

**THE
MACARONI
JOURNAL**

**Volume 11,
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**January 15,
1930**

The
Macaroni Journal



Minneapolis, Minn.

January 15, 1930

Vol. XI No. 9

A New Year of Service

We welcome the New Year of 1930 as an added opportunity for service to our friends and well-wishers.

Hand-in-hand let us march through this New Year, fully realizing that only through unselfish cooperation can the goal of our hearts' desire be attained.

**National
Macaroni Manufacturers
Association**

MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

MALDARI'S INSUPERABLE MACARONI DIES



What Price Dies?

Do you believe that it is possible to quote a low price on macaroni dies to attract the buyer and by using inferior quality material, and skimping the workmanship and inspection, reduce the expense of making the die, to a point greater than the reduction in price?

Do you believe it less expensive to pay a fair price for something giving full value for money received, than to buy something rated as cheap but which costs more in the end?

If you so believe, you will like Maldari dies and service. We believe in full value---not to cheapen the price at the expense of the dies. Our prices, terms and practices are above board.

You will find this so if you give us the chance to do business with you---on your next new die or in re-servicing one of your old dies.

Catalog of dies for standard and fancy shapes sent on request.

F. MALDARI & BROS. INC.
178-180 Grand Street New York, N. Y.

*"America's Leading Die Manufacturers for over 27 Years with
Management Continually Retained in the Same Family"*

Nineteen Thirty!

By
James Edward Hungerford

HAPPY NEW YEAR! May it bless you
With rare blessings, as it wings!
And it surely will--unless you
Fail to reap rewards it brings!
Yesterday is gone forever,
And the FUTURE'S bright with cheer;
Full of promise, and there never
Was in prospect FINER year!



Time to turn the PAST'S page over,
And begin a record NEW!
Let's "make hay," and be "in clover"--
Future wears a golden hue!
Now's the time to start our ACTION--
Not a minute to delay,
And we'll reap sweet satisfaction
Down tomorrow's bright highway!



HAPPY NEW YEAR! Make it happy
With endeavor--work well-done;
"Do your bit," and "make it snappy,"
As the sands of time are run!
Old year's gone--its joy and sorrow
Has been lived, through smile and tear;
Now let's face the bright tomorrow--
Glad that NINETEEN-THIRTY'S here!
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QUALITY

..... It isn't what we say about the consistent, superior quality of "Two Star" that counts But the results that our customers get. Ask us what they say.



**BE SURE
TO SEE US
BEFORE BUYING**

**TWO-STAR
IS A GOOD
PRODUCER**

MINNEAPOLIS MILLING COMPANY
Minneapolis, Minnesota

NEW YORK OFFICE,
410 Produce Exchange

CHICAGO OFFICE,
605 N. Michigan Avenue

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Hold That Line!

In business of any kind the profits are not always indicated by the Dollar Sign, though it is quite pleasing to report of the red. The profits may be in contentment, self-satisfaction, in marketing high quality merchandise, a satisfied clientele and in a pleasing relationship with your business men. A progressive industry cannot and must not stand still, it must always forge forward, cautiously but determinedly.

The year 1929 has been a normal one for the macaroni and noodle manufacturers, yet it has seen changes that bode better things. The regular progressive firms have made even greater strides forward and some of the less promising ones have stepped into favorable limelight. While absolute failures have been few, several irresponsible firms have very appropriately eliminated themselves from the picture.

The year 1929 witnessed a determined attempt by a group in the business to find ways and means to broadcast the real values of macaroni products to the initiated. Another group has seen fit to study costs, and an effort, successful so far, is being made to eliminate the cutthroat practices that grow out of ignorance of production and selling costs. Still another group has been actively campaigning to eliminate adulterations and misbrandings as well as other sharp practices. All of this leads a student of the macaroni manufacturing business to write the following words of encouragement:

On hundreds of football fields throughout the nation this fall millions of frenzied fans have been shouting in unison words of encouragement to their mates. The players, taking heart, made bolder stands, braver plunges and almost miraculous tackles in harmony with the bellowed suggestion: **HOLD THAT LINE!**

The players were the same but how different their playing! Hearing the cheers of their friends, they tackled their jobs with renewed vigor and so redoubtably prevented the opposition from crossing their line. The cheers did not add to the players' ability but helped them to make the best possible use of their training. Spurred on by their friends they **HOLD THAT LINE!**

Conditions have arisen in the macaroni manufacturing business recently that prompt me to raise my feeble voice to shout those same words of encouragement to my friends in the industry, who, having realized the errors of their ways, have been men enough to change their tactics and as a result placed their firms in the category of successful concerns.

In one particular group in this industry business has always been done on a hit-or-miss basis with little or no knowledge of costs and the result naturally was

that many of them were eking out a mere existence. Encouraged by the advice and example of another group they have taken a determined stand to cease their haphazard selling methods and to capitalize the fact that no firm is expected to do business at a loss.

The result to them has been shocking: their operations showed a profit—a new development. To that group that has attained the line of profit making and to the others who are striving for the same favorable position in business' battlefield, I wish to cry in the same language of inspiration, **HOLD THAT LINE.**

What this manufacturer says about the progress of the group he has in mind might well be said of the entire industry. Conditions are changing for the better, due to closer cooperation between manufacturers. Gone forever are the days of individualism in the macaroni manufacturing business.

The National Macaroni Manufacturers' Association rightfully claims some credit for the improved conditions. For nearly twenty six years this progressive group has striven incessantly for more united action in eliminating unfavorable conditions and in creating more auspicious ones. In this noble effort the progressive element has not always been given the encouragement and help its cause deserved. Undaunted these held true to their charted course and now have the satisfaction of knowing that their strongest former opponents are now their firmest and staunchest supporters.

They are not only in line but are fighting fiercely to hold the advantages gained through cooperation and to acquire new ones that just must come from united, thoughtful effort. Studying the activities of the Year 1929 just drawing to a close, we join in shouting

To the officers and committees of the National Macaroni Manufacturers' Association,

To the Macaroni Educational Bureau that has striven so valiantly to eliminate unfair products from the markets,

To the Macaroni Publicity Committee that is now sponsoring an invaluable survey to ascertain whether or not there is need for cooperative advertising of our products,

To that group that "knows its costs" and sells profitably,

To the proponents of the "Safety Campaign" that aims to reduce manufacturing hazards,

To any and all who in any way have aided in bringing about more healthy and favorable conditions in every phase of manufacture, distribution and consumption.

HOLD THAT LINE!

Survey Reveals Interesting Facts

Searching Study of Macaroni Production, Distribution and Consumption Discloses Many Trade Surprises

By R. Webb Sparks, Millis Advertising Company

THE survey of the macaroni industry, undertaken by the Millis Advertising Company of Indianapolis at the request of the National Macaroni Manufacturers Association, is practically completed. A printed report of the information gathered, and conclusions based on that information, will be presented to the board of directors of the Association very soon. Later copies will be sent to each manufacturer in the industry.

This survey was made as a basis for determination by the Association of whether a national cooperative advertising campaign in behalf of macaroni and allied products is advisable for the proper advancement of the industry; whether, if advisable, such a campaign is feasible; and if both advisable and feasible, how the campaign shall be carried on.

Macaroni Rarely on American Table

Four classifications were covered in the survey—consumers, manufacturers, wholesalers and retailers. The summarized report of replies developed some exceedingly interesting facts, according to R. B. Brown of the Fortune-Zerega company, chairman of the publicity committee of the Association.

"Unquestionably the most important thing uncovered in our study of the industry and its market," Mr. Brown said, "is the fact that macaroni products are served on the average American dining table only once every 2 weeks. This means we are reaching only approximately one twenty-eighth of our market, as macaroni and allied products should be made a staple dinner and supper item with servings at each of these meals.

"If the macaroni industry can get its product served once a week on the average in every home we can double our production.

"Furthermore, we found that the average woman knows only 2 recipes for its preparation. She should know and constantly use a dozen or more. As might have been expected, the women who knew the most recipes were found to be the most frequent users. Every woman would serve it more often if she were informed on more ways of preparing it.

"As we turn to our own side of the problem we find that 74% of the manufacturers are using, as an average, only between 40 and 80% of their manufacturing facilities, with at least one firm reporting as low as 8% of its facilities in use. This is a regrettable situation and one that can be rectified only by unified action of the whole industry.

Prove It No Seasonable Food

"But we are fortunate as well as unfortunate. Grocers tell us that we have a very steady, dependable year round market, one that is not affected very materially by seasonal fluctuations. Some retailers tell us sales bulge slightly during the Fall, Winter and Lenten season, but all classes of people buy

our products—rich, middle class and poor. Packaged products, too, in line with the trends of the time, are gaining favor.

"And what is also important to those of us concerned with the manufacture of macaroni products is the clamor of wholesalers and retailers for advertising of our product that will widen its market. Almost as one they say, 'tell the American woman more ways of serving your product and sales will be increased.'

"All of which points very strongly to the need for industry action. Overproduction with its resultant price cutting and inferior production threatens dire prospects for the industry as a whole. Thinking manufacturers who review the fact

I have so briefly stated here cannot fail to recognize the immediate need for concerted action to correct the situation. We cannot mistake the symptoms. We must act."

Getting the Cook's Slant

The survey was made by trained investigators under the direction of R. W. Sparks, director of the merchandising department of the Millis company.

In explanation of the scope of the survey and the methods used in gathering and compiling the information every phase of the whole macaroni industry's manufacture, distribution and final sale of its products was covered in this searching investigation. Manufacturers census, wholesaler survey, retail grocery survey and survey among consumers constituted the sweeping study.

While manufacturing to the manufacturer often is his first and major consideration because that is the thing over which he can exercise greatest control, it is not always—in fact seldom is—the important thing to be considered in the broad general sense. What the housewives think about macaroni or don't think about it—is more important from the standpoint of sales than the combined opinions of manufacturers, jobbers and retailers, and consequently the chief emphasis of this study has been placed on consumer attitude.

"Because of this fact, the Millis company interviewed 24 housewives to find out how much they knew or did not know about macaroni and to learn how often they served it in the homes. They were asked if there was any difference between macaroni and spaghetti, how often they served macaroni as compared to spaghetti; how many recipes they knew for its preparation; how often they served spaghetti and whether they served home made or canned foods; how often they served egg noodles and whether these were home made or packaged; and whether they preferred long or short macaroni and spaghetti.



R. W. Sparks

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Grocers were questioned as to the kind of people who buy macaroni and as to whether there were peak seasons for its sale. They were asked to state whether the present demand for bulk, packaged or canned foods and to report if sales of macaroni products were affected by the fluctuating prices of comparable foodstuffs. Lastly, they were asked for their opinions as to what would increase sales.

Wholesalers and jobbers were asked to state their percentages of volume to their various outlets and to give their opinions on what would increase sales.

The Manufacturers Census covered a number of very important points concerning the manufacturers' business. They

were asked to give their volume for 1929, to compare bulk and package sales of 1929 with 1928, to give percentages of their business to jobbers, to retailers, to chains, to hotels, clubs, restaurants, etc. and to institutions; to report the number of salesmen employed and to define the limits of their normal sales areas; to report the amount of capital invested in their business and the per cent of their manufacturing facilities now being used and to attribute reasons for loss or gain in volume during 1929 as compared with 1928.

As will be seen, every phase of the industry has been thoroughly investigated, that all facts pertaining to the manufacture, distribution, sale and consumption of the product might be brought to light.

Trade Development by Cooperation

Business conditions are always undergoing changes; what was considered the modern way a few years ago is now almost obsolete. To be really modern in business methods research and study must precede well planned trade development.

According to the United States census for 1927 the macaroni products manufacturing industry produced a total value of \$46,260,000 in finished products. Based on a population of 10,000,000 people in the United States this about figures at 40c per person per year, less than 1c of macaroni products per person each week. What a wonderful opportunity for trade development!

Individual firms have with some success attempted a trade development program but the general effect on consumption was negligible. There is no argument against the value and need of some macaroni trade promotional work. The question hinges on who is to do it and how is it to be financed.

The macaroni products manufacturing industry is not the only group concerned in trade promotion work. Other industries are studying and planning methods of business expansion. The same reasons advanced by these other industries can be given as reasons why the macaroni industry should fight unitedly, not only to hold its own but to make the necessary advances that progressive businesses must enjoy if they are to succeed.

Pro Rata Cost Low

Trade development entails an additional expense. Suppose it were agreed that all macaroni manufacturers would add 1% to their list price for cooperative trade promotion work, what a wonderful sum would be available for this necessary activity,—nearly a half

million dollars a year. If this is too high then make it 1/2 of 1%, which would amount to a quarter million dollars and would add only less than 1c to the list price of a case of macaroni offered at \$1.90.

The setup box manufacturers, like the macaroni makers, are deeply concerned in trade promotion work, and extracts from an article on this subject in "The American Box Maker" will be interesting and may help convince some who are still in doubt of the good that may result from a cooperative activity of the kind referred to.

It is interesting to note that, once a trade development program has been adopted and put into operation, few have been allowed to lapse. In most cases the work has been broadened and emphasized after the initial plan has been completed.

The National Confectioners Association is to continue its program for another 3 years with the goal of a million and a half of dollars to spend in increasing the consumption of sweets.

What could our industry do with 100 thousand dollars, not a million and a half, if that sum were available for trade development work. If the spending of that 100 thousand dollars resulted in bringing back 100 thousand dollars in new business it would be an exceedingly profitable investment for the industry.

