

**THE  
MACARONI  
JOURNAL**

**Volume 8,  
Number 9**

**January 15,  
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# *The* Macaroni Journal

Minneapolis, Minn.

January 15, 1927

Volume VIII

Number 9



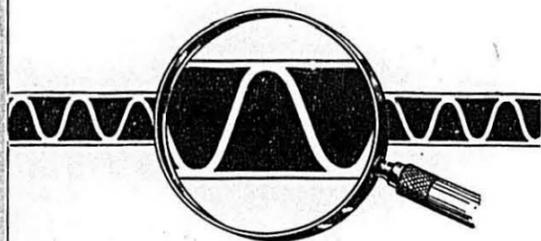
*A Monthly Publication  
Devoted to the Interests of  
Manufacturers of Macaroni*

## President's New Year Message



*May 1927 bring to us all twelve busy months of profitable business which good fellowship, better understanding and closer cooperation guarantee. To this end I pledge faithful and unselfish service to every manufacturer in the industry and solicit continued and increased support.*

*HENRY MUELLER, President  
National Macaroni Manufacturers Association.*



Four Mid-West corrugated boxes, filled with bottles of liquid insecticide, were recently shipped from the FLY-TOX factory at Toledo via freight to San Francisco; by boat from this port through the Panama Canal to New York City; across Manhattan to freight station by truck and from New York City back to Toledo by freight. The boxes arrived in the splendid condition shown in the illustration--AND NOT A BOTTLE WAS BROKEN--despite multiplied handlings and rough usage--an eloquent tribute to the high, strong, resilient arch construction of the walls of the popular and widely used Mid-West product.

## You Can Depend on Mid-West Boxes

Mid-West quality products prove their outstanding merits in hundreds of our largest industries daily. They stand up and aggressively resist the abuses under extreme conditions where most other boxes fail to qualify. The Mid-West ideal is a BETTER than ordinary product, giving BEST service with GREATEST ECONOMY to the shipper. Big buyers recognize quality and frequently standardize on Mid-West.

MID-WEST BOX COMPANY and the CONTAINER CORPORATION OF AMERICA corrugated and solid fibre products are manufactured under the careful supervision of the best brains in the container field today, backed by elaborate laboratory checking.

What are your needs? How can we serve you? Fill in and mail the coupon below--without obligation to you--for a complimentary checkup by one of our packaging and shipping experts on your present system for a possible saving to you of shipping griefs and unnecessary expense. Do it today--NOW.

**MID-WEST BOX COMPANY**  
AND  
**CONTAINER CORPORATION**  
OF AMERICA

111 W. Washington St.



CHICAGO, ILLINOIS

Five Mills -- Nine Factories

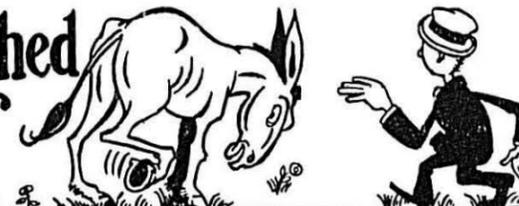
Capacity 1000 tons per day

RETURN COUPON

MID-WEST BOX COMPANY  
111 West Washington Street, Chicago, Dept. 20  
Gentlemen: Please have one of your experts check our present packing and shipping methods--without obligating us--for the purpose of reducing our costs if possible.

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_

# Well Approached is Half Collected



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

## Collection Letter Number One

### A Friendly Approach

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

January 10, 1927

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

My dear Mr. Buyer:

Every time you break a good resolution, something smashed. And you are the victim. With the crash of a good resolution you lose some of your self-esteem, some of your confidence. You have failed to do something you set out to do. You have betrayed your weakness. You are not as strong as you thought you were, as you wanted to be.

When you opened your account with us you undoubtedly resolved to pay your bills. But your resolution is going to smash. You are weakening. If you fail in this obligation you may fail in other things more important.

The inclosed invoice is more than a request for prompt payment. It is a friendly hand extended to help you maintain confidence in yourself.

Sincerely yours  
S. MacNoodle.

SMN-J.

The first of a series of letters for collection of money from debtors whose accounts are in various stages of arrears. Adapted from the booklet "Consider The Approach" obtainable from the Metropolitan Life Insurance Company, New York City.

Quality

Service



★ ★ **Tustar** ★ ★

THERE IS NO SUBSTITUTE FOR TUSTAR  
but

*For those of our good customers who, because of certain price competition or for any other reason, wish to lower their costs without substitution of inferior raw material, such as flour, we have originated a new brand -- COMET -- a pure durum Semolina of Standard Granulation, milled with the same care as Tustar, but from those types of durum wheat which can be secured without paying the present exorbitant premiums which prevail on the amber durum wheat from which Tustar is made.*

ASK OUR REPRESENTATIVE ABOUT **COMET**

**MINNEAPOLIS MILLING CO.**  
MINNEAPOLIS, MINN.

# THE MACARONI JOURNAL

Volume VIII

JANUARY 15, 1927

Number 9

## A WELCOME 1927 GREETING

Last month the mails were swamped for days with Greeting Cards exchanged between business men and between personal friends. The faithful postman trudged along with his heavy load, but knowing of the contents of his bulky pack he smiled. The spirit of Good Fellowship was everywhere and the Greeting Cards were the message bearers of this fine, seasonal spirit.

Many thousands of these Greetings found their way into the homes and offices of macaroni and noodle manufacturers in every section of the country. The latter also joined in the game, exchanged compliments with each other and sent their good wishes to allied tradesmen, jobbers and retailers.

Thus for a short period there was manifested that fine, uplifting Christmas Spirit of friendliness and good will that should more generally and continually prevail between people of like interests.

The Macaroni Journal and the National Macaroni Manufacturers Association received Greeting Cards from friends from almost every section of the country and in keeping with this same spirit now join in wishing happiness to the individuals and prosperity to the industry for the Year 1927.

According to all reports the year just completed was a most prosperous one for American business. Even the macaroni industry enjoyed some well deserved profits the past twelve months. Conditions have been auspicious but it is very generally admitted that at least a part of the success is due to the exceptionally fine spirit which has generally been manifested recently, in our industry by all classes of manufacturers. Good business puts all in fine spirit and makes the Greetings not only more plentiful but also more hearty and sincere.

As a general thing how are these Greetings received? All cause a momentary pleasure at least, but some leave a lasting impression. There was one little card that made us most thoughtful. It came from a charter member of the National Macaroni Manufacturers Association and bore a message that should be of interest to every one of the industry.

"In wishing you the Season's Compliments, permit us to express how well pleased we are that there is in existence in our industry so worthy an organization as the National Macaroni Manufacturers Association. That we are charter members of it makes us proud. It is our intention to remain in good standing therein as long as we remain in this business. Recently we have had several things called to our attention

that makes it worth while that we should so resolve at this particular time.

"It is admitted that you have not done everything that everybody may have expected of you, but surely have done much that all of us should appreciate. You have earnestly attempted to unite our industry that should be more united, you have harmonized the various interests, you have established The Macaroni Journal, the medium of contact between members, and have gained for our business the respect of officials and the good will of all with whom we come in contact in a business way.

"Yours is the voice of the industry and not that of the individual. Therefore you are and must be guided by what the industry prefers rather than what any one individual wants. That is the true association spirit as we have always understood it.

"Would that it were possible for us to interview personally every responsible macaroni and noodle manufacturer in America! It would be our heart's delight to preach a sermon on the real value of a trade organization to any trade when it has the full and hearty support of that trade. Unfortunately there are still many among us who fail to appreciate the true worth of an organization like ours. Perhaps this little message will help.

"We appeal to those who are not now members of the National Association to show that wonderful spirit so generally manifested during the Christmas season in this business matter of vital concern and urge them to show this same spirit in this matter of membership and general support to this unselfish trade organization.

"May your 1927 Greetings be in the form of many new applications for memberships! This we wish you with all our hearts."

To this charter member, good and faithful old friend, we say thanks. Yours is an ably preached sermon on a worthy text. We hope it will not fall on deaf ears but will bring deserved success.

Now Mr. Non Member, here is a prescription for our business ills. Why not try it during 1927? It will be a pleasure to list the firms that may be converted by the strong and sincere arguments presented in the Greetings quoted. Who will be the first volunteer?

To the whole industry we wish Prosperity; to the individuals Happiness. May we attain this in 1927.

## Italian Macaroni and the United States

By Harold D. Finley  
American Consul at Naples, October Dating

In both Italy and America the last few years have produced considerable agitation in regard to the macaroni exports of Italy. The Italian industry bewails the lost market for its products in the United States while the macaroni manufacturers claim that the present duty is not sufficiently high. La Revista Commerciale Ital-Americano, organ of the Italian Chamber of Commerce of New York, in its Oct. 2, 1926, issue summarizes the Italian view of the controversy.

Prewar exports of Italian macaroni to the United States were large. In 1914 our country bought, according to the article, 130,000,000 lbs. or 6,000,000 cases of the Italian product, a large part of which is made in the Naples consular district. In prewar years Italy milled 60/70,000,000 metric quintals of wheat, a considerable portion of which was used in the macaroni industry. The country exported during those years as much as 700,000 metric quintals of macaroni.

During the war macaroni exports were forbidden by the Italian government in order better to supply the home market, which was short of other staples. At the same time the Russian wheat supply was stopped due to the war. American wheat, which is considered inferior to Russian for macaroni manufacture, had to be imported. To be sure the use of macaroni in Italy rose to some extent due to the demands of the army, but as a whole the production of alimentary paste declined, due chiefly to the forbidding of exports.

### American Advance

American manufacturers, according to the Italian view, were not slow to take advantage of this opportunity to build up their own industry at the expense of the Italian. Plants in America were enlarged, the most modern machinery was installed and the quality of the product was improved. Lower production costs resulted.

No sooner had the war ended than the American manufacturers induced Congress to place a duty of 2c per lb. on imported macaroni. This alone has enabled American manufacturers to keep their position in their own market.

The number of macaroni factories in the United States before the war was 343 producing 300,000,000 lbs. of paste. This was increased to over 500 plants producing 450,000,000 lbs. after the war.

At the same time Italy's exports to the United States gradually declined to 5,000,000 lbs. as contrasted with 130,000,000 before the war. At present the only macaroni products in which Italy can compete are specialties such as small pieces for soup, so-called bavettine and similar forms of paste. It is claimed that American manufacturers can now undersell Italian on the American market by 25 cents per case.

[American manufacturers question this statement. Market facts do not warrant it. The Italian manufacturer still has the advantage of very cheap labor which more than compensates for the wheat and freight differential.—Editor.]

### Italian Macaroni Industry

The best Italian macaroni is made in the immediate vicinity of Naples. Gragnano, a small town situated in the foothills of the range of mountains forming the Sorrento peninsula, and one side of the Bay of Naples, is the true center of the industry. According to the article under review, Italy now has 2700 macaroni factories of all sizes. 25,000 men are employed and 15,000 horsepower. Although the industry naturally presents the implication that its plants are antiquated and unsanitary, those adjectives are applicable to perhaps the majority of the factories.\*

In a limited number of cases, however, South Italian factories have installed modern machinery in modern buildings where sanitation is satisfactory in every respect. In the most modern, machinery is used throughout with the exception of packing which is still done by hand. Human hands do not otherwise touch the product.

As an example of a modern factory, may be mentioned one of the principal ones at Gragnano. It operates its own flour mill in immediate conjunction with the macaroni factory. Its capacity is 300 metric quintals (66,000 lbs.) of macaroni and allied products daily. 14 vertical hydraulic presses are used for making "long" paste, such as macaroni, spaghetti, etc., while 8 horizontal presses make the "short" paste, or that which is cut into short or small lengths. The plant is equipped with electric elevators, grain and flour conveyors. Steam dryers are employed. The laboring force consists of 100 men working under a system of production characterized by a high degree of division of labor. The wheat follows a continuous cycle from

\*The reporter's comment.

the time it enters the grain storehouse until it comes out as macaroni packed in 1 lb. packages and 22 lb. cases. This may be considered one of the most modern plants.

### Processes

As has been previously stated, hard wheat is necessary for macaroni. The grain must be of a good yellow color, sufficiently glutinous and translucent. Italian hard wheat is more satisfactory for macaroni than any other, after which come in order the hard wheat of Russia and North America.

Water is also an essential, and perhaps the excellent water supply near Naples has been as large a factor as any other in bringing the principal part of the industry to southern Italy.

