

**THE
MACARONI
JOURNAL**

**Volume 10,
Number 6**

**October 15,
1928**

The
Macaroni Journal

Minneapolis, Minn.
October 15, 1928

Volume X

Number 6



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

COOPERATE OR CAPITULATE

Trade associations represent a natural development of our commercial and economic life. Their extraordinary network extends through practically all branches of industry and trade.

The trade association has been aptly termed the bargain counter of business knowledge, where the individual may exchange his experiences for the wisdom of the entire industry. Through such bodies small firms obtain some of the advantages usually inherent in large aggregations.

The success of the trade association movement depends completely on full individual participation. It is imperative that business men cooperate fully and wholeheartedly with their competitors in matters of trade promotion and trade betterment. Failure to do so amounts to little less than business suicide.



This ancient Genoese watch tower near Bastia, France, has proved its powers of resistance against enemies, elements and the tooth of Time. Proportionately, our fibre shipping boxes also resist abuse because built with judgment.

Only Shipping Boxes Built with Judgment Give the Service Shippers most Desire

Strength, toughness, endurance—these factors are more than ever a requirement by shippers in fibre shipping boxes. "These boxes must stand up" and face "rough house" tactics without giving way. They must carry safely and far, and protect such items as veneered doors, automobile bumpers, fragile glassware and vases, lamp shades, mattresses, rugs, enameled tile, perishable fruits, meats and vegetables, delicate instruments—and thousands of varieties of goods that fifty years ago were packed by obsolete methods into impractical boxes.

Naturally we must keep step with the advance all along the line. We MUST know every phase of Industrial fields—and we DO know them. It is our business to build with judgment, hence we fit our boxes to the needs and peculiarities of each industry as you would a glove to your hand or a shoe to your foot. Knowing each field, we "prescribe" accordingly. The result is shipper's satisfaction because he saves from 30% to 70% of former packing and shipping expense, and whittles down troubles to a new minimum.

Boxes built with judgment serve you best. Therefore we can offer you the FREE service of our expert box designers to help you improve and reduce your packing methods and costs. Their special, thorough knowledge and judgment is yours without obligation. It is an opportunity to help your business you cannot well afford to pass up. Fill in and mail coupon today.



A Strong Solid Fibre shipping box that will protect your goods and deliver them in good condition.

CONTAINER CORPORATION OF AMERICA

AND
MID-WEST BOX COMPANY

111 W. Washington St.



CHICAGO, ILLINOIS

Six Mills—Nine Factories

Capacity 1200 tons per day

RETURN COUPON

CONTAINER CORPORATION OF AMERICA
111 West Washington Street, Chicago, Dept. 20

Gentlemen: Please have one of your experts check our packing and shipping methods—without obligating us—for purpose of reducing our costs if possible.

Name _____
Title _____
Firm _____
Address _____

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THE MACARONI JOURNAL

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Certain Knowledge Instills Confidence

By Ernest V. Madison



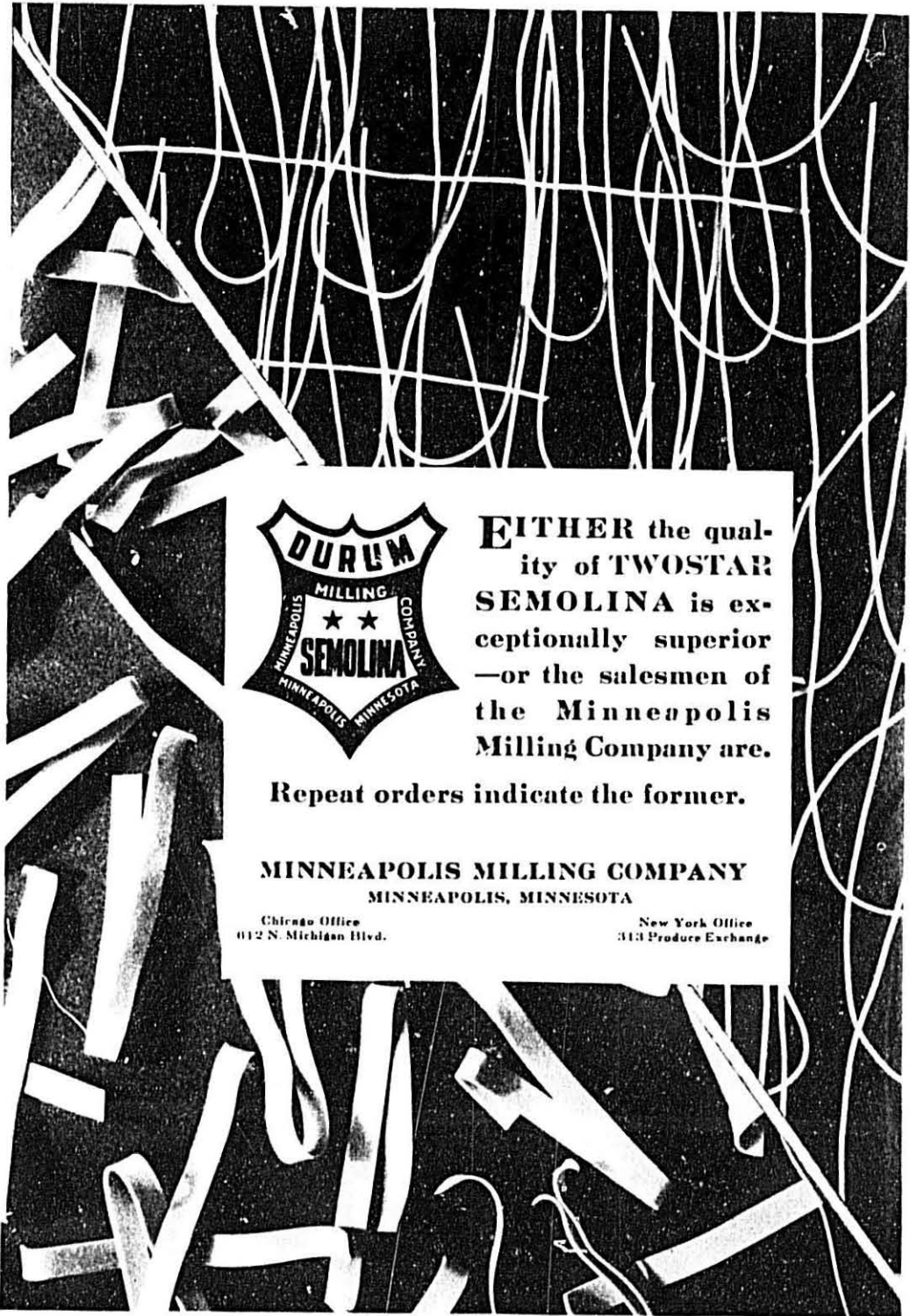
We hold our present positions in the business field through an existent confidence in our ability.

If the time should ever come when this confidence would be lessened, then our ensuing services would be given under disadvantageous conditions.

To forestall its possible depreciation we can strengthen the knowledge on which executive ability always rests;—the knowledge of economical operation; of meeting management emergencies; of pleasing the whims of trade; of buying the supplies and equipment necessary to our business, etc., etc.

The advertising pages of MACARONI JOURNAL contain such knowledge. They constitute a compendium of reliable development in machinery, equipment and supplies for the Macaroni Manufacturing field. They are succinct, restricted to products for use in our field,—easily absorbed information for the busy executive.

The continued reading of these advertisements can only bring us more of the knowledge requisite to the administration of business in our field—and thereby re-inforce the confidence now placed in us by our employers, partners, stockholders and customers.



EITHER the quality of **TWOSTAR SEMOLINA** is exceptionally superior —or the salesmen of the **Minneapolis Milling Company** are.

Repeat orders indicate the former.

MINNEAPOLIS MILLING COMPANY
MINNEAPOLIS, MINNESOTA

Chicago Office
112 N. Michigan Blvd.

New York Office
313 Produce Exchange

THE MACARONI JOURNAL

Volume X

OCTOBER 15, 1928

Number 6

THE HUM OF THE PRESS

For a macaroni manufacturer there is no more pleasant music than the hum of the steadily running presses and other equipment in his plant. Reports from practically every section of the country indicate that the industry is now enjoying its most music to the fullest extent. The fall rush is on, the time of jobbing orders is unusually heavy and large quantities of macaroni products are daily finding their way to wholesaler and retailer stocks in a steady flow.

September is always a month of heavy production and of rapid movement of macaroni products through the distribution channels. October and November will show a definite lull in this business, which is encouraging. The macaroni manufacturing business so far this year compares favorably with that of 1927 and all reports indicate a bright outlook for the fall and winter.

The really big problem in the industry appears to be the equalization of production throughout the year. For the industry there seems to be no really good reason why the music of the presses should not be as pleasant in the spring and summer as it is during the busy season now on.

How can this be brought about? Other industries have found the way, which is "cooperation and education." The industry must cooperate to bring about improved conditions in its ranks and to educate producers and consumers as to the full economic food value of its products. This can be brought about through a trade association fully supported and financially financed.

State bankers are beginning to realize the true value of a trade association. Recently one of New York's biggest banks leased a large advertisement carrying the caption "Join our Trade Association." Why should a bank be interested in having business men affiliate themselves with their trade association? The answer is, the purely selfish reason that bankers believe a trade association member is a better credit risk.

Membership in trade associations in many cases has become a mark of respectability. The trade association which has existed for a period of years must have on its roster of members all the leaders of an industry. Leadership today can never be presupposed; the carrying on of business according to an ethical standard, the production of a high-grade product or the rendition of a service according to the best standards.

The manufacturer affiliated with such an association must

have some of the ideas and carry on his business on a plane somewhere near the best standards set for his industry. Hence he must be a better credit risk, and for that reason the bankers of the country strongly endorse trade associations and highly recommend membership therein to individuals and firms in that line who seek the financial support which every business must constantly receive from its bankers.

The bankers of the country rightfully believe that membership in a trade association promotes acquaintance and results in a wider knowledge of conditions confronting the trade in every section of the country. This should result in more equitable prices and steady production.

The music of humming presses in a year-round time would be assured if two contemplated activities of the macaroni industry were given the support that they deserve. One is aimed at the education of the macaroni presser and the other the enlightenment of the consumer.

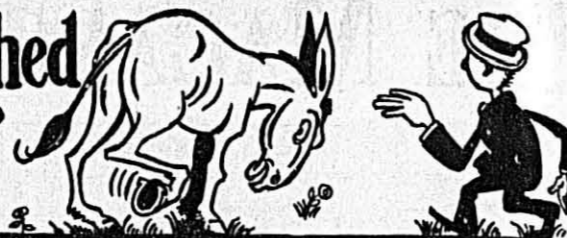
The Educational Bureau of the National Association has been functioning for some time but never gets its back up. It should become a very limited financial support. It seems quite natural for people to step out of line to do generally especially when there is competitive pressure. Let us then consider equipment, better labels, more intelligent prices, and other products of a higher quality than those previously obtained. A higher standard of a class standard and a higher quality product is essential.

Newspapers show the news of greater public interest in the food and health of macaroni products. We are not sure on the exact way in which this can best be done, but we are generally agreed that this should be done as an industry rather than as individuals. The experience gained in the establishment of a public school is a valuable suggestion. Some of the favorable public sentiment for our product.

From the bankers' viewpoint the association member who honestly supports the Educational Bureau in New York and who joins wholeheartedly with competitors in promoting the public's appreciation of his product is the best credit risk that they prefer to finance.

As we all take the advice of bankers with regard to our financial affairs this general advice of the banking interests to our industry with reference to the value of membership in our trade association might well be heeded. Here is your opportunity to better your credit standing by joining your Trade Association.

Well Approached is Half Collected



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

Collection Letter Number Seven PATIENCE REWARDED

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

October 10, 1928

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

My Dear Mr. Buyer:

We have just experienced the fine glow of warmth that comes when you hear from an old friend after a long silence.

Your letter of October 8, with your check for \$60.00, is the best news we have had for a long time. They say no news is good news, but not for us. We like to hear from our customers.

There remains a balance of \$60.00 outstanding against you. If you cannot pay it all at once, pay all you can. Even if you have to split the amount into two more payments, we shall not complain.

Remember no news is bad news in our business. Please let us know exactly what we may expect.

Sincerely yours,

S. MacNoodle.

SMN/J

Directors in an Important Conference

An important conference of the Directors of the National Macaroni Manufacturers association was held in the Wilbur Penn hotel, Pittsburgh, Pa., Monday, September 24. Many topics of general and special interest were considered and the action taken will prove beneficial to association members and the industry at large.

President Frank J. Tharinger presided at the first meeting since his election. Past president Henry Mueller was in attendance as adviser. Among the directors and other officers who answered roll call were: G. G. Hoskins of Libertyville, Ill., G. Guerrisi of Lebanon, Pa., G. LaMarca of Boston, Mass., L. E. Cuneo of Connelville, Pa., B. R. Jacobs of Washington, D. C., and Secretary-Treasurer J. J. Donna. During the meeting members of western Pennsylvania were represented by Salvatore Viviano of S. Viviano Macaroni Manufacturing company of Carnegie, Pa., G. Teysier, president, and Jas. L. Cowen, superintendent of the Italo-French Produce company, Pittsburgh, as guests and advisers.

Among the subjects discussed and actions taken were the following:

(1) Association finances. The Secretary-Treasurer reported on the financial status of the organization which is sufficient only to cover the very ordinary services but which will not permit any special activity, however urgent. President Tharinger reported that the bond of the secretary-treasurer had been placed with the Maryland Fidelity & Deposit company.

(2) Chairman G. G. Hoskins of the Cost Accounting Committee reported a factual survey of the cost accounting systems in the industry being made through Wolf & Company and stressed the need of the general cooperation of manufacturers toward a complete survey.

(3) The appointment of the Special Association Committees will be completed for submittal at a subsequent meeting to be held in October.

