

**THE
MACARONI
JOURNAL**

**Volume 9,
Number 2**

June 15, 1927

The
Macaroni Journal

Minneapolis, Minn.

June 15, 1927

Volume IX

Number 2



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

*You Are Invited To
Attend The*
**NATIONAL
MASS MEETING**
of the
Alimentary Paste Industry
in
Minneapolis, June 13-14-15, 1927

A Warm Welcome Awaits All



At Your Service For Greater Packing And Shipping Economy

As a shipper and user of paper shipping containers we want you to feel assured that the many mills and box factories of the Container Corporation of America and Mid-West Box Company, as well as the operating personnel of both companies, are at all times at your service ready to assist you in every way possible to economize on your packing and shipping, without obligating you in the slightest. Quick service is always available and short haul shipments are generally the rule whenever conditions permit.

Millions of our solid fibre end corrugated boxes, used by hundreds of nationally known shippers annually, are proving their high character, giving a definite protection to the goods of industry distributed to the far corners of the earth. Always they are found dependable, practical and economical, often saving thousands of dollars to shippers over old methods.

We invite you to fill in and mail to us the coupon below if there is some problem which we can help you to solve. Do not hesitate—our service and advice are free to you. Let our experts do the worrying. Our long experience with packing and shipping methods is yours for the asking. Send in the coupon today.

CONTAINER CORPORATION OF AMERICA

AND MID-WEST BOX COMPANY

111 W. Washington St.



CHICAGO, ILLINOIS

Five Mills — Nine Factories

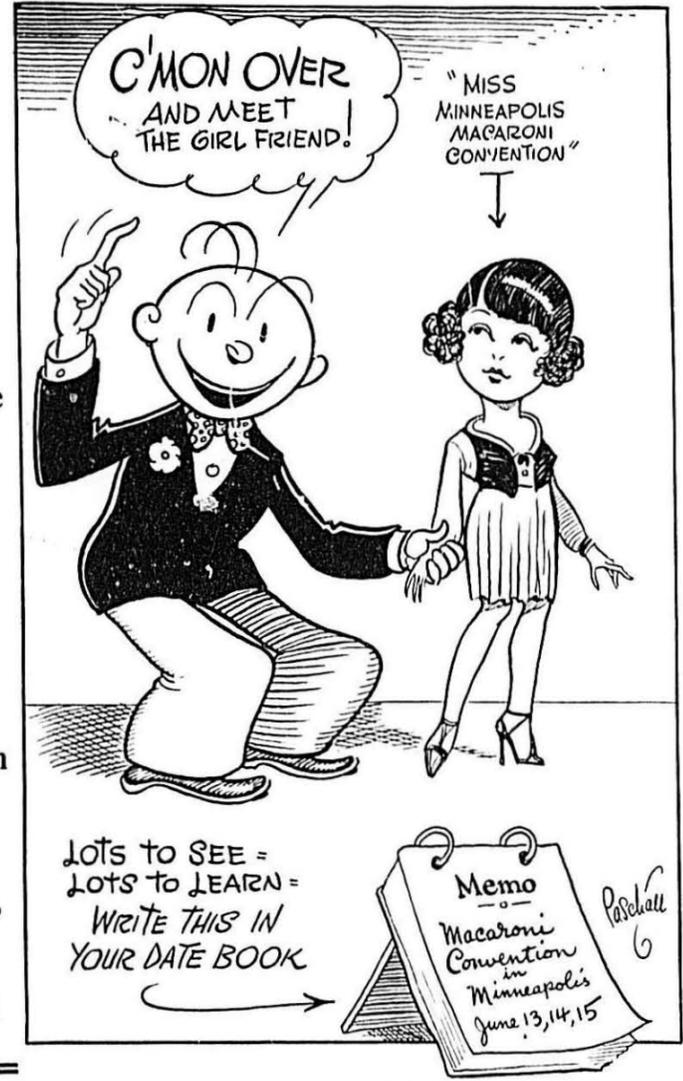
Capacity 1000 tons per day

RETURN COUPON
 CONTAINER CORPORATION OF AMERICA
 111 West Washington Street, Chicago, Dept. 29
 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 _____

WELCOME TO MINNEAPOLIS

A Treat For All
 An Open Conference For All Macaroni and Noodle Makers and Allied Tradesmen
 Answer "Present" at the Roll Call



A Fine Business Program
 Plenty of Good Entertainment
 All For Your Good and the Industry's General Welfare
 Be There

This Cordial Invitation Is Extended By The
NATIONAL MACARONI MANUFACTURERS ASSOCIATION
 SEMOLINA and FARINA MILLERS
 MACARONI MACHINERY and SUPPLY FIRMS

Quality

Service



★ ★ **Tustar** ★ ★
 ALWAYS THE BEST

Come to the Convention in Minneapolis on June 13, 14 and 15
 and

ACCEPT OUR HEARTY INVITATION TO VISIT, WHILE HERE, THE
 HOME OF "TUSTAR"---THE FINEST SEMOLINA MILL IN THE WORLD

Because of lower premiums on amber durum wheat, from which TUSTAR is made, we have reduced the price on this grade to a figure nearer the price of COMET. Both represent the highest value for the price paid. Ask our representative.