Another Italian essential is a sunny climate. Even in factories employing the most modern methods all the long macaroni, especially that which is packed for export, is exposed to the sun, hung on lock sticks, for at least 5 hours. Thereafter it may be dried in steam dryers from 6 to 15 days depending on the distance it must travel and the probable length of time which will elapse between its manufacture and its consumption. The sun drying process has, from time immemorial, been condemned by foreigners passing through the manufacturing districts as unsanitary, since no provision is made to keep the dust away from the product. The more modern factories have provided drying spaces away from highways and only comparatively unimportant factories now expose their product to the sun in places where the tourist or traveler can see it.

Water is added to flour in the proportion of 20 to 30 liters per metric quintal of flour. The paste is stirred and mixed mechanically for about 10 minutes before being put in the presses which squeeze the paste into the desired forms. It is said that there are over 100 different forms (with as many different names) of alimentary paste produced in the Naples district; it is certain that the number is large. It can be purchased in tubes as large and thick as a 1" gas pipe or as fine, almost, as a hair. The latter, called "angels' hair," is used principally in soups and broths. Squares, circles, fancy figures of an infinite variety complete the long list.

## Semolina Prices Mounting

The present semolina market presents a condition that has hardly ever prevailed in our industry. Prices are high and are expected to go higher, yet the macaroni men have not covered their needs as fully as has been customary. Perhaps they have been waiting the usual seasonal decline that has not yet materialized.

The durum millers attribute the high durum wheat premiums to the scarcity of good milling wheat while some macaroni manufacturers are prone to believe that the differential is due to market manipulations. Government reports made early last fall indicated a short crop as compared with previous years. Actual returns would indicate a production considerably below the 50,000,000 bus. estimated. Allowances made for damage done by rains at threshing time will reduce the available high grade durum almost 10,000,000 bus.

The premium demanded for semolina over that of high grade bread flour is having its effects. Many manufacturers have resorted to blending in the hope of reducing their raw material costs. The result is a lowering of the quality of their products in some lines and a general disturbance to trade in some channels. Whatever may be the cause the result is the same, uncertainty. Macaroni manufacturers are urged to use greater care than ever in their buying, mindful of crop conditions and of the quality demands of their business.

A. L. Ruland, manager of the durum department of Washburn Crosby company, in an open letter to the trade has attempted to throw some light on the semolina situation. Without any intent to boom the market he urges cautious buying to prevent too rapid a rise in the already high semolina prices. He writes as of December 23:

### FACTS RELATING TO DURUM MARKET

It is becoming evident that the present marketing situation of the durum crop of the northwest is quite without parallel. Choice milling durum is selling in both the Minneapolis and Duluth markets at a premium of about 55c over the May future, or a cash price of approximately \$1.95 per bu., whereas the choice northwestern bread wheat will not bring a price in the Minneapolis market in excess of \$1.51-\$1.52. More than this, the Duluth May durum future is selling at from 4 to 5c over Winnipeg May and within 3c of the Chicago May future.

In the belief that very few in the macaroni trade fully appreciate the causes of this situation, we direct consideration to the following:

It has become evident that the durum wheat crop of the northwest, and particularly of North Dakota, was over estimated by the government.

### Below Government Estimate

The government figures for durum wheat are 48 million bus.; private estimators early in the autumn considered the government estimate for North Dakota to be at least 8 million bus. too high; since that time most of the private estimators have reduced the crop another 2 or 3 million. The net result is that many of the well informed men in the grain trade believe that the durum crop is not in excess of 38 million bus. This contrasts with a crop of approximately 66 million bus. for 1925. This revision of the durum wheat figures is borne out by checks made by ourselves and others during the past 2 or 3 weeks.

We believe that the consensus of opinion on the part of elevator operators in the durum wheat territory is that between 65% and 70% of the crop has been marketed to date. The combined receipts at the Minneapolis and Duluth markets on this crop are only a little in excess of 20 million. It is evident, therefore, that either the crop was overestimated by the government, or that the country elevator managers are wrong in their estimates as to the amount of wheat held back. Our own investigations lead us to believe that the former is correct.

### Good Durum All Contracted

This reduction in the production of durum wheat undoubtedly accounts for the present relatively high position which the durum wheat future maintains at the present time. An additional reason for the strength of durum lies in the very light stocks in the northwest terminals. It is probable that of the 2½ million bus. in store at present in Duluth, ¾ of a million bus. is choice durum owned by semolina mills which will not be available for delivery on future contracts.

The excessively high premium at which choice milling durum is selling is partly the result of the short crop, but is primarily due to the tremendous amount of damage which was visited on the major portion of the crop while in the shocks immediately after cutting. North Dakota has not in recent years received anything like the prolonged rainy spell at harvest time which was

experienced this year. It is probably safe to say that not more than 15% to 20% of the durum crop was threshed prior to the rains and the duration of the rains was such that the major portion of the crop was damaged to a considerable degree. In fact several million bushels were made absolutely unfit for milling and much of the rest is badly bleached or contains excessive moisture.

The present situation is discouraging because choice wheat is being marketed in such light volume that it is possible for the seller to obtain almost any price which he asks. This unsatisfactory situation will probably continue during the balance of this crop year due to the fact that the supply of choice milling durum is so limited and the competition between the mills so keen that the price of the cash wheat will depend almost entirely upon the seller.

### A REAL MAN

A real man never talks about what the world owes him, the happiness he deserves, and the chances he ought to have, and all that. All he claims is the right to live and be a man.

A real man is just as honest alone in the dark in his own room as he is in public.

A real man does not want pulls, tips and favors. He wants work and honest wages.

A real man is loyal to his friends and guards their reputations as his own.

A real man is dependable. His simple word is as good as his Bible oath.

A real man does a little more than he promises.

A real man does not want something for nothing, so the get-rich-quick people cannot use him.

A real man minds his own business. He does not judge other people.

A real man always has excuses for others; never for himself. He is patient and charitable to them; to himself he is strict.

A real man is glad to live and not afraid to die.

A real man never hunts danger and never dodges it when he ought to meet it.

A real man's love is like a dog's, and that's saying a good deal.

A real man is—well, he is a real man, the finest, best, noblest, most refreshing thing to find on all the green earth, unless it be a real woman.—The Merchants Journal and Commerce.

## Macaroni and Public Relations

By F. W. Thurnau, Inter Ocean Syndicate, Chicago

Abraham Lincoln said:  
"Public opinion is everything. With it you can do anything. Without it you can do nothing."

That was in 1864. Here is information on this subject as it is today, information that Lincoln would have studied with his closest attention, and that will be of interest to you.

—public relations made a bigger stride forward during the past year than in the previous decade

—the national press wire services carried more news supplied by public relations sources in 1926 than ever before

—newspaper publishers and editors have recognized legitimate, established, thoroughly organized publicity institutions as reliable sources of news and feature material, and consequently—

—more human interest material, news, pictures and other informational matter, supplied by experienced publicity sources, has been used than ever before in adding reader interest to newspapers

—this is the age of the specialist—the field of public relations demands the work of the most expert and highest class special writers—publicity news writing is a highly developed profession, attracting outstanding men and women writers and creative editorial directors from the newspaper world

—publicity is building up a broader, better educated buying public and so is raising the standard of living in the United States

—the consumer and the public are one  
—business can obtain the confidence of the public only by taking the public into its confidence.

—lack of understanding on the part of the public is costing business interests millions of dollars annually

—display advertising and publicity have their separate functions, both of which can be harmonized into a perfect whole

—publicity will build good will around your name, personalize your merchandise, create the atmosphere of understanding around your services

—publicity obtains a reader interest not claimed for display advertising, direct mailings or any form of advertising

—insofar as public relations are concerned, newspaper publicity has an irreplaceable economic function because through it masses of people can be reached at a lower cost per capita than by any other known method

—every channel of your distribution,

every member of your own organization, can be reached regularly and favorably through publicity

—and now is the time to ask yourself how you stand with the one hundred and sixteen millions of people in the United States. You are taking the physical inventory of your business—why not plan now to strengthen in 1927 the invisible, intangible, all-important cord of understanding between you and the public.

New Year Greetings

May 1927 see a new high peak in your affairs. And to help make it so commemorate January 1 by a resolution for prosperity

—resolve now that you will study this matter of public relations of Macaroni Products thoroughly. Determine to help formulate favorable public opinion for your wonderful food by judicious use of the right kind of publicity during 1927.

### Profit or Capacity?

There are apparently classes of manufacturers in the macaroni industry as there are in practically every line of effort. One class insists on running its plants to capacity in order to hold down the overhead expense, while the second class is content to run part time but make a profit on every ounce of its output. The owner of the large plant is likely to blame the smaller fellow for trade practices that look "shady" while the little one is generally envious of the big fellow with his modern plant, big salesforce and domineering attitude.

In truth there will always be large and small plants in every line of manufacture. Each fills a need in the business that the other cannot. You have often heard that the larger plants with their increased facilities for production are able to produce at such a price as to make competition for the smaller manufacturer almost an impossibility.

From observations during the last few years it seems that the smaller manufacturer has most of the advantage instead of the larger one. In the first place he is a lot closer to his manufacturing processes than his larger competitor. He knows most of his customers personally. He is able to check manufacturing wastes which might be overlooked in a larger organization. He generally does most of his own selling and part of his own office work and may even be his own production manager. With the fund of inside information which he can gath-

er from his actual contact with his business he is able to offer the trade a very definite service if he will only make the effort to develop it.

The great trouble with most of the smaller manufacturers is that they imagine that prices must be wholly or partly determined by the quotations of their larger competitors, and they lose sight of the fact that the larger competitor, in a far greater measure, is more anxious to get a better price for merchandise because of his generally lower ratio of profit.

If we are to expect any greater margin of profit to ourselves than we have had in the past then we must expect that we must increase our service and our personal effort in order to get this. It will never come by attempting to fill our plants to 100% capacity with cut price merchandise. If we find that we cannot operate our plants at 100% capacity on profitable lines, then why not operate our plants on a basis whereby whatever merchandise we produce will earn something on the investment?

### How It Started

A visitor from Mars observing our consumption of macaroni might logically conclude it to be a native dish—until he went to Italy, of course, when he would discover that still more macaroni can be eaten than is disposed of by Americans, says the Brooklyn Eagle.

Macaroni is a cheerful sort of dish, which increases our surprise on learning that it takes its name from a funeral feast. Yet that is "How It Started."

"Macaroni" comes from the Italian "maccheroni" which has its derivation from a Greek word meaning a funeral feast! Incidentally in Greek "dead" also has the significance of "happy." And it is thought to be from the fact that in days when modern language was only in the making, this food was eaten at the funeral feasts in honor of the dead, that it was given the name "maccheroni." In provincial Italian it is called "macaroni," and so it has found its way into our language.

The name "macaroni" became quite familiar about 1775 in London through the "Macaroni Club," a group of fops and men about town who adopted for themselves the name of their favorite dish. Although the members of the club were not favorably known, the dish whose name they assumed remained in good standing.

The business you do is not nearly so important as policies you adopt.

## Macaroni Products that build Repeat Sales



THE kinds of spaghetti and macaroni that build steady repeat sales have this in common: *high quality consistently uniform.*

Gold Medal Semolina yields this quality and uniformity the public has learned to demand in macaroni products. Every type of Gold Medal Semolina is made from selected Durum wheat. It gives the sweet, nutty flavor and the pure amber color you seek. And it never varies.

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

# GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY, Dept. 242, MINNEAPOLIS, MINN.—Millers of Gold Medal Flour.

Tested at the mill  
—uniformity guaranteed!

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

SECOND—a sample of wheat from every ear 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.

### November Imports and Exports

According to the monthly summary of foreign commerce for November 1926 by the department of commerce exportation of macaroni products shows a slight increase that month over November 1925, while the reverse is true of imports. For the 11 months ending November 30, 1926, both the export and import business in macaroni is below that of 1925.

#### Exports

During November a total of 753,215 lbs. of macaroni products was exported bringing \$61,079, as compared with only 652,402 lbs. worth \$59,117 in November 1925.

For the 11 months ending November 30 the total exportation equaled 7,322,173 lbs. worth \$625,546. A decrease is noted when compared with 7,707,889 lbs. exported in the same period in 1925 bringing \$655,177.