Candy Makers Enlarge Program

It required a year of hard work by the candy industry before the plans for the campaign were ready for consideration. The industry was carefully measured from every angle, its background was carefully analyzed, its physical equipment studied, and the possibilities of development picked to

pieces. Not one single feature was neglected.

It was found that in only a few isolated cases did the individual manufacturer attempt trade development work and even when this was done it was so arranged that it brought keener competition between the members of the association and was not broad enough to benefit the industry as a whole.

Overcome Trading of Customers

It was also found that the industry was equipped to produce more candy and sweets than the normal consumption would demand. The trading of customers among the members did not have for its purpose the broad effort to increase candy sales in general but to increase the sales of a few of those engaged in the industry.

Against this background it was found necessary to change the original program of advertising and to adopt a broad plan of education as well as advertising. Apparently that industry found that it could not hope to progress by allowing one of its members to tear down the business of another and that an increase in candy consumption was the logical way in which to solve the problems of the industry.

Results Satisfactory

The plan finally adopted by the industry brought them together for a 3 year program. Not one year or a few months. Results have been so satisfactory that another, bigger and better 3 year plan is now being entered into.

The details of this work to increase the demand for candy are entirely too lengthy to even touch upon many of the activities of this campaign but the obstacles to be overcome are the same obstacles which confront our industry today. They must be approached from different angles, it is true, but our manufacturers may draw much information from the success which has attended the initial effort of the National Confectioners Association.

What Cooperative Advertising Can Accomplish for Macaroni

By ALLEN B. SIKK
Research Manager
Bureau of Advertising
A. N. P. A.

It must have been 5 years ago when "The Newer Competition" became a well known phrase among advertising men. This newer competition was taken to mean a cooperative effort of one industry for business, possibly in direct competition with another industry which might or might not be also working cooperatively. Cooperative advertising was the new note! It held great promise.

Few lines of commerce have failed to consider the possibilities of joint advertising.

Cement and corsets, ducks and figs, apples and underwear, pears and prunes, raisins and grapefruit, oranges and flowers, insurance and beverages, lumber and canned foods, coffee and tea, pork and salmon, gloves and cranberries, leather and chiropractors, furniture and envelopes, greeting cards and lima beans, shoes and sauerkraut, meat and clothing are among the products that have at one time or another made a bid for public acceptance through cooperative advertising.

What has been accomplished? What is the general result of such efforts to date? Cooperative efforts are not automatically successful, much as we would like them to be. There have been spectacular successes. There have been dismal failures.

The macaroni association is interested in what cooperative advertising can do for macaroni, spaghetti and egg noodles. It has authorized a survey to find out whether or not such a campaign would be possible and feasible.

The proper kind of advertising campaign should certainly aid in increasing the consumption of macaroni and spaghetti.

Who Doesn't Like Cranberry Sauce?

This statement is based on what similar campaigns have done in other fields.

Take the *American Cranberry Exchange* for example, which has been advertising since 1918. Between 1913 and 1917 when there was no advertising, the average price per bbl. was \$6.23. Between 1924 and 1928 the Exchange got \$10.75 per bbl. for its members. Average production between 1913 and 1917 was 475,000 bbls.—1924 to 1928, 570,000 bbls.

Thus the far greater production was sold at an increased price, a condition seldom true in an agricultural product.

The answer of course is cooperative

selling and advertising. "The collective selling of 60% of the product grown in the several states made it possible to take advantage of the market possibilities," says the Exchange. "Of course the cumulative effect of our 11 years of national advertising was very helpful."

A strong organization plus advertising, prior to and during the holiday season, has built up the consumer demand for this product. This advertising carried the following messages into millions of American homes:

"New Crop fresh Cranberries now in all markets!

"Ten minute Cranberry Sauce—the Tonic Fruit!

"Great with a roast beef, pork or veal, chicken or duck!

"Not sour, not sweet, just right and just so good that it makes other foods taste better."

Surely macaroni can be just as susceptible to advertising promotion as is the cranberry.

Selling Salmon

The *Associated Salmon Packers* solved a difficult situation by advertising. Somehow the housewives of the country had decided that red salmon was much better than the pink or the chum variety—a decision that brought about a huge carryover of the latter varieties on the part of the packers. This carryover cut into the profits made on the RED variety.

Advertising was called on to perform the following functions:

1. To advance the prestige of Pink Salmon so the public would not discriminate in favor of Red Salmon.
2. To sell the high value of Pink Salmon as one of the world's choice foods, rich in nutritive elements, high in healthful iodine content, and because of its low price, wonderfully economical either just as it comes from the can or in the multitudes of combination dishes to which it is so readily adapted.
3. To clear salmon from the shelves of the 237,000 grocery stores of the country, abolishing the heavy carryover and bringing the new pack into a waiting market. This would mean reducing storage and carryover costs to the packers and restoring the industry to a healthful condition.

Two hundred thousand dollars was

subscribed cooperatively and invested in advertising.

The results constitute one of the most dramatic examples extant of the possibilities for increased sales that lie in carefully planned campaigns. A \$100,000 prize contest brought in more than 200,000 recipes.

The advertising increased the sales of Pink Salmon in one city 33 1/3%; in another city showed 25-30% per cent increase.

Summing up in a letter to the bureau Strang & Prosser, the advertising agency, say:

"Advertising may be credited with cleaning the grocery shelves of the nation to such an extent that the salmon market today is in perhaps better shape than it has been for 20 years, excluding the hectic days of the war.

"Before the campaign the *Salmon Packers* estimated that it would take years at least to cut the Pink Salmon surplus down from around 60,000 cases to a condition where the warehouse would be empty and in shape to receive the new pack. In reality, this has practically been accomplished in 4 months for the carryover this year is virtually nothing. It is not sufficient to affect the new pack and the condition is exceedingly gratifying to the packers. They are disposed to give advertising the credit for the turn affairs have taken."

"Sunkist" Becomes a Household Word

No associational brief is complete without reference to the *California Fruit Growers Association*. During the fiscal year ended Nov. 1, 1929, the "Sunkist" advertising investment was \$1,62,000—nearly as much as the Association spent for advertising between 1907 and 1914.

W. B. Geissinger, advertising manager, says, "This market of ours is vast and ever changing one. Alertness to seize the news value of new uses and merits in old and well established products and yet to observe a strict adherence to the fundamental objectives is essential in keeping abreast of the increasing competition in food advertising and merchandising."

Is this not of interest to the macaroni manufacturers?

77.5% of the total appropriation is devoted to consumer advertising; 18.13% to trade work; and 4.37% is reserved for administrative purposes.

In addition to steady and persistent consumer advertising a large amount

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Why Not Now?

Milled from only the finest quality Amber Durum Wheat selected by the largest wheat buying organization in the world

WASHBURN CROSBY Co., Inc.

Minneapolis, Minnesota

effort is directed at the trade, doctors and nurses, and various other types of educational work.

A Successful Small Campaign

The Long Island Duck Growers Association has done a great job with cooperative advertising. Prior to the organization of the association there was no stable market for ducks. Frequently commission men bought them for as low as 25c a duck.

Organization plus advertising in New York city remedied this situation.

The secretary of the association commented to the Bureau as follows: "Advertising has succeeded in popularizing 'Long Island Duck'—'Roast Long Island Duck' has supplanted 'Roast Duck' on the menus of hotels and restaurants of the city. Prices are stabilized so that now the growers get from 25 to 30c per lb. for all the ducks they can raise." The newspaper campaign has cost about \$50,000 per year.

A Long Pull Campaign That Has Paid

The experience of the *Portland Cement Association* is typical of what may be accomplished by the broadest type of institutional advertising. Note the following statements made by the advertising manager:

"It is evident that any advertising such as ours (limited in scope) must depend upon favorable public opinion. And it is nothing to the discredit of other class of periodical to say that the newspaper is the supreme mart of public opinion. That public opinion for concrete is gaining strength is evidenced by the growth of the industry in the 21 year period during which the Portland Cement Association has been carrying on its educational work."

Consumers Now Ask for India Tea

India Tea Growers—The agent handling this account said:

"In 1923 America imported, roughly, 4,000,000 pounds of India Tea. This was about the time I started an advertising campaign on behalf of the *India Tea Growers* in the United States, and with the exception of a few trade papers in addition to the newspapers, no other mediums were used.

"In 1925 the sale of tea in the United States exceeded 1,000,000 lbs. weight of tea, an increase of over 13,000,000 lbs. in 2 years.

"In 1929 the appropriation was increased from \$200,000 to \$250,000. Imports of India Tea jumped to 21,000,000 lbs. in 1928."

These examples might be multiplied.

They prove that cooperative advertising can be successful.

Behind such a campaign, however, must be a closely knit organization the members of which are ready and willing to cooperate to the fullest degree, patient enough to wait for results.

Such an organized effort enables the industry to put its best foot forward. Many industries worry along in a rut, satisfied with limited profit, employing worn out and antiquated methods which are driving the industry farther and farther from the consumer. While this is going on some competing industry is usually gaining the public's favor and business.

If the macaroni association has money enough and enthusiasm enough to undertake an advertising campaign, it will find advertising to be "The Royal Road to the Consumer."

Many of the members of your association can testify to the profits resulting from up-to-date advertising and merchandising efforts.

To these members the associational campaign offers an additional weapon working on the consumer, paving the way, on a broad general plane, for their individual efforts.

Cooperative advertising done well, is no longer on trial. It has proved its worth in campaign after campaign.

The big question confronting your association is "Can you actually cooperate? Will your members to a man get behind such a campaign?"

It isn't enough to just raise the money and put it into advertising space. Others have done that with no results. It isn't enough to patiently wait for results and put up money for advertising, year after year. Others have done that too, and discontinued in the end.

There is no substitute for enthusiasm! That is the vital spark needed by your membership to put an advertising campaign over. Enthusiasm that leads every manufacturer to work with every other manufacturer. Enthusiasm that makes every member tie up his own selling efforts with those of the association. If your members have this, if they will keep it, the success of a good advertising campaign is assured.

Food Industries to Convene

For the third successive year Chicago will be host to the country's largest annual gathering of food producers and distributors, Jan. 20-24 in the Stevens hotel, for the 23rd annual

convention of the National Canners association, the Canning Machinery and Supplies association, and the National Food Brokers association.

The same week meetings will be held in Chicago by the National Wholesale Grocers association, the National Pickle Packers association, the National Kraut Packers association, the National Preservers association, the National Retail Grocers Secretaries association, and other food trade organizations.

Advance reservations at the Stevens Hotel—the headquarters of the National Canners Association and allied associations—indicate an attendance even greater than last year.

The canners opening afternoon meeting will be a joint session with the National Wholesale Grocers association, when the subject of advertising will be presented. Dr. Morris Fishbein, editor of the *Journal of the American Medical Association*, will speak from the point of view of the medical profession; Dr. Paul Dunbar of the U. S. Department of Agriculture from the viewpoint of the government food law enforcement officials; Miss Lita Bane of the *Ladies' Home Journal* from the viewpoint of the homemaker and consumer.

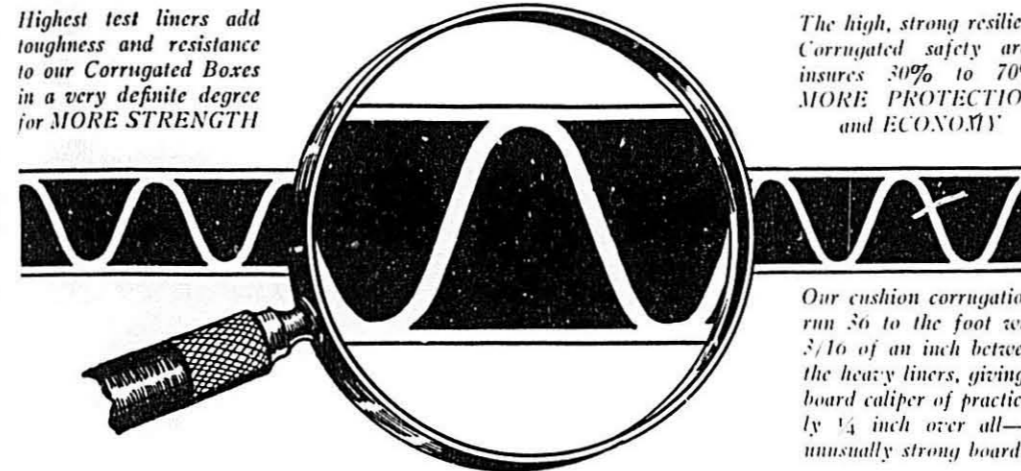
On Tuesday, Wednesday and Thursday, the 10 commodity section groups into which the National Canners association is divided will hold their meetings, and each afternoon there will be informal conferences at which canners and growers of canner crops will have an opportunity to discuss their problems with scientific experts who will be in attendance. The canners' convention ends with a general session Friday.

The Canning Machinery and Supplies association will hold its annual meeting on Wednesday, and throughout will maintain an extensive exhibit at the Stevens. Meetings of the National Food Brokers association will be held Monday to Thursday inclusive.

Entertainment features of the convention will include a brokers' dinner Tuesday evening, dinner dance Wednesday evening under the auspices of the Canning Machinery and Supplies association, dinner by the Anchor Cap and Closure Corp. Wednesday evening, and an entertainment at Medinah Temple on Thursday evening given by the American Can company.