MINNEAPOLIS MILLING CO.
 MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume IX

JUNE 15, 1927

Number 2

Stop, Look and Listen!

The Trade Association idea is simple. It is based on the premises that the collective intelligence of a group of men is greater than the intelligence of any one of the individuals, and that unity of purpose and unity of action will carry an industry farther in its fight for prosperity than can be done by twice the effort expended at haphazard by individuals.—By Merle Thorpe, Editor The Nation's Business



Every Macaroni and Noodle Manufacturer in America can well afford to read once more the frank statement of this recognized spokesman of the leading business interests of the country, this student of the trade association trend.

Let us analyze it from our personal viewpoint and from the standpoint of our industry that has so much to profit from greater unity of purpose and action. Is not every word of his statement true?

Let us question ourselves further. What industries in our country have made the greatest progress? Is it not those in which the fullest understanding between manufacturers prevailed? Now, if this has helped others, is there any reason why Macaroni and Noodle men should not profit through greater unity?



Look over the individuals and firms who compose the Macaroni Industry today. Who are the successful ones? Are they the ones who have been holding themselves aloof from other manufacturers, those who play a "lone hand," or

those guided only by selfish interests? No! In every instance they are among those who have joined heartily and consistently in promoting that "Unity of Purpose and Unity of Action" which editor Thorpe proclaims is so essential if an industry is to gain its objective.

Look over the history of our industry in America and note how closely allied to its progress has been the work of the National Macaroni Manufacturers Association during the last quarter of a century. Note that under its guidance has

been taken practically every progressive step made by this growing industry.

Consider how unselfishly the members of that organization have worked, not for individual advancement alone but for the general welfare of the whole business with which they are associated. Follow their good example and support their untiring and unselfish efforts. You will reap the benefits.



Hark the call for a National Conference of our industry to be held in Minneapolis June 13-15, 1927. Every Macaroni and Noodle Manufacturer in the United States and Canada will be made welcome.

Because you are not a member of the National Association you

should not be deterred from attending. Neither will you be coerced into joining if you come. You may be invited. You would expect to be—but come anyway.

Hear the advice of successful business men who are on the program and who know whereof they speak. Hear the opinions of competitors on the vexing problems of the day. Learn how others have overcome certain drawbacks and profit by their experiences.

STOP doubting the worthy intentions of your competitors. They have their failings. Which of us has not?

LOOK on the brighter side of things and see the rosy future that is before us if greater cooperation between manufacturers becomes a fact rather than a fancy.

LISTEN to the call of your Industry for its most promising annual Conference in Minneapolis this month, the sole purpose of which is to promote acquaintance, encourage understanding and to coordinate the varied interests in the business for the advancement of our industry in America.

Enjoy yourself at Minneapolis June 13-15, 1927.

Why They Advertise

Newspapers of the United States carried \$750,000,000 worth of advertising during the year 1925, according to William A. Thompson, director of the bureau of advertising of the American Newspaper Publisher association, who testified recently before the federal trade commission. Of this amount \$500,000,000 was spent in local advertising, the remaining \$250,000,000 representing the amount spent in advertisements of national circulation.

These figures show something of the faith that the American business man

has in the value of newspaper advertising. This form of publicity must pay, or the advertisers would not be spending three quarters of a billion dollars annually on it. The keen business leaders of America do not but money in losing ventures.

It is doubly significant that two thirds of this great sum, a half billion dollars, went into the so called local newspapers, while only one third of the amount went into the national publications.

Evidently it pays not only to advertise but to advertise in your local

newspaper. When we think of the value of the local newspaper we usually measure it in terms of its worth as a collector of news and a moulder of sentiment in the community. But the value of a newspaper as an advertising medium is great, too, not only to the business man, but to the general public. It is through advertising in his local paper that the progressive merchant gets his goods before the people. And it is by reading the advertisements that the public learns where it can spend its money economically for reliable goods of the kind it wants.

GOOD WILL MESSAGES



GREETINGS
From California
R. R. BARBER
Representing
Washburn Crosby Co.
Los Angeles, California

APPRECIATION
Hope Macaroni Industry Will
Realize Its Highest Ambitions
at this Convention.
DANIEL MALDARI, Pres.
F. Maldari & Bros. Inc.
NEW YORK CITY

BEST WISHES
For a Big Successful Convention
JOHN J. CAVAGNARO
Macaroni Machinery Manufacturers
Harrison - - - New Jersey

WISHING
The Macaroni Manufacturers
A Most Successful Convention
REYNIER VAN EVERA CO.
Kansas City - - - Los Angeles

CAPITAL FLOUR MILLS extends a most cordial welcome to the members of the National Macaroni Manufacturers' Association and their friends attending the 1927 Convention. We sincerely hope that this gathering will bring its members closer together in the spirit of good fellowship and cooperation.