#### Imports

A total of 356,095 lbs. of macaroni products was imported in November, at a cost of \$29,118. A falling off is noted when compared with 475,060 lbs. worth \$37,505, the imports for November 1925. For the 11 months ending Nov. 30, 1926, total importations were \$4,632,368 lbs. at a cost of \$346,938. For the same period in 1925 the imports reached 5,608,186 lbs. worth \$396,224.

### Food Superstitions

Superstitions in food habits often operate to the injury of health, according to the health magazine, Hygeia, which lists several common superstitions.

The superstition about tomatoes thinning the blood appears to be the result of queer psychology. Tomatoes are red, and therefore, blood colored; tomatoes are juicy, but thinner than blood. Therefore housewives reasoned that tomatoes must thin the blood.

As a matter of fact tomato juice is fed to babies, in the absence of orange juice, to supply a necessary growth material. Doctors now recommend that babies be regularly fed either orange juice or tomato juice or both, from the third month of life.

#### Acid Stomach

Many persons believe that orange juice gives them "acid stomach" and that milk and acid fruits eaten together curdle on the stomach. To begin with, the digestive juices in the stomach are acid; therefore orange juice could not make them that way. Milk as soon as it reaches the stomach is curdled by the gastric juice, in the perfectly normal

process of separating the casein or solid part of the milk from the whey, or watery part.

It is quite all right to eat oranges, grapefruit, or berries for breakfast, and to follow them with milk and cream on it.

Women have spent hours soaking cucumbers to "draw out the poison." This is wasted effort for there is no poison in cucumbers. They do not even have to be pared.

#### Plenty of Iron Foods

The recent craze for foods containing iron is foolish because nearly everyone eats foods with iron in a digestible form. Foods with plenty of iron include spinach, carrots, lean meat, lettuce, and egg yolk.

Another superstition is that fish is a brain food, when in fact no one food helps the brain any more than another provided both are nourishing.

"The wise thing to do is not to worry about food at all," advised the magazine, "but to eat a normal amount of all kinds of simple foods. One should seek diversity in variety, for monotony in eating causes more bad dispositions than is commonly supposed."

#### Label Concerns Combine

The United States Printing & Lithograph Co. has bought the Robert Gair Company label department, also its lithograph advertising department. The purchase includes the machinery, good will, plates, drawings, etc., of those departments.

This deal between these 2 big operators will strengthen the U. S. in its label and lithograph departments and will leave the Gair Co. free to concentrate on the products of its several board mills, container mills and carton factories.

The U. S. has 3 large plants—Cincinnati, Brooklyn, Baltimore. The Gair label and lithograph business will be divided among these plants according to the nature of the work and situation of customers.

#### Spaghetti Retains Purity

"Pasta" may still be made of semolina of wheat, writes Hiram Kelly Moderwell of Rome, Italy, in commenting on its recent food decrease of the Italian government.

To millions of Italians this is the most important news of the day. Mussolini's campaign in defense of the lira has prescribed that all bread should be mixed with barley flour or other nonwheat ingredients. The heart of all Italy sank with the fear that the same rule would

be extended to "Pasta." For Pasta, in all the ribbony and stringy types of flour pastes, of which macaroni and spaghetti are but 2 of the 57 odd, is to Italy what bread is to France, what the potato is to Ireland, and beefsteak is to the American. Only the most desperate of dictatorships would hit the people's "Pasta." Mussolini hasn't done it yet, according to Mr. Moderwell.

#### Macaroni and Salt

To cook macaroni or spaghetti properly the water into which this food is placed for cooking should be boiling rapidly and should be sufficiently well salted. This was the opinion expressed by Miss Jeannette Beyer, cooking expert of the extreme northwest, before a large audience of chefs and housewives.

The water should be boiling when the macaroni is put in and should boil vigorously while it is cooking so that the macaroni will not stick. It will also prevent it from becoming pasty.

Miss Beyer also advised that cheese is sometimes stringy if it is cooked in too hot an oven. Cheese, like eggs, contains a high percentage of protein and should always be cooked slowly. This is an important hint to those who make a practice of preparing baked macaroni and cheese.

#### Theory vs. Practice

A Cleveland salesman returns from a whirl around the state and relates an experience in a small city. While in the railroad station there his eye was attracted by the display of magazines on the newsstand. He scanned them without finding the one he wanted. Then he addressed a question to the boy in charge of the stand, who sat engrossed in the pages of a book.

"Have you the — magazine?"

"Yup."

"Where is it?"

"Up there." The boy, without taking his eyes from the book, waved a dirty hand toward the upper rail of the stand.

The Clevelander laid down a dollar bill and waited for his change. The boy did not move until an impatient request caused him to toss 75 cents cross the counter.

As the customer moved away he observed the title of the volume that held the lad's attention so unwaveringly. It was "Principles and Practice of Salesmanship."—Cleveland Times.

Good will is a perishable commodity. Preserve it.

## A Pure Durum Wheat Product Backed by the Guarantee of the "KING MIDAS" Name

### SATISFACTION



QUALITY

SERVICE

There Is No Substitute For Durum Semolina

## KING MIDAS MILL COMPANY

MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD

No. 3 SEMOLINA

## A FOOD SHORTAGE?

*Puzzle as to Means of Life for Future Masses May Be Solved by Growing Use of Macaroni.*

If the present rate of increase in the world's population continues, how soon will it be before the food crops will be insufficient to feed the masses?

That is the puzzling question with which students of business and scientists have been wrestling for years.

With only a small portion of the earth's surface under cultivation it is claimed that the period over which such great fear is expressed will be delayed for several thousand years. As the population increases new fields are developed and new ways of using the grain crops are discovered that will make them go further, through the elimination of wastes and greater care in manufacturing.

Perhaps a large portion of the increased population could be fed macaroni products made from the durum wheats grown on soils and in areas that are more adapted to this class of grain than for bread wheats. Our northwestern states could well take care of a large increased population if the durum wheat regions were developed as intensively as are the truck gardens near the large centers of population.

The farmers are naturally interested in the discussion of how soon will the world experience a food shortage. A note of interest to the farmers was struck in the convention of the British Association for the Advancement of Science at Oxford, Eng., when Sir Daniel Hall predicted a word wide food shortage unless something is done to increase the production by science.

Sir Daniel based his figures on present production and the present rate of increase in population.

It would be difficult at this time to convince the American farmer that a food shortage is imminent. For the past few years life for him has seemed to be just one surplus after another. And yet we know that the margin between a surplus and a shortage is comparatively small. The failure of Canadian wheat a few years ago came as a blessing to the American wheat farmer and brought him a season of prosperity. It was not so very long ago that corn was considerably more than a dollar a bushel.

Hogs were then comparatively cheap

and so thousands of farmers abandoned the hog industry and went in for corn. For the past year the situation has been reversed. Now hogs are high and corn is cheap. The production of hogs will doubtless increase greatly during the next year or two, and then a partial failure of the corn crop is likely to reverse the situation again.

The thing which will encourage the thoughtful farmer is that general agricultural conditions are gradually growing better. Following the greatly increased production during the war came the slump which hit industry first and then agriculture. Industry, being the first hit, was the first to recover. Farming is only now convalescent but it is recovering steadily none the less.

It is not likely that Sir Daniel Hall's prediction of a food shortage of serious proportions will come true in this generation at least. But it is safe to say that the farmer is going to do better and that the worst of the agricultural slump is over.

### Tested Recipes

Recommended for Use of and Distribution by Manufacturers

#### Macaroni a la Reine

Wash and break some macaroni into 3 inch lengths, drop into boiling water and cook until tender, adding salt to season when about half done. Lift out of the water carefully and drain a colander. Have ready one pint of boiling hot cream and stir into it enough grated cheese to thicken until of the consistency of cream sauce. Lay the macaroni in a hot serving dish and pour the cheese sauce over it. Strew the top with small bread cubes that have been fried a golden brown in butter, then drained dry. Garnish with sprigs of parsley and serve at once.

#### "Spaghetti Special"

Boil and drain 2 packages of spaghetti, adding  $\frac{1}{4}$  pound of cream cheese grated. Cut very fine one stalk of celery, 3 green peppers, 3 onions and a small can of pimentos. Fry  $\frac{1}{2}$  pounds of ground pork and beef until well browned, mix with vegetables and spaghetti and add 2 cans tomato soup. Season with paprika and a dash of tabasco, and heat through slowly. This will serve 6.

#### Spaghetti Bee Hive

One small package of spaghetti, 1 pint can tomatoes, 2 cups cooked beef or pork, 3 small onions, 2 tablespoons of butter, 2 tablespoons flour, 2 canned or 1 fresh pepper. Salt, pepper and parsley. Cook spaghetti without breaking it in salt water for 20 minutes. Drain. Grease a bowl and when spaghetti has cooled line the bowl, putting 1 row carefully on top of the other. Melt 1 tablespoon of the butter in skillet and brown in it one of the onions sliced. Then stir in 1 tablespoon of the flour and  $\frac{1}{2}$  cup of water, when smooth add the meat and some of the spaghetti cut in  $\frac{1}{2}$  inch pieces. Add a little more water if necessary to mix. Season with salt and pepper and turn in spaghetti lined bowl.

Set in a pan of hot water and bake in oven for 45 minutes. Then brown other onions minced in rest of butter and add tomatoes and pepper cut fine. Cook 10 minutes, then thicken with rest of flour and season hot with pepper and a little salt. When molded, spaghetti is done. Turn out carefully and sprinkle top with a little grated cheese. Pour the tomato sauce around, and decorate with parsley.

#### Macaroni Soup

$\frac{1}{4}$  pound macaroni  
1 carrot  
1 onion  
 $\frac{1}{4}$  bay leaf  
1 cup milk  
1 sprig thyme  
Bones from roast chicken or small veal soup bone.  
Small bunch celery.  
Put bones and vegetables in saucepan and cover with 2 quarts water. Cook slowly for one hour. Cook macaroni in boiling salted water until tender. Strain broth from bones, add to it macaroni and milk. Heat to boiling point and boil 5 minutes.

#### "Spaghetti Delight"

Boil  $\frac{1}{2}$  of a lb. of spaghetti about 15 minutes or until tender, and salt. Do not put spaghetti in water until it is boiling. When tender drain all the water from the spaghetti, then place in a sauce, made by the following recipe, which is poured on top and stirred until the sauce is well mixed into the spaghetti.  $\frac{1}{4}$  cups of grated Rigando or Swiss cheese is placed on top. Served hot.

#### Sauce

Brown  $\frac{1}{4}$  pound of butter and 2 thin slices of onion, to a golden brown, then place a can of tomatoes in the butter and cook slowly over burner about 25 or 30 minutes, season with salt and pepper. Ground meat, green peppers or mushrooms can be added.

#### Italian Spaghetti

Drp in medium size pan, three fourths full of boiling water, 1 lb. of spaghetti, broken in 2. Salt to taste and cook until tender. Drain and serve with Italian cheese and tomato sauce.

Tomato sauce—Peel and fry several pieces of garlic in enough oil to cover bottom of pan until brown. When browned remove the garlic, as it is used merely for flavoring. Pour the contents of a medium size can of tomatoes in the pan and add a glass of water, salt to taste and let cook slowly for several hours, adding water from time to time as needed. This serves 3 people.

#### SMART HUSBANDS

Friend husband had a great habit of teasing his wife. One day while driving in the country they met a farmer driving a span of mules to town. Just as they were about to pass the farmer's rig the mules turned their heads toward the automobile and brayed vociferously a passing salutation.

Turning to his wife, the husband cuttingly remarked: "Relatives of yours, I suppose?"

"Yes," answered the wife sweetly, "by marriage."—Spotlight.

Many Macaroni and Noodle Manufacturers are replacing Semolina with

## ROMEO Flour

*"High Protein Amber Durum Blend"*

and saving \$3.00 a barrel, replacing Semolina.

We need a few more regular buyers to keep the mill running full time, giving you the benefit of our low manufacturing cost.

*Wire for sample and price.*

ZIEBOLD FLOUR MILL COMPANY

7020 South Broadway

LONG DISTANCE PHONES

ST. LOUIS, MO.

## CASH DISCOUNT OK'D

*"Question and Answer" Trade Primer  
Clears Up Points—Plan by Gro-  
cers to End Scheme at Once.*

The American Wholesale Grocers association through Chairman B. D. Crane of the cash discount committee announces that it strongly favors the idea of cash discount as generally understood by American business. It calls the policy both wise, practical and expedient.

