneo, Connellsville Macaroni Co., Connellsville, Pa.

ESSENTIAL NEED

The most essential need of the macaroni industry today is cooperation and confidence among its members, so as to make dull times bright, and bright times brighter.

In considering what the macaroni manufacturing industry is really in most need of today, so many things come to my mind that I prefer to be more general than specific. What appears to be very serious to me are considered lightly by others. However, there are things that affect us all alike and which can be handled only in agreement.

We dwell on the topic as of TODAY—not as of the past—for we should benefit by the experience and investigations and changes of the past, which leaves the topic the subject of—TODAY. Neither do we dwell on the Future, for what we accomplish TODAY will redound to the future welfare of the Macaroni Manufacturing Industry, as a whole.

Two Great Factors

Centralization of authority and cooperation of all the subjects of that authority among one another, are the greatest factors in the attainment of the nearest possible solution toward perfection. This pertains to Government in all its forms, Religion, Education, Society, Commerce and Commercial Enterprises. Dividing commercial enterprises into respective classifications in the business world, and selecting our own industry, the result of the analysis produces absolute agreement and harmony among those who are interested to a cooperative extent in the industry; while discontent and unrest are found among the few uninterested. And after further careful scrutiny and examination we find that we are only beginning to make ourselves good and honored subjects of our industry as a whole.

By centralization of authority is not meant an absolute control by any person or persons; for we would then be compelled to delve into certain "isms" that do not belong to a well regulated industry; but this centralization of authority should consist of an association, properly supported by the industry. This association, with its official organ, we are most fortunate to have in our service now—TODAY—and it neither dictates nor commands what we shall or shall not do; but offers an unlimited source of information for the industry's betterment. This information and data is compiled throughout the industry, and its authority can be infinitely greater than any individual member comprising its fold. But when cooperation ceases among the members this Authority can be bound hand and foot, thereby destroying all benefits obtainable from such Authority.

To Protect Just Rights

When united action is warranted all members' eyes are turned toward the recognized Authority; therefore when something is lacking in the industry, instead of trying to combat the evils of prevailing conditions singlehanded, we should move en masse forming a bodyguard to protect the just rights based on sound principle.

Lack of confidence in the central Authority is a detriment. The most essential need of the macaroni industry today is cooperation and confidence among its members. This can be rendered so as to make dull times bright, and bright times brighter, if

the troubles are laid at the proper source. Remember, 2 heads are better than one—as long as both are not block-heads—and

Price Maintenance

By S. E. Mountain of the Fontana Food Products Co., San Francisco

In considering the very timely subject of "What Does Our Industry Need Most Today?" many things will come into our minds, but to us it appears that one of the vital needs of the manufacturers of macaroni products is greater consumption along the lines of price maintenance.

Naturally we know our own markets better. In our western territory prices are quoted by some of the larger eastern companies that are absolutely below cost. There is no rhyme nor reason to them. They seemingly dump the goods in this market just for the pleasure of shipping them out here.

Speaking for ourselves, we welcome competition. We strive to maintain our price on a somewhat reasonable basis and would expect reasonable cooperation along this line.

we do not profess to be in the lumber business.

Opportunity a Repeater

Opportunity, contrary to general belief, comes more than once. Hence, if we grasped a few of these opportunities and made use of them, we would benefit as a whole. In the proof of this I would direct your attention to the following, written by Judge Walter Malone:

They do me wrong who say I come no more,
When once I knock and fail to find you in;
For every morn I stand outside your door,
And bid you wake, and rise, and work—AND WIN.

BRAINS AND BUSINESS

By F. A. Tommaso, Naples Macaroni Co., Inc., Brooklyn, N. Y.

The progress of a nation as well as that of an industry does not depend on the character or brilliancy of a few men, but on the intelligence of the mass. The mass of our industry needs to be furnished with character as well as with brains. Can you furnish them with both?

Frankly, I admit that I possess neither and that I am one of the fools that compose this industry. The macaroni manufacturing business needs many things to help it to progress as it should. We all know what is needed, we all agree what should be done, but we seem to fail to agree when to do it and how to do it. That is why I maintain that when we begin to use the brains with which we are endowed we will start to solve the troubles that are today retarding progress in this promising industry.

3 Roads to Macaroni Popularity

By Car. Vito Viviano, Viviano & Bros. Mac. Mfg. Co., Inc., St. Louis

Every line of business seeks improvement, so it is but natural that macaroni manufacturers would aim to increase the popularity of their products. I have but 3 suggestions to make along this line:

First: I would suggest that all macaroni manufacturers pack the product in uniform standard weight packages of 8 oz., 1 lb., 5 lbs., 10 lbs., and 20 lbs., for the protection of the consumers in order that they may plainly know what they get for their money.

Second: I would suggest discontinuance of the so-called free deal which is of no good to the manufacturers. Often some small buyer overloads himself with goods, flattered by the free deal. Then he stores the goods in some inadequate place for an indefinite length of time and consequently the goods deteriorate, originating complaints that the product is spoiled or of inferior

quality, and the manufacturers have to stand the loss so caused by this negligence.

Third: I would suggest more determined united effort in teaching the American public how best to prepare our products for the table. Manufacturers in the larger cities might well combine in promoting cooking demonstrations in the larger stores, hiring trained demonstrators for this purpose. As an extension of this work there should be special days in which chefs of restaurants and hotels, domestic science teachers and cooking experts are invited to the macaroni cooking school. Special attention should be given to those in charge of feeding school children, inmates of state institutions, Red Cross employees and others who specialize in food preparation. Thus we would encourage uniform methods of preparation of our product in a way that would be attractive, economical and most nutritious.

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

Try Our New Brand

DANDELION Durum Semolina

QUALITY

SERVICE

Our KING MIDAS brand Semolina has always stood for the best there is in quality and we propose to maintain this standard for it. However, in order to meet the competition of other mills who are putting out low protein goods, we shall, commencing at once, put out a new brand of Semolina to be known as DANDELION brand. DANDELION brand will be the same granulation and have fully as good color as our KING MIDAS brand, but will be lower in protein. We shall be glad to send you samples of both grades, if you desire, and in quoting you prices we will quote you on both KING MIDAS and DANDELION brand Semolina.

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

Macaroni---A Grocery Salesman

By James T. Williams, President Creamette Company, Minneapolis

Perhaps the macaroni industry has no greater need than more coordination between manufacturers and distributors. Several years ago I wrote a widely published paper on the theory that grocers could probably recommend macaroni products to their customers who were in a quandary as to what to serve, because the sale of macaroni prompted to other, more profitable sales of naturally accompanying foods.

I emphasized the fact that when a grocer sold macaroni he sold the basic food of the meal. When meat or fish form the basis of the meal, this is sold by the butcher and not by the grocer. When beans are served, several times that amount is spent by the housewife for meat to accompany them. When macaroni is sold the grocer lays the foundation for the sale of such grocery products as butter, tomatoes, milk, cheese and similar ingredients.

Welcome Sales Aids

I still believe that if this idea were promoted in a national way, macaroni products would be served 3 to 5 times oftener than is now the case. The grocer is human. He

welcomes any suggestions that will increase his sales. Show him how the sale of a half pound or pound of macaroni becomes the sales agent for a dollar's worth of other foods and you have enlisted him as your ally, in suggesting macaroni products to the hesitant, undecided purchaser.

Several years ago the macaroni manufacturers who are members of the American Grocery Specialty Manufacturers association joined the other cereal manufacturers in a campaign to educate the grocer to move old stocks first. Cards, posters and inserts were placed in cases and this educational work was so effective that the returns of damaged goods dwindled to insignificance. What was accomplished in an

Know Your Competitor

By Albert Alberto, U. S. Macaroni Co., Los Angeles

It is an easy matter to meet in conventions once a year and to discuss generally the many activities which our industry might promote with benefit to us all. Suggestions are easily

educational way through the American Specialty association may be done in a direct way by our organization along the lines above mentioned.

What Education Would Do

I strongly suggest a campaign of education that will convince the grocer that by encouraging purchase and more frequent serving of macaroni products to his customers he will provide the basic portion of the meal, and in addition sell groceries several times in value in the way of naturally accompanying foods, as you will agree must result if this educational program is carried on along the lines mentioned. THE COST WOULD BE INSIGNIFICANT. Posters, pamphlets and similar inserts could be printed by the National association in large quantities and the cost prorated to those who agree to support this activity that promises such wonderful results if entered into as heartily as it should be.

Lack Cost Knowledge

By A. S. Klein, F. K. Klein Noodle Company, Chicago

Chief among the many other things that our industry needs today may be enumerated the lack of knowledge of the exact cost of converting raw materials into finished products from the farm to the table. When the time comes that every macaroni and noodle manufacturer will install in his office a cost accounting system that will give him dependable figures on cost of manufacture and distribution, many of the evils about which we complain will be eliminated.

Cost systems have been working faultlessly in paper mills, steel plants, printing shops, automobile firms and other large industries, so why is it not practical for the macaroni industry to adopt a system of cost accounting that will be adaptable to plants

of every kind, a simple system for small plants and a more intricate system for larger ones?

We appreciate that some of the firms which sell us must do so with an exact knowledge of their cost of manufacture, because there is very little variance in the price quoted us. If we would but follow their example we will have done one thing that will help greatly to overcome conditions that are of our own creation. LET US KNOW OUR COSTS AND WE WILL ALL SELL RIGHT. It is not natural for macaroni and noodle manufacturers to give anything away and ruinous prices would not be quoted if we realize what we are doing.

Miserable From Little Ills

By A. I. Grass, I. J. Grass Noodle Company, Chicago

The macaroni manufacturing industry, a term which includes "noodles" in which I am primarily interested, has "growing pains." From an insignificant business introduced into America less than a century ago and which has long been dormant, this business has suddenly sprung into importance and today ranks high in the food manufacturing world. All of our "growing pains" may be attributed to this rapid growth, but probably more to the lack of understanding among ourselves and the dearth of knowledge among the possible consumers. Therefore, the cure lies in a better knowledge of cost and a consistent campaign of publicity.

Briefly, our products need consumer advertising. Let us attempt in a cooperative way through our association to educate the public to appreciate the value of our goods and to demand that they be served oftener. This would help the entire industry, both bulk and package manufacturer. There would be business enough for all of us if we would only put our shoulder to the wheel and work together.

Let us cooperate in banishing from the trade all illegal and poor quality goods, encourage strict adherence to the federal and state laws governing food manufacture, put us all on the same basis as one great big

happy family, and we will have solved the problems that confront our industry and which must be solved if we are to progress as we would all like.

Peanut Salesmanship

By R. G. McCarty, President Birmingham Macaroni Co.

GOOBER SALESMANSHIP
The principal trouble with the macaroni manufacturing industry seems to be that too many are in the business for their health rather than for profit. On the selling end we seem to be content with peanut salesmanship.

The macaroni manufacturing industry as viewed from the "southern angle" differs very slightly from that of any other line of food manufacture in our section of the country, with one noted exception. The exception which I will later mention is itself exceptional because it should be most notable to the manufacturers who are apparently the last to note it. Truly, they are very slow at seeing the point.

Our industry does business in the ordinary way. Raw materials are purchased with dis-

crimination as to quality and price, goods are manufactured with care, the quality is usually above reproach and we sell it through the various channels, the wholesaler, the jobber, the chain store, and the retail store. To this point we emulate most all of the manufacturers of various other foods. Right here there occurs a radical diversion and here we note the above-mentioned exception. We sell all right but we hardly sell right. We rarely sell at a profit.

Small Measure Sales
To my way of thinking the principal trouble with the macaroni manufacturing industry today seems to be that too many are in business for their health rather than for profit. On the selling end we seem to be content with "peanut salesmanship."

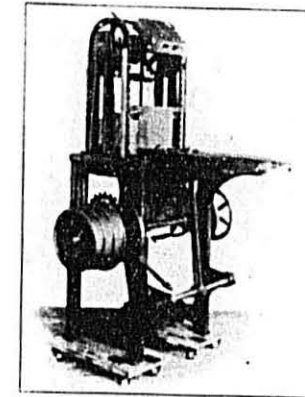
In conclusion will suggest that our greatest need is closer cooperation in any endeavor that seeks to increase the use of our product, and that all activities be financed by the leading manufacturers of the country on a pro rata basis.

As to creating a greater and more consistent demand for our products united publicity along well planned lines would probably accomplish our aim. We might well offer prizes for best macaroni and noodle recipes from which we could select the popular ones.

Macaroni is generally used either with tomato sauce, au gratin, or in soups. In salads it has recently become popular, but we hardly ever hear of macaroni being suggested as a dessert. Might not this be something on which we could collaborate?

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

manufacturers would make some money if they would demand a fair profit over their expense of manufacture and distribution. Here we meet prices that are ridiculous. The manufacturer barely gets back penny for penny the amount involved and the consumer profits not.

The wholesaler and retailer who do business on what might be called a commission basis makes a stipulated profit on practically every case of macaroni sold. 10c to 25c a case could be added to our price without in any way affecting the profit of the distributor and adding not more than a half to one cent to the cost to the consumer, an increase which the latter would gladly stand to insure a higher quality in this nutritious, sound, economical food.