"One big success" will not "make" a man, if he has failed oftener than he has succeeded.

Highest test liners add toughness and resistance to our Corrugated Boxes in a very definite degree for MORE STRENGTH



The high, strong resilient Corrugated safety arch insures 30% to 70% MORE PROTECTION and ECONOMY

Our cushion corrugations run 56 to the foot with 3/16 of an inch between the heavy liners, giving a board caliper of practically 1/4 inch over all—an unusually strong board.

Better Boxes Pay Dividends in Reduced Shipping Costs

It is a well known fact that cheap fibreboard shipping boxes are more expensive in the long run than quality boxes built primarily for hard service. Slap-dash boxes, sold at an attractive low price, are sources of trouble and this fact shippers of macaroni and similar products know to be generally true. Shippers who buy quality boxes from reputable makers always experience less trouble than those who consistently buy at "rock-bottom prices" and it is logical that the best wares, whatever the merchandise may be—are never the cheapest in construction or price, and the wear is in proportion to the quality.

In our processing of corrugated and solid fibre shipping containers we aim at quality—always at quality. Shippers, by using quality boxes, benefit by making definite savings and where we have access to their plants we often find we can make still greater savings by suggestions offered from our great store of experience.



We will be glad to figure with you on your requirements and help solve your packing and shipping problems, and don't forget—we furnish quality boxes only and prescribe from our great variety of regular and special types as required to all your needs. If you write, refer to Department 9 for quick service.

CONTAINER CORPORATION

OF AMERICA

AND

MID-WEST BOX COMPANY

111 W. Washington St.

CHICAGO, ILLINOIS

Six Mills—Twelve Factories



Capacity 1200 tons per day

Accident Prevention in Macaroni and Noodle Manufacturing Plants

There are relatively few severe accident hazards in well equipped modern plants for the manufacture of macaroni and noodles as compared with other industries. However there are possibilities of many minor injuries in such operations.

One of the possible causes of a large number of minor injuries is the fact that a good many such plants have developed from smaller establishments, with gradual enlargements and improvements and possibly with overcrowded conditions. This possible condition would make it more difficult to maintain the best of efficiency, and hence to control the class of accidents which are closely related to plant efficiency.

The food manufacturing industry as a whole has relatively fewer accidents and relatively less severe accidents than the average for all industries together, based on the reports of manufacturing establishments to the National Safety Council. For example the 2557 industrial establishments, representing 17 distinct groups of industries, which reported their accident experience for 1928 had an average accident frequency rate of 25.52, representing the number of loss time accidents per one million men-hours worked. The average accident severity rate—that is the number of days lost per 1000 man-hours worked—was 2.03.

In contrast, the average accident frequency rate of the food industry, including macaroni and noodle manufacturing plants, for the same year was 20.9; and the average accident severity rate was 1.29.

Included within this food group are confectionery manufacturers, with a frequency rate of 11.12 and a severity of .33. Milling manufacturers had a frequency rate of 18.66 and a severity rate of 2.58. Dairy products had a frequency rate of 18.82 and a severity rate of 6.63. Sugar manufacturers had a frequency rate of 38.12 and a severity rate of 1.79.

As indicating the possibilities of accident prevention for an individual plant, one macaroni manufacturing plant with over 100 employes reported for 1927 a total of 62 minor accidents, which represented according to their own tabulations an accident frequency rate of 249 plus. But for the year 1928, with fewer than 100 employes, they were able to reduce

their minor injuries to a total of 11, representing an accident frequency rate of about 54. Likewise, another macaroni establishment with about 50 employes reported for the year 1927 ten minor injuries which resulted in 27 days of lost time, a frequency rate of 83.74 and a severity rate of 23. But for 1928, with about the same number of employes, they had only 2 lost time accidents which resulted in 10 days of lost time, with a

SAFETY FIRST CAMPAIGN

By F. J. THARINGER
President, National Macaroni Manufacturers Association

Accidents are costly in time and money—both to employer and injured employe. The Macaroni Manufacturing Industry has altogether too high an accident rating and from the beginning of my term as president of the National association, I have overlooked no opportunity to stress the need of greater precaution in every department.

Our Safety First Committee has started to function, and with any semblance of co-operation on the part of the manufacturers and machine builders our record of time loss accidents should show the desired decrease.

It would be interesting to hear from macaroni men about what they have done or contemplate doing toward reducing the number of major and minor accidents in and about their plants.

How many time loss accidents did you have in 1929?

Was the health record of your employes better or worse?

Remember that Accident Prevention and Cleanliness go hand-in-hand.

For your 1930 SLOGAN may I suggest this one—

"I WILL STOP ACCIDENTS"

frequency rate of 17.89 and a severity rate of .09.

An annual statistical report from the Industrial Commission of Ohio affords an interesting comparison of accidents in macaroni manufacturing plants, as contrasted with bakeries. The payroll exposure for bakeries was more than 10 times as great as for macaroni manufacturers, but the percentages are on the same relative basis. During the year of time under consideration all of the industries of the state showed an average of 12.92 industrial accident claims per \$100,000 of payroll. In contrast, the index number for bakeries was 9.31 and for macaroni manufacturers 10.20. The

By W. DEAN KEEFER
Director, Industrial Safety Division,
National Safety Council

average of days lost per \$100,000 of payroll for all industries was 566. For bakeries there were 589 days lost per \$100,000 of payroll, and for macaroni manufacturers there were 455 lost days.

The report of the industrial commission for the Department of Labor of the State of New York for 1928 includes a number of specific references to macaroni manufacturing plants. The safety inspector for the bureau of industrial hygiene of this department states there were, in general, 3 types of accidents that stood out, for plants that manufacture or prepare food products. These were: slipping and falling, "struck by objects," and those that resulted in strains and sprains.

He states that the main causes of the slipping and falling accidents were wet or greasy floors, workmen losing their balance while standing on platforms or chairs or ladders, also stumbling over objects lying on workroom floors.

The second group of accidents, being struck by objects, were caused by falling material, apparatus breaking, and when struck by an object in the hands of fellow workers. The strains or sprains were caused by lifting too heavy objects and from slipping while handling material.

He lists among the "special causes of accidents" macaroni presses, macaroni kneaders and noodle cutters. Other special causes of accidents were packing and wrapping, conveyors, labeling, dough mixers, elevators, hand trucks, sprockets or chain, belt pulleys, splinters, nails, foreign matter in the eye, and dermatitis.

Three accidents on macaroni presses were investigated. One of these happened on a horizontal press while the operator was pulling a piece of dough between the opening in the cylinder and the hydraulic packer which presses the dough into the packing cylinder. In this case the wrist of the operator was crushed between the edge of the cylinder opening and the hydraulic packer, which resulted in the amputation of the hand at the wrist.

The second accident on a macaroni press occurred when a workman put his hand into the cylinder from the bottom to remove the dough from the rib which supports the die in the bottom of the cylinder. Another workman, who was

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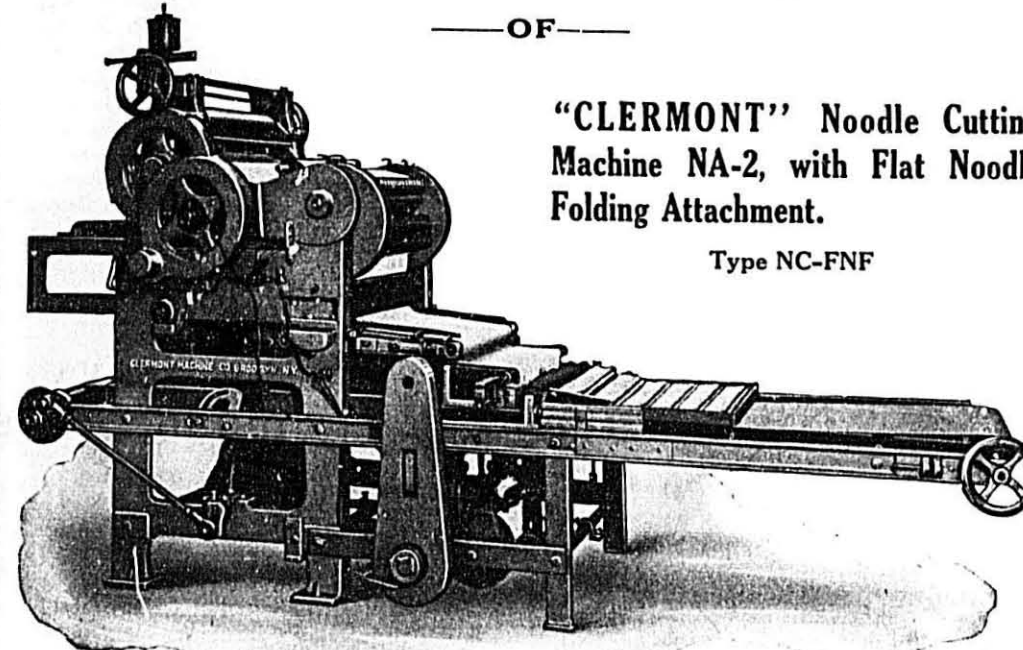
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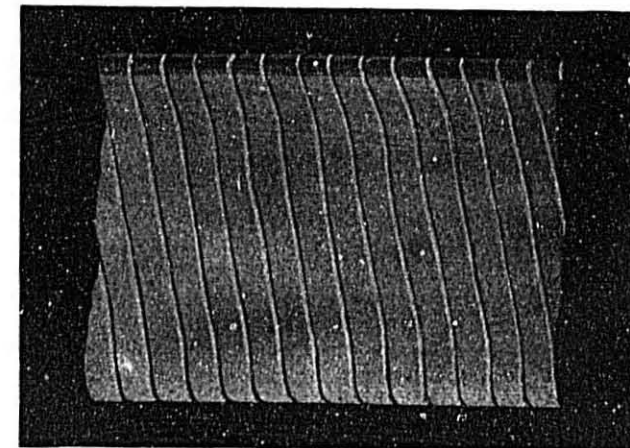
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No skilled operator required THE MACHINE WHICH PAYS DIVIDENDS No hands touch the product

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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.

standing on the platform from which the cylinder is loaded, dropped the die down into the cylinder and the workman's fingers were caught, resulting in the amputation of two of them and fracturing a third.

In the third case a workman was pushing a die into the cylinder of the macaroni press, when he slipped and struck the right side of his head against the edge of the cylinder.

"The accidents on macaroni presses," states the report, "were not due to the operation of a dangerous machine for they are a rather simple machine to operate, but due to unsafe practices or carelessness."

One of the accidents, to the operator of a kneader in a macaroni factory, happened when he was using a stick to push some dough from the dough turner or plow at the back of the pan. He was operating the stick in his right hand and the left hand became caught between the rim of the pan and the corrugated cone roller, resulting in the loss of 3 fingers. The report recommends that "a guard should be provided over the rollers, also the pan should be protected by a fixed apron which prevents the operator from coming into contact with the revolving pan."

Three additional accidents illustrate hazards in noodle plants. An operator of a noodle cutter, in attempting to remove a small piece of dough that was near the knife, which was in motion, lost the ends of two fingers because of the lack of a protecting guard in front of the knife. Another operator lost a finger because the roller in front of the knife on the noodle cutter was not properly adjusted as a protection against the knife. Another operator, in attempting to reach the starting bar of a noodle cutter caught her foot between the spokes of the drive sprocket beneath the machine. This accident could have been avoided if the sprockets and chains had been properly guarded.

Another workman in a macaroni factory was severely injured when he slipped from a platform 4 feet above the workroom floor, as the result of the lack of a guard rail. Another workman was severely injured on the foot when a die for a macaroni press was being removed from the tank of water in which the die was kept when not in use and when the die slipped from the workman's hand.

One of the hazards in an average macaroni factory is strains or sprains from the lifting of flour received in large bags. There is no danger from the falling of bags from the trucks unless loaded carefully. Good housekeeping, the keeping

of the floor clear of obstructions, is necessary toward elimination of hazards from trucking.

There is also hazard in the packing of bags in the storage room. A portable tiering machine for the piling of bags will eliminate muscular exertion and also afford economy in space.

For the prevention of accidents relating to the machinery of mixers and kneaders and presses, there should be convenient pulley and belt shifters or controls for the convenient starting and emergency stopping of the machinery. Gears and driving belts and pulleys over mixers should be protected by standard guards to insure the safety of the oper-

ator. It also should be a safety rule that operators must never put their arms or hands inside the mixers while the paddles are in motion. The macaroni kneader usually is easily safeguarded through the enclosure of the gears and driving belts and pulleys. Also, the operator should not be allowed to clean the kneader while it is in motion.

Accidents frequently have been caused by the air-circulating fans used in drying rooms, when such fans have not been effectively guarded. There are minor hazards in packing and shipping macaroni and noodles, consisting largely in possible injuries to the hands from splinters and from nails.

Restaurant Mortality Heavy Reports Fact Finding Survey

The domestic commerce division of the U. S. Department of Commerce has been conducting a variety of business surveys to discover facts and reasons concerning business failures in different lines. Following the Louisville survey of the grocery industry experts made a study of the restaurant mortality in Kansas City, this place being selected because the trade considers that city as fairly representative of restaurant conditions throughout the country.

The report shows conditions in the restaurant business there to be far from stable. Out of 1084 Kansas City restaurants licensed in 1928, 551, or more than 50%, either changed ownership or went out of business. From Jan. 1 to Aug. 1, 1929, 549 new restaurants opened to take the place of the 551 that went out of business the previous year. Since licenses may be taken out any time during the year and restaurants opening after July 1 are required to pay only one half of the yearly fee, it is expected that more new ones may open in the remaining 5 months of the year.