To create a full understanding as to the merits of the policy Chairman Crane has distributed throughout the industry and allied trades a "Question and Answer" circular that clears up many of the doubtful points. By this means he hopes to eliminate unfair practices that have crept in, such as taking discounts after the discount date has expired and taking partial discount when no such credit is due. We quote in part from the circular:

**1. What is cash discount?**

A sum or premium allowed by the seller to cause the buyer to make payment before it is due.

**2. Do manufacturers and others selling to wholesale grocers allow a discount for cash?**

Yes, almost all offer or allow a cash premium.

**3. Are the discounts offered by various manufacturers uniform in value or volume?**

No, they vary from 1% to 2%, but 2% is fast becoming accepted as fair and compensatory.

**4. Is cash discount compulsory on the part of the seller?**

No, it is entirely voluntary.

**5. Why should the seller give a cash discount?**

It causes increased rapidity of turnover of capital, it is insurance against bad debts, it lessens credit risk by shortening time of payment, it creates and fosters the cultivation of good will.

**6. Are cash discounts in the interest of both buyer and seller?**

Yes, assuredly, else they would not prevail.

**7. Should cash discounts exceed the interest value of money?**

Yes, for reasons already named as benefits to the seller, and because the discount must be large enough to cause the buyer to borrow money to make payment before it is due, and because interest rates are not uniform

or fixed. The manufacturer may borrow money at 4%, and the retailer at 10%.

**8. Is the buyer ever justified in taking both time and discount?**

Assuredly not. The seller allows cash discount to get the money before the bill is due.

**9. When and where the seller names a price delivered at point of destination should he prepay shipment?**

Yes, the freight is part of the price of the goods, and prepayment does not compel the buyer to withhold paying for the goods that he may collect the freight.

**10. Should the buyer be allowed a discount on the freight under these circumstances?**

Yes, the freight is part of price, and the buyer must allow a discount on the gross price when he sells the goods.

**11. Should bill of lading always accompany invoice or be attached to draft?**

Yes, as evidence of shipment of goods and transfer of ownership.

**12. Has the buyer a right to take a greater discount than that shown in contract or invoice?**

No, he has no more right to change the terms than the seller has to alter the price or time of shipment.

**13. When the buyer does not pay in 10 days and does pay before expiration of net period, has he a right to any portion of the discount offered?**

No, he forfeits all discount except by special agreement.

**14. What is understood by 2% in 10 days or 30 days net?**

It means that the buyer shall make payment in 10 days to earn 2% offered, or he may take the 30 days time and lose the discount.

**15. Should all manufacturers allow cash discount?**

Each seller or manufacturer must elect his own policies or plans but the generally accepted idea of wholesale grocers is that reasonable and fair deduction as cash discount should always be allowed, provided payments are made in contract period. Cash discounts are firmly established in nearly all lines of trade and have proven in the interest of both buyer and seller.

### Link by Link

The bureau of animal industry of the U. S. Department of Agriculture reports an increase in the amount of sausages prepared in the establishments where

federal meat inspection is maintained. A total of 772,000,000 lbs. was made in 1926, as compared with 737,000,000 in 1925, an increase of 35,000,000 lbs.

How much of this big consumption was eaten in combination with spaghetti or noodles, 2 very appropriate accompanying foods? Have we told the 116,000,000 possible consumers in America of the deliciousness of this combination as plainly and as often as we should have in 1926? If more spaghetti and noodles are not eaten with sausage in 1927, we can blame only ourselves.

Waiting for conditions to get just right is like waiting for the river to run by.

### Weather Hits Bean Crop Hard

The bean crop has been greatly reduced through losses from unseasonable weather at harvest, according to special survey by the crop reporting service of the United States Department of Agriculture. As beans are frequently served as a substitute for macaroni or potatoes this is interesting news to macaroni manufacturers.

About 17,000,000 bu. of beans were harvested this year compared with 20,000,000 bu. harvested last year, but field losses being much greater than last year in important white bean districts, the quantity of these that will be saved for human consumption will be considerably reduced.

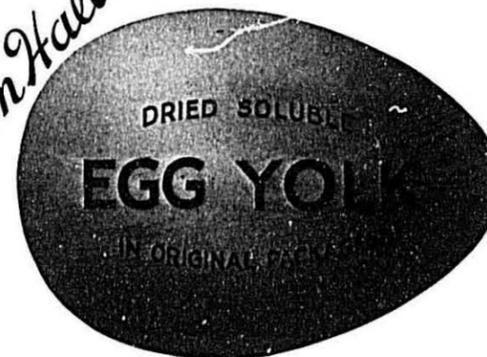
The total harvest in New York and Michigan, where the damage was greatest, is expected to be 7,769,000 bu. compared with 10,084,000 bu. in 1925. Of this year's crop in these 2 states the output of cleaned beans is expected to be about 5,250,000 bu. compared with about 7,580,000 bu. in 1925. Similar but less extensive damage occurred in parts of Idaho and adjacent states.

The crop of Great Northern white beans is estimated at 1,334,000 bu., which is about 200,000 bu. less than last year. Red kidney bean production is about 1,174,000 bu., or 278,000 bu. less than in 1925. Pintos are estimated at 1,861,000 bu., a reduction from last year of 656,000 bu.

The California crop of small white beans is estimated at 300,000 bu., compared with 375,000 in 1925. The crop of California Pinks is nearly 1,000,000 bu., about the same as last year, and California Limas, including Baby Limas, are estimated at about 2,900,000 bu., 1,000,000 bu. greater than 1925.

The advertised brands are usually more uniformly good.

*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



## THE SPECIALTY ORDER

The BEST WAY to Fill Specialty Orders for CITY DELIVERIES is a special bulletin of the American Grocery Specialty Manufacturers Association is to have a COPY of the ORDER ACCOMPANY the GOODS.

In practically all jobbing houses invoices are sent out with the goods. Returns of specialty orders can be greatly reduced by sending specialty orders likewise, out with the goods.

If perchance the retailer refuses to accept delivery then the driver is in position to produce the specialty order and often, very often, the many reasons for refusals are overcome, especially where the retailer has forgotten having given the order, or the retailer's absence at the time of delivery, the order itself is proof to those in store that the order has been given.

The psychological effect of again being confronted with his signed signature to a specialty order has a most wholesome effect on such retailers who are in the habit of giving a specialty order with no intention of accepting delivery.

Practically every buyer buys and stocks against specialty orders and if deliveries are refused, it means increase in the jobber's overhead and also overstock. The buyer is most vitally interested in the latter.

There are not many jobbers who make any effort to check up on specialty order returns. The expense of doing so is generally given as the reason.

Sending out the order with the goods is simple and means no extra labor, and avoids expense and trouble. The plan gives direct action and places the buyer in position to quickly know of any item returned.

The retailer should be asked to write his reasons for refusals on the back of the order and duly sign it. When such orders bearing our Association Stamp are returned by the driver, place the same in a weekly envelope and on Saturday or Monday of each week mail all to our office. Attach your invoice for profit on all bogus orders and on receipt we will mail you our association check to cover.

On orders that are not bogus we send to such retailers, follow up educational letters, all of which are of benefit to the jobber. It checks the habits of retailers of giving specialty orders with no intention of accepting delivery. It is very rare indeed that we have the

second complaint against the same retailer.

We cannot too strongly urge the need of having the retailer write his reasons for refusal on the back of the order and then duly sign it. This in itself has its good effect. In many cases the retailer accepts the goods rather than comply with such a request.

The best and less troublesome way of working this plan is to—

1st—When the specialty order is copied to the house order pin the specialty order to the back of the house order.

2nd—When the regular order has been assembled and is sent back to the office to be billed, detach the specialty order from the house order and pin to the invoice.

3rd—If it is desirable to have accepted specialty orders returned, the driver can be so instructed.

4th—If retailer refuses to accept have him write his reason on the back of the order, duly sign it and give to driver, then mail all orders bearing our Association Guarantee Stamp to our office every Saturday.

5th—Attach your bill for profit to all bogus orders.

Vacations usually last 4 weeks; 2 while the help's away and 2 more while the boss is gone.

### Patents and Trade Marks

#### Patent Noodle Cutter

Phillomeno La Quaglia of Newark, N. J., has invented a combination noodle and cake cutter on which he was given patent rights No. 1,611,204 by the U. S. bureau of patents. Application was filed April 21, 1926. The patent is officially described as follows:

A pastry cutter comprising a tube having a longitudinal row of equally spaced openings, a plurality of cutters having double beveled peripheries mounted on said tube in juxtaposed relation, said cutters having central radial openings in their bores, and means operable from within said tube passing through the openings therein to engage in the openings of said cutters to lock them to the tube.

#### TRADE MARKS REGISTERED

There was a lull in the registrations

of trade marks for use on macaroni products during December 1926, as reported in the various issues of the Official Gazette.

#### Zucca's Red Brand

The trade mark of Zucca's Restaurant, Inc., New York, N. Y., was registered Dec. 21, 1926. Application had been filed Oct. 10, 1925, and published in the Official Gazette May 25, 1926, and in the June 1926 issue of The Macaroni Journal. The company claims use since about June 16, 1925.

The trade mark is "Zucca's Red Brand" in heavy regular type. No claim is made to the name "Zucca's" apart from the mark as shown on the design submitted. The word "Brand" is also disclaimed.

#### Niagara

The trade mark of the Niagara Macaroni Mfg. Company, Inc., Buffalo, N. Y. Application was filed April 12, 1926, and registration rights granted Dec. 21, 1926, without publication, as this registration was not subject to opposition. The company claims use since October 1925. The trade mark is the trade name in letters outlined in black, with white centers.

#### Nobile Brand

The trade mark of Peter Cavataio doing business as the Michigan Macaroni Manufacturing company, Detroit, Mich. Application had been filed July 14, 1926, published in the Official Gazette Sept. 21, 1926, and in The Macaroni Journal in October. The firm claims use of the trade mark since June 29, 1926.

The trade mark is "Nobile Brand" appearing over a drawing of the earth across which is flying the airship "Norge," which bears on its side the photograph of the captain of the polar flight. On the trade mark appears the description "Above Them All."

#### APPLIED FOR

Rules of the patent office require that objection to registration of trade marks applied for must be made within 30 days of date of publication.

#### Green Mountain

The private brand trade mark of Cross Abbott company of White River Junction, Vt., for use on alimentary paste and other grocery products. Application was filed June 23, 1926, and published Dec. 14, 1926. Owner claims use on alimentary paste since Jan. 1, 1924. The trade mark is "Green Mountain" in heavy type.

What is an opportunist?  
One who meets the wolf at the door and appears the next day in a fur coat.

WE WISH THE ENTIRE MACARONI INDUSTRY IN AMERICA

## A BUSY, HAPPY and PROSPEROUS NEW YEAR

To produce the high quality of macaroni products which the Macaroni Industry in America is universally known to manufacture, *Good, Accurate Reliable, and Dependable Moulds* are as essential as high grade semolina.

For many years we have supplied the trade with all kinds of moulds of the best grade that insures uniform products and during 1927 it will be our ambition to give the trade loyal service plus reliable moulds.

We have confidence in the Macaroni Industry. We have confidence in our Moulds. We aim to have and to hold your confidence through better and more efficient service to your future needs.

## International Macaroni Moulds Company

317 Third Ave., Brooklyn, N. Y.

## Moving Sign Boards---Trucks Serve Dual Purpose in Macaroni Business

*Points to be observed to make best use of this valuable means of publicity*

How many macaroni manufacturers have an undeveloped capacity for real advertising in their delivery trucks? The ratio of profit to cost is tremendous. Once painted on the truck, the sign becomes a continuous server and without further cost.

The 20th century will probably be known as the "Automobile Age." This mode of transportation became wonderfully developed during the first quarter of the present century, supplementing all other forms of transportation in lines in which it was found most practical. The use of motor trucks for carrying freight, express and passengers is seriously affecting the business of the railroads of the country. Recognizing this fact many of the leading lines are now utilizing motor trucks for supplementary service.

### Motor Truck Haul Heavy

In the macaroni manufacturing industry motor trucks are now transporting a goodly percentage of the country's output. Most of the leading firms have fleets of trucks of their own that transport not only the finished product from factory to market but the raw materials and accessories from warehouses and railroads to the plants. Others find it expedient to contract for all their hauling with established trucking concerns. It is safely estimated that practically 75% of the output of the better known firms in the country goes to dealers, warehouses or railroad cars by way of motor trucks.

With the increased use of motor trucks for general hauling purposes for macaroni plants the benefit of advertising on those trucks was early recognized and appreciated. Advertising a product by means of a message printed on the sides of a vehicle used in transporting the product is an accepted publicity policy that has been made use of for many centuries.