(4) Much thought was given to the general tendency in railroad circles to raise freight rates on commodities, especially on those where little or no opposition arises. The secretary was instructed to call the industry's attention to this tendency and to warn all manufacturers to be on the lookout for contemplated raises in macaroni freight rates and to report these instantly to the association headquarters.

(5) Action on the proposed uniform contracts for the purchase of eggs and

semolina was delayed pending legal advice thereon. The draft submitted was to be amended so as to state that the National Macaroni Manufacturers association would assume no legal liability for the validity of this or any other uniform contract that might be recommended. The egg purchasing contract was adopted with the above amendment and several deductions; the semolina purchasing contract was referred to Dr. Jacobs for redrafting.

(6) Macaroni Trade Practices. It was generally agreed that time had brought about changes in conditions that would warrant a change in attitude toward trade practices considered unfair during the postwar years. Recently the Federal Trade Commission had circularized the industry asking a reaffirmation of the stand taken at a Trade Practice Conference in 1920. The directors approved the sections condemning the use of false and misleading labels and of subsidizing jobber salesmen. It considered as unsound the slack filled package ruling because a reasonable tolerance would be a popular benefit. The minimum weight packages were considered impractical and free deals were not deserving of the fullest condemnation if practised within reason. President Tharinger and Dr. Jacobs were authorized to see the Federal Trade Commission in Washington the following day and to report to the directors during the Grocery Trade Practice Conference to be held in Chicago October 24.

(7) The National Association accepted the invitation of the Federal Trade Commission to represent the macaroni industry at the Grocery Trade Practice Conference October 24.

(8) After studying the resume of the used bag questionnaire recently submitted to the industry, the directors voted to take no further action and to approve of the stand taken at the hearing by Director Hoskins and Secretary Donna in September.

(9) The proposed raise in the tariff on eggs was studied without action. The farmers of the country have requested an increase in the present import duty on dried eggs from 18 to 22c a lb.

(10) The recent ruling of the United States Department of Agriculture on definitions and standards for farina and semolina was reviewed and it was voted to recommend a change in the definition that "Farina" be synonymous with "Purified Middlings."

(11) On the referendum on agriculture submitted by the U. S. Chamber of

Commerce the board voted "Yes" on all questions.

(12) The work of the Educational Bureau was considered indispensable and after paying off the deficit of over \$3800 in this department, plans were laid for raising \$10,000 through volunteer subscription for a continuation of this important activity. As a nucleus for this fund \$3500 was pledged during the session.

(13) The schedule of macaroni advertising as carried on through a special fund created last fall was reviewed and approved. Action on the proposed advertising fund based on a per bbl. basis and collected at the source was referred for special consideration at the next meeting of the directors. Henry Mueller was made chairman of the Advertising Committee in place of C. S. Foulds, who had resigned shortly after the convention.

(14) The matter of the time and place of the 1929 convention was to be referred to the directors through a referendum whereby all were to be given a chance to designate their choice.

Though plans have not been completed, a meeting of the directors and of the association members who attend the annual convention of the American Grocery Specialties Manufacturers association will be held in Chicago probably October 23.

SUCH A LIFE!

Food, like clothing or women's hair, must undergo constant changes to keep up with fashion's requirements. Gone are the days of "grandma's daily banquet" that required hours of sweaty toil in preparation. "Pickup meals" are now in fashion.

Even homes are not what they used to be. When a realtor tried to sell a modern flapper a home, here is what she said:

"A home?"

"What do I need with a home?"

"I was born in a hospital, I was educated in a college, courted in an automobile and married in a church; I live out of a delicatessen and paper bags; I spend my mornings on the golf course, my afternoons at the bridge table, and my evenings at the movie, and when I die I am going to be buried from the undertaker's. All I need is a garage!"

Few men will admit being wrong as long as there is a chance to make others believe they are right.

Introducing M. A. Caroni and S. Paghetti

By Elizabeth Barclay

Some of the very best foods on the market today are not being used by thousands of housewives as often as they should be. In fact housewives actually need an introduction to some of these delicacies like M. A. Caroni and his friend, S. Paghetti—or as they are commonly called, macaroni and spaghetti.

The great great grandparents of these foods were Europeans, born largely in the homes of men and women who "made their own." The present day macaroni and spaghetti in sanitary packages, however, are usually American born, or American made if you wish—pure, tasty and healthful.

I have just been through a modern factory in central New York, and know whereof I speak. There, spaghetti and macaroni are made from semolina, which is nothing more or less than the heart of the hardest durum wheat. Water is added. That is all. The mass is kneaded and molded, then forced through a die into long golden strands. Then it is packed, shipped—and there you are.

Not one housewife out of a thousand perhaps, knows that the macaroni she purchased in an oblong package is nothing but kneaded and cooked wheat and water. If she did she would have a greater appreciation of the food value of these delicacies, for she does know that wheat is a real food.

Either spaghetti or macaroni may be made up into a dish that will take the place of meat, and will furnish a large number of calories to those who eat. When hot weather is here, a light dish is often desired. Even though hubby insists on meat you can cut down the amount and furnish a macaroni or spaghetti dish in place of the balance.

This food is inexpensive and blends so well with other foods that with little trouble a perfectly balanced dish may be concocted. Add to macaroni a sauce of tomatoes and vegetables and plenty of grated cheese and you have in one dish all the food elements your family needs.

Another thing about this food is that it is actually often better "warmed over" than when first served. This does not mean that it is to be slapped on the table for a second time. By no means! The appearance of a food means a great deal. But if heated in a smaller baking dish than the one first

used, and served attractively, it will appeal.

Prepared spaghetti all ready to serve may now be purchased. It comes in mighty handy for a meal when time is limited or unexpected company pops in.

In this article, however, I am limiting my recipes to those calling for macaroni or spaghetti as it comes in dried packaged form.

No matter how macaroni is to be served it must almost invariably be boiled as a preliminary to adding the various sauces and flavorings which help to make it savory.

For this preliminary boiling have ready a large saucepan containing plenty of fast boiling water, salted in the proportion of a teaspoonful of salt to a quart of water. Weigh, or measure as much macaroni as will be needed for the dish to be prepared, and without breaking the sticks, lower them gently into the boiling water. They will quickly soften and become pliable so that the whole length may be lowered into the saucepan. For some dishes it is essential to have as long pieces as possible and this is the best way to proceed so as to attain the desired result.

Let the macaroni boil continuously, and do not cover the saucepan while it is cooking. The macaroni should swell to double its original size, from twenty to thirty minutes being required for this preliminary cooking. As soon as tender, drain thoroughly and use as desired, saving the water in which the cooking was done as this makes a valuable addition to the stock pot or soup kettle.

Macaroni and Cheese

6 oz. macaroni
3 tablespoonfuls butter
3 tablespoonfuls flour
1½ cupfuls milk
¼ teaspoonful pepper
½ teaspoonful salt
½ cupful grated cheese

Cook the macaroni until tender in boiling salted water, drain and cut into convenient sized pieces. Melt the butter, add the flour and blend the two together until smooth; add the milk gradually and stir constantly until the mixture boils.

Add the salt and pepper, cook for 3 minutes then stir in the cheese and macaroni. Serve plain, or if desired, turn into an oiled baking dish, sprinkle with additional grated cheese and bake in a moderately hot oven 350 to 375

degrees until golden brown. Serve in the dish in which it is cooked. (This may also be prepared in individual ramekins.)

To make an even more savory dish with added food value, lay strips of bacon over the top of the macaroni and cheese a few minutes before the baking is complete.

Here is the way to serve some of your leftover spaghetti so that it will give a new thrill to the family:

Escalloped Baked Beans, Spaghetti and Tomatoes

1 can baked beans
2 cupfuls leftover cooked spaghetti
1½ cupfuls stewed tomatoes
1/3 teaspoonful salt
¼ teaspoonful pepper
Brown bread crumbs

Put a thin layer of spaghetti into a baking dish, next a layer of beans, then more spaghetti and so on until all have been used. Heat the tomato, add the seasonings (if convenient add a little minced green pepper or pimento) and pour this heated sauce over the beans and spaghetti. Cover thickly with bread crumbs which have been browned in leftover bacon fat, bake 15 minutes in a moderate oven, 350 degrees F. and serve with an accompaniment of grated cheese.

Few people think of salads in terms of macaroni, yet here is one that once tried will be repeated time after time:

Macaroni Salad

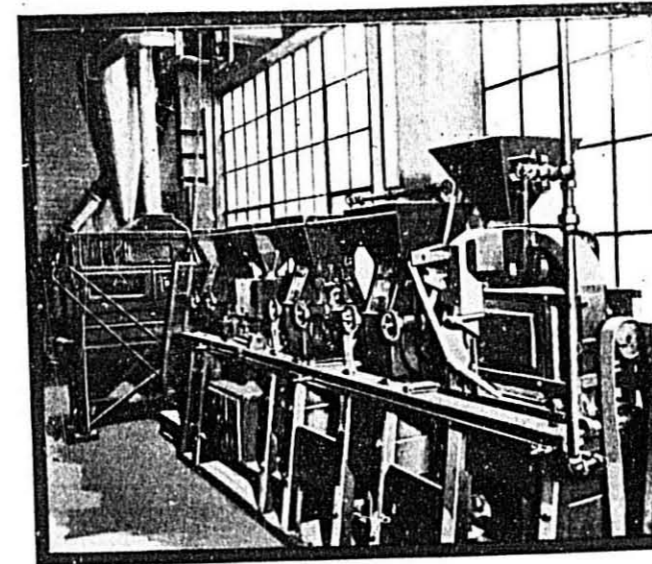
1½ cupfuls macaroni broken in pieces
2/3 teaspoonful salt
¼ teaspoonful pepper
1 cupful diced celery
1 tablespoonful Oscar's Sauce
1 sweet pepper (optional)
¼ cupful sliced stuffed olives
1 cupful mayonnaise dressing
3 tablespoonfuls chili sauce
Lettuce or watercress

Cook the macaroni until tender, drain and cool it. Add the salt, pepper, celery, sweet pepper if used, and the stuffed olives.

Add the chili sauce and Oscar's sauce to the mayonnaise, beat them until thoroughly blended, add half of this dressing to the salad ingredients and serve the salad on a bed of watercress or lettuce, pouring the remaining dressing over the top.

Macaroni and spaghetti blend well with cheese, oysters, fish, tomatoes, ham, mushrooms and olives. Realizing their real food value, any deft housewife will gradually learn how to compose at least a dozen tasty dishes in which either one or the other is used as a base.

Yes! M. A. Caroni and S. Paghetti are well worth meeting and cultivating.



Our testing unit includes a miniature mill; a macaroni mixer, kneader and press; drying chambers and cooking equipment. Through the daily operation of this miniature but complete testing plant we secure definite facts that enable us to constantly improve the quality and uniformity of Gold Medal "Tested" Semolinas.

Here is a corner of our miniature "semolina-mill" where the wheat for Gold Medal Semolinas is

Thoroughly tested for your protection

FOR years our aim in the making of Gold Medal Semolinas has been to improve the quality and uniformity of these products.

In line with this policy, we have designed and set up a small but complete miniature mill and macaroni-making unit. By these means we secure the facts we must have about every shipment of durum wheat received, in addition to those facts we obtain by chemical analysis.

Following our chemical analysis of a sample of wheat from each shipment, about five or six pounds of semolina is then ground in our experimental mill. This semolina is then run through the macaroni-manufacturing process, to test and develop the character of the gluten necessary for the production of good macaroni, and to discover any defects

in the wheat as to color, or as to the presence of foreign seed and ergot which produce an excess of black spots.

These and other physical tests enable us to select only that wheat which comes up to the exceptionally high standards we have set to be made into Gold Medal "Tested" Semolinas.

The success that manufacturers of macaroni products have experienced with Gold Medal "Tested" Semolinas assured us that our painstaking care in their production has been well worth our while and thoroughly appreciated by those who use our semolinas.

Gold Medal "Tested" Semolinas are guaranteed. We stand ready to return your full purchase price if any sack does not prove satisfactory in every way.

GOLD MEDAL

WASHBURN CROSBY COMPANY
General Offices: Minneapolis, Minnesota
Millers of Gold Medal "Kitchen-tested" Flour



"Tested"
SEMOLINAS

"I Will If He Does" and "I Won't If He Doesn't"

By WILLIAM MATTHEWS,
of the Proctor & Collier Company

In a small industry like the macaroni manufacturing business any effort toward cooperative activity is apt to arouse a comparative attitude of mind, support being given on the basis of approval or disapproval of competitors. Our firm has had considerable experience in organizing cooperative efforts of various kinds and it is our conclusion that a special plan must be devised to meet the peculiar conditions existing in various trades whose business we aim to develop.

With respect to the popular cooperative advertising efforts of trade associations, this activity can be said to be no longer in the experimental stage. It has proven itself time and time again though certain fundamentals must govern. Among them may be mentioned careful and intelligent management, ample finances and ample time for results.

In the Macaroni Manufacturing Industry with a small membership in its national association the problem is one of selling each individual the big idea that if so much money per year for 4 years is to be raised, his portion is \$500 or \$5000 per year for 4 years, or whatever sum it may be. Oftentimes an outsider is able to sell the idea when an officer of the association who has too close a perspective of the whole proposition fails. From a study of your organization and industry:

"I should say there are 2 practical ways for raising your fund. One, based on percentage of sales has its drawbacks and weaknesses, and mistakes are often made. It may happen that your members may not want to make known this sales information. This objection, however, can be overcome but not satisfactorily to all concerned.

"The other and better method is, assuming you are to establish a fund of \$200,000 per year for 4 years or \$800,000 total; would it be asking too much for each of 70 manufacturers to subscribe \$55 per week, one half the salary of one good man, who could not begin to produce what the campaign itself will produce in actual profits, not to mention his other expenses? Would it not be cheaper to employ an agency of this kind to produce added volume and profits? That the campaign will produce this result, if properly carried out, has been

proved many times over. Is it not worth a fair trial, say for 3 or 4 years, especially if it has a tendency to reduce other advertising items?

