

**THE
MACARONI
JOURNAL**

**Volume 8,
Number 4**

August 15, 1926

The
Macaroni Journal

Minneapolis, Minn.
August 15, 1926

Volume VIII

Number 4



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

In This Issue

Convention Discussions.

What Some Missed!

**Is Unprofitable Business
Profitable?**

A Manufacturer's View.

**Macaroni - Meat
Combinations.**

Excellent Summer Suggestions.

*One Magazine One Association
One Purpose*

Our New Brand



GIVE IT A TRIAL

COMMANDER MILL COMPANY

MINNEAPOLIS, MINNESOTA

August 15, 1926

THE MACARONI JOURNAL

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Patrick Henry said:

"I KNOW of no way of judging the future except by the past." And the sound business man knows that that maxim is as valid today as it ever was. More than ever he bases his judgment of future promise on past performance.

Behind the Anderson-Tully organization is thirty-five years of successful box making,—thirty-five years of satisfied customers. That record is your best guarantee that when your packing problems are placed in our hands they will be handled properly and economically. Our long experience can save you time, trouble, and money.

If you are not acquainted with what we can do for you in the manufacture of macaroni cases, a postal or a letter will bring you some interesting information without the slightest obligation.

ANDERSON-TULLY CO.

Good Wood Boxes

Memphis

QUALITY

SERVICE



★ ★ Tustar ★ ★

Your Assurance of
Satisfaction and Success

Eat More Macaroni—the

Best and Cheapest Food

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume VIII

AUGUST 15, 1926

Number 4

One Magazine---One Purpose

Almost daily the press of the country reports mergers and amalgamations of allied business interests that have for their sole object reduction of overhead expense, concentration of effort and centralization of control. This trend is noticeable even now in the macaroni manufacturing field.

Members of this industry and of the various allied trades will be affected by a recent action that is neither a merger nor an amalgamation but which results in the same thing. After an existence of slightly more than one year "The Macaroni Manufacturer," published in Connellsville, Pa., suspended publication with the June 1926 issue. This magazine was the official organ of the United States Macaroni Manufacturers Association that recently and very properly voted to amalgamate with the National Macaroni Manufacturers Association, the aims and purposes of both organizations being identical.

The discontinuance of the only other trade paper in our line leaves to The Macaroni Journal the distinction of being the one magazine exclusively devoted to the welfare of the large and growing macaroni manufacturing industry.

In announcing the discontinuance of their publication the supporters stated they were acting in accordance with the harmony program agreed upon at the recent Chicago conference of the industry. Another logical reason advanced for their action was that this industry is sufficiently well represented by the old, steadfast and reliable Macaroni Journal and that the publication of a second magazine for our industry was merely an unnecessary duplication of effort.

Therefore, upon the Macaroni Journal again rests the heavy responsibility of representing the entire trade as the industry's spokesman. It is an honor to assume this responsibility and a privilege to carry on unselfishly the good work we are engaged in. The action referred to will in no wise change the established policy of this organ that has for years efficiently and consistently served the best interests of the trade and the allied bodies that have voluntarily supported the work.

Seven years ago the National Macaroni Manufacturers Association, recognizing the need of an adequate Spokesman for the Industry, assumed control of a privately owned paper and launched it as its official organ. The National Association has since owned, edited and controlled this

magazine with one sole aim in view, "To Educate—Elevate—Organize and Harmonize the Macaroni Industry."

As the official organ it will naturally continue to serve the best interests of that organization whose broad aims enable it to promote the welfare of all manufacturers irrespective of location, size or class of products. All these groups are invited to make use of the editorial columns of this publication to air their views and express their opinions on any vital and timely subject.

As the Spokesman for the Industry it will continue to recognize no faction, class, group or section. It will support alike all the worthy intentions of bulk and package men, the large and small operators, the durum millers, the machine makers, the box and carton manufacturers and all trades in any way affiliated with macaroni making.

With our added responsibility comes added prestige. Controversies will be lessened and arguments for mere argument's sake discouraged. We hope to speak for the best minds in the trade, openly and convincingly. We will continue to circulate 100% throughout the industry, guaranteeing our advertisers complete coverage of every possible buyer of their products.

The effect is already noticeable. Several large advertisers have greatly increased their advertising and others are planning to do likewise. To all who use this medium to reach the macaroni maker we promise our fullest cooperation, requiring only that they be fair to the industry, sell only high grade products and dependable machines at fair prices.

To the subscribers of the suspended publication we aim to be likewise fair. Though in no way obligated to do so we will be pleased to fill all unexpired subscription orders for the defunct magazine. Firms or individuals who have made advance payments on subscriptions will be placed on our mailing list for the remainder of their subscription period if they will advise us of the date of their subscription, amount paid and date of expiration.

Now that we have only one trade organ, all that our industry can support, and one national organization, every macaroni and noodle manufacturer in the country is invited to subscribe to the former and join the latter, thus aiding in carrying out the sole aim that all should have—the upliftment of the whole industry through peace and harmony. On this program we pledge our fullest support. May you do likewise.

One Magazine—One Association—One Aim.



Earn a Vacation ---Don't Dream It

What are you dreaming about?

No, that is not a personal question, or is it intended as a sly dig. We all dream. Some at night and some in the daytime. Some of us dream of doing things that we never do and some of us dream first and then do.

Just about now most of us are dreaming of vacation—sports—enjoying ourselves. That's fine! The most natural thing in the world! And I hope you enjoy every minute of your vacation—when it comes.

But what about right now? You and I cannot enjoy our vacation unless we have easy minds, unless we feel that we have earned the fun. If we sleep all day we cannot sleep at night. If we loaf all summer we cannot enjoy loafing on our vacation. It is the change that gives us the grand thrill.

So what is the answer? Work now and play later. Surround those prospects—hem them in with a regiment of sales arguments—show them how they can enjoy their vacations more if they own cars—don't spare them!—no quarter!—it is for their good and it is up to you and me to sell them the idea—and a car!

And when it is all over—when the curtain is down on our Dealers Retail Sales Contest—we shall be ready to indulge our pleasure in vacations that will mean much more to us because we have earned them.

Number Four of a series of letters covering ticklish situations often arising between the Home Office and the Field Men. Booklet containing full series may be obtained from Group Insurance Division of Metropolitan Life Insurance Company, New York City.

Eastern Manufacturers Meeting

A special meeting of the American Macaroni Manufacturers association was held early last month in New York city to act on the amalgamation program agreed upon at the Chicago conference last June.

Resolutions were unanimously adopted by those present favoring the move for one association to look after the national and general affairs of the macaroni industry. Nine firms that held membership in the American association and were present at the meeting signed applications for entrance into the National Macaroni Manufacturers association. In alphabetical order they are as follows:

Atlantic Macaroni Co. of Long Island City, N. Y.

Cardinalli Macaroni Co. of Brooklyn, N. Y.

Campanella & Favaro Macaroni Co. of Jersey City, N. J.

De Martini Macaroni Co. of Brooklyn, N. Y.

Independent Macaroni Co. of Mt. Vernon, N. Y.

Naples Macaroni Co. of Brooklyn, N. Y.

Ronzoni Macaroni Co. of Long Island City, N. Y.

Sunshine Macaroni Co. of Brooklyn, N. Y.

Westchester Macaroni Co. of Mt. Vernon, N. Y.

The 8 remaining members of the American association who were not represented at that meeting will be invited to do likewise as soon as the membership list is obtained by the National officers. The excellent example shown by these firms will encourage firms that held aloof from all organizations because of conflicting opinions to drop their scruples and also join the National associa-

tion, giving it the backing and support that will make it even more beneficial to the welfare of the industry.

The American Macaroni Manufacturers association voted unanimously to continue functioning only as a local club, leaving national matters such as tariff, regulations and general improvement to the National. In keeping with that decision the bylaws were changed to make the annual dues in that organization \$25 instead of \$75, as heretofore. That will give that organization sufficient income to look after purely local affairs.

Thomas P. Toomey was elected president of the local organization and William Cullman vice president. The directors will select a secretary-treasurer later on.

Luck always seems to favor the man who doesn't count on it.

BULK MEN DISBAND

Resolutions favoring the amalgamation of the United States Macaroni Manufacturers association, whose headquarters is at Connellsville, Pa., with the National Macaroni Manufacturers association were unanimously adopted by the former organization the first week in July, according to an announcement made by former President L. E. Cuneo. He expressed the hope that with the united front the industry now represents great good will be accomplished in a shorter period of time and that all interests will benefit.

The active membership of the United States Macaroni Manufacturers association number 18, practically all of whom also enjoyed membership in the National association.

The resolutions adopted were as follows:

RESOLUTIONS

WHEREAS, we believe that greater things can be accomplished for the macaroni industry of the United States and Canada by all manufacturers through one association, and

WHEREAS, differences of opinion are likely to arise among several associations working more or less in competition with each other,

WE DO HEREBY RESOLVE that it is advisable and to the best interests of the industry that the members of the United States Macaroni Manufacturers association

join the National Macaroni Manufacturers association, and that all manufacturers cooperate to the end that the necessary improvements in the industry are accomplished.

Mr. Cuneo reports that the 9 manufacturers in the Pittsburgh district will re-

tain an organization to function in local affairs, guaranteeing the National association on every cooperation with respect to national problems. This is the same organization that functioned in western Pennsylvania several years ago. A meeting of this group will be held the latter part of August in Pittsburgh during which renewed pledges of support will be made to the National officers.

crop growth in this entire country.

North Dakota has become the leading and most consistent producer, and Minnesota the lowest. Minnesota, however, has the biggest yield per acre and North Dakota the smallest yearly average per acre. Two tables of government figures are given herewith:

Year	Durum Production in Bushels				Total
	Minnesota	North Dakota	South Dakota	Montana	
1917	1,557,000	14,168,000	8,941,000	1,343,000	26,009,000
1918	2,460,000	30,856,000	12,403,000	4,516,000	50,235,000
1919	1,485,000	21,720,000	6,848,000	943,000	30,996,000
1920	1,383,000	29,209,000	7,131,000	4,231,000	41,954,000
1921	1,754,000	36,741,000	10,570,000	4,259,000	53,324,000
1922	3,960,000	56,978,000	21,979,000	4,106,000	87,023,000
1923	2,438,000	27,627,000	15,096,000	1,457,000	46,618,000
1924	2,472,000	41,648,000	18,357,000	1,419,000	53,896,000
7 yr. average	2,701,000	36,992,000	14,475,000	3,182,000	57,151,000

Year	Durum Yield in Bushels Per Acre				Average
	Minnesota	North Dakota	South Dakota	Montana	
1917	15.5	9.0	15.6	9.0	10.9
1918	20.0	14.0	19.5	12.9	15.2
1919	11.9	7.9	9.8	4.5	8.2
1920	12.0	10.5	12.4	11.5	10.9
1921	11.9	9.7	11.0	11.2	10.1
1922	16.0	15.0	15.5	14.7	15.2
1923	11.5	8.8	12.0	10.5	9.8
1924	21.5	16.0	14.9	17.3	15.8
7 year average	17.2	13.0	15.8	13.1	13.7

The Meat of Convention Discussions

There are 2 outstanding features in all conventions: the set speeches and the general discussions. The regular addresses are invariably reported but oftentimes the very important discussions are overlooked.

Those who regularly attend meetings of their industry expect and receive some valuable pointers from the general discussions of topics of interest to the trade. In the June and July issues of this magazine the regular addresses were reported. For the benefit of those who would or could not attend we will be pleased to review some of the lively discussions on present day problems.

Macaroni Products or What?

In his annual report President Henry Mueller invited a general discussion of what would constitute a better name for a full line of our products which some prefer to call "macaroni products," though government officials and foreigners term them "Alimentary Pastes."

In the "Shop Talk" period on the afternoon of the first day the question was again brought before the convention by L. M. Skinner and generally discussed. He desired to know what the objections were to the term "Macaroni Products" which in this country has more and more become recognized as the general name of the goods manufactured in the average macaroni plant.

President Mueller explained that this question came up at a meeting of the Committee on Definitions and Standards in Washington last winter. The committee agreed that the term "Pastes" as understood in this country left the wrong impression as to the real ingredients of our products while the term "Macaroni" was perhaps, not sufficiently inclusive.

D. C. MacIver of Texas stated that the term **Alimentary Pastes** was used in the south only to a slight extent. "We find the phrase **Macaroni Products** is a smooth, easy flowing term and especially getting away from the tendency of a great many people to call paste, pastry and a lot of other terms of that kind. To my mind it seems to be about the smoothest phrase we can get—**Macaroni Products**—covering our entire output."

Fred Becker of Cleveland says that the term **Paste Products** as covering our output is quite a familiar term

throughout the country. "There are so many articles entering into our line, almost numberless and nameless, that we could hardly call them **Macaroni and Kindred Products**, so why not use **Paste Products** as generally describing our output?"