Only 7 restaurants were found to have gone through bankruptcy in 1928. These, however, represented only one seventh of the 221 instances of loss reported by 18 wholesalers and supply houses from restaurant failures. It appears, therefore, that for every restaurant that failed and went through bankruptcy there were 6 other failures which were settled outside of the court or not at all. The 49 restaurant failures in Kansas City in 1928, arrived at on this basis, do not include the undoubtedly large number which did not succeed and lost part or all of their own capital but which went

out of business before losing money for creditors, and thus did not come within the arbitrary definition of business failures.

The loss in 1928 by wholesalers and supply houses on unsecured claims in the 7 bankruptcy cases alone was \$82,371. If these were typical cases, it is estimated that the loss to creditors alone from restaurant failures was more than \$500,000. While the heavy losses were divided among many different establishments, the losses of some of the wholesale houses were very high. Some of these establishments reported from 30 to 49 failures among their restaurant customers in one year. Individual bills owing from a bankrupt to a wholesaler were sometimes as high as \$700 to \$1000. It is pointed out that these large annual losses of wholesalers, representing just one branch of trade which is affected by retail failures, are a great burden on the community, meaning smaller profits for the business man and higher prices to the consumer, and signifying inefficiency and waste in the industry.

SATISFY

A profitable business is not conducted solely by competent executives and loyal employees. It must have satisfied customers. Satisfied customers sustain success. Executives simply maintain success. A dissatisfied customer is negative advertising. Satisfy all customers in any reasonable dispute.

If you have the experience of age, look to youth for enthusiasm. If you have the enthusiasm of youth, look to age for experience.

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



QUALITY

SERVICE

There Is No Substitute For Durum Semolina

KING MIDAS MILL COMPANY
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

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SPECIAL SEMOLINA

No. 3 SEMOLINA

Overproduction--- Macaroni Man's Worry

The year 1929 was probably the best ever experienced by the Macaroni Products Manufacturing Industry from the point of production though the quantity of finished products that passed through factories through the various distributing channels to satisfied customers is still far below the plant capacity. Several mergers into stronger units and a few financial failures have succeeded in somewhat lowering the enormous capacity of the combined plants in the country.

It is but a comparatively few years since the macaroni products manufacturing industry had its inception in this country and only since the opening of the World war has the business gained its high position of importance in the United States as a food producing industry. Over 350 plants operating thousands of macaroni presses are listed in the latest census of the industry. Nearly 5000 employees helped to produce over a half billion pounds of this food stuff in 1929, converting millions of sacks of semolina and flour into finished products valued in excess of \$50,000,000.

Macaroni, as a form of grain food, is perhaps not so well known as bread or rice but for centuries these products have been popular in many countries. As quite generally understood, macaroni products as we now know them, had their recent origin in Italy where the people of that sunny land long ago learned to appreciate the wholesomeness of this food. It is now produced in most of the leading nations of the world and if production and consumption elsewhere kept pace with that in the United States the 1929 world's consumption in pounds has probably exceeded all previous records.

The Italians prefer to call this food an "alimentary paste," a term which includes macaroni, spaghetti, vermicelli, alphabets, ringlets and scores of other varieties. Italy still leads the world in point of production and consumption of macaroni products but its foreign trade has been greatly reduced by the war embargo during the recent conflict of nations aided by local conditions that were the outcome of the war.

The industry was introduced into the United States several generations ago by Italian immigrants who had a longing for their favorite food and who made up in crude form some of the simpler shapes in their kitchens and later in

small plants. From this small beginning the industry in this country grew slowly and steadily until the plants here now not only supply the country's needs but furnish millions of pounds for export to nearby and distant markets.

Several decades ago Americans with training and capital were attracted into the business and to them the name "alimentary pastes" did not appeal. For nearly a quarter of a century a battle has been waged to popularize the term "Macaroni Products" to include the many forms and shapes in which these prepared and dried doughs reached the consumers. In the United States the term "macaroni products" also includes egg noodles, which are claimed to have had their origin in Germany. In this battle the industry finds friends among the government officials. Rarely does the term "alimentary pastes" appear with reference to what we prefer to be called "macaroni products."

To help along the infant industry, a group of manufacturers organized a trade association in 1904. For nearly 26 years this group has functioned in promoting the interests of the adopted industry until today the National Macaroni Manufacturers association includes in its ranks practically all of the important and progressive firms in the country.

Prior to the World war the United States was the most lucrative market for the macaroni manufacturers of Italy. In 1913 we imported over 110,000,000 lbs. When this source of supply was cut off during the World war numerous new plants were erected in the leading centers of this country and others greatly expanded their production capacity with the result that today, despite increased consumption and a heavy foreign trade, capacity still greatly exceeds demand. The result is keen competition and incidental ruinous price wars.

Macaroni is a very economical and wholesome food, made from American durum wheat in sanitary American plants but competitive conditions warrant the statement that the business is hardly a lucrative one. Indications are that there has been little or no increase in the per capita consumption of macaroni products, the estimate for 1929 being less than 5 lbs. Whatever consumption increase has been noted is due perhaps to the popularity of egg noodles as these tasty products are unquestionably

By FRANK J. THARINGER
President National Macaroni Manufacturers Association, in the Grocery and Business Annual of the Journal of Commerce

the best in the world. The popularity of the egg noodle is attributed to the federal and state legislation which prohibit the use of artificial coloring, a deception still practiced elsewhere to make the finished goods simulate egg products.

The restriction of immigration and its consequent reduction of the number of people who naturally consumed these products in quantities has compelled the macaroni manufacturers to look to the American homes for increased use of this food. Facing this condition, and with enormous overproduction, the leaders in the trade through the National Macaroni Manufacturers Association have sought ways and means for making the American consumer "macaroni conscious." It is generally recognized that this can be accomplished only through an educational campaign that will stress the nutritive value of macaroni products, their wholesomeness and economy and the pleasing ways in which they can be combined with other foods.

Several attempts have been made to advertise this food cooperatively but lack of capital made all such attempts spasmodic and with questionable results. The National Macaroni Manufacturers association has now arranged for a survey and study of the whole industry with the objective of learning whether or not a nation wide publicity campaign can be launched with the assurance of the support this movement deserves.

With consumption in Italy exceeding 50 lbs. per capita per year and with an average consumption of 32 lbs. a year in the whole of Europe, the estimated 5 lbs. per capita consumption in the United States appears insignificant and indicates the prospect that the industry has before it whenever the leaders are willing to put up a combined and determined battle to gain them. May the year 1930 bring to the Macaroni Manufacturing Industry in this country the realization of its dreams.

STIMULATING GOOD WORK

I have never seen a man who could do real work except under the stimulus of encouragement and enthusiasm and with the approval of the people he was working for.

The man who is constantly looking for a chance to get even with someone seldom gets ahead of anyone.

January 15, 1930

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

Let us be your "Package Counselors."

CONSULT OUR
TRADE MARK BUREAU.

The courts have decided that trademarks and brand names are valuable property. No new name should be adopted without investigation. Our trade mark bureau contains records of over 880,000 brand names including all registered brands. Write for particulars. The service is free.

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Commander-Larabee Changes

Wedge. It split into two parts, one going to the Commander-Larabee Corporation and the other to the Minneapolis office of the corporation. The association of employees presented the guest of honor, Mr. Sheffield, with a traveling bag, in a brief address by Robert Kinney, manager of the Commander elevator.



Benjamin B. Sheffield

the system. Mr. Sheffield developed mills throughout the United States, which in 1928 produced 1,600,000 barrels of flour. He was

Vice Presidents C. M. Bradenbergh and Martin Luther were selected. J. W. Lolly was named secretary and P. J. Wedge treasurer.

Mr. Sudduth is well known in the industry as one of the younger men in the business, but with a record as a milling executive. He started in business in 1895 with the W. J. Johnson company, later becoming secretary-treasurer of the company which in 1908 got control of the Commander mill at Montgomery, Minn., and in 1911 consolidated with the Big Diamond mills, Morris-town. In 1915 the Empire mill at Janesville was added and still later the Yorsa Andrews-Thurston mill in Minneapolis. Mr. Sudduth has been vice president of the individual companies and was chosen first vice president of the Commander-Larabee corporation when that merger was formed 3 years ago.

A dinner was given in the banquet room of the Hotel Nicollet for Mr. Sheffield, in which 150 members of the working staff of the corporation participated. Mr. Sudduth was one of the speakers, also Mr. Luther, Vice President E. W. Erickson of the Big Diamond Mills company, Walter Smith of Kansas City, representing the southwest branch of the corporation, and Miss Helen Ulrich, secretary to the president. Alfred Hayes, an employee, contributed solos, following which the employees and others took part in dancing.

The dinner, which was the evening of Jan. 7, was given by the employees of the

Minneapolis office of the corporation in recognition of the esteem in which they hold Mr. Sheffield. The association of employees presented the guest of

Calls Ads Educational

Mrs. Mina Hall Carothers, former president of the Federation of Women's Advertising Clubs of the World, speaking before the Philadelphia Club of Advertising Women at the Poor Richard Club last month, said advertising is doing a great educational work in bringing a knowledge of merchandise and use of household equipment to men and women. Modern advertising, she said, has inspired confidence because it has shown that products of manufacturers are made with honest policy of manufacturing government weight standards and are subject to food laws.



Banquet in Hotel Nicollet ball room honoring the new chairman of the board and the new president of the Commander-Larabee Corporation, Minneapolis, Minn.

January 15, 1930

THE MACARONI JOURNAL

**1930 . . .
A Macaroni
Year**

**ALL INDICATIONS
POINT TO AN IN-
CREASED MACA-
RONI CONSUMP-
TION IN 1930—
THAT MEANS MORE
BUSINESS FOR
USERS of COMMAN-
DER SEMOLINAS.**

*Yours to Command,
COMMANDER*



COMMANDER MILLING COMPANY

Secrets of Successful Trade Marking Series

---Distinguish Between Trade Name and Trade Mark

Some of the readers of the Macaroni Journal may be tempted to impatience when they are told, on the authority of experts, that they should be careful to distinguish between their trade names and their trade marks. Why bother to split hairs? says a matter-of-fact tradesman. Or, maybe, he puts it thus: What need to bother with such technicalities when the everyday consuming public knows nothing of the difference between these two mediums of identification, and cares less?

The shortest answer is that because the great body of household purchasing agents does not or cannot distinguish between macaroni names and macaroni marks is no reason why the men inside the trade should similarly mix things up. Worse yet, one of the causes of trouble in the industry today is that so many insiders are not much wiser than the outsiders but persist in regarding trade marks and trade names as interchangeable, or as being one and the same kind of key to good will. For the matter of that, it would be all to the benefit of the macaroni trade if the rank and file of retail customers could be educated to discriminate between these two species of "handles." But for the time being our consideration is with the fog of misunderstanding and uncertainty that prevails in macaroni circles.

Use Both—Mark and Name

To begin with let it be emphasized that there is no reason why the seller of macaroni on reputation should not have both a trade name and a trade mark. Many members of the group are thus doubly equipped. But that does not make the 2 clues for buyers one and the same vehicle, even if they serve somewhat the same purpose of goods identification. No, not even if a brander uses the 2 forms in conjunction with one another as is often done. The reason, or rather the big reason, for putting trade marks and trade names in 2 different mental pigeonholes is that there is, in the average instance, a vast difference between the amounts of legal protection which may be obtained for these intangible assets. In that bald fact, once you ponder it, is to be found ample justification for trying politely to make the public be just a little more careful in its recollection

and recognition of the one than of the other.

Here you have it in a nutshell. The trade name is the convenient means of merchandise specification. Like as not the manufacturer has encouraged his customers to make a habit of calling for his goods by the trade name. But it is the trade mark, standing alone or in association with the trade name, which is the vital symbol of origin—the guaranty of genuineness, or the pledge to the consumer that he is actually getting "the original" article, or the kind he has always bought. Macaroni under trade mark may get along very well in distribution without a trade name. But macaroni, or any other product, making its way under trade name but lacking a full stature protectable trade mark is riding for trouble if it encounters imitative competition.

Trade Mark and Name Explained

To illustrate just how the double barreled system of identification works, let us make up an imaginary case. We will say that John Jones sets up in business and puts out his product under the notation Jones Best Macaroni. That designation would rank as a trade name. Any other man in the trade by the name of Jones would be free to use that same headline, assuming of course that he did not use the phrase in a fashion to confuse his product with that of the original Jones. Trade names of the conventional pattern are apt to be thus non-exclusive in a sense because all sharers of a surname have a right to use their own names in business and all descriptive words are common property.

How different would be the position of our fictitious friend Jones if he had chosen, instead, a sales pointer such as "Jones Acme Macaroni." Then the layout in its entirety would rank as a trade name. But the "Acme," being arbitrary, might qualify separately as a full-fledged trade mark. Similarly, a trade mark would be obtainable if Jones were to use the trade name first cited but were to write the words in a peculiar or particular manner or were to create a unique background or "display" by means of frames, borders, panels or other original decorative features. Then Jones would be unable to prevent other Joneses from

using the common features of the trade name but he could stop them from borrowing any features of his name setting—features that, thanks to novelty in type, color and outline, will be more readily remembered by the public than the trade name itself.