This common ill is all of our own creation. The cure for it is in our hands. How much longer are we to be demoralized by the "price cutter" who has been very vividly described as follows:

Price Cutter Described

"The price cutter is worse than a criminal. He is a fool. He not only pulls down the standard of his goods; he not only pulls down his competitors; he pulls down himself and his whole trade. He scuttles the ship in which he himself is afloat.

"Nothing is so easy as to cut prices, and

Four Guides to Utopia

By R. H. Brown, Salesmanager Fortune Products Company, Chicago

FORCE IN EDUCATION

Cooperative advertising would be a force in educating people in the proper preparation of macaroni, and that would be true of chefs and cooks in restaurants and hotels, where education is badly needed.

Among all of the improvements which might be made in the industry that would help to create a Utopia, the following 4 might be suggested. They are set down in the order of importance:

1. Cooperative national advertising
2. High and uniform quality
3. Restricted sales areas
4. Regular trade practices, i.e.—elimination of irregular practices, such as special terms, extended datings, etc.

Tutoring Needed Here

In a measure we are inclined to believe that the accomplishment of our first proposition would bring about an improvement in all of the others. We all agree that macaroni is a neglected food in America. It is possible that consumption is increasing somewhat but there is no unmistakable sign of this, so far as we can see, and if there is any increase it is coming very, very slowly. There are hundreds of thousands of people in this country who do not know how good macaroni can be. Either they have an old prejudice against it in any form, or when they have tried it, it has been so poorly prepared that they have never felt the desire for a second trial. Co-operative advertising, many times suggested in the industry but never accomplished, would it seem to us not only popularize macaroni products but would be a force in educating people in the proper preparation of the dish, and that would be true of chefs and cooks in restaurants and hotels, where education is badly needed.

The field is so large and the measure of accomplishment necessary to put the industry on a firm basis so small, relatively, that there would seem to be no argument against the cooperative advertising idea, and if the consumption of macaroni products were increased one or two pounds per capita per year it is safe to say that every manufacturer would find his plant running full time. He would be inclined under these circumstances to restrict his sales area, because he would not find it necessary to go outside of it in order to get business to keep his factory going. He would unquestionably find it advisable to maintain his standard of quality, because the price sit-

nothing is so hard as to get them back when once they have been pulled down.

"No manufacturer can permanently keep up the standard of his goods if the price is persistently cut. Pretty soon he is compelled to use cheaper materials and to cut down the wages of his workers.

"The man who cuts prices puts up the sign: 'This way to the junk heap!'

"He admits his own failure as a salesman.

Macaroni Needs Preaching and Teaching

By F. S. Bonno, National Macaroni Company, Dallas, Tex.

Each of us is prone to judge matters from the way in which they affect us. It is said that one can be so close to an object as not to be able to see it at all. If we were to depend on our personal knowledge of things this big round earth of ours is only a flat plane because of our restricted view of it.

The macaroni manufacturing business has grown so large that its ills have multiplied and scattered. What affects one part of the industry may not be noticeable in another. As

He admits he has been defeated according to the Marquis of Queensbury rules of business.

"If the business world were dominated by price cutters there would be no business at all.

"Price cutting, in fact, is not business any more than smallpox is health."

"He admits he cannot win by fighting fair. He brands himself as a hitter below the belt.

my subject would indicate, the macaroni manufacturing industry today is staggering under a load of misconception, misunderstanding, in fact pure ignorance of the true worth of the product among a great portion of those who should be consumers thereof.

Good Macaroni Propaganda

In my opinion what the macaroni manufacturing industry needs most today is more teaching and preaching about our product, especially Good Macaroni.

In America there are still many who believe that macaroni is grown in fields, cultivated like wheat or other field foods; and still many believe that it is a cooked and prepared product. Again, how many are there in America who believe that this is an Italian product to be eaten only by that class of people. We need more macaroni education and it is up to us to do the teaching.

Then there is the question of properly preparing macaroni for consumption. Here is one of the greatest single pieces of work that the industry can and should undertake. Individually, manufacturers can do much but it is through united action that the cooperative undertaking will bear fruit.

The Message

Let us teach the world what our products consists of—the pure heart of the best wheat grown—tell how it is made—show the public through our plants—broadcast the nutritious value of its ingredients, and the economical way in which it can be prepared and served not as a side dish or as a luxury but as a good substantial meal within the means of rich and poor. If we as an industry can arrange to do something of this kind we will have cared for one of the greatest needs of our business and will have laid the foundation for a surprisingly large increase in the future consumption of a food that will become more popular as it becomes better known.

FOUR NEEDS--FOUR REMEDIES

By Lo Buc Brothers, Jersey City, N. J.

Among the needs of the macaroni industry at the present time may be mentioned the following:

1. A standard for semolina.
2. A restoration of the per bbl. quotation on semolina.
3. Division of the country into 4 districts with a vice president of the National association in charge of each and a local annual meeting in each district directed by the resident vice president.
4. A greater knowledge of what takes place at the various meetings of the association, both national and district.

Better Goods at Better Prices

By F. A. Ghiglione, A. F. Ghiglione & Sons, Inc., Seattle, Wash.

As viewed by our study of conditions in the northwest it would seem that the industry's greatest need would be stabilized prices, allowing a living margin of profit.

For some years the markets of the northwest have been demoralized by manufacturers elsewhere who resort to the practice of dumping their overproduction for prices hardly equal to the cost of the raw materials out of

which the food is made. In self protection local manufacturers must meet this unfair competition to hold the business which they have spent a lifetime in building.

To sell below cost is ruinous, so they take the other course and produce goods of inferior grades from cheap flours to permit them to meet the quotations of the "dumpers." As a result macaroni consumption get a decided,

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

Let us be your "Package Counselors."

CONSULT OUR
TRADE MARK BUREAU.

No new brand should be adopted without a thorough investigation of its availability.

The complete history of 829,200 brand names is on file in our trade mark bureau.

We search titles and help safeguard against infringement. Write us for particulars. The service is free.

The United States Printing & Lithograph Co.
Color Printing Headquarters

CINCINNATI 8 Beech St.	BALTIMORE 87 Covington St.	BROOKLYN 23 N. 3rd St.
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and we fear a permanent setback. Not only are new consumers not attracted but even some of those who like our products turn against them because they are not what they should be.

As a further suggestion we might say that if the government would define durum semolina and its various grades the present situation might be immensely relieved. Lacking

such a standard, macaroni products are made of inferior raw materials by those who are guided by prices only and the result is that increased consumption is greatly retarded. People eat these low grade flour products and are immediately convinced that macaroni is not as healthful, nutritious and palatable as the manufacturers are striving to make them realize.

benefited by the adoption of proper standards for its products.

Semolina Standard

The American Macaroni Manufacturers association has gone on record for a No. 2 Semolina standard for macaroni and if we fail to get it, we insist on having a ruling from Washington compelling the manufacturer to state clearly on all boxes, containers or packages a true statement as to the raw material used, such as Semolina No. 2, Farina, Flour, or a mixture thereof.

Durum wheat has always been known as "macaroni wheat" and the United States government has spent millions of dollars to develop a durum wheat in this country that would compare favorably with that grown in the Taganrok district of Russia in order that the American manufacturer might be able to compete in quality with macaroni produced in other countries.

Our government realized that our industry needed assistance and it was for this very purpose of improving our quality that so much money was spent.

Changes Noted

The veterans in our industry can well remember when we had to sell a 20 lb. box of flour macaroni for 65 to 70c. At that time no semolina was milled in the United States and we had no chance to compete with the ever increasing importation of Italian macaroni made from Durum Semolina which at that same time commanded a price of \$1.55 to \$1.65 per box of 22 lbs., duty paid.

For centuries macaroni has been known as a product of the grits (semolina) of hard wheat, and as durum or Taganrok wheat was the only hard wheat known in Europe it is no more than natural to suppose that macaroni has been and still is the product of Durum Semolina.

We surely must concede that the Italian macaroni makers and the Italian race are competent judges of good macaroni. They prefer it made out of good semolina and there is none but will agree that semolina macaroni is excellent when properly made.

Reflects Bad Influence

Our present standard for macaroni products has demoralized our business because it permits the use of low-grade and inferior flours without any definite designation of that fact on the package or box to advise the consumer of the contents. The new standard destroys what the industry has long fought for, the quality is impaired and in turn it reflects its bad influence to the miller of Durum Semolina and to the farmer that raises durum wheat.

In conclusion, our association should declare itself for quality above all things and insist that those who are trying to elevate the industry should get the support of our government through proper standards and plain designation of contents in a fair statement printed on the box, package or other container.

DON'T TOOT YOUR WHISTLE

Do you remember Lincoln's story about the little steamer with the big whistle? Every time they tooted the whistle it blew off so much steam that the boat stopped running. That's the trouble with lots of people today. If they would only use their energy to drive the paddle wheel of opportunity instead of eternally blowing the whistle of discontent they would find themselves going up the stream of success so fast that the barnacles of failure wouldn't have a chance in the world to hook onto their little craft.

Advertising IS News!

To believe is to be strong.
Doubt cramps energy.
Belief is POWER.
The best preparation
for the FUTURE
is the present well seen to,
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such a standard, macaroni products are made of inferior raw materials by those who are guided by prices only and the result is that increased consumption is greatly retarded. People eat these low grade flour products and are immediately convinced that macaroni is not as healthful, nutritious and palatable as the manufacturers are striving to make them realize.

Life or Death Competition

By G. Tujague, Tujague Food Products, Inc., New Orleans

The question is asked: "What Is Most Needed in the Macaroni Manufacturing Industry Today?"

Such a simple question, possibly answerable, yet in my estimation almost impossible of execution with macaroni men in their present state of mind.

A Puzzler

To improve conditions in our industry concerted, cooperative action is essential. This should originate through a National association and this industry has such an association, very efficiently officered by President Henry Mueller and his associates; however, how can the industry expect association results when so small a percentage of the manufacturers are members?

Overproduction to an alarming extent exists in macaroni manufacture. There are 2

remedies; one is ruinous competition and the survival of the fittest; the other is cooperative, intelligent, persistent effort to increase macaroni consumption by educational and publicity work.

Two Steps

Money is required and in bountiful measure. Each and every interested manufacturer should share proportionately in the cost of carrying on the above mentioned work. The steps recommended are: first, to increase materially the membership of the National association to make it more thoroughly representative and then to tax each and every barrel of durum flour, farina or semolina, going into the manufacture of macaroni a reasonable amount per barrel so as to insure this agency ample funds to make its services invaluable to the industry.

PROPER COOKING and SERVING UTENSILS

By Richard Algini of Algini Macaroni Co., Chicago, Ill.

Has it ever occurred to macaroni manufacturers that ours is about the only product for which a special utensil is not regularly offered for sale in the hardware, department and food stores? It may appear to some to be a very simple suggestion but in my opinion our industry would get much favorable publicity if a macaroni or spaghetti cooker were included in the regular stock of the stores referred to, such cooker to bear a label stating its purpose and instructions as to how to use it to that end.

What about macaroni and spaghetti spoons and forks? We have salad forks and sugar spoons, etc., etc. Great good often comes out of small things. Here is something that would cost little to try. Why not?

Acquaintance Promotes Understanding

By F. A. Tharinger, President Tharinger Macaroni Co., Milwaukee

In discussing the industry needs, I wish to take as my topic the last line on the convention program, "Acquaintance Promotes Understanding."

I think that if the macaroni manufacturers would meet more frequently, we would get better acquainted. If we could carry out some of the splendid ideas advanced both privately and publicly before this body, we would all be helped.

A Winter Session, Too

I think that if in addition to this regular annual convention there would be held a meeting in the winter time, more of an executive session, it would further help us to become better acquainted and to work together more profitably. The suggested winter meeting might last a day or two, with no set addresses but purely informal discussions of timely topics.

Regional meetings would also help because

then we would go into territories where we would come in contact with new manufacturers, all with problems in common because our sales territories interlock. Different sections of the country have in addition to the general problems some special ones peculiarly their own. They could best be solved at these suggested regional meetings.

Ah! There's the Rub

While it is true it would cost money to attend conventions and meetings of all kinds, it is money well spent. Perhaps, those who stay away because they feel that they cannot afford to spend the money to attend these meetings are the very ones who would profit most by attending.

In my opinion there is nothing that will better serve to bring understanding between macaroni manufacturers than a wider personal acquaintance with competitors.

A Macaroni Standard

By F. Patrono, President American Macaroni Mfrs. Ass'n of N. Y.

TWO NEEDED PROPS
Those who are trying to elevate the industry should get the support of our government through proper standards and plain designation on container of contents.

Immediately preceding my trip to the national convention a meeting of the American

Macaroni Manufacturers association of the New York district was held to consider the needs of our industry with the object of presenting suggestions to the National. In this connection I desire to make the following statement as president of this affiliated organization.

The Macaroni Industry would be greatly

Macaroni and Spaghetti--- 100% Food Value

By LILY HAXWORTH WALLACE

Reprinted through the courtesy of the Woman's World of Chicago, the Magazine of the Middle West.