It will afford us great pleasure to show you as many of our Ten-Thousand-Lakes as possible, and in every way make your visit a most enjoyable one.
CAPITAL FLOUR MILLS, Inc., Minneapolis

I'll See You There!
WHERE?
At the Convention, of Course!
CONRAD AMBRETTE
Consolidated Macaroni Machine Corporation
Brooklyn - - - New York



**Advertiser's
Smile**

**THE TWO ★ CLUB EXTENDS ITS
FRIENDLY GREETINGS**
to the macaroni manufacturers and allied trades assembled at the Annual Convention of the National Macaroni Manufacturers Association IN MINNEAPOLIS JUNE, 1927.
"Harry" Leviston, Boston "Eddie" Challenger, New York
"Jim" Rodgers, Philadelphia "C. E." Mears, Baltimore
"Bert" Cole, Pittsburgh "Ted" Banks, Buffalo
"Duke" Hamilton, Chicago "Reindeer" Van Evers, K. City
"Farmer" Jaffray, Minneapolis "Martin" Luther, Minneapolis

PROGRAM

Twenty-fourth Annual Convention
National Macaroni Manufacturers Association

Nicollet Hotel, Minneapolis, June 13, 14 and 15, 1927

MONDAY, JUNE 13

8:30 a. m. **DIRECTORS COMPLIMENTARY STAG BREAKFAST**—Main Dining Room.

Session—9:30 a. m. to 2:00 p. m. Parlors OPQ.

9:30 a. m. Registration of Members and Guests.
10:00 a. m. Call to Order by President Henry Mueller.
National Anthem.
Welcome—Hon. George E. Leach, Mayor of Minneapolis.
J. T. Williams, The Creamette Co.
A. J. Fischer, Chairman Durum Millers Committee.

11:00 a. m. Opening of Regular Session.
President's Annual Address.
Treasurer's Report, Fred Becker.
Secretary's Report, M. J. Donna.
Washington Representative's Report, Dr. B. R. Jacobs.
1926-1927 Committee Reports.
Appointment of Convention Committees.

12:00 m. Special Subject for Study and Discussion:
"WHAT DOES MACARONI INDUSTRY NEED MOST TODAY?"

Papers by Leaders. Open, General Discussion.
Appointment of Special Committee to consider the Industry's Needs and Recommendations brought out in the discussion and papers to suggest action thereon.

1:15 p. m. Address—"Gaining the Grocers' Confidence," Mr. C. H. Janssen, Secretary-Manager National Association of Retail Grocers.

1:45 p. m. Address—"Bagging the Weevil Evil," Mr. C. M. Yager, Editor The Modern Miller, Chicago.
Discussion.
Announcements.
Adjournment.

AFTERNOON AND EVENING ENTERTAINMENT
Automobile Tour, Sports, Banquet and Entertainment
Host—The Creamette Company, Minneapolis, James T. Williams, President.

3:00 p. m. Automobile Tour of Minneapolis Lakes.
4:30 p. m. Games and other diversions at Minneapolis Automobile Country Club.
6:30 p. m. Complimentary Dinner-Dance.
Toastmaster—James T. Williams.
Vocal Solos—Mrs. James T. Williams.
Address—Hon. W. I. Nolan, Lieutenant Governor of Minnesota.
Address—Curtis M. Johnson, Rush City, Minn.
Varied Entertainment.
Dancing till Midnight.

TUESDAY, JUNE 14

Session—9:30 a. m. to 1:00 p. m.. Parlors OPQ.
9:30 a. m. Call to Order—President Henry Mueller.
Report's of Committees.
Announcements.

10:00 a. m. Address—"Getting Your Dollar's Worth," by Senator Geo. M. Peterson, Secretary Minnesota Retail Grocers and General Merchants Association, Duluth, Minn.
Discussion.

10:45 a. m. Address—"Merchandising," by Mr. T. K. Kelly, President T. K. Kelly Sales System, Minneapolis.
Discussion.

11:45 a. m. Address—"Macaroni for Health," by Dr. C. Houston Goudiss, Editor the Forecast Magazine, New York City.
Discussion.
Announcements.

1:00 p. m. Adjournment.

AFTERNOON AND EVENING ENTERTAINMENT
As Guests of the Durum Millers of the Northwest

1:00 p. m. Luncheon.
1:30 p. m. Inspection of Durum Mills in Operation.
3:00 p. m. Bus Ride to Lake Minnetonka.
4:00 p. m. Boat Ride.
6:30 p. m. Durum Millers Complimentary Dinner-Dance, Lafayette Club.
Banquet Speakers—Hon. C. A. Prosser, President William Hood Dunwoody Industrial Institute, Minneapolis.
Hon. L. C. Hodgson, Mayor of St. Paul.
Varied Entertainment and Favors.
Dancing till Midnight.

WEDNESDAY, JUNE 15

Session 9:30 till Adjournment—Parlors OPQ
9:30 a. m. Call to Order, President Henry Mueller.
Reports of Committees.
Announcements.

10:00 a. m. Address—"1927 Marketing," Mr. A. E. Philips, President American Grocery Specialty Manufacturers Association, Westfield, N. Y.
Discussion.

10:45 a. m. Address—"The Role of Moisture in Durum Wheat Products," Mr. C. H. Briggs, Chemist, Howard Wheat and Flour Testing Laboratories, Minneapolis.
Discussion.

