

**THE  
MACARONI  
JOURNAL**

**Volume 8,  
Number 5**

**September 15,  
1926**

# *The* Macaroni Journal

Minneapolis, Minn.  
September 15, 1926

Volume VIII

Number 5



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

## *Macaroni Advertising*

Macaroni Products have been getting some good advertising in recent years but also much that is no good.

Someone tersely said that advertising has helped the United States to show its tail-light to the rest of the world.

Perhaps that is the remedy that will cure our ills and induce the business spurt longed for. Let's try it.







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

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## WHY NOT COOPERATIVE ADVERTISING?

Advertising is an activity which legitimate business must sooner or later adopt to keep pace with progress. Advertising an Industry's product through its trade Association is the modern trend of publicity.

Advertising is as old as mankind. Adam did some personal advertising to attract Eve. The Ancients advertised their prowess by building strong fortifications and erecting beautiful structures. The Romans, by marching armies of many thousands to all parts of the known world to tell of their greatness. And the Good Book tells us that long before the birth of Christ the coming of a Messiah was "advertised" to the Wise Men of the East.

Almost daily man advertises himself. He shows his proficiency in doing certain things and he proves his ability to his employer in a way that will satisfy the latter. It's all advertising.

Advertising having been with us always will ever remain. There may be differences of opinion as to what advertising will exactly accomplish but it is generally agreed that advertising is beneficial and daily becomes more of a business necessity.

Some cooperative advertising campaigns by trade associations have been very successful; others less so. Recently there has been some consistent though not vigorous agitation in the Macaroni Industry for some sort of general publicity. To date it has been "all talk," which is usually the primary step.

The experiences of other trade associations that have successfully carried on advertising campaigns, national in scope, are well worth studying for our guidance. We naturally think of the Orange Growers of California, the Citrus Fruit Growers of Florida and similar cooperative activities that have proven phenomenal successes. However, the experiences of trade associations of manufacturers, not of growers, concern us most.

Sauerkraut was usually looked upon as a very common food with little or no social status—made in the kitchen and served only to the family. Someone conceived the idea of manufacturing sauerkraut on a large scale. New consumers were found but not in sufficient numbers to take care of the output.

National advertising campaigns were started in 1922 by the National Sauerkraut Packers Association, Inc., and since continued. Use was made of space in the leading women's maga-

zines that circulate nationally. Officials claim that as a result of this national publicity sauerkraut consumption has increased over 15 per cent annually. Mr. Roy Irons, secretary of the Association, says:

"As an evidence of our continued satisfaction with the advertising campaign which has been in progress four years, we already have sufficient funds under contract for 1926."

Mr. Ralph Stoddard, secretary of the Common Brick Manufacturers Association of America, has the following to say about that industry's cooperative campaign:

"Perhaps the greatest asset of our campaign is that we have sold to our Association member *his own product*. He now knows more about bricks, is more enthusiastic about his product and is much better prepared to sell it. Our advertising has made the manufacturer proud of his business and hopeful for the future. He was very pessimistic when we started to advertise but now depends on this promotional effort to make his business better. Brick manufacturers are taking their sons into business with them, while a few years ago they discouraged such a move. Sales have been stimulated and individual advertising encouraged."

The National Paint, Oil and Varnish Association, Inc., also promoted some very successful publicity of this kind. Officials claim an increase of over 100 per cent in four years, mostly attributable to their cooperative advertising campaign.

The Macaroni Manufacturing Industry would stand to accomplish the following results through a campaign of this character:

1. Raise its products in the estimation of the general public. Altogether too many still consider macaroni below their social status.
2. It would disabuse the belief that our products are sometimes manufactured unsanitarily and that American-made goods are inferior to the imported kind.
3. It would convince the public of the real food and health value of macaroni products for the athlete or the invalid, the strong or the weak, and for old and young.

National cooperative advertising of macaroni products, intelligently conceived and determinedly pursued, would bring beneficial results at least equal to those enjoyed by other organizations of manufacturers. It would increase consumption, help to standardize quality and would make the manufacturer a firmer believer in his product.

Let's have a trial campaign!





## Be a Straight Shooter

*Urging Salesmen to Carefully Plan and Diligently Carry On a Definite Campaign of Approach and Sale.*

Did you ever stop to think about a Pretzel's sense of direction, where it begins and ends? Just a continuous chain, winding and twining, in and out, over and under, going nowhere.

Many of us, unfortunately, are like Pretzels. Our lives run on, day after day, over the same circuit, crossing and recrossing, but always finishing where we started.

If a Pretzel were unwound, straightened out, we could say that it is headed somewhere. And so with us. What did you do yesterday—the day before—and what are you doing today? Do you imitate the graceful curves of the Pretzel—do you go through the motions of accomplishment only to finish where you started—or have you straightened out, headed for a definite object?

Our business—yours and mine—is selling. If we lose our sense of direction, forget what we are doing, we may wind on indefinitely, making pretty curves and dips, ending each day where we began, with nothing accomplished. But if we unwind, head for our prospects, when the day is over we shall have established a definite direction and reached our destination with a couple of closed sales to mark the starting point for the next day.

**DON'T BE A PRETZEL!**

*Number Five 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.*

## 1926 Durum Crop and Prospective Semolina Prices

What are the durum wheat prospects this year? Is the grain of good macaroni grade? What will be the range of semolina prices based on the present crop?

Macaroni manufacturers are naturally curious concerning the answers to the above queries. Believing it to be a sound business policy to go to experts for expert advice, the composite views of the leading durum millers of the northwest are submitted herewith for the guidance of the macaroni manufacturers.

The U. S. Department of Agriculture does not distinguish between the durum and other wheats in making its wheat forecasts. As a result there are no accurate figures available on the durum wheat acreage or yield, excepting those gleaned from the reports originating in the natural durum wheat territories.

From the government's general wheat report for August 1926 it is estimated that the durum crop will be ap-

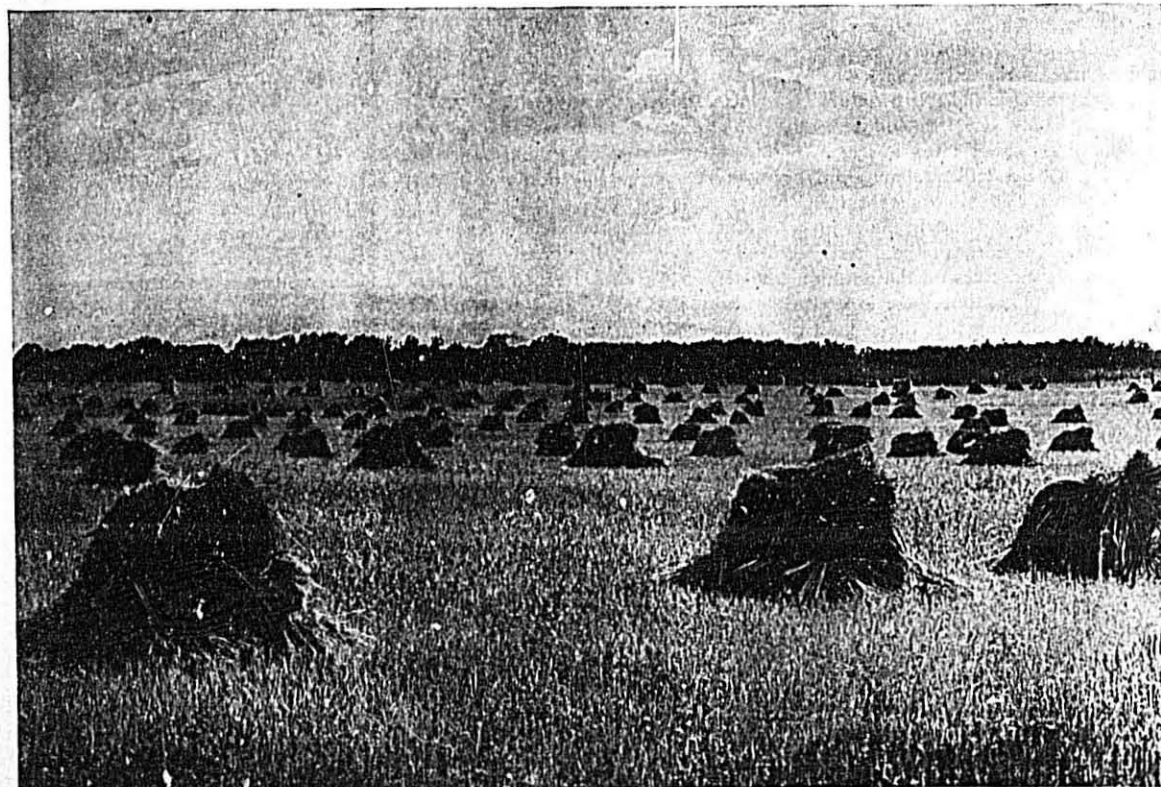
proximately 50,000,000 bus. as against 67,000,000 bus. for 1925 and the 5 year average of 66,000,000 bus. The trade generally accepts the government basis as very nearly correct. Private estimates made for and by the leading durum millers gave estimates ranging from 45,000,000 to 52,000,000 bus. for the 1926 crop.

This would indicate a considerable shrinkage from the general average. Later reports indicate that there has been a slight improvement in the crop situation since the figures were arrived at, due to unexpectedly favorable harvesting conditions.

North Dakota reports the best conditions and will, as usually, harvest the heaviest durum crop, approximately 39,000,000 bus. South Dakota suffered from the drought and will have not more than 6,000,000 bus. to harvest or approximately 40% of the 1925 crop. Minnesota will harvest somewhat less than 3,000,000 bus., while Montana will hardly exceed 1,000,000 bus. Can-

ada has been forging to the front in durum wheat production but most of that crop is purchased by European countries. Owing to the tariff differential, the Canadian crop should not greatly affect the American durum wheat markets.

The question of the quality of the 1926 crop is one that can be determined only after the grain is marketed. Judging from samples already tested by the various millers the protein-gluten contents of the new crop will apparently be higher than that of last year. South Dakota began harvesting its crop the latter part of August. Unfortunately that state will have a very small yield and the Aberdeen territory, really the best semolina durum producing area of the state, has been most seriously affected by the drought. The newer grain territory of the state west of the Missouri river while producing a larger crop lacks the color properties necessary from a high grade semolina standpoint. The North Dakota crop



A Typical Durum Wheat Field



is somewhat affected by smut, though the extent of the injury is not yet determined.

There is some hope that the quantity of durum wheat for high grade semolina purposes this year will be proportionately equal to that of the average years. It is the consensus of opinion in grain circles that the quality of the wheat that headed in the short straw which predominates in the new crop this year is usually of a higher grade than when a large crop is harvested with a long straw. If this holds true there should be a large crop of good milling durum wheat this year.

The European situation will naturally affect the durum wheat market. That country absorbs a good portion of the ordinary grade durum. The recent ruling in Italy, France and other countries which practically places those countries on a war bread basis will naturally restrict the importation to those countries. All of this will affect the American market.

Summing up the situation on the basis of known conditions, the macaroni manufacturers should not expect a very sudden slump in semolina prices. Owing to the scarcity of high grade wheat carried over choice durum from the old crop has advanced to an excessively high figure. Early arrivals of the new crop have been selling as high as the old. There will be a gradual reduction in this premium as the receipts increase. Bookings made on the fall market after it becomes properly settled will probably prove profitable as this price should fairly represent the low points in the coming crop year. The durum millers hesitate to commit themselves on the question of semolina prices but there is every reason for believing that the semolina market for 1926-27 will repeat its reactions of the past 2 years.

The American macaroni industry needs about 20,000,000 bus. of the best grades. It will use nearly all the good amber durum crop this year and much of the better durum. Indications at present are that there will be sufficient to supply local needs at reasonable prices. Manufacturers should watch closely all reports and all quotations and contract for their needs on the most favorable break in the early fall market.

Final figures on the United States durum wheat crops for last 3 years are as follows:

1923	46,618,000 bus.
1924	67,080,000 bus.
1925	66,680,000 bus.

The latest government estimate on the 1926 crop which was released August 10 calls for 48,000,000 bus.

The chances are that the crop will not exceed these figures which show a decline of approximately 19,000,000 bus. from last year. The loss is due in great part to the fact that the South Dakota durum crop did not materialize and the farmers in South Dakota advise they will not even realize enough for seed next year. Heat and drought did the damage.

With the exception of seed wheat which amounts to about 5,000,000 or 6,000,000 bus. per year and a little additional which is left in bins on the farms or in elevators, plus what is needed for domestic consumption (semolina as well as other commercial purposes) and which amounts to approximately 20,000,000 bus., we find that the balance of the durum wheat crop is exported each year; whether the crop happens to be large or small, 100,000,000 bus., 75,000,000 bus., or 50,000,000 bus., foreign countries will take whatever surplus of durum the United States has to offer.

Therefore if the government's figure of 48,000,000 bus. stands, we will have an exportable surplus of durum wheat which means that the price of durum wheat options will have to be on comparative basis with the option price of bread wheat in the principal wheat markets of the world.

The price of durum wheat for semolina is another question and has to do with the percentage of the crop that is good milling wheat. In 1924 it was estimated that approximately 20% of the crop was fit and in 1925 approximately 25%. As new 1926 durum wheat is just beginning to come on the market the first week in September it is not possible to estimate how much of the 1926 crop will be fit or good milling wheat. One durum wheat expert who was in most of the durum country recently while cutting and threshing was going on makes a guess that the percentage of good milling wheat will not exceed last year. On that basis premiums will range high this coming year as the crop will probably be about 19 to 20 millions less than last year.