Dr. B. R. Jacobs of Washington stated that "in all correspondence with manufacturers the term **Macaroni Products** is used but when writing the government and state officials, we use **Alimentary Pastes** because that is the written definition under most of the food standards."

"I think that the main objection to the use of **Macaroni Products** is that the term 'Macaroni' is not considered generic. That is to say it isn't sufficiently comprehensive to include all the products made by macaroni manufacturers. If the manufacturers themselves will use this term **Macaroni Products** more it will eventually become sufficiently inclusive to warrant the government's adopting it as a generic term."

"Just now in the government standards they say 'Macaroni, Spaghetti, Vermicelli and similar products' and apply macaroni only to the product that is about the thickness of a lead pencil and has a hole in it. All the others are something else. So that when the term **Macaroni** becomes sufficiently well known I don't think the government would have any objection at all to using it to cover our entire line. It is up to the manufacturers to make it generally known."

Joseph Freschi of St. Louis asked, "Just what is the purpose of trying to define this product other than as an **Alimentary Paste**, a name which is used all over the world? To call it **Macaroni Products** would mean that all the other shapes and forms other than that described by Dr. Jacobs would have to be made out of macaroni. Is it consistent to say that **Macaroni Products** are products made out of macaroni? The term **Alimentary Pastes** means a paste which is eaten to aliment the body."

President Mueller again explained that the use of the word "Paste" did not leave the proper impression on the American public, in whom we are vitally concerned. "I don't think that **Macaroni Products** is just the right name but it is one that is becoming well known in this country."

Thomas P. Toomey of Brooklyn quotes the dictionary as saying that "Macaroni is an **Alimentary Paste**." He is of the opinion that since Macaroni covers all sizes of our products, the term **Macaroni Products** may be used to cover the entire line excepting noodles. "Look up any macaroni catalog or style sheet of one of our bulk factories. There will be several hundred styles or shapes or sizes. At the top will be found the word **Macaroni** but you won't find any particular size called Macaroni," he said.

"Shoes may be of different colors, of different lasts and of different sizes ranging from a AA to 10, 11, or 12, but they are all shoes. The same is true of macaroni, except that instead of using numbers we use names."

C. B. Schmidt of Davenport believes that the manufacturers had pretty well decided on the generic name of their products because so many of the firms use the term Macaroni in their firm name. "We call ours the Crescent Macaroni & Cracker Company, designating one of our products by the word **Macaroni**. Firms seldom use the words **Alimentary Pastes** and I don't recall of any firm calling itself the 'So and So' Alimentary Paste Company."

A convention speaker suggested the name **Wheat Pastes** but that does not eliminate the "pasty" reference to which there seems to be a very general objection.

While sentiment generally favored the adoption and more general use of the term "Macaroni Products" in preference to "Alimentary Pastes" it was decided to take no hasty action but refer it to a special committee to study the problem of a proper trade name to cover all our products and report its conclusions at a subsequent meeting of the trade. This committee consists of F. J. Tharinger of the Tharinger Macaroni company, Milwaukee; G. Guerrisi of the Keystone Macaroni company, Lebanon, Pa.; R. G. McCarty of the Birmingham Macaroni company, Birmingham, Ala.; C. B. Schmidt of the Crescent Macaroni & Cracker company, Davenport, Iowa, and F. Z. Zerega of F. Zerega & Sons, Consol., Brooklyn, N. Y. The committee welcomes suggestions. Make known your views on this timely subject. Send them to the association secretary.

After listening to a discussion of the

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How Gold Medal Semolina can help your sales



Why Not Now?

And in the second place, from the wheat to the finished product all Gold Medal Semolina is analyzed and tested by experts. The quality never varies.

We guarantee the quality and uniformity of every type of Gold Medal Semolina. We stand ready to return your purchase price of any sack of Gold Medal Semolina that is not up to our quality standard in every way.

Tested at the mill—uniformity guaranteed

FIRST—a corps of chemists analyze and test the Durum Wheat.

SECOND—a sample of wheat from every car is ground in the experimental testing mill. The sample of Semolina thus obtained is actually manufactured into Spaghetti or Macaroni in the Miniature Experimental

plant exactly under commercial conditions.

THIRD—the finished product is finally subjected to actual boiling test.

FOURTH—only after these tests have proved the wheat equal to our high standard requirements is it unloaded into our storage elevator.

GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY, Dept. 237, MINNEAPOLIS, MINN.—Millers of Gold Medal Flour.

topic "Raising the Quality of Our Products," which fired the "color volcano," B. S. Scotland of Joliet, Ill., expressed the opinion that the slight differences that kept the industry divided should be forgotten and the industry joined in a concerted move to make its products better known. He said:

"I believe that there is room in the National association for everybody in the macaroni business and that the National association can function for the benefit of every branch and every division of the industry. I believe the macaroni industry can't be stopped or held back by those now alive. Nothing can stop it. Let's get together, establish a program big enough to keep everybody interested and adopt a plan that will function for the benefit of the whole industry and for the benefit of the consumer, because there is much work to do.

"I think it is about time that every macaroni man express his pride in the macaroni business and recognize that he is serving the consumer. When this state of mind is reached we can go out and do some of the bigger things for which there is a great need.

"Here is the story of macaroni that the consumer knows nothing about. Half of the people of this country have never in their lives eaten a pound of our products, bulk or package. Here is macaroni, the **beefsteak of the wheat-field**, with the nitrogenous elements of the wheat, the minerals of both, most digestible of all foods, 95% absorbable; so digestible that a toothless infant can use it—likewise the aged, cheaper than bread and easily prepared. There is a romance in the story of macaroni that the public is interested in. Why not broadcast that big story—the big thing that an association can do—tell the world about macaroni? Tell them how proud you are to be in the business. Then go ahead as individuals and sell them your own brand as the brand they want."

The manufacturers generally agreed that there was a great need for macaroni publicity to make our products better appreciated among the American consumers, but that it would be fruitless to start anything in the way of an advertising campaign unless it was well planned and fully assured of financial support sufficient to carry on the work for the number of years necessary to make it effective.

The man who blows his own horn usually stays at the small end.

Patents and Trade Marks

REGISTERED

Red Cross

Trade mark of the John B. Canepa company was duly registered July 20, 1926. Application was filed April 15, 1926, published April 27, 1926, and noted in the May issue of the Macaroni Journal.

The trade mark is a cross in red with tree and the arm of the cross of equal length.

Fortitudo

Trade mark of the F. Pepe Macaroni Company, Inc., Waterbury, Conn., was registered July 13, 1926. Application was filed Dec. 19, 1925, published Feb. 16, 1926, and noted in the March issue of the Macaroni Journal.

The trade mark is the word "Fortitudo" in raised letters and with a wavelike arrangement.

APPLIED FOR

Objections to the registration of trade marks applied for will have to be made within 30 days of the date of publication according to the rule of the patent office.

Egglets

Trade mark of the Joliet Macaroni company, doing business as The Egglets company, Joliet, Ill., was filed June 1, 1925, and published July 6, 1926. Owner claims use since about Jan. 1, 1925, on alimentary paste products composed of eggs and wheat.

The trade mark is the trade name with outlined letters in a tossed-about arrangement.

La Perla

Trade mark of B. Filippone & Co., Passaic, N. J., for use on macaroni canned peas and tomatoes. Application was filed Feb. 9, 1926, and published July 6, 1926. The company claims use since July 1924.

The trade mark is the trade name over the portrait of John Filippone, a member of Bartalo Filippone, a member of the applicant firm.

Capri

Trade mark of F. Pepe Macaroni company, Waterbury, Conn., for use on alimentary pastes. Application was filed April 17, 1926. Owner claims use since June 1925.

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

Iho

A private brand trade mark of Hauser U. Sobotka, Vienna, Austria, for use on macaroni, vermicelli and a variety of pastry and biscuits. Application

was filed March 5, 1926, and published July 6, 1926. Owner claims use since Dec. 17, 1925.

The trade mark is the trade name in heavy type.

Menu

Trade mark of the F. Pepe Macaroni company for use on alimentary pastes. Application was filed April 28, 1926, and published July 6, 1926. Owner claims use since June 1925.

The trade mark is the trade name in heavy type.

Tucco

Trade mark of the De Martini Macaroni Company, Inc., Brooklyn, N. Y., for use on macaroni. Application was filed May 14, 1926, and published July 6, 1926. The owner claims use since July 15, 1921.

The trade mark is the trade name written in the form of a cross with the word "Tucco" appearing vertically and horizontally.

Oak Leaf

Private brand trade mark of Winter Loeb Grocery Co., Montgomery, Ala., for use on macaroni, spaghetti and other grocery products. Application was filed April 13, 1926, and published July 13, 1926. Owner claims use since Oct. 25, 1925.

The trade mark is the trade name in large black type.

Alamout

Private brand trade mark of the same firm above mentioned. Application was made under similar conditions.

XLNT—Best on Earth

Private brand trade mark of Charles C. Crawford, doing business as XLNT, Spanish Food company, Los Angeles, Calif. Application filed March 24, 1924, under the 10 year proviso for use on spaghetti, cooked or prepared with chili and tomato sauce. It was published July 20, 1926. The firm claims use since 1894.

The trade mark is the outlined letters XLNT through which appears the phrase "Best on Earth" in a box form.

Kook-Rite

Trade mark of the Cumberland Macaroni Manufacturing Co., Cumberland, Md., for use on spaghetti, macaroni, macaroni elbows or noodles. Application was filed June 30, 1926, and published July 27, 1926. The firm claims use since Sept. 28, 1925.

The trade mark is the trade name in black type with the bottom portion of the letter "K" extended to underline the whole trade name.

BADEX

Improves Macaroni

Badex is a pure cereal product, a blend of dextrine and sugars and with it you produce better macaroni.

For sometime, manufacturers of macaroni, who are interested in producing the best possible product, have been using Badex with great success.

They have discovered that without making any changes in method or formula, they can add Badex and be sure of a uniform color and glossy finish. In addition, they have found that the use of Badex reduces breakage and checking.

These things should be of interest to you. It's your opportunity to give your customers the best possible product; to add to your reputation for quality macaroni.

We invite you to write us for full information or to order a few bags for trial.

Stein Hall & Co.
New York

Stein Hall Mfg. Co.
Chicago

Manufacturers of Pure Food Products Since 1866

FLOUR CONSUMPTION

Shows Decrease—American People Increase Ability to Have More Varied Diet—Decline 24 Per Cent.

Consumption of flour in the United States has declined 24% since 1879, says the Department of Agriculture, and in seeking the reason it finds, for one thing, the increasing ability of the American people to have a more varied diet—Americans do not live by bread alone, and they are now eating less bread than they once did.

The department's figures show that in 1904 each American used 5.4 bus. of wheat, but that the average current consumption has shrunk to 4.3 bus. The bare figures do not make clear that flour is now used more efficiently, and that the quality of wheat has been steadily improved, two circumstances to explain the baking of bread with less flour than "the kind that mother used to make." As the department puts it, other ingredients than flour may now form larger proportions in the composition of the commercial wheat loaf. On this point definite data are not available. It is worth noting, however, that according to the census of 1923, the baking industry, besides consuming 31,000,000 bbls. of flour, valued at \$218,000,000, used other ingredients undoubtedly tended to satisfy wants which otherwise would have meant a larger draft on the flour supply.

There need be no misgivings about the place of bread in the American home, whatever the figures seem to suggest, for it still fortifies plain and fancy fare, and will continue to pass in any company. — Nation's Business Magazine.

Skinner vs. Beckman

In an open letter to A. H. Beckmann, secretary of the National Chain Grocers association, Lloyd M. Skinner of the Skinner Manufacturing company substantiates the policy of his firm in selling only to wholesalers. He expressed the opinion that every chain store organization in the country would profit by discontinuing its wholesale department and buying from regular wholesale grocers. He said, in part:

"It would seem that you are under the impression that no chain stores sell

our merchandise. The fact is that many good chain store organizations push our merchandise, buying them from our regular wholesale grocer distributors, and I believe appreciate our method of doing business. It is a fact that so far as we know we are the only manufacturers in our line who distribute our merchandise at all jobbing points strictly through wholesale grocers that obtain their business through salesmen.

"We do not sell chain stores direct at wholesale prices any more than we sell cash and carry jobbers, desk jobbers, mail order houses, etc. I do not believe any chain store is much interested in trade marked merchandise that does not have a pretty good distribution among individual retail grocers. For the above reason a manufacturer's greatest problem is to keep his merchandise in any territory on the shelves of individual retail grocers.

"Our discount to wholesale grocers is not a quantity discount but is a discount that we pay to regular wholesale grocers with sales forces that help us keep our merchandise before all re-

THE ADVERTISER'S MESSAGE

Every advertisement in this magazine is written to you, Mr. Macaroni Manufacturer.