"Naturally all subscriptions would not be equal, for you could not expect the smallest manufacturer to subscribe as much as the largest manufacturer. But all would benefit in proportion to their ability to obtain business. This is your selling problem and I believe it can be worked out.

"The Greeting Card Manufacturers association started group advertising some years ago, obtaining the first general fund by voluntary subscriptions of \$35,000 per year. Its first efforts proved satisfactory and showed possibilities and each succeeding year showed a rather generous increase in voluntary subscriptions. The association now employs a fund of approximately \$150,000 per year which seems sufficient for the work for the total volume has increased from 10 million in round figures to 55 millions of dollars in 1926.

"I refer to this merely to point out that because of the huge success of this undertaking each individual member has been able to, and does, practically dispense with other forms of advertising. The fruits of collective advertising have been secured in proportion, by each individual in more than satisfactory volume.

"Some time ago the coffee industry of this country spent \$250,000 per year for 3 years to undo the damage wrought by C. W. Post in his advertising campaign. Consumption of coffee increased 399 million pounds annually, or for each 25c there was an additional 399 lbs. of coffee sold.

"Your problem, like that of the coffee manufacturers, is not a matter of creating a new market. The people like macaroni but simply do not eat it often enough. Your association members are not sold sufficiently on the idea of collective advertising. Like the Greeting Card association of 45 members, your association with a small membership to deal with, properly sold on the benefits of such a campaign, under proper management, should be induced to subscribe in equitable proportion an amount sufficient to 'put over' your message to the public with every degree of success.

"Your campaign should enable subscribing members to:

- (a) Better regulate distribution
- (b) Expand the sales season
- (c) Develop better selling methods
- (d) Develop unity in association activities
- (e) Correct bad trade practices (if any)
- (f) Teach the public additional uses for the product
- (g) Greatly increase consumption
- (h) Obtain larger net profits because of greater stimulated demand
- (i) Enjoy better cooperation between the manufacturer, wholesaler and retailer to stimulate sales
- (j) And enable the individual manufacturer to reduce his other advertising expenses."

With the foregoing results almost certain if a campaign is properly financed and directed, \$200,000 per year divided among the leading manufacturers and allied trades would be a very low cost. At this time I know of no industry that promises such opportunities for development through proper cooperative advertising as the macaroni manufacturing business. To delay seriously affects almost certain profits; to refuse to support such a cooperative campaign is almost business suicide.

WE HAVE SOME

"There is a certain politician in our town," remarked Ben Billings, "who has been straddling the fence for so long, he's as bow legged as an English bulldog with the ague."

Cornmeal Macaroni

A large portion of the 301,592 bags (98 lbs. net) of corn meal sold by the American mills to Porto Rico for the fiscal year ending June 30, 1928, found its way into the small factories of the local manufacturers of macaroni, spaghetti and soup pastes, according to the report of Rolland Welch, secretary to the trade commissioner of that island. The corn meal required for this purpose is made from white corn and must be finely ground to permit blending with wheat flour. The balance of the corn meal exported to Porto Rico is used by the poorer families of the island in the form of corn bread and other popular household foods. Corn meal which has been kiln dried or degerminated and bolted or sifted is preferred because experience teaches that such corn meal is less liable to fermentation and infestation.

RELIABILITY



CERTAINLY: For over Twenty-five Years the Discriminating Macaroni Manufacturers in this country have relied on Maldari's Dies, because of quality, workmanship and strength of our guarantee.

Maldari's Insuperable Dies are used in the Leading Plants of the Macaroni World.



F. MALDARI & BROS., Inc.

178-180 Grand St., New York City

America's leading Macaroni Die Makers for over twenty-five years

SEND FOR OUR ILLUSTRATED CATALOGUE. YOURS FOR THE ASKING

Macaroni Play Toys

Macaroni products were for many years considered the food of a class rather than that of the masses as it is now very generally recognized. So much has been said and so much more can be told about the food value of this product that little attention has been given to other uses to which it may be put.

Have you ever thought of macaroni, spaghetti or noodles as a plaything for children? The idea of using it for this purpose is probably traceable to an award for originality at an art exhibition during which the prize went to a statue of Diana and her hounds made from pieces of spaghetti glued together. This creation did not revolutionize sculpture but it suggests a way of entertaining the children on indoor days.

The restlessness of rainy days that drive children to smashing their toys and drawing pictures on the wall paper is best combated by providing something constructive to do. Macaroni or spaghetti and glue can be fashioned into a variety of human and animal figures and other objects—even chairs and log cabins can be made.

Before starting operations it is wise to provide a square of oilcloth, a number

of newspapers or a table not too dearly cherished, to prevent damage to floor, furniture and adult tempers. Any sort of macaroni or spaghetti may



Courtesy of the Minneapolis Star.
The Fischer children at play at home in Minneapolis, daughters of Mr. and Mrs. A. J. Fischer.

be used but elbow macaroni is the most fun to work with because its curved shape suggests fantastically wobbly limbs,

arched backs and perky tails. There is a new kind of macaroni resembling a rosette or cauliflower ear that can be used in making animal ears, French poodles or bushy headed savages.

The spaghetti or macaroni is broken into the proper lengths and then glued

together. Glue is better to use than paste because it dries more quickly and adheres longer. The spaghetti or macaroni can easily be tinted with colored crayons, allowing the young artists to create, among other things, animals whose colorings are not restrained to the hues of nature. The tinting should be done before the glue is applied to prevent smearing and the breaking of fragile parts.

For bulky bodies glue several lengths of spaghetti or macaroni together, either in long pieces laid parallel to the supposed spine, or in short pieces laid horizontally. Always give the glue time to dry before adding a new part.

Dolls may be clothed in tissue paper glued firmly to dry dough torsos. Faces may be drawn on noodles or pieces of cardboard and glued to spaghetti necks.

It is not necessary to buy all the different varieties of spaghetti, macaroni and noodles manufactured to enjoy this pastime. A 15 cent package of just one kind holds possibilities for numerous creations that probably will not resemble anything that ever lived or was ever held by the living but which will keep children amused for many a half hour.



Courtesy of the Minneapolis Star.
Mrs. A. J. Fischer and Children
Marion Hazel and Mildred Aline, Minneapolis, Minn.

Whenever you tell someone to remind you of something, you're sure to remember yourself.

A Strong Dependable Durum Semolina for Macaroni Manufacturers who Realize that Quality is the Surest and Most Permanent Foundation on which to Build a Bigger and Better Business

Use



There Is No Substitute For Durum Semolina

KING MIDAS MILL COMPANY
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD SEMOLINA

No. 3 SEMOLINA

Let Seller Profit Is New Buying Idea

By W. L. CHANDLER,
Secretary-Treasurer National Association of Purchasing Agents

A growing realization that a transaction to be economically sound must be profitable to the seller as well as the buyer is a feature of the scrutiny that is being given to prevailing buying practices. This was demonstrated lately when a leading automobile concern was reported to have given instructions to its buying departments that they must cease their "hard buying" methods and be willing to pay a price that is fair to the manufacturer as well as to themselves.

The action reported on the part of the automobile concern is undoubtedly representative of the new attitude that is being adopted by buyers in many lines. And there is no question in my mind but that within reason it is sound policy. It represents the application of the belief that buying right means buying from the standpoints of a fair price, good quality and proper service.

Good Will Important

It is a reflection of the fact that in the long run it is poor business to be a party to a transaction where either side is going to lose money. Losses on an individual transaction may not be large but in the aggregate they constitute a definite and serious drain for the seller. Experienced buyers know that the good will of the vendor is an important factor and that it cannot be had unless a legitimate profit is allowed.

I have in mind another instance that is typical of the buying attitude that is developing. The vice president and purchasing agent of a large public utility corporation asked for bids on a printing job from several firms. The lowest bid was a little more than \$14 a thousand, while the highest was \$106 a thousand. The executive placed his order with the firm which made a bid of \$60 a thousand. Investigation convinced him that this was an honest price which would insure a decent job and afford a legitimate profit for the printer as well.

There are, however, many other angles to the buying of merchandise that need to be considered in this general question. It is obvious that if buying were to be confined to paying the "first price" offered there would be no need of a purchasing agent. It may be said that the purchasing agent has not devoted enough consideration to the problem of the seller,

apparently in the belief that the latter is well able to take care of himself.

The purchasing agent is an officer of the corporation and as such he views a purchase from general market conditions rather than as a single transaction. He has to watch the market to be sure he is not overpaying and that concerns which compete with his own are not able to buy more cheaply. He naturally is trying to get a little better quality at a price which is a little lower. And his success in this endeavor plays a large part in the success of the entire corporation.

Inside Information Necessary

The buyer frequently has no reliable or entirely accurate information as to what the bottom price on certain merchandise in which he is interested is. Accordingly in dealing with certain types of salesmen the job of the purchasing agent is to smoke out the "confidential stuff." In every purchase, as I have said, he is guided by the relation of the price he is asked to pay to that paid or likely to be paid by his competitor.

A consideration that some salesmen frequently overlook may be mentioned here. If a manufacturer finds himself with a big inventory and is

forced to make concessions to get out, no buyer is going to pay more than the prevailing market conditions warrant. The manufacturer, for example, may be loaded up with pig iron, and if the market in pig iron drops he cannot expect special consideration from those to whom he sells. This manufacturer speculated covering his raw material requirements in advance, and if he did not gauge the action of the market correctly that is his error.

These considerations deal solely with market conditions and do not parallel the seeking of the "last drop of blood" of which sellers can rightly complain. It must be remembered that any vendor supplying material at a financial loss, because of the hard bargain driving tactics pursued by buyers, for his own protection is going to exhaust every means of recouping that loss.

Logically he will try to do it at the expense of the person who occasioned the loss. Many times in such transactions the quality is apt to be shaded, although the manufacturer may stick to the letter of the bargain.

There is every indication of a greater degree of cooperation and understanding between buyers and sellers. In no way can this be better fostered than by the realization that a fair profit for both is essential.

Sympathy is all right in its place but there are times when a kick would be far more effective.

BELL RINGER

"Muchness" of Products vs. "Fewness" of Profits.

By G. LaMarca, Prince Macaroni Mfg. Co., Boston

Just as the Scotch story is a popular diversion, so apparently are stories emphasizing the keenness in business competition that affects adversely the profit statements of most firms. That the fight for business in macaroni circles is a hot one, none will deny; that the margin of profit is steadily declining, many books will show. Based on reports heard in the trade and addresses made in conventions and other conferences, the overcapacity in our industry and its resultant price wars for unprofitable business, I am reminded of a Negro story that particularly applies to the situation existing in the macaroni industry.

An old Negro Mammy I had known for years wanted a job, and I sent her to a newly rich family. She stayed only a week, and when I asked the reason she said:

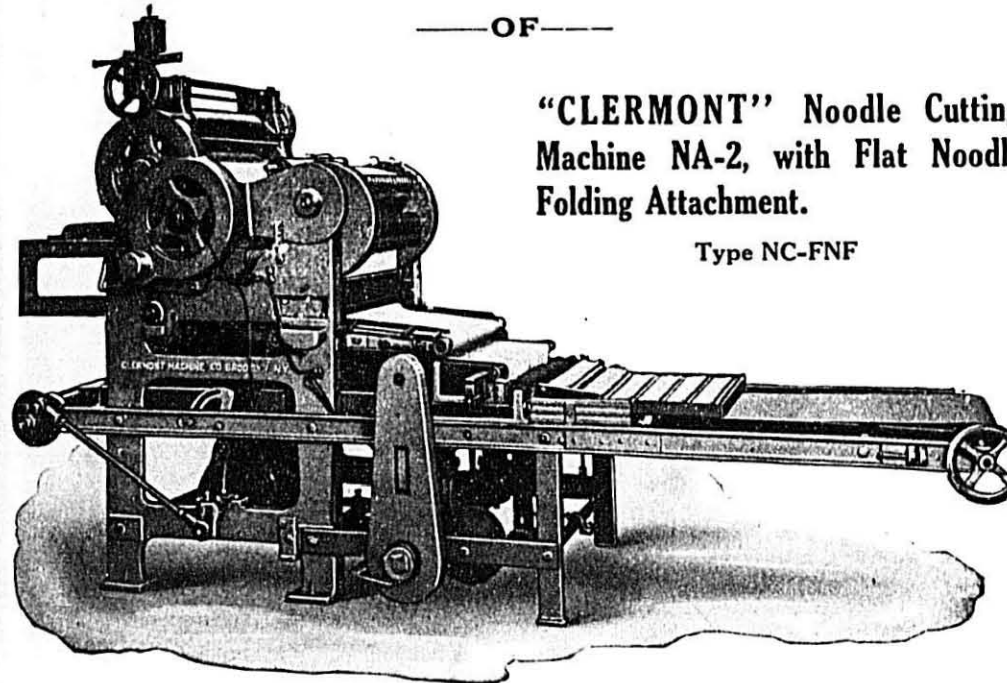
"Well, it wuz a nice house, and de wages wuz good, and de people wuz nice to me, but to tell you the honest-to-gawd truth, they wuz a too-muchness ob de dishes for de fewness of de vittles."