Samples of the new wheat that arriving would indicate that a very high quality semolina can be produced out of the good milling wheat this year, fine color and plenty of protein.

Semolina prices at this time are still reflecting to a certain extent the high premiums durum mills have had to pay

for the old wheat they are grinding. During the past 10 days some good durum wheat brought as high as 63 to 65c per bus. over September option. Incidentally feeds are \$4 to \$5 per ton cheaper at this time than they were corresponding period last year.

Indications are that undoubtedly many manufacturers will find it advisable to book their semolina requirements in the near future.

#### Why Macaroni Advertising?

If there are any macaroni manufacturers who still believe that their products are sufficiently well known not to warrant a national advertising campaign to teach the public what the food is and how beneficial will be its increased use, the following may be the convincing fact.

The New Castle, Ind., Times tells the story as one that can be authenticated:

#### "Field of Macaroni"

An employe of a local restaurant last evening sat at the counter eating his midnight lunch, when in walked a few patrons. Conversation sprang up and soon the restaurant man was telling one of the choicest "lies" heard in a long time.

"Yes," he said, "I saw the prettiest field of macaroni growing down here by Lewisville the other evening, I ever saw." "Macaroni?" queried the somewhat astonished man next to him. "Yes. Didn't you ever see any of it?" "No. How does it grow?" he asked. "Just like wheat. They cut the stems and shock them the same way too, then take it to the mill where it is washed clean, and cut in short lengths and box it up," the restaurant man confided.

"Well I always wondered where that stuff came from," remarked the patron confidently as he finished his sandwich.

#### THE LADDER OF SUCCESS

100%.....I did  
90%.....I will  
80%.....I can  
70%.....I think I can  
60%.....I might try  
50%.....I suppose I should  
40%.....What is it?  
30%.....I wish I could  
20%.....I don't know  
10%.....I can't  
0%.....I won't

Ivory balls are good for business but ivory domes are good for nothing.

## Every Day the same fine Macaroni products



Every manufacturer of macaroni products faces two problems. He wants to be sure that his products are of the

very highest quality—in strength, color and flavor. And he wants to be sure that this high quality never varies the least bit from day to day.

For it is the quality of their strength and flavor that sells spaghetti and macaroni. But it is the uniformity of

this quality that keeps on selling them.

On the Semolina used—more than anything else—quality and uni-

formity depend. We guarantee the quality and uniformity of every type of Gold Medal Semolina. We stand ready to return your purchase price for 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. 238, MINNEAPOLIS, MINN.—Millers of Gold Medal Flour.



## Clean Minds, Clean Thoughts

One of the pet pastimes of a certain class of so-called journalists is to slander every and all forms of food-stuffs. They are apparently supremely happy only when they succeed in creating an opportunity for publishing repulsive pictures and equally revolting captions that reflect on the cleanliness of the food unfortunate enough to draw the ire of this group.

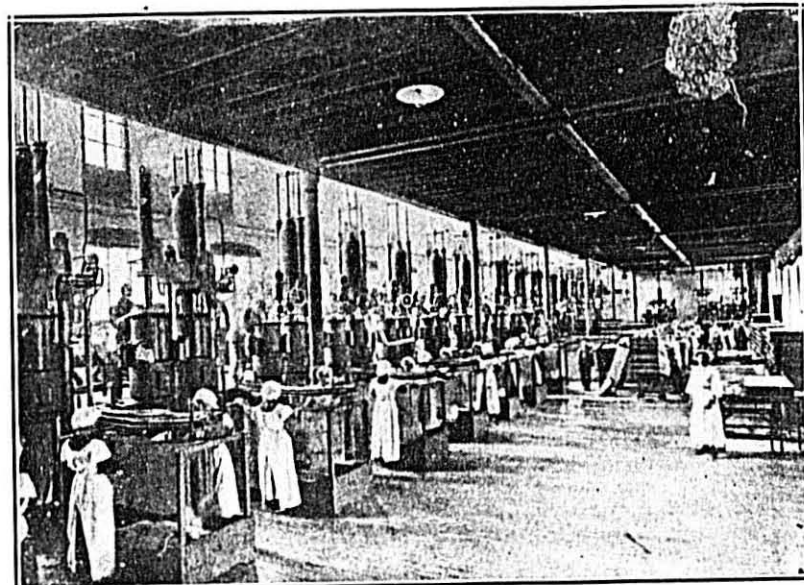
Macaroni and spaghetti have, unfortunately so, been selected frequently as a target for this group, much to the detriment of one of the best, most wholesome and practically basic foods. This product has been caricatured, ridiculed and burlesqued in the press, in pictures and in jokes on the stage until the better class revolted and a counter-acting propaganda was launched.

No foods are invulnerable or beyond the reach of those of filthy minds. Something degrading could be said about the origin, preparation and serving of almost any foodstuff relished by man. But why think about unappetizing things when there is so much beauty to enjoy? Should the ghosts of the past reflect on the progress that has naturally been made in practically all lines of manufacture? Finally, why continue to pick on macaroni, etc., in whose making there has taken place almost unsurpassed improvement?

Fortunately the self thinkers among the people no longer believe the slurring stories. The better class of news papers and periodicals consistently refuse to publish anything of a degrading nature. The organized manufacturers and distributors through the National Macaroni Manufacturers Association are deserving credit for the

consistent fight that has been maintained in this country against the slanderous, intentional or accidental, attack which the group referred to seemed to relish so highly. As an example several recent cases may be considered. Some time ago an

It showed a lady in a bathtub filled with boiled spaghetti, claiming it to be a real beautifier. Ridiculous! Prompt action by the National association officers brought about the immediate cessation of its publication. There has been a continuous fight



No hands, whether dirty or clean, touch the dough when turned into macaroni through these presses of an Italian factory.

unscrupulous publicity seeker in California sought some free advertising for his hotel and his personal service by releasing a "Spaghetti Bath" feature

against the publication of stories concerning "spaghetti eating contests" which are always handled in a playful mood that disparages the product, and of such pictures as those showing boys "guzzling" macaroni. Also against jokesters who are unable to "put their stuff across" unless reference is made to foods and to eating habits that surely are not uplifting.

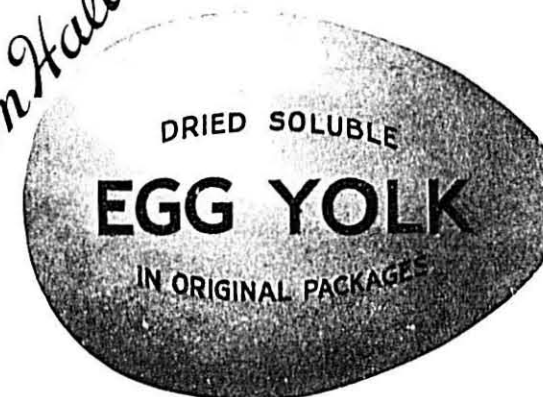
Some people cannot see any beauty even in the best paintings. They vision only what is low and degrading. An example of this is cited. "The Graphic" of London, a publication of purported high standing, published a page of pictures entitled "The Macaroni Makers of Italy" in its June 12, 1926 issue. Its purpose was to show what the traveler may still see of a primitive industry. Rightful indignation was manifested by those whose products were degraded and numerous protests were registered against the owners.

The pictures were bad enough in themselves. They proved the exception rather than the rule. But the captions contained all the "dirty digs" that stirred the ire of the macaroni manufacturers everywhere. The "La Rivista Commerciale Italo-Americana," official organ of the Italian Chamber of Commerce in New York, vigorously objected to the intimation that macaroni making in Italy or else



This is not a mill in Duluth, or Minneapolis, Minn., U. S. A., but in Italy, Europe, where semolina for making macaroni is obtained from durum wheat imported from the U. S., Canada or Russia.

*Stein Hall's*



PURE  
FRESH  
SWEET  
CLEAN  
ECONOMICAL

*Unexcelled for noodles*

Stocks in principal cities  
Write for Samples



ALSO ALBUMEN  
AND WHOLE EGG

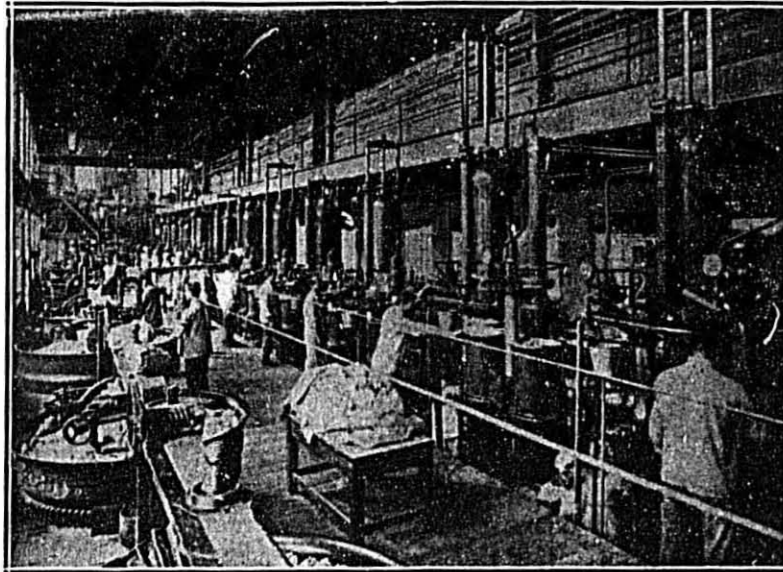
**STEIN, HALL & CO., INC.** **STEIN, HALL MFG. CO.**  
285 MADISON AVENUE, NEW YORK. 2841 SO ASHLAND AVE. CHICAGO.

DIRECT IMPORTERS  
ESTABLISHED 1866





where was still in the primitive stage depicted. We welcome this champion of our stand, this cooperation in our fight for what is right and uplifting, and we quote in full, with illustrations, the answer given "The Graphic" in the



Mechanical kneaders and hydraulic presses of an Italian macaroni factory.

August 14 issue of the Italian publication.

Answering "The Graphic" of London, England, on the Macaroni Industry of Italy

By Prof. Guido Rossati

"Ignorance is the dominion of absurdity." So it has been said. It is not easy to contemplate a publication of the importance of "The Graphic" of London, Engl., treading that domain. But the attempt of that pictorial, in its issue of June 12th last, by the employment of pictures perhaps of themselves amusing and of historical value, to depict the macaroni industry of Italy as in a primitive state, must certainly be classed as the height of absurdity, if not worse. It is a wicked attempt at the disparagement of an industry preeminently Italian, and which in fact has made remarkable progress. It owes its origin and its growth to Italy. Neither can the absurdity of such disparagement be condoned on the ground that "ignorance is bliss." They should and must know better, when catering news to the public.

If it emanated from one of our rabid protectionists, it might not occasion so much surprise. We are accustomed by now to their frequent outpourings, colored and biased, and which rarely stand the acid test of reason and facts. But even they would no doubt hesitate before publishing such nonsense. It is, however, quite a different matter coming from a British source, from a country without a native production and

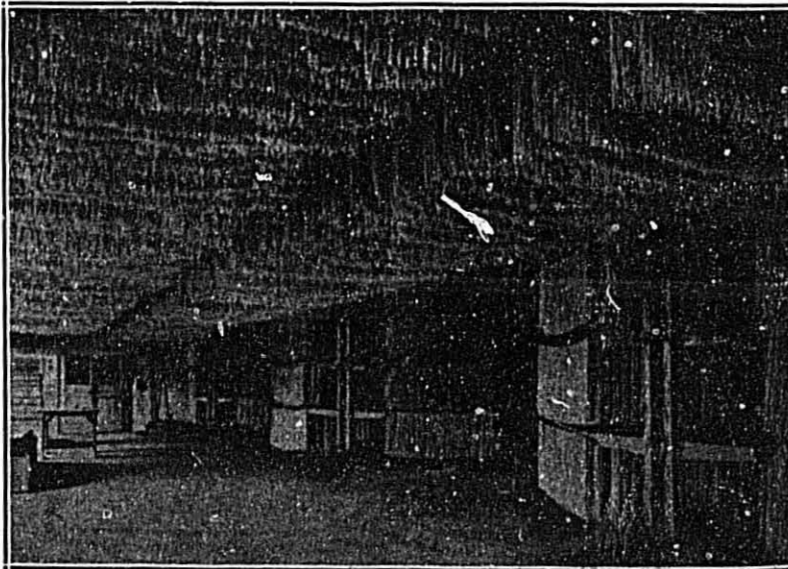
depending entirely upon import for its supply of this healthy and hygienic food. Prior to the war, their supply was derived almost exclusively from Italy, and even at the present time is largely so. We cannot conceive the

balmy climate, or the wonderful panorama of Vesuvius and the Bay of Naples. The development of its manufacture has continued to be as purely Italian as its origin.

This country which, since the war, has witnessed a great expansion, is today the largest manufacturer of macaroni outside of Italy. From its inception, Italians have been preeminently identified with the development of the industry here. In the beginning the machinery, presses, and the dies were imported from Italy. Technical men and practical workmen were brought over. Today, while machinery to equip the macaroni factories is made in this country, the fact remains that most of the firms engaged in this line bear Italian names. Italians still continue to develop the making of macaroni, as they have introduced the taste for it throughout the world.