The plea to the macaroni marketer to pyramid a trade mark and a trade name as separate entities is based wholly on the theory that he might as well have 2 bulwarks for business good will instead of one. It is not meant that the rightful owner cannot obtain protection under the law for a trade name. He can. But it is more difficult, we may as well admit. Because he has to rely upon the redress which the common law provides for unfair competition. And that means that before he can claim damages he must wait until the other fellow who is using the trad name has done him some harm by the double-tracking.

With a trade mark, on the other hand, it is possible to take a stitch in time. If our hero is the first member of the macaroni group to adopt and use a name, picture, or other symbol or device allowable for use as a technical trade mark he may clinch his sole possession by means of a certificate of registration obtainable at the U. S. Patent Office at Washington. If any later comer undertakes to obtain a government franchise for that same or even a very similar mark used on macaroni, his application will be denied. Or if the newcomer goes ahead and uses that echoing mark without registering it, the mere fact that the prior user's date of brand-beginning is attested by Uncle Sam will serve to give the pioneer a big advantage if he sees fit to summon the copy-cat to court.

Choose an Expansible Name

We have been dealing thus far with the trade mark that is part and parcel of a trade name and have been urging that a trade mark, thus tailed or surrounded, shall be lifted above the remainder of the setup in the attention of the public. It would perhaps be all the better for the macaroni manufacturer who expects to expand his business if he were not only to distinguish his trade mark from his trade name but were to actually separate the two. Make them stand far enough apart from one another to show that

Written expressly for
The Macaroni Journal
by
WELDON FAWCETT

January 15, 1930

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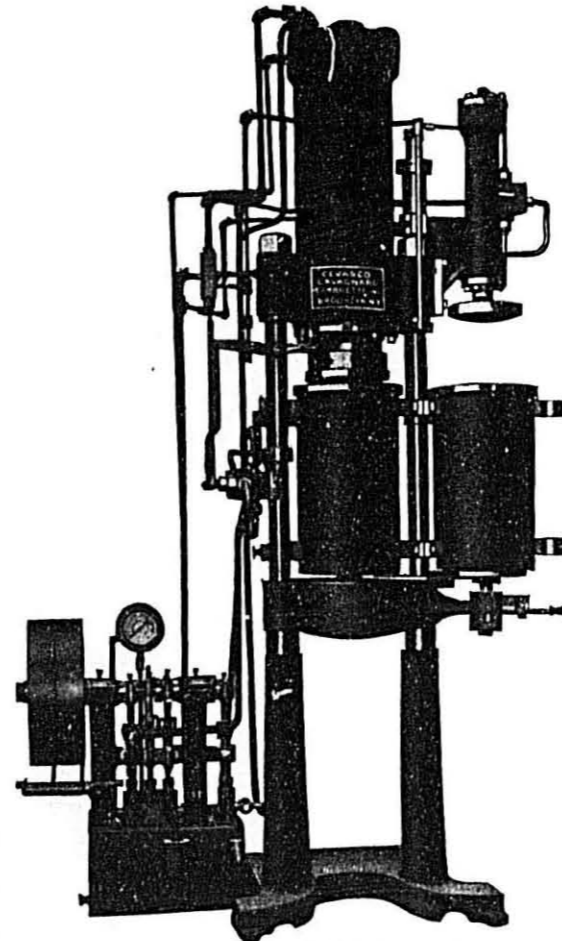
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die
12 1/4 and 13 1/4 inches

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

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

DIE PLATEN. The dies platen or support is divided into three (3) sections for the 13 1/4 inch and two (2) sections for the 12 1/4 inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

CONTROL VALVE. Both the main plunger and the packer plunger are controlled by our improved valve. The movable part of this valve rotates against a flat surface. As there is always a thin film of oil between the two faces, there can be practically no wear on this part. Very little power required to set same as the movement

156-166 Sixth Street

BROOKLYN, N. Y., U.S.A. 159-171 Seventh Street

Address all communications to 156 Sixth Street

their jobs are different, even though both be used on the same package at the same time.

The reason for thus divorcing a trade mark from a trade name, even though the two are to work side by side, is that a trade name is necessarily destined to be used on a single product, whereas a trade mark may find its greatest usefulness as a tying mark, binding together the different members of a family of products. Even if the macaroni marketer is starting in business with a lone specialty he is well advised not to allow his trade mark to become entangled with his first born trade name. For there is no telling when he may want to take on subsidiary products or side lines, or make his business the nucleus of a corporate merger. When that time comes he may thank his lucky stars if he has his trade mark so isolated that it is ready for use as a line-mark, house-mark or institutional-mark symbolizing the full line.

A Curious Case Involving Shipment of Goods Without Inspection

Here is an unusual case which will interest everybody who ships goods or receives them over a railroad.

Generally speaking there are 3 ways of buying goods to be shipped:—

1.—On open account. The seller ships the goods on regular terms and of course the buyer has plenty of opportunity to examine them before he pays.

2.—Sight draft bill of lading attached without privilege of inspection. Here the buyer has to pay before he can even see the goods. If they are wrong in any way he has to sue the seller for his damages.

3.—Sight draft bill of lading attached but with privilege of examination. Here the buyer can inspect the goods before he takes up the draft.

A surprising volume of goods is sold the second way. This is the best way for the seller but not so good for the buyer, for the reason stated above.

When the goods are shipped without privilege of examination the bill of lading usually contains the following:

The surrender of the original order bill of lading, properly indorsed, shall be required before the delivery of the property. Inspection of property covered by the bill of lading will not be permitted unless provided by law or unless permission is indorsed on the original bill of lading or given in writing by the shipper.

*Now I come to the case. A jobber named Fred Hoffman sold 2 carloads of goods to the Carlisle Commission Co. sight draft bill of lading attached

without privilege of examination, and the bill of lading contained the above provision. The railroad company over which the goods were shipped wrongfully allowed the Carlisle Commission Co. to open the cars and examine the goods, and by reason of what it found it refused to accept the merchandise. Hoffman then sued the railroad to recover his full price on the ingenious theory that the goods were shipped under a shipping contract which did not allow inspection; that the railroad had violated that contract by allowing inspection; that by reason of this inspection Hoffman had lost the sale, for if the Carlisle Co. had been compelled to pay before inspection Hoffman would have had his money and all the Carlisle Co. would have had was goods which (it said) did not fulfill the contract, and a chance to fight Hoffman.

Although this argument has no weight with me, at any rate it did convince the lower court, and a jury gave him a verdict for \$329.61. I don't know how that figure was made up. The appeal court, however, reversed, on the ground that the railroad com-

pany wasn't responsible for the full price merely because it improperly allowed the buyer to inspect. The law is that a railroad which transports goods shall be liable to the owner for "any loss, damage or injury to such property caused by it."

The court said that a shipper couldn't recover the whole purchase price of the goods merely because the buyer, being wrongfully given the right of inspection, had seen them first and rejected them.

The railroad could be held responsible only for any damages which occurred to the goods themselves because of the unauthorized inspection. As for instance, if the buyer had done them harm in the course of the inspection—broken them or something like that. In that case the damages could be got from the railroad. In this case the inspection hadn't caused any damage at all.

*Hoffman vs. A. T. & S. F. R. Co., Kan. Sup. Ct., No. 28,723.

By ELTON J. BUCKLEY, Counselor-at-Law, 1650 Real Estate Trust Building, Philadelphia, Pa.

Fewer Customers---More Profits

A coffee wholesaler is reported in a special bulletin of the National Coffee Roasters association to have reduced the number of his retail customers by 287 and the number of salesmen from 5 to 4, with a saving in expense considerably more than offsetting the loss in sales. While the sales loss for the 6 months from April 1 to Oct. 1, 1929 amounted to 6% as compared with the same period in 1928, the saving in sales cost for the same period was 15%. September 1929 showed an increase of 7% in sales over September 1928.

This wholesaler made a list of the 100 dealers who bought the smallest amounts of merchandise from him. He then requested each salesman to make up lists of the least desirable dealers in his territories, from the viewpoint of credit as well as volume. The lists included 87 of the wholesaler's smaller volume dealers, who were accordingly dropped by the simple process of failing to call on them. Every one in the organization was coached on what to say if these dealers telephoned or called to protest. None did so, however, and only one protest was received from 200 more who had been eliminated after consultation with salesmen.

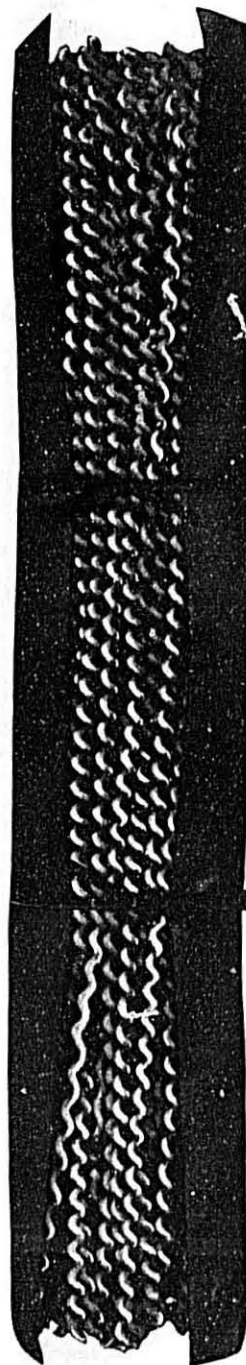
A regrouping of territories after these

customers were dropped revealed the possibility of dispensing with the service of one salesman and the 4 now working the market are reported to average 225 stores as compared with the 240 previous for the 5.

Among the advantages cited by the National Coffee Roasters association from cutting off these small stores are the following:

- (1) Saving of the losses due to handling the many small, unprofitable orders from these little stores.
- (2) Credit saving, for these smallest stores were found to be the poorest credit risks—often behind in their accounts; and when they fail the account is usually a total loss.
- (3) A substantial saving of time of salesmen which can be used more profitably in the bigger stores.
- (4) A saving of cost and work incident to managing 4 salesmen instead of 5.
- (5) A saving of salesmen's morale and self respect, which suffers from small dealings with small dealers.

The small customer today may be your biggest customer some day—if you treat him right.



PATENTED

The GENUINE Fusillo

!

"If we have been able to make this die, considered an *Impossibility*, how good can we make your *Common Dies*

?"

MARIO TANZI & BROS., Inc.
348 COMMERCIAL STREET
BOSTON, MASS.
U. S. A.

NEW YORK BRANCH: 1274—78th Street, Brooklyn, N. Y.

CREATOR AND MAKER OF FINE DIES

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of trade marks applying to macaroni products. In December 1929 the following were reported by the U. S. Patent Office:

Patents granted—None.

TRADE MARKS REGISTERED

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

I & A

The private brand trade mark of Vincent C. Naso doing business as Italian & American Cash & Carry Grocery & Meat Market, Cleveland, O., was registered for use on canned spaghetti and macaroni in its various forms; also canned coffee and bottled olive oil. Application was filed July 3, 1929, published by the patent office Sept. 24, 1929 and in The Macaroni Journal Oct. 15, 1929. Owner claims use since Jan. 25, 1929. The trade mark is a large heart on which is written the title "I & A" in large white letters.

Parma

The private brand trade mark of Parma Importing company, St. Louis, Mo., was registered for use on macaroni products. Application was filed April 15, 1929, published by the patent office Oct. 1, 1929 and in the Nov. 15, 1929 issue of The Macaroni Journal. Owner claims use since April 1, 1929. The trade mark is the trade name in heavy type.

TRADE MARKS REGISTERED WITHOUT OPPOSITION

3 Minute Macaroni

The trade mark of Bayard S. Scotland doing business as The 3 Minute Macaroni Co., Joliet, Ill., for use on alimentary paste products—namely macaroni, was registered without opposition. Application was filed Oct. 12, 1928 and published by the patent office Dec. 17, 1929. Owner claims use since Oct. 4, 1928. The trade mark is written in heavy black type.

TRADE MARKS APPLIED FOR

Nine applications for registration of macaroni trade marks were made in December 1929 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Kufferle

The private brand trade mark of Wilhelmsdorfer Malzprodukten-Und Chokoladen-Fabrik Von, Jos. Kufferle & Co., Aktiengesellschaft, Vienna,

Austria, for use on alimentary pastes and other groceries. Application was filed July 28, 1928 and published Dec. 3, 1929. Owner claims use since March 1923. The trade mark is the trade name in longhand writing.

Blue & White

The private brand trade mark of Red & White Corp., Buffalo, N. Y., for use on macaroni, spaghetti, egg noodles, and other groceries. Application was filed June 27, 1929 and published Dec. 3, 1929. Owner claims use since Aug. 27, 1928. The trade mark is written in heavy type.

Bellini

The trade mark of Maravigna North Street Macaroni Co. doing business as Maravigna Macaroni Co., Boston, Mass., for use on macaroni. Application was filed Sept. 21, 1929 and published Dec. 3, 1929. Owner claims use since Aug. 5, 1929. The trade mark is written in black type on a ribbon to the right of which is a picture of Vincenzo Bellini.

Mrs. Rapp's

The private brand trade mark of The Cleveland Pretzel & Potato Chip company, Cleveland, O., for use on egg noodles. Application was filed Oct. 21, 1929 and published Dec. 10, 1929. Owner claims use since July 1, 1925. The trade mark consists of the trade name in black letters.