Every advertisement seeks to help to choose worthy products—to save you money — to give you some worthwhile item of business news.

Read All Advertisements Always
Our advertisers are the best supply firms in the country. They are dependable and interested in your welfare upon which they depend.

Convenient, courteous information is yours at a glance. Highest quality products, most modern type of machinery, improved methods of manufacture, hints on proper packing and valuable information of all kinds is carried in the advertising columns.

A minute's glance at our advertisements may mean the difference between buying unworthy wares and the best; the difference between getting the new and the old, and between the improved and the ordinary.

The Macaroni Journal advertisers seek your goodwill and protect your interest.

Read their advertisements regularly, and buy from them consistently.

tailers. As chain store organizations, cash and carry jobbers, mail order houses, desk jobbers, etc., do not have a sales force, we have never been able to see why they were entitled to the same discounts.

"We do not pass our discount for sales work on to a quantity buyer simply as a quantity discount.

"We do not aim to pass our discount on to even a regular wholesale grocer who has a sales force unless he makes it his business to see that his sales force really gives us sales support.

"We are not against chain stores; in fact, we are for all retailers of groceries and because of this we make every effort possible to offer our merchandise to all retailers of groceries on the same basis.

"I am in the macaroni business and I am interested in running my business to build up and not tear down the industry. Chain stores that are in the retail grocer business will find it to their best interest, eventually, to build up and not tear down the retail grocer business.

"If every regular wholesale grocer in the United States went out of business tomorrow I am pretty sure it would adversely affect chain stores almost as much as it would grocery specialty manufacturers and individual retail grocers. We believe the regular wholesale grocer is the keystone of the retail grocer business."

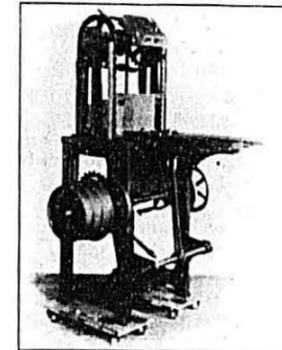
Form Trade Practice Division

Industries that are annoyed by unfair methods of competition may now submit complaints to the division of trade practice conferences of the Federal Trade Commission adjudication. The object is to avoid trials with accompanying publicity that has been so harmful.

The commissioner feels that it is much better and cheaper to administer the Federal Trade Commission act when it is possible to effect stoppage of unfair and unethical practices without the need of a trial. Through a trade practice submittal it is possible by a single agreement, negotiated perhaps in a single day, to wipe out whatever complaint there may be against any concern in a given industry. This friendly action will probably result in future prevention of the practice complained of, leaving a better feeling in the trade than in cases where individuals are dragged through the entire procedure of hearing and trial.

TO THE USERS OF Peters Package Machinery

The Peters Automatic Carton and Liner Feeding Apparatus for Peters Forming and Lining Machine has been perfected. This device automatically feeds cartons and sheets (from a roll) of lining paper to the Peters Forming and Lining Machine.



We are now booking orders for the Automatic Carton and Liner Feeding Apparatus.

Full information obtained from our Engineers.

PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

CHICAGO, U. S. A.

COLOR TABOO IN ILLINOIS

The attitude of the food enforcing officials of the state of Illinois toward artificially colored alimentary paste products was made clear by the announcement issued last month by Alfred H. Jones, superintendent of the division of foods and dairies, Illinois Department of Agriculture. The ruling is published without comment for the benefit of manufacturers and distributors of macaroni products within that state.

STATE OF ILLINOIS
DEPARTMENT OF AGRICULTURE
DIVISION OF FOODS AND DAIRIES
CHICAGO.
July 9, 1926.
RULING ON USE OF ARTIFICIAL
COLOR IN ALIMENTARY PASTES

Macaroni Salads

In one of her "chats" Betty Crocker, well known food authority and director of the novel radio cooking school, recommends macaroni salad as an ideal summer dish. In her general discussion of salads she says the following:

I do not believe there is a more popular subject in the whole realm of cookery than salad. We are always looking for new salads, and the nice part of it is, we usually find them, because the number of possible combinations is practically limitless. Since we make salads of fruits, vegetables, meats, nuts, cheese, eggs and gelatine, it should be easy to have practically a different salad every day of the year. However, that is unnecessary as we prefer to serve our favorite salads over and over again.

I sometimes think we have gone too far in working out new salad combinations, as some of them are rather weird. Often they present a beautiful appearance and yet are unappetizing. Food should be attractive to the eye, and yet by no means should it offend the stomach. An overdecorated salad looks fussy and stuffy, just like an overdecorated room or an overdressed woman. If you are a real artist, you can combine colors and flavors in a salad as an artist combines colors on a canvas. The different parts of the salad should blend together as tones of music to make one harmonious whole. Be careful that you do not allow a false note to creep in either as to color or flavor. Salad material should always be crisp and fresh. A wilted salad presents a most discouraged ap-

The Division of Foods and Dairies in conformity with the U. S. Bureau of Chemistry has decided that the use of artificial coloring in macaroni, spaghetti, vermicelli, noodles and similar pastes is in violation of Section 8, paragraph fourth, under Foods of the Illinois Dairy and Food Law which states that an article is adulterated, "if it be mixed, colored, powdered, coated, polished or stained in any manner whereby damage or inferiority is concealed or it is made to appear better or of greater value than it really is."

It has been decided that the use of artificial color in alimentary pastes does conceal inferiority and does make the product appear to be of a greater value than it really is and therefore the same should be discontinued.
(Signed) ALFRED H. JONES, Supt.,
Division of Foods and Dairies.

pearance, and is decidedly unappetizing.

Food Value of Salads

The food value of a salad varies greatly, according to the ingredients used. A substantial salad may serve as the main dish for lunch or supper. The more simple salads although not so substantial are equally valuable for the acids, minerals, and vitamins they supply to the body.

Macaroni Makes Good Salad

Macaroni mixed with apples and celery or with salmon or other fish and pickles makes good combinations. In fact, you can make macaroni salad with any combination you would use for potato salad. You will find such a salad rather different and very appetizing for a hearty supper dish.

Flour Standard Amended

From the office of the Washington representative of the National Macaroni Manufacturers association was issued a notice to the trade last month telling of the action of the U. S. Department of Agriculture in amending the standard of flour. The only change made is in the moisture content which has been changed from 13.5% to 15%.

This change although apparently increasing the moisture content of flour does not do so actually as the former standard (13.5%) was based on a different method of making moisture determination which, it is now recognized, did not extract all the water from the product.

By a new method which is considered more accurate a flour yields approximately 15% of moisture when the same flour yielded only 13.5% of moisture by the old method. This change

in standard, therefore, is merely a recognition of a more accurate method of determining the moisture content of flour rather than a change in the amount of moisture permitted in flour.

The new standard follows: FLOUR is the fine, clean, sound product made by bolting wheat meal. It contains not more than fifteen per cent (15.0%) of moisture,* not less than one and twenty-five hundredths per cent (1.25%) of nitrogen, not more than one per cent (1.0%) of ash, and not more than one half per cent (0.5%) of fibre.

*By "MOISTURE" is meant the loss in weight resulting from drying in accordance with the vacuum method of the Association of Official Agricultural Chemists. The moisture limit of fifteen per cent (15.0%), thus determined is regarded as equivalent to the former moisture limit of thirteen and one half per cent (13.5%), as determined by the water oven method.

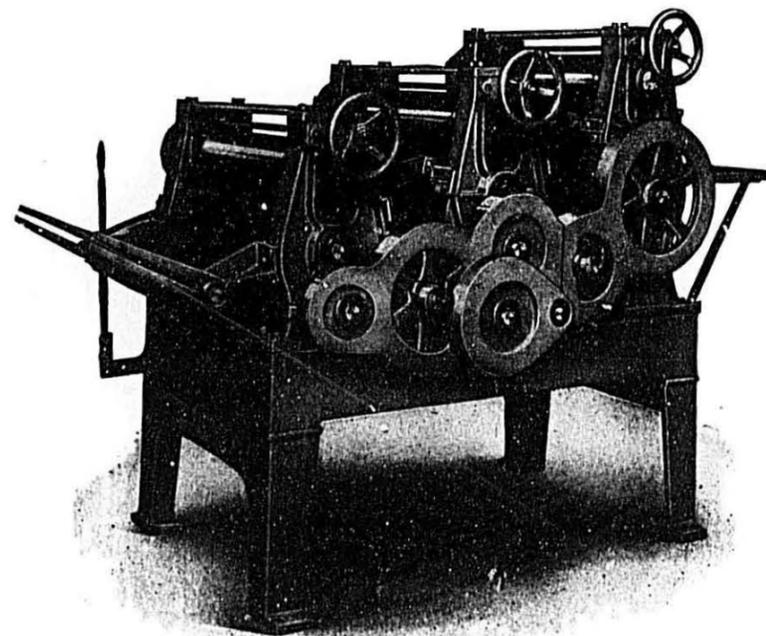
Importers Fined

During the month of May the port authorities of New York report a collection of fines totaling \$11,249 for violations of laws governing food importations. American importers are required to post a bond guaranteeing the purity of the imports inspected and released by the United States officials. The fines were paid by importers who violated the terms of their bonds.

Enforcement of these laws has resulted in a great improvement in the quality of food products brought from all sections of the world for use by the American people. Officials of the U. S. Bureau of Chemistry in cooperating with customs officials usually take prompt action against violators. In May a single importer was fined over \$7000 for violations of his pure food import bond; these violations were on importations of anchovies, vinegar and tomato paste.

A warning has been issued by the officials of the Department of Agriculture and the Treasury Department that the privilege of bonded entry would be withdrawn from individuals or firms that frequently or deliberately violate the terms of their bonds. In that case the importer would have to permit his products to remain in custody until it was fully determined whether or not they were standard. This procedure would delay delivery of merchandise and cause such importer greatly increased expense. Because of this threat importers are unusually insistent that goods shipped to America be of high standard.

The Clermont Triplex Calibrating Dough Breaker



By actual test this machine is able to flatten 50 lbs. of dough per minute, with a 3½ H. P. Drive, and besides no operator is required to work this machine.

We are also manufacturers of "CLERMONT"

Dough Breakers	Fancy Stamping Machines for the
Calibrating Dough Breakers	manufacture of Bologna Style Noodles
Noodle Cutting Machines	and Mostaccioli Cutters
Noodle Folding Machines for package and bulk trade	

New inventions and new machinery with labor saving devices constitute the increasing production of a progressive business man. That is the reason for the great expansion of the American industries.

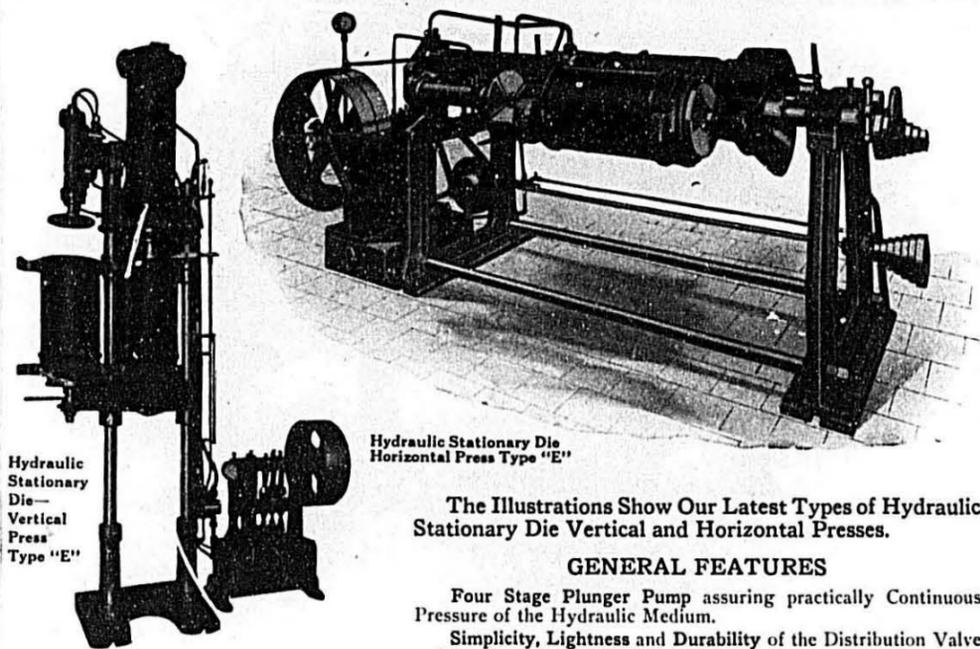
The Clermont Machines stand for progress and success. They will help you attain the highest goal possible in the manufacture of your noodles. Several of the largest and most progressive concerns in this country are today using our machines to their entire satisfaction.

Write us for catalog and detail information.