Despite the fact that there are few foods more nutritive, more palatable and more capable of being served in a variety of styles, it is surprising to note how comparatively little macaroni, or spaghetti, is used on the average home table.

True, we import large quantities of macaroni and manufacture equally large quantities here in the United States, but this is largely eaten by the Italians, whereas we constantly serve potatoes, a food good in themselves, yet lacking the high nutritive value of macaroni due to its large gluten content.

It has been said that gluten is to wheat what lean is to meat, one writer stating that purchasing macaroni is like buying meat and getting less bone, less gristle and less fat but about twice as much lean for one's expenditure. Of course, a butcher who could provide meat of this character would probably get practically all the trade.

Macaroni is sometimes eaten plain boiled but more frequently with the addition of cheese, of a creamy sauce or of a tomato sauce, sometimes reinforced by a small quantity of meat, particularly chicken.

That macaroni is at last coming into its own is evidenced by the fact that many spaghetti houses or restaurants are now to be found where, while other foods are also served, the piece de resistance is macaroni or spaghetti in some form, for to the Italians it is the "staff of life."

To be at its best, macaroni must be made from high grade spring wheat; in appearance it is of a clear, slightly yellow

low color and is almost hornlike in its toughness. The process of manufacture of macaroni is practically the same as when the housewife prepares noodles at home, except that of course it is on an infinitely larger scale; where the housekeeper rolls the dough to paper thinness, afterward cutting it into strips, at the factory the dough is pressed through specially constructed perforated presses, resulting in the well-known hollow macaroni sticks. These are immediately cut into lengths and hung on racks to dry, then subsequently stored for a brief time in a rather damp atmosphere to allow such moisture as is still in the "dough" to be evenly distributed; following this process it is very thoroughly and scientifically dried before packing, having by these alternate processes assumed its tough consistency.

During the cooking process macaroni reabsorbs the moisture driven off in the drying process, reabsorbs it to the extent that it will take up three times its weight in water.

The composition of macaroni is indicated by the following table from "Source, Chemistry and Use of Food Products"—Bailey:

	Typical Wheat	Genuine Macaroni	Italian Macaroni from Kansas Wheat
Moisture	10.60	10.05	10.36
Protein	12.25	13.06	12.06
Fat	1.75	0.24	0.38
Ash	1.75	0.65	0.51
Carbohydrates by difference	73.65	75.50	76.12
Crude fiber		0.50	0.57

It will readily be seen from the foregoing that there is a deficiency in fats

and minerals, and for this reason a green salad with its accompanying mayonnaise or French dressing, either containing a generous proportion of fat (in the oil used), forms a proper complement to round out a meal in which macaroni or one of its family forms the chief part, especially if that macaroni has been creamed or served au gratin.

While it should be thoroughly cooked, do not make the mistake of overboiling, as this breaks up the structure more than is desirable, rendering the prepared dish a little too soft. It has been said that the Italians, who undoubtedly are the greatest macaroni eaters in the world, like their macaroni with a bone in it—in other words, not cooked to such a degree of tenderness as to make mastication unnecessary.

Molded Spaghetti Salmon Loaf
1 package spaghetti, cooked
1 can salmon
1/2 teaspoon salt
1/6 teaspoon paprika
2 teaspoons lemon juice
1/2 cup white sauce
1 tablespoon minced parsley

Have the spaghetti cooked until just tender and see that it is thoroughly drained. Put a layer into a well greased pan. Remove all skin, oil and bone from the salmon, flake it and blend with the salt, paprika, lemon juice, sauce and parsley. Place this in the center of the pan and surround it on all sides with the remaining spaghetti. Cover with a greased paper and steam half an hour. fat. Add the seasonings and poultry dressing and use as any ordinary stuffing for chicken or turkey; if for the latter, however, double the quantities.

Cost, 25c; time of making, 15 min-

*It is a meal in itself and enough to
serve six persons, costs only fifty-
three cents*

Molded Spaghetti Salmon Loaf
with Sauce Hollandaise



FLOUR WAS HANDLED BY HAND

Before CHAMPION Made
That Method OBSOLETE

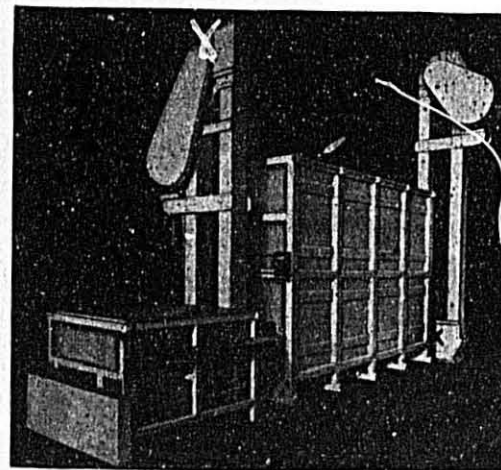
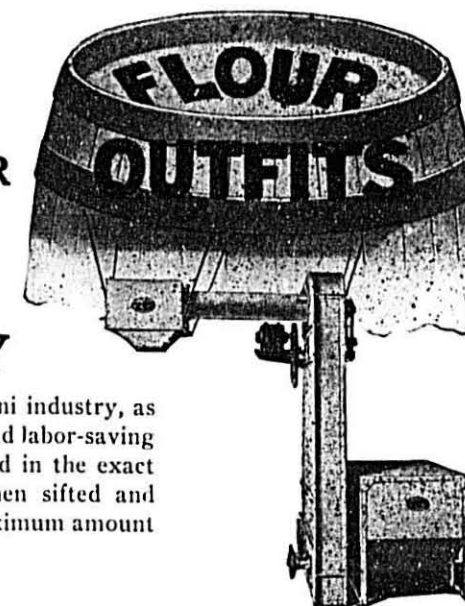
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Present day standards of cleanliness in the macaroni industry, as well as present day competition, demand the clean and labor-saving Champion Flour Outfit. Your flour can be blended in the exact proportions desired, stored in dust tight bins, then sifted and aerated into a fluffy mass which will absorb the maximum amount of water in your mix.

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ITALO FRENCH PRODUCE CO., Pittsburgh, Pa.
CONNELLSVILLE MACARONI CO., Connelville, Pa.
KANSAS CITY MACARONI CO., Kansas City, Mo.
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Tell us your capacity in barrels and send a rough sketch of your flour and mixing rooms. Our engineers know how to suggest economies in equipment of this kind.

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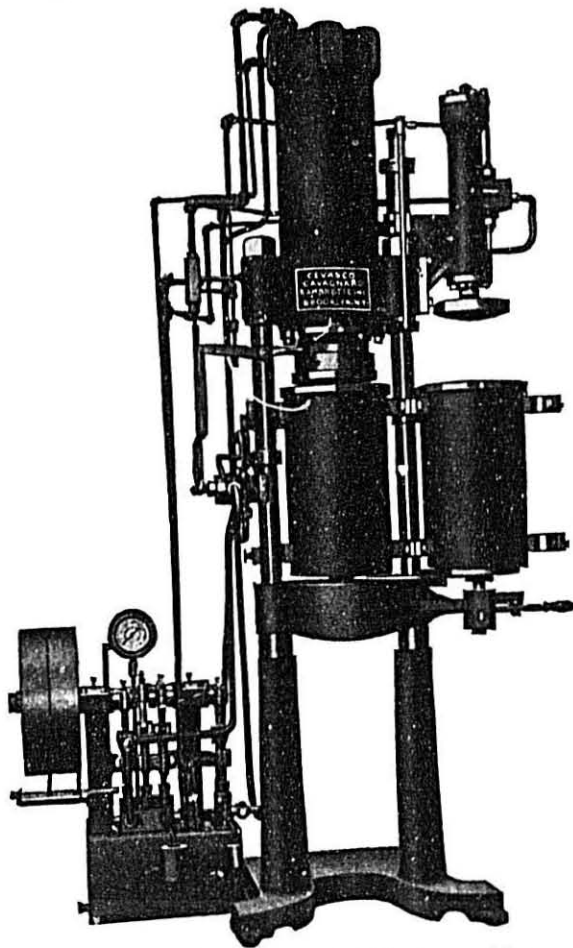
Consolidated Macaroni Machine Corporation

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 13½ inch and two (2) sections for the 12½ 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

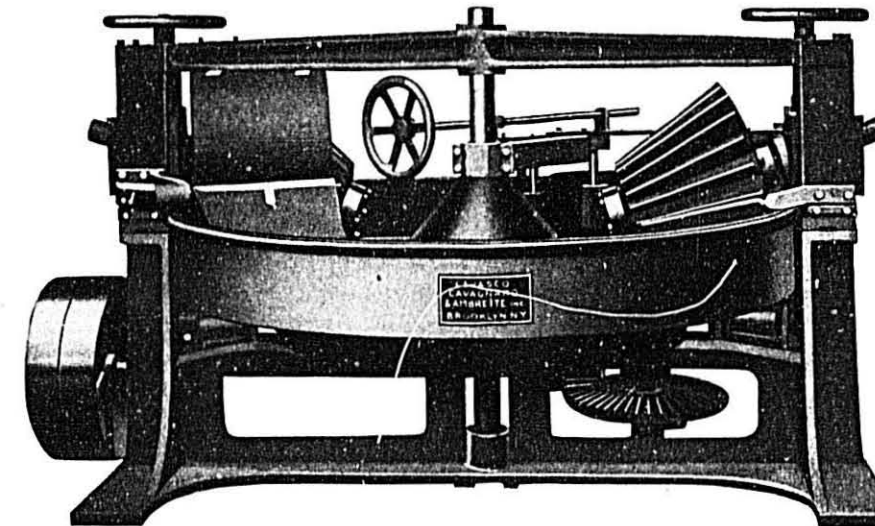
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Cevasco, Cavagnaro & Ambrette, Inc.

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.
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utes with precooked giblets and macaroni.

Spaghetti au Gratin

2/3 package spaghetti
Boiling salted water
2 cups cream sauce
1/2 teaspoon paprika
1 1/2 cups grated or flaked cheese

Cook the spaghetti until tender in the water. Drain thoroughly and blend with the sauce, add the paprika and two-thirds of the cheese. Turn into a baking dish, sprinkle the remaining cheese over the top and bake twenty minutes in a moderate oven—375 degrees F.

Cost of making, 40c; time of making, 45 minutes; serves 4 generously.

Macaroni With Eggplant Italian

3 cups diced eggplant
1/4 cup butter
1 large onion, minced
2/3 cup cooked chicken or lamb
4 tomatoes
1 teaspoon salt
1/4 teaspoon paprika
3 cups cooked macaroni
1/4 cup grated cheese

Slice and peel the eggplant, then cut into dice and cook in the butter for five minutes, remove and in the same butter cook the minced onion and meat for five minutes. Unmold, garnish with parsley and slices of lemon and serve with cream, hollandaise or shrimp sauce.

Cost of making, 53c (sauce additional); time of making, 1 hour with cooked spaghetti; serves 6.

Macaroni Dressing for Fowl

Chicken giblets
3 cups diced cooked macaroni
2 tablespoons minced onion
2 tablespoons butter or bacon or sausage fat
1 1/2 teaspoons salt
1/4 teaspoon paprika
1 minced green pepper, optional
2 teaspoons poultry dressing

Simmer the giblets (liver, heart, gizzard) until tender in just enough water to cover. Chop coarsely and add them to the cooked macaroni with the onion, which has been slightly browned in the minutes. Now add the tomatoes, peeled and sliced, the salt and paprika, and simmer twenty minutes. Blend with the eggplant and macaroni, turn into a baking dish, sprinkle with the grated cheese and bake in a moderate oven—375 degrees F.—twenty-five to thirty minutes. Tomato sauce may be served with this dish if desired.

Cost of making, 75c (sauce additional); time of making, 1 1/2 hours; serves 6.

Macaroni Salad

3 cups cooked macaroni cut into inch lengths
2/3 teaspoon celery salt
1/4 teaspoon paprika
1 teaspoon minced onion
2 minced pimientos
3 sliced hard cooked eggs
Mayonnaise
Lettuce

Blend the macaroni, celery salt, paprika, onion and pimento with two-

thirds cup of mayonnaise. Chill, pile high in a salad bowl and garnish with lettuce and with the hard cooked eggs in overlapping slices. Pour a little additional mayonnaise over all.

Cost of making, 67c; time of making, 20 minutes with cooked macaroni; serves 6.

Macaroni With Sausages

Boiling salted water
2/3 package macaroni
6 sausages
4 tablespoons buttered crumbs
Stock or gravy
1/4 teaspoon pepper
Salt

Cook the macaroni in the water for fifteen minutes, drain, add one cup stock or gravy and complete the cooking, allowing the liquid to be absorbed by the macaroni. Add the pepper and additional salt if necessary, turn one third of the macaroni into a baking dish, lay on it half the sausages, which have been partly cooked by steaming them with the macaroni after adding the stock or gravy, then split or cut in slices. Now put in another layer of macaroni, the remainder of the sausages and the last layer of macaroni. Sprinkle the crumbs over the top and bake about twenty minutes in a moderate oven—375 degrees F.

Cost of making, 40c; time of making, 1 hour; serves 4.