To say that macaroni is still made in Italy by kneading or pressing the dough with the feet is pure myth and slander. Such a method, if it ever existed, is as obsolete as the kneading of dough by feet in the bread making industry of this country. To publish pictures of the process as representative of the industry in Italy today, as "The Graphic" has done, is unjust and misleading. As much as to employ the picture of a spinning wheel of Puritan days as representative of the textile industry of New England today, or as would the reproduction of workmen at work on a wooden bark to portray modern English shipbuilding.

Since 1850 Italy has introduced new machinery in the manufacture of macaroni, and as early as 1870 hydraulic presses, mechanical mixers and kneaders began to be used, so that today, in the large export factories at least, the various stages of manufacture of mac-

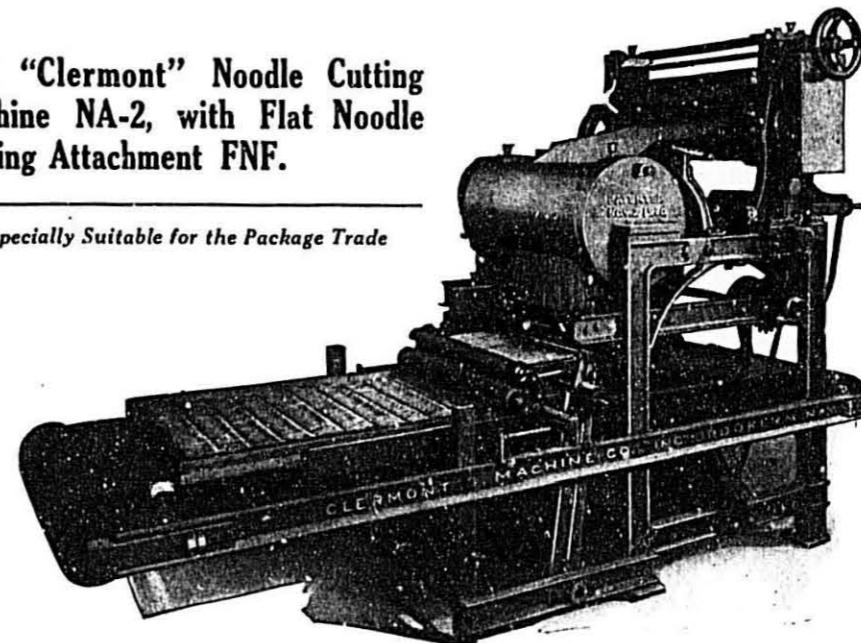


"The Graphic's" myth exploded. Drying room in an Italian macaroni factory. No dust, no dirt, but clean, pure, heated air. Where are the street urchins of the English paper?

## INTRODUCING

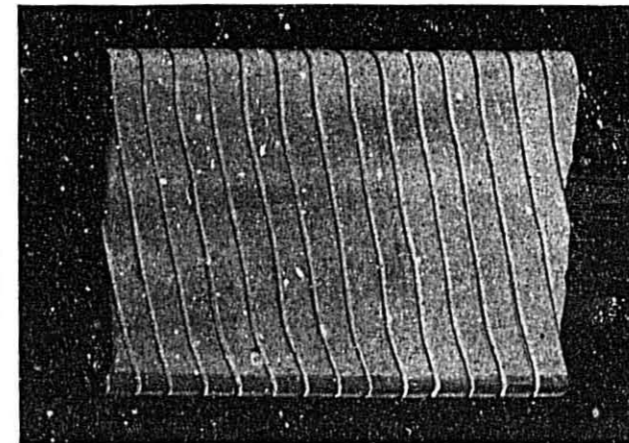
The "Clermont" Noodle Cutting Machine NA-2, with Flat Noodle Folding Attachment FNF.

*Especially Suitable for the Package Trade*



Combination Type NC-FNF

The Noodles are laid in a perfect shape as illustrated without forcing or crushing same, allowing the product to dry uniformly.



There are five layers. One end of the noodle strip rests on the bottom, and the other end rests in the middle.

This is another "CLERMONT" contribution to the trade.

Every new "Clermont" machine is a definite step towards progress for the benefit of the industry to produce a better and more uniform product at the lowest manufacturing cost.

This machine is the latest but not the last of the "Clermont" development for the betterment of the industry.

WATCH US GROW  
Catalog and detailed information given at your request.

### CLERMONT MACHINE CO.

INCORPORATED

77-79 Washington Ave.

Brooklyn, N. Y.



aroni, from the mixing of the dough to the drying and packing automatically by machinery, are performed without, we might say, the paste ever touching the hands of the operator. Even before the war, the industry had been highly developed. The export at that time alone being some 700,000 quintals. Some quantity we should say to be made in the primitive way "The Graphic" would have us believe, besides which there is the home consumption to be considered, which is no small factor. Especially when we consider that Italy is per capita the largest consumer of macaroni in the world.

The war practically destroyed that immense export trade, and it is today but slowly recovering. But the equipment necessary to produce it is still existent, and they have high hopes that some day, not too far distant, they will reach and surpass those figures. As a matter of fact, Italy still boasts many large macaroni factories, equipped with all the latest modern machinery and where the most approved up to date sanitary conditions prevail. The Naples district, about Genoa and Milano, are the chief centers in which they are to be found. Many of these factories have an output of 200 to 300 quintals a day, and some even higher. Most of the largest are equipped with their own mill, where semolina used in the making of the paste is ground.

Prior to the war the largest buyers of Italian macaroni outside of this country (130 million pounds) were Great Britain and Canada. At that time their combined purchases totaled over 100,000 quintals (22 million pounds) annually. This country, which during the war developed a rather extensive industry of its own, buys comparatively little in Italy today. It is rather significant, however, that what is imported is only some of the finest grades of superior quality macaroni and specialties. At the same time, however, Great Britain continues her heavy purchases in Italy.

It is a well known and conceded fact that the drying of macaroni in the open and under the sun rays is the best method. It is not, however, the most practical. Weather conditions are not always favorable, the congestion in the cities and even small towns and the dust and odors from modern automobiles have compelled its discard for sanitary reasons. Even in this country, a few years back, macaroni was to be seen hanging in racks to dry in front of the small shops. So was it in Italy. The authorities here have long since stopped the practice and justly so. In Italy today the system is as obsolete as in this country. All factories are equipped with drying rooms, and even in the old days the largest factories which manufactured for export always resorted to this method; what outdoor drying was done, was on the roofs of the buildings. Then it was only partially dried there, the finishing process always taking place in the

drying rooms. Street drying was here confined only to the small store manufacturers.

We of this age have seen enough of strife. There is still too much unrest and resentment rampant. The world needs rest and quiet, and the opportunity to settle down to normal pursuits. The newspapers of today have an impelling duty to work to that end. They cannot better serve mankind and prove their usefulness. They can never accomplish that purpose by deliberate and unjust injury to an industry which has, on the contrary, well deserved of the community, but in that way they can sow only the seed for hate and resentment. Let us instead strive for harmony and cooperation, but above all for truth and fairness!

#### 1925 Commerce Year Book

The Year Book of the Department of Commerce for 1925 has just appeared. This publication is one of the most valuable of government documents. Much information and many facts of especial interest to American business men are to be found in this issue.

There are several references to wheat and wheat flour which should prove of value to the grower, miller and exporter; there are nearly 100 pages devoted to agricultural products and foodstuffs. Altogether the book contains 745 pages, including a very comprehensive index. Among the chapters of special interest, may we mention the following: wholesale, retail and farm prices, production, employment and domestic trade, foreign trade, transportation and commerce, finance and banking, economic review and statistical data of the noncontiguous territories of the United States, and likewise of the various foreign countries. This book should be in the possession of every American exporter and importer and is well worth the modest price of \$1.00. Copies may be obtained from any district office, 33 S. Clark st., Chicago, Ill.; 213 Federal building, Minneapolis, Minn., and other offices.

#### Celebrates 20th Anniversary

The twentieth anniversary of the enactment of the Federal Food and Drugs Act will be celebrated at the annual convention of the American Grocery Specialty Manufacturers association in Providence, R. I., on Oct. 7, with special program.

Knowing the interest of the macaroni manufacturing industry in this important legislation which has done

so much to stabilize accepted methods of selling, a special invitation is extended to every manufacturer in the industry through the following letter: Natl. Macaroni Mfrs. Assn., P. O. Drawer No. 1, Braidwood, Ill. Gentlemen:

On Thursday morning, October 7, in connection with its annual meeting at the Biltmore hotel, Providence, Rhode Island, this Association will hold a special meeting to commemorate the twentieth anniversary of the enactment of the Federal Food and Drugs Act. An interesting and instructive program is planned. The speakers will include Dr. H. W. Wiley, formerly Chief of the Bureau of Chemistry, United States Department of Agriculture, and Dr. H. S. Cumming, Surgeon General of the United States. The enactment of this act is an important historical event and of large public value. We cordially invite every manufacturer and your representation at this meeting.

We remain, with esteem,  
Sincerely yours,  
AMERICAN GROCERY SPECIALTY  
MANUFACTURERS ASSOCIATION.  
H. F. Thunhorst, Secretary.

#### Adhesive Firms Combine

As a result of the consolidation of the General Adhesive Manufacturing Company, Inc., with the National Gum & Mica company that became effective on July 1, 1926, the largest company of its kind in the world will now cater to the industries that use gums, pastes and glues. It places under one control not only the 2 firms mentioned but also the National Gum & Mica Co., Ltd., of Canada; the Meredith, Simmons & Co., Ltd., of Toronto and Montreal; Spier, Simmons and Co., Inc., and Finishing Compounds, Inc., the last 3 of which were subsidiaries of the General Adhesive Manufacturing company.

Alexander Alexander of the National Gum & Mica company is president of the combination, while Eli D. Cohen of the National Gum & Mica company is vice president, secretary and general manager. George M. Simmons of the General Adhesive Manufacturing company becomes second vice president and F. Greenwald remains treasurer.

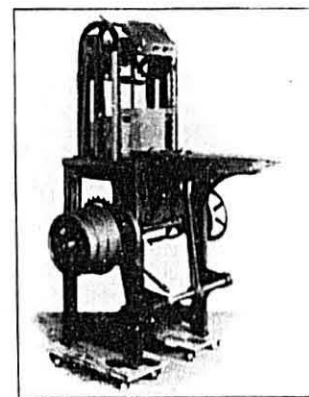
The executive offices will be at 820 Greenwich st., New York city. The firm has plants in New York city; Dunellen, N. J.; Boston, Mass.; Philadelphia, Pa.; Toronto, Ont., and Montreal, Que.

Besides developing an enormous business in the United States these combined firms have been mindful of the value of foreign trade and its offices and agents are widely scattered over the earth.

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

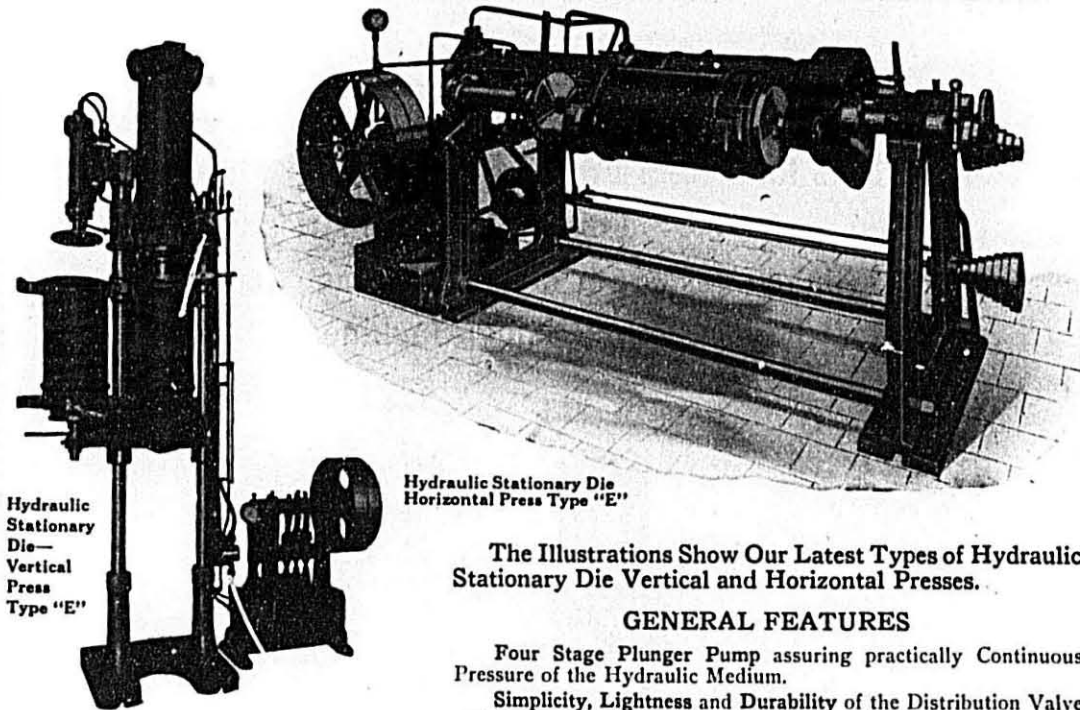
4700 Ravenswood Avenue

CHICAGO, U. S. A.