CLERMONT MACHINE COMPANY
77 WASHINGTON AVENUE
BROOKLYN, NEW YORK

DEFRANCISCI

Hydraulic Presses - Kneaders - Mixers - Die Cleaner Machines



Hydraulic Stationary Die— Vertical Press Type "E"

Hydraulic Stationary Die Horizontal Press Type "E"

The Illustrations Show Our Latest Types of Hydraulic Stationary Die Vertical and Horizontal Presses.

GENERAL FEATURES

Four Stage Plunger Pump assuring practically Continuous Pressure of the Hydraulic Medium.

Simplicity, Lightness and Durability of the Distribution Valve and the Control of the Machine.

Automatic Safety Interlock which Prevents Any Damage to

the Machine caused by Neglectful Operators.

Automatic and Rapid lifting of the Principal Piston at the end of the operation, thus effecting a Saving in Time.

Exact Fitting of the Dough Cylinder on the Die by means of the Tension of the Springs.

Mechanical Simplicity of the Lifting of the Dough Cylinders.

Elimination of the Bolts in the Cylinder Head by means of our new design which assures a High Pressure Seal and makes it easy to Dismount and Examine the Packing of the Pressure Cylinder.

Automatic Operation of the Hydraulic Packing Apparatus.

Ease and Safety of loading the idle Dough Cylinder.

Simplicity of operating the Disk at the bottom of the idle Cylinder.

Plate under the Dough Cylinders which Prevents the Dough from Falling Out when the Cylinders are lifted.

The Floor Space under the Horizontal Press can be Utilized for Mounting the Blower and the "Short Cuts" Conveyor.

The Die of the Horizontal Press is drawn into its seat without Any Possibility of Damage.

By using two Removable Cutting Knives the number of different Lengths which may be Cut Is Increased to 28.

The Knives are Held in the Center thus avoiding trouble due to the Bending of Knife Blades.

All Presses are constructed for Installation either to the Right or to the Left of other machinery, such as Kneaders or Mixers, thereby effecting a Saving of Labor and Securing Economy.

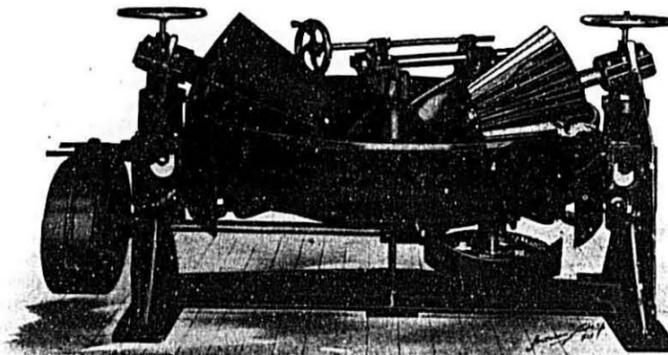
I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.

DEFRANCISCI

Hydraulic Presses - Kneaders - Mixers - Die Cleaner Machines



The De Francisci Kneading Machine

GENERAL FEATURES

By using Ball Bearings in almost all the rotative Parts of the Kneader the action on the Dough is very smooth, therefore the Kneading energy which is transformed into heat is constant and evenly distributed. This avoids local overheating in the mass, and with a constant flow of power through the Dough, the heat is more readily absorbed by the surrounding air, thus keeping the temperature of the Dough much below the limit at which fermentation and acidification may start.

The action on the Dough is sufficiently deep because of the weight of the Kneading Parts, the shape of the Plow, and the shape and size of the teeth on the Kneading Rollers.

Stretching and lacerations of the Dough are also avoided by the use of Ball Bearings in the Kneading Rollers inasmuch as the Rollers, driven by the Dough, will never stick or fail to move freely.

The revolving PAN does not rest on its vertical shaft which is stationary, but is supported by four conical ball bearing Rollers which are located under the outer circumference of the Pan.

Pans supported only at the center are subject to wobbling, wearing and even circular fracture, when a lump of dough passes under the Kneading Rollers. Moreover, non-symmetrical stresses in the Pan continuously cause flexure on the central shaft to such an extent that the shaft is often broken.

This trouble is absolutely eliminated in the De Francisci Kneader, where the central shaft supports no weight, it being only a guide bearing for the revolving Pan.

The Kneading Rollers are ground and polished on the conical surface, thus reducing the friction with the Dough. Moreover, the size and shape of the kneading teeth thoroughly assure the required work.

The Dough Plow's principal characteristic is in its shape. In designing the Dough Plow care must be taken that it will not suddenly twist the Dough. To avoid this trouble our Plow is very long so that it gradually brings the Dough from the horizontal to the vertical position.

The Plow is ground and polished like the Kneading Rollers, to reduce the friction to the minimum possible and assure a kneaded Dough in which the natural amber color of the Semolina is retained.

Various moving Parts such as Gear, supporting Rollers, kneading Rollers, etc., which may injure the operator, are provided with covers so that Safety is one of the features of our Machine.

I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.

Is Unprofitable Business Profitable?

By Lloyd Skinner, President Skinner Manufacturing Company

Is unprofitable business profitable? This certainly seems like a foolish question but the fact is that we in the past in connection with our business have done what we knew was an unprofitable thing temporarily, with the idea of eventually making the move profitable in the future, but we are sorry to say that we can't check back to a single instance where in the long run it ever paid us.

We have thought that practically all our unprofitable ventures were forced onto us by our competitors but we know now that it was simply lack of good business judgment and that our competitors really had nothing to do with the matter.

I am convinced that if all macaroni manufacturers would forget about their competitors and simply decide to run their business in their own way and, without regard to competition, not do anything in any territory that they could not afford to do in another and that would show them a net profit, most of our business troubles would be over.

In the past, I think too many of us have lost sight of the fact that volume does not represent profit. It is easy to increase your volume 25% but hard to do it and not lose your net profit on your business that is otherwise paying you a net profit, even although small, and it seems to me that we should always keep in mind that even a small profit is preferable to volume with no net profit.

It takes years to build up a real volume, particularly on package macaroni products, and we should all recognize this fact.

Always selling merchandise at a profit will in time build any manufacturer a good volume on package macaroni products.

The manufacturer who tries to build a volume on package macaroni products in a short time through cut prices and other unprofitable concessions may in a comparatively short time have a fair volume, but he will eventually wake up to find that he has traded his birthright for a mess of pottage, and otherwise has a volume of business without a net profit, which is a real liability instead of an asset, because it is a whole lot easier to get new profitable business than it is to try and turn old unprofitable business into a profit.

Customers that have in the past bought your merchandise on an unprofitable basis have been educated to buy on this basis and seldom, if they can be made to

buy on a profitable basis, do they buy from the manufacturer that taught them to buy on an unprofitable basis.

We now have one really great national macaroni manufacturers association, whose officers and directors have demonstrated they are real leaders in the industry and whom we should all have confidence in.

The present officers and directors of the National Macaroni Manufacturers association have millions invested in the industry and any of us can rest assured that all of these men who are working in harmony for us will not through their collective judgment do anything that is not to the best interest of the industry, and I cannot understand why any macaroni manufacturer that owns only one press should not become an active member of the National Macaroni Manufacturers association and put his shoulder to the wheel to help make the macaroni industry one of the greatest industries of this country—a position the industry has every right to hold although it has not held it in the past.

There is nothing so important to humanity as food. The greatest basis for food is wheat. Macaroni products provide the shortest and most economical method for turning wheat into a food product, and I think there is no question—considering its food value—but that macaroni products are the most economical food used by civilized man.

It does seem to me that the macaroni industry, because of the recent consolidation of all macaroni associations and the real harmony in the association, stands at the threshold of a great advancement and that we in the industry can look forward to a greater advance in our business within the next 2 or 3 years than has taken place in the past ten.

It was mentioned at the last meeting of the association that we as members should have a Code of Ethics. I think as part of this code of ethics and one of the big things that will insure the advancement of the association is for us all to make up our minds, without regard to what any competitor may do, that we will not—either to hold old business or obtain new—accept any business or enter into any transaction that will not show us at least some net profit that can be used to pay interest on our invested capital.

We have done things in the past in some territories that we thought would

make us a profit because of the increased volume they would show us but in the end we found that while we got volume, we didn't get the profit, and that we would have been much better off if we hadn't spent any energy to get this volume, because by reaching out after this volume we turned a net profit—even although small—into a loss.

Hereafter we are not going to make any concessions to any customers in any territory that we can't make to all customers in all territories, and we are not going to make any concession to any salesman in any territory that we can't make to every salesman, and when we see competitors making concessions that are unprofitable and taking our business, we are going to think of the fact that the competitor is simply weakening himself and is hurting himself a whole lot more than he is hurting us.

Even more than in the past we are going to try and remember the old saying that there is no merchandise made so poorly and offered at so cheap a price but that there is always someone that can make it worse and offer it at a lesser price.

Like ourselves, I think most macaroni manufacturers in the past have tried to put out good merchandise at as low a price as possible and still show a net profit, and I believe in the future if we will all stick to the above basic idea and try and get all our associates to stick to it that soon the smallest and weakest manufacturer in the business will have his business on a good profitable basis and the whole industry on a real profitable basis, because no chain is stronger than its weakest link, and the larger manufacturers in particular should be interested in the smaller and weaker manufacturers, because if they can be put on a profitable basis, the larger manufacturers are bound to make money, which is of course the real reason we all put work with our capital.

Any of us can make at least 6% by investing in securities without work, and we should remember that our time and effort is at least worth something.

I don't believe that any manufacturer who has any money at all invested in the macaroni business can afford to not give his capital the substantial security it will have by making it a part of the National Macaroni Manufacturers association by his company becoming an active member.

(NOTE—Discussions of "macaroni problems" by manufacturers are always welcome. Mr. Skinner has shown you the way. Let's have articles from the manufacturers in every section of the country on any subject, preferably suggestions for improvement in our business. The columns of this publication are always open to members of the industry. Decide now to use them regularly.—The Editor.)

CEVASCO, CAVAGNARO & AMBRETTE, Inc.

Designers and Builders of High Grade Macaroni Machinery

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

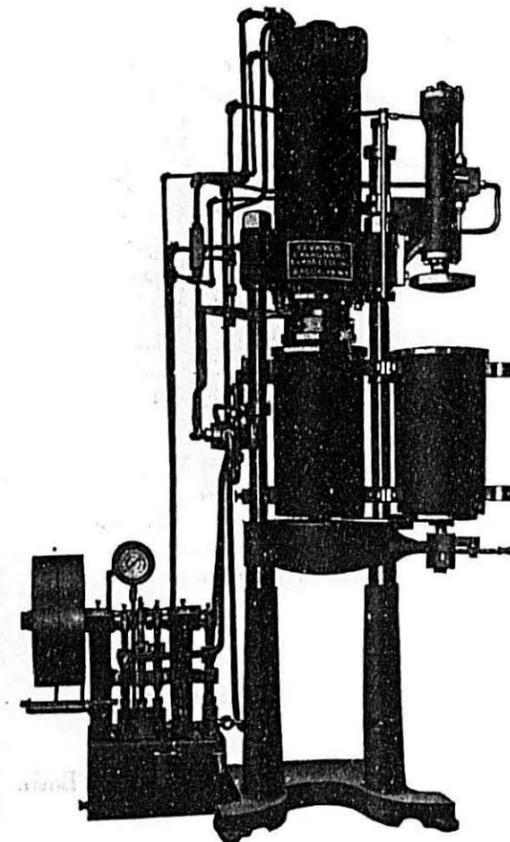
PUMP. The pump is our improved four (4) piston type.

DIE PLATEN. The die platen or support is divided into three (3) sections for the 13½ inch and two (2) sections for the 12½ inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

CONTROL VALVE. Both the main plunger and the packer plunger are controlled by our improved valve. The movable part of this valve rotates against a flat surface. As there is always a thin film of oil 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.



Vertical Hydraulic Press with Stationary Die

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

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

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

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

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

156-166 Sixth St.

Brooklyn, N. Y., U. S. A.

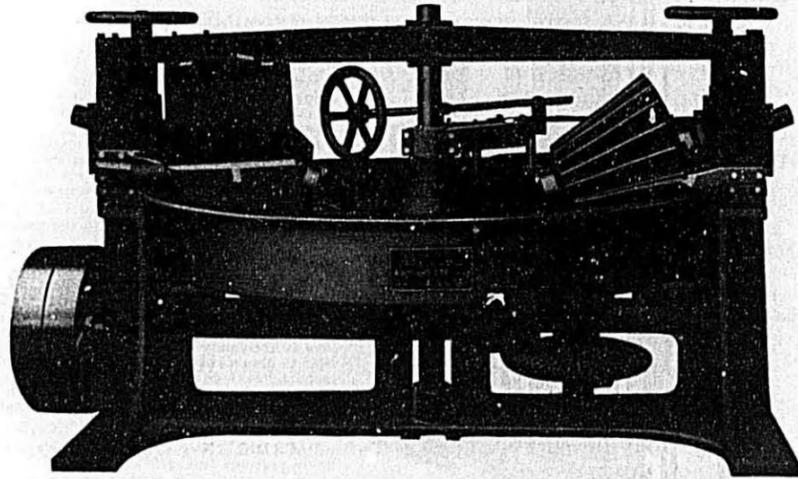
159-171 Seventh St.