THE LATEST TYPE

— OF —

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

Type NC-FNF

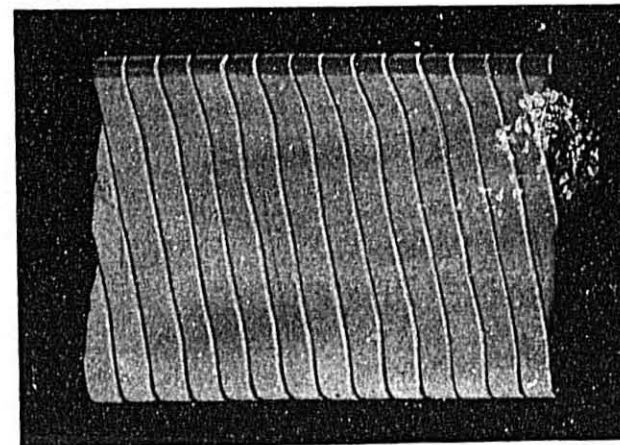


THE MACHINE WHICH PAYS DIVIDENDS

No skilled operator required

No hands touch the product

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The finished product of above machine.

WE ALSO MANUFACTURE:

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Fancy Stamping for Bologna Style
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Write for our descriptive catalogue and detailed information.
Will not obligate you in any manner.

CLERMONT MACHINE CO., Inc.
268-270 Wallabout St. Brooklyn, N. Y.

Food Laws Required to Protect the Public

By **JAMES W. KELLOGG**,
President Association of Dairy, Food and Drug Officials

Foods for centuries have been the prime factor in man's economy and it has been in only comparatively recent times that legislation was thought necessary to regulate the sale of foods which had been sold without any restrictions.

For years the principal foods were largely home produced, the products of the farms and dairies, and their sale and interchange was, in a large measure, local.

Because of the elementary character of those foods, which were principally staple products, there was little opportunity to conceal their character or to attempt to dispose of anything which was unwholesome. The parties entering into the trade were usually known to each other and transactions may be said to have been made on the reputation of the producer.

In more recent times this old condition has changed. As the communities grew in size and as the country as a whole became more thickly populated the demand for foods, varied in character and quality, which could be supplied in large quantities became enormous, resulting in the remarkable food supply system which we have in existence today.

Industrial activities now are such that shipments of foods are required to be made to greater distances, thereby creating a demand for the storage and preservation of foods in a wholesome condition and for the utilization of more complex foods, which may be supplied to the people in the larger populated centers, at greater distances from the source of production, to the end that nourishment may be had at reasonable prices during those periods of the year when production ceases.

This great activity in production and transportation developed better methods for their preparation and also for the utilization of all forms of products, which would supply nutrition for our citizens.

There were those who saw an opportunity to engage in the gainful occupation of putting out foods which were inferior in quality, adulterated or misbranded, in competition with those producers who had built up a business in quality products and which were above

reproach. It, of course, became necessary to prevent such unlawful practices, and, therefore, we arrived at the point where food legislation was demanded in order that the public health might be protected and fraud discouraged.

Long before the national food and drugs law of 1906 was enacted, the states began to adopt food laws until now practically every state has some form of legislation on this subject. No finer help for improving these unsatisfactory conditions has come than from those manufacturers, who, through their trade organizations, have cooperated with the officials to place on the statute books the laws with which to combat the evils referred to.

Our main problems today are not so much concerned with arriving at an understanding with the great majority of food manufacturers who are desirous of putting out quality products and protecting them against unfair competition because they are willing to cooperate in meeting the requirements but with the few who see an opportunity to take advantage by unfair practices. With this latter type of producer the strict and energetic enforcement of the laws is the only means of preventing unlawful sales.

Educational methods of procedure by means of conferences with those who desire to meet the requirements are proper and comparatively easy in correcting irregularities. It does not take long in conference with such persons as officers, managers or plant superintendents to arrive at an understanding and to make necessary corrections in labeling and branding.

It seems to me, too, that it is not proper to permit noncitizens or unnaturalized persons in this country to engage in business and enter into competition with those bona fide citizens who are attempting to be lawabiding. There are many who are in the business of purveying foods of all kinds, who have not become citizens in fact and who are not familiar with the laws and in a number of cases cannot even read the food laws and regulations.

Many of our violations involve this class of people and there certainly ought to be some method adopted by the states which would make it possible to prevent

them from engaging in the production and sale of foods until such a time as assurance can be had that they can be held amenable to the laws and have due regard for the public health.

July Exports of Macaroni

Countries	Pounds	Dollars
United Kingdom	99,935	8,856
Canada	254,636	22,468
B. Honduras	1,143	112
Costa Rica	1,516	102
Guatemala	3,537	317
Honduras	10,410	706
Nicaragua	5,008	267
Panama	59,314	3,440
Salvador	726	91
Mexico	90,076	5,897
Newfoundland and Labrador	3,142	252
Bermudas	700	49
Jamaica	1,969	190
Trinidad and Tobago.....	256	45
Cuba	36,602	2,044
Dominican Republic	49,555	3,101
Haiti, Republic of.....	5,265	356
Virgin Islands of U. S....	735	63
Colombia	2,981	2,728
Ecuador	390	42
B. Guiana	240	22
Peru	120	11
Venezuela	619	96
B. India	1,026	116
B. Malaya	1,450	183
Ceylon	3,011	341
China	8,802	407
Java and Madura.....	2,350	271
Other Netherland		
E. Indies	258	73
Hong Kong	1,521	168
Japan	2,793	419
Kwantung	1,265	158
Philippine Islands	2,715	392
Siam	202	24
Soviet Russia in Asia....	828	123
Australia	170,333	19,832
B. Oceania	48	6
F. Oceania	924	97
N. Zealand	34,420	3,851
Belgian Congo	156	16
B. E. Africa.....	349	31
Union of South Africa..	2,883	310
B. W. Africa.....	353	42
Liberia	104	11
Total	964,666	78,326

Shipments from U. S. to:

Countries	Pounds	Dollars
Hawaii	46,777	4,484
Porto Rico	164,276	10,389

Juliet Macaroni

A NEW PRODUCT

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

348 COMMERCIAL STREET

BOSTON, MASS.



National Soups--Questions and Answers

By Elizabeth Ewing Glenn

1. What is the origin of soup?

It dates back to the earliest wars, when starving peasants eked out a sad and miserable existence. Famine, siege and plagues schooled them to use the poorest part of the animal, to use weeds, flowers and vegetables, which has developed flavors and ingredients characteristic of the different countries.

2. What country takes the lead in soups and what is the most characteristic soup of this nation?

France. *Petite Marmite*, which takes its name from the earthenware pot in which the French peasant serves his soup.

3. What popular soup in England, due to its historical connection with the victory of the English over the French in 1346, has come to be recognized as an English national soup?

The *Cressy soup*, which was served to the English army to celebrate its victory near the town of Cressy in Flanders.

4. What is the national soup of Scotland and Ireland?

Scotch broth, though *cocky-lecky*, another Scotch soup, is one of the oldest known, dating back to the 4th century. Ireland is considered rather unimaginative when it comes to cookery, and the one dish for which it is really well known is *Irish stew*.

5. What soup is known as the national soup of Spain?

The *pepper pot*, which is called Philadelphia pepper pot in this country.

6. What 2 soups represent Germany as a whole?

Germany has many soups, but the two that represent the country as a whole are *lentil soup* and *beer soup*; the latter often contains many fruits. *Noodle soup* is of German or oriental origin and has gained a world wide popularity.

7. What soups are attributed to Norway and Sweden as characteristic of these nations?

Cabbage soup for Norway, and *fish soup* for Sweden.

8. What soup is typical of Russia?

Borscht is the soup of the peasants and the best known.

9. What soup containing bologna, sausage, ham, bacon, many vegetables, rice and cheese is associated with Italy?

Minestrone is the name of this famous national soup.

10. What soup belongs to Greece?

The *Coleva* and *cucumber soup*. *Co-*

leva is sometimes called *All Souls' soup* because it is often placed on the graves of the dead on All Souls' Eve.

11. What is the national soup of China?

The *birds' nest soup*, containing the glutinous nest of cliff swallow, is the national soup of China.

12. What type of soup is considered most typical of America?

Since corn was developed from the maize of the North American Indian, corn is distinctly American, and so our most typical soup is *corn chowder*.

High Cost of Trivial Injuries

Over 13% of all injuries caused by industrial accidents in New York state became infected during the fiscal year ended June 30, 1927, according to report of the New York state department of labor. The cost of infected cases was twice that of noninfected cases, the former averaging \$188 as compared to \$93 for the latter.

Experience shows that a large percentage of infected cases develop from minor injuries which are neglected because of their trivial nature. The serious injury usually receives immediate attention, whereas the slight cut or scratch is forgotten until soreness and infection develop. A few minutes taken in visiting the medical department or individuals in charge of the departmental first aid kit usually remove all possibility of infection. Yet in the accident records of many companies may be found cases in which an employe has died following a slight scratch on the leg by a piece of wire, a small knife cut on the finger or a nail puncture on the foot, which later became infected due to lack of first aid treatment. Medical authorities have proved conclusively that a pin prick is sufficiently large to permit entrance into the system of germs, millions of which are constantly present upon the skin.

Simple Treatment

The treatment that is necessary is extremely simple. In many cases the doctor or first aid room attendant dresses the wound and merely applies iodine or mercurochrome. The difficulty lies, however, in convincing the employe that every injury should be treated regardless of severity, and that aid should be sought voluntarily. As in all other mat-

ters affecting personnel, the management must take the lead and show what it expects of each individual. Many companies are preventing infections by holding departmental supervisors responsible for seeing that first aid treatment is received, even for trivial injuries, by employes under their direction. To encourage employe interest first aid posters, mass meetings addressed by the general manager or superintendent, and bulletin board and house organ publicity are being used with good results.

Moreover industry has demonstrated that if first aid facilities are to be used they must be accessible. The first aid room must be maintained in a clean and orderly condition, with ample light and attractive equipment. If installed in some dingy, remote corner of the plant, employes will seldom visit it.

Research Aids Cost Cut

Compelled to meet strenuous competition in a prolonged buyer's market New England manufacturers, deprived of the advantage which they formerly enjoyed through plentiful water power, are turning in increasing numbers to research as a means of cutting their costs and improving their products.

Machine tool companies, textile weaving organizations, shoe manufacturers, paper mills, small arm makers, paint manufacturers—in fact almost every industry in New England—is taking advantage of applied research to simplify and standardize both their products and their processes of manufacture, frequently with amazing economies.

A brief history of the accomplishments of 28 New England companies through this method is contained in a booklet "The Use of Research in Standardization and Simplification," published by the Policyholders Service Bureau of the Metropolitan Life Insurance company, 1 Madison av., New York city. The brochure contains a part of the compiled data on research in industry gathered during a comprehensive survey of New England industry. It is arranged in 4 sections, each representative of a particular method of attacking the combined problem of simplifying and standardizing manufacturing processes.

Both this pamphlet and the preceding booklet of the series, "The Use of Research in Developing Old Products and Introducing New Ones," may be had free on application to the publisher.

The interest one has to pay on borrowed trouble is usury.

U. S.

Labels-Cartons
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**LET US BE YOUR
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CONSULT OUR TRADE MARK BUREAU
— This Service is Free —

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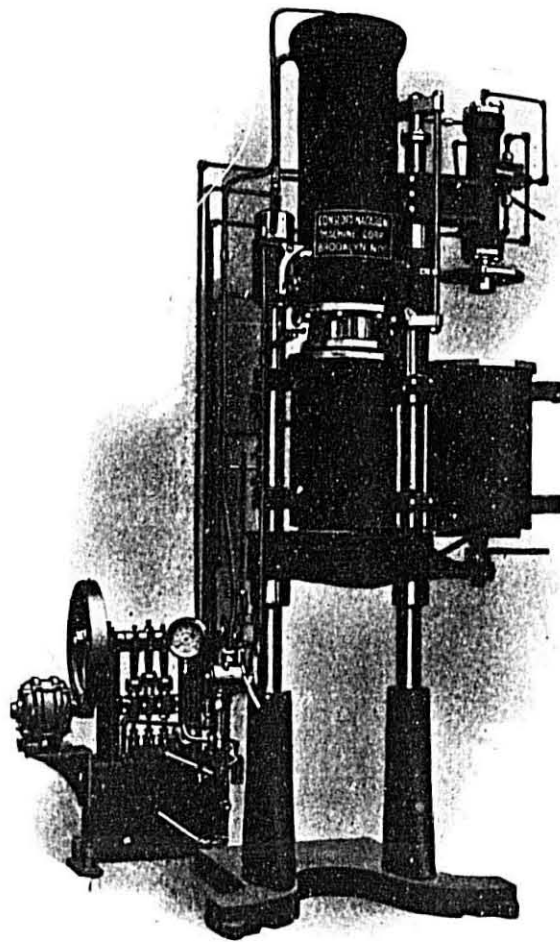
8 Beech St., CINCINNATI
23 N. Third St., BROOKLYN
87 Covington St., BALTIMORE

Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.
I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



16½ inch Vertical Hydraulic Press.

All material is of the best obtainable. No unnecessary weight. This machine weighs 50% less than any press of equal size constructed by any other manufacturer.

AT LAST! The press without a fault.

The machine you must eventually buy to keep abreast of the times.

Simple and economical in operation. Compact, solid construction and long life. No unnecessary parts, but everything essential for the operation of a first class machine.

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

**INCREASE YOUR PRODUCTION.
REDUCE YOUR LABOR AND
WASTE.**

The machine shown herewith is our 16½ inch diameter press with a capacity of 350 pounds. We have furnished several of these machines to one of the largest manufacturers in the United States.

A repeat order proves the satisfaction and efficiency of this machine.

This machine is constructed on the same general plan as our other machines, incorporating therein such modifications as are necessary in a machine of this size.