12:00 m. Closed Session for Active Members.
Welcoming and Enrolling New Members.
Considering Convention Leads.
Laying Plans for Welfare of Association and Industry.
Selection of 1928 Convention Time and Place.
Election of 1927-1928 Officers.
Final Adjournment.

4:00 p. m. Organization Meeting of New Board of Directors.

Convention Motto—"ACQUAINTANCE PROMOTES UNDERSTANDING."

Hello, everybody! Hope business is fine.

Macaroni Combinations That Please and Satisfy

By MARY HAMILTON TALBOT

Macaroni and Liver

Macaroni and liver will be found a delicious dish. To make it cook 2 cups of macaroni broken into inch pieces, in salted water and drain. Scald 1 pound of liver cut into small pieces, let it stand 5 minutes and remove the tough membrane. Melt 3 tablespoons of butter or bacon fat, add to it one small chopped onion and the liver and cook until the latter is well done then add a quarter of a cup of flour and a quart of milk, gradually. Season to taste with salt, pepper and a little curry or Worcestershire sauce. Turn in the macaroni, let get very hot and serve sprinkled thickly with grated cheese.

Macaroni and Fish

Break a quarter of a pound of macaroni into inch lengths (except 5 sticks) and cook it all in boiling salted water until tender. Season 2 cups of any kind of cold chopped fish with salt, pepper and a dash of paprika and add the macaroni to it, with enough white sauce to moisten. Butter a mold and arrange the long pieces of macaroni in a conventional design on the bottom, then fill in the fish and macaroni and steam 30 minutes. Turn out on a platter, garnish with stuffed olives and serve with tomato sauce.

Crisp Croutons

An unusual way to prepare macaroni and serve in place of meat is to add 4 egg yolks to a cup of thick cream sauce then 2 tablespoons of grated cheese. Cut a cup of cold boiled macaroni into small bits and work it well into the above mixture, then let it all get chilled. Flour the hands and make the mixture into balls, dip these into beaten egg, then bread crumbs and set aside for an hour. Fry in deep fat to a golden brown and serve with tomato sauce.

A Pudding

A hearty pudding for the ending of a rather light meal is prepared by cooking half a pound of macaroni broken into small pieces in salted water 10 minutes, then strain and pour over it cold water. Beat 2 eggs until light, add to them half a cup of milk, three fourths of a cup of granulated sugar,

one tablespoon of dried currants, a tablespoon of citron cut small, then the macaroni and a teaspoon of vanilla or almond flavoring. Mix well and put into a pudding dish in which half a cup of melted butter has been heated. Bake one hour in a moderate oven. Serves 6.

In a Casserole

To prepare a rather tough piece of beef and make it tender as well as delicious, cover the piece (about 2 pounds) with strips of salt pork and put it in a kettle with 2 chopped onions, a quart of tomatoes, half a cup of mushrooms or peas, and set over a low flame and let it simmer 3 hours. Season with salt and cayenne. Have ready cooked half a pound of macaroni; lay it in the bottom of a deep dish, then add a layer of the above mixture and then a layer of grated cheese. Continue until the dish is full; put in the oven and bake an hour.

With Roasts

A nice accompaniment to a veal cutlet or veal roast is made by combining macaroni with Spanish pimientos. Break 6 ounces of macaroni into small pieces and when cooked and drained add the contents of a small can of pep-

pers, which have been chopped and heated in a cup of good stock or gravy. Let these heat together, then season with salt, pepper and a generous piece of butter.

To serve macaroni with roast chicken make a sauce of one tablespoon of butter, 2 of flour and a cup of milk. When this boils add a cup of cooked macaroni, which has been broken into small pieces and cooked; 2 tablespoons of sugar, half a teaspoon of vanilla and the yolks of 2 eggs. Turn the whole into a place to cool. Divide into portions, coat with egg and bread crumbs and fry a golden brown. Serve with quince jelly on the top of each.

Italian Pot Roast with Spaghetti

Get a rump roast large enough to serve the family, rub good with garlic. Prepare in an iron pot or tight covered kettle, 2 tablespoons of lard, chop an onion fine and fry until light brown. Then sear meat until good and brown on both sides. Pour a large can of strained tomatoes over the meat and onions and let simmer slow until the meat is done. Season with salt and pepper to suit the taste. Then cook the spaghetti and drain. When meat is done, take out of kettle and pour the gravy over the spaghetti. This is a very good dish.



National Convention Headquarters

Enjoy yourself at Minneapolis June 13-15, 1927.

June 15, 1927

THE MACARONI JOURNAL

9

Tested hourly at the Mill

Uniform Quality Guaranteed



- First** —a corps of chemists analyze and test the Durum Wheat.
- Second** —a sample of wheat from every car is ground in the experimental testing mill. The sample of Semolina thus obtained is actually manufactured into Spaghetti or Macaroni in the Miniature Experimental plant exactly under commercial conditions.
- Third** —the finished product is finally subjected to actual boiling test.
- Fourth** —only after these tests have proved the wheat equal to our high standard requirements it is unloaded into our storage elevator.