# 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.

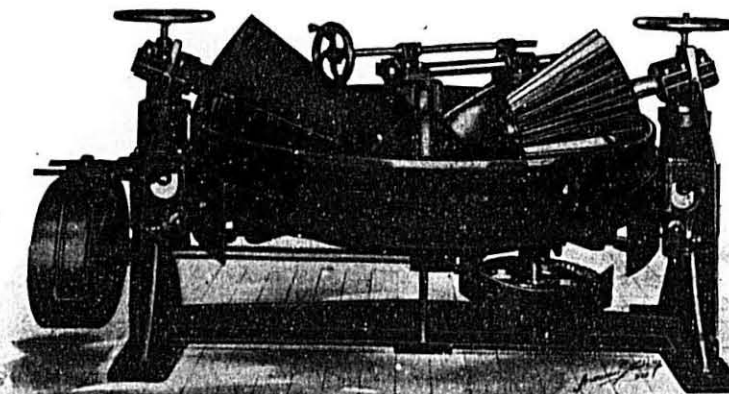
## I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.

# DEFRANCISCI

Hydraulic Presses - Kneaders - Mixers - Die Cleaner Machines



The DeFrancisci 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.



## STUDY FLOUR MOISTURE

*Some Question Hinging on Higher Maximum Allowed—Matter of 1.5% Leeway Causes Speculation Among Users.*

Has something been unintentionally put over on the flour users by the amended standard for flour and semolina recently issued by the United States Department of Agriculture?

Judging from the numerous requests for information there is an apparent general fear among macaroni men that the millers have unexpectedly received a large differential in the moisture content permissible in flour under the new method of determination.

The amended flour standard was fully explained in the August issue of this publication. Soon afterward there came a veritable avalanche of protests over what appears to be an innocent little change but which may become a boon to the millers at the expense of the flour users.

Under the new ruling flour or semolina may now contain not more than 15.0% of moisture determined by the vacuum method which will henceforth be used in place of the old water oven method. The latter has been obsolete for years, according to government officials and leading chemists.

The so-called vacuum method of determining moisture in flour was introduced into the bureau of chemistry about 18 years ago. Since then it has been gradually substituted for the oven method that is now found impractical. Literally hundreds of chemists are and have been using either the vacuum method or a modification of it, which assures practically the same results.

The argument is that if practically all the mills have been restricting the moisture content of their flour and semolina to 13.5% by the improved method, does not the new ruling give the mills a leeway of 1.5%? Will they take advantage of this opening so innocently offered them? That's up to the millers, but the flour users must also be heard.

Aside from the increased cost of semolina that may result if the above conditions are brought about the greatest harm will result from the fact that flour or semolina with 15.0% of moisture has not the keeping qualities of the generally recognized standard of 13.5% that has long prevailed and against which the macaroni men have been able to cope.

A study of the reports by various chemists on the moisture content of

flours and semolinas examined in recent years shows that very few samples contained more than 14.0% determined by the new vacuum method. Comparative tests also show that there is hardly more than 1.0% of difference between the old and new methods.

It is hardly a question of standards, as the government has ruled that the vacuum method will effect no material change, but rather one of watchfulness on the part of the semolina and flour buyers. Wise manufacturers will demand a guarantee from the mill that their semolina will not contain more than 13.5% of moisture determined by any method. Have your chemist analyze every shipment and report to you the amount of moisture and method used in determining same. That is your best safeguard.

Perhaps the millers will not take advantage of the variance permissible under the new ruling. So much the better. Manufacturers, however, should watch this closely for the next few months. Every fractional per cent of additional moisture in your raw material not only adds to the original cost but adds to your work and worry in extracting the added moisture during the drying process. Watch carefully all shipments and note closely the general attitude of the millers. It will pay in money and results.

### Bankruptcy Law Changes

Every business man has long recognized that the national bankruptcy law was inadequate for present business conditions. Primary evils according to letter bulletin No. 6 to American Institute of Accountants were:

- (1) Collusive petitions.
- (2) Fraudulent compositions.
- (3) Easy discharges.
- (4) Insufficient criminal provisions; lack of prosecution.
- (5) Unlawful preferences.
- (6) Delays in settling estates.

Consequently the last congress has remedied some of these evils by amending the bankruptcy act by the passage of a law effective Aug. 27, 1926.

Major changes in the act are:

1. Add new acts to bankruptcy and strengthen the definitions of present acts of bankruptcy.
2. Make discharges from bankruptcy more difficult for dishonest bankrupts to obtain.
3. Limit discharges from bankruptcy to one in six years, whether voluntary or involuntary.
4. Increase from 2 to 5 years the possible term of imprisonment for vari-

ous offenses against the bankruptcy act, including concealment of assets.

5. Add several new punishable offenses, such as

- (a) Destruction or concealment of records.
- (b) Concealment of property by officer or agent of bankrupt.
- (c) Concealment of property from receiver, as well as from trustee.
- (d) Withholding records from receiver or trustee.

6. Extend from one year to 3 the time in which prosecution of offenses may be made.

7. Make it obligatory for referees to report to United States attorneys all violations of the act that come to their notice.

8. Curtail the payment of certain taxes from estates.

9. Make provisions for the payment of expenses of creditors who successfully oppose confirmation of compositions.

10. Prevent delays in adjudications and in settlement of estates caused by the offering of settlements in composition.

11. Make communications between creditors and between creditors and referees and trustees privileged, and not subject to action for slander or libel, if made in good faith.

12. Reduce time limit for proving claims from one year to six months after adjudication.

13. Give priority to payment of wages over payment of taxes for first time in bankruptcy legislation.

### Fred Mason Retires

President W. Edward Foster of the American Sugar Refining Co. last month announced the resignation of Fred Mason as vice president in charge of the sales of that company as of Sept. 1.

Mr. Mason who will be remembered as a very successful grocer and later as president of the Shredded Wheat company has been for many years associated with the grocery distributing trade. He was several years president of the American Grocery Specialty Manufacturers association.

Mr. Mason has been in ill health for some time. He has been recuperating at his farm in Arlington, Vt. His health has shown considerable improvement but he feels that he must give up active business for an extended period to regain his health. He remains as a director of the company in an advisory capacity.

His many friends in the macaroni manufacturing business join the other trades in wishing him speedy recovery.

## 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.

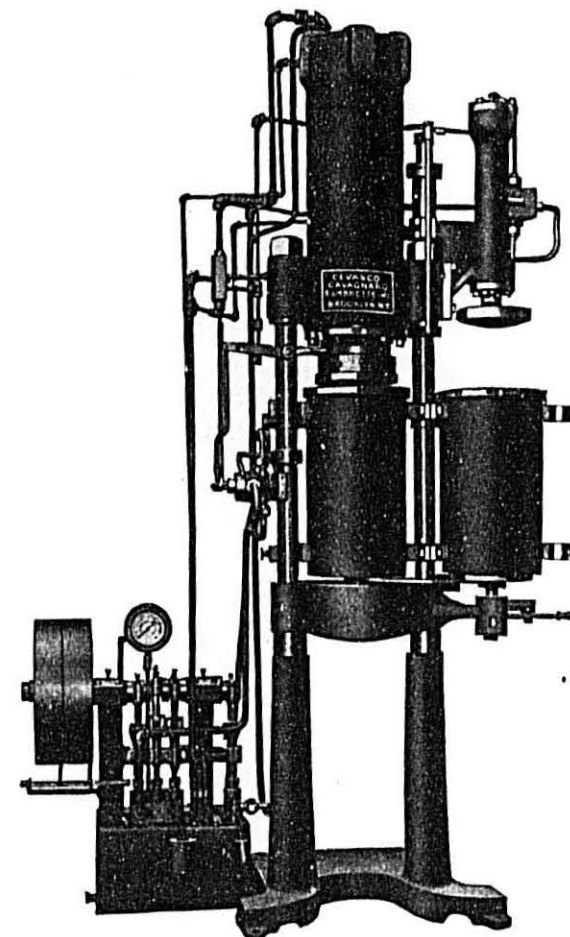
**PUMP.** The pump is our improved four (4) piston type.

**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

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.

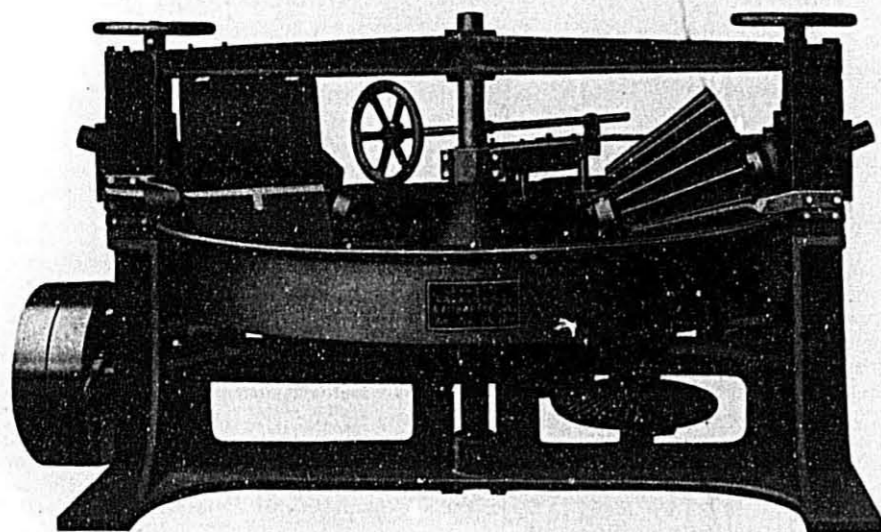
Address all communications to 156 Sixth Street.



## 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.



## An All-Year-Round Food

Somehow in the early history of the industry the impression was prevalent that macaroni was not adapted for use in the summer months. How the idea originated no one seems to know definitely. Perhaps it was due to lack of knowledge of its food value and of the delectable ways of preparing it to suit all tastes.

No matter what the origin of that wrong impression the consumers now appreciate that macaroni products are ideal for both summer and winter serving if the method of preparation for the table is made in keeping with the seasons.

Unconsciously the macaroni manufacturers of America have cooperated fully in breaking down the prejudice against macaroni products for summer

use. It is an activity which has 100% support of the manufacturers. Food magazines, women's periodicals and editors of women's pages in the newspapers of the country have joined heartily in the campaign that was practically spontaneous in every section of the country during the past few summers.

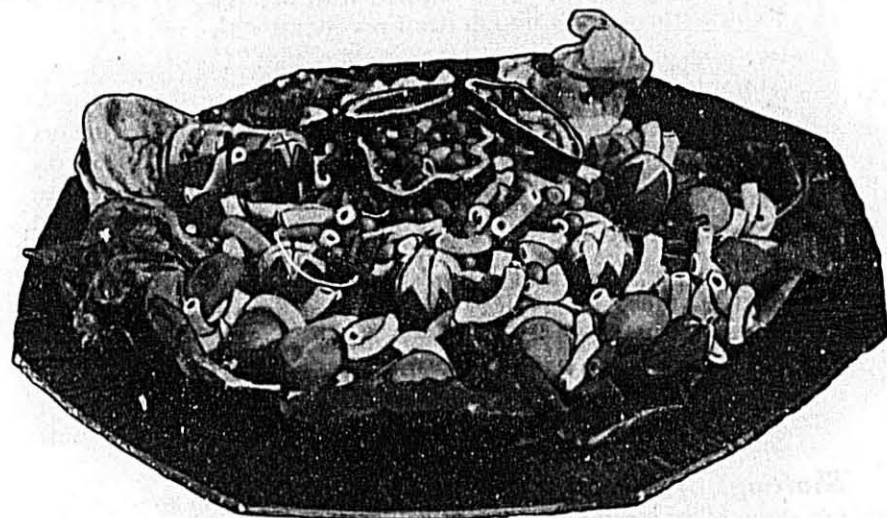
Firms that advertise macaroni products or ingredients from which this food is made are deserving of no small credit for the new attitude shown by the magazines and papers of the country. They keep the editors advised of the value of the food, of their experiments with it and of the new recipes that have been tested and proven.

"Modern Priscilla" in its August 1926 issue devoted an entire page of

advice, cuts and recipes under the heading "Use Macaroni in Summer Menus." Over 800,000 housewives are reached monthly by this popular magazine. It is almost impossible to measure the influence for good an article of this kind does for the industry.

It is a pleasure to cite the article in "Modern Priscilla" referred to as proof of the favorable publicity which our industry is annually gaining through the cooperation of the advertisers among the durum millers and macaroni manufacturers.

The recommendations of the publishers of this influential magazine, the well assorted menus, and the attractive cuts are herewith reproduced with the courtesy of the management of Modern Priscilla:



Macaroni and Vegetable Salad

## Use Macaroni in Summer Menus

Recipes from the Priscilla Proving Plant

Macaroni, made from durum semolina, a special form of hard wheat, is one of our most important cereal products. Its high gluten content makes it a protein as well as a carbohydrate food, with tissue building qualities in addition to fuel value. It is a concentrated food which does not tax the digestive system. Because of its bland flavor, pleasant texture and variety of forms it is an excellent foundation for a great number of attractive dishes.

### Macaroni and Vegetable Salad

2 cups cold cooked macaroni  
 1/2 cup peas  
 1/2 cup string beans  
 1/2 cup grated raw carrot  
 2 tablespoons grated onion  
 French dressing  
 Lettuce  
 Mayonnaise  
 Mix the macaroni and vegetables and

marinate with French dressing. Serve on lettuce with mayonnaise.  
 Recipe makes six servings.