### Coach as Hallmark

We can all recall the stories of olden days when the leading families advertised their social positions by use of beautifully constructed coaches drawn by prancing horses. The public's attention was called by men in livery, by trumpeters on horses, by the family initials in gold or silver or a coat of arms, sparkling in the sunlight. Then came the ornamental buggy as the next step in *advertising in motion*; now it is the

attractive and costly automobile that to a certain extent establishes the standing of the owner.

We recall pictures of the early "railway carriages" on the sides of which were placards announcing things which it was desired that the public should know. We now have the gaily painted freight cars and refrigerators that are constantly sending forth message of somebody's hams, fruits, automobiles, furniture, etc. These freight cars cover extensive territory and are thus telling their story to many millions daily.

### Traveling Sign Boards

Within the past decade the motor truck has become one of the finest mediums of advertising, incidental to its use as a sure, safe and quick means of transporting products. Practically every firm that is utilizing automobile trucks recognizes the value of the publicity that a suitable sign printed on the sides of their trucks will give their products. As a result many of the trucks that roll over our endless highways have become veritable traveling "sign boards."

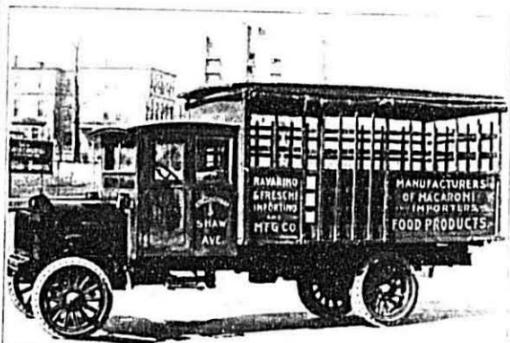
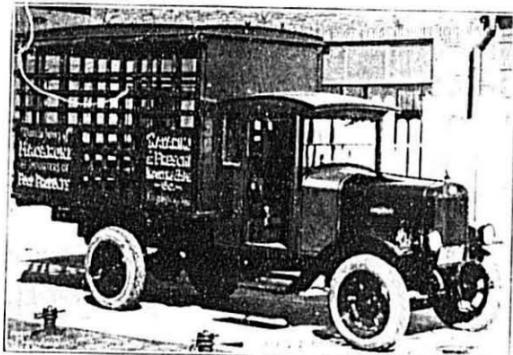
In almost every metropolitan center one may see macaroni trucks chugging along from plant to point of destination spreading a message of a particular brand or the value of a particular grade. This is a cheap but good type of publicity and one that it would be folly to overlook. It costs nothing except the work of painting. Everywhere the truck goes the sign tells its message. How well this is told depends on the character of the sign.

### Cuts and Comments

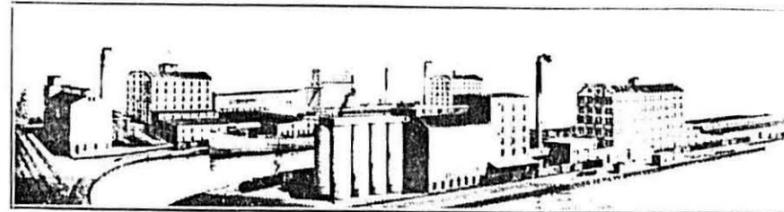
In preparing this article macaroni firms were asked to submit photographs of trucks used for delivering macaroni products. Space will not permit use of all the photographs submitted. A few are shown herewith. Their defects as well as points of advantage, from an advertising value angle, are commented upon, from a constructive viewpoint.

Ravarino & Freschi Imp. & Mfg. company, St. Louis, Mo., uses Indiana trucks equipped with stake bodies for transporting purposes. This type of body naturally limits the amount of space available for advertising purposes. A small panel at the front and back of the body carries the firm name and the firm's business. Perhaps this firm is not capitalizing all of the advertising possibilities that a truck with a paneled body would provide.

(Continued on page 22.)



Stake bodies limit the advertising space. Ravarino and Freschi Importing & Manufacturing Co., St. Louis, runs supplementary advertising on the protective canvas on the sides. (Rolled up in the pictures.)



## 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.

## Announcement

**CEVASCO, CAVAGNARO & AMBRETTE, Inc.**

*Announce*

*Their Amalgamation With The Firm*

*Of*

**I. DeFRANCISCI & SON.**

The New Firm Will Be Known as

**The Consolidated Macaroni Machine  
Corporation**

*With Offices and Plant at*

156-166 Sixth Street

159-171 Seventh Street

BROOKLYN, N. Y., U.S.A.

## Announcement

**I. DeFRANCISCI & SON**

*Wish to Announce*

*Their Amalgamation with the Firm*

*Of*

**Cevasco, Cavagnaro and Ambrette, Inc.**

The New Firm Will be Known as

**The Consolidated Macaroni Machine  
Corporation**

*With Offices and Plant at*

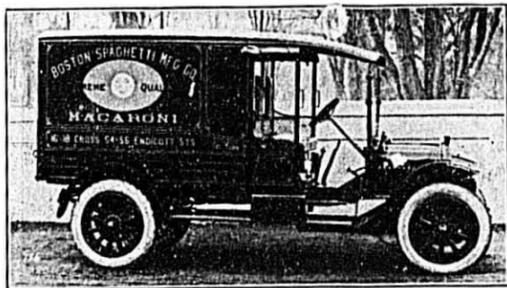
156-166 Sixth Street

159-171 Seventh Street

BROOKLYN, N. Y., U.S.A.

**Boston Firm's Idea**

The Boston Spaghetti Manufacturing company of Boston, Mass., makes use of a light White truck with a panel body, painted in colors very attractively. In the center of the side panel is a painted sun and above its rays appears the firm



An attractive ad covers completely the panels on the Boston Spaghetti Mfg. Co. trucks

name. Below appears the address of the plant. The limit of the advertising possibilities of this 3/4 ton truck is made use of by this firm to its own benefit.

Peter Rossi & Sons of Braidwood, Ill., have what is undoubtedly as attractive a fleet of trucks as is now in use in the industry. This firm uses Diamond trucks and Reo Speed Wagons. An extra wide wooden body has been placed on the chassis painted with white enameled paint. On the sides ap-



Peter Rossi & Sons believe in utilizing every inch of possible advertising space on their trucks. They do, don't they?

pear the firm name, address and foods manufactured. Also a cut of the "Lincoln Brand" package in colors. Above the driver's cab and easily seen on the approaching truck is carried a message of the product and the year when the firm entered business. The beautifully painted trucks virtually shout MACARONI along the Illinois highways.



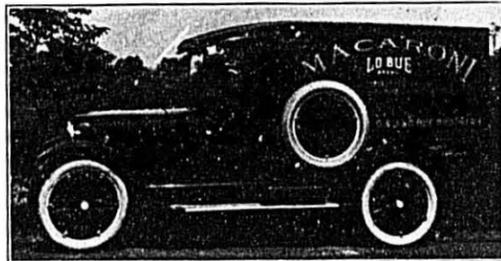
The "Quaker immediately identifies the product of the Quaker Oats Co., Chicago.

The Quaker Oats company of Chicago makes a great use of trucks. It prefers to use a light car in order to increase

the range of the territory served. The management has found the Graham truck very suitable for its needs. Two things stand out prominently on the side panels of these trucks: on the door is shown the figure of a Quaker, very appropriate; on the lower side panel appears the firm name in distinctive letters. A large side panel contains a painting of the package of milk macaroni. The lettering does not come out distinct though it is probably more so on the truck itself.

**Panel Body Car**

Lo Bue Brothers of Jersey City, N. J., use a Dodge Bros. truck with an enclosed body. Very prominently on the side panels is the word *macaroni*, also the brand name. As a decorative feature there appear heads of durum wheat indicating the raw material from which the product is made. On the lower panel appears the firm name and address. The ad-



A good display slightly marred by position of the spare on the LoBue Bros. trucks in Jersey City.

vertising effect of this painted side is somewhat adversely affected by the spare tire carried too conspicuously on the side of the panel.

**Trucks in Metropolitan Area**

A. Goodman & Sons of New York city supply hundreds of jobbers and dealers within a radius of several miles. Many trucks are used for this purpose. A picture of a part of their fleet of trucks, parked at the shipping platform of the plant, is shown. It includes Dodge Bros., White and Mack makes. An inspection shows that this company is making fine use of the advertising possibilities of its truck fleet. The name "Goodman's" stands out prominently as does the package in



This fleet of well painted trucks advertises the A. Goodman & Sons, Inc., products in the East.

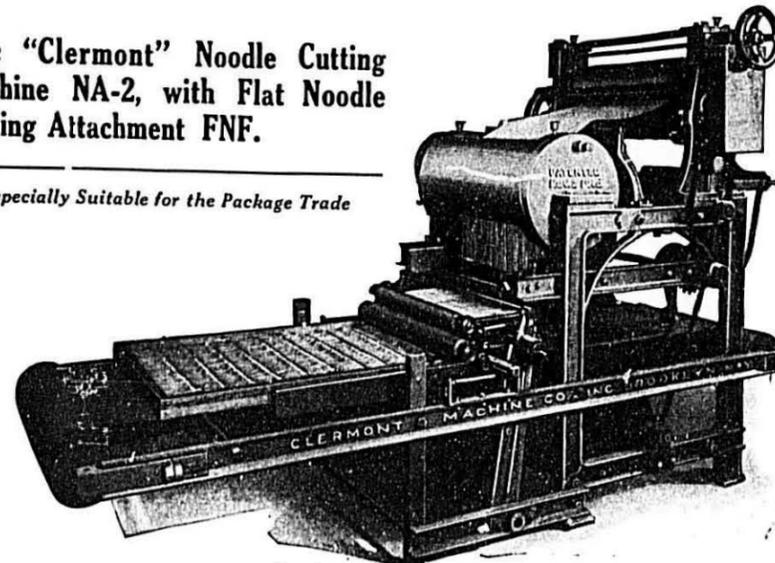
color. The painted sides just "shriek" the message of Goodman's Egg Noodles and kindred products.

Perhaps one of the leading users of trucks for transporting purposes and one who gets every possible ounce of publicity out of them is the C. F. Mueller company of Jersey City, N. J. This firm uses a variety of trucks, for each class of haul. For transporting heavy loads the White trucks are used. The name "Mueller's" is very readable on the sides of these trucks. The well known package comes into striking view. The firm name and its leading product are so placed and painted as to attract immediate attention. For lighter work enclosed bodies with wooden panels are employed. On

**INTRODUCING**

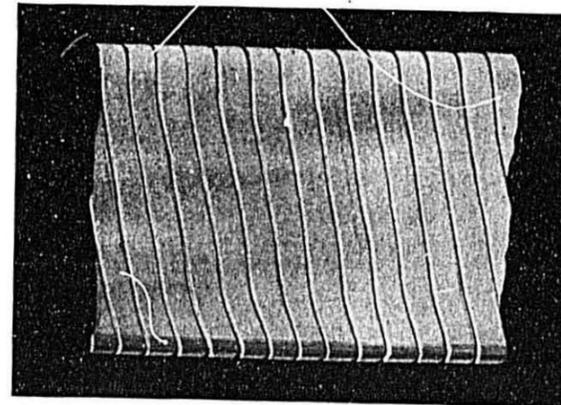
*The "Clermont" Noodle Cutting Machine NA-2, with Flat Noodle Folding Attachment FNF.*

*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.

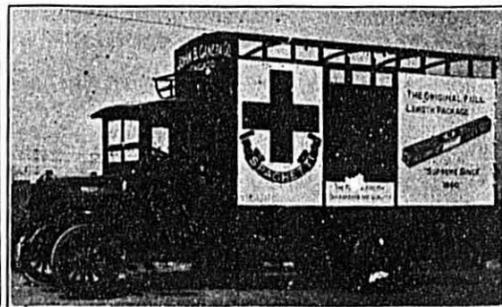
these valuable use is made of every inch of space. The company's package is in colors in the foreground. On some is shown a plate of the prepared product in combinations that are appealing. In addition this firm uses Diamond T, Mack, Reo, International, Republic and other makes of trucks.



The "Mueller Package" is the prominent thing in the C. F. Mueller Co. truck advertisement as it is in all its advertising. See the two cuts above.