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. 247, Minneapolis, Minn. - Millers of Gold Medal Flour

Durum Millers to Entertain

Realizing that many who attend the conventions of their industry seek relief from business worries, the Durum Millers of the northwest have volunteered to provide some of the convention pleasures that always are welcome after

Musical Trio—Genevieve Ward and Agnes L. Ward with Jeanette Goodwin, accompanist.

Specialty Act—Miss Helen McDivitt.
Banquet Speakers—Hon. L. C. Hodgson, mayor of St. Paul; Hon. C. A.

his duties and responsibilities. The specialists all seem to be insisting on the administration of their respective departmental plans and we come, therefore, face to face with the present day problem of the foreman. The solution seems to lie in getting all ranks and kinds of men to understand a few fundamental points of view:



Scene of Durum Millers' banquet—Lake Minnetonka

listening to address, discussion and other helpful and necessary convention activities. This year they aim to outdo themselves in their endeavors to make every one's stay in Minneapolis both pleasant and profitable.

Tuesday, June 14, Durum Millers Day.

The convention will adjourn at 1:00 p. m. sharp. The various mills will invite manufacturers to see their mill in operation, making that golden semolina so well known to the trade. Representatives of each mill will entertain their respective guests at luncheon, each to choose his own host.

At 3 o'clock all will gather at the Nicollet hotel for a trip by bus to Lake Minnetonka where the conventioners and their ladies will enjoy a delightful launch ride on that beautiful body of water, ending at the Lafayette club where the Durum Millers Complimentary Banquet will be enjoyed. During the dinner and after it, there will be some delightful entertainment, as may be judged by the following program:

Singing and Dancing Sextette consisting of Misses Alberta Smith, Arpha Gallagher, Lillian Oswald, Dorothy Henglis, Adele Goldstein and Romola Griswold.

Swedish Comedian—Charles Lindholm.

Lowry Male Quartette.

Prosser, president William Hood Dunwoody Industrial Institute, Minneapolis. Eight piece orchestra for dinner and dancing.

Banquet Menu

Grapefruit Cocktail
Spring Soup—Celery
Olives and Rolled Toast
Spaghetti Superiore (Italian Style)
Filet of Sole Tartar Sauce Sandwiches
BROILED MILK FED CHICKEN
New Potatoes in Cream Green peas
Currant Jelly Hot Rolls
Green Salad in Aspic
Cream Cheese and Toasted Crackers
Strawberry Ice Cream and
Assorted Cakes
Coffee.

Foreman Training

Foreman training involves not merely reinforcing the ability of a department head but also instructing the future executive.

No manager of other men can properly direct activities unless he is unusually well instructed in the details of the work under his supervision.

The subdivision of modern industry into departments makes this experience all the more necessary, but it also makes it easier to acquire. To the old time foreman this new form of organization may seem an encroachment on

1. The foreman is still absolutely responsible for the supervision and for the product.
2. The various departments of the business headed by specialists should, in their respective work, be looked upon by the foreman as service departments, helping him to meet his voluminous obligations to the company and to his workers.
3. The new order of things leaves the foreman in a position to devote more time to the real job of production and management and to the training of the men around him.

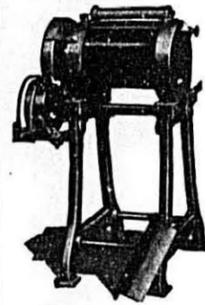
I think I have said enough to indicate that the foreman has not time enough in the 24 hours of the day to accomplish all that he has to, and that however much industry at large may need the specialized skill of its staff executives the foreman is just as much in need of their services for the proper development of his job and his own industrial character. (By Cyrus McCormick, Jr., Vice President International Harvester Company, Chicago, Ill.)

"I did one charitable act today," remarked the president of a macaroni firm as he sat down to dinner one evening.

"I'm glad to hear it, dear," said his proud wife. "Tell me about it."

"Oh, one of my clerks wanted an increase in salary so that he could get married, and I refused to give it to him."

"CLERMONT" Noodle Machine Equipment



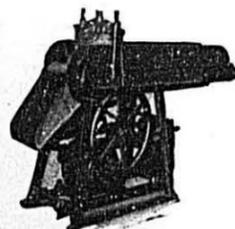
Roller Noodle Cutter



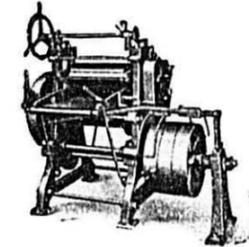
Roller Noodle Cutter With Light Calibrator Attachment.



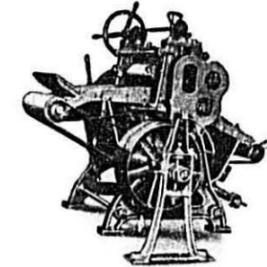
Roller Noodle Cutter With Heavy Calibrator Attachment.