Macaroni or Spaghetti Brown Betty With Fruit

3 cups cooked macaroni or spaghetti cut into inch lengths
1 cup brown sugar
3 apples, peeled, cored and coarsely chopped
2/3 teaspoon ground cinnamon
4 tablespoons butter

Put one third of the macaroni or spaghetti into the bottom of a greased baking dish, over this place one third of the apples, cover them in turn with one third of the sugar with which the cinnamon has been mixed, dot with butter and repeat the layers until all ingredients are used. Cover and bake in a slow oven—325-350 degrees F.—until the apples are tender, about half an hour, then uncover and leave fifteen minutes longer. Serve with a lemon or creamy sauce.

Cost of making, 36c; time of making, 1 1/4 hours; serves 4.

Macaroni With Pork Chops

Boiling salted water
2/3 package macaroni
1 pound pork chops or pork tenderloin
Salt and pepper
3 cups stewed seasoned tomato
1 minced green pepper, optional

Cook the macaroni in the water and drain. Fry the pork chops slowly until tender and season to taste, then pour into the pan with the tomato and green pepper, if used, which has been mixed with the macaroni. Cover and simmer

gently for twenty minutes and serve as a one-plate meal.

Cost of making, 66c; time of making, 1 hour; serves 4 generously.

Macaroni With Creamed Vegetables

1/2 package macaroni
Boiling salted water
3 cups white sauce
2 cups cooked mixed vegetables
2 hard cooked eggs
1 teaspoon minced parsley

Cook the macaroni until tender in the water. Drain thoroughly and add to it one cup of the sauce. In the remaining sauce, which should be well seasoned, heat the vegetables, using as large a variety as is convenient—peas, beans, carrots, young onions, asparagus, green pepper, etc.—slicing such vegetables as require it. Arrange the macaroni as a border in a serving dish, pour the vegetables into the center and garnish with the egg whites, cut into rings, and the yolks, pressed through a sieve, and sprinkle minced parsley over all.

Cost of making, 45c; time of making, 3/4 hour; serves 6.

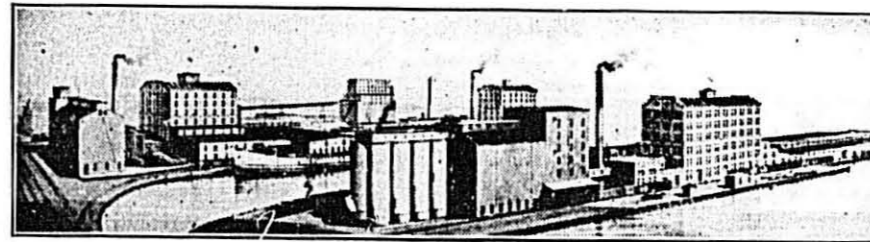
New Noodle Spreader Device

Mario Eccher of Rovereto Trentino, Italy, announces production of a new noodle machine that automatically spreads the noodles on drying sticks. The noodles are manufactured in the ordinary noodle brake from a dough that has been rolled into sheets of appropriate thickness. The sticks on which the noodles are automatically spread are carried on a traveling chain, each stick beginning the movement at the proper time, that is, when the noodles are of a proper length on one side of the stick. When the strings of noodles are of the same length on the opposite side of the stick a knife automatically cuts them, allowing them to fall over the stick properly and automatically spread.

The ordinary length of the sticks is 750 mm. and the length of the noodles over the stick ranges from 200 to 300 mm. This is but one of the many of the modern noodle and bologna style machines manufactured by this firm.

OLDEST HOUSE IN AMERICA

There is a little old building at St. Augustine, Fla., said to be the oldest house in the United States. It is called the Don Toledo house, and it is surrounded with mystery and legend. It is told that Don Toledo built it for his Indian bride in the 16th century. It is made of coquina, which is rock formed by nature's molding of sand and shell that seems to be nearly indestructible.



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Quality of First Consideration

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

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Self Regulation of Business

Setting up of machinery for elimination of trade abuses and uneconomic trade practices, marking a further step toward the eventual self government of business, has been announced by the Chamber of Commerce of the United States.

The directors of the national organization authorized appointment of a permanent committee on trade relations to serve as the focusing point for all activities in this direction.

The new committee will comprise representatives of wholesaling, retailing, manufacturing and the consuming public. It will serve in the first instance as a clearing house for information relating to the adjustment of trade disputes and the suppression of trade practices detrimental not only to the merchant and the manufacturer but to the consuming public.

It is recognized that the first task of the committee will be to promote setting up necessary machinery within the various trades to facilitate the adjustment of disputes between manufacturers, wholesalers and retailers in a particular trade. It will aid in the adjustment of disputes between members of different trades and eventually, it is expected, serve as the capstone—or lead to the organization of another committee which will serve the same purpose—in the entire structure of trade self regulation.

"At present contemplated," said Alvin E. Dodd, manager of the department of domestic distribution, explaining the functions of the new committee, "that joint trade relations committee will be composed of one influential member of each trade. Each of the members of this committee will be the key man in developing in his particular trade a joint trade relations committee to include manufacturers, wholesalers and retailers.

"It is intended that this will be done through trade associations; but it must be remembered that trade associations usually consist of only manufacturers, or only wholesalers, or only retailers, whereas the violations of commercial ethics in the vast majority of instances take place in the dealings between manufacturers and wholesalers or between wholesalers and retailers.

"Ultimately it may be possible, and probably will be possible, to organize a great central clearing house with perhaps a central board of conciliation

and arbitration for consideration of general ethical questions and for settlement of disputes not due to controversies relating only to one trade.

"The action taken by the Chamber is in response to a recommendation made by the national distribution conference."

Prospective Durum Increase

The market situation for durum wheat appears slightly less favorable than last year, according to the United States Department of Agriculture. Production of durum wheat for the current season is forecast at 76,000,000 bus. about 31,000,000 bus. above the 1926 crop and 15,000,000 bus. larger than the 5 year average 1922-1926.

Definite statistics of the amount of durum wheat required for domestic use are not available. Production in recent years, however, has exceeded exports, as indicated by United States and Canadian inspections of United States durum wheat, by from 35,000,000 to 40,000,000 bus. Taking these statistics as a rough approximation of domestic disappearance some 35,000,000 bus. from the current crop may be available for the world markets compared with less than 20,000,000 bus. shipped out last year. The actual exports for the coming season will depend upon the effective demand and to some extent on prevailing prices.

Inspections for export from last year's short crop were proportionately larger than usual. This was caused in part by the short crops last year in North Africa and some reduction in the crop in southern Italy, which resulted in an active demand for United States durum throughout the season and forced durum prices to unusual premiums compared with other spring wheats.

Foreign competition of the United States durum in world markets during the current season from North Africa will be greater than last year. Combined production from Morocco, Algeria and Tunis is now estimated to be 101,000,000 bus. as compared with 90,000,000 bus. last year. Reports from South Italy indicate a smaller production in that territory which may largely offset increase in production in North Africa. Nothing is known yet of the prospects for Canadian durum,

the production of which has been increasing rapidly in recent years. Reports from Russia are conflicting but in general appear to be slightly less favorable than last year.

Why We Are Prosperous

While Great Britain has no intention of surrendering her claim of being the world's greatest nation, she is ready to admit we have a higher state of prosperity in the United States. And recognizing this fact she is deliberately seeking knowledge of how we attained our prosperity, and how she may improve hers.

Recently 2 young Britons, Bertram Austin and W. Francis Lloyd, toured America for the express purpose of studying the problem of industrial prosperity, and recently their conclusions were prominently presented in London publications. They have enumerated 9 reasons for American prosperity as follows:

1. Promotion in America is by merit.
 2. America sticks to the principle of small profits and quick returns, and wealth is made by fine margins of profit on immense and rapid turnover.
 3. Rapid turnover is obtained by simplification and cheapening of processes which necessitate less capital for a given output.
 4. America shows endless keenness in devising time saving and trouble saving appliances.
 5. The American employer is not hostile to high wages.
 6. American manufacturers cooperate by exchanging ideas.
 7. Americans are vigilant and acute in eliminating waste and in conserving time, energy and space.
 8. American welfare methods double high wages in their stimulative effect by surrounding the workers with cleanliness and light and by seeking in every way to increase their conveniences and satisfaction.
 9. Americans encourage research with magnificent intelligence, scouring the world to obtain the best research brains.
- One is inclined to wonder whether we really deserve the high praise implied in these 9 reasons for our industrial prosperity. But it is nice to feel America is really setting a pattern for the world in the sort of progress that makes for better living conditions for the average man—for that is what high wages mean.

The distance between some men's ears is one block.



Scene Superintendent's Office. Characters, left to right, Plant Engineer, JOHNSON Sales Engineer, Superintendent.

"---yes, JOHNSON Packaging Machinery is fitted to your plant and to your product!"

"Each JOHNSON Packaging Machine, sir, is designed to perform the work that the job demands," said the Johnson Sales Engineer. "This plan shows our installation for the 'Consolidated' people."

"Splendid!" answered the Plant Engineer, "but how can we be assured that your plan will work equally well for us?"

"Because each recommendation and construction of JOHNSON Packaging Machinery is engineered to a specific individual installation. "Before the first JOHNSON Machine is even built for you our engineers give hours to study, planning and testing."

"What strikes me as mighty important," exclaimed the superintendent, "are the savings secured by shortening the time the material is in process. We must secure the least possible amount of lapsed time be-

tween receipt of raw materials and shipment of finished goods. This will then increase our material turnover and decrease our capital investment in raw materials inventory, effecting considerable economies."

"You're right!" the Plant Engineer admitted. "Let's get the facts. I'll go at this with an open mind, sir."

This engineering cooperation is given to manufacturers *without charge*. Let us submit complete plans for a JOHNSON installation, subject to your acceptance.

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); Wax Wrappers and Glassine Wrappers.

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JOHNSON

AUTOMATIC PACKAGING MACHINERY

Notes of the Macaroni Industry

Semolina Grinding Increases

A survey has just been completed by the Foodstuffs Division covering the grinding of durum wheat and the production and exports of semolina and durum flour for 1924, 1925 and 1926 by 6 month periods. Reports from 10 mills were received representing 8 firms. Considered by calendar years it is noteworthy that 13,851,000 bus. of durum wheat were ground in 1926 or 13 1/4 million more than during each of the previous 2 years. The amount of wheat required to produce one barrel of semolina and flour was 4.56 bus. in 1924, 4.48 in 1925 and 4.47 in 1926.

Of the total amount of semolina and flour produced 71% was semolina. Of the total amount of semolina and flour exported 63% was flour in 1924, 64% in 1925 and 69% in 1926. Thus an increasing amount of durum flour, relatively speaking, is being exported and a corresponding relative increase of semolina is being used domestically, chiefly for the manufacture of maca-

roni, spaghetti, noodles, etc. The actual amount of flour and of semolina exported was less in 1926 than in 1925 and 1924. The amount of semolina used in this country in 1924 was 1,659,000 bbls., in 1925 1,681,000 bbls., while in 1926 2,058,000 bbls. were thus employed, or sufficient to make 400,000,000 lbs. of macaroni products.

In addition to semolina there are large quantities of spring wheat farina used in macaroni manufacture; also large quantities of ordinary flour used in noodles containing eggs. In the above survey the quantity of farina and flour used by the macaroni and noodle manufacturing industry is not included. This would add greatly to the total number of pounds of macaroni products annually manufactured from American wheat in American plants. In the table below is a comparative statement of the quantities of durum wheat ground for domestic purposes and export during the past 3 years of record.

Durum Wheat Ground—Production and Exports of Semolina and Durum Flour From 10 Mills—(8 Companies)

	Durum wheat ground (bu.)	Semolina produced (bbls.)	Flour produced (bbls.)	Semolina exported (bbls.)	Flour exported (bbls.)	Semolina Consumed in U.S. (bbls.)	Flour Consumed in U.S. (bbls.)
January-June	5,451,715	821,503	341,636	57,673	147,568	763,830	194,068
July-December	6,594,830	1,062,410	416,073	107,198	231,189	895,212	184,884
January-June	4,668,282	741,070	318,703	78,919	151,351	662,151	167,352
July-December	7,373,556	1,136,180	495,741	116,851	200,596	1,019,329	295,145
January-June	6,841,438	1,050,873	470,694	62,955	162,951	987,918	307,733
July-December	7,009,579	1,165,192	414,664	94,951	180,004	1,070,241	234,660

Lo Bue Wins Appeal

G. & J. Lo Bue Brothers of Jersey City, N. J., have gained a decision in the Court of Appeals of the District of Columbia, sustaining their right to use of "Heart Brand" on their macaroni products. When this firm applied for registration of its trade mark consisting chiefly of the representation of a heart for use on its products, W. R. Roach & Company, appellant, well known Michigan canners, opposed the application on the ground that they were prior registrant of a mark similarly embellished with a heart, used upon canned fruits, vegetables and similar products. The appellant had used the mark upon macaroni also, but this use began after the present application of appellee was filed.

The examiner of interferences for the Commissioner of Patents dismissed the opposition on the ground that the goods upon which appellant had used the mark prior to application were not the same descriptive properties as macaroni. W. R. Roach & Company ap-

pealed insisting that the examiner erred in denying opposer the right to introduce testimony to prove likelihood of confusion in trade and injury to opposer.