American House

The private brand trade mark of American Grocery company, Hoboken, N. J., for use on alimentary paste products and other groceries. Application was filed April 9, 1929 and published Dec. 17, 1929. Owner claims use since May 1924. The trade mark is the name in large white letters written within an oval.

Elka

The trade mark of Elka Noodle Corp., Maspeth, N. Y., for use on egg noodles and other egg products. Application was filed July 13, 1929 and published Dec. 17, 1929. Owner claims use since March 22, 1925. The trade mark is written in heavy type.

Unita

The private brand trade mark of United Importers, Inc., Providence, R. I., for use on macaroni and other food products. Application was filed July 25, 1929 and published Dec. 17, 1929. Owner claims use since January 1925. The trade name is written in heavy type above a picture of a lady and a lion resting on a river bank.

Baby

The trade mark of The John B. Canepa company, Chicago, Ill., for use

on alimentary paste goods. Application was filed March 25, 1929 and published Dec. 31, 1929. Owner claims use since March 20, 1929. The trade name is written in heavy type.

Angela Mia

The trade mark of Lincoln Macaroni Mfg. company, Brooklyn, N. Y., for use on macaroni. Application was filed Nov. 4, 1929 and published Dec. 31, 1929. Owner claims use since Oct. 1, 1929. The trade name is written in heavy black type.

Avoid Unwarranted Price Cutting

COMPETITIVE PRICE CUTTING CUTS BOTH WAYS

Commenting on President Herbert Hoover's ambitious and courageous effort to prevent the derailing of prosperity by getting industrial corporations, utility corporations, railway corporations and other large employers to pledge themselves to neither reduce wages nor curtail planned capital expenditures, B. C. Forbes in his Forbes Magazine says:

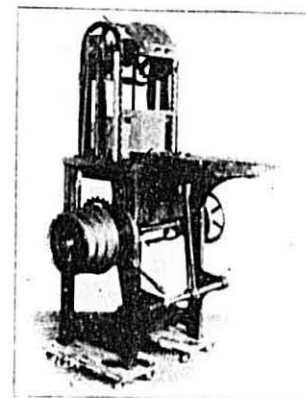
"Wage reductions and price reductions used to be the immediate aftermath of panics. Leading employers have pledged themselves not to cut wages. Will they resist the temptation to cut prices. Where economies of production make lower prices feasible without sacrifice of wages or reasonable profits they are beneficial. But price cutting not based on reduced costs but instigated merely by the motive of outmaneuvering a competitor seldom works out satisfactory to anybody. Competitors usually follow suit—and sometimes go the original price cutter one better. Destructive competition is unleashed, profits are destroyed, ability to maintain wages is shaken, buyers are thrown into a state of uncertainty, and the last state is worse than the first. Happily the leaders in most industries now take an enlightened view of price cutting. Unwise price reductions are now more often made by the weakest rather than by the strongest competitors. Should cutthroat price cutting become prevalent pledges to maintain wages would not long be honored. Nor would stock bought even at panic prices prove profitable investments. And both are extremely important considerations.

"Avoid unwarranted price cutting."

If you don't help yourself all the wisdom of the ages will avail you nothing.

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

Favors the Price Maintenance Law

Speaking for the members of the National Association of Retail Grocers of which he is secretary-manager, C. H. Janssen has appealed to House committee on interstate and foreign commerce for the early passage of the Capper-Kelly bill more popularly known as the Price Maintenance Law or the Fair Trade Act. That organization is of the opinion that this measure is now the most important one before Congress.

"The National Association of Retail Grocers, representing the organized individual retail grocery trade of the United States, is a national trade organization with affiliated local and state bodies in 42 states, functioning continually since its organization in 1892," Mr. Janssen says.

"In its annual conventions which have been held consecutively for 33 years, this trade body expresses its thought on trade questions, trade policies and public questions wherever they involve public welfare in food distribution. This association has repeatedly expressed itself in favor of a Price Maintenance Law which would,

in its operation, tend to stabilize the excessive price competition prevalent in the trade.

"This association believes that House Bill No. 11 by Kelly known as the Fair Trade Act will accomplish this, and that by permitting manufacturers to legally protect advertised brands it will do just what your subcommittee in its report April 30, 1928 stated it would.

"The National Association of Retail Grocers unqualifiedly endorses the conclusions of your subcommittee and earnestly prays that the full committee will exercise its wisdom by complying with the recommendations of said subcommittee and favorably report this measure to Congress for early enactment into law."

Adhesive Sales Convention

The National Adhesives Corp. held its annual sales convention in New York city, December 19, 20 and 21, 1929. The attendance was larger than previous years as the corporation during 1929 greatly increased the scope of its operations. Representatives from the various branch factories in the

United States and Canada were present, as well as a representative from the new plant in England. Considerable time was given to lectures and sales talks and special instructions regarding some new and unusual articles the corporation plans on marketing in the New Year.

On Friday the group visited the main factory of the corporation at Dunellen, N. J. Thus the representatives were able to see first hand workings of a modern glue factory and witness the exacting laboratory control methods maintained by the corporation, one of the main contributing factors in the success of Mikah Adhesives.

The convention came to a close Saturday night with a banquet at the Hotel Pennsylvania. President A. Alexander gave an interesting talk and among other things mentioned the marked progress made by the corporation during 1929. He inspired those present by his remarks regarding the corporation's plans.

Be a better workman today, and by repeating tomorrow what you have done today, you will advance with surprising rapidity.

When Freight is Roughly Handled



you need Fivefold Protection*

DARKIES singing . . . wheels rolling . . . trucks roaring away. Swish! Thud! Smash! Crash! Boxes of merchandise bump to the ground . . . are roughly handled.

Were they yours? . . . Will some favored customer receive damaged merchandise? . . . Will the next storm "get to" your packages? . . . Will boxes swell and burst? . . . How much hidden damage to your goods?

These things happen every day. Each year millions of dollars are lost because of inadequate packing. Every week good customers go somewhere else to buy because of these things. What is your bill for damaged merchandise? . . . What does your loss amount to from disgruntled customers?

You can't control storms, rough and careless handling. But you can

take precautions to safeguard your merchandise. You owe it to yourself to be sure your goods leave the shipping room packed to stand the destructive handling of modern transportation.

Fivefold Protection*—Good Wooden Boxes—assure delivery of your merchandise in the best possible condition. Thousands of manufacturers have found this the safest, most economical way of packing and shipping their goods.

If you are confronted with any problem related to the packing or shipping of your goods, one of the engineers of this association will gladly call to explain the advantages of Fivefold Protection*. Their services are free. Why not send the convenient coupon today. It may mean thousands of dollars saved.

* FIVEFOLD PROTECTION—
Good Wooden Boxes—safeguard your merchandise against:

1. Rough handling in transit
2. Hidden Damage (crushed contents, torn labels, etc.)
3. Pilferage
4. Bad Weather
5. Disgruntled customers



Wooden Box Bureau
111 West Washington St. Dept. 5164
Chicago, Illinois

Gentlemen:
We manufacture and would like to have one of your engineers arrange to tell us the advantages of Fivefold Protection*.

Name

Firm

Street

City

State

WOODEN BOX BUREAU

of the National Association of Wooden Box Manufacturers
and of the National Lumber Manufacturers Association

CHICAGO, ILLINOIS


CROOKSTON-SEMOLINA


From
Amber Durum Wheat
STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company
CROOKSTON, MINNESOTA

for
**QUALITY
TRADE**





Notes of the Macaroni Industry

Imports Higher—Exports Lower

The month of October 1929 recorded a reverse in the general trend in the foreign trade in macaroni products, the figures indicating an increase in imports and a decrease in the quantity exported. The reverse in October does not, however, affect the general trend during 1929 though it may indicate a change.

The importation of macaroni, vermicelli, noodles, etc., in October 1929 reached the high figure of 260,488 lbs. as compared with 237,104 lbs. in October 1928. However, the imports this year, though greater, were less valuable than the smaller quantity imported in October last year, \$23,000 as compared with \$23,073.

For the first 10 months in 1929 the imports totaled 2,239,462 lbs. valued at \$207,028. During the same period in 1928 the importers purchased 2,770,028 lbs. for \$307,841.

Though the trend in the exportation of macaroni products has been generally upward since the war a sharp drop was noted in October 1929 when only 735,659 lbs. were exported as compared with 775,526 lbs. exported in October 1928. The values were \$66,443 and \$68,527 respectively.

The year 1929 is still considerably ahead of the previous year judged from the business in this line transacted the first 10 months. From January to October 1929 the exports totaled 8,746,321 lbs. having a value of \$743,174, as compared with the total exports of 7,760,530 lbs. worth \$695,802 for the first 10 months in 1928.

Macaroni Exports by Countries, October 1929

Countries	Pounds	Dollars
Irish Free State.....	3,600	279
Sweden	956	74
United Kingdom	229,756	20,781
Albania	6,960	700
Canada	189,264	18,373
B. Honduras.....	869	79
Costa Rica	7,282	318
Guatemala	3,404	379
Honduras	11,207	603
Nicaragua	3,121	182
Panama	50,658	3,002
Salvador	405	53
Mexico	40,410	2,978
Labrador	3,355	339
Bermudas	588	50
Barbados	390	40
Jamaica	3,470	274
Trinidad & Tob.....	625	25
Other B. W. Indies....	398	66
Cuba	21,998	1,441
Dominican Republic..	30,440	2,404
Netherlands W. Indies	4,911	473
French W. Indies	264	18
Haiti, Republic of.....	7,692	358

Virgin Islands	260	33
Colombia	917	96
Peru	1,104	103
British India.....	1,835	206
Venezuela	5,622	817
British Malaya.....	1,068	120
Ceylon	1,312	163
China	20,649	1,743
Java & Madura.....	8,159	870
East Indies	825	91
Hong Kong.....	650	91
Japan	10,202	1,411
Philippine Islands	6,615	1,374
Australia	30,020	3,573
British Oceania	766	106
French Oceania	1,055	107
New Zealand	17,922	1,846
Union of South Africa	4,105	440
Gold Coast	156	16
Nigeria	91	12
Other French Africa..	23	3
Mozambique	280	33

Macaroni Man Murdered

Louis Scalisi, a macaroni manufacturer in Brooklyn, N. Y., was found dead in his apartments at 235 Central av. by neighbors the morning of December 6. Other tenants in the apartments heard scuffling of feet and 2 shots, then hurried steps on the rear stairway, but they were unable to see or apprehend the murderers. After investigation the police were convinced that the motive was not robbery because a large roll of bills in the dead man's pocket and 2 expensive diamond rings on his fingers remained untouched.

Mr. Scalisi, aged 45, had been engaged in the macaroni manufacturing business since a mere youth. His wife, from whom he lived apart, was questioned but no clue as to the killers' motive has been uncovered.

Prima Donna Loves Spaghetti

Prima donnas are very generally accused of being temperamental. Rosa Ponselle, the prima donna of the Metropolitan Opera company, was unable to appear in the role of Donna Anna in a recent revival of Mozart's "Don Giovanni" and some tongues began to wag about her condition and reasons for her nonappearance.

She denied emphatically that it was a case of temper or that she was ill. She was not even dieting. She was kept busy denying the many rumors.

"Me, diet! Why, next to singing, I'd rather eat than anything. Why, when I made my debut I weighed 197 and it was just by discretion that I came down to 167. I had been eating 4 or 5 desserts a day and lots of spaghetti. But dieting! My God! how I

love to eat! I'm a real American gal! A cold contracted on arriving in cold New York from warm Italy caused her to cancel several of her scheduled appearances. Hence all the rumors so emphatically denied.

Macaroni Gives Christmas Cheer

Nearly 500 poor families in Boston were presented during the holidays with well filled baskets by the Volunteers of America. Macaroni products donated by the generous manufacturers of that city made up a part of the bountiful meal that brought cheer to the needy. Thus through the generosity of the macaroni manufacturers, other food distributors and this charitable organization, were dreary places made the scenes of the true Christmas spirit.

L. Vagnino Named President

Louis Vagnino, general manager of the Faust Macaroni company of St. Louis, Mo., was honored last month by being elected to the office of president of the St. Louis Association of Manufacturers Representatives. Mr. Vagnino, since graduation from Harvard university, has represented the American Beauty Macaroni company in the St. Louis district and has always been prominent in the activities of the organization that honored him. Since the American Beauty Macaroni company acquired control of the Faust Macaroni company, formerly owned and operated by Maull Bros., he has been giving attention to production as well as distribution.

With his natural ability and fine training, he should make the St. Louis association a remarkable president.

Albanians Like Macaroni

Albania is becoming one of Italy's best customers for spaghetti, macaroni and other edibles of that ilk. Within the past year 614,000 pounds of table ticker tape, enough to hang a suspension bridge across the strait of Otranto, passed through this port, Albania bound.