Address all communications to 156 Sixth Street.

CEVASCO, CAVAGNARO & AMBRETTE, Inc.

Designers and Builders of High Grade Macaroni Machinery.

Type K-G.



Kneader with Guard for Cone, Apron for Pan and Scraping Attachment to prevent Dough adhering to Cones. (See description on opposite page.)

Specialists in everything pertaining to the Macaroni Industry.

Complete Plants Installed. Let us Show You how to put your Plant on a Paying Basis.

We do not Build all the Macaroni Machinery, but we Build the Best.

Presses:— SCREW AND HYDRAULIC
VERTICAL AND HORIZONTAL

Kneaders. Mixers. Dough Brakes. Die Cleaners.
Mostaccioli & Noodle Cutters. Bologna Fancy Paste Machines.

156-166 Sixth St.

Brooklyn, N. Y., U.S. A.

159-171 Seventh St.

On the opposite page is illustrated our latest type Kneader.

We have incorporated in this machine many improvements, making it the most efficient, as well as the safest machine in use in a macaroni factory. We mention a few of them herewith.

Guard. The cone on the front or working side of the pan is guarded by a movable guard, which is self adjusting (Patent applied for). This guard automatically adjusts itself to the quantity of dough that is being kneaded. It is made in two sections so that it can be raised to permit cleaning of the cone.

Apron. The front side of the pan is protected by a fixed apron or cover, which prevents the operator from coming in contact with the revolving pan, thus giving additional security.

Scrapers. Both cones are equipped with scraping attachments, which prevent the dough from revolving with the cone.

Cones. The cones revolve on roller bearings, which are more durable than ball bearings. These eliminate considerable friction, reducing the power required to operate the machine. The cones are ground and polished all over, which prevents the dough from sticking between the teeth and giving the dough that lustre and gloss which is so desirable in the finished product.

Pan. The pan is turned smooth all over on the inside. The shaft of the pan has three-point suspension, it has two bearings beneath the pan and one above, making it very rigid. In addition, the pan is supported by rollers. These rollers revolve on roller-bearings, eliminating friction, and are set immediately underneath the cones as an additional support for the pan.

Shafting. The main drive shaft, carrying the steel spur pinion which drives the large internal spur gear, is fitted with a roller bearing. This bearing eliminates friction and wear and tear at this point, adding greatly to the life of the machine.

Endorsement. This kneader, with its various safeguards, is practically 100 per cent safe. It has been endorsed by representatives of Insurance Companies and the State Labor Department, who have seen it in operation.

Patent. We have made proper application for patents on these various safe guarding devices, and intend to prosecute infringers to the full extent of the law, as soon as these patents are allowed.

Built in the two following sizes:

No.	Capacity	Diameter of Pan	Space	Diameter of Pulleys	R. P. M.	Weight
G-4	1½ bbl.	72 in.	8 ft. x 6 ft.	24 in.	180	7350 lbs.
G-5	1¾ bbl.	76 in.	8 ft. 6 in. x 6 ft. 6 in.	24 in.	180	7750 lbs.

Macaroni and Spaghetti Combinations With Meat

By Bernardine du Nord

An efficient housewife as everybody knows is constantly on the lookout for new and unusual ways of using leftover meats. Macaroni and spaghetti combine so well with meat and the combinations can be so varied that they can be frequently used and still furnish dishes that are entirely different.

Meat and macaroni with a little white sauce make a very desirable dish at any time, but the addition of vegetables and seasonings such as tomatoes, green peppers, onions, cheese, highly seasoned sauces and herbs will certainly raise the result out of the ordinary.

The dishes may be still more varied by using two kinds of meat instead of one. Chicken and ham, veal and ham, pork and beef; and bits of such meats as liver or heart with ham are always appetizing combinations. After trying a few such dishes, a housewife will find herself making combinations to suit her needs and with special regard to the tastes of her own family.

Here are a few such combined dishes offered suggestively:

Macaroni in Ramekin

Make a nest of cooked macaroni in a buttered ramekin. Fill with minced meat and place a slice of tomato on top. A little tomato juice or sauce could be added in place of the slice of tomato. Buttered crumbs may be spread over the top if desired.

Peppers with Macaroni

Wash 6 green peppers then cut off the tops and remove seeds and inner sections. Drop into boiling water and let stand about 10 minutes, then drain. To 1 cup of cooked macaroni, chopped, add 1 cup of thin white sauce. Season with salt and pepper $\frac{1}{2}$ to 1 cup of cold meat ground or cut in small pieces and add a few drops of onion juice. Mix with the macaroni mixture and fill the peppers. Sprinkle buttered crumbs on top, place in a shallow pan and bake in a moderate oven until the crumbs are well browned.

This may be varied by using tomato juice or any other sauce in place of the white sauce.

This filling may be used with tomatoes as well as peppers.

Curried Lamb with Macaroni

Melt 2 tablespoons of butter or bacon fat and add $1\frac{1}{2}$ tablespoons of flour, $1\frac{1}{2}$ tablespoons of curry powder

and 1 teaspoon of salt. Stir until well blended then gradually add 1 cup of milk and stir until smooth. In a greased pan place a layer of cooked macaroni (about 1 cup), moisten with the sauce, then add a layer of cold lamb cut in cubes (about $1\frac{1}{2}$ cups), and continue alternating layers of meat, macaroni and sauce until all is used. Place buttered crumbs over the top and bake 1 hour.

Macaroni Salad

Combine 2 cups of macaroni which has been cooked with cold chopped meat or chopped cooked bacon and mix with salad dressing. Place on nest of lettuce leaves and sprinkle grated yolks of hard boiled eggs over the top. Garnish with the egg whites cut in desired shapes and slices of tomato.

Some may prefer to marinate the meat and macaroni an hour before serving.

Spaghetti Au Gratin

Break 2 cups of uncooked spaghetti in 2 inch pieces and cook in boiling salted water until tender. Melt 4 tablespoons of butter, add 4 tablespoons of flour and blend to a smooth paste. Add $\frac{1}{2}$ teaspoon of salt and $\frac{1}{4}$ teaspoon of pepper. Scald 2 cups of milk, add gradually to the flour mixture and cook 15 minutes, stirring constantly. Place alternate layers of spaghetti and chipped beef (1 cup) in a buttered baking dish. Add the hot sauce, cover with buttered crumbs and bake 20 minutes in a moderate oven.

Ham may be substituted in place of the dried beef.

If you have small children in your family you will no doubt prefer this as the hot meat sauces are not good for children. You may use either macaroni or spaghetti in this recipe.

Lumberjack Macaroni

Cook $\frac{1}{2}$ pound of macaroni (1 package) until tender in boiling salted water. Use about 4 quarts of water to 1 tablespoon of salt. Heat a large platter. Put the cooked macaroni on the platter, sprinkle with 2 cups of grated American cheese mixed with $\frac{1}{4}$ cup of Worcestershire sauce and $\frac{1}{4}$ cup of chili sauce. Pour $\frac{3}{4}$ cup of piping hot melted butter over all. Mix with 2 forks until the sauce is creamy. Serve at once on hot plates.

Unless you are quite skillful, you may prefer to mix the macaroni in a bowl rather than on a platter. In that case have the bowl hot and when the macaroni is thoroughly mixed, turn onto a hot platter. If you prefer a sauce that is not so rich, use a smaller amount of butter and of the different sauces. Any meat sauce may be used in place of the Worcestershire.

This recipe is truly a man's recipe. It was brought from a northern lumber camp.

Macaroni June Exports Higher

The exportation of macaroni products from this country showed a healthy increase during June 1926, according to figures released by the U. S. Department of Commerce covering that month. The total exportation was 639,000 lbs. as compared with 570,000 lbs. in May 1926 and with 596,000 lbs. for June 1925.

The total exportation, however, for the fiscal year ending June 30, 1926, was considerably below the 1925 business. This year the total amount of exports of macaroni products was 8,067,000 lbs. as compared with 8,447,000 lbs. for the fiscal year ending June 30, 1925.

The United Kingdom continues to be our best buyer. Last June 170,000 lbs. of macaroni products were shipped to British ports. Canada was second, purchasing 132,000 lbs.; Mexico was third with 102,000 lbs. Then came Australia with 57,000 lbs.; Cuba 40,000 lbs.; Panama 36,000 lbs.; Dominican Republic 23,000 lbs.; China 17,000 lbs. and New Zealand 17,000 lbs.

Among the smaller buyers were: Honduras with 13,000 lbs., Nicaragua with 4,000 lbs., Guatemala, Haiti and Philippines with 3,000 lbs. each, and Jamaica and Japan with 2,000 lbs. each.

The following countries purchased 1,000 lbs. or less during June: British Honduras, Salvadore, New Foundland, Barbadoes, Virgin Islands, Colombia, Venezuela, British India and British Malaysia.

New York city was the leading port of export with 224,000 lbs. for June. New Orleans was second with 139,000 lbs.

What Is Life

There isn't much to life but this:
A baby's smile, a woman's kiss,
A book, a pipe, a fire, a friend,
And just a little cash to spend.

—An Exchange.



SOLID FIBRE SHIPPING CASES

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PHILADELPHIA PAPER MFG. CO.

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MANAYUNK, PHILADELPHIA, PA.

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August 15, 1926

THE MACARONI JOURNAL

25

**LABELS
CARTONS
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Let us be your "Package Counselors."

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

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Notes of the Macaroni Industry

New Macaroni Corporation

Articles of incorporation were filed in the state capitol at Albany, New York, by the Prano Brothers Macaroni Manufacturing Company, Inc., last month. The firm is situated in Brooklyn, with Frank Prano the head member of the firm, residing at 435 Union st. Other brothers who are directors of the concern are Giovanni Prano and Salvatore Prano. The capital stock of the concern is \$25,000. Plans of the new firm have not yet been made known.

\$55,000 Fire Loss

Fire of unknown origin destroyed the 3 story plant of the Specified Macaroni Company of Brooklyn, situated in West Chester, Pa. Besides the building loss, valuable machinery, a carload of flour and about \$15,000 in finished products ready for shipment were burned. Total loss is estimated at \$55,000, partially covered by insurance.

The plant was erected several years ago by Luigi Tavani of West Chester, Pa., but conditions soon necessitated its sale to the Brooklyn concern. Plans are under way for erection of a modern plant to replace the one destroyed. The debris has been cleared away and the heavy beams straightened and made ready for use in the new building.

A Silver Wedding

Frank Dantoni and wife of New Orleans, La., celebrated their silver wedding anniversary, the 25th, on July 31, 1926. Mr. Dantoni is the leading member of F. Dantoni & Co., large macaroni manufacturer in that city. Among the guests were many macaroni manufacturers, representatives of allied trades and friends of the families interested. Mr. and Mrs. Dantoni were recipients of many silver tokens of esteem. Congratulations!

"Hi-Lo" Macaroni

Macaroni products bring the highest retail prices when sold in the New England states and the lowest in the southern states, according to figures by the bureau of labor statistics of the U. S. Department of Labor for May 1926. No reference is made to the quality of the products considered in the survey.

The average retail price of macaroni products was deduced from a study of figures submitted by 51 leading cities.

While the average price for this food on May 15, 1925, was 20.5c throughout the country, Fall River, Mass., reported a high price of 24.6c and New Orleans, La., reported the low price of 9.9c a lb. The next lowest market was in San Francisco with a low average of 14.03c.

There was a slight decrease in the average price this year of 1926 in spite of the high potato prices. The average price as of May 15, 1926, was 20.3c a lb. Fall River again reported the highest average at 24.8c a lb. while New Orleans established a new low average of 9.6c a lb., with San Francisco again second with an average of 14.9c a lb.

Conundrum: What causes the wide range in prices? Why 25c in New England and 10c in Louisiana? Students of conditions, please comment!

Does the following clipping from the July 24, 1926, issue of The Modern Miller throw any light?

"Semolina and durum patents are 1/4c higher. Macaroni makers are inclined to await lower prices. Most of them are substituting standard flour. Semolina No. 2 is quoted at 5 1/2c per lb.; semolina No. 3, 5 1/4c; durum patents, 5 1/4c and durum flour, 5c."

Macaroni Imports for May

There has been a slight falling off in the quantity of macaroni products imported during the 11 month period ending May 31, 1926, from that of the same period last year. Including the May 1926 shipments the total imports reached 5,368,006 lbs. valued at \$388,765 as compared with 5,743,222 lbs. in 1925 valued at \$388,058.