### Macaroni Surprise Salad

1/2 package (4 oz.) elbow macaroni  
 2 hard cooked eggs  
 1/2 cup chopped pimento  
 1/2 cup chopped ripe olives  
 1 cup chopped celery  
 Mayonnaise  
 Lettuce

Cook macaroni until tender, drain and chill. Add chopped hard cooked eggs, pimento, ripe olives, and celery. Mix with mayonnaise and serve on lettuce.

### Macaroni Stuffed Peppers

2 cups cooked macaroni  
 1 cup canned tomato soup  
 1/2 cup grated cheese  
 1 egg  
 6 green peppers  
 Buttered crumbs

Break the macaroni in small pieces and add to the soup, undiluted, cheese and egg slightly beaten. Cut a slice from the stem end of each pepper and remove seeds. Parboil for five minutes in salted water. Drain, fill with the macaroni mixture and cover with buttered crumbs. Bake in a moderately hot oven until the peppers are tender.

Time in cooking, 30 minutes.  
 Temperature, 375 degrees.  
 Recipe makes six servings.

### Noodle Ring

1 package (6 oz.) noodles  
 1 1/2 tablespoons flour  
 1 1/2 cups milk  
 1/2 teaspoon salt  
 1/2 teaspoon celery salt  
 1/2 teaspoon prepared mustard  
 2 eggs

Cook the noodles in boiling salted water until tender and then drain. Mix the

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

*Let us be your "Package Counselors."*

CONSULT OUR  
 TRADE MARK BUREAU.

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

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

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

**The United States Printing & Lithograph Co.**  
 Color Printing Headquarters

CINCINNATI      BALTIMORE      BROOKLYN  
 8 Beech St.      87 Covington St.      23 N. 3rd St.



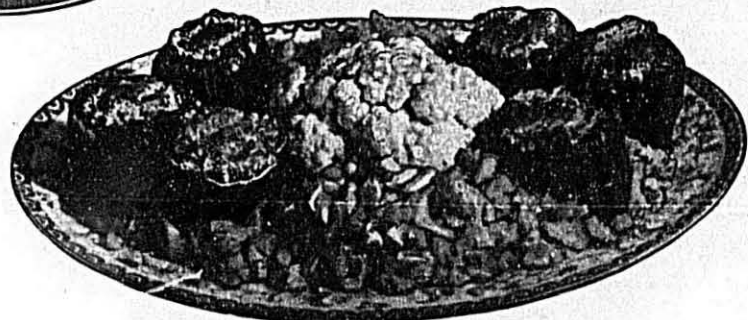


The illustration at the left shows an individual portion of Macaroni Surprise Salad. Thin strips of ripe olives and pimento make an effective garnish.



Beehives which are pictured above, are made by lining custard cups with macaroni cooked until nearly tender, filling them with chopped, cooked meat, moistened with a little gravy, and well seasoned. They are steamed for half an hour, turned out and served with tomato sauce.

Many interesting dinner combinations can be built up around Macaroni Stuffed Peppers. Chopped carrots and a head of cauliflower complete the vegetable platter at the right.



flour to a smooth paste with a little of the milk. Add the rest of the milk and cook until thickened, stirring constantly. Add beaten eggs and seasonings. Combine with

the noodles and turn into a greased ring mold. Set the mold in a pan of hot water and bake in a moderate oven. Turn out onto a serving a dish and fill the center

with creamed fish or meat. Time in cooking, 40 minutes. Temperature, 350 degrees. Recipe makes ten servings.

**World Wheat Situation**

Estimates and forecasts for wheat production to date indicate that the world's supply outside of Russia and China for the year may be about the same as last year. The demand for the new crop wheat, on the other hand, may be stronger than in 1925 because of the low stocks of old wheat, reduced supplies of rye and potatoes, and short wheat crops in the Orient.

The estimates and forecasts of production in 21 countries of the northern hemisphere reported to date indicate a production of 2,351,000,000 bus. against 2,320,000,000 in 1925. These countries last year produced 78% of the total northern hemisphere crop exclusive of Russia and China, and 70% of the estimated world total. The 1926 outturn of the crops is, of course, still uncertain.

The uncertainty of the Canadian crop is an especially important factor in the situation. Although the final outturn of that crop in the past 8 years has averaged about the same as the August forecast, it has ranged from 20% below that figure to 28% above.

The present indicated increase in world production, however, barely offsets the reduction in the reported stocks of old wheat as of July 1 in exporting countries, afloat and at ports of the United Kingdom, which amounted to 219,000,000 bus. as of July 1, 1926, compared with 238,000,000 bus. as of July 1, 1925. Furthermore, conditions in the 3 impor-

tant countries which have not yet made definite forecasts of production, France, Germany, and Yugoslavia, indicate smaller crops than in 1925.

European production so far reported reaches 736,000,000 bus. against 768,000,000 bus. last year in the same countries. Fairly good yields are expected in Germany, but the crop is not likely to equal that of last year. The French crop is reported recently to have improved but it is still not likely to equal the unusually good crop of 1925.

It seems probable that wheat production in European countries exclusive of Russia may be about 100,000,000 bus. less than last year. If these indications should be borne out, and the southern hemisphere should produce a normal crop the total world production, exclusive of Russia and China, would be slightly larger than in 1925.

Reports generally indicate that the Russian crop may be slightly better than in 1925, but that of China, including Manchuria, will be inferior to that of last year.

The outlook as to the demand for wheat for this year, on the other hand, seems to be somewhat better than last year. Estimates and forecasts of rye production received to date this year indicate a considerable reduction in supply. Reports from 12 countries indicate a production of 390,000,000 bus. compared with 455,000,000 bus. last year. In many European countries rye competes with

wheat in the supply of breadstuffs. This reduction in the rye crop should strengthen the demand for wheat.

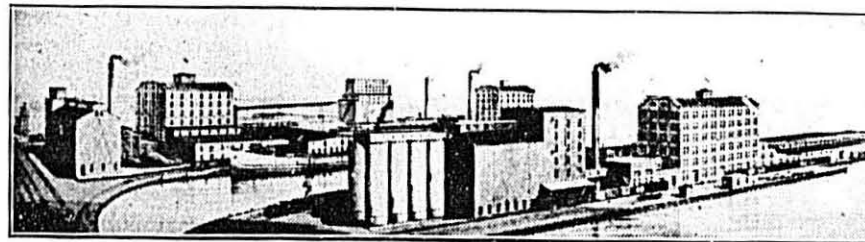
The European potato crop which is generally believed also to affect the demand for wheat or wheat flour in Europe is also not quite so good as last year.

The reported short crop of Manchuria and other parts of China indicates probable increase in the demand in the Orient for wheat and flour from Australia, the United States, and Canada.

Efforts on the part of Italy and France to conserve their bread supplies in order that they may reduce imports to the minimum may have some effect upon the demand for wheat but it is not believed that the measures undertaken by these countries will greatly reduce their imports. The decrease in Italian production should mean an increased demand for our durum wheat unless Russia comes into the market with greater supplies of wheat of this character.

**60,000 Grocers Quit**

"Sixty thousand grocers quit business in the United States each year," is the claim of the bureau of business research of the University of Nebraska. This is based on 239,000 estimated retail grocery stores in the country at the time the 1920 census was taken. Inexperience and inadequate capital is the cause in most instances.



**HOURGLASS BRAND  
Semolina and Flour**

*Quality of First Consideration*

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

**Every Sack Guaranteed**

*Location Enables Prompt Shipment  
Write or Wire For Samples and Prices*

**DULUTH-SUPERIOR MILLING CO.**

Main Office: DULUTH, MINN.

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

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



## ASSOCIATION ADVERTISING

Just a few years ago sauerkraut as an article of diet was a joke. It could hardly be said that sauerkraut occupied a prominent place in the nourishment of the American people. Indeed, if one liked that cabbage concoction and enjoyed eating it that one would certainly never admit the fact in desirable society, for the admission would either set him up as a target for home-spun wheezes or identify him as being one of the proletariat. Sauerkraut was just a bit too plebeian for the American table, says the New York Commercial, a paper that has made an exhaustive study of the advantages offered by this form of publicity.

During the past 3 years that condition, largely mental, has been reversed and today countless thousands of American families eat, enjoy and thrive on sauerkraut. What is more, these same people are not only glad to admit the fact but, given an opportunity, will expand on the subject. It appears on the menus of the finest grills, clubs, hotels and restaurants in the country.

This far-reaching change did not just happen. It was brought about by advertising. Not ordinary advertising that implored the reader to "eat Guggenlocker's sauerkraut" but constructive group advertising, signed and paid for by the association of kraut manufacturers, and which informed the reader of the body building, appetite appealing and palate tickling qualities of that cabbage affair.

Association advertising and cooperative marketing are 2 mediums through which a great deal of money can be wasted or a gratifying increase in volume be effected; the result depending entirely upon the basic plan, the method of procedure and the continuity of effort. In the case of the kraut packers the plan called for an assessment of 50c a ton on all cabbage cut into kraut, payable by every member of the National Kraut Packers association. This assessment yielded \$50,000 annually, which sum was devoted to advertising. The campaign started in 1922 and with the result that prejudice was transformed into good will, consumption increased nearly 20% annually, the largest cabbage crops in history have been raised and provided with a steady, reliable market, and the kraut industry, which was formerly like the mule which could not boast of ancestry and had no hope for

posterity, has come into a degree of respect hitherto unknown.

Many other association advertising campaigns and cooperative marketing plans have interesting experiences behind them. Some of them are outstanding in effect, such as the American Face Brick association which increased production 2½ times in the 4 years from 1920 to 1924; the Automotive Wood Wheel Manufacturers who through the same sort of effort quite effectually killed the growing demand for wire and disc wheels; the Greeting Card association which has increased retail sales from \$10,000,000 in 1913 to well over \$60,000,000 in 1925; the Joint Coffee Trade committee which increased the per capita consumption

### Advertising Insures Quality

When a firm advertises, it goes on record—definitely in writing—about the quality of its products, says E. T. Meredith, publisher of "Successful Farming" and former secretary of agriculture under the late President Woodrow Wilson.

Millions of people read the statements made by the national advertiser. They know what to expect of his products. Every promise made in the advertising must be realized if customers are to be satisfied. Exaggerated claims lead to trouble and loss of public confidence.

Advertising, therefore, acts as a pacesetter. It insures the quality by exerting constant pressure for improvement. Each betterment of the quality offers new advertising possibilities.

In this way advertising starts an endless chain that benefits the consumer through giving him better goods at lower cost—the latter due to increased volume and reduced overhead.

Products that do not live up to the claims made for them, create disappointment which defeats advertising. The ill will of dissatisfied customers proves an insurmountable barrier to success.

Advertised goods in reality carry an "unwritten guarantee" of merit beyond the power of words to express.

The best basis for advertising success is a product so good that it sells and repeats on sheer merit; that is able to hold its place in a competitive market on quality alone. When advertising tells the story of such a commodity to the millions, sales logically multiply and a great institution results.

But the "unwritten guarantee" still holds—month in and month out, the product must be up to the established standard, must continue to make good, or the wider market secured through advertising will react and produce disaster.

Advertising pressure never stops—the older the firm the more it strives to improve the product, retain the regard of old customers and enlarge the circle.

of coffee from 9.13 lbs. in 1919 to 13.15 lbs. in 1925 and succeeded in reversing the attitude of thousands of physicians with respect to coffee; the Sun-Maid Raisin Growers who increased the total production from 70,000 tons in 1912 to 226,000 tons in 1925, and many others. Iron in raisins meant silver and gold for the raisin growers once they had banded together in an association and literally took a portion of the American stomach away from the confectionery, fruit and foodstuffs distributors.

Unfortunately there has been a large number of association advertising campaigns that resulted in miserable failure and bitter disappointment. However, in practically every such instance the failure has been traced to one or a combination of the 3 things: faulty planning, lack of continued effort, or the absence of vigorous merchandising effort to back up the advertising as it was being expended. For the great majority of marketing problems a series of page advertisements in the national magazines is no panacea. Unfortunately many who have contributed in the past to association advertising schemes failed to realize that fact. Advertising is not magic but merely a form of applied selling. To yield the full measure of success it must be backed with direct mail effort, market research and analysis, publicity, dealer helps, exhibits, and all the whatnots that go together to make up a complete, well rounded campaign. To leave out one element of the campaign means to have an incomplete campaign, and nothing of this sort, which involves so much money and prestige, should be started in an incomplete form. To do so invites disappointment and premature discontinuance.

Associated or group advertising effort when properly applied will prove eminently profitable to all concerned. If your industry is suffering with lack of demand or from extraneous competition, cooperative advertising lends itself well to serious consideration.

### Specialty Meet at Providence

October 5-6-7, 1926, are the dates fixed for holding the next annual convention of the American Grocery Specialty Manufacturers association.

Providence, R. I., has been selected as the convention city, with headquarters at the Biltmore hotel. This is a gathering that many macaroni manufacturers usually attend and this year's convention should be no exception.

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.