Increased Capital Stock

The John B. Canepa company of Chicago, manufacturer of "Red Cross" brand of macaroni products, has increased its capital stock from \$200,000 to \$500,000. The firm was first established by John B. Canepa in 1860 and specialized in wholesaling imported products. Shortly after its organiza-

January 15, 1930

THE MACARONI JOURNAL

29

*Dependable Semolinas
of
High Quality and Uniformity*

NORTHLAND FANCY No.2

AND

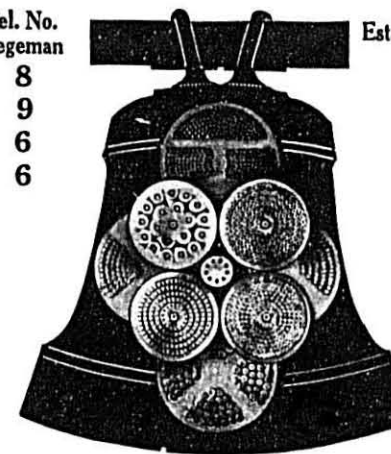
NORTHERN LIGHT

NORTHLAND MILLING CO.
MINNEAPOLIS, MINNESOTA

New York Office
Room 1114 Canadian Pacific Building, 342 Madison Avenue

Tel. No.
Hegeman
8
9
6
6

Established
1
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**OUR
FAULTLESS MACARONI MOULDS**
Are Always Satisfactory.

Every Order is Given the Personal
Attention of Die Experts.

F. MONACO & CO.

1604 Dekalb Ave.

BROOKLYN

NEW YORK

CHAMPION EGG YOLK BEATERS

For Every Noodle Plant

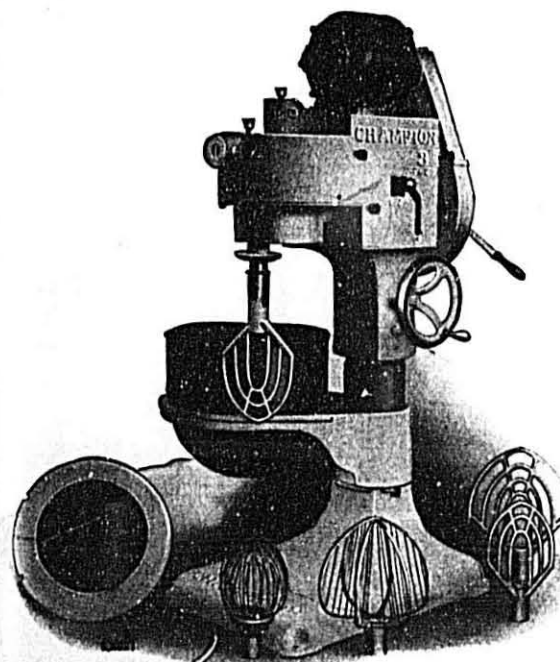
- 3--Speed--36-80 Qt. Bowls
- 4--Speed--36-60 Qt. Bowls
- 7--Speed--20 Qt. Bowl

**ELIMINATE STREAKY
APPEARANCE BY**

Beating Egg Yolks and
Mixing Eggs with Flour.
Champion Beaters are
reasonably priced, cost
little to operate.

Champion Machinery Co.

Joliet, Illinois



tion a small macaroni manufacturing plant was erected and as its business grew the plant expanded until it is now one of the largest in the central part of the country. At the death of the founder the business was taken over by the sons, John V. and James T. Canepa. The increased capital will take care of the firm's expansion program.

Goose, Germany's Turkey

What the Thanksgiving turkey is to Americans the Christmas goose is to Germans.

This German Christmas goose, however, is not the ordinary specimen of the breed that is merely allowed to grow to a certain size before it is killed. Weeks in advance the bird is subjected to an elaborate fattening.

Macaroni or noodles dipped in buttermilk are daily crammed down its throat until Mr. Goose attains a plumpness and a delicacy which is nowhere else realized. This bird, roasted brown, stuffed with egg noodles, adorns the Christmas dinner table of all classes of Germans, flanked with red or green cabbage and Brussels sprouts as side dishes.

Americans who deem their turkey

supreme at Thanksgiving should try a macaroni fattened goose, German style, at Christmas, a superb dish.

Join the Army; Eat Macaroni

Mathematically inclined army officers have determined that .48 of an ounce of macaroni is the proper amount to be placed in the food of hard riding cavalymen engaged in field maneuvers on western prairies.

This information is contained in an itemized description of a field ration for one man such as served the First Cavalry division during recent maneuvers near El Paso, Texas. Hot foot is served 3 times a day from a kitchen which is swung off a pack mule's back at appropriate times.

The components of a soldier's daily field ration include the following items:

Beef, fresh, 12 oz.; corned beef, canned, 3.6 oz.; bacon, issue, 4.8 oz.; bread, field, 14 oz.; flour, wheat, 3.2 oz.; baking powder, .08 oz.; beans, issue, dry, 1.4 oz.; rice, .6 oz.; potatoes, fresh, 16 oz.; peas or beans, stringless, canned, 2 oz.; onions, dry, 3.6 oz.; spinach, canned, 2 oz.; tomatoes, canned, 4 oz.; prunes, dry, .384 oz.; macaroni, .48 oz.; apples or peaches,

evaporated, .384 oz.; jam, canned, 1 oz.; peaches, canned, 1 oz.; flavoring extract .014 oz.; coffee, 2 oz.; sugar, 4.8 oz.; milk, evaporated, 1.5 oz.; butter, issue, 1 oz.; pickles or vinegar, .16 gill; lard, substitute, .64 oz.; salt, issue, .5712 oz.; syrup, issue, .1427 gill; pepper, black, .04 oz.; cinnamon, ground, .014 oz.; cheese, .48 oz.

Appoints Canadian Agency

The Sylvania Industrial Corp., whose plant is under construction at Fredericksburg, Va., announces appointment of Pollack Brothers & Company, Ltd., 270 Lagachetiere West, Montreal, Que., as exclusive agents for sale of Fenestra in the Dominion of Canada. This agency will cover both the Belgian and American products when the latter is produced.

The agency is an old established house of excellent reputation and high standing in Canada and has sales offices and warehouses in Montreal, Toronto, Winnipeg and Vancouver.

The firm will carry a stock of Fenestra ample to give the very best possible service to the Canadian trade.

Wooden Shipping Containers

Made from nature's wonder wood for box purposes

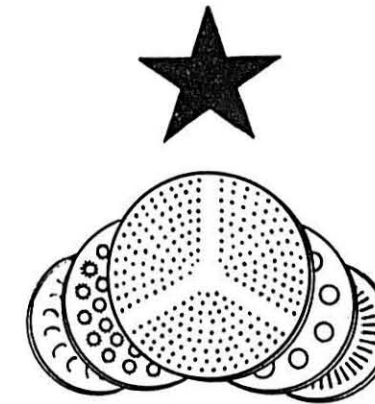
RED GUM

Where an all-white package is desired, can supply Cottonwood sides, tops and bottoms.

Odorless—
Strong—
Safe—

Our own operation thruout entire manufacture

Anderson-Tully Company
Memphis, Tenn.
Good Wood Boxes



ATTENTION TO ALL
MACARONI MANUFACTURER
You will find satisfaction, economy
and durability in
STAR PERFECTION DIES

THE STAR MACARONI
DIES MFG. CO.

47 Grand St. New York

ROSSOTTI LITHOGRAPHING CO., Inc.

121 Varick St.

NEW YORK CITY

PHONE
Walker 0917

PHONE
Walker 0918

Designers and Manufacturers of

LABELS, CARTONS, INSERTS, BANDS AND WRAPPERS

That Advertise and Sell Your Macaroni Products

Our new plant with *most* modern equipment enables us to guarantee speedy delivery of highly-colored, eye-appealing Labels and Cartons in large or small quantities at attractive prices.

We specialize in both *Regular* and *Private Brands*. We solicit your orders for your immediate Requirements or Future Needs.

Durum Semolina

Present Day Competition is Keen. Manufacturers Using 2-A Semolina
Have No Difficulty Holding Their Trade and Increasing Sales

Famous For Its
Quality
and
Uniformity



Carefully Milled
from the Best Selection
Amber Durum Wheat

GUARANTEED

Washing the Wheat Insures a Sweet Clean Product
CAPITAL FLOUR MILLS, INC.
MINNEAPOLIS SAINT PAUL

A Price Puzzle

A manufacturer in the middle west sent a problem to which the mathematicians of the industry are invited to submit answers. Because the firm desires in no way to reflect on the integrity of the company whose proposal is being scrutinized, and with no other motive than an honest desire to know just what the actual cost per case figures out, the firm asked to remain incognito. Because of the evident good intention of the manufacturer who submitted the problem, his inquiry is quoted herewith in full and discussion invited:

"One of our salesmen calling upon the trade in a neighboring town was shown a special offer made last fall on macaroni products bought in lots of 10 cases or more. A postal card containing the original offer was picked up. It aroused our curiosity and set our accountants to figuring. Our answers did not coincide with the final cost figures stated in the offer, and believing that there might be some other plan of figuring with which we are not familiar we submit this for general consideration.

"Please note that we are guided by no evil intent, nor do we desire to re-

fect on the firm making the offer. We rarely concern ourselves with the price quotations of competitors. We are concerned only in the truth of the final figures quoted. Here is the problem:

"For November shipment only the firm offered to sell, freight prepaid, factory dropped shipments of 10 case lots or more, plain macaroni products packed 2 doz., full 7 oz., 10c packages to a case or egg noodles packed 2 doz., 3½ oz., 10c packages to a case,—either for \$1.90 per case.

"As an inducement in this special offer for November only, 2 tickets were packed in each case instead of the regular one. The firm claims that 5 of these tickets are redeemable through jobbers for a free case, list price \$1.90. The firm claims that this makes each ticket worth 38c in its products and that the 2 tickets placed in each case for this special offer reduced the dealer's price 76c a case and makes the dealer's cost—when tickets are redeemed—\$1.14 per case.

"The firm contends that the ticket plan is copyrighted. That does not concern us at all. What puzzles us,—is the final cost to grocers \$1.14 per case as plainly stated in the card?

"As we figure it the grocer must purchase 10 cases at \$1.90 per case, investing \$19. When the shipment arrives we take it that he will not overlook removing the 20 tickets from the 10 cases and send the 20 tickets to the jobber getting in return 4 cases free. He thus receives 14 cases for his \$19. Does that not figure a little more than \$1.35 per case? The card says the cost is only \$1.14 per case. Both can't be true. Which one is?"

Now sharpen your pencils and show along the answers.

A Tough Risk

A Negro woman walked into an insurance office and asked whether they dealt in fire insurance.

"We do," a clerk replied. "What do you want insured?"

"Mah husband."

"Then you don't want fire insurance," smiled the clerk as he reached for another application form. "What you want is a life insurance policy."

"No, Ah don't," exclaimed the woman. "Ah wants fire insurance. Mah husband been fired fo times in de las two weeks."

Greetings



BEST WISHES TO ALL!
A Happy and Prosperous New Year
From an old friend
FREDERICK PENZA

MAKER OF
Hi-Grade Bronze Macaroni Dies, Fitted with
U. S. Patented "Kleen-e-z" Removable Pins
295 VERNON AVE. LONG ISLAND CITY, N. Y.

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"
Guaranteed by the
Most Modern Durum Mills in America
MILLS AT RUSH CITY, MINN.

ELMES
HYDRAULIC MACARONI MACHINERY

2-2½ bbl. Mixer Belt Driven
1½ bbl. Mixer Hydraulically Tilted
91-inch Kneader. Capacity 2-3 bbls.
5-6 ft. Kneader. Capacity 1½ bbls.

1851 1930

79 Years Ago
Way Back in '51

Our house esteems the friendship of Grandpa, Dad and Son,
We Greet, in 1930, Friends back to '51
With Our Best Wishes for
A Happy and Prosperous New Year

Inside Packed Vertical Press.
Inside Packed Short-cut Press for Accumulator System.
Die Washer.
Outside Packed Short-cut Press and Pump.
Outside Packed Vertical Press.

SOLD WITH THE ELMES GUARANTEE—FIRST CLASS MATERIAL AND WORKMANSHIP
CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, U. S. A.

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

KRUMM'S MACARONI

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 without 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.

STOKES & SMITH COMPANY
Summerdale Avenue near Roosevelt Boulevard
Philadelphia, U. S. A.
British Office: 23, Goswell Road, London, E. C. 1.

Grain, Trade and Food Notes

Spend \$27,000,000 for Newspaper Advertising

"More than one sixth of the total known newspaper appropriations was used to purchase (newspaper advertising) space during 1928 to acquaint housewives better with their groceries," says Editor and Publisher in a house ad. "The total known sum expended by 103 grocery product advertisers was \$27,845,000 as against \$24,370,000 invested by 77 manufacturers in 1927. The figures sound big and they are big—but they amount in 1928 to only about \$1 per family. Based on 27,000,000 families which average \$660 per family per year for food purchases at retail, the known newspaper advertising appropriations for food and other grocery products is much smaller than one tenth of 1% of the housewives' food expenditures."—Journal of Commerce.

Canadian Food Consumption Greater

Attention has been called to the rapid growth of the home market of Canada for food products by W. R. Motherwell, minister of agriculture. If

the present tendency continued long, he said, the Dominion would be off the export market in several outstanding products. He mentioned bacon, eggs, cheese, butter, lamb, poultry and beef and added that this position had come about "despite the fact that these food commodities are nearly all being produced in Canada in larger quantities than at any previous period."

Two reasons were given by Mr. Motherwell for the development—increase of population and greater per capita consumption of food products.

Population of Canada at the census of 1921 was 8,788,483, while the latest estimate of the Dominion bureau of statistics puts it at 9,796,800 for 1929.

Reports also show an increase in per capita consumption in a number of products. In 1921 Canada consumed 25.79 lbs. of butter per capita, while in 1928 consumption of that product was 29.31. During the same interval consumption of cheese went up to 3.54 lbs. from 2.51. Number of eggs disposed of on the average was 22.10 dozen in 1921, against 30.65 dozen in 1928. Appetites of Canadians for meats have increased in the same period for pork

but have declined for beef, mutton and lamb.