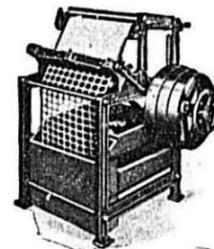
Mostaccioli Cutter



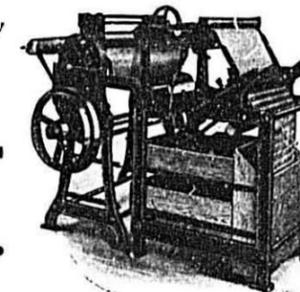
Reversible Dough Breaker



Roughening Non-Reversible Dough Breaker



Fancy Stamping Machine for Bologna Style Noodles



Fancy Stamping Machine With Calibrator Attached

From the standpoint of the industry, a successful machinery equipment should be determined not only by the kind of product it turns out, but by the amount of work which the user can credit to them, not only in one day, but every day at the lowest operating cost.

The machines must be reliable, economical and capable of producing the largest amount and best quality of finished product when operated by an unskilled laborer. A new man on the job must do just as well as an old.

We claim that the Clermont Machines do that.

The users of the Clermont Machinery Equipment have endorsed that statement and we will allow you to verify same if you care to investigate.

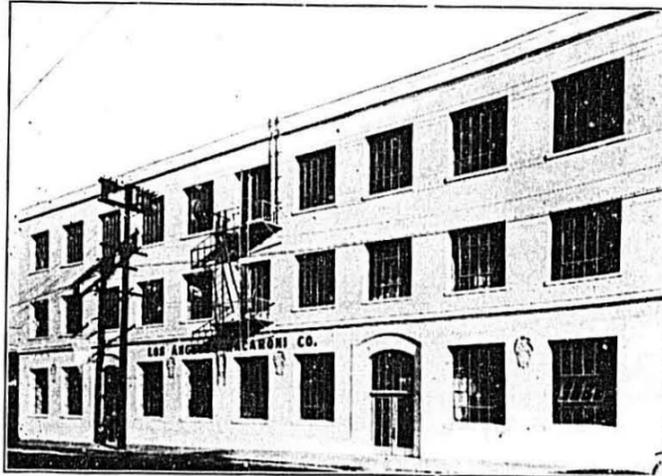
We will gladly furnish their names upon your request, and also catalog and any detail information you may desire.

This will not obligate you in any manner.

CLERMONT MACHINE CO.

77 Washington Avenue
BROOKLYN, NEW YORK

Big California Macaroni Plant



Los Angeles Macaroni Company Building, Los Angeles



RALPH RAULLI
President Los Angeles Macaroni Company

Sons Associated With Food Manufacturer

In a series of articles on sons and fathers associated in business the St. Paul Pioneer Press on May 8 dipped into the macaroni industry and printed the following article.



—Photo by Golling.

The Minnesota Macaroni company is a father and son corporation of which Eugene T. Villaume, the father, is president and Eugene J. Villaume, the eldest son, is treasurer, and Walter F. Villaume, another son, vice president. This business, established in a little shop on West Third street in April of 1892, has outgrown its various

locations several times during that period, occupying at present a three-story factory building on the West Side and having a daily output of about 12,000 pounds of macaroni, spaghetti and other similar products.

When Mr. Villaume established the business in St. Paul 35 years ago, he found ample room in his small plant

to turn out about 1,000 pounds of macaroni, spaghetti and vermicelli daily, as people were more or less accustomed to buying the imported product and were unfamiliar with the domestic kind.

Mr. Villaume had other troubles in starting out, however, for durum wheat, the only kind from which really good macaroni can be made, was grown only in Russia, but samples of the wheat were obtained from that country by the Department of Agriculture, Mr. Villaume being the first manufacturer to use it once a supply was available in the Northwest. Today millions of bushels of durum wheat are grown in Minnesota and the Dakotas, the Minnesota Macaroni company using some 15,000 barrels of durum flour each year. After a few years in his first location, Mr. Villaume moved his plant to larger quarters on East Third street and from there to the West Side, the present factory being first occupied in 1906.

Within comparatively recent years new products have been added, a most recently developed product being a quick cooking macaroni, all the results of a rapidly increasing demand for macaroni as a food. Now, besides a great domestic demand, shipments are made to several foreign countries, including Australia.

Mr. Villaume's sons entered the business about a year ago.

Let's make Minneapolis Convention Biggest and Best.

June 15, 1927

THE MACARONI JOURNAL

13

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

Creamette Company Reception and Banquet

In appreciation of the honors conferred upon him when for several years the National Macaroni Manufacturers association dignified him by naming him as president of that organization, James T. Williams of the Creamette company will give a banquet, reception and dance for the visiting maca-

Nolan, lieutenant governor of Minnesota, and Hon. Curtis M. Johnson, Rush City, Minn.

Additional entertainment will be introduced between courses and after the dinner. Then there will be dancing in the club's beautiful ball room with some surprises that all will enjoy.

"BILL OF FARE"

Fruit Cocktail
Soup and Relishes
Filet of Haddock
New Potatoes Hot Biscuits
Milk Fed Fried Chicken
Fresh Asparagus French Fried Potatoes
Head Lettuce Salad Auto Club Dressing
Frozen Fruits and Flowers
Cake Coffee Cigars Cigarets
President Henry Mueller of the National Macaroni Manufacturers association and President John C. Sheehan of



Where James T. Williams will entertain the Macaroni Makers

roni manufacturers and allied tradesmen.

