



## From Father To Son

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A business that descends from father to son is usually a long time in the making. If it is worth having at all it is certainly worth keeping. And the proud old father of Felix Codou admonished his son to preserve that reputation for quality he had gained only by a life-time of hard earnest endeavor to produce a Macaroni that would be the peer of all.

# Codou's Macaroni

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And Vermicelli, Spaghetti, fancy letters and figures — pastes of all kinds (but only the best of each) take equal rank with the Macaroni made by Codou. The factory has been enlarged several times — isn't that fact an eloquent tribute to the steadfastly maintained high quality ?

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