A slight increase in imports in May

FREE EXPERT ADVICE

The National Foreign Trade Council has issued a standard treatise on the subject of "International Credits" that contains much valuable advice to those engaged in exporting products to foreign countries.

We have a limited supply of these pamphlets. Copies will be sent to those who desire them, the orders to be filled as received.

Send your request to the Secretary, National Macaroni Manufacturers Association, Braidwood, Ill., who will distribute them as long as his supply lasts.

is shown by figures released by the government. The total for May 1926 was 438,960 lbs. worth \$34,530 as compared with 422,329 lbs. in May 1925 worth \$33,507.

Seeks Cure for Diabetes

"A friend told a friend, etc."

Someone at the recent Chicago convention told of the research work carried on by some macaroni manufacturers in which it was discovered that macaroni is more valuable in a diet for diabetes.

A leading New York attorney wrote Macaroni Association headquarters for information, stating that his wife has been a sufferer for 16 years of this sickness (diabetes), and that he was recently interested in anything that contributes to the comfort or health of a person suffering from that illness, especially as the cure is mainly a matter of diet.

Complimentary information on this subject now in the hands of the National association was furnished him and the industry will await with interest the results of the experiments which this gentleman is conducting in his own home.

Cooperation for Profit

The initial issue of "Cooperation for Profit," the new house organ published by the Skinner Manufacturing company of Omaha, Neb., made its appearance this month. Its sponsor says that the object of the publication is to give real help and service to the wholesale grocery salesman. It will be sent to every wholesale grocery salesman who chooses to have it.

The first issue contains articles on such interesting topics as "Eating on the Road" by Dr. S. E. Isaacson; "Trying to Find the Jobber's Profit," a reprint from Printers' Ink; "Proof of the Pudding" by Lloyd M. Skinner, and interesting trade gossip, including some inside dope on macaroni.

Giarard Company Fails

The Giarard Grocery company, one of the largest buying exchanges in Philadelphia, has gone into the hands of receivers. The receivers are Albert Kaiser, president of the corporation, and Otto Robert Heiligman, attorney for the concern.

The receivership was a surprise to the business world and was considered

August 15, 1926

THE MACARONI JOURNAL

27

MALDARI'S INSUPERABLE MACARONI BRONZE DIES

with removable pins

Quality

Trade Mark
Reg.
U. S. Patent Office



Workmanship

Service

Satisfaction

F. MALDARI & BROS., Inc., 127-31 Baxter St.,
NEW YORK CITY

SEND FOR CATALOGUE

Established 1903

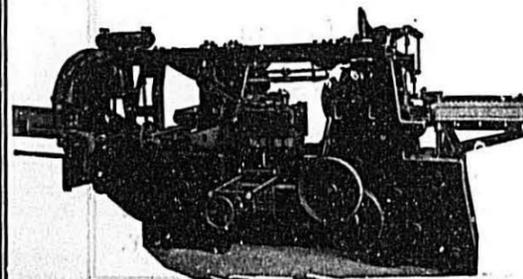
Meets Every Requirement of "The Ideal Container"

The Stokes & Smith
Tight Wrapped Package



The Machine

Stokes & Smith Automatic Package
Wrapping Machine.
Capacity, 48-60 tight-wrapped packages
per minute.



The Tight Wrapped Package, which has long been used for Flour, Cereals and other products, is now coming into use for Macaroni, Spaghetti, Noodles, etc. The many advantages of the Tight Wrapped Package, as wrapped on the Stokes & Smith Package Wrapping Machine, make it the ideal container for food products.

Let us tell you about the latest package and the machine for wrapping it. We will send samples if you desire. No obligation on your part whatever.

STOKES & SMITH COMPANY

Summerdale Avenue and Roosevelt Boulevard

PHILADELPHIA, U. S. A.

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

a move to conserve the assets of the corporation. Heavy losses were sustained during the sugar shortage of several years ago, considering shortage in ready cash on which to carry on the affairs of the firm. It is hoped to protect the interest of all the creditors.

The Giarard Grocery company is a corporation of retail grocers which sold merchandise only to its members. Its plan was to buy in bulk and to sell large quantities. For many years it conducted a substantial and rather successful business. The capital of approximately \$500,000 was quite generally distributed among the retail members.

Install Champion Outfit

The Champion Machinery company of Joliet, Ill., reports installation of a 100-bbl. Storage Bin, Automatic Traveling Hopper and Tempering Tanks as part of the flour shifting and handling outfit in the remodeled John B. Canepa company plant in Chicago. In addition to this outfit the firm has made many other machinery and equipment changes so that it is now one of the very modern plants in the north central states.

Brooklyn Macaroni Company

In keeping with his plan to build a much larger plant than the one destroyed by fire several months ago, A. Lambrosa, with his brother, J. Lambrosa, organized the Brooklyn Macaroni company with a capital stock of \$400,000. Another member of the firm is L. Petrosino. Plans for the construction of a new plant have progressed favorably, details of which will be given in the near future.

Philadelphia Industrial Congress

A congress of American industries will be held in Philadelphia, Sept. 7 to 14. It is sponsored by the leading industrial and business men of the nation. Its purpose will be to establish a new and better relationship by the competitor and labor.

During the congress there will be a review of the development of American industries in all its phases and a discussion of the many problems in which the employer and employe are equally concerned.

Given Place of Honor

As a feature of the "Use-Trinidad-Products" campaign spaghetti was given a place of honor on the menu for the Neapolitan dinner served by the ladies of the Holy Trinity church in

Community hall on the evening of June 2, 1926. The spaghetti used was donated by the Golden Crown Macaroni company of the city.

Spaghetti in the true Italian style was served in unlimited quantities. It was accompanied by other Trinidad products. The whole affair attracted several hundred business men and others who were sincere in their whole hearted cooperation with the trade-at-home campaign, of which this dinner was a part.

The cost of the dinner was only 50 cents and no limit was placed on the amount of spaghetti any person might consume. It served to center attention on the products of the macaroni firm which but recently started operation in that city.

Voluntary Bankruptcy

New York papers carry an account of the voluntary bankruptcy entered into by the West Mt. Vernon Macaroni Manufacturing company, whose plant is at 7 S. High st., Mt. Vernon, N. Y.

Liabilities of the firm are not known and the assets not stated. Members of the firm are Guiseppi Luizzi, Angela

Luizzi and Jenne Luizzi. This firm manufactured goods in bulk and depended on local distribution for its business.

Maldari Owns Yolanda Patent

The patent rights on the Yolanda die are the property of F. Maldari & Brothers of New York city, said rights having been transferred by the inventor, Guido Tanzi of Brooklyn. This firm is also the owner of the Fusille die. All interest rights and patent connection with the Yolanda die were acquired in March 1925.

Viviano to Advertise

V. Viviano & Brothers Macaroni Manufacturing company of St. Louis, Mo., is planning a wide advertising campaign for the coming year. The Yost Advertising company of St. Louis will direct its advertising. Newspapers will be used.

The man who has nothing to boast about but his illustrious ancestors is like a potato—the only good belonging to him is underground.—Sir Thomas Overbury.



USE

Penza's Superior Bronze Macaroni Moulds with *Perfected and Patented* "Kleen-E-Z" Removable Pins.

SAVE

Power
Waste of Dough
Time in Cleaning
Give Better Service

A trial will prove the superiority.

Frederick Penza & Co.

788 Union St.

Brooklyn, N. Y.

NO. 2 SEMOLINA

STANDARD

NO. 3 SEMOLINA

Pure Durum Semolina
Quality - Service - Satisfaction

King Midas

WRITE OR WIRE FOR SAMPLES OR PRICES
KING MIDAS MILL CO.
MINNEAPOLIS, MINN.

Pure Amber Durum

SEMOLINA

STRONG and UNIFORM
FOR QUALITY TRADE

CROOKSTON MILLING CO.
CROOKSTON, MINN.

"Crookston Means -- First Quality"

IT'S A PLEASURE TO SEND SAMPLES

Grain, Trade and Food Notes

Washburn Crosby Dividend

The board of directors of Washburn Crosby company, Minneapolis, voted to pay the regular quarterly dividend of 1 3/4% to the holders of preferred stock of that company, payable Aug. 1. It was paid to stockholders as shown by the firm's records as of July 26, 1926. A very good year of business was experienced by this large flour company with mills in many sections of the country.

Flour Mill Gold Notes

Nearly \$2,000,000 worth of 10 year 7% secured sinking fund gold notes of the newly organized Commander-Larabee Corp. was offered for sale in July. The notes are secured by a first lien upon 2 of the important subsidiaries of the company and carry warrants for the purchase of common stock of the firm.

The Commander-Larabee Corp. was recently effected through the merger of 7 flour milling companies of the northwest and southwest, owning 13 mills with a daily capacity of more than 25,000 bbls. The gold notes were offered at 99%, yielding about 7.15%.

Pillsbury Picnic

Six hundred persons including the families of the employes of the Pillsbury Flour Mills company, Minneapolis, Minn., enjoyed their annual picnic at Spring Park, Lake Minnetonka, on Monday, July 26. John S. Pillsbury was master of ceremonies and saw to it that everybody enjoyed the foot races, water sports, speed boat rides and pony rides and that each got his share of the chicken dinner that was served on the occasion. The company provided some excellent entertainment which was followed by dancing in the pavilion during the afternoon and evening.

Retailers President Honored

On July 26 the retail grocers of the northwest paid a tribute to John C. Sheehan of Minneapolis, president of the National Association of Retail Grocers. A dinner was given at the Automobile club in honor of his recovery from illness which prevented his attending the national convention of his organization at Rochester, N. Y., where he was reelected president.

James T. Williams of the Creamette company, who was in charge of the

dinner, presided as toastmaster. In his opening remarks he told the honored guest that while he had been unable to attend the convention of his association his friends, the retailers, were bringing the convention to him. One hundred and twenty-five guests enjoyed the dinner and the festivities that followed.

E. S. Berthiaume of Superior, Wis., a national director, and H. C. Balsiger of Kansas City, national secretary, were official representatives of the association present for the festivities.

Bananas? Yes!

Even so well known a food as bananas has to be advertised to insure its continued or increased consumption. Banana week was celebrated from July 26 to July 31 inclusive with an intensive advertising campaign that reached from the importing to the smallest distributing agencies. This was the first attempt to popularize this tropical fruit.

Banana week was sponsored by the Fruit Dispatch company, the distributing agency for the United Fruit company which has branch offices in the various large cities of the country. Fruit jobbers, wholesalers and retailers joined in promoting this national event.

Wheat in Mills and Elevators July 1

The carryover of wheat in country mills and elevators on July 1, 1926, is estimated by the crop reporting board of the United States Department of Agriculture at approximately 22,980,000 bus., compared with 25,287,000 bus. on July 1, 1925. These estimates are based on reports from a large number of representative mill and elevator operators showing actual holdings this year and last year and estimates for their localities on the per cent of last year's crop that was in local mills and elevators on July 1.

Combining with mill and elevator stocks the estimated stocks of 20,739,000 bus. remaining on farms July 1 and the commercial visible stocks on July 3 of 16,486,000 reported by a leading trade authority, a total July 1 carryover of 60,205,000 bus. is shown, contrasted with 83,920,000 bus. a year ago, and 105,924,000 bus. 2 years ago.

Stocks in mills and elevators on July 1 in 26 states east of the Mississippi river are estimated at 6,115,000, com-

pared with 5,836,000 bus. a year ago; in 15 states between the Mississippi and the Rocky mountains 11,895,000 bus. are shown, compared with 17,296,000 bus. a year ago, and 7 states in the far west show a total of 4,970,000 bus., as compared with 2,155,000 bus. on July 1 a year ago.

100,000 Dead Trade Marks

It is estimated that there are 100,000 dead trade marks in the registry of the United States patent office. Some are dead because they have expired, others have been abandoned and the remainder have succumbed to the many complications which can befall a trade mark.

Printers' Ink through its Washington representative, James True, has inaugurated a campaign to clear the patent office of these dead marks. The purpose of the worthy movement is twofold. First, it would eliminate a mass of debris which must be pushed about in searching for the live marks, and, second, it would release the 100,000 marks for active use by other advertisers.

Nation of Ice Cream Eaters

This is a nation of ice cream eaters. The Department of Agriculture estimates that 322,729,000 gal. of ice cream were eaten last year. Consumption in 1010 was 95,450,000 gal. By 1915 the figure reached 175,224,000 gal., and by 1920 it had increased to 260,000,000 gal.

Ice cream consumption varies from year to year, influenced by weather conditions, but the long time trend is distinctly upward, the department says. A wholesome product, convenient package and ice cream cones are given as reasons for the increased consumption.