#### Invaluable as Message

The John B. Canepa company of Chicago, Ill., manufacturer of the Red Cross Brand, makes use of 2 kinds of trucks. The light Ford truck is employed by the salesmen and for delivery purposes at distant points. On the sides of these trucks there is prominently displayed a picture of the well known package. For heavy work Diamond T trucks are used. While the truck bodies are of the stake class the firm installed large advertising panels with a white background. Near the front is a large "Red Cross" discernible at a great distance. Near the back is found the package in color. Above the driver's cab is the firm name, street and number. The firm reports it is getting invaluable advertising from the message carried on its trucks.



A class of trucks for each special purpose. All well decorated by John B. Canepa Co., Chicago.

A survey made earlier in 1926 showed that there was in use in the macaroni industry several thousand trucks of various makes and designs. The number has since greatly increased. Truck distributors find this a profitable field to cultivate and hundreds of sales are made annually, particularly by truck manufacturers whose product is most practical for macaroni hauling.

Aside from the speed in delivery the question of sanitation is a strong point in favor of distributing macaroni products by trucks. Regular deliveries are more frequent thus insuring fresh uncontaminated products. Macaroni remains under the direct control of the firm from its shipping rooms to the jobber's warehouse or retail grocer's shelves.

#### Regular Trip Schedules

In the populous district firms have established regular trade routes with macaroni trucks traveling on a regular time schedule. A trade route is usually 50 to 100 miles in length. These frequent calls insure fresh stock. Manufacturers who have established macaroni truck trade routes are highly pleased with the results. It is a form of distribution that has come to stay. Many who have been hesitant are now taking advantage of the savings and services which motor trucks offer in macaroni distribution.

The macaroni manufacturer must have 2 important points in mind when selecting his truck. If it is to be used for general hauling purposes such as flour, boxes, etc., in addition to macaroni, this should determine whether or not it will require a stake or a panel body, a powerful or a fast truck. Speedy trucks will be needed for fast and distant deliveries while heavier, slow moving trucks will serve best for short heavy hauls.

#### Advantage To Be Grasped

Irrespective of what use is made of the truck a macaroni manufacturer should take advantage of the advertising possibilities that a "moving sign board" gives his product. The firm name and the firm brand should be in attractive lettering and standing instructions should be issued to the drivers to keep the panels clean so that the advertising may always be readable.

In fact the general appearance of the delivery outfits weighs for or against the value of the "moving sign board" as an advertising medium. The sprightly appearing sign on a spruce looking truck is the right combination to be maintained constantly. Repetitious advertising, such as is offered by the motor truck sign through its daily presentation to the eye on the streets, must be always up to a constant harmonious standard to create the desired effect upon the public mind.

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

## Grain, Trade and Food Notes

### Official Durum Figures

The United States Department of Agriculture has released reports showing the number of carloads of the various grades of durum and amber durum wheat inspected on arrival at all inspection points by inspectors licensed under the grain standards act. The figures cover the fiscal year July 1, 1925, to June 30, 1926, and deal with the 1925 crop which was moving in that period.

The total for the crop year was a large increase over that of the same period ending June 30, 1925, when the amber durum receipts totaled only 9334 carloads.

### Amber Durum

The total of carloads of the various grades of amber durum wheat inspected in the year ending June 30, 1926, was 12,321. Duluth was the principal point of inspection, 7037 carloads going through that shipping point with 3654 carloads reported from Minneapolis. Philadelphia was third with 456 carloads and New York fourth with 420 carloads.

2303 carloads of the amber durum wheat crop graded No. 1. The No. 2 variety totaled 7608 carloads. Grade No. 3 was met by 1527 carloads while only 883 carloads were below grade.

### Durum

The total inspection of ordinary durum wheat reported was 16,197 carloads for the year ending June 30, 1926, only a slight increase over the previous year when 15,752 carloads were inspected.

The No. 1 grade was very scarce, only 956 carloads being put into that class. The No. 2 variety predominated, totaling 8930 carloads. The No. 3 grade totaled 3442 carloads and 2860 carloads was reported as below grade.

### Good Year for Wheat Growers

A billion dollars, approximately, was the value to U. S. farmers of the 1925 wheat crop, according to the review of the crop year just issued by the Food Research Institute of Stanford university, California. Though the crop was small it was more valuable than any crop since 1920 and probably more profitable even than that crop. Prices averaged higher than in 1924-25 and some 65% above the prewar level.

### Poor Year for American Millers

American mills, unlike American wheat growers, had on the whole an unprosperous year, due to overextension in some sections, to shortage of good wheat in others, to high prices for pre-

mium wheat everywhere, and to the impossibility at times to safeguard operations by hedging purchases of cash wheat with sales of future contracts. Moreover, the high price of wheat suitable for producing flour for export seriously handicapped milling for foreign trade.

### U. S. Flour Exports Decline

Exports were by far the smallest of any year since the war and consisted largely of durum (macaroni wheat), Pacific wheat, and flour. The United States exported fewer than 10 million bbls. of flour, as compared with nearly 14 million bbls. in 1924-25, 17 million bbls. in 1923-24, and over 22 million bbls. in 1919-20. Of the 10 million bbls. exported out of the crop of 1925-26 a considerable proportion was clear flour, a grade not freely absorbed by the domestic market.

### Canada's Flour Exports Exceed

For the first time American flour exports were exceeded by those of Canada which, though over a million bbls. less than in 1923-24, reached nearly 11 million bbls. Nearly 3 million bbls. of America's flour exports were produced from Canadian wheat milled in bond. Hence over two thirds of the flour exported from North America were ground from Canadian wheat. These imports into the United States for milling in bond amounted to 13.5 million bus. Imports for domestic consumption, paying the duty of 42c a bu., were less than 2 million bus.

### Studying Crop Destroying Pests

Dr. R. N. Chapman, professor of entomology and animal biology of the University of Minnesota, is in Europe carrying on extensive research work under the auspices of the Guggenheim Foundation, having earned a fellowship therein because of his extensive work in what is known as the "biotic potential" problem. In plain language he is studying ways and means to assist mankind in its fight against insect pests that are annually destroying millions of dollars worth of agricultural products throughout the world. It is estimated that one tenth of all growing grains is consumed as food for the myriads of these destructive insects.

Dr. Chapman is endeavoring to discover just how nature goes about its work of protection through the use of compensating parasites to keep down the insect horde. He has spent several months at the leading British government experiment stations and is now

in France where he will take advantage of the better laboratory facilities and highly specialized equipment to study the problem more deeply.

Professor Chapinan is well known among the macaroni manufacturers because of his extensive research work in connection with the weevil infection of macaroni products. They are hopeful that his present study will develop new ways of preventing weevil infection in their finished products.

### Argentina Has Large Crop

According to dispatches from the American commercial attache at Buenos Aires, Argentina, it is estimated the 1926 wheat crop will exceed 215,000,000 bus. This is an increase of about 25,000,000 bus. over the final estimate for 1925.

Argentina has for 5 years used an average of 69,945,000 bus of its own wheat for seed and home consumption. Allowing this same amount for this year Argentina would have about 145,000,000 bus. of wheat for export.

The wheat appears to be generally of a high grade. The first arrivals indicate good quality and high specific weight.

### "Ukrainika" Wheat

According to trade information received in the bureau, samples of a new variety of winter wheat developed in Ukraine have been received in this country recently. This wheat, which is the result of several years of experimenting, is expected to increase materially the yield per acre on Ukrainian farms. Tested on 18 farms near Kiev the new wheat gave an average of 45 bus. per acre, as compared with 34 bus. for other best grades. The new variety has been named Ukrainika. Samples of this wheat have been sent to agricultural colleges and state experiment stations in the United States and Canada to try the new variety. Over 600,000 bus. of this seed were distributed among the Ukrainian farmers for sowing this fall.

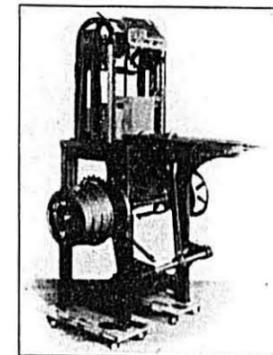
### Britain Bans Preservatives

The United Kingdom of Great Britain seeks to control the preservatives used in foods through the enforcement of regulations issued by the British ministry of health effective Jan. 1, 1927. In view of the probable strict enforcement of these regulations prohibiting or severely limiting the use of preservatives and coloring matters, the British food trade is trying to safeguard itself against pro-

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.

### Export Increase in November

duction by demanding that the supply firms guarantee that their products conform to the new regulations.

#### Wheat Imports at Naples

The results of the Italian "battle for grain" during the past crop season have not yet made themselves felt in Naples wheat imports; during July, August and September, 1926, 44,322 metric tons (1,628,000 bus.) of wheat were imported through Naples contrasted with only 27,758 metric tons (1,020,000 bus.) the same period of 1925. The first 9 months of 1926 imports were 397,000 tons, or but 31,000 tons (1,139,000 bus.) less than the same period of 1925, writes Consul H. S. Finley.

The result of the government's efforts to increase production was not, of course, highly satisfactory. Weather conditions are held responsible. The 1926 crop is 35,000,000 bus. less than in 1925. In view of the decrees which aimed to decrease the internal consumption of wheat it is nevertheless surprising at first sight that imports have been so well sustained the past 3 months.

The most important of the decrees prohibits the use of white flour except in the manufacture of macaroni. Bread flour may not now contain more than 85% wheat flour. The rest is bran and other grain byproducts.

Last year when an import duty was placed on imported wheat, the immediate effect of the measure was to reduce the activity of the larger and more modern flour mills at the seaboard and to increase correspondingly that of the small old fashioned mills in the interior. The effect of the new wheat consumption restrictions has been to intensify this situation. Local merchants estimate production of animal feeds is now 50% less, while at the same time there has been little or no decrease in the quantity of wheat consumed for flour purposes.

#### Here's the Answer

After all the law of supply and demand still affects the prices of raw materials. Semolina prices are high. Varying reasons are advanced, depending on the business of the one consulted. Perhaps the following news item from Grand Forks, N. D., gives to the macaroni industry the answer to the puzzling question as to why semolina is so costly: A car of No. 1 amber durum wheat marketed at the North Dakota terminal on Dec. 27, 1926, by Lars Hylden, manager of the Farmers Cooperative Marketing association of East Grand Forks, Minn., netted him \$1.85 1/4 a bushel or

Though the quantity of macaroni products exported for the first 11 months of 1926 is still somewhat below the 1925 business, the past 5 months has seen such a big increase that there is a possibility of reaching the enormous figures of last year.

In November the exports totaled 652,000 lbs. as compared with only 575,000 lbs. in October and with 753,000 lbs. in November 1925. For the 11 months ending Nov. 30, 1926, American exporters shipped a total of 7,322,000 lbs., mostly to the United Kingdom and the countries to the south of us. For the period

between July 1 and Nov. 30, 1926, the exports were 3,266,000 lbs. compared with 3,161,000 lbs. the same period last year.

#### Canada a Big Buyer

Canada was a big buyer during November, a total of 208,000 lbs. going to our northern neighbor. Mexico bought 106,000 lbs.; the Dominican Republic 97,000, the United Kingdom 82,000, Cuba 69,000 and Australia 67,000 lbs. We tabulate the official figures governing macaroni exports in November 1926, the shipping ports and the countries of destination, below:

AMERICAN MACARONI EXPORTS AND BUYERS  
By U. S. Department of Commerce Foodstuff Division  
(Figures indicate 1000 lbs.)

Country	New York	New Orleans	San Francisco	Washington	All Others	Total
France	2					2
Turkey	20					20
United Kingdom	82		2	40	166	208
Canada		1				1
British Honduras						2
Costa Rica	2					2
Guatemala		2				2
Honduras		8				8
Nicaragua		2				2
Panama	6	30	7			39
Mexico	21	22			56	106
Bermuda	1					1
Jamaica	1	4				4
Cuba	1	56			11	69
Dominican Republic	7	90				97
Haiti	1	3			1	4
Virgin Islands						1
Colombia	2					2
Ecuador	1					1
Peru	2					2
Venezuela	2					2
British India	1			1		1
Ceylon				6		7
China						2
Java and Madura	2				2	6
Philippines	1					67
Australia	67			2		8
New Zealand	6					2
British South Africa	2					2
<b>Total</b>	<b>230</b>	<b>218</b>	<b>24</b>	<b>42</b>	<b>234</b>	<b>753</b>

\*Indicates shipments of less than 1000 lbs.

approximately 57 1/2c over the Duluth May option price.