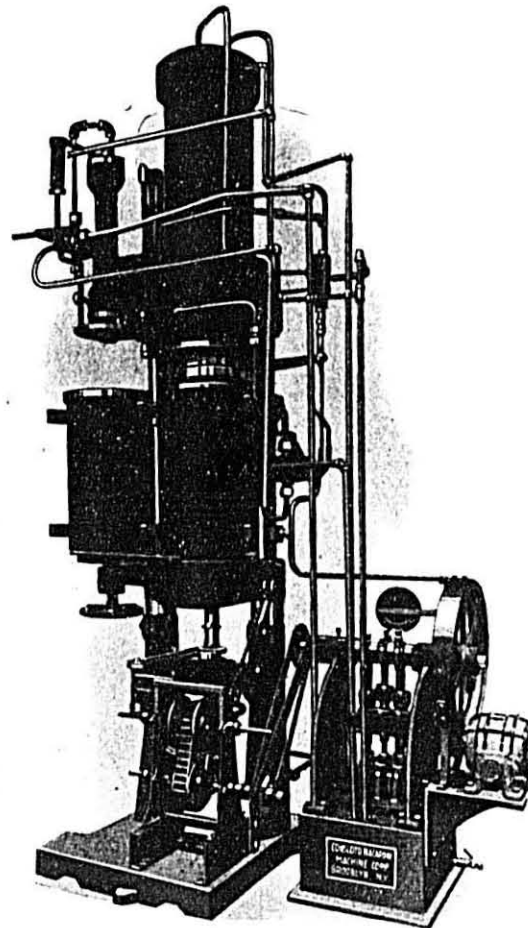
156-166 Sixth Street **BROOKLYN, N. Y., U.S.A.** 159-171 Seventh Street
Address all communications to 156 Sixth Street

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Vertical Hydraulic Cutting Press. 12½ and 13½ inch diameter.

Only one die is used for both cylinders, as this machine is of the stationary die type, and the die need not be touched until a change in the quality of the paste is desired.

Specialists in everything pertaining to the Macaroni Industry.

Complete Plants Installed. Let us show you how to put your plant on a paying basis.

We Do Not Build All the Macaroni Machinery, But We Build the Best.

The machine shown herewith has been specially designed for those desiring a large daily production of short pastes, but who have a limited amount of space.

Instead of horizontal, this press is vertical, but will give a production equal to our horizontal press.

In order to facilitate the adjustment of the lengths of the various pastes, this machine is equipped with a Reeves Variable Speed Transmission.

This allows the paste to be cut to any desired length with only one change on the drive pulleys.

The general construction is similar to our other machines: four plunger pump, hydraulic packer, simplified controls, etc.

All cylinders are of steel and the main or pressure cylinder is bronze lined.

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

Macaroni Products Industry Continues to Grow

The macaroni products industry of the United States is becoming an increasingly large user of durum wheat, according to the United States Department of Agriculture. About 15 million bus. of the 1927 crop of durum wheat were ground into semolina and durum flour in the United States. It appears that last year's grindings into semolina and durum wheat flour are the largest that have ever occurred.

The rapid growth of our macaroni products industry the past 15 years is indicated by our foreign trade in macaroni, spaghetti, vermicelli and similar preparations. Prior to the war the United States was a large importer; net imports for the 5-year period, July 1, 1900 to June 30, 1914, averaging well over 113 million lbs. yearly, and being over 100 million lbs. in each of the 5 crop years. With the coming of the war the foreign supply of these products was almost completely cut off and the United States began to develop its

own macaroni products or alimentary paste industry.

Since 1921 the United States has been a consistent exporter. For the year ended June 30, 1928, net exports of macaroni and similar preparations amounted to almost 5.5 million lbs., and for the 5-year period ended on that date they averaged 3.5 million lbs. Not only that, but considerable amounts of our domestic grindings of semolina and durum wheat flour are also exported.

The following table gives statistics as compiled from the reports of the United States Department of Commerce on the grinding of durum wheat, and the net amount of semolina and durum flour available for consumption in the United States. These figures do not include the entire durum wheat grindings of the industry, but represent the grindings of 10 mills which grind practically all of the durum wheat made into semolina.

Production and consumption of durum products in the United States:

Year ended June 30	Durum wheat ground Bushels	Available for consumption (Production less exp'ts)			
		Production		Flour	
		Semolina Barrels	Flour Barrels	Semolina Barrels	Flour Barrels
1925	11,263,112	1,803,480	734,992	1,557,363	352,236
1926	14,214,994	2,187,053	966,425	2,007,247	602,878
1927	12,082,205	2,033,668	673,946	1,867,386	352,759
1928	14,613,827	2,317,327	763,585	2,174,560	515,484

From this it appears that during the 4 years there has been an upward trend in the use of the raw materials for the manufacture of macaroni production and hence in the output of the

Production of Macaroni Products

By U. S. Department of Commerce (Barrels)

Year	Durum wheat Ground (bu.)	Semolina Produced	Flour Produced	Exported		Available for consumption	
				Semolina	Flour	Semolina	Flour
1924							
Jan.-June	5,451,715	821,503	341,636	57,873	147,568	763,830	194,068
July-Dec.	6,594,830	1,062,410	416,073	107,198	231,189	895,212	184,884
1925							
Jan.-June	4,668,282	741,070	318,919	78,919	151,351	662,151	167,352
July-Dec.	7,373,556	1,136,180	495,741	116,851	200,596	1,019,329	295,145
1926							
Jan.-June	6,841,438	1,050,873	470,684	62,955	162,951	987,918	307,733
July-Dec.	7,009,579	1,165,192	414,664	94,951	180,004	1,070,241	234,660
1927							
Jan.-June	5,072,626	868,476	259,282	71,331	141,183	797,145	118,099
July-Dec.	7,809,023	1,280,142	409,613	99,904	104,626	1,180,248	304,980
1928							
Jan.-June	6,804,804	1,037,175	353,972	42,863	143,468	994,312	210,504

August Business Conditions

Manufacturing production in August, after allowances for the usual seasonal variations, was greater than in August 1927. Pig iron production

was larger than in either the previous month or the corresponding month of last year, making no allowances for differences in working time or seasonal conditions. The production of steel ingots was also greater than in either period. Automobile production

was larger than in any other month on record, both passenger cars and trucks showing the same condition.

The consumption of cotton by textile mills showed a substantial gain over the previous month but was smaller than a year ago. Wool consumption was also larger than in July but smaller than in August 1927.

Bituminous coal output was greater than in July but showed a slight decline from August of last year. Copper production showed gains over both the previous month and the corresponding month of 1927. The output of cement was likewise greater than in either prior comparative period.

New awards for building construction, measured in floor space, showed a decline from the previous month but were considerably larger than in August of last year. Carloadings, although greater than in July, were somewhat smaller than a year ago.

Wholesale trade, after adjustment for seasonal conditions, was greater than in July. Sales by department stores and mail order houses showed gains over both the previous month and August of last year. Sales by 10-cent chain stores were larger than a year ago. Prices paid to producers of farm products averaged lower than in the previous month but were higher than a year ago.

Wholesale prices averaged higher than in either the previous month or August of last year. Retail food prices were higher than in either the previous month or the corresponding period of 1927. The general index of factory employment was higher in August than in the previous month but was somewhat lower than in August of last year.

Interest rates, both on commercial paper and call loans, averaged higher than in either the previous month or the same month of last year. Loans and discounts of Federal reserve member banks at the end of the month showed a recession from the previous month but were larger than a year ago. The Federal reserve ratio was higher at the end of August than at the end of July but was lower than a year ago. Prices for stocks, both railroad and industrial, averaged higher than in either the previous month or the same month of last year. Prices for bonds, reflecting higher interest rates, averaged lower than in either the previous month or the same month a year earlier. Defaulted liabilities of failing business firms were larger than a year ago.

APPRECIATION and PLEDGE

We wish to thank Semolina buyers for the very large business which was placed with us in September. It was a tribute for which we feel a very strong sense of obligation to prove again that your confidence has been well placed. The volume of Commander Semolina used grows steadily, the number of our customers grows and we naturally want this to continue.

Our purpose will be to provide a Semolina, when we fill your order, that will more than meet your anticipations.

Thank you

W. E. Rusdall

Manager Durum Dept.

COMMANDER MILLING CO.

Minneapolis

Minnesota

"Dough in Dough"

HOT DIGGETY! Listen:

Macaroni, zitoni, spaghetti, capellini, linguine, fusilli!

Si, si! (I'm not through yet!)

Oi, oi—fidelini, mostaccioli (try this as you eat your grapefruit), farfalloni, orzo, ditali. And that isn't half of it—dio mio, perciatelli! Whoo!

I got this way in the macaroni factory of Kurtz Brothers, at 1021 S. 9 st.

The street was swarming with people, so at first I didn't see any macaroni. Then I found the right house number; boxes were piled to the ceiling, a strange luscious odor filled the place.

I sniffed. "Do you put onions in the macaroni?" I asked Sydney Kurtz.

He shook his head. "No; you see we are importers, too. The macaroni factory is in the rear."

Back we went, between high walls of boxes with queer foreign labels on them.

Globs and globs of macaroni hung from long poles on a frame; it looked just like long white shoe laces. I felt it; it was dough, still soft.

"See these bags?" and Mr. Kurtz pointed. "They contain meal, very finely milled, about like cream of wheat. It is mixed with an equal amount of water, that's all there is to it."

He grinned.

Not So Easy After All

I suspected something right away; if that was all there was to it really, everybody would be making his own private macaroni.

Zzzzzzz went a big mixing machine which then overturned and poured the stiff dough into a great big iron jigger which revolved, and 2 iron rollers with scallops on them kneaded and kneaded the dough.

From there they put big chunks of it into the pressers which had a die in the bottom. They began to work, oh, very slowly, and macaroni came out the bottom in long thin quivering strands. It looked like a macaroni rainstorm.

Men called "macaroni spreaders" grabbed long handfuls, chopped it short with a knife and with one movement, spread it out on the pole.

It looks easy.

Wrestling With a Doughy Foe

Joseph volunteered to show me how. "You grab the macaroni, so, cut it, so, put it on the pole, so; that's all!"

Well, I got a hunk—in the first place it wouldn't cut—when I got it sawed in two it wrapped itself around my

neck, twisted around my wrist; one would have had a hard time telling which was I and which the macaroni.

When I tried to spread it—a mess! It just tried to collect in humps. Four times I struggled, then they had to turn off the press because there was too much macaroni collecting.

"You could learn in 3 lessons," said Mr. Kurtz, "of about 6 weeks each," he added.

When I was young and knew even less than I know now, I used to think that everything was macaroni. Later I learned there were 2 kinds, spaghetti and macaroni. Now I've discovered that there are 80 kinds, up to date, and more being invented each day.

The kind of die you use determines the shape of the macaroni; the dies are all hand made, usually of copper, and when some die maker gets hilarious a new kind of macaroni results. The Kurtzes had a lovely new kind they had named "giulietta." It looks like the decoration on a cake, ruffled edges and a little bead down the middle.

Pick Out Your Own Style

Oh, Boy, and there were others—now I'll let you in on a secret, those were some of the names I started this with. "Orzo" is shaped just like an oat seed, about the same size, and there is one called "Fusilli," which is fascinating.

Up on the second floor there were barrels and barrels of different kinds, little seashells and big seashells and cute weeny-weeny bowknots and medium sized bowknots and great big bowknots with ruffled edges.

"Oh, dear!" I sighed.

"What's the matter?" said Mr. Kurtz and Laurence, the foreman, in great alarm.

"Too Pretty to Eat"

"They're so pretty. It seems such a shame to eat them."

"Now the drying rooms," said Laurence. And that, I found, is the real secret of making macaroni; it takes about a week from the time the dough is mixed till it is boxed. It has to dry most of the time.

"Long ago, in Italy," said Mr. Kurtz, "when they made macaroni they put it out in the streets to dry, or up on the roof. At night they would take it in if it looked like rain. But to use drying rooms is now the up-to-date way. We average about 30,000 lbs. a day," he added.

I could imagine the difficulties sunning that much macaroni!

By VIVIAN SHIRLEY
in the Philadelphia Ledger

We came back again. "You must see our alphabets and the stars and the rings."

Secret Rests With the Cook

More cute macaroni—and one with little grooves in it, they called "kitty." It was!

"The thing about macaroni," said Mr. Kurtz, "is that you must cook it right."

"How?" I asked.

He shook his head. "I don't know. But it has to be done right!" (Isn't that like a man?)

Still, I thought, as I wandered out, how could one bear to sink a tooth in a darling little seashell or any innocent steaming bowknot! Honest, they were much too cute to eat!

Propose Reduction in Egg Tariff

A decrease in the tariff on eggs and egg products is needed if production cost in the United States and China, the principal competing country, are to be equalized and effective foreign competition maintained, according to a brief filed with the United States tariff commission by Charles H. Meyer, counsel for dealers, manufacturers and exporters.

The brief was filed with the commission in opposition to a request of domestic producers for a 50% increase in the tariff rates on the imported products. Partial text of the conclusions of the brief follow:

"The producers of egg products in this country have appeared before the commission and have asked for a recommendation to the president of an increase in the duty on dried and frozen egg products. They have asserted that this increase is necessary in order to protect them against Chinese competition. The investigation made by the commission, however, has revealed that despite foreign competition, the egg product industry in this country has not merely flourished but has grown by leaps and bounds.

"The domestic producers have not denied this. One of them, although complaining that he suffered from competition in 1928, admitted that it has been the best year he ever had with the exception of 1927. His business, along with that of the entire industry, has expanded year by year. Several domestic producers testified at the hearing, but none of them asserted that they were losing money."

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What 5 Large Manufacturers FOUND OUT ABOUT SHIPPING CONTAINERS

HERE are five different manufacturers. Each makes a different product. The shipping and packing problems of each are different. But these nationally known manufacturers all find that Wooden Boxes are the most economical for the shipment of their goods.

U. S. Gutta Percha Paint Co., Manufacturers of "Barreled Sunlight" say—"It has been our experience that good Wooden Boxes are the only safe and logical shipping containers to use. . . . We have experimented with many kinds of competitive shipping containers but they have all failed. . . . A quality product in a quality can deserves a quality case, and only a good Wooden Box will meet these requirements."