This unusual entertainment feature will be held on Monday evening at the country house of the Automobile Club of Minneapolis, dinner to be served at 6:30 p. m.

The convention will adjourn early Monday afternoon for an automobile tour of the Twin Cities and neighboring lakes that are unsurpassed in natural beauty especially at that time of the year. At the club house there will be a short outing with pleasing entertainment to put the guests in proper mood for the dinner.

In addition to little pleasantries and surprises before and during the banquet Mrs. James T. Williams will please the guests with several appropriate vocal selections. Her singing at previous conventions of the industry has always been most pleasing and her exceptionally fine voice should once more thrill those who are privileged to hear her.

Two noted after-dinner speakers will address the gathering: Hon. W. I.

The Automobile club chef has prepared, under Mr. Williams' supervision, the following menu:

the National Association of Retail Grocers will be special honor guests at the banquet.

BELL RINGER

Prize Winner submitted by
J. V. Canepa of J. B. Canepa Co., Chicago

NOT DEEP-SEATED

Recently a speaker emphasized his point by telling a story. It concerned the common practice in his trade of promising to uphold prices with never any intention of keeping them. He termed it "lip-deep" policy.

A Hebrew named Isaacstein met another Hebrew by name of Meyerstein on the street in New York and said:

"Meyerstein, I seen yur wife on de street yesterday und she is de ugliest looking voman what I efer did see in my life."

"Isaacstein, youse a fool. Don't you know that beauty is only skin deep?"

"Vell, then, Meyerstein, for God's sake skin her."

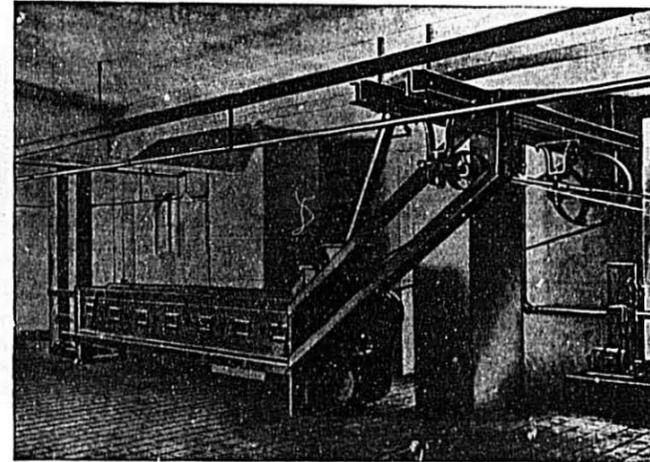
Hello, everybody! Hope business is fine.

Buhler Brothers' for "Quality"

Works at Uzwil, Switzerland

Dryers and the best of them all for any kind of goods

The Preliminary Dryer will shorten the drying time many hours



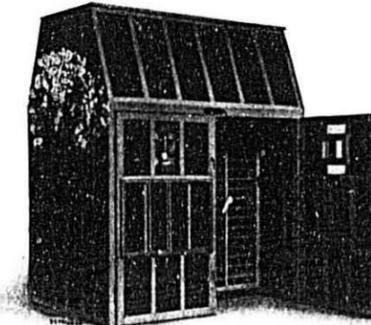
Its working is entirely automatic. No handling of goods necessary

The Preliminary Short Goods Dryer Model KBB

This Dryer can be used universally for drying any kind of Goods

All Buhler Dryers

are noted for:
Simplicity
Highest Efficiency
Finest Workmanship



The Universal Dryer Model QAM

The Buhler Short Goods Dryers have world wide reputation

For information please ask

Th. H. Kappeler
Sole Distributor for Buhler Machinery
44 Whitehall Street, NEW YORK CITY