The commissioner considered the appeal and observed that an order like this, which denies opposer the opportunity to take testimony, should be granted only in a clear case; but held nevertheless that the examiner was right in his ruling that the goods of the respective parties were not of the same descriptive properties. So far as the case has proceeded the Lo Bue Brothers application for registration of "Heart Brand" has overcome the opposition.

Cooperative Macaroni Company Loses

Judgment by default in favor of Henry Wessling of the Steneck Trust company of Hoboken against Frank A. Piciforme of 262 Linden av., Jersey City, for \$7030 has been entered in the Hudson circuit court. The judgment was recovered on a note made by the

Cooperative Macaroni company of 215 Neptune av., Nov. 19 last, for \$6750, payable 2 months after date at the Steneck Trust company, which was endorsed by Piciforme.

Rockford Plant Building

A \$50,000 plant for the Rockford Macaroni company, Rockford, Ill., is under construction at Morgan and South Main sts. As soon as this is completed the firm will transfer operations from its small plant at 1112 Rock st. This move is expected to take place early in the fall.

The building will be of cream brick, 55x75, 3 stories with basement. The manufacturing will be done on the first floor and the drying process in the upper stories.

The firm is headed by Vincent Cofaro and C. Durante, 2 Rockford citizens who have had a successful business career. The factory as first equipped is planned to produce about 25 bbls. a day but is arranged to permit a heavy increase when business demands.

Uniform Flour Contract

A uniform flour contract adopted by the Millers National Federation will not be used in connection with semolina sales, according to a statement made by one of the leading durum millers of the northwest. Several reasons for nonuse are advanced. Semolina is sold on the per lb. basis, whereas the uniform sales contract provides for per bbl. quotation. Durum millers book their contract for deliveries over a period of several months and sometimes for the entire crop year, whereas the uniform contract referred to allows only a maximum booking of 120 days. The carrying charges provided by the uniform contract are the same as now charged by the durum millers, which is one third cent per bbl. per day.

Cinelli Plant at Tacoma

Having gained considerable experience through 16 years of continued business as a leading importer of the northwest, G. Cinelli has opened a macaroni manufacturing plant to take care of his business needs in this line. Last December the firm made arrangements for opening a modern plant at 2132-34 Pacific av., Tacoma, Wash., and is now producing excellent varieties of macaroni products. This firm

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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.

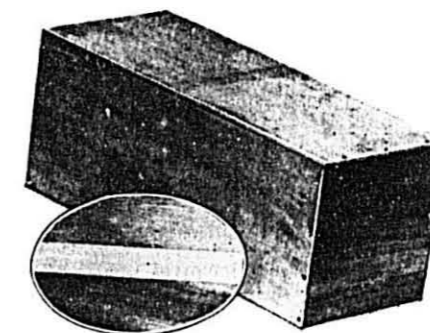
REASONABLE PRICES - PROMPT SERVICE

E. J. Berger & Company

1400 Broadway, New York, N. Y.

TELEPHONE WISCONSIN 7917

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

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.

is using only the best grades of American semolina, making products superior to those of Italian origin, which it has been accustomed to handle in the import end of its business.

Macaroni Imports and Exports

Figures covering the movement of macaroni products to and from American ports as compiled by the U. S. Department of Commerce indicate that while the export of American made products is not increasing, the import of foreign made products is decreasing.

A gain of less than 25,000 lbs. was recorded in exportation while the decrease in imported goods totaled over one million pounds for the fiscal year ending June 30, 1927.

Imports

In June 1927 there was imported 299,882 lbs. worth \$32,957. In the same month last year 419,000 lbs. reached our shores bringing to importers \$32,900. It will be noted that though the quantity greatly decreased the quality was bettered, bringing about the same total in valuation.

For the 6 months ending June 30, 1927, the imports totaled 1,844,326 lbs. worth \$170,291. For the first 6 months of 1926 we imported 2,927,997 lbs. for \$213,463.

Exports

June was a poor export month for macaroni, spaghetti and noodles. Only 428,103 lbs. were exported bringing \$36,393 as compared with 639,214 lbs. worth \$58,267 in June 1926. There was little change in the per lb. value of the exported product.

For the 6 months ending June 30, 1927, our total exports of these products was 4,080,840 lbs. worth \$337,253. During the first 6 months of 1926 we exported 4,056,371 lbs. valued at \$348,053. The prevailing price per lb. was slightly lower this year than last.

Macaroni of Crushed Wheat

The people of Piedras Negras, Mexico, consume a peculiar sort of macaroni products, according to Oscar C. Harper, American advice counsel. It is made of crushed wheat of the ordinary kind instead of a milled product.

"There has been a decided increase in the demand for macaroni, vermicelli and crackers in Mexico recently. A Spanish firm in Piedras Negras which owns and operates a large flour mill has overhauled its machinery and installed new to meet this increased

demand. The factory's output of macaroni and other pastes is small but with the improvements it is expected to produce about 1000 kilos (kilo equals 2.2 lbs.) daily of each. The plant is equipped with modern machinery and furnishes employment to 26 laborers.

"This company's process of manufacturing macaroni is simple and cheap. The broken kernels are then placed in a special receptacle and a quantity of water poured thereon. No other ingredients enter into this article. When properly saturated—30 minutes being usually allowed for this purpose—the soft mass is run through certain machinery, that all the kernels may be crushed, after which it is pressed through different kinds of molds, from which it comes out in the many forms of macaroni offered for sale.

"The local factory imports a large percentage of its wheat from the United States, and it is estimated that its needs for the flour mill and macaroni factory in 1927 will reach the 250,000 bus. mark. The wholesale price of this Mexican macaroni is 34 centavos a kilo (about 8c per lb.). None of it is exported, the entire output of the factory being consumed in the neighborhood."

Melhop a Grocery Specialist

John Melhop, Jr., secretary of the Iowa-Nebraska-Minnesota Wholesale Grocers association, announced that he would enter the grocery specialty field as a manufacturer's agent. His firm is known as John Melhop, Junior, Inc., starting business on July 1. With him will be associated E. M. Buchanan, who also was connected with the wholesalers association above named.

The new company has obtained the account of the Skinner Manufacturing company and will supervise the sale of macaroni products in the central states. Mr. Buchanan will devote his entire time and energy to the sale of these products. Mr. Melhop will continue to serve as secretary of the wholesale association in connection with his new duties.

Macaroni Members of A. G. S. M. A.

Thirteen leading macaroni manufacturers are members of the American Grocery Specialty Manufacturers association, according to Secretary H. F. Thunhorst. This organization consists of manufacturers, jobbers and retailers interested in the specialty work that so many find practical in increas-

ing distribution. The macaroni firms are:

American Beauty Macaroni Co., Kansas City, Mo.
Beechnut Packing Co., Canajoharie, N. Y.

Creamette Company, Minneapolis, Minn.

J. B. Canepa Co., Chicago, Ill.
Foulds Milling Co., Libertyville, Ill.
Fortune Products Co., Chicago, Ill.
Keystone Macaroni Mfg. Co., Lebanon, Pa.

C. F. Mueller Co., Jersey City, N. J.

Maull Bros., St. Louis, Mo.

Pfaffmann Egg Noodle Co., Cleveland, O.

Quaker Oats Co., Chicago, Ill.
Skinner Manufacturing Co., Omaha, Neb.

Tharinger Macaroni Co., Milwaukee, Wis.

Russian Macaroni to France

The first sale of Russian macaroni in France has been very successful, according to unofficial information received by the U. S. Department of Commerce. Its quality has been highly praised. The French firms made inquiries for 300,000 pounds (19,800,000 lbs.) of Russian macaroni.

Waste and Wages

Waste must be kept at a minimum especially waste of time, because time is the most valuable thing in the world and the world's greatest capital asset. Time wasted is the only thing which cannot be replaced, therefore the greatest of waste is that due to unemployment.

Prosperity therefore depends upon steady continuous wages, and demands that these wages be as high as possible, consistent with maintaining the industry on a profitable basis. As wages fall and idleness increases prosperity vanishes.

It used to be thought of industry that the first thing to cut when profits began to shrink was wages. It is now recognized that this condition should be met by increased efficiency, elimination of waste, the cutting down of overheads in production and distribution and an attempt to maintain wages by translating these wages into increased and more efficient production because a general cutting down of wages curtails the demand for the finished products of industry, the demand for which is the very lifeblood of business and prosperity.—Paul W. Litchfield, president Goodyear Tire and Rubber company, Akron, O.

Macaroni Exportation Normal

With the total export of macaroni products for July 1927 slightly less than the quantity exported in 1926, the total for the 7 month period ending July 31 shows only a nominal increase in this business over last year.

719,000 lbs. were shipped to various countries during July 1927 as compared with 428,000 lbs. in June this year and with 729,000 lbs. in July last year. The total for the first 7 months of 1927 is 4,800,000, an excess of only

15,000 over the exports for the same period last year.

Canada was the heaviest buyer in July getting 238,000 lbs. Then came the United Kingdom with 134,000 lbs., Panama with 62,000 lbs. and the Dominican Republic with 48,000 lbs.

A table showing the exports of macaroni by countries of destination and by ports of shipment as prepared by the foodstuffs division of the Bureau of Foreign and Domestic Commerce is appended.

EXPORTS OF MACARONI BY COUNTRIES OF DESTINATION

	New York	New Orleans	San Francisco	Washington	Michigan	All Others	Total
Irish Free State.....					5		5
United Kingdom.....	73				50	12	135
Canada.....			6	47	81	104	238
British Honduras.....		1					1
Guatemala.....		2	1				3
Honduras.....		9					10
Nicaragua.....		2					2
Panama.....		61					62
Mexico.....	21	7	2			13	43
Jamaica.....		2					2
Cuba.....	11	46					57
Dominican Republic.....	5	43					48
Haiti.....		7					9
Virgin Islands.....						1	1
Colombia.....	4						4
Peru.....	1						1
Venezuela.....	6						6
India.....	1						1
China.....			17	8			25
Java and Madura.....							2
Hongkong.....							1
Japan.....				4			4
Philippines.....				3	1		5
Australia.....				5			5
Oceania.....				1			1
New Zealand.....							10
British South Africa.....							2
All other.....	3	2					5
TOTAL.....	175	182	39	56	136	130	719

*Less than 500.

Started With Eighty-five Cents

All have heard of the penniless boy who started life without a cent and rose to be president or a millionaire, and also of the girl who rose from shop girl to society leader. This is the story of a woman who started a business with a capital of 85 cents and who now has a flourishing business.

Mrs. C. H. Smith of Ellwood City, Pa., made good noodles; her husband said so. In fact he was heard to exclaim: "Gee, you make the best noodles in the world!" That started Mrs. Smith thinking. She took her 85 cents, bought materials and made half a dozen bags of noodles. She took them to the town grocer and asked him to put them on sale. He was a little shy about the proposition but agreed to do his best. The next morning Mrs. Smith went back to the store.

"I was timid about it," she says. "My

enthusiasm had cooled down somewhat during the night. I was afraid the grocer had not sold any of my noodles."

The grocer, however, had not only sold the noodles he had on hand but wanted more. Then business began to hum for Mrs. Smith. She began making noodles from her own recipe in her kitchen and soon was supplying grocers of nearby towns.

Steadily the business grew. It became too big for the kitchen so a small building was erected, and finally a small factory was built.

Mrs. Smith could not handle all the work herself, so her husband gave up his work and helped her and later some girls were hired.

At present a score of girls are employed by the C. H. Smith Noodle company, and macaroni has been added to the products of the factory.

"What I did any woman can do," Mrs.

Smith declares. "I started with only 85 cents—and an idea. The profits from the business made possible its expansion. The original 85 cents is at the bottom of it all. The rest came in its turn."

"Samothyl" Experiment

The Italian press reports an interesting experiment in Rome in connection with a German product called "Samothyl," we are informed in a report from E. Humes, research assistant in the office of the American commercial attache at Rome. "Samothyl" is a white powder (a kind of yeast) which it is claimed materially increases the quantity of bread obtained from a given amount of flour. It is stated that a company has been formed to manufacture the "Samothyl" in Italy from the German patent. An experiment was made at a Roman bakery in the presence of representatives of the Rome municipal authorities and of the commissary department of the Ministry of War. It is said that the use of "Samothyl" in addition to the usual yeast gives an increase of about 15% in the yield of bread. Furthermore, the bread is palatable, digestible, and remains fresh for more than 24 hours.

"Samothyl" costs between 15 and 20 lire per kilo (about 30 to 35 cents per lb) and the proportion to be used is one kilo (2.2 lbs.) of "Samothyl" to 3 quintals (660 lbs.) of flour.

"Samothyl," it is said, has no effect on the starchy part of the flour, but increases the amount of water used in bread making. Therefore, it is said an addition 10% of water must be added over and above that used in baking with ordinary yeast. "Samothyl" does not replace yeast but is used in addition to it.

The Italian government is keenly interested in any development which promises a saving in flour consumption, and is therefore said to be seriously considering recommending this new product to all bakeries in the kingdom.