"We are sold on the thought that neither ourselves nor our distributors can make money out of damaged goods. That is why we pack our product in good Wooden Boxes," says the Federal Cartridge Corporation.

"With substitute boxes, our losses due to pilferage were so tremendous in proportion to our shipments that we had to resort to the wooden case," says the Belle Meade Sweetsmakers. "Our cost in using Wooden cases is cheaper when we figure the loss shipping in substitutes."



"We devised the Wooden Box packing and have almost entirely eliminated the breakage in transit," says the Tower



Manufacturing Company, Boston, Mass. . . . the sales value of the Wooden packing is enormous."

"In common with other manufacturers we were first impressed with the lower cost of the substitute for Wooden Boxes," say Wellman, Peck & Co., manufacturers and packers of Wellman Foods. "However, we found wood represented a net saving due to extra labor costs in preparing, packing and closing the substitute."

The Wooden Box Bureau of the National Association of Wooden Box Manufacturers maintains a corps of competent engineers and designers to aid manufacturers in solving the problems of packaging and shipping their goods. If you are confronted with any such problem, no matter what its nature, one of these experts will gladly advise with you. This service is free. Why not use the convenient coupon today?



Wooden Box Bureau of the National Association of Wooden Box Manufacturers, 111 West Washington Street, Chicago, Ill.

Gentlemen:
We manufacture . . . and would like—
 One of your engineers arrange to call.
 Information relative to packaging our product.
Name
Company
Street
City State

WOODEN BOX BUREAU of the NATIONAL ASSOCIATION OF WOODEN BOX MANUFACTURERS and of the NATIONAL LUMBER MANUFACTURERS ASSN.
Chicago, Ill.

Notes of the Macaroni Industry

Perfects New Noodle Machine

The Heartley Machine & Tool Works of Toledo, O., is developing and perfecting a new machine for making noodles, according to Miss Sarah B. Heartley, owner and manager of the Toledo factory. The device rolls and cuts the noodles into shapes best adapted for wrapping and packing. The inventor is experimenting with several unique devices that will make the machine even more practical and serviceable.

The Noodle Triangle

A new tong war has broken out in San Francisco. This time it is between noodle manufacturers claiming that the use of a red triangle for a trade mark by the Canton Noodle company of San Francisco is an infringement. The Republic Noodle company of the same city has applied for an injunction to prevent its use. Not to be outdone, the Canton Noodle company in turn demands that the Republic Noodle company cease and desist from using a red diamond as a trade mark. Both claim that the triangle and the diamond are like Ike Ching Chew and Mike Ching Chew, to wit, they look so much alike that the trade marks are often misinterpreted by the prospective buyers. So far the Y. M. C. A., which also uses a red triangle as an emblem, has not been involved in the peculiar suit.

Noodle Makers Picnic

The first annual outing of the employes and distributors of the Mrs. C. H. Smith Home Made Noodle company of Ellwood City, Penn., held last month, was considered a big social success. Prominent among the entertainers were Mrs. C. H. Smith and son Arthur Smith. Following a basket luncheon various amusements and games were enjoyed.

Whole Wheat Macaroni Company

Articles of incorporation were filed with the secretary of state of New York last month by the Ribis Whole Wheat Macaroni company of Brooklyn. The authorized capital stock of the new concern is \$10,000. Attorney S. J. Levy of New York city represented the incorporators.

Imports Increasing

Figures compiled by the United States Department of Commerce indicate that

imported macaroni products are gaining somewhat in favor. The long and continued period of decline has apparently come to an end and within the past 6 months the quantity of macaroni imports has been increasing steadily. During the 7 months ending July 31, 1927, we imported 2,038,381 lbs. at a value of \$187,077. For the same 7 months this year the imports totaled 2,134,464 lbs. valued at \$244,734.

The increase shown in the period under observation continued in July. That month last year we imported 164,055 lbs. paying \$16,787 for these products. In July this year our imports amounted to 226,896 lbs. for which America paid \$24,347.

Our exports more than compensated for the gain in imports. During the 7 months ending July 31, 1928, we exported 5,449,836 lbs., getting for this foodstuff \$481,466 in comparison with 4,800,301 lbs. exported the same period in 1927 which brought to American manufacturers \$396,307.

In July this year our exports were 864,666 lbs. worth \$78,326. In July, 1927, macaroni, spaghetti and noodle exports totaled 719,461 lbs. worth \$59,054.

Directors Royally Entertained

Seldom have the Association Directors been entertained as were those who attended the Pittsburgh meeting on September 24. Salvatore Viviano of S. Viviano Macaroni company of Carnegie, Pa., and officers of the Italo-French Produce company of Pittsburgh were genial hosts. On completion of their labors the di-

rectors were taken in automobiles provided by the aforementioned firms on a tour of inspection of Pittsburgh and environs, including the large modern plant in Carnegie. After a tour of the factory the directors and visitors were guests of the S. Viviano Family at an unsurpassed spaghetti supper served in the spacious dining room in the plant. Mrs. Viviano prepared the meal and seldom, if ever, have macaroni manufacturers been known to eat so much of their own product as was the case in this instance. President F. J. Tharinger led the list with 4 servings of spaghetti, closely followed by Director G. G. Hoskins, who consumed 3 heaping plates of the deliciously seasoned food. The 7 course dinner was surely a credit to Mrs. Viviano and her daughters who prepared and served the meal and to Mr. Viviano and son who were the genial hosts. Radio dancing was later enjoyed. A well deserved unanimous vote of appreciation was given the Viviano Family by the guests.

Viacava Bankrupt

B. Viacava & Company, Inc., of 21 Johnson st., Brooklyn, N. Y., have gone into voluntary bankruptcy with liabilities listed at \$21,000 and assets at \$2195. This company has long enjoyed a good business in bulk goods but the keen competition of the past few years brought about losses that necessitated the action taken last month.

The secret of popularity is always to remember what to forget.

MY FAVORITE RECIPE

Egg Macaroni

By A. S. Klein of Klein Noodle Co., Chicago

Ingredients

1/2 pound macaroni or spaghetti
1 cup milk
2 eggs
1/2 cup cream
1 teaspoon salt.

Method

Cook macaroni or spaghetti in boiling salted water about 30 minutes; drain. Beat eggs slightly and add cream, milk and salt. Pour this over the macaroni or spaghetti and bake in a moderate oven (350 degrees) for about 45 minutes.

Now, YOU tell us your favorite.

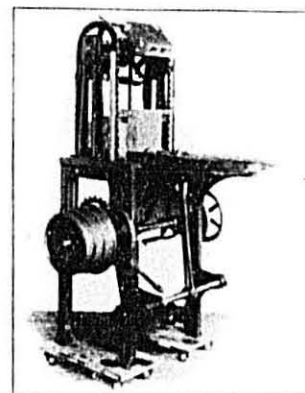
October 15, 1928

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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

Grain, Trade and Food Notes

Cheese Consumption Increasing

Although American consumption of cheese is steadily increasing, the people of the United States must bow to Europeans, the former being far less able cheese eaters. In the United States the consumption of cheese last year was only 4.36 lbs. per capita. In Great Britain the consumption was 8.9, in Germany 9.5, in France, Denmark and Netherlands 13 lbs., while in Switzerland about 23 lbs. per person is consumed each year.

Food Consumption Per Capita In 1927

Food consumption in 1927 was approximately \$18,465,023,000, according to the Journal of Commerce. The per capita consumption in cities was \$150.90 for white and \$117.65 for colored people, while on farms it dropped to \$54.54 for white and \$26.32 for colored, food purchased and consumed at home, and \$85.54 and \$43.47, respectively, for that produced and consumed at home. In villages the per capita figure was \$125.41 for white and \$95.28 for colored, of food purchased and consumed at home, while on-raised and consumed at home it was \$20.82 and \$16.89 for white and colored, respectively.

Prohibits Cheese Coloring

The United States Department of Agriculture recently ruled that the addition of artificial color to cottage cheese is an unlawful practice under the federal food and drugs act. As in the case of macaroni and noodles it is claimed that artificial coloring serves only to conceal inferiority and when so used is a direct violation of the food laws.

Cottage cheese was formerly produced of skim milk. It is now made with or without cream. In many cases artificial color was added to either of the products to indicate that all of the color therein was due entirely to cream. This was deceiving and misleading, according to the food officials who have ordered the seizure of all artificially colored cheese and a prosecution of manufacturers, wholesalers and distributors who handle this illegal food.

Box Makers Meeting

Manufacturers of wooden boxes held their annual conference in the Hotel Roosevelt, New York city, October 10-12 under auspices of the National Association of Wooden Box Manufacturers. "Trade promotion" was one of the ma-

for topics discussed and considerable thought was given to the need of regaining business that the wood box industry formerly enjoyed. The most suitable container for macaroni shipment came in for its share of consideration. The meeting was a most successful one and was well attended by manufacturers and allied tradesmen.

Wheat Prices Decline Sharply

A sharp advance of wheat prices culminating around May 1, and a still more extensive recession thereafter featured the world wheat situation from April to July 1928. Poor prospects for winter wheat in the northern hemisphere, especially the United States, were changed into good prospects as the season advanced. Spring wheat crops made consistently good progress, especially in Canada. According to a publication just issued by the food research institute of Stanford university, Cal., these developments and the weight of exceedingly high Canadian visible supplies brought wheat prices at the end of July to about the lowest levels recorded since the trough of postwar prices in 1923-24.

The northern hemisphere, excluding Russia, China, and Asia Minor, now appears likely to harvest the largest crop of postwar years, around 3225 million bus. The exporting countries of this hemisphere, India and Russia excepted, almost certainly have larger crops this year than last; European importing countries have crops of wheat of similar size though the rye and potato crops are smaller.

With India a net importer in 1928-29, both European and ex-European importing countries may be expected to "require" more wheat than in 1927-28. But exportable surpluses seem clearly to be larger by comparison with those of 1927-28 than are the "necessary" requirements of importing countries. If southern hemisphere crops prove only of average size a distinctly easy international statistical position is in prospect for 1928-29—with good crops in Argentina and Australia, about as easy a position as prevailed in 1923-24. The prospect is for a year characterized by a low level of wheat prices, relatively small fluctuations in prices, and a very heavy, perhaps a record, volume of international trade.

Form New Durum Company

The Amber Milling company with strong financial backing has been organized with offices in the Flour Exchange

building, Minneapolis, Minn., according to an announcement by J. F. Diefenbach, general manager. Mr. Diefenbach was formerly connected with the Durum Milling Corp. The new organization will operate the mills in Rush City, Minn., which are being remodeled into one of the latest type durum milling plants.

Mill Damaged by Fire

While the "A" mill of the Washburn Crosby Company, Inc., in Minneapolis, Minn., was closed and sealed for fumigation, fire was discovered on September 16 which gutted the large structure, caused a loss estimated at approximately \$500,000. The fire was a very dangerous one and threatened to spread to nearby mills. The "A" mill was an 8 story stone structure containing a 1500 bbl. wheat flour mill, a 1500 bbl. rye mill and an 800 bbl. semolina unit. While the fire will cause temporary loss of production the company will be able to supply all its customers without delay.

However, 22 hours afterward, fire companies were recalled to subdue a new outbreak. It was the most dangerous fire to handle the department recalls in its experience, origin of the fire puzzled the marshals.

This mill will be rebuilt and a new 200,000 bu. concrete grain elevator will adjoin it. The new mill will be 8 stories and machinery will be installed for the durum mill and rye and feed mill units. Plans include a flour warehouse also.

Fifty years ago "A" mill figured in the now historical explosion and fire in the city's beginning, when six mills were burned and 18 workmen died, 14 in the "A" mill. From this fire a study began of the danger from explosive mill dust.

Porto Rico Crops Greatly Damaged

The hurricane of September 13 caused extensive damage to all crops in Porto Rico, according to a cablegram to the foreign service of the Bureau of Agricultural Economics from Assistant Agricultural Director Ignacio L. Torres at San Juan. Practically all of the remaining grapefruit and oranges were blown from the trees. This means that there will be a very small winter crop of grapefruit, which had previously been reported as promising. Sugar cane fields, which were especially promising in the middle of August, suffered heavily and the crop was probably reduced by 150,000 to 200,000 short tons. Last year's sugar crop was the largest on record, officially placed at 749,000 short tons. All tobacco

October 15, 1928

THE MACARONI JOURNAL

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The House
of
Perfection

Always at
Your
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Where Others Have Failed,
We Have Succeeded.



Why not deal with a reliable house?

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

Complete BOX Service

---to---

Macaroni Manufacturers

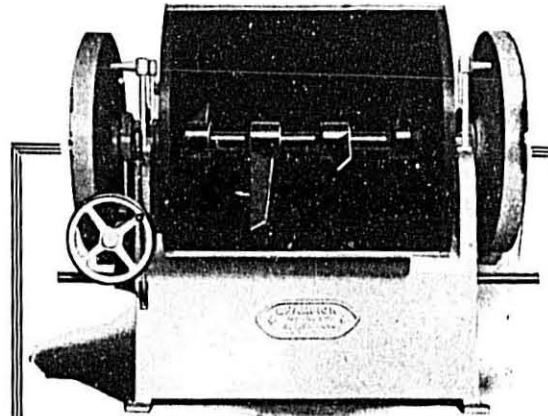
We have made a full survey of your
MACARONI SHIPPING PROBLEMS
and we are ready to supply you with
dependable boxes to suit your needs,
big or small.

Our Macaroni Boxes Are Light, But
Strong. They Deliver The Goods

COLUMBIA BOX & VENEER CO. Inc.