Mr. Hylden said the grain was grown by Ole A. Flaot of Minnesota Point from seed produced from a consignment of pure minden durum seed obtained 2 years ago from the Minnesota experiment station at Crookston. He produced 80 acres of durum this year, the carload above referred to averaging 63 lbs. per bu. The wheat was practically pure, commanding the high premium because of the small amount of foreign material contained, dockage being only 1%. It showed a protein content of 11.8% with 10.8% of moisture.

The high premium paid to this grower proves that it pays to produce high grade durum wheat and to market it in the cleanest possible condition even during years of short crops.

Lloyd S. Tenny Appointed  
Lloyd S. Tenny has been appointed chief of the bureau of agricultural economics. He has been acting chief of the bureau 6 months. Mr. Tenny has been with the department since 1902 except 1910-1921 when he was engaged in fruit marketing work in Florida and New York. He became assistant chief in 1921 and has been acting chief since June. Mr. Tenny's former work with the department had to do with marketing problems and as assistant chief he has been in charge of service and regulatory work on marketing. He was born on a farm near Rochester, N. Y.

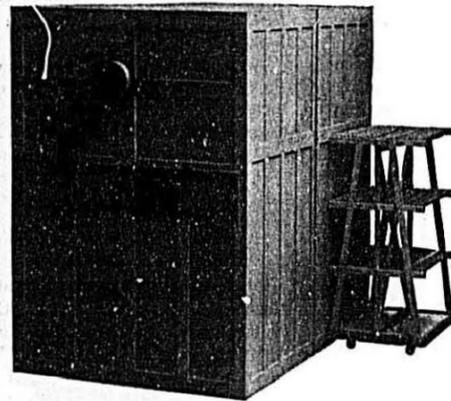
Come, Bobby, don't be a little savage, kiss the lady.  
No, she's a naughty lady; if I kiss her she may give me a slap, like she did papa.

## BUHLER BROTHERS' for

Works at Uzwil, Switzerland

"Quality"

### The BUHLER Long Goods Dryers



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

- 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

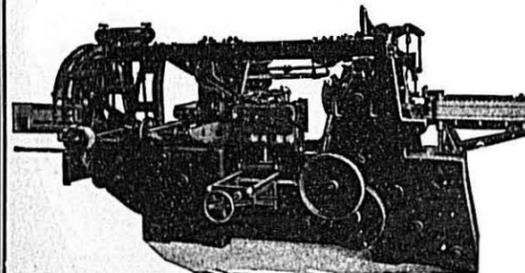
### Meets Every Requirement of "The Ideal Container"

The Stokes & Smith Tight Wrapped Package



#### The Machine

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



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

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

#### STOKES & SMITH COMPANY

Summerdale Avenue and Roosevelt Boulevard

PHILADELPHIA, U. S. A.

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

## Notes of the Macaroni Industry

### D'Amico Plant Enlarged

Increasing demands for the quality of macaroni, spaghetti and other varieties manufactured in the D'Amico Macaroni company plant at 34-36 Drift st., Newark, N. J., has recently so taxed the plant capacity that a large extension was found necessary. This has just been completed giving the firm an additional floor space of 15,000 square feet. It has been equipped with the latest designs in presses, mixers, kneaders and driers. Considerable attention has been given to the packing department as this firm specializes in pound packages in long Italian style wrappers.

The D'Amico Macaroni company was established 12 years ago by Gaspard D'Amico who had his early training in Italy. Starting off with a weekly capacity of only a few barrels the business has expanded under his able direction until now more than 100,000 lbs. of D'Amico macaroni products are distributed every week throughout grocery and delicatessen stores, hotels and restaurants in northern New Jersey and vicinity. The D'Amico Macaroni company business has expanded in another direction also. It first catered to the Italian con-

sumer but later found a steady demand from the American housewives who learned to appreciate the high quality of the product put out by this firm.

### 5 Day Week for Noodle Firm

Fred Margareten of the firm or Horowitz Brothers & Margareten, noodle and matzoth manufacturers of New York city, announced last month, according to press notices, that his firm would institute the 5 day week in the plant and office. He believes that this will help to equalize production and that the leading Jewish men throughout the country will soon fall in line with the movement that has made much headway after it was approved and adopted by the Ford Motor company of Detroit last summer.

### Like It?—Eat It

Most persons eat macaroni because they enjoy the delicious flavor. Very few, however, realize the great amount of nutriment contained in this wonderful wholesome food, states the Herald of Baker, Ore., in commenting on the food value of macaroni and the prospects for greater use thereof:

"A close analysis shows macaroni to be one of the best balanced foods. It

contains protein for muscle building, carbohydrates and fat for energy and heat and mineral matter that plays so important a part in the digestive system, elements that furnish everything needed for building a strong, vigorous and healthy body.

"The thoughtful housewife who desires to make the home table attractive by offering her family foods which have a strong appetite appeal and at the same time serve that which is wholesome as well will find the dozens of dishes so easy to prepare from macaroni products a wonderful aid."

### The "Spaghetti City"

Because of the tons upon tons of the spaghetti consumed in New York, Gotham has come to be known in Italy as the "Spaghetti City," says the New York American. Despite the per capita consumption of macaroni products for which the Italian element is noted the Italian population of New York city must have considerable help from neighbors to get away with the quantity annually consumed. The Italian voting population, so far as statistics for Manhattan show, is not so large as most people assume it to be. There are, according to figures

# CROOKSTON-SEMOLINA

From  
**Amber Durum Wheat**

STRONG and UNIFORM  
and of a WONDERFUL  
COLOR

For Quality Trade

**Crookston Milling Company**

CROOKSTON, MINNESOTA



January 15, 1927

THE MACARONI JOURNAL

31

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

## 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.



Macaretti company, manufacturer of macaroni products at Tacoma, Wash., chose to change its name to Everybody's Macaroni company. One of the strongest arguments in favor of the change was to have the firm name indicate its products. The firm has been in business more than 10 years, making products of exceptionally fine quality, a policy which it will continue.

#### Italo-French in New Quarters

The Italo-French company has recently occupied new quarters in the fully remodeled building formerly occupied by the Little Sisters of the Poor. The plant is equipped with modern machinery, including a flour handling outfit installed by the Champion Machinery company of Joliet.

With enlarged quarters and improved equipment this firm is in a position to take care of the ever increasing demands for its products. The management declares that it will follow the business policies that have brought the firm success in the past.

#### Adds Canned Macaroni Line

H. Constant, president of the Excelsior Macaroni company of St. Boniface, Man., has added canned macaroni prod-

ucts to his line of macaroni, spaghetti, vermicelli and noodles. The announcement was made through the industrial development board of Manitoba last month, that board being engaged in extending the manufacture of Manitoba made goods for Manitobians.

In the canned foods line Mr. Constant will include canned spaghetti, caneloni, ravioli, pork egg noodles, turkey egg noodles, beef egg noodles, ham egg noodles and other combinations as may meet with public favor.

#### Business Is Business By Berton Braley

(Reprinted from *The Nation's Business*)

"Business is Business," the little man  
"A battle where everything goes,  
Where the only gospel is, get ahead,  
And never spare friends or foes.  
'Slay or be slain' is the slogan cold,  
You must struggle and slash and tear,  
For Business is Business, a fight for gold,  
Where all that you do is fair."

"Business is Business," the Big Man  
said,  
"But it's something that's more, far  
more;  
For it makes sweet gardens of deserts  
dead,

And cities it built now roar  
Where once the deer, and the gray wolf  
ran  
From the pioneer's swift advance;  
Business is Magic that toils for man,  
Business is true Romance."

"Business is Business," the Big Man  
said,  
"A Battle to make of earth  
A place to yield us more wine and bread,  
More pleasure and joy and mirth;  
There are still some bandits and buccan-  
neers  
Who are jungle bred beasts of trade,  
But their number dwindles with passing  
years,  
And dead is the code they made.

"And those who make it a ruthless fight  
Have only themselves to blame  
If they feel no whit of the keen delight  
In playing the Bigger Game—  
The game that calls on the heart and  
head,  
The best of man's strength and nerve;  
Business is Business," the Big Man said,  
"And that Business is to serve."

We can FACE bills without blink-  
ing an eye but how we hate to FOOT  
them.

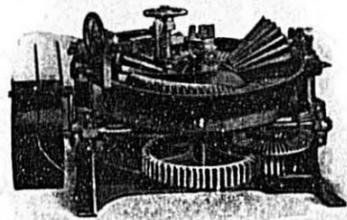
### Cheraw Box Company, Inc.

Seventh and Byrd Streets  
Richmond, Virginia

## SATISFACTORY Wooden Macaroni Box-Shooks

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

## 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 machin-  
ery 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

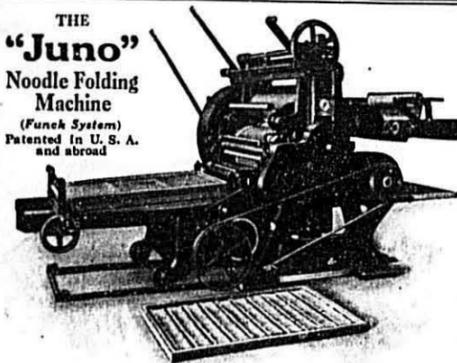
### DIENELT & EISENHARDT, Inc.

1304-18 N. Howard Street  
PHILADELPHIA, PA.

Established Over 50 Years

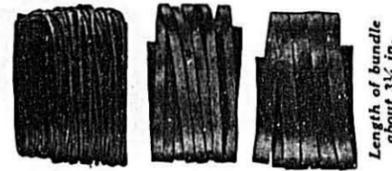
### THE "Juno" Noodle Folding Machine

(Funck System)  
Patented in U. S. A.  
and abroad



This machine may be used with any suitable noodle-cutting  
device. It is here shown connected with a strong calibrating dough  
breaker and cutting machine.

The machine, attended by only one girl, will produce easily  
450 pounds per hour, dry weight. The noodle strips fill the tray  
and are easily divided when dry.



Length of bundle  
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## IANIERI'S

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

### SAVE SPACE and LABOR

Economize and increase your daily  
production without enlarging  
your factory

Write today to:

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ANDERSON-TULLY Maca-  
roni boxes are the products of an  
organization that controls every  
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cut until they are delivered at your  
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the finished product.

Start-to-finish manufacturing  
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is eliminated. It means economy  
all along the line. It means cer-  
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high quality of product. And that  
means better values for you.

Back of the Anderson-Tully or-  
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packing problems placed in our  
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are cheapest in the long run.

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Memphis

### The Macaroni Journal

Trade Mark Registered U. S. Patent Office  
 (Successor to the Old Journal—Founded by Fred Becker  
 of Cleveland, O., in 1903.)  
 A Publication to Advance the American Macaroni  
 Industry.  
 Published Monthly by the National Macaroni  
 Manufacturers Association.  
 Edited by the Secretary, P. O. Drawer No. 1,  
 Braidwood, Ill.

**PUBLICATION COMMITTEE**  
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 M. J. DONNA, Editor

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 COMMUNICATIONS:—The Editor solicits  
 news and articles of interest to the Macaroni  
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 THE MACARONI JOURNAL assumes no res-  
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 Manufacturers Association.

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Vol. VIII January 15, 1927 No. 9

#### Remembering the Editor

Thoughtful seasonal greetings and useful gifts are acknowledged by the editor from the following well wishers:

- Mr. and Mrs. Henry D. Rossi of Peter Rossi & Sons, Braidwood, Ill.
- Mr. and Mrs. James T. Williams of Creamette Co., Minneapolis.
- Mr. and Mrs. Charles Wesley Dunn of A. G. S. M. Assn., New York.
- Mr. and Mrs. A. Lambrosa of Brooklyn Macaroni Mfg. Co., Brooklyn.
- Mr. and Mrs. Frank A. Motta of Champion Machinery Co., Joliet, Ill.
- Mr. and Mrs. E. Z. Vermeylen of A. Zeraga's Sons, Consol., Brooklyn.
- Mr. and Mrs. Wm. Richwalsky of Pittsburgh, Pa.
- J. P. Widenhamer of Keystone Macaroni Mfg. Co., Lebanon, Pa.
- H. Constant of Excelsior Macaroni Co., St. Boniface, Man.
- B. R. Jacobs of Washington, D. C.
- G. LaMarca of Prince Macaroni Mfg. Co., Boston.
- Frank J. Tharinger of Tharinger Macaroni Co., Milwaukee.
- Miss Gladys Russell, Chicago Convention Reporter, Chicago.
- S. J. Frame, secretary Canadian Box Mfrs. Co., Lebanon, Pa.
- Frank King of Eau Claire, Wis.
- Henry Mueller, president National Macaroni Mfrs. Assn., Jersey City.
- Th. H. Kappeller of Buchler Bros., New York.
- Capital Flour Mills, Inc., Minneapolis.
- Crookston Milling Co., Crookston, Minn.
- F. Maldari & Bros., Inc., New York.
- A. Goodman & Sons, Inc., New York.
- John B. Canepa Co., Chicago.
- Ellis Baum of Joe Lowe Co., New York.
- Fortune Products Co., Chicago.
- Chicago Macaroni Co., Chicago.
- Peter Rossi & Sons, Braidwood.
- American Beauty Macaroni Co., Denver.
- Sherman Corporation, New York.
- Minneapolis Milling Co., Minneapolis.