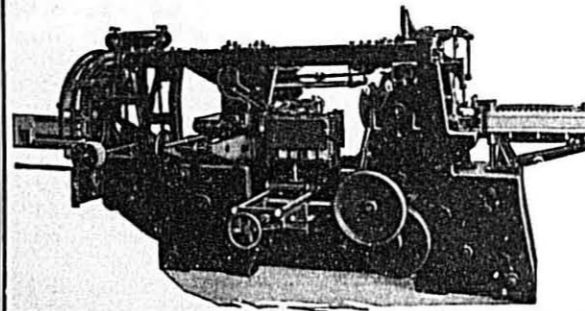
Meets Every Requirement of "The Ideal Container"

The Stokes & Smith  
Tight Wrapped Package



### The Machine

Stokes & Smith Automatic Package  
Wrapping Machine.  
Capacity, 68-80 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



## General Business Conditions

The general business situation continues to be very satisfactory with every prospect of a record volume of trade during the fall, predicts the National City Bank of New York in its monthly Business Review. Crop conditions promise final yields which, though not record breaking, should yet afford a basis for satisfactory business in the agricultural sections. Factory employment generally remains at high tide for the season, and pay rolls, which constitute the basis of buying power, are running above a year ago. Retail distribution continues in large volume, as evidenced by the sales by chain systems, department stores, and mail order houses throughout the country. Commenting on the large increase in sales of the Sears-Roebuck company through its Chicago and Kansas City territory, comprising the bulk of the agricultural west, Julius Rosenwald, head of that company, says:

Our biggest increase in volume of mail order business has been in strictly agricultural territory. This is convincing evidence of economic recovery on the farms. Kansas is probably the outstanding example of this improvement in the agricultural situation. Iowa is about holding her own. The only states in which a satisfactory improvement is not reflected are the Dakotas and Minnesota.

Commodity prices at wholesale continue to decline slowly and are now at the lowest level since 1924. So long as the decline is gradual the movement is not an unhealthy one, as its tendency is to enlarge the volume of consumption. The experience of the past year has clearly demonstrated that declining prices and business prosperity are not incompatible. Thanks partly to the policy of avoiding overstocking and to increased industrial efficiency these readjustments have been accomplished thus far with little rise in the business mortality rate, and with a continuance of high industrial profits.

### Macaroni Prospects Fine

As a general rule macaroni manufacturers have had little to complain about during the past summer. Demand for their products has been exceptionally brisk and orders have continued above the ordinary summer requirements. Prices have been reasonable, with occasional outbreaks of slashing in isolated markets.

Prospects for the fall and winter are bright. Many firms report healthy advanced bookings that will keep their presses running steadily till the holidays. Much depends on the 1926 durum wheat crop, its quality and quantity. Also on the export requirements and new trend that is being developed by a few leading firms. There is a general impression that macaroni consumption is on the increase, though the demand will not be anything near the production capacity of the existing plants. This will naturally create keen competition, a tense situation that has been of serious concern in some quarters.

## COOP. ADVERTISING

*Joint Paid Publicity Sells Surplus—  
How Plan Works With Pink  
Salmon Overplus—Ed-  
ucational Work.*

Sooner or later the macaroni manufacturing industry will have to take up cooperative advertising on a larger scale if consumption is to keep up with production. This belief is yearly gathering supporters. A working plan is about all that seems necessary before launching the first tryout.

Examples of successful advertising through the cooperation of the interests concerned are numerous. In order to enroll new recruits for the inevitable macaroni publicity campaign that daily draws nearer, facts are presented to show how cooperative advertising profitably disposed of what appeared to be an unsalable surplus of the salmon fishing industry, as follows:

Wealth from the waters of Alaska and British Columbia in the form of canned salmon is beginning to flow into the markets of the world. Accurate estimates of the 1926 pack of salmon in Alaskan and north Pacific waters reach \$50,000,000 for 1926. Secretary of State William H. Seward paid Russia \$7,200,000 for Alaska in 1867.

Much practical business sense has been applied to the industry of canning this very excellent food fish from the cold waters of Alaska and the Pacific northwest. Cooperative advertising is winning the fight for the benefit of a vital food producing industry. Every important salmon market is being reached.

Each year the packers of pink salmon

have been facing a surplus of some 500,000 to 1,000,000 cases, yet with a great potential market right here at home awaiting development. Few people comparatively have known the important facts about salmon. England has a higher per capita consumption of American salmon than the United States.

Leading factors in the pink salmon industry early this year determined upon an educational campaign and selected some of the largest cities in the country as centers for advertising. First came a full page featuring salmon dishes and offering \$1000 in prizes for the best 50 recipes received up to August 31.

Widespread interest was immediately engendered in the homes, hotels, cafes and luncheon places and the grocery and distributing trade was at once stirred to action. Sales during Lent were heavy despite a cold, backward season, and they have been advancing steadily ever since. Instead of the usual recession following Lent the sales curve climbed gradually upward, and throughout the country as a whole sales of pink salmon are from 25 to 40% ahead of the average of recent years. Some reports of large dealers show 100% increase and more.

While the packers expected that it would take 2 years of advertising at least to eliminate that annual surplus it has been virtually wiped out in four months as a direct result of the consumer appeal, and the new pack of salmon just beginning to come down from Alaska is going right into consumption.

### Knowing Good Macaroni

After eating good macaroni and some macaroni that is not so good the housewives come to the decision that all macaroni is not alike, says Winifred Worth in her column of useful suggestions for the busy housewife. After reaching that conclusion it is only natural that the housewife should want to know good macaroni when she sees it. Good macaroni must have the following qualities:

Fine macaroni is rough but elastic in texture. It breaks like glass and is yellowish of course in color. If you boil it, it swells to double its size, yet it never becomes sticky. Don't be afraid of storing it away, because it will keep well. If you aren't sure of the quality from first sight take a few sample pieces and boil them for 20 or 30 minutes. After that time it should be whole, smooth, tender, and not pasty.

Shakespeare said: "Things ill got have ever bad success."

MALDARI'S INSUPERABLE MACARONI BRONZE DIES  
with removable pins

Quality

Trade Mark  
Reg.  
U. S. Patent Office



Workmanship

Service

Satisfaction

F. MALDARI & BROS., Inc., Now at 178-180 Grand Street  
NEW YORK CITY

SEND FOR CATALOGUE

Established 1903

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



## Patents and Trade Marks

## Patent Macaroni Machine

William I. Prout, Jr., of Denver, Colo., has been granted patent rights on a machine which he has invented. The patent is No. 1,594,378. It was filed April 30, 1923, renewed April 2, 1926, and granted Aug. 3, 1926. The United States patent office describes the mechanism as follows:

In a macaroni machine, in combination, a pair of spaced supports rigidly connected; a shaft having its ends connected to the said supports; a pair of cylinders mounted on said shaft so as to be slidable and rotatable thereon, said cylinders being spaced equidistantly from the shaft; stop means for limiting the rotary movement of said cylinders about said shaft to 180 degrees; a spring between the cylinders and one support, said spring tending to move the cylinders from the support; a die carried by said support and adapted to cooperate with one of said cylinders; a piston mounted on the other support, said piston being adapted to cooperate with a cylinder for the purpose of extruding the contents thereof through the die; means for moving said piston in either direction, said means comprising a pair of screws; means for rotating said screws slowly in a direction to move the piston into the cylinder; separate means for moving the piston at a greater speed in either direction; a second piston adapted to cooperate with the other cylinder; and means comprising a pair of screws threadedly connected with the piston for moving the same in either direction, said last named piston being shorter than the first named piston.

A macaroni machine comprising a pair of supports; means for rigidly connecting them together; a die carried by one support; a shaft having its ends secured to said supports; a pair of cylinders rotatably and slidably mounted on said shaft; means on the cylinders cooperating with means carried by the supports for limiting the rotation of the cylinders to 180 degrees, said die being so located that it will register with one of the cylinders when it is in operative position; a piston supported from one of said supports; means for moving said piston in either direction; said means comprising a pair of screws operatively connected therewith, said piston being adapted to cooperate with said cylinder and die to force dough through the die so as to form tubular macaroni; said die having two or more groups of holes so arranged that the extruded macaroni may be side by side in a single layer; conveyors pivotally

connected in front of said die; means for moving said conveyors at a speed greater than that at which the macaroni is extruded; means on the end of the conveyor for cutting the macaroni into predetermined lengths; and means for periodically moving said conveyors about their pivots.

REGISTERED  
Creamette's

The trade mark of the Creamette company was duly registered Aug. 17, 1926. Application was filed April 16, 1925, published in the Official Gazette May 25, 1926, and in the Macaroni Journal June, 1926. The company claims use since March 9, 1926. The trade mark is the head of a beautiful child which is to be used in connection with "Creamette's," the company's trade mark.

## Sunbonnet

The trade mark of the Indianapolis Fancy Grocery company of Indianapolis, Ind., was duly registered Aug. 17, 1926. Application was filed Jan. 30, 1926, published in the Official Gazette May 4, 1926, and in The Macaroni Journal in June, 1926. The company claims use since March, 1910.

The trade mark is the trade name in heavy type for use on a list of grocery products including spaghetti.

## Sunrise

The trade mark of the Niagara Macaroni Company, Inc., Buffalo, N. Y., was duly registered Aug. 17, 1926. Application was filed April 13, 1926, published in the Official Gazette May 25, 1926, and in the Macaroni Journal in June, 1926. The owner claims use since October, 1925.

The trade mark is the trade name in outlined letters arranged in a form of a crescent.

## TRADE MARKS APPLIED FOR

Objection to registrations of trade marks applied for will have to be made within 30 days of the date of the respective publications according to the rules of the patent office.

## Rosen's

The private brand trade mark of Jacob Rosen & Son of Eatontown, N. J., for use on canned spaghetti. Application was filed May 3, 1926, and published Aug. 31, 1926. Owners claim use since Oct. 5, 1925. The trade mark shows the trade name on a scroll under which appears the words "America's First Strictly Kosher."

## Lincoln

The trade mark of Peter Rossi & Sons, Braidwood, Ill., for use on alimentary pastes of all kinds. Application was filed June 7, 1926, and published Aug. 10,

1926. The firm claims use since Sept. 14, 1914. The trade mark comprises the surname and portrait of Abraham Lincoln. The name is in outlined letters appearing to the left over a portrait of the hero of the Civil war.

## Elite

The private brand trade mark of Clark, Chapin & Bushnell, Inc., Brooklyn, N. Y., for use on macaroni, spaghetti and a long line of grocery products. Application was filed Nov. 2, 1925, and published Aug. 17, 1926. The owners claim use since January, 1894. The trade mark is the trade name in heavy italics.

## Puccini

The trade mark of B. Filippone & Company, Passaic, N. J., for use on its macaroni products. Application was filed May 4, 1926, and published Aug. 17, 1926. Owners claim use since April 15, 1926. The trade mark "Puccini" in outlined letters is accompanied by a portrait of Giacomo Puccini, the late celebrated Italian composer.

## Sunday Dinner

The private brand trade mark of Schloss & Kahn Grocery company, Montgomery, Ala., for use on macaroni, spaghetti, noodles, canned prepared spaghetti and numerous grocery products. Application was filed Aug. 10, 1925, and published Aug. 24, 1926. The company claims use since June, 1922. The trade mark is the trade name "Sunday Dinner" in ordinary capital letters.

## Windmill

The private brand trade mark for Paxton & Gallagher, Omaha, Neb., for use on macaroni and other grocery products. Application was filed Oct. 31, 1925, and published Aug. 24, 1926. The company claims use since 1904. The trade mark consists of the trade name in heavy capital letters in crescent shape.

## Gustoso—Z

The private brand trade mark of Joseph N. Zazzaria, Chicago, Ill., for use on spaghetti sauce. Application was filed July 19, 1926, and published Aug. 24, 1926. The owner claims use since June 16, 1926. The trade mark consists of a large letter "Z", the initial of the owner.

## Adriatica

The private brand trade mark of Francis Argento, New York city, for use on alimentary pastes and other imported articles. The application was filed May 19, 1926, and published Aug. 31, 1926. Owners claim use since January, 1920. The trade mark consists of a fanciful figure, part lion, part bird and part man in a circle of several sheaves of wheat, all of which is placed above the trade name.

## I Am Advertising

By Berton Bellis

When rightly used I am guaranteed profits, because I bring the quality, merit and true value of your products before the eyes of the world.

I appeal to the Supreme Court of Public Opinion.

I am an educator of the masses into the values of good marketing, and my monies help the publishers of the printed page to obtain the best material of the world's greatest writers and artists—to educate the minds of the masses.

I am a business, a profession, an art speeding the wheels of industry.

If I were to stop, business, perhaps even the nation, might crumble—there would be no manufacturing, trade, employment, marketing, markets.

I am the continued message of repetition reaching the heart of the home.

I am the first thing to remember and the last thing to forget for continued prosperity.



## 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.

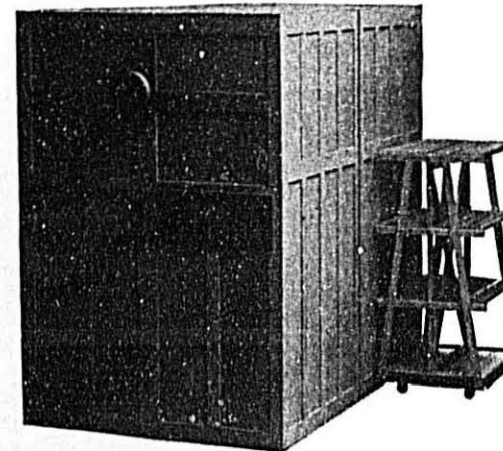
Brooklyn, N. Y.

# BUHLER BROTHERS' for

Works at Uzwil, Switzerland

"Quality"

## The BUHLER Long Goods Dryers



The Long Goods Dryer Model Q. P.-IV  
Capacity 1350 lbs.