74 Varick Street -:- New York City

(Macaroni Box Specialists)



Champion Macaroni Mixer

**MORE BARRELS PER MAN
MORE PROFIT PER BARREL**

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

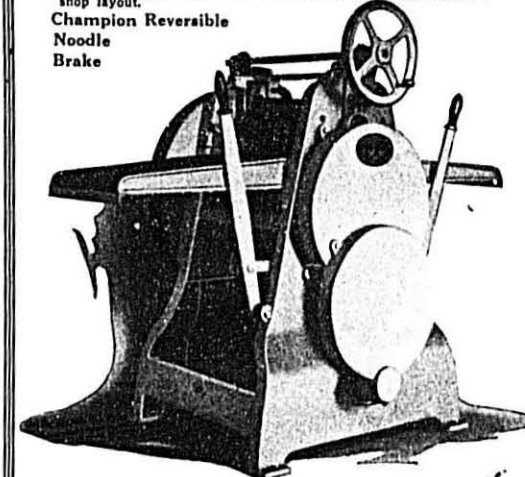
Champion Special Mixers, most efficient for difficult doughs, as macaroni, noodles, pretzels and similar products.

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

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

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

Champion Reversible
Noodle
Brake



We are at your service—write us for
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seedbeds and barns were totally destroyed. There is still time to prepare seedbeds and plant the crop but destruction of the barns will be a serious handicap to the curing of tobacco produced during the 1928-29 season. The coffee industry is in ruins, stated Mr. Torres, with 90% of the plantations down. Minor crops are completely ruined.

Protein Premium Higher

Amber durum is commanding a premium over other grades of spring wheat. Based on the market at the close of the first week in October, durum wheat premiums were not only stronger to higher but offerings of good milling durum were light as against good milling demands.

No. 1 amber and No. 1 mixed of satisfactory color, testing 12% protein, was quoted at 8 to 14c over the Duluth October price, which closed October 5 at \$1.00½. 13% protein was bringing 11 to 22c over the market and 14% protein from 22 to 40c over the October price. The demand for durum was slow and milling demand quiet.

Durum Prices Steady

While the prices of wheat generally experienced a slight decline during September the price of No. 2 amber durum

did not quite keep pace with the downward trend in other wheats. In the middle of September this grade was quoted at \$1.04 a bu. as compared with \$1.26 a year ago. There was a slight increase in price toward the end of September which brought about a consequent rise in the semolina quotations, which were from 3¼ to 3½c per lb. on the Chicago market.

Wheat Production in 1928

The 1928 wheat production reported for 17 countries is 2,128,607,000 bus. against 2,248,197,000 bus. in 1927 when these countries produced nearly 65% of the estimated world production, exclusive of Russia and China, according to an estimate made the middle of August. The total acreage reported for 24 countries is 179,053,000 acres against 177,802,000 acres in previous years. No radical departure from these figures is expected from the current crop year.

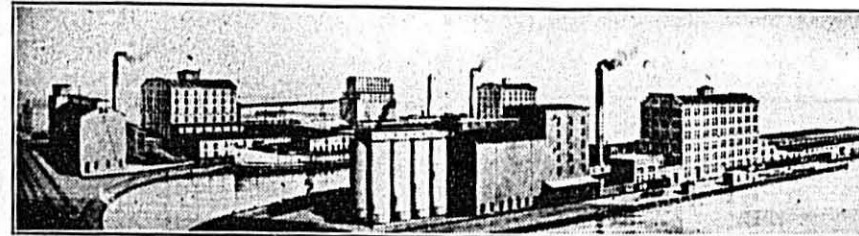
Canadian Macaroni Business

Macaroni manufacture in Canada is becoming an industry of considerable importance. Government statistics for 1927 show that the 11 macaroni manufacturing plants in Canada produced a

total of 19,104,677 lbs. of macaroni and vermicelli, the value of which was \$1,489,918. During the same year Canada imported 2,047,398 lbs. and exported 376,537 lbs. The imports were principally from United States while the exports were chiefly to the United Kingdom. On the basis of home production plus the difference between the imports and exports the Canadian consumption is approximately 2½ lbs. per capita.

During 1927 the number of persons employed in macaroni and vermicelli manufacturing was 305 and salaries and wages were approximately \$243,000.00. Considerable durum wheat is being grown in the southern section of the western provinces. Semolina milling, however, has not been carried on to any great extent in Canada.

The leading Canadian macaroni manufacturing firms are—3 in Quebec—C. H. Catelli, Ltd., and P. Pastene & Co., Montreal, Jude Delisle, Trois Rivieres; 3 in Ontario—Dominion Macaroni Co., and Puccini Macaroni, Ltd., St. Catharines, and Superior Macaroni Co., Toronto; 2 in Manitoba—Excelsior Macaroni Products Co., St. Boniface, and Marius & Co., St. Boniface; one in British Columbia—Kelly Confection Co., Vancouver, and one in Alberta—Columbia Macaroni Co., Ltd., Lethbridge.



King of them all...

Hourglass Brand Semolina

Quality Beyond Comparison



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

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

LOCATION ENABLES PROMPT SHIPMENT
WRITE or WIRE for SAMPLES and PRICES

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

NEW YORK OFFICE: F6 Produce Exchange
PHILADELPHIA OFFICE: 458 Bourse Bldg.
BOSTON OFFICE: 88 Broad Street
SYRACUSE OFFICE: 603 State Tower Bldg.
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CROOKSTON-SEMOLINA

From
Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company
CROOKSTON, MINNESOTA



Directing Merchandise Traffic

Preventive measures against overtime parking can be applied as profitably to goods on the average retailer's shelves as to traffic at his door, in the opinion of Dr. Julius Klein, director of the bureau of foreign and domestic commerce. This conclusion he based on facts disclosed by studies the Department of Commerce is making in connection with its campaign against waste in distribution.

The problem of dead and slow moving stock, with the accumulation of such charges involved as depreciation, taxes, interest, etc., can be solved in most cases, Dr. Klein is convinced, by installation of an adequate stock control system, which need involve practically no expense outside of the cost of physical equipment.

In a bulletin prepared in the domestic commerce division of the Department and which any merchant may obtain free upon request, a model stock control system which has been employed successfully by a retail merchant is described. By means of this system the retailer in question was able to reduce his stock more than 30% while at the same time increasing his volume of sales 20% and his profits 50%. The first year the sys-

tem was working his stock turnover was something less than 4 times, while the following year he was able to show a stock turn of 6 times.

Among other data which the stock control system brought to light was the fact that what the merchant had considered a "fair" stock in some items was really sufficient to last him several years. On the other hand he definitely ascertained what items were moving rapidly and was able to gage his purchases accordingly.

Before the inauguration of the system the heavy investment in inventory would seldom permit experimenting with new lines of merchandise. The release of capital resulting from the operation of the new method has enabled him to search out and stock new and untried merchandise which appears to have merit.

Get the Order

By L. J. Laneri, V. P., Fort Worth Macaroni Co., Fort Worth, Tex.

After reading the "Bell Ringer" in the September issue of The Macaroni Journal and other articles, I wonder if we are not emphasizing "Price" and

overlooking "Quality," and "Sales Ability"?

I, also, attended the convention and heard the discussions, both formal and informal, and I gleaned that the up-to-the-minute manufacturer was usually the one who got the order. I glory in these modern, progressive business methods. As one successful and prominent manufacturer said: "I can not compare my prices with any in my field as my cost is lower than the majority of manufacturers."

I believe that instead of complaining about price cutting we might profitably give some attention to methods of manufacture and learn for ourselves how the other fellow makes a profit at the price he sells.

What we all need is modern methods and modern equipment in our plants and some intelligent supervision thereof. Having these there will be little or no need for irritating price complaints.

There's nothing nicer than doing business with a customer who pays his bill with a smile.

Lots of men are failures because they never attempt anything.

Macaroni Manufacturers!

TELL IT TO THE CLOCK

A Man May Forget—A Clock Never Does.

If you tell it to the clock of our patented time reversing apparatus it will be done on the second.

And Another Thing!

Our apparatus guards expensive equipment against damage through broken belts.

BECAUSE

The instant a belt breaks or leaves pulley the power in that room is shut off and a bell and indicator tell you which room is affected.

IMPORTANT

Our system protects your motors from overload or undervoltage, which oftentimes cause fire and great damage to your dry rooms.

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

Write Now To

WORCESTER BROKEN BELT DETECTOR COMPANY
33-35 NORFOLK STREET - WORCESTER, MASS.

NEW CROP

Special Noodle Semi Flake

EGG YOLK

has arrived

Sweet and Fresh--Deep Color

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Write for samples
and prices

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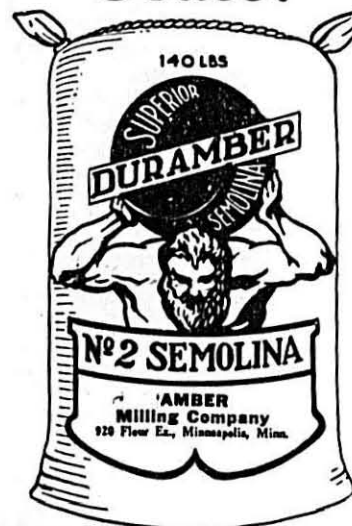
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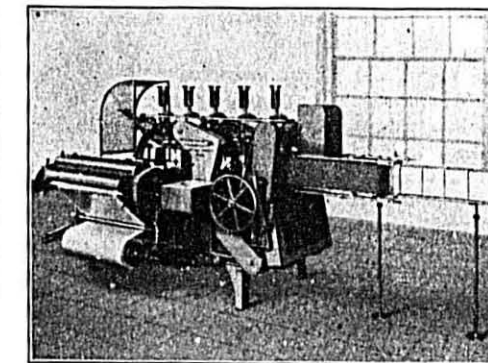
PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"

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



JOHNSON AUTOMATIC WAX WRAPPER

POINT 9 Increased Package Value Means Greater Sales and Profits!

THE 10-Point Line

- 1 Fitted to Your Plant Requirements!
- 2 All Parts Made in Our Own Plant!
- 3 Modern Design, and Constantly Kept Up!
- 4 Same-Day Shipment of Your Parts Orders!
- 5 Speed with Accuracy, Safety and Efficiency!
- 6 Progressive, Straight Line yet Flexible Packaging!
- 7 Fully Automatic in Operation—Labor Costs Practically Nil!
- 8 Units for Small as well as Large Manufacturers!
- 9 Increased Package Value Means Greater Sales and Profits!
- 10

JOHNSON Automatic PACKAGING MACHINERY gives increased value, attractiveness, service and selling power to your package.

The jobber, the dealer, the consumer—all react favorably to the obvious improved appearance, positive protection and cleanliness of a JOHNSON-packaged product.

Investigate the complete JOHNSON 10-Point LINE before buying. It is far better to be sure you bought the right machine—than to wish you had.

Call in a JOHNSON Sales Engineer with hundreds of successful installations to his credit. He can help you.

Descriptive literature sent upon request.

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Scales, Bottom and Top Sealing, Lining, Machining, Wrappers (Wax & Glassine)

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SATISFACTORY

Wooden Macaroni Box-Shooks

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

Overstandardization vs. Overdiversification

Ray M. Hudson, Assistant Director,
Commercial Standards

Salesmanagers and factory managers may differ in their views on many points but they have at least one point in common. Both want "volume"!

However, the factory manager usually looks to standardization of product, processes, and equipment as the basis of quantity production and low unit cost of manufacturing. The salesmanager usually looks to diversification in the product as the basis of volume sales. He favors changes in design, style, color or finish, also novelty in the product, as necessary aids to greater volume. While low price resulting from low production cost is also a talking point, the salesmanager sometimes brushes this aside, saying "The public will pay the price if the product is right," i.e., if it is what the public wants.

Salesmanagers fear "overstandardization"; they realize products, however satisfactory from the standpoint of utility, may lose their appeal. The public is always watching for something new, for better quality, better value, better service; so the salesmanager encourages constant refinement and improvement of the

product—even fundamental changes in its design if necessary—to keep it in step with the consumers' advancing requirements.

Factory managers fear "overdiversification." Too many varieties, too many changes in color, style, or design, interfere with maximum economy in manufacturing. Purchasing problems are complicated, stocks multiply, inventories increase; smaller quantities of each kind of goods going through the shops mean shorter runs, more changes of machine "setups," more clerical work, and higher operating costs.

Simplification offers an excellent basis of compromise between the "factory" and the "sales" viewpoints. It affords an opportunity to reduce variety to the point where it permits fair economy in production, and yet retain sufficient variety to satisfy the bulk of consumer demand. It strikes the balance between "no change," and "too much change" in product design, style, quality, or finish.

Some of the most successful companies today are those which through simplification have found it possible to produce and sell the volume that means growth, profit and prosperity for them and still avoid the excessive variety that causes slow turnover, excessive inventory, and

avoidable waste. Manufacturers and merchants who keep their lines condensed to the variety represented in this compromise are better able to meet sudden shifts in the consumers' dictates. They have less to discard, less inventory to write off, fewer goods to throw on the bargain counter, or to try to move by clearance sales.

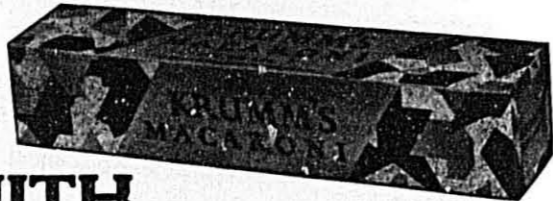
Simplification is the "happy medium" between overstandardization and overdiversification, between standardization which stultifies demand and loses sales, and excessive variety which runs up manufacturing and selling costs, eats into profits, and causes waste.

Our division of simplified practice will gladly send on request descriptive matters to individuals, companies and others interested in simplification and its possible application to their production or sales problems.

A man's head is like his pocketbook—it's not the outside appearance but what it contains that counts.

Some men are so busy beginning things that they have not time to finish anything.