Do You Know That—

From January to March 1927 "real" weekly earnings increased 4%?

In 1925 the operation of government cost more than 12 times as much as in 1890, being 11½ billion dollars—nearly one sixth of the entire annual income?

It is said there are 1,000,000 laws on the statute books in the United States?

Coal was first discovered in the United States in 1679 at Ottawa, Ill.?

Men and horses eat themselves sick but a mule quits when he has enough?

Grain, Trade and Food Notes

Durum Wheat Forecast

The production of durum wheat in United States this year is estimated to be considerably over the 5 year average. Information from government officials and private sources would indicate a production of 76,000,000 bus. If the forecast is reached the production will be about 31,000,000 bus. in excess of the 1926 crop and about 15,000,000 bus. more than the 5 year average.

On the basis of the estimate referred to approximately 35 to 40 million bus. of this grade of wheat will be available for export. In Morocco, Algeria, and Tunis in North Africa the hard wheat production is expected to reach 101,000,000 bus. compared with 90,000,000 bus. of last year. The Canadian production of hard wheat has been making yearly increases and its 1927 crop has been included in the 76,000,000 bus. estimate mentioned above. The production of durum wheat in Italy will be considerably below the average this year.

Italian Gravy

D. Canale & Company of Memphis, Tenn., have placed upon the market a specially prepared gravy that is termed "a perfect macaroni and spaghetti gravy." It is canned by the Southern Home Canning company of that city and has found favor as a delicious flavoring ingredient for roasts, fish, rice and similar foods.

Hit at Flour Speculation

Through the Millers National Federation an attempt is to be made to curtail flour speculations through the restriction of sales for future delivery to 4 months from date of order. The plan will become effective only if pledges are signed by wheat flour milling companies producing not less than 70% of the total wheat flour production of the country and unless signed by 85% in number of the wheat flour milling companies producing 300,000 bbls. or more of wheat flour per year, and by all such companies producing more than one million barrels per year.

According to Sydney Anderson, president of the Millers National Federation, the purpose of the move is "control of speculation in wheat flour. It has been recognized by all elements of the flour trade for a long time that speculation in flour was an evil, in-

jurious in the long run to all elements from producer to consumer."

The move is probably one of self-regulation to avoid government interference. Just what effect this will have on semolina purchases depends on the attitude of the millers of that product.

Food Advertising and Popular Education

More and more are we beginning to realize the scope of service constantly being given by the food manufacturer to the consuming public. Splendidly equipped laboratories presided over by chemists of national or international repute are coming to be considered as a regular part of an efficient food plant. Those chemists working alone or in collaboration with universities are helping enormously in the development of the literature of diet and nutrition.

Another service for which we may thank the manufacturer is the truly amazing amount of general information contained in modern advertising campaigns. We no longer hear the general murmur, "It is only an advertisement." On the contrary we have come to depend on the advertisements of high grade merchants for something of inestimable value, i. e., clear ACCURATE information. — *The American Food Journal.*

Things That Don't Mix

Our old contention that politics and religion are the 2 things every business man must severely refrain from stressing if he wishes to succeed was illustrated once again when the show windows in the bakery in a small Long Island town were smashed by an irate crowd the other day. It seems that that baker was very anxious and solicitous to rake in the shekels of all his neighbors of every race and creed but at night he put a hood over his head and paraded with others, condemning the very people on whose support he must necessarily depend during the rest of the day. Now it is every man's right and privilege to parade, hooded or otherwise, and show his ignorance by condemning those who happen to be of other faiths and other beliefs than himself, but when the narrowness of his thinking becomes known he must not be surprised if those he condemns at night refuse to support him during the day, as that baker on Long Island no doubt has discovered at the

expense of his cash drawer.—*Bakers Weekly.*

Ham Plentiful—Advertise

The supply of juicy hams is now considerably above normal and to dispose of the surplus stock the Institute of American Meat Packers has launched a \$50,000 advertising campaign, the object being to make this country "ham conscious." In its drive for greater sales the organization will encourage dealer cooperation in connection with the publicity campaign. In this way it is hoped to dispose of the unusually large stocks of ham and bacon packers have on hand.

Under the direction of representatives of the institute meetings of the retailers are being held in 150 cities throughout the country during the summer. At the first meeting held in July in Hotel Astor, New York city, 1600 retail meat dealers pledged support to the campaign.

Italian Wheat Prices Fell

The wheat market in Italy during June was mainly characterized by falling prices in accord with the continued revaluation of the lira, stated a report from E. Humes in the office of the American commercial attache at Rome. Offers of wheat of both the old and new crops were heavy. Farmers found themselves in a difficult situation, owing to the heavy drop in the price of wheat, and had been throwing their old stocks on the market in anticipation of still further price declines. The need of realizing immediately called forth larger amounts of domestic wheat than anyone had known existed in the hands of the farmers. In Sicily, it is said as much as half of the entire last year's crop suddenly appeared. Stocks of last year's wheat are now believed to be about exhausted everywhere except in parts of southern Italy, where it has been estimated that about one tenth of the crop was still held by farmers. Offers of wheat of the new harvest are also heavy, many farmers being forced to realize on their crops to meet their obligations, or not having adequate means of storage.

Import figures for the first 9 months of the current cereal year, August to April inclusive, show wheat imports to have totaled 1,697,035 tons (62,349,000 bus.) as compared with 1,145,900 tons (42,100,000 bus.) during the corresponding period of the year

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1925-26. The export embargo on wheat has been extended for another year. Some doubt has been expressed of the efficacy of the prohibition on the manufacture of cakes and pastry from wheat flour in effecting any great saving to the country. An interesting observation is the increased importation of rye flour, the use of which is authorized. During the first 8 months of the current cereal year imports of rye were 8680 tons (342,000 bus.) as against 6865 tons (270,000 bus.) during the corresponding period last year, and of rye flour 1947 tons (21,900 bbls.) as compared to only 118 tons (1300 bbls.) for the first 8 months of the past cereal year.

Export in Grains and Grain Products

United States exports of grains and grain products the fiscal year ended June 30, 1927, reached a total of \$404,166,000 (an increase of \$141,270,000, or 34.9%, over the preceding year) and represented 8.2% of our total exports of all commodities. Exports of wheat and wheat flour, amounting to \$317,957,000, make up about 78% of the total grains and grain products exported. Both of these items show large increases in quantity and value over

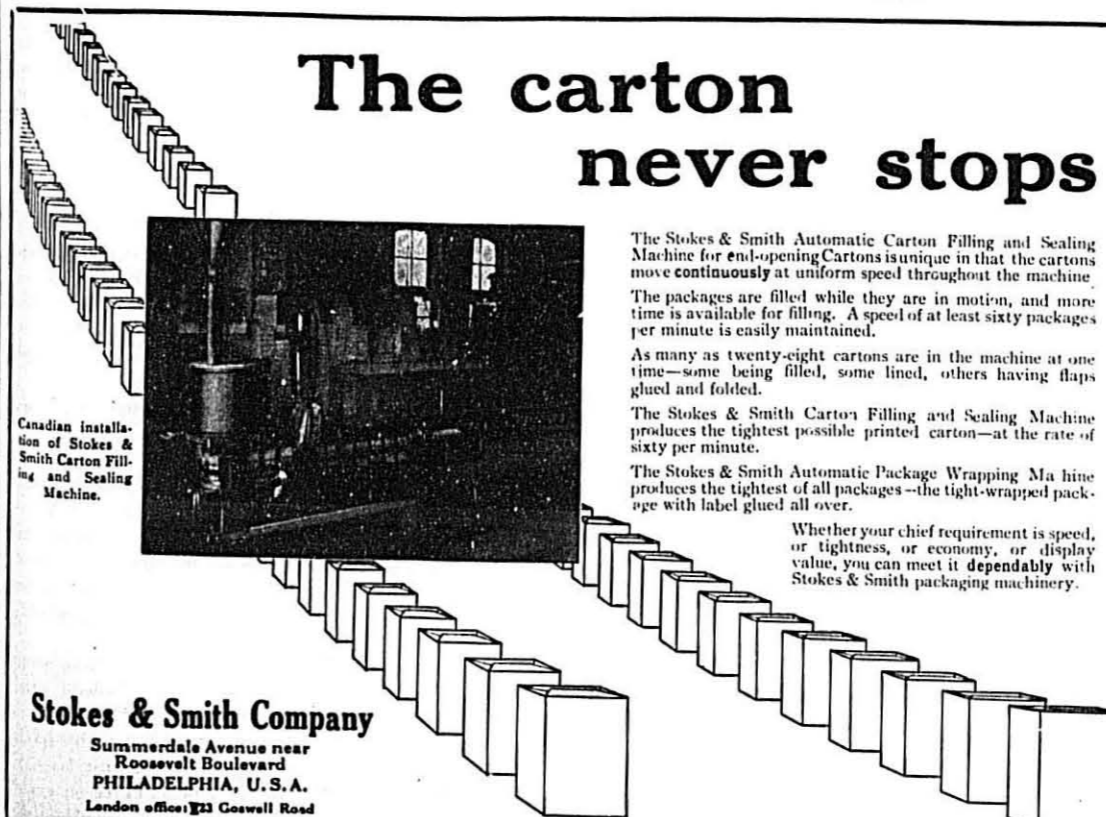
Cheraw Box Company, Inc.

Seventh and Byrd Streets
Richmond, Virginia

SATISFACTORY Wooden Macaroni Box-Shooks

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

The 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
Sumnerdale Avenue near
Roosevelt Boulevard
PHILADELPHIA, U. S. A.
London office: 21 Goswell Road

the preceding year, says Felix T. Pope, Foodstuffs Division.

Rice Shows Largest Increase

The largest increase for any single item, however, is in the exportation of rice, which was nearly 10 times that of the preceding year. For the fiscal year just closed our foreign trade in the following items of grains and grain products shows increases as indicated:

Wheat	93,000,000 bus.	or 147.6%
Rye	8,100,000 bus.	or 64.8%
Rice	212,500,000 lbs.	or 770.1%
Broken rice	44,900,000 lbs.	or 213.9%
Wheat flour	3,800,000 bbls.	or 40.2%
Macaroni	230,000 lbs.	or 2.8%
Corn meal	176,000 bbls.	or 42.8%
Hominy and grits	7,000,000 lbs.	or 26.3%

The following table shows exports of the principal grains and grain products for the fiscal years ended June 30, 1926 and 1927:

Items	12 months ended June—		1927	
	Q'ty	Val.	Q'ty	Val.
Barley ..bus.	27,182	\$23,690	17,012	\$13,600
Malt .. "	3,594	3,994	2,893	2,948
Corn .. "	23,137	21,371	17,557	14,396
Corn meal ..bbls.	411	2,150	587	2,674
Hominy & grits ..lbs.	26,670	548	34,645	643
Oats ..bus.	30,975	16,193	9,066	4,577
Oatmeal ..lbs.	156,805	6,457	104,235	4,907
Rice .. "	27,588	1,568	239,673	9,945
Rice, broken .. "	20,587	749	65,537	2,128
Rye ..bus.	12,505	13,374	21,614	24,675
Wheat .. "	63,189	97,664	156,250	227,450
Wheat flour ..bbls.	9,542	69,633	13,381	90,507
Biscuit: Unsw'd lbs. }	14,972	2,399	7,764	1,075
Sw'd .. "			5,919	1,165
Macaroni .. "	8,067	698	8,297	700
All other .. "		2,408		2,776
Total .. "		262,896		404,166

How To Avoid Heat Damage to Wheat

Much of the wheat damage in recent years is chargeable directly to one or more of the careless ways the crop is handled in many localities. The practices responsible for much of this damage are poor shocking, stacking green or wet wheat, threshing when the wheat is too green or too wet, and providing unsuitable storage for the threshed grain.

Heat Damaged Wheat

Heat damaged wheat is one of the most important types of damaged wheat found on the market, says Dr. D. A. Coleman, assistant chief marketing specialist, and B. E. Rothgeb, assistant marketing specialist, grain division, Bureau of Agricultural Economics. The damage is of a character that

is difficult to deal with, and a small quantity of heat damaged kernels in a lot of wheat brings down the price decisively. Conservative estimates place the annual loss caused by heat damage to wheat at close to \$2,000,000.

In certain years heat damage to wheat is especially prevalent, as in 1921 and 1922 when the total loss from this cause far exceeded this estimate. In the 6 month period, July 1 to Dec. 31, 1922, a total of 41,379 carloads of wheat was received at the Kansas City market, of which 1841 cars or nearly 4 1/2% graded one or more grades lower than would have been the case had they not contained heat damaged kernels.

The difference in price per bushel between sound wheat and wheat containing heat damaged kernels ranged from 5 to 15c, or more in extreme cases. Assuming that the difference in price per bushel averaged 10c and that these cars contained 2,209,200 bus. of wheat, an average of 1200 bus. per car, the losses sustained in the Kansas City market alone during that 6 month period because of heat damage totaled \$220,920. Furthermore, as the prevalence of heat damaged wheat in any market has a tendency to depress the price of all other wheat in that market, the total loss caused by damaged wheat may have been considerably higher than this figure. Other markets suffered losses in proportion to their volume of business, and the extent of the heat damage in the wheat handled by them.