J. A. GERWEN, Western Representative  
11 So. Desplains St.  
CHICAGO, ILL.

- Perfectly straight goods.
- Absolutely even drying in every part of the Dryer.
- No heating necessary.
- Perfect regulation of the air currents.
- Shortest drying time.
- Small power consumption.
- Highest efficiency.

*For information, please ask*

**Th. H. Kappeler**

Sole Distributor for Buhler Machinery  
NEW YORK OFFICE, 44 Whitehall Street, NEW YORK CITY



## Macaroni Exports for July

The exportation of macaroni products during July 1926 was considerably in excess of the June business according to a report made by the U. S. Department of Commerce covering that month. Forty two countries bought a total of 728,855 lbs. of different kinds of macaroni products at a total of \$59,381. During June 1826 the quantity exported was 639,000 lbs., while in July last year the exports were only 591,000 lbs. In spite of the increase shown last month there is a small fall-

ing off in the total export for the 7 month period ending July 26 which reached 4,785,000 lbs. as compared with 5,137,000 business for the first 7 months of 1925.

The Dominican Republic was our biggest buyer in July 1926 with 167,000 lbs. Canada was a close second with 163,000 lbs. Then came the United Kingdom with 106,000 lbs.; Mexico, 103,000 lbs.; Cuba, 39,000 lbs.; Panama, 36,000 lbs., and Australia, 34,000 lbs.

### EXPORTS OF MACARONI BY PORTS AND COUNTRIES OF DESTINATION

	For July 1926—(1000 pounds)					Total	Value \$
	New York	New Orleans	San Francisco	Washington	Michigan		
Russia in Europe.....	10				40	158	700
United Kingdom.....	67					107	10,723
Canada.....		2		3		163	14,132
British Honduras.....		1				1	125
Costa Rica.....						3	80
Guatemala.....		3				11	669
Honduras.....		11				2	214
Nicaragua.....		2				36	2,028
Panama.....		30				103	7,187
Mexico.....		24	13			1	135
Newfoundland.....						4	317
Jamaica.....		3				1	148
Other Br. W. Indies.....					5	39	2,103
Cuba.....		22			5	168	11,752
Dom. Republic.....		154				9	458
Haiti.....		7				1	222
Colombia.....		2				2	181
Peru.....						1	129
Venezuela.....						1	114
Br. India.....						1	106
Straits Settlements.....						12	1,589
Ceylon.....						2	77
China.....		7				1	229
Dutch East Indies.....						5	624
Japan.....						34	3,928
Philippines.....						7	567
Australia.....						2	23
New Zealand.....						1	184
Br. East Africa.....						2	855
Br. South Africa.....							467
Other Countries.....							729,855
							59,375

## Macaroni and Noodle Products

Commenting on the open question as to what would be the most appropriate name for our products a Texas manufacturer of Italian parentage has a suggestion to make concerning a generic, but more common name for our food-stuff, as follows:

"I believe that the term mostly used at present and most common with the trade is 'MACARONI PRODUCTS.'

"The term 'Alimentary Pastes' is of foreign origin. It is used by foreign manufacturers and by those in this country who feel that the name has a special appeal to the foreigner.

"Conditions have changed considerably within the past few years and even our foreign friends in the United States are adopting, and very fast at that, the American language. Then why not

change the name of our food to one more generally understood?

"There is a great demand for noodles and in order not to antagonize this branch of our industry, I would suggest our goods to be generally known as 'MACARONI AND NOODLE PRODUCTS.' I sincerely hope that the committee will work this out satisfactorily and not let it drop as was the question of a macaroni slogan that was agitated several years ago."

This manufacturer has made a fine suggestion. Other comments will be welcome. Send in your views to the Association Secretary.

### Italy Regulates Wheat Grinding

In its aim to reduce importations the Italian government is seeking to regu-

late the quality of the bread and of food products consumed by its people. There was recently announced a decree which restricts the grinding of wheat in a manner that will retain a considerable portion of the bran and other ingredients not found in the white flour of this country. The decree, according to notice received, provided the following milling regulations:

Beginning September 1926 commercial grades of wheat having specific gravity of 78 kilos per hectoliter and containing not more than 2% of impurities must be ground into standard grade flour with a rate of extraction of not under 85%. Lower percentages not under 80% are permitted from a wheat for correspondingly lower specific weights. The extraction of any byproduct excepting bran is prohibited. Pastry and cake even if home baked are forbidden unless made from prescribed grades of flour.

### Will Investigate Eggs

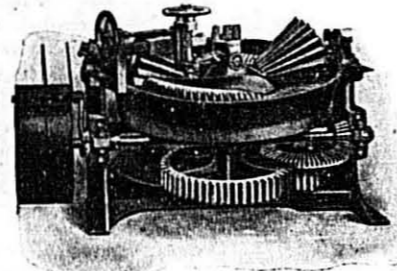
According to an announcement made by the U. S. Tariff Commission on Aug. 4, 1924, that body will carry on an extensive investigation of the differences in the cost of production of eggs and egg products (eggs of poultry in the shell; and whole eggs, egg yolk, and egg albumen, frozen or otherwise prepared or preserved, or dried).

The purpose of this investigation is to determine whether or not the present duty on eggs and egg products is equitable. Comparisons will be made of the cost of producing these products wholly in the United States and of and with respect to like or similar articles wholly or in part the growth or product of competing foreign countries.

Interested persons will be invited to present or produce evidence at a public hearing to be held in Washington. The macaroni and noodle manufacturing industry is naturally concerned in this investigation as a large portion of eggs used in egg noodles and in egg macaroni is imported. Through the National Macaroni Manufacturers association data will be supplied to the commission in an effort to conserve the interest of the macaroni manufacturing industry.

Paragraph 713 of the Tariff Act of 1922, the tariff on eggs and egg products is as follows: "Eggs of poultry, in the shell, 8 cents per dozen; whole eggs, egg yolk, and egg albumen, frozen or otherwise prepared or preserved, and not specially provided for, 6 cents per pound; dried whole eggs, dried egg yolks and dried egg albumen, 18 cents per pound." Frozen eggs and dried eggs present the principal tariff problem so far as the macaroni and noodle industry is concerned.

## D. & E. Kneaders



### To The Trade:-

We wish to announce that we are building a complete line of Presses (both screw and hydraulic) Kneaders, Mixers, etc., also that we can furnish any repairs to Walton machinery now in use.

Your inquiries are solicited and will be given careful and prompt attention.

Yours very truly,  
DIENELT & EISENHARDT, Inc.  
R. F. BOGGS, Sales Manager

### DIENELT & EISENHARDT, Inc.

1304-18 N. Howard Street  
PHILADELPHIA, PA.

Established Over 50 Years

## IANIERI'S

Rapid Drying System for Macaroni  
dries them perfectly without  
the preliminary drying

SAVE SPACE and LABOR

Economize and increase your daily  
production without enlarging  
your factory

Write today to:

### JOHN IANIERI COMPANY

553 NORTH 63rd STREET  
PHILADELPHIA, PA.

## SUCCESS

in producing and marketing a useful Product in Cartons can be traced to two causes,—

Low Production Cost and Means of Protection

to preserve the Product from the Factory to the Consumer.

## JOHNSON

PACKAGING MACHINERY

for Lining, Weighing, Filling, Sealing and Wrapping Cartons—not only offers the most ECONOMIC method of Packaging in Cartons, extremely LOW cost of maintenance and repairs but—the Lining and Wax Wrapping methods of protection guarantee the delivery of your Product to the Consumer in

PERFECT CONDITION

## JOHNSON

Automatic Sealer Co., Ltd., Battle Creek, Michigan

NEW YORK, 30 Church St.,

CHICAGO, 208 S. LaSalle St.,

LOS ANGELES, CAL., 607 Marsh-Strong Bldg.



## Notes of the Macaroni Industry

### Home Products for Home Folks

Amos Booth, general manager of the Imperial Macaroni & Noodle company of Butte, Mont., is strong for the idea that a home institution employing home folks and producing a product equal to the best and second to none should be given the preference by the Butte and Montana folks. He recently arranged for a demonstration of the proper preparation of his products during which he served spaghetti with grated cheese, Italian style, as well as cold macaroni salads. Thousands of citizens in Butte and vicinity were served free during the hours of 10 to 12 o'clock a. m. and 3 to 10 p. m.

Mr. Booth made much of the fact that practically everything that goes into the making of their products is produced in the state of Montana. Montana durum wheat is of high quality. Even the wooden boxes used for shipping the products are made of shooks cut from the forests of that state. Being of a curious nature and anxious to learn the attitude of Americans toward this foodstuff of recent adoption, Mr. Booth made a close study of the likes and dislikes of the several thousands served during the demonstration.

He found that about 80% of the people served had never before eaten salad made from macaroni, about 10% had eaten macaroni salad served some place but had not made it in their homes, and 10% served it often at home. This would indicate that there is a large field for the consumption of macaroni products in a way which is not in much use today.

"We made this salad from Star Macaroni because," he said, "when made up, we think that it looks a little nicer than when made from Elbow Cut. We made this salad as follows:

We took red and green peppers and sour pickles and ran them through a food chopper with just a little touch of onion. We then added chopped hard boiled eggs and the cooked stars. This was covered with mayonnaise dressing thinned to about half with cream and chili sauce and garnished with parsley.

"This made a fine salad and as proof of this about 100 people have called us on the telephone for the recipe for this salad."

### Dismantling Plant

The ruins of the Lazzari Macaroni factory on Chess st., Monongahela, Pa., are being razed by the owner,

Joseph Lazzari. This building was destroyed by fire on Jan. 17, 1925, causing a loss estimated at more than \$30,000.

The machinery of the old macaroni factory which has laid in the ruins since the fire is being salvaged and sold. The gutted 3 story brick and frame structure will be sold or remodeled. The fire was one of the most disastrous that was ever experienced in the business section of that city.

### Visits Headquarters

C. Surico, president of the Clermont Machine company of Brooklyn, was a caller at the headquarters of the National Macaroni Manufacturers association, Braidwood, Ill., last month while on a trip to the northwest. He oversaw the installation of several of his new machines in Chicago and Minneapolis. Mr. Surico is a firm believer in organization and never overlooks the opportunity to say a good word for the National association.

### Maldari in Larger Quarters

F. Maldari & Brothers, Inc., leading makers of macaroni dies in America, have found it necessary to move to new and larger quarters in order to keep pace with the upward trend in their business.

According to D. Maldari, president of the concern, the office and factory is now at 178-180 Grand st., New York city. He advises that it is only a few doors from the police headquarters, but that the location was selected not because of any need for police protection but because of the adaptability for the manufacturing work in which this progressive company is engaged.

New machinery with labor saving devices has been installed and an enlarged staff of highly trained employees will carry on the good work and give the same efficient and satisfactory service for the firm's customers all over the country for which it has an established reputation.

F. Maldari & Brothers, Inc., export many of their dies to foreign countries, Argentina being the largest buyer. The same is true in Canada, in Mexico and in the West Indies.

### Caruso Spaghetti Place

Articles of incorporation were filed last month in New Jersey by the Caruso Spaghetti Place, Inc., which will

open a plant in Newark for the manufacture of spaghetti and kindred products. The capital stock of the firm is \$25,000. The incorporators are as follows: Lewis J. Feinsten of New York city; Carmen Angelo and Carrie Ellins of Newark. Attorney Lewis J. Feinsten of 1440 Broadway, New York city, represented the new firm in the New York incorporation procedure.

### \$175,000 Fire Loss

The Peoples Macaroni company plant in Buffalo, N. Y., suffered a heavy loss from fire on August 20, the damage being estimated at \$175,000 to finished stock, flour, materials, machinery and building. The origin of the fire is unknown. The loss was covered by insurance. According to General Manager C. Gugino the work of repairing the damage started immediately and the firm was able to continue filling its many orders, except for unavoidable delays that disasters of this kind incur.

### Ciocco Macaroni Company

Newark, N. J., is to have a new macaroni manufacturing firm according to articles of incorporation filed with the state officials by the Ciocco Macaroni company of 20 Blanford place of that city. The capital stock of the new firm is \$50,000. Incorporators are Michael Ciocco, Jessie Ciocco, and Michael Cacchione. Frank G. Masini is the attorney for the firm.

### Italian Wheat Crop Forecast

The Italian wheat crop for 1926 has been forecast at 205,285,000 bus. according to a cable received by the United States Department of Agriculture from the International Institute of Agriculture. Although this is a decrease of 35,559,000 bus. from last year's good harvest of 240,844,000 bus. it is still above the 198,307,000 bus., the average for the past 5 years. The old crop wheat is said to be exhausted.

Italy's wheat requirements for all purposes for the past 5 years have been about 300,000,000 bus. a year, so if this forecast of production is bot out imports for the coming season may be expected to reach about 95,000,000 bus. Actual imports will of course depend upon the final outturn of the crop and upon economic conditions. This indicated reduction in the Italian crop means an increase in the foreign demand for our durum wheat.

September 15, 1926

THE MACARONI JOURNAL

35

## DRYERS

That will dry your macaroni perfectly

Stop all the waste—acidity—cracked and moulded goods

Save labor 75%

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### BAROZZI DRYING SYSTEM

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THE final results are what count. Good ingredients, style, form and the best intentions all count for nothing when the finished product fails to fill the bill.