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



STOKES & SMITH

Machines for Package Filling, Sealing and Wrapping

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

A Size and Speed for Every Need

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

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

SAVE---
Material, Labor, Contents

IMPROVE---

Display Value, Selling Power, Preservation of Contents

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

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

Barozzi Drying System

Manufacturers of Macaroni Dryers that dry in any kind of weather

FAULTLESS AND SIMPLE

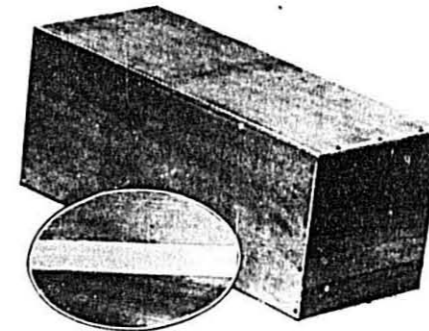
Result guaranteed
For this industry we design and manufacture all kinds of labor saving devices

Catalogue and estimate at your request

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WOOD BOXES



Inset is actual appearance of finished two-piece bottom.

Hidden under this tape which seals the joint are two corrugated fasteners, holding the pieces together.



Our ample facilities, timber supply, experience in this line, and railroad facilities guarantee prompt attention to orders.



ANDERSON-TULLY CO.

Memphis, Tennessee
Good Wood Boxes

"Good Macaroni requires good Cheese"

LOCATELLI'S

—LEADING BRAND FOR OVER 60 YEARS—



GENUINE
ROMANO - REGGIANO



LOCATELLI'S GRATED
Genuine imported well seasoned parmesan cheese in original 2 oz. boxes.

12 BOXES PER CARTON

MATTIA LOCATELLI NEW YORK
Branch, Inc.
24 Varick Street (Locatelli Building)

The Macaroni Journal

Trade Mark Registered U. S. Patent Office
(Successor to the Old Journal—Founded by Fred Becker
of Cleveland, O., in 1903.)
A Publication to Advance the American Macaroni
Industry.
Published Monthly by the National Macaroni
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ADVERTISING RATES
Display Advertising - Rates on Application
Want Ads - Five Cents Per Word

Vol. X October 15, 1928 No. 10

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery; of applications for, registrations of, trade marks applying to macaroni products. In September 1928 the following were reported by the United States patent office:

Patents granted—none.

TRADE MARKS REGISTERED

The trade marks affecting macaroni products or new materials registered were as follows:

Heart's Delight

The Private brand trade mark of Scoville, Brown & Company, Wellsville, N. Y., for use on macaroni and other grocery products. Application was filed May 31, 1927, published in the Patent Office Gazette June 19, 1928, and in the Macaroni Journal July 1928. Owners claim use since 1894. The trade mark is the trade name in heavy type.

Gingles

The private brand trade mark of Louis L. Ginsberg, doing business as Everfresh Chow Mein Co., Minneapolis, Minn., for use on chow mein noodles. Application was filed May 2, 1928, and published in the Patent Office Gazette June 26, 1928. Owner claims use since March 20, 1928. The trade mark is the trade name in heavy type.

TRADE MARKS APPLIED FOR

Two applications for registration of macaroni trade marks were made in September and published in the Patent Office Gazette to permit objections there- to within 30 days of publication.

Money-Back

The private brand trade mark of The C. Callahan Company, Lafayette, Ind., for use on spaghetti and varied grocery products. Application was filed May 6, 1927, and published Sept. 11, 1928. Owner claims use since May 1, 1905. The trade mark is the trade name in black type only.

Yankee Girl

The trade mark of Isaac Frankel's Sons, Wilkes-Barre, Pa., for use on noodles, macaroni, spaghetti and other products. Application was filed Aug. 20, 1927, and published Sept. 25, 1928. Owners claim use since 1911. The trade mark is the trade name in heavy type, with letters arranged with an upward slant.

LABELS

Naghsborhood

The title "Naghsborhood" was registered Sept. 4, 1928, by the Feeser Macaroni company, Harrisburg, Pa., for use on macaroni and similar alimentary paste products. Application was published June 1, 1928. The title was given register number 34,522.

Grocery Trade Conference

The leading associations of food manufacture and distribution have completed plans for the General Trade Practice Conference of the Food Trade Industry, called for Chicago on October 24. All factors are pledged to an earnest effort to effect a favorable and a successful conclusion of the aims and purposes of the conference, called by the Federal Trade Commission at the suggestion of the interested parties. The conference follows the annual convention of the American Grocery Specialty Manufacturers association which is usually attended by all the leading food manufacturers and distributors of the country. Through the organized factors of the food trade the Federal Trade Commission hopes to find a common ground of agreement on what constitutes fair practices and to agree in condemning unfair ones. It is further hoped that this action by the organized industries will be approved by the affiliated as well as by the independent food makers and handlers.

Among the initial subjects proposed for discussion at the conference are the following:

1. Misrepresentation and secret rebates.
2. Unfairness of different types of so-called free deals.
3. Subsidizing of salesmen and other forms of commercial bribery.
4. Misleading statements in connection with the labeling or advertising of food products.

tion with the labeling or advertising of food products.

5. Lottery schemes and gift enterprises.

6. Fraudulent methods of manufacture and distribution, by irresponsible manufacturers and merchants.

7. Wasteful practices, burdensome alike to the trade and the consumer, such as unwarranted cancellations and returns.

8. Discriminatory price differences in the same or different markets.

9. Sales below cost for the purpose of killing competition or building a monopoly.

10. Consideration of resale price maintenance legislation, one of the subjects already under consideration by the committee.

New Food Publication

"Food Industries," a new monthly magazine covering the technology of manufacturing food products, materials used, equipment of food plants and general food facts has been launched by the McGraw-Hill Publishing company of New York. The first issue, that of October, is now being distributed.

In announcing the magazine the publishers state that the various food industries are closely related, both by the nature of the products and by the common connection of fundamental manufacturing operations as heat technology, mixing and kneading, grinding, sanitation, conditioning and seasoning. They all have one primary objective, and that is the supplying of food.

The editorial end of the new magazine will be in charge of Dr. H. C. Parmelee, while M. A. Williamson will be business manager.

WANT ADVERTISEMENTS

Five cents per word each insertion.
WANTED—Used Kneader 8 1/2" diam. Give full particulars and price. "FAG"—E/O Macaroni Journal, Braidwood, Ill.

FOR SALE—CHEAP

1—One Barrel Kneader
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Care Macaroni Journal—Braidwood, Illinois

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Importers of
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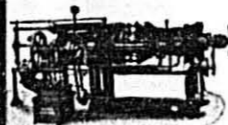
Color Printers for 58 Years

*Dependable Semolinas
of
High Quality and Uniformity*

NORTHLAND FANCY No.2

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Outside Packed Short-cut Press and Pump.



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E-HYDRAULIC-ELMES PRESSES

HYDRAULIC MACARONI MACHINERY

THE LATEST DEVELOPMENT

For Hydraulic Pressure Service

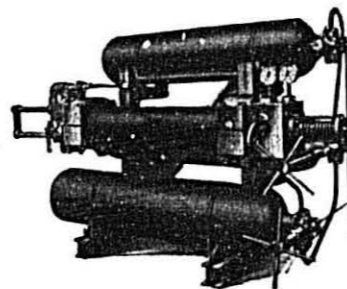
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No Heavy Ballast



The greatly improved and absolute uniformity of product has been an agreeable surprise to the most skeptical.
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1 1/2 bbl. Mixer Hydraulically Tilted.



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



Outside Packed Vertical Press.

OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

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

OUR MOTTO:
First--
INDUSTRY
—
Then--
MANUFACTURER

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The President's Column

Business Conditions

The prospect is for a good volume of fall and winter business in our industry. There is plenty of good macaroni wheat and the price is reasonable. Grocers' shelves and jobbers' warehouses are not overloaded. The decided spurt in our business which we all experience in the fall should be a year round condition if consumption could only be increased ever so slightly by any of the proposed plans of consumer education. Are we too busy to give some thought to this truth?

Let's Team It

Most of the problems of the macaroni products manufacturer are equally the problems of his competitor. He cannot solve them alone; nor can any of the single competitors solve them alone. But by working together these problems can be solved. Why not try it as a change!

Profiting By Experiences of Others

Theodore Roosevelt once said, among many other wise things:

Unless you use the experience of others, you will use your whole life acquiring knowledge. And it will come too late to be of any use to you.

It was true then; it is more true today, as macaroni products makers who attend meetings of the industry will attest. There is a standing invitation to every nonmember of the country to join his trade association where he will hear the experiences of others. If you are one of the few leading manufacturers still out of the association, don't remain so longer.

WHAT VALUE FRIENDSHIP?

By Frank J. Tharinger, Association President

"In my business career," writes steel-tycoon Charles M. Schwab in *The Industrial Digest*, "I have learned that friendship and the qualities that go with a friendly character measure high in the scale of business values. The thrill of having confidence in my friends and in the business men and people with whom I have been associated, is too valuable to trade for anything in the world. I am firmly convinced that the predominating character of American business men comprises innately honest and straightforward individuals, each of whom is trying to live a life of energy, uprightness and fair business dealing."

One of the first impressions gained on assuming the presidency of the National Macaroni Manufacturers Association was that we were not as well acquainted with each other as we should be because of our like interests. I was astonished to learn that manufacturers of package macaroni were woefully unacquainted with members of their association who sell only bulk products.

From inquiries made by me I must conclude that neither is entirely to blame for this condition, nor is there any truth to the oft expressed view that the package and bulk manufacturers have nothing in common.

There is something wrong somewhere. Both types of manufacturers, no matter where situated, are interested in the kind, quality and cost of their raw materials; in manufacturing equipment and methods; their labor turnover; the unselfish work of the Macaroni Educational Bureau and such matters as freight rates, delivery systems, cost systems and sales organizations. In many instances don't we sell the same accounts? Why, then, should we not be interested in each other and know one another better?

Even during my short experience I feel strongly that the lack of acquaintance, this indifference which exists between the bulk and package manufacturers is, without a doubt, retarding the progress of our industry.

Think this over! How many manufacturers do you know personally and meet with frequently? Why not make it a practice to visit each other occasionally, especially those of you who are in the same territory? When visiting in a city where there is another manufacturer, call on him. You will find plenty to talk about I am sure. Perhaps you may obtain some new ideas, but above all develop a fellowship that will help us all.

Become better acquainted with all makers of macaroni products for your own benefit, for the benefit of the National Association and the general upliftment of our industry.

The Secretary's Column

A TRUISM

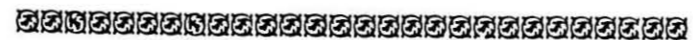
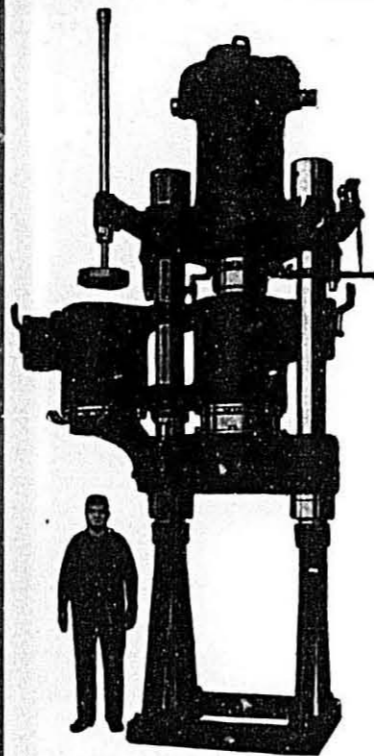
IF THE QUALITY IS NOT THERE,
ADVERTISING WILL NOT PAY.

Barron Collier.

In fairness to the American Macaroni Manufacturing Industry it must be said that the quality of the product manufactured here is of a high class, and the equal if not superior to any made anywhere. However, there is still some that hardly comes up to the American standards and it reflects on the whole lot. In the opinions of leaders it seems wise to educate the manufacturers to make only the highest grade possible out of the best raw materials and to label it properly and legally. That done, advertising will have the pull that is expected of it.

Business Forgetting Politics

The 1928 presidential campaign promises to take its place in history as one which did not disrupt business. For every thing there is a reason, if we can uncover it. In this instance both candidates have been recognized as sound and safe in their attitude toward business. So, why worry? Produce judiciously and sell profitably; then no matter what is the outcome of this campaign, you'll benefit and the country'll continue to progress.



John J. Cavagnaro

Engineer and Machinist

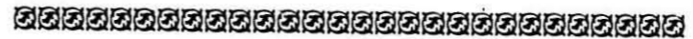
Harrison, N. J. - - - U. S. A.

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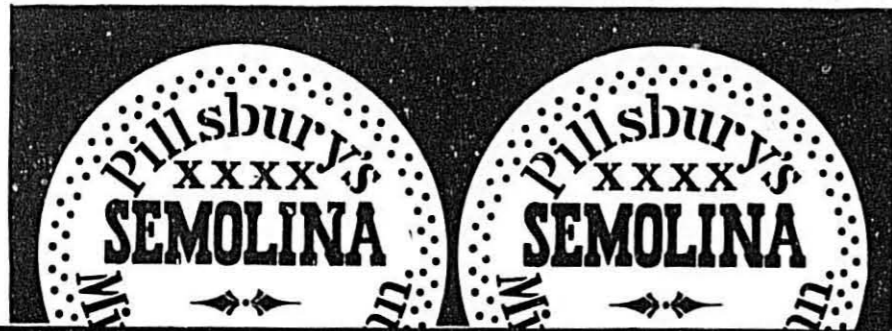
These products are the result of milling the best types of Durum Wheat obtainable by the most modern methods

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Pillsbury's Semolina No. 2, Pillsbury's Durum Fancy Patent—the many macaroni manufacturers who use these splendid products will tell you of their remarkable quality. Your macaroni will have exceptional strength, finest amber color, and desirable flavor—always.

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