#### Likes Durum Wheat

A word of praise gives us a fine start for a hopeful New Year. This all comes from a few kind words received from a

leading semolina salesman: "Your magazine is FULL OF MEAT. We eagerly await its coming every month and then read it from cover to cover when it arrives. Get lot of good out of it." Just to add variety to life there are still many macaroni men who thoughtlessly overlook sending in their subscriptions. Why not start off the Year 1927 properly by doing this very thing.

#### Personal Notes

Joe Lowe is in clover. That is he is in something equally as pleasant. Word comes from him that he is enjoying every mile of his tour through Europe which is now getting his "once over." Some of the places he visited reminded him of the B. V. days of fond memory. Says he has nothing to do but eat and drink and that he does it methodically and thoroughly. Help yourself Joe, it may be a long time till the next one.

C. Surico, president of the Clermont Machine company of Brooklyn, is calling on the trade in the north central states. He was a caller at the office of the National Macaroni Manufacturers association just before the holidays.

The Barozzi Drying company is now in its new home at Dell av. and Van Wagenen pl., North Bergen, N. J., according to announcement sent out by the popular A. Boniamico of that firm.

C. P. Walton, president and manager of the Capital Flour Mills, Inc., St. Paul, Minn., called on the trade in the east last month, making his longest stay in New York where he conferred with L. A. Viviano who is the mill's eastern representative.

Dwight K. Yerxa, manager of the Buffalo mill of the Pillsbury Flour Mills company, and John S. Pillsbury, vice president, Minneapolis, attended the midwinter entertainment of the New York Flour Club in New York city on December 16.

#### Questions and Answers Experimenting Mixer

Question: A milling company wishing to experiment in the proper mixing of its semolina into macaroni dough asked name and address of manufacturers of mixers for experimental purposes.

Reply: There is no known firm specializing in midget machinery of this

kind because of a limited demand. The inquiry has been referred to the leading macaroni machinery firms.

#### THE OPTIMIST

They found a little courage  
 That simmered in the sun,  
 They blended it with patience  
 And just a spice of fun,  
 They poured in hope and laughter  
 And then with a sudden twist,  
 They stirred it all together  
 And made an OPTIMIST.

Give your men an incentive to do good and they will do the rest.

#### FOR SALE

- 1 Werner-Pfeiderer 2 bbl. Mixer
  - 1 Tub Mixer 1½ bbls.
  - 1 Walton Kneader 66 inches
  - 2 Screw Presses 13½ inches
  - 1 Horizontal Screw Press 10 inches
  - 1 Horizontal Hydraulic Press 9½ inches
  - Good Assortment of Dies
  - 500 Drying Trays
  - 1 Motor 20 H. P.
  - 3 Motors 15 H. P.
- PRICES REASONABLE  
 Apply to  
**MOUND CITY MACARONI CO.**  
 ST. LOUIS, MO.

#### FOR SALE

- 1 J. H. Day Dough Mixer. \$ 500.00  
(Capacity 1 barrel)
  - 1 Walton Horizontal Screw Press, 10" for short goods and 1 mould. 350.00
  - 1 Walton Upright Screw Press, 12" and 1 mould. 450.00
  - 1 Johnson Wax Wrapper Machine, like new. 1250.00
- F. O. B. Minneapolis  
 Above machinery in very good condition.  
 All offers received subject to prior sale.

**F. A. MARTOCCIO  
MACARONI CO.**  
Minneapolis - Minnesota

#### A. ROSSI & CO.

Macaroni Machinery Manufacturer

Macaroni Drying Machines  
That Fool The Weather

387 Broadway -- San Francisco, Calif.

# DRYERS

That will dry your macaroni perfectly

Stop all the waste—acidity—cracked and moulded goods

Save labor 75%

USING

## BAROZZI DRYING SYSTEM

616-620 Clinton Street HOBOKEN, N. J.  
New York City District

Make money and better macaroni

## Color in Macaroni

Government legislation prohibits the use of Artificial Color in Macaroni, Spaghetti or Noodles.

You can produce better goods with the desired rich, golden color by using the proper proportion of

### CERTIFIED EGG YOLK

IN YOUR PRODUCTS

Our research laboratories have compiled complete information to meet your color and quality problem. Write for this service gratis to you.

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### HYDRAULIC MACARONI MACHINERY



2-2 1/2 bbl. Mixer  
Belt Driven.



1 1/2 bbl. Mixer  
Hydraulically Tilted.



91-inch Kneader  
Capacity 2-3 bbls.



AN INSTALLATION OF 6 LARGE ELMES' KNEADERS AND MIXERS.



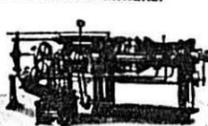
Inside Packed  
Vertical Press.



Inside Packed Short-cut  
Press for Accumulator System.



Die Washer.



Outside Packed Short-cut  
Press and Pump.



Outside Packed  
Vertical Press.

**SOLD WITH THE ELMES GUARANTEE—FIRST CLASS MATERIAL AND WORKMANSHIP**

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<p><b>OUR PURPOSE:</b></p> <p>Educate Elevate</p> <hr/> <p>Organize Harmonize</p>	<p><b>ASSOCIATION NEWS</b></p> <p><i>National Macaroni Manufacturers Association</i></p> <p><i>Local and Sectional Macaroni Clubs</i></p>	<p><b>OUR MOTTO:</b></p> <p>First— The Industry</p> <hr/> <p>Then— The Manufacturer</p>
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## WITH THE SECRETARY

The New Year of 1927 opens auspiciously for the Macaroni Industry in America. Business has been good and the future prospects are bright.

The Secretary of the National Macaroni Manufacturers Association who is also the Editor of this publication wishes every firm in the business a full year of unsurpassed peace, happiness and prosperity. He joins with the Members of the National Association in voicing the generally accepted view that greater progress will come from better understanding and to this end all nonmembers are invited and urged to join their trade organization as early as possible in 1927 to insure for themselves and their competitors those trade blessings which stronger unity guarantees.

During the Year 1927 we should succeed in harvesting the fruits of the harmony policy that was almost spontaneously adopted last summer by every faction in the industry. The National Association under the wise and able leadership of its experienced, sacrificing and willing officers will continue its policy of "peaceful penetration" into the general welfare of the industry and they in turn hope to have the continued support of the progressive element of the industry to a much greater extent than heretofore.

To the Secretary the New Year recalls his bounden duty to encourage more general association good fellowship; to the manufacturers it should remind them of their great responsibilities to each other and to the industry; to the nonmember it should emphasize the almost unlimited benefits that will result through a mutual exchange of ideas and experiences by means of their own trade organization.

Remember that whatever the New Year may have in store for us the way to be prosperous is to be honest, fair and square, economical and industrious, willing to give and to take.

May the New Year inspire us with new hopes and may our failings fade out with the closing of the old year.

Let's "Ring out the old and ring in the new" with a hearty and cheerful wish that our industry may enjoy a Happy and Prosperous New Year.

**Our Resolutions**

Making New Year resolutions was formerly a more common practice than in this Age of Prohibition. Most of them were made "in fun" but others were made in good faith and with a firm resolve. Many were broken before sundown of the first day, while others remained to guide us throughout the year.

As rules of conduct and for self guidance we proclaim the following resolutions for the year 1927:

- 1—To be civil and courteous to all manufacturers.
- 2—To be particularly considerate of the interests of Association Members and to treat nonmembers fairly.
- 3—To strive to our utmost to serve faithfully and efficiently the industry.
- 4—To do our level best to keep you posted on the latest developments, the most modern improvements and approved practices of business.
- 5—To be honest and straightforward and never to violate a trust imposed in us.
- 6—To avoid mistakes whenever possible and to immediately correct them when made, if that also be possible.

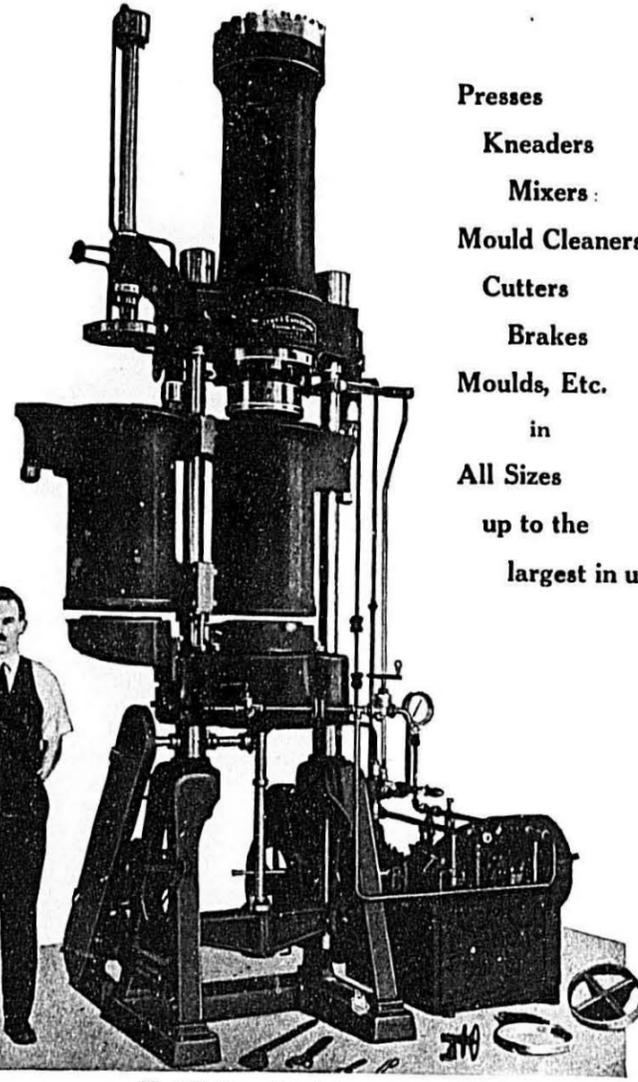
## JOHN J. CAVAGNARO

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

Complete Equipments

Accumulator Systems

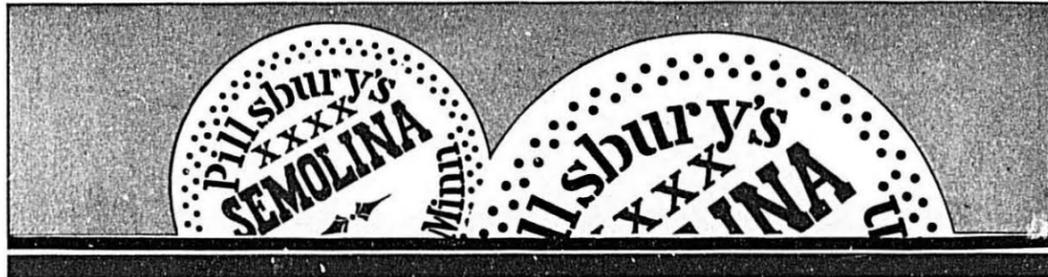
Presses  
Kneaders  
Mixers  
Mould Cleaners  
Cutters  
Brakes  
Moulds, Etc.  
in  
All Sizes  
up to the  
largest in use.



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No. 222 Press Special

Specialty of  
**MACARONI MACHINERY**  
Since 1881



Quality—that is the reason so many macaroni manufacturers use Pillsbury's Semolina No. 2 and Pillsbury's Durum Fancy Patent for all styles of alimentary pastes. Your own experience has proved this statement—or will prove it. Ask the Pillsbury man.

**Pillsbury Flour Mills Company**  
 "Oldest Millers of Durum Wheat"  
 Minneapolis, U. S. A.

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