Adversity is the balance wheel of progress. Without it aggressive effort would be uninspired, and without aggressiveness progress would enter a coma of stagnation.

Market Slump Releases Foreign Money

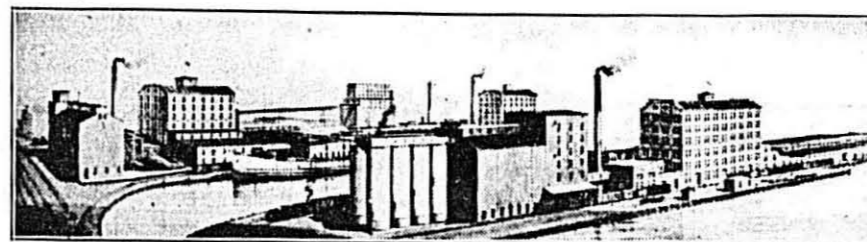
Europe will enjoy prosperity this year as a result of the American stock market break, Melvin A. Traylor, president of the First National Bank of Chicago, forecast recently upon returning from Europe, where he helped to organize the Bank of International Settlements to handle the German reparations. The stock slump, he said, released European money that was in America enjoying high interest during the high market quotations. The money now will be returned to its home and loosen up the markets over there, he said.

Look for your own shortcomings when you become critical of others.

January 15, 1930

THE MACARONI JOURNAL

35



To Our Customers and Friends

sincere wishes

For Your Health and Prosperity

During the Coming Year



HOURGLASS BRAND SEMOLINA

Manufactured by

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

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

BOSTON OFFICE: 88 Broad Street
CHICAGO OFFICE: 117 E. Jackson Blvd.

Make Your Noodles
from the finest

EGG YOLK

Rich in Color---
Fresh and Sweet

*Write for Samples
and Prices*

JOE LOWE CORPORATION

BROOKLYN, N. Y.
Bush Terminal Bldg. No. 8

BALTIMORE, MD.
5-7 West Lombard Street

LOS ANGELES, CALIF. CHICAGO, ILL.
Mateo and Sacramento Streets 3617 S. Ashland Ave.

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*

**Barozzi Drying Machine
Company, Inc.**

949 Dell Ave. North Bergen, N. J.
NEW YORK DISTRICT

The Macaroni Journal

Trade Mark Registered U. S. Patent Office
(Successor to the Old Journal—Founded by Fred Becker of Cleveland, O., in 1902.)
A Publication to Advance the American Macaroni Industry.
Published Monthly by the National Macaroni Manufacturers Association.
Edited by the Secretary, P. O. Drawer No. 1, Braidwood, Ill.

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HENRY MUELLER, Editor
JAS. T. WILLIAMS, Secretary
M. J. DONNA, Editor

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COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.
THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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

Vol. XI January 15, 1930 No. 9

Acknowledgment of Greetings

The Editor and Secretary-Treasurer gratefully acknowledges gifts and greetings from friends and well wishers in the Industry, all of which served to make the Christmas holiday season both happy and pleasant; happy because of the fine sentiment and good wishes expressed in the messages and pleasant because of the gifts enjoyed.

Thanks to one and all and the best of wishes for 1930.

Gifts

- Pillsbury Flour Mills Co., Minneapolis (fruit cake).
- Northland Press, Inc., Minneapolis (candied figs and dates).
- Commander Milling Co., Minneapolis (Combination ash tray).
- Capital Flour Mills, Inc., Minneapolis (bridge set).
- L. E. Cuneo, Connellsville (leather bound appointment book).
- Consolidated Macaroni Machinery Corp. (thermometer).
- From an unknown friend — a Song Book — "Songs My Mother Never Taught Me."

Calendars

Crookston Milling Co., Crookston (Refill).

Amber Milling Co., Minneapolis.
Mario Tanzi & Bros. Co., Boston.
F. Maldari & Bros., New York.

Horoscope

Millis Advertising Co., Indianapolis.

Cards and Message

Peter Rossi & Sons, Braidwood (H. D. & F. J. Rossi).

WHO PAYS FOR MACARONI ADVERTISING?

The answer to this question that has puzzled many macaroni manufacturers in our industry is this:

NOT THE ADVERTISER nor THE CONSUMER, BUT THE NONADVERTISER.

When a competitor's advertising takes away any business from the nonadvertiser, the profit that the latter would have made on the sale thus lost is what pays for the advertising.

So indirectly, the NONADVERTISER pays all advertising bills in loss of sales and loss of profits.

- Kentucky Macaroni Co., Louisville.
- Capital Flour Mills, Inc., Minneapolis.
- Commander Milling Co., Minneapolis (W. E. Ousdahl).
- Modern Miller, Chicago.
- A. Goodman & Sons, Inc., New York.
- Bruce Publishing Co., St. Paul.
- Champion Machinery Co., Joliet (Frank A. Motta).
- Pillsbury Flour Mills Co., Minneapolis (A. J. Fischer).
- Maravigna Macaroni Mfg. Co., Boston.
- Lambooy Label & Wrapper Co., Kalamazoo.
- Cuneo Bros., Connellsville.
- Grandma & L. E. Cuneo, Connellsville.
- Prince Macaroni Mfg. Co., Boston (G. LaMarca & G. S. Seminara).
- Charles Wesley Dunn, New York.
- National Assn. of Retail Grocers, St. Paul (C. H. Janssen, Secy.).
- H. Constant & Sons, Winnipeg.
- Mound City Macaroni Co., St. Louis (John Ravarino & Jos. Freschi).
- Chamber of Commerce U. S. A., Chicago (John N. Van Der Vries, Mgr.).
- Frank J. Tharinger, President, Milwaukee.
- James T. Williams and wife, Minneapolis.
- Henry Mueller and wife, Jersey City.
- C. W. Griffin and wife, Toronto.
- A. W. Quiggle and wife, Minneapolis.
- Ted Molinari, Boston.
- J. E. Smith, Minneapolis.
- E. Z. Vermeylen, Brooklyn.
- B. R. Jacobs, Washington.
- Charles L. Miller, Chicago.
- (Miss) Florence E. Snyder, St. Paul.

Macaroni Men in Midyear Conference

The leading Macaroni and Noodle Manufacturers of the country will confer on problems of specific interest to the National association particularly and to the industry generally, on Tuesday, Jan. 21, 1930, in the Palmer House, Chi-

cago, starting at 10:30 a. m., according to an announcement made by President Frank J. Tharinger and broadcast to the whole industry by Secretary M. J. Donna.

The matter of immediate concern is the Survey of the Macaroni Industry just made by the Millis Advertising company. It uncovered some interesting facts which will be studied by the conference and action taken to capitalize the knowledge gained by this survey.

Many leading manufacturers regularly attend the annual conventions of the canning and food trades and will be in Chicago that week. That will naturally insure a large attendance to the special midyear conference of the Macaroni Industry. The attendance will be augmented by many interested macaroni men who will be attracted by this gathering of special importance to their industry and to their respective business.

If you have not already made plans to attend this midyear meeting of your industry, do so immediately. It always pays to meet and confer with competitors.

Remember—it's in the Palmer House, Chicago, starting Tuesday morning, Jan. 21, 1930.

Chicago hotels are fast filling up for this, the world's biggest food conference, and you should make early hotel reservations.

Pedigree does not make you a man of merit nor a credit to your ancestors.

SALESMAN

Wanted, who is at present covering the Macaroni Manufacturers in the New York Metropolitan district to sell Macaroni Shooks as a side line. Good opportunity for the right man. State details about yourself.

Address Box 1 % Macaroni Journal Braidwood, Ill.

MACARONI BOX SHOOKS

From any grade or color of Southern Woods you may prefer

Our timber holdings and 11 mills located in

Florida

Alabama

Mississippi

Louisiana

With capacity of ELEVEN CARS of FINISHED MATERIAL a day and equipped with the most modern dry kilns and saws, guarantee you PROMPT and SATISFACTORY SERVICE.

We would be pleased to submit our sales plan, samples and prices.

J. C. NICHOLS

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123 So. Broad St.
Philadelphia, Pa.
F. H. Goldey, Mgr.

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

The New Year's Opportunity

The question of hour is, "What has 1930 in store for us?" or "What does the New Year Promise?"

Without wishing to appear pessimistic, I would say that the New Year promises us only one thing, a new opportunity for doing the right thing in the right way. Doing that, the New Year has in store for us profit in satisfaction.

President Herbert Hoover expressed this same thought in a much nicer and more forceful way in addressing the recent conference of business leaders who sought ways and means of restoring the confidence that was so badly shaken by the stock market crash of last fall. He said, "I have no desire to preach. I may, however, mention one good, old fashioned word, WORK."

Another great and successful man has given me a thought along this same line which I believe is timely and will pass it on to you.

Henry Ford of automobile fame has some good but peculiar ideas. A silly reporter, babbling to this manufacturer and economist, asked: "What gives you the most pleasure in life?"

Ford was stern in a moment. "I do nothing because it gives me pleasure," he replied. "I do things because they are necessary."

"I never choose the easiest way," he continued. "I choose the most difficult way. We are not doing much good when we are doing things that we like to do."

That was a hard answer but it's worth a thought, especially by those of us who in our childhood yearned for jobs as tasters.

The Ford idea applies to our duty to our Industry's trade association work. We may not like to give it too much of our attention but it is a duty we each should perform, cheerfully and with grace.

During 1930 the Members of the National Macaroni Manufacturers Association will continue to carry on their unselfish work of trade betterment and it would make their task easier if a goodly number of those who do not now belong would join immediately, thus aiding our industry to gain all the good things that are in store for those who work and cooperate.

The Secretary's Column

Dues Time

1930—a New Year! And your Association Dues are due. Nearly 50% of the Member Firms paid their 1930 dues before January 10 and the remainder should do so before January 31. Fine Record.

Carry the Spirit

Will you carry the spirit of the Holiday week into the fifty-one weeks that follow? Let us contemplate the true happiness we encompassed in that one glorious week because we were so generous and genuine with our kindness, and keep it fresh in our minds week in and week out.

New Year's Resolution

With the season of resolutions let us resolve to be better manufacturers of higher grade foods; more ardent members of the National Macaroni Manufacturers Association; more consistent readers of and contributors to The Macaroni Journal.

Let us remember that to effect certain accomplishments and to gain longed for ends we must move slowly but progressively. Build bit by bit on each day's work, rather than attempt a wide embracing set of resolutions.

It is better not to start on good resolutions, than to start and fail. Failure robs you of self respect. Resolve to make steady progress, to carry your share of any load assigned you.

Man's Value

It ain't no use to grumble and complain,
It's just as cheap and easy to rejoice;
When God sorts out the weather and sends rain,
Why rain's my choice.—Riley.

Wise Old Owl

No early bird
Every got a worm
Merely by being early.
He had to work for it, too!



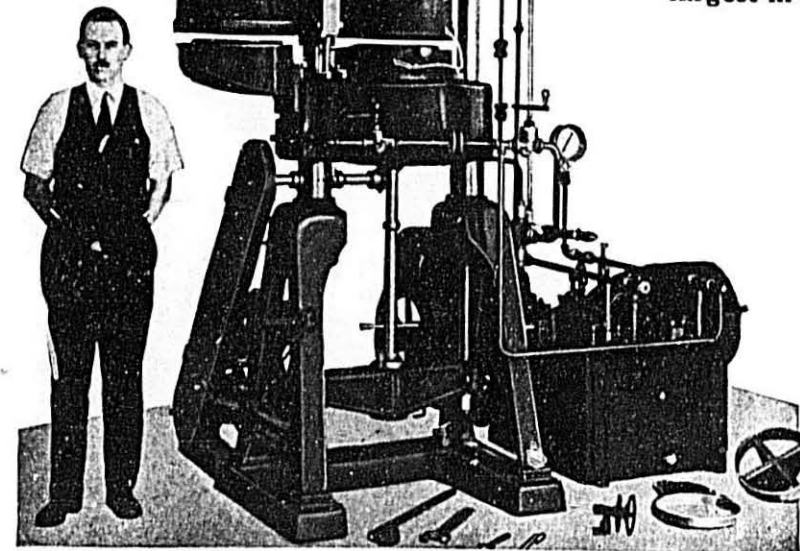
JOHN J. CAVAGNARO

Engineers and Machinists
Harrison, N. J. U. S. A.

Complete
Equipments

Accumulator
Systems

N. Y. Office and Shop
255-57 Centre Street
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No. 222 Press Special

Specialty of
MACARONI MACHINERY

Since 1881

Presses

Kneaders

Mixers

Mould Cleaners

Cutters

Brakes

Moulds, Etc.

in

All Sizes

up to the

largest in use.



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.

Pillsbury Flour Mills Company

"Oldest Millers of Durum Wheat"
Minneapolis, U. S. A.

BRANCH OFFICES:

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Atlanta
Altoona
Baltimore
Boston
Buffalo
Chicago
Cincinnati

Cleveland
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Los Angeles
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Memphis
Milwaukee
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New Haven
New Orleans
New York

Oklahoma City
Omaha
Philadelphia
Pittsburgh
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Portland, Ore.
Providence
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Rochester
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Saint Paul
San Francisco
Scranton
Springfield
Syracuse
Washington