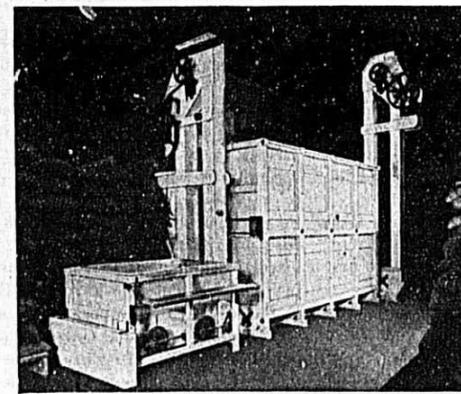
Important Milling Consolidation

One of the outstanding developments in the flour milling industry was the consolidation of the Sheffield milling and grain interests of the northwest with the Larabee Mills of the southwest. The consolidation is known as the Commander-Larabee Corp.

The new concern controls 7 milling companies with a combined output of over 25,000 bbls. of flour a day and elevators aggregating 7 million bus. in capacity. B. B. Sheffield of the Commander Mill company, Minneapolis, is president of the concern which has a

A PERMANENT DEPENDABLE EMPLOYEE

A CHAMPION FLOUR HANDLING OUTFIT when once installed in your plant becomes a permanent, reliable, economical and dependable employee.



IT handles your Semolina without loss.
IT sifts and blends carefully and accurately.
IT works automatically and will last a life-time.
IT saves time and material.
IT costs little and pays for itself in savings it accomplishes.

Catalogue and Quotations gladly sent all interested Macaroni and Noodle Manufacturers. Write today.

The Champion Machinery Company

Joliet - - - Illinois

New York Representative: Frank P. Murray, 260 W. Broadway, New York City---Phone Walker 7095

The House
of
Perfection

Always at
Your
Service

Where Others Have Failed,
We Have Succeeded.



Why not deal with a reliable house?

INTERNATIONAL
MACARONI MOULDS CO.

317 Third Ave. Brooklyn, N. Y.

NOODLES

If you want to make the best Noodles
—you must use the best eggs.

We know your particular requirements
and are now ready to serve you
with—

Special Noodle Whole Egg—

Dehydrated Whole Eggs—selected—
Fresh Sweet Eggs—particularly bright
color.

Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely
Soluble.

Samples on Request

JOE LOWE CO. INC.

"THE EGG HOUSE"
Bush Terminal Bldg. No. 8
BROOKLYN, NEW YORK

Chicago Baltimore Los Angeles Toronto Vancouver
Warehouses
Norfolk Atlanta Cincinnati Detroit Pittsburgh

capital stock of about \$10,000,000. The firm is an old company controlling the capital stock issues of the affiliated concerns. It is a move to centralize the control of the several companies and to facilitate the necessary financing arrangements.

New Container Plants in Twin Cities

The Minneapolis Corrugated Box company, recently organized in Minneapolis, Minn., is planning erection of a suitable plant on newly acquired property at 662 Stinson Blvd. The plant is under construction and will be in running operation late this fall. The firm has a capital stock of \$225,000 and the following officers: President, C. G. Mahar; vice president and treasurer, C. D. Wilkinson; and A. D. Strong, secretary.

Others Have Them

The macaroni trade has at times rightfully complained that exceptionally small packages have not only demoralized the trade, but hindered the consumption increase all hope for. Other food industries have the same problem to combat. Note the worries of the flour millers as expressed in a dispatch to the Modern Miller from Oklahoma City:

"Some Oklahoma mills are now putting out flour in 3 lb. packages. This reduction from the 6 lb. package, which for some time has been the smallest, was made to meet competition from outside mills. Millers generally in this territory oppose such small packages. They are not required so much as in areas containing large cities that have what are called "cliff dwellers" and that live principally out of packages. One Oklahoma miller declared sarcastically that his next move would be to put up flour in capsules and accompany them with directions for taking."

Northern Hemisphere Wheat Crop Normal

Revised forecasts of wheat production received by the Department of Agriculture have changed the prospective crop in 12 countries in the Northern Hemisphere to 1,897,000,000 bus. compared with 1,880,000,000 bus. last year. The crop in European countries is expected to be somewhat less than last year but the decrease is indicated production is more than offset by the prospective increases in the United States.

The 12 countries include the United States, Canada, Spain, Hungary, Bul-

garia, Rumania, Morocco, Algeria, Tunis, India, Netherlands, and Chosen. They produced 63.5% of the total crop in the Northern Hemisphere last year, exclusive of Russia and China, and 56.4% of the total world crop.

Rumanian wheat production is forecast at 112,876,000 bus., or 8,136,000 more than last year's crop. The exportable surplus is estimated to be about 35,000,000 bus. No estimate is available for exports for last year. Average disappearance within the country for the 4 years 1921 to 1924 is estimated at about 81,000,000 bus. Actual exports will be determined by the size of the crop and by economic conditions and policy of the government and the people with reference to exports.

The wheat crop of Hungary is forecast at 64,668,000 bus. which is a reduction of 3,528,000 bus. from the first estimate of 68,196,000 bus. The present estimate is below last year's crop of 71,674,000 bus., but is well above the average for the past 6 years.

The second forecast of the wheat harvest in Morocco is 23,332,000 bus., a slight reduction from the previous forecast of 23,810,000 bus. and a reduction from last year's crop which was 23,883,000 bus. The first production forecast for the Netherlands indicates a decrease from 5,743,000 bus. harvested in 1925 to 5,475,000 bus.

The indicated production for the 3 north African countries for this year is nearly equal to that of last year. The forecast for 5 European countries is 3% less than last year. Since yields are expected to be lower than last year in Italy, France, and Germany, the indications are that European crops will be somewhat less than last year's.

The Canadian crop is forecast on the basis of conditions existing on July 1 at 348,626,000 bus. This is considerably below last year's high production estimated at 411,376,000 bus. but above the average for the past 10 years.

Manufacturers Exposition

The second annual Manufacturers Exposition was held the last week in July having as its objective the education of the people of the northwest as to industrial progress of Minneapolis and the great variety of merchandise which is produced in the many factories in that vicinity.

Minneapolis industries have a combined annual output of more than \$125,000,000 of products, employ more than 30,000 persons who support merely one fourth of the city's population. The entertainment provided by the

manufacturers for the occasion was broadcast through station WCCO. The exposition attracted thousands of visitors from all sections of the northwest. Among the macaroni firms that had exhibits at this show were the following: The Creamette company, F. A. Martoccio Macaroni company, and the Mill-Brook Macaroni company.

Bids for Foodstuffs

On May 8, 1926, the bureau of supply of the government of the Philippine Islands invited manufacturers and exporters to make sealed proposals for supplying the various foodstuffs to the prisons.

Similar proposals are called for every 6 months and manufacturers and others interested in taking part in future proposals of this nature are advised to communicate with the Bureau of Supply, Manila, and to request B. of S. Form 4, circular proposal, or to subscribe for "The Official Gazette," published in Manila, subscription rate being \$12 per year, in which the first announcements of these specifications are made.

Hungarian Wheat Crop Increased

The wheat crop of Hungary is forecast at 68,196,000 bus., according to cable received by the United States Department of Agriculture from the International Institute of Agriculture. This is a slight increase over last year's production of 67,553,000 bus., and well above the 51,568,000 bu. produced in 1924. Wheat exports from July 1, 1925, through March 1926 as reported by the International Institute amount to 15,793,000 bu. compared with 12,758,000 for the same period of the previous year.

Imports Decrease

The importation of macaroni products has gradually decreased during the 12 month period ending June 30, 1926, according to figures released by the U. S. Department of Commerce. Though the decrease is only a little in excess of 400,000 lbs., the value of the imports shows only a slight variance due to the higher prices that prevailed.

For the period the total imports were 5,787,096 lbs., valued at \$421,665. During the same period a year previous the imports totaled 6,191,358 lbs. and were worth \$422,510.

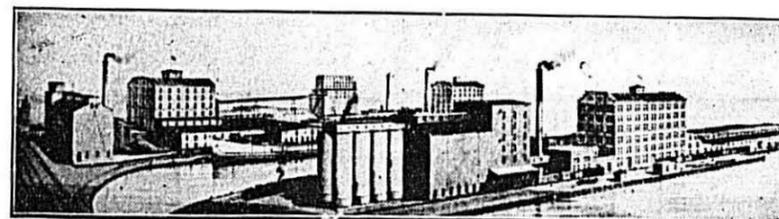
June 1926 kept pace with the downward trend in this business. Only 419,090 lbs. were imported that month worth \$32,900 as against 448,136 lbs. worth \$34,452 for June 1925.

2/A-SEMOLINA



The carefully selected durum wheat from which it is made has gluten characteristics particularly suited for making the highest grade of semolina. Butter is colored artificially to please the eye. The same rich, golden color is obtainable in Macaroni by using 2/A semolina without the use of artificial color.

CAPITAL FLOUR MILLS, Inc.
MINNEAPOLIS MINNESOTA SAINT PAUL



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

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

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

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

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

OVERPRODUCTION

*Superabundance of Supply a Trade
Ogre—Disposal a Factory and
Farm Problem—Instalment
Selling Newest Ghost.*

Disposal of surplus production is the outstanding manufacturing as well as agricultural problem, asserted Alvin E. Dodd, manager of the department of domestic distribution of the Chamber of Commerce of the United States, in a recent address. He said:

"The old conception of supplying an existing demand has been succeeded by the new question of creating a demand for a superabundance of supply.

"While our growth in population has been material, it is only about 16% above that of 1913; but accepting 30% as the increase in the facilities for manufacture a capacity exists seriously in excess of what might be called the normal demand based on prewar rate of production. I do not offer these percentages or the interpretation of them as other than suggestive. The population increase is based on more or less accurate estimates while the increase in manufacturing facilities is guess pure and simple. But the picture, although somewhat blurred, is before us and its outlines may be recognized.

"This is your distribution problem. When something is produced for which there is no immediate demand the situation is like that of the railroad which has not sufficient traffic to keep it busy.

"As a result we see exaggerated forms of competition. We see extraordinary displays in advertising at extraordinary costs. We see new methods of distribution manifesting an extraordinary growth. And we see that latest ghost, instalment selling, which is not appeased by anything less than the payment of next year's income for this year's product.

"I am not a calamity howler. There is a bright side to every cloud and every new manifestation in distributive methods has both an economic reason and an economic justification. Instalment selling when rationally conducted and when surrounded by ordinary safeguards of credit is a great improvement upon the more or less irresponsible open book accounts which have prevailed in the past.

"This forced competition has exerted and will continue to exert pressure which results in lowered costs of pro-

duction and these lowered costs will in time have a profound effect upon the retail price of merchandise.

"It is impossible to disassociate manufacture from distribution. The goods produced must be moved to consumers. Profits earned by efficient fabrication must not be dissipated by retardation in the movement of the product from factory to consumer. Essentially the distributive machinery is only a continuation and extension of the fabricating machinery.

"The whole structure is so vast that the inclination is to turn away from it and leave efforts to simplify and understand it to the isolated fragmentary impulses of a few progressive minds, active in their own interests, but dealing with a segment of the problem. This tendency represents surrender. It merely postpones the day when an acute and widespread disorganization will compel attention."

Free Deals

In the July issue of "The Distributor" President J. H. McLaurin of the American Wholesale Grocers association submitted a circular on the "Evils of Free Deals" issued by the American Caramel company of Lancaster, Pa. It contains some clear cut logic that is worthy of the consideration of manufacturers of every class. In reading it, kindly think of macaroni instead of candy.

"The evils of 'free goods deals' are becoming apparent to some of the jobbers associations, and we feel that this matter is of such vital importance to every jobber that we are taking this method of bringing the facts to your attention.

"Free goods that you receive and distribute DO NOT increase the amount of candy consumed; BUT they do reduce your volume of business and your profits.

"YOUR PROFITS ARE REDUCED BY FREE GOODS, THAT IS CERTAIN.

"This is how it works: You have a customer with a retail store that handles 40 boxes of candy every week. If you sell these 40 boxes at 80c each this customer's business amounts to \$32 per week. If these 40 boxes cost you 60c each your gross profit on this customer is \$8 per week. Now then, if you get a 'deal of one box free with three,' your customer still uses ONLY 40 BOXES each week but you SELL him only 30 boxes at 80c each and give

him 10 boxes free. This customer's business is then only \$24 per week, and your gross profit on it is only \$6 per week. Free goods have therefore reduced your gross profits on this customer by \$2 per week or \$10.4 per year. If you have 100 customers your gross profits ARE REDUCED \$10,400 per year; and on 200 customers they are REDUCED \$20,800 per year by FREE GOODS.

"Your expenses are the same because you have handled the same number of boxes, therefore your net PROFITS are far less with free goods than without them.

"Many jobbers are finding out only NOW that free goods caused their loss in profits last year. They have learned that their profits are made on the dollar and cents value of business they do; that their profits are made on the candy they SELL—not on the candy they give away, even if they received it free.