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And that is why the experienced shippers favor Anderson-Tully boxes. They stack up well in the final reckoning. Back of them is a thoroughly equipped plant that does the job from start to finish; thirty-five years of experience and satisfied customers.

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## The Macaroni Journal

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of Cleveland, O., in 1903.)  
A Publication to Advance the American Macaroni  
Industry.  
Published Monthly by the National Macaroni  
Manufacturers Association.  
Edited by the Secretary, P. O. Drawer No. 1,  
Braidwood, Ill.

PUBLICATION COMMITTEE  
HENRY MUELLER, JAS. T. WILLIAMS  
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SUBSCRIPTION RATES . . . . .  
United States and Canada . . . \$1.50 per year  
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Foreign Countries . . . \$2.00 per year, in advance  
Single Copies . . . . . 15 Cents  
Back Copies . . . . . 25 Cents

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Vol. VIII September 15, 1926 No. 5

### Questions and Answers

#### Everything About Macaroni

Question—Miss Willetta Moore, in-  
structor in the foods and nutrition de-  
partment of the division of home eco-  
nomics of Iowa State College of Agri-  
culture, Ames, is seeking information  
on macaroni products to publish in the  
Food Purchasing Manual which is  
used as a text book in that college.  
Last month she sought data on the  
standards of macaroni products and  
containers, the most important types  
of our products, units of measure, in-  
crease in cooking, size of servings,  
leading brands, etc.

Reply—Macaroni, spaghetti, vermi-  
celli are products made of glutinous  
flour or semolina and are identical in  
composition but differ only in form.  
These 3 products constitute the larg-  
est proportion of alimentary pastes.  
There are, however, more than 100  
shapes of macaroni products which are  
used almost entirely by the Italian  
population of this country.

These products are made and sold  
in packages and in bulk. The package  
for household use averages about 8 oz.  
and the bulk averages about 20 lbs.  
When sold in packages it retails ap-  
proximately for 10c a package but  
when sold in bulk it retails approxi-  
mately for 12c per lb.

These products increase about 3  
times their weight on cooking. That  
is 1 lb. of macaroni uncooked will pro-  
duce about 3 lbs. of macaroni cooked.

The size of servings for an American  
household is about 4 oz. of cooked  
product, therefore an 8 oz. package  
will yield about 6 servings. The Ital-  
ian, however, consumes it in much  
larger quantities. All these products  
are made as stated heretofore with the  
addition of water only.

Our people also make egg noodles.  
These are similar to the macaroni  
products except that they contain a  
minimum of 5% of the solids of eggs  
or in other words each 95 lbs. of flour  
or semolina has added to it the equiv-  
alent of 20 lbs. of fresh eggs exclusive  
of the shell.

Noodles are sold very largely in 6  
oz. packages and in bulk. The cost  
per package is about 10c per lb., in  
bulk it is about 20c per lb. The in-  
crease in cooking is identical with that  
given you for macaroni products. The  
size of servings will average probably  
3 oz. of the cooked product. There-  
fore a package will serve about 6 per-  
sons.

#### Egg Deliveries

We have a question on which we invite  
public comments. Are the macaroni  
manufacturers experiencing trouble in  
getting deliveries on eggs contracted for?

"Here is a situation that several man-  
ufacturers in this city are confronted  
with. They are under contract for their  
egg requirements at a reasonable aver-  
age price. For some reason deliveries  
are delayed so that the several firms re-  
ferred to have had to go into the open  
market and pay anywhere from 50 to  
75% more for their egg requirements.  
Is it possible that deliveries are not made  
because of the wide variance between the  
contract price and the present market?  
What recourse would the manufacturers  
have under these conditions?"

Reply: We have no information on  
which we can base an intelligent answer  
to the above inquiry; therefore we invite  
replies, in strict confidence, from inter-  
ested readers. We have usually found  
that a "contract is a contract" with the  
first class egg dealing firms. Something  
most extraordinary would have to occur  
to change their policy.

#### "Flour" Goods Not "Semolina" Products

Question—Can products made out  
of a blend of semolina and durum flour  
determine "Semolina Products"?

Reply—This query noted in our  
August number was referred to the  
bureau of chemistry, U. S. Depart-  
ment of Agriculture Mr. C. W.

Crawford, acting chief of the bureau,  
advises as follows:

"While no formal definition and  
standard has been issued by the de-  
partment for semolina, this term is  
well understood as applying only to  
purified middlings and is not properly  
applicable to flour. A paste made from  
durum flour, therefore, should not be  
sold as a semolina paste."

"In commenting on this further we  
would advise that the purpose of la-  
beling a product is to have a label tell  
the truth about the character of the  
product. Macaroni products cannot  
be called a semolina product if they  
are made wholly or in part of flour,  
regardless of whether or not the flour  
is a durum product."

The Department of Agriculture  
does not require the use of the word  
"Flour" on a macaroni product made  
from flour, but it does require that if  
a product is labeled a "Semolina  
Product" it must be made from semo-  
lina (as generally recognized by the  
industry), without any added mixture  
of flour or other product.

#### EVEN UP

A pompous man missed his silk  
handkerchief and accused an Irishman  
of stealing it. After some confusion  
the man found the handkerchief in his  
pocket and apologized for having ac-  
cused the Irishman.

"Never mind at all," said the latter.  
"Ye thought I was a thafe and I  
thought you was a gentleman, an' we  
were both mistaken."

### FOR SALE

Several Upright and Horizontal  
Double Cylinder Hydraulic Presses,  
with Copper and Bronze Dies for  
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1 Werner & Pfleiderer Upright Screw Press,  
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1 Werner & Pfleiderer 1/2 bbl. dough mixer . . . 200.00  
1 Walton Horizontal Screw Press 10" for  
short goods and one mould . . . . . 350.00  
1 Walton Upright Screw Press 13" with one  
mould . . . . . 450.00  
1 Walton Dough Kneader 60" . . . . . 500.00  
1 Werner & Pfleiderer 24" Dough Break . . . . 500.00  
1 Werner & Pfleiderer Egg Noodle Machine . . . 500.00  
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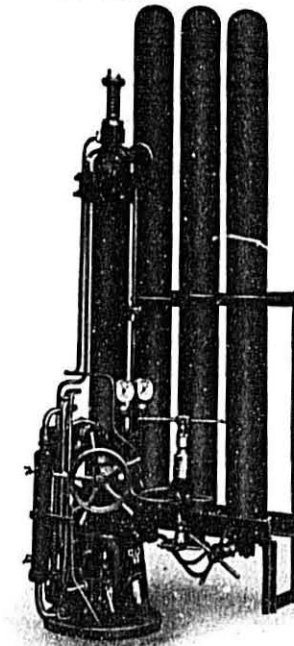
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## WITH THE SECRETARY

### Cooperative Competition "COOPERATION and not COMPETITION, Is the Life of Trade."

This is the modern business theory, however manifested or expressed. On this basis are built all leading trade associations and all successful business. We can stand for more cooperation. We must have it. We will have it even if we have to wait till the "disrupters" are bankrupt, dead or forgotten.

Do something worth while for your business and your industry through unselfish cooperation.

### Looking Backward

*To the Good Old Days when Grub was Grub and  
Booze was Booze:*

When victuals were victuals, and drink was drink—  
When housewives were husky, and men didn't shrink  
From hunks of rare beef and three pieces of pie—  
Oh, those were the days of real livin', say I.  
For stewed carbohydrates and protein hash  
I don't give a whoopin', one-calorie dash.  
And substitute meats are especially rummy—  
They give me a pain without filling my tummy.  
I'm sick of forever insulting my uppers  
With synthetic food of these chemistry suppers—  
How the grub did go down, and the glasses did clink,  
When victuals were victuals and drink was drink!  
(Unknown Exchange)

### Macaroni and Charity

The fall and winter months may be termed the church fair and the lodge bazaar season. Then the macaroni manufacturers are bombarded with requests for donations of their products, payment to be made in free advertising.

In recent years these manufacturers have been inclined to feel that they are the victims of well intentioned promoters of these charitable events and that the advertisement gained therefrom is not only the poorest but perhaps the most expensive. Numerous cases have been reported where macaroni products innocently donated have been handled in a way that reflected credit neither on the firm, the product, nor the charitable organization.

As a result there has been considerable curtailment in this promiscuous donation. Various policies have been adopted for handling requests of this nature. How do you dispose of them? A prominent manufacturer has a most effective plan. He makes them pay in part for the goods, donating the balance for the publicity that might come his way. The plan will be made known to any firm interested. Write the Secretary.

### Encyclopedia "Pasticanna" Macaroni—"Balloon Type" Spaghetti.

#### No Shifting

President Calvin Coolidge's statement of July 4, 1926, concerning government applies equally to business or to trade associations. Read it again. Whether you are an association member or not you will appreciate what it implies:

GOVERNMENTS do not make ideals, but ideals make governments. This is both historically and logically true. Of course the government can help to sustain ideals and can create institutions through which they can be the better observed, but their source by their nature is in the people. The people have to bear their own responsibilities. There is no method by which that burden can be shifted to the government.

#### Expecting Too Much

A good story is frequently helpful in gaining a point. Few macaroni manufacturers expect almost the impossible from their trade association, which unquestionably gives service worth many times the cost of membership. Let's tell the story:

A lady in St. Louis, after attending services at her church, was relating to a neighbor that she did not like the services at all. She said the seat was hard, the singing was not so good, and the preaching was poor.

Her little girl, who overheard her remark and had been with her at church, said, "But Mamma, what can you expect for a penny?"

#### Ineffective Help

In spite of the educational work that has been consistently carried on by the leading manufacturers of the country through the trade associations and local organizations there are still many manufacturers who persist in retarding progress by failure to cooperate widely. Even some of them who seemingly attempt to assist in the work give about the same help as the "green" hand referred to in the following anecdote:

A green brakeman on the Colorado mudline was making his first trip up Ute Pass. They were going up a very steep grade, and with unusual difficulty the engineer succeeded in reaching the top. At the station, looking out of his cab, the engineer saw the brakeman and said with a sigh of relief:

"I tell you what, my lad, we had a job to get up there, didn't we?"

"We certainly did," said the new man, "and if I hadn't put on the brakes we'd have slipped back."

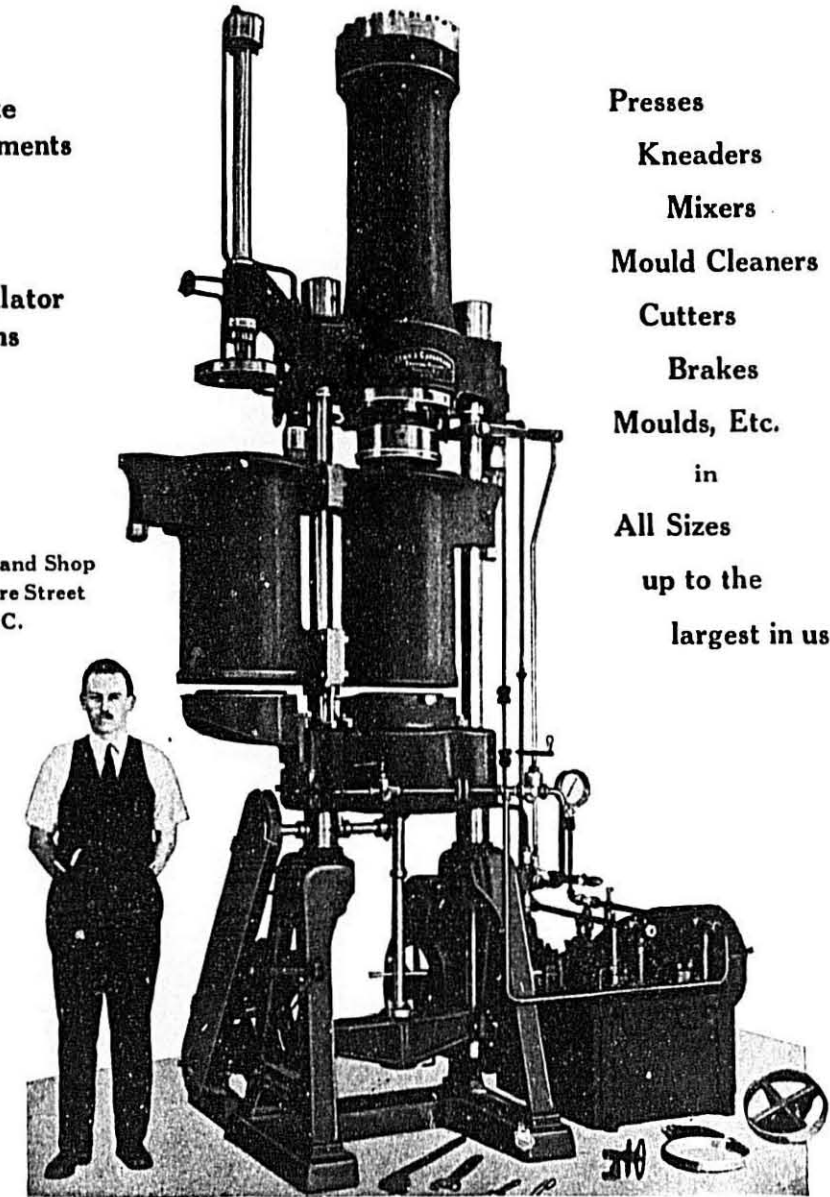
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in  
All Sizes  
up to the  
largest in use.





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

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