That year occurrence of heat damaged wheat centered in the hard winter wheat belt—Kansas, Oklahoma, and Texas—but to some extent it extended east into the soft wheat areas and north into the spring wheat areas.

Causes of Heat Damage to Wheat

The chief causes of heat damage to wheat are unfavorable weather conditions at the time of harvest and faulty methods of handling the crop during the period from harvest to the time the crop is marketed. The condition in which the wheat is stored on the farm or at the country elevator is an important factor. In recent years a great deal of damage to wheat has been caused by stacking green or wet wheat, or by threshing such wheat when it was too green or too wet and storing it in bulk, without first putting it in suitable condition for storage. Under such conditions rapid intramolecular respiration takes place in the kernel, and heat develops. The action

is accelerated as the temperature rises. According to the intensity of the heat developed, the wheat kernels become darkened in color, the gluten is weakened, or the wheat becomes unfit for human consumption.

Wheat that becomes discolored in this way in the bin is called bin burned wheat. When the fermentation takes place in bundles or in header stacks, the term stack stained or header damaged is usually applied.

Flood Destroys 10,000 Acres of Rice

About 10,000 acres of rice have been destroyed by flood waters in Louisiana according to preliminary information just received by the bureau of agricultural economics. Three fourths of this acreage was in St. Martin and Iberia parishes in the Teche country. The other losses were mostly in Pointe Coupee parish west of the Mississippi river above Baton Rouge.

About 1500 acres of rice along Bayou Lafourche is also in danger and some other rice acreage may be flooded before the crest of the flood reaches the Gulf of Mexico. Since damage to rice from flood water varies with the depth and duration of submergence, the exact extent of losses to the rice crop will not be known until the water recedes from the rice areas.

In 1926, 5145 acres of rice were harvested in St. Martin Parish, 9900 acres in Iberia, and 700 acres in Pointe Coupee. Most of the rice in Louisiana is farther west and not in the path of the Mississippi flood waters.

May Make Price Agreements

Conditions may soon develop abroad making it desirable for American exporters to come to an agreement in the foreign markets, the delegates to the recent national exporters convention were told by Gilbert H. Montague:

"With the spread, throughout Europe, of trade agreements and 'cartels' of international proportions, conditions may develop in some lines of trade that may make it practically necessary for American exporters, through 'associations' under the Webb act, to come to agreements with foreign manufacturers and producers and with foreign cartels regarding prices.

"Export managers of American manufacture registered with the Federal Trade commission and complied with certain legal requirements, may now, by special exemption from the antitrust laws, sit around the same table, agree on export

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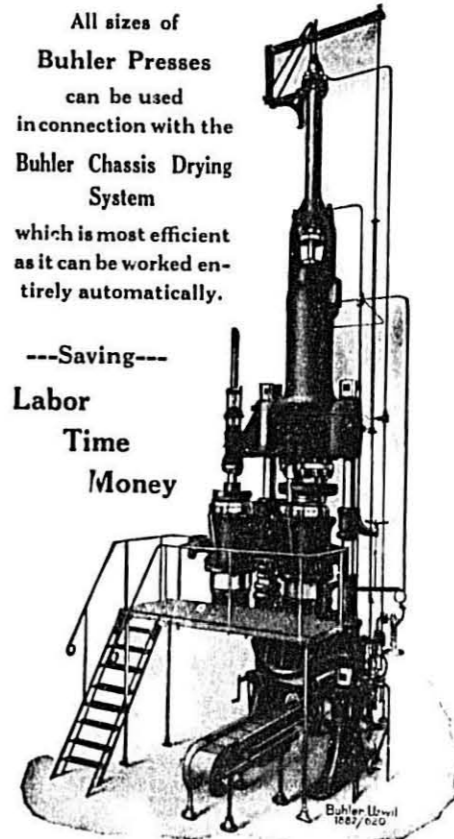
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prices, terms of export sales, and export markets. In general they may agree to be just as competitive or just as non-competitive with one another as they desire in export trade.

"All this they may do, if they wish, without setting up any elaborate organization or paraphernalia or incurring any more expensive overhead or bother than is involved in the simplest kind of trade association."

All the paraphernalia, which the Federal Trade commission during the first years of the Webb Export Trade act had been disposed to insist upon, may now be entirely dispensed with, according to Montague.

"The Federal Trade commission, by a ruling dated July 31, 1924, has at last brushed away all this surplus baggage with which doubting officials had previously encumbered the Webb act," he concluded. "It has finally opened up to American manufacturers and producers all the opportunities and benefits that Congress intended to confer upon them when the Webb Export Trade act became a law on April 10, 1918."

Kanred Wheat Yield in Argentina

Two hundred tons of seed wheat, a variety developed at the Kansas agricultural experiment station from seed brought from Russia in 1900 by the United States Department of Agriculture, was seeded in Argentina last year, outyielding the varieties commonly grown there by 50 to 100%.

This trail of Kanred wheat—from Russia to Kansas to Argentina—is pointed out by the department as an interesting example of how rapidly a new variety of a staple crop may become widely disseminated and assume large commercial importance far from its place of origin.

Kanred wheat is an improved variety of the hard red winter class. It is a pure line selection from a shipment of the Crimean variety brought from Russia by the department in 1900. It was first grown commercially in Kansas about 1917, and it is estimated that more than 4,000,000 acres now are grown annually in Kansas and adjacent states.

Small quantities of Kanred seed soon found their way to Argentina, where the variety was grown in an experimental way. These preliminary tests proved very satisfactory and so, in 1925, about 8 years after the wheat was first grown commercially in Kansas, the minister of agriculture in Argentina arranged for the purchase of 200 tons of seed. The

department was able to assist in the purchase by referring the Argentine officials to the Kansas agricultural experiment station, where they were put in touch with growers of the new variety having seed for sale.

In a letter from the Argentine ambassador, Senor Honorio Pueyrredon, a report was given on the results obtained from this 200 tons of Kanred seed wheat. He states that from one area of 400 hectares (about 960 acres), sown by one farm corporation, more than 18,000 bags were harvested, representing a yield of about 19.4 bu. per acre. Higher yields were reported in some cases. "In general," said the Ambassador, "it has yielded from 50 to 70, and even up to 100% more than other wheat that had been considered very good." When sown under identical conditions with Barletta, one of the leading varieties of Argentina which obtained a medal in the exposition held in Argentina last year, the Kanred yielded 90% more than the Barletta. The test weight per bu. was reported to be as high as 66 lbs. in one case.

It is interesting to note also that part of the Kanred crop in Argentina was harvested with an American harvester. In general Argentina has used the Australian stripper in harvesting the wheat crop.

"Bananina" Flour

According to the American consul at Lisbon, Portugal, firms in that country are now offering to prospective American distributors a special product made from "milling" bananas known by the trade name of "Bananina." The product has a high nutritive value and is especially adapted for use as a food for infants.

Italy's Wheat Problem

Imports of wheat into Italy during March amounted to 273,706 tons (10,056,000 bu.) as compared with arrivals of 184,914 tons (6,794,000 bu.) for the month last year, according to a report from E. Humes, commercial attache at Rome. Gross imports the first 8 months of the current season have amounted to 1,443,686 tons (53,041,000 bu.) against 961,060 tons (35,309,000 bu.) last year, a gain of 50%.

Total net imports of wheat for the first 8 months of the season, based on preliminary estimates for February and March, were 58% greater than those of the corresponding period 1925-26. It is estimated that if Italy is to cover fully

the consumptive need of the country for this year, wheat imports for the remaining 4 months must not fall much below a monthly average of 200,000 tons (7,348,000 bu.).

The dominating factor on the Italian wheat market in April was the rising value of the lira. Prices of imported wheat in terms of lira declined steadily in proportion to the increased purchasing power of the lira, and domestic wheat followed the downward curve. During the first 10 days the market was calm and buyers cautious, and during the latter half of the month prices continued their downward tendency with a good demand for imported wheat.

The International Wheat Conference opened by Mussolini was held at the International Institute of Agriculture the week of April 25. Important suggestions were made in regard to wheat raising and the international grain trade.

An important measure was enacted on April 7, whereby it is compulsory for all owners of threshing machines, operating on owners' property or on the property of others, to report accurately the amount of grain threshed to local agricultural stations. It is believed this provision will go far toward ensuring more trustworthy and complete statistics on the country's wheat production.

Unprecedented Stability of Wheat Prices

The largest international movement of wheat in years, large stocks in exporting countries, low stocks in Europe, and yet fairly stable prices are the unusual—perhaps unprecedented—features of the world wheat situation during the last four months according to a WHEAT STUDY about to be issued by the Food Research Institute of Stanford University.

This remarkable situation is the aftermath of the British coal strike last year which boosted freight rates at a time when the fall movement of wheat is ordinarily at its height. To avoid these high freights European stocks were depleted. Exporters, notably the Canadian and Australian pools, did not press exports, and so did not depress prices as would be expected when the margin of exportable surpluses over importers' requirements is so large as has been the case this year.

When freight rates reacted after the strike settlement, importers bought much more freely, though avoiding long commitments. Exporters again did not press sales; and stocks continued high in the

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major exporting countries, but low in Europe. Hence no marked change in price level followed, despite a huge volume of international shipments which would ordinarily be expected to depress prices.

The Food Research Institute forecast a large international trade in wheat for some time to come, though less in volume than during the last four months. The total exports of the United States in the crop year July 1, 1926-June 30, 1927, were likely to reach 190 million bus.

French Fried Potatoes

"Like all others who take delight in a platter of crisp, hot French fried potatoes, I always supposed this particular way of preparing them was originated by some eminent French chef in the distant long ago, until along came one of those fellows who are always digging into history and finding things to shatter our pet illusions."

According to this version, the French fried potato originated not in France, but in New York. One day, so the story goes, Jay Gould dropped into Delmonico's and said: "I want potatoes quartered and fried in deep fat." The desire

to imitate the doings of a Gould probably caused the use of potatoes fried in this way to assume the proportions of a fad, although, unlike many other fads, this one survived. For years these were known simply as quartered potatoes. Then Delmonico took to slicing them thinner and called them by the name under which they are now known throughout the country.

Whatever may be said of Jay Gould as a financier and railroad builder, all lovers of French fried potatoes are under lasting obligations to this forceful American.

Famous Italian Cheese

Gorgonzola is called the "aristocrat of Italian cheeses." It is very widely used and is somewhat similar to Roquefort, but not so expensive. Like Roquefort it is made of sheep's milk but is milder in flavor. Gorgonzola is put up in 20 lb. baskets, one cheese to a basket. The outside of this cheese is covered with a preparation made chiefly from gypsum and tallow. In this way it is possible to keep the cheese a year or more. A great deal of this cheese comes from the province of Lombardy.

Success Scintillations

Keep your balance. Don't be carried away by the enthusiasm of the other fellow. Don't be unduly depressed by the crape hanging of someone else who is bilious or the victim of his own shortsightedness. We need both enthusiasm and conservatism, but in order to get the best results finally we must use plain horse sense and keep our balance as a matter of business policy. Now that we are planning for a long, strong business season ahead—one of real achievement—this is a warning to be remembered.

There are a lot of people in your territory who can and ought to be satisfactorily served by the business you are conducting. But a lot of patronage is lost—stupidly lost—by the proprietor or management being blind to the wishes and needs of the people who have the money and who would spend it under right conditions.

Get on the other side of the fence and mingle with the people whom you wish to serve. You will learn a lot of things healthful and valuable for you to know. You may find out where your

business is weak, or where it doesn't quite fill the bill. These are important points to discover. Because we have gone on doing the same thing in the same way for a long time, is no reason why we should not adopt a better way if we find that such exists. The business that serves most satisfactorily, is the one that never needs to worry about hard times.

Advertising often fails because it doesn't tell the customer just what he is going to get in goods and service for his money. The prospect is interested in facts, and he wants 'em boiled down.

A system which permits or encourages mistakes, or one which necessitates stupid delays, aggravates customers and drives them to the competitor who appreciates the advantage of accuracy and promptness. Make it snappy, and while you are doing that, avoid errors. Errors are nearly always an evidence of carelessness and lack of preparation.

Avoid a system so elaborate that the customer feels he is wasting time.

Many a man with money in his pocket, eats at a self-serve lunch place to save time. Business methods which are pleasant, easy for the customer, and brisk in character, are sure to be winners.

In place of an annual inventory try requiring a monthly one. This need not take anything like the time of the annual orgy. The monthly inventory shows whether the business is marking time, losing, or making profits right now. It's important to know what's doing for a certainty, that we may govern ourselves accordingly. Then, too, the monthly inventory will reveal which departments are earning their way, and which ones are tying up capital.

It isn't enough to be sold on our business policy ourselves. We must interest our employes and assistants and win their cooperation. If we do not sell them on our policy, we cannot expect them to sell the public.

Encourage your business helpers to think for themselves, to make suggestions, and to enjoy responsibility. A wise man has said, "If you take pains to build up your employes mentally and physically, they will reward you by building up your business."