"To make profits you must BUY AND SELL.

"You cannot make money on 'free goods,' and 'free goods' do not help pay any of your expenses or show you any profits. They steal your profits, for instance on a distribution of 100,000 boxes:

"One box free with ten—means a deficit of \$2,000, a good man's salary.

"Four boxes free with a case—means a deficit of \$1,600, the cost of a good motor truck.

"Two boxes free with a case—means \$800, the rent.

"Four bars free with a box—means \$3400 deficit on a distribution of 100,000 boxes—5.3% of the gross sales, A WHOLE LOT MORE MONEY THAN MOST JOEBERS NET ON THEIR INVESTMENT to say nothing of their gross sales.

"Our profits depend on our jobbers making profits, and that is our reason for never having had any 'free goods deals,' and it is also our reason for writing you this letter with the suggestion that you figure it out for yourself."

Director Injured

John V. Canepa, general manager of the John B. Canepa company, Chicago, and director of the National Macaroni Manufacturers association, has been unfortunate in straining the tendons of his right leg which necessitated placing that member in a plaster cast. He was confined to his home for about 4 weeks and is now able to be about a few hours daily.

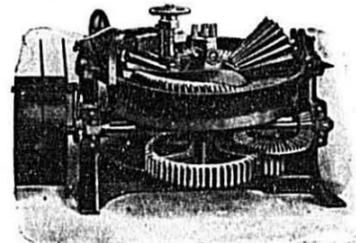
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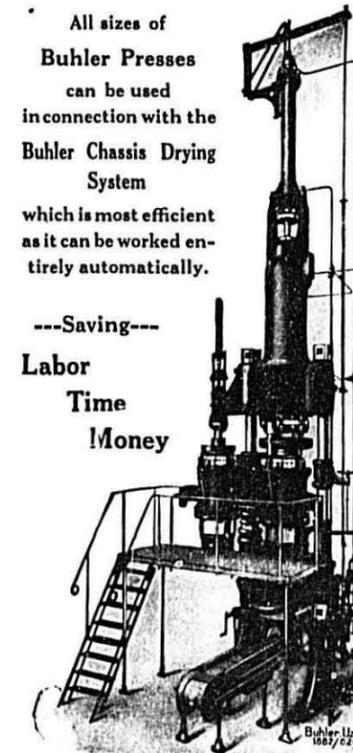
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Vol. VIII August 15, 1926 No. 4

Boosting Canned Spaghetti

From the press clippings that have reached the office of the Association Secretary, the promoters of Canned Foods Week this fall have decided to include spaghetti among the foods to be advertised. Many stories have been released to the press by the publicity committee. The following from Quincy (Mass.) Patriot-Ledger of last month is a good example:



SPAGHETTI NOW AN AMERICAN DISH

Japan, China, and Italy quarrel for the honor of first discovering spaghetti. Through the Dark Ages it was developed as a food, but by the 14th century Italy had it all to herself and for a hundred years kept the secrets of its manufacture. Today, however, much of the spaghetti sold, even in Italy, comes from the United States.

The art of the Italian cooks has been utilized with fine results by American canners who turn out a splendid dish of spaghetti packed with tomatoes and cheese.

A delicious spaghetti dish that serves as a meat substitute is made with a can of spaghetti and tomato and 4 hard boiled eggs. Heat the spaghetti and tomato, adding flour and water to thicken the sauce. Put into a thickly buttered dish in layers, alternating with slices of hard boiled egg until the dish is full. Have the spaghetti on top. Pour white sauce over it and a little grated cheese, dot with butter and bake 10 minutes.

Napoli Spaghetti

Four slices bacon, 1 sliced onion, 1/2 can tomatoes, 1/2 can Italian tomato paste, 1/2 teaspoon salt, 1/4 teaspoon pepper, 1/4 teaspoon allspice, 1/4 teaspoon mace, a few grains cayenne, bit of bay leaf, one can spaghetti. Cut bacon in small pieces and try out, add remaining ingredients except spaghetti, bring gradually to the boiling point and let simmer until it thickens. Pour over spaghetti and let stand over the heat 10 minutes. Serve very hot.

The Joy of Life

James T. Williams, past president of the National Macaroni Manufacturers association, has some hobbies. Besides being a Rotarian he is a sportsman. Not a race track or fight sport but of the Rod and Gun kind. He is a hunter and fisher of renown.

His friends know his inclinations and when it came his turn to address the Rotary club of Minneapolis wisely he was advised to speak on the subject "Recreation and the Necessity of Recreation for the Farm Boy." His thought has been published and widely distributed. It is a fine combination of prose and poetry. It is introduced by a general statement:

Recreation Now and Then
Is Nature's Balance Wheel for
Boys and Men.

The whole talk had for its primary purpose to impress upon all some of the pleasures of Rod and Gun that the state of Minnesota offers.

We cannot pass up the opportunity of quoting from the address a fine sentiment expressed in poetic form on the evidence of companionship in bringing about understanding among all classes.

The Scotch, Irish, Dutch and Scandinavian, too,
Extracts from all nations, tried and true,
With love and respect each for the other,
Blending ideas as brother to brother,
Bringing to each mind a new creation,
All of which makes for a better nation.

We burn a lot of midnight oil, in automobile cylinders.

Questions and Answers

What Is Semolina?

(From a Pacific coast firm.)

Question: 1. To settle a controversy with a customer would greatly appreciate your advice on just what is "semolina"? We contend it is merely a granulation of wheat, does not denote quality, and can be milled from any kind of wheat. We grant that best semolina is milled from durum wheat.

2. Just how did term "Semolina" originate?

Reply: For several months we have carried on some research work on this subject. On its completion an article on the origin, use, etc., of "Semolina" will be published in this magazine.

Macaroni Cost System

(From a midwest firm.)

Question: In your July issue you state that the National association has adopted a Uniform Cost Accounting System for macaroni firms. How can we obtain a copy of it?

Reply: After many months of study the National association has a cost accounting plan which is recommended for use in plants. Copy will be sent on request. One is being mailed to you. Let's have your comments thereon.

A NEW MACARONI

Marwell: So you were in Italy, eh? And what did you think of the Fascisti?
Maple: Didn't try any. Never did take any kind of macaroni.

Thoughtful Friend—My good man, you had better take the street car home.
Illuminated One—Sh' no ushe! Wife wouldn't let me—hic—keep it in the house.

WANT ADVERTISEMENTS

Five cents per word each insertion.

WANTED TO BUY—Hydraulic Macaroni Press 1 1/2" cross die supporter. Must be guaranteed first class order. Quote lowest price and particulars in first letter. C. M. C., Macaroni Journal, Braidwood, Illinois.

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to preserve the Product from the Factory to the Consumer.

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WITH THE SECRETARY

A GEM OF THOUGHT
GIVE TO THE WORLD THE BEST YOU HAVE
AND THE BEST WILL COME BACK TO YOU!

Beware of Weevils

Weevils thrive in the kind of weather we have been experiencing this summer. Many firms have asked for advice as to how best exterminate this pest. Cleanliness comes first; watchfulness second, and finally extermination by heating or fumigation.

Watch your semolina shipments. While some experts claim that weevils and weevil eggs cannot live in semolina, manufacturers report differently. Both have been reported in shipments received during the warm weather, probably from infected cars. If your goods arrive in sound condition, your plant is kept scrupulously clean, and finished goods remain free from outside infection, your products should reach the distributors absolutely free from this pest.

Warn your buyers to be equally careful.

Exchange of Hints

We will be glad to publish in The Macaroni Journal any news concerning your firm, your plant or the leading people associated therewith that will be of interest to our trade.

If you have any business-getter hints that have increased your sales send them in to us to print and thus help out the others in the business. If this is done freely you will receive much more than you give.

Information will be sent in reply to any question submitted, if available. It will be a pleasure to help you overcome any difficulty that may confront you. Address all your letters to the editor.

Everything's Peaceful

August 15 and all's well. That explains the situation in the macaroni industry. With one association, one publication, one purpose, the industry will make some needed strides forward if a few of the hesitant manufacturers will only get behind and push. Do this by joining the National association. You're welcome.

Free Soup

A new deal has recently been announced on Campbell's soups. Buyers of 10 cases will get 2 cases free instead of one. Wonder how much profit the jobbers will make on handling the "free cases"?

SOMETHING TO PONDER OVER

There is business if we make it. If you believe that and I believe it, and we join in fighting to make the other fellow believe it, business will be made.

Competition

Are you "Entering," "Set" or "Leaving"?

In the final analysis macaroni manufacturers should learn to fear most the competition from the outside; from other food lines. Many are blinded to this fact by overestimating competition within the trade. In this group watch out for the firm that is entering the business and hopes by sharp competitive practices to establish itself. Also the firm that is going out of business, intentionally or otherwise. It will stop at nothing to get the orders. Little is to be feared from the established, the "set" and going firms that must follow fair tactics. The tricksters in business enjoy at best only a very brief and unsatisfactory career. Get "set" for a long, prosperous business life.

Manufacturers Worried

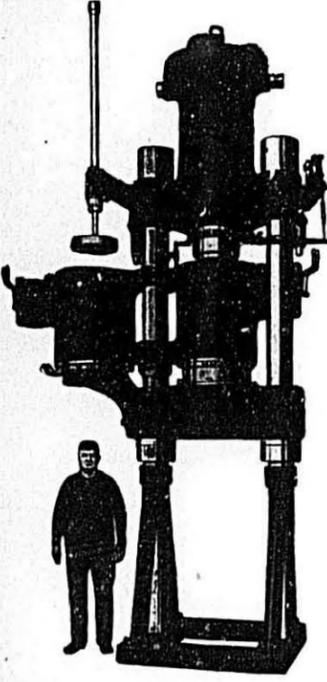
Macaroni makers in Italy must be greatly worried. How will their operations be affected by the recent decrees issued by Mussolini? Italy is not a big wheat growing country but consumes large quantities of that grain. Premier Mussolini desires that Italy live within its income and depend mostly on home production. He now rules that "luxury" bread is illegal and that only a single type of bread be made and sold in that country. It is to contain not more than 80 to 85% of wheat. Then he recommends that potato growing be carried on to the fullest extent. How will the war bread regulations affect macaroni? To what extent will Italians substitute potatoes for their beloved spaghetti? Yes, we're glad we live in the good old U. S. A.

Semolina Price Steady

The preharvest cut in semolina has not materialized. A few manufacturers whose stocks are low have been content with hand to mouth buying until the new crop is harvested. There are so many reports and rumors that macaroni men are asking themselves, "What Will The Harvest Be?"

Let's Will It

There is business if we make it. If you will believe that and I believe it, and we fight to make the other fellow believe it, business will be made.



John J. Cavagnaro

Engineer and Machinist

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

Specialty of

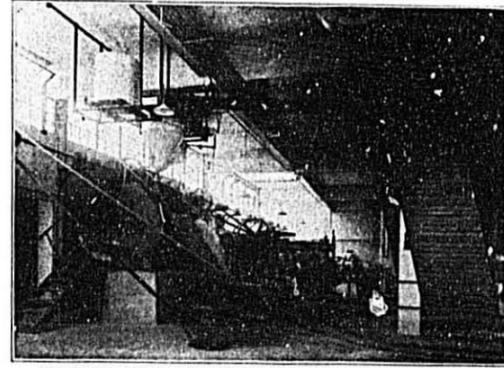
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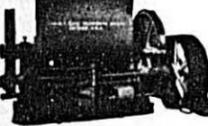
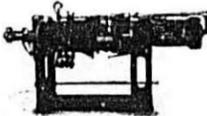
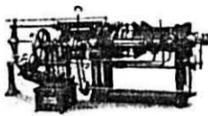
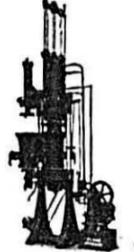
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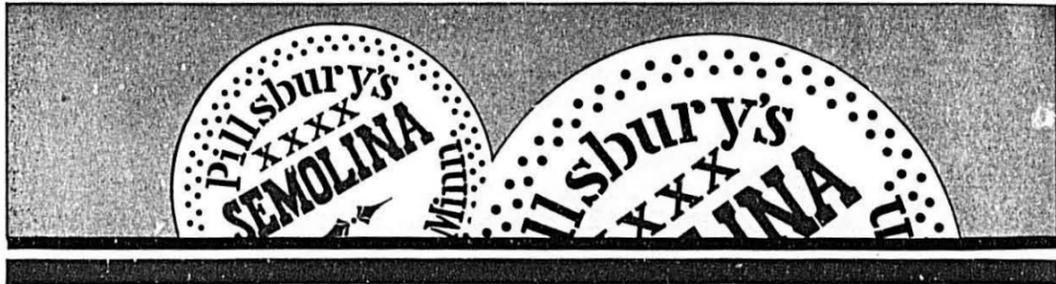


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