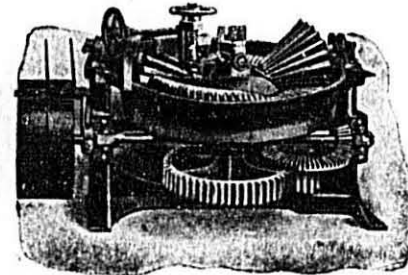
A cheerful willingness to perform a kindly service for which no cash remuneration is expected, is a rather certain way to make friends and to build Good Will.

We all like to receive orders or to conclude a business transaction. But when we come right down to brass tacks, we might as well acknowledge that it is the reorders and continued patronage which build up our bank accounts and make provision for our old age.

Every time we cut down the value of the service or goods which we are delivering, we make a double cut in lessened patronage and appeal. If we are to keep up trade, to hold our old customers and to win new ones, we must keep up quality every month in the year.

Why shouldn't corn serve as fuel? The coal situation furnishes abundant food for thought.

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Vol. IX September 15, 1927 No. 5

The Right Move

Two firms from 2 extreme ends of the country got the happy idea simultaneously of voluntarily applying for membership in the National Macaroni Manufacturers association. One is on the Pacific coast, the other on the Atlantic. Though miles separate them, they are of the one mind that closer cooperation with their trade association means improvement all around.

The two new members warmly welcomed into our ranks are as follows:
Oregon Macaroni Manufacturing Company, Portland, Ore., S. M. Orso, president.

Natural Egg Noodle Company of Union City, N. J., H. Mack, president.

How cheering their action! How excellent their example! How different from that of many firms who have been consistently invited to join but even failed to reply to the invitation.

We are again encouraged. Now come on, you fellows who have been holding yourselves aloof! Get into the National association and help shape its policies. Make the secretary angry by flooding him with more volunteer applications.

Cooperation in your trade body pays big dividends. Why overlook this opportunity longer!

It is not only necessary to go to work. You must work after you get there.

How's Business?

After the conventional "How do you do?" the most natural form of greeting between business men is "How is business?"

Macaroni manufacturers in 10 states through which M. J. Donna and family motored during the last 2 weeks of August greeted him with this familiar greeting. As a result there was an exchange of views that was helpful all around.

The conclusion is that the conditions in the macaroni industry in America are at least encouraging. All experienced the usual summer letup and all are looking forward to a lively demand for their product this fall.

In the course of his tour of nearly 3000 miles the secretary visited many of the smaller plants and interviewed manufacturers not frequently heard from. All appear interested in the work that the National Macaroni Manufacturers association is carrying on for the industry's welfare and commend the officers for their interest.

When asked "How's business?" the common reply was that things were neither as good nor as bad as they might be; that competition was keen and that prices permitted of little or no profit. Often the firm complained of by one manufacturer was the complainant against his accuser. It was like "calling the kettle black."

Optimism generally prevailed with respect to the future, especially the fall and the winter business. All were interested in the early government estimate of a bumper durum crop, hopeful that good semolina would be obtainable at prices that would do away with the harmful practice of substituting inferior flours in order to produce goods to meet low competitive prices as was the case last year.

The next most common and very natural question most often heard was "Well, what is semolina going to do this fall?" The short durum crop of 1926 and the promising big yield this year naturally prompt that query.

During the period under observation fall prices had not been set as the crop was not yet harvested. Two mills had made quotations as low as 4c per lb., Chicago basis, on the new crop. Very little buying at that price was done by the 20 or more plants visited, because on the basis of government reports and millers' predictions a slightly lower price should prevail when the

crop is ready for market. Some look for 3c semolina though they will be content with a 3½c price or thereabout.

A personal survey of the retail markets in states from Illinois to Connecticut showed that very little artificially colored macaroni was being offered, excepting where some old stock still remained unsold. The notable exception was the New York district where the fraud is still quite prevalent. Secretary Donna conferred with F. Patrono, president of the American Macaroni Manufacturers association of the New York district, on this phase of the business and united action will be taken to clean up that section with the aid of the city and state officials.

One result of the incidental vacation tour of this officer of the National association was to bring closer together the various manufacturers interviewed and to make the aims and purposes of the trade organization better understood by many who have shown little or no interest in the movement to promote the general welfare of our industry through greater cooperation under its unselfish leadership.

Heaven or Minority

STATISTICS need to be intelligently interpreted.

A parson asked how many of his congregation wanted to go to heaven when they died, and almost to a man they signified that wish by rising.

Except for one man who by reason of indulgence in forbidden hooch did not grasp the idea quite quickly enough.

When the question was asked: "How many want to go to hell?" he slowly, not yet comprehending, got to his feet.

Then glancing around, and the idea coming to him, he hiccupped: "Parson, you and me seem to be in the minority."

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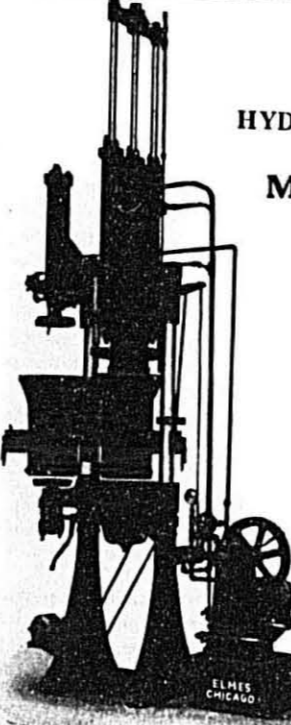
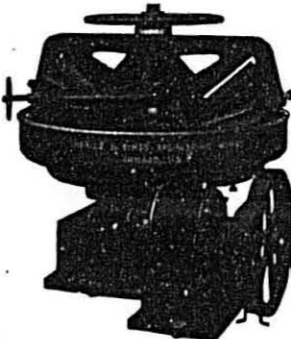

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The President's Column

September Gem

A man, like a match, is of little use in this world without a head containing the right ingredients.—Forbes.

"We"

When the now famous Colonel Charles Lindbergh spoke of his plane and the record breaking hop from New York to Paris, he used that endearing term "WE." Why? Because they worked together as one! What a lesson for us macaroni manufacturers! A wee bit more "WE" between manufacturers, a little more of the "WE" spirit in our industry, and all of us would profit. Get behind the National Association and let's do the "WE" act together.

Rotarian Opportunity

Many of the leading manufacturers are Rotarians. We attend luncheon meetings regularly. How often, Mr. Macaroni Rotarian, is macaroni, spaghetti or noodles served at these luncheons? Whose fault is it?

The right road is open to us all. Besides firmly insisting that our products be served occasionally, why not insist on getting on their program to tell them how our product is made, its wonderful food merit, etc.? In addition to the variety of ways it can be served in homes, hotels, and restaurants to suit all tastes and within reach of all purses. There is great work for us to do in Rotary, Lions, Kiwanis and other similar organizations, not overlooking our business clubs.

Work With Not Against Competitors

Macaroni Men! From any angle you choose to view it, it will be to your advantage to work with your competitor. This you can do best as a member of your trade association. It welcomes you and your competitors within the industry in a vigorous fight we must promote against competing foods that seek to shove our products off the table. Can you see it? Act before it's too late.

The Education Pool

Everything done to educate a manufacturer or group radiates in every direction helping us all. Here is an outline for Educational Work in our Industry from which all of us will benefit:

- 1—Fight artificial coloring and all inferior products.
- 2—Help spread favorable propaganda about macaroni.
- 3—Manufacture wisely and sell at a profit.

The Secretary's Column

September Hot Shot

Be sure you are right, but don't be altogether too sure that everybody else is wrong!

A Valuable Survey

In this issue we are surveying the varying opinions that prevail throughout the macaroni manufacturing industry. Read again the papers and arguments presented, every one of which has some merit, and comment freely on the various suggestions, plans and recommendations offered. Let us diagnose our troubles, thus being better able to prescribe for them.

How Others View Us

Macaroni makers are still talking about a cooperative advertising campaign for their products but to date have not made any more actual progress with the idea than have the flour millers.

This is the opinion of the American Miller. Yes, we'll confess that we have been flirting with Miss Publicity but one never can tell what may come out of a flirtation of this kind. Some flirtations are catching. Maybe this one will be!

Americanizing Italian Macaroni

Italy has long been known as the home of high quality macaroni. American manufacturers will not concede that the Italian product is superior to that made in the average American plant today. Why should they? Does not Italy now get the bulk of its raw material—durum semolina and flour—from this country? For the 12 months ending June 30, 1926, Italy imported from the United States 462,647 tons of durum wheat, sufficient to make nearly a billion pounds of macaroni if it all found its way into that product.

Playing Fair

I am a member of the National Macaroni Manufacturers Association and will always remain one while I am in this industry. If not because of what it has done or is doing, then because of the possibilities it offers for something constructive.

That is the view expressed by one leading manufacturer at a recent meeting, not an officer and one not particularly prominent in association work, but one who has always supported financially and otherwise every activity thereof. This surely should convince some of the nonmembers what their plain duty to their trade organization should be. If what you think should be done is not being done, GET IN and help sell the others your idea of constructive action. Whatever you do, GET IN!

JOHN J. CAVAGNARO

Engineers and Machinists

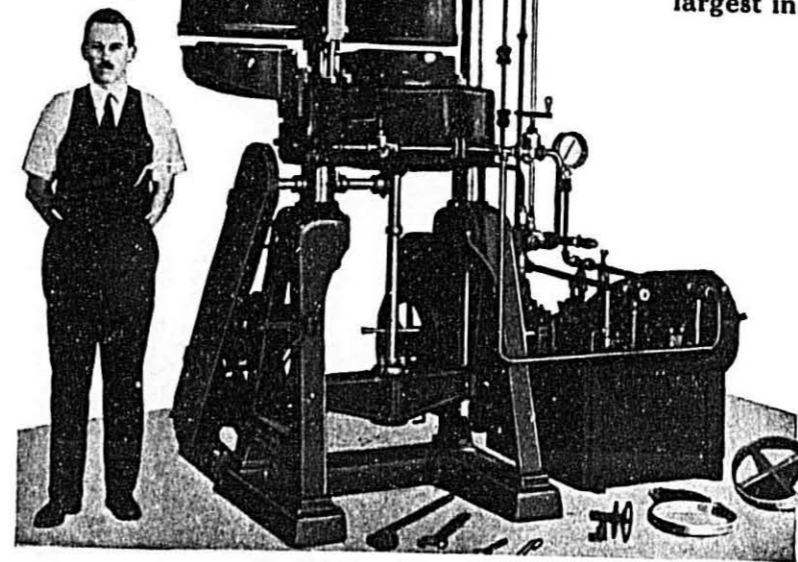
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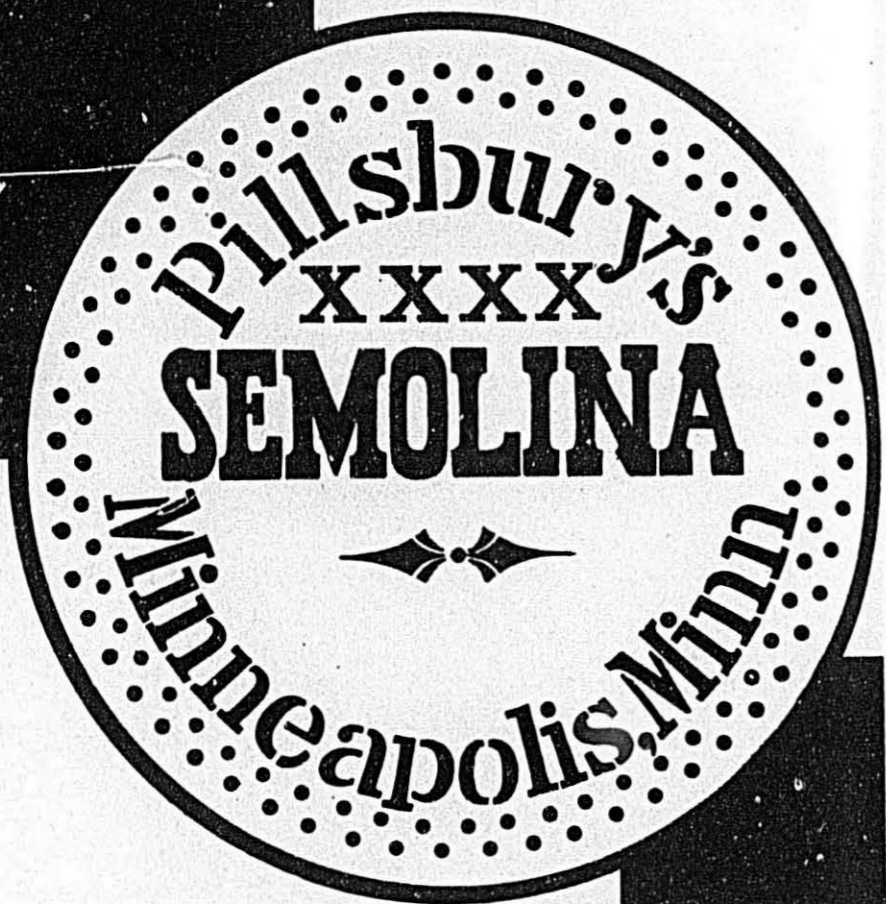
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