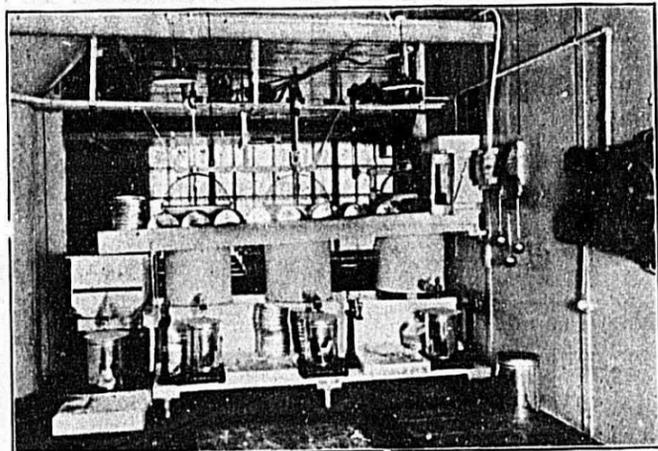


The Short Goods Dryer Model QN

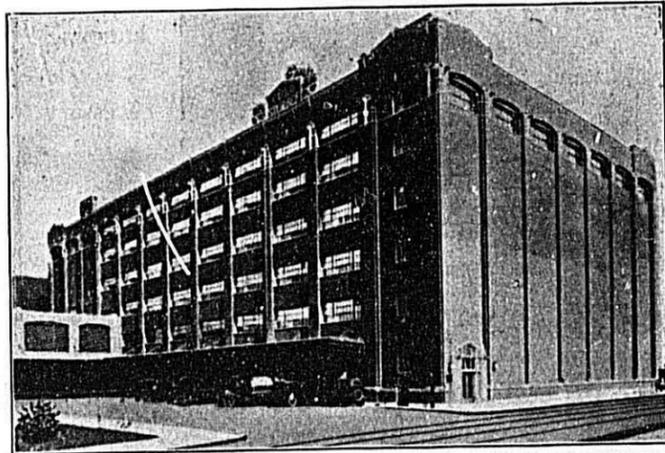
Lowe Company Has New Modern Egg Plant

The Joe Lowe Company, inc., of Brooklyn that has for years supplied the greater part of the Macaroni and Noodle industry with its egg requirements discovered early last fall that owing to the chaotic conditions that prevailed in rebellion-ridden China, that country could no longer be depended upon for its supply of frozen and dried eggs. In order to be in a position to continue supplying this industry, a new and modern egg drying and freezing plant was erected in Kansas City, Mo., which began operation on March 3 this year.

Kansas City, situated in the fertile Missouri River Valley and on the edge of the Great Plains State, was selected in the belief that from that section would come an unfailling supply of fresh



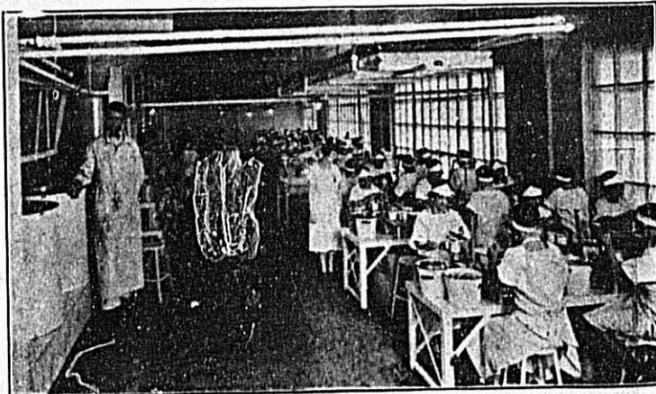
Churn department—inside.



Exterior view of new Joe Lowe Co. egg drying and freezing plant, Kansas City, Mo.

eggs such as are most essential in making the finest grades of roodles and egg pastes. In erecting its new plant use was made of the expert knowledge gained by inspections of the leading Chinese plants, noting their deficiencies and their good points.

The new plant has been termed the finest egg dehydrating factory in the world, and probably the only up to date one in this country. Large boilers furnish steam for driving a seventy horse power engine that operates the plant. Steam forced through over 3 miles of pipes gives the heat used in drying the eggs. A large fan with 34 blades, two feet wide and six feet long, aids in



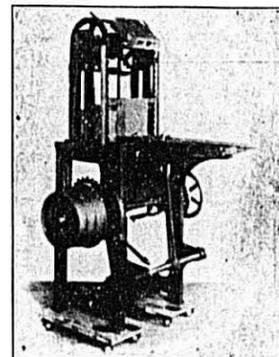
Egg breaking and sorting department.

spraying the egg yolks in a large oven under 3,000 lbs. pressure. There the egg undergoes the first atomization and condensation. Drawn from this oven by virtue of the fan above mentioned, the egg finds outlet through a tunnel where it is delivered into a large blizzard or conical chamber. This is the chamber in which the egg solids settle and from which they are constantly removed through a set of very intricate traps. In this way the fireless cooker action is prevented.

The air later finds escape through this blizzard chamber into a labyrinth of screens and eventually finds outlet to the outside, moist in character, but carrying with it no egg yolk. The blizzard chamber is 3 stories high and the fan

We can safely say that the largest percentage of packaged macaroni products are automatically packaged by

Peters Package Machinery



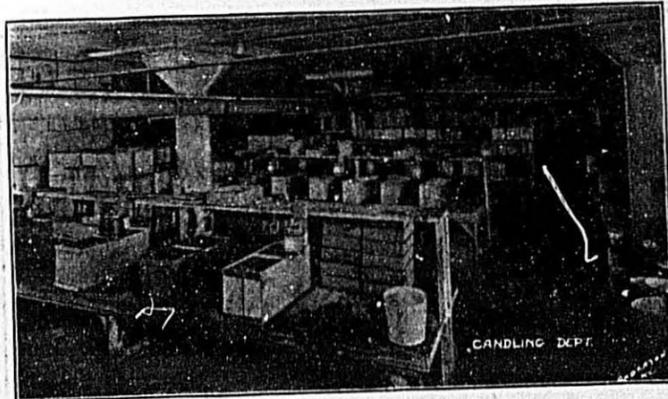
THE least expensive cartons of the "Peters Style" are used with our package machinery — the least number of hand operators are necessary — hence the most economical package. Its protective features are recognized everywhere.

Our engineering staff are at your disposal. Our catalogue is yours for the asking.

PETERS MACHINERY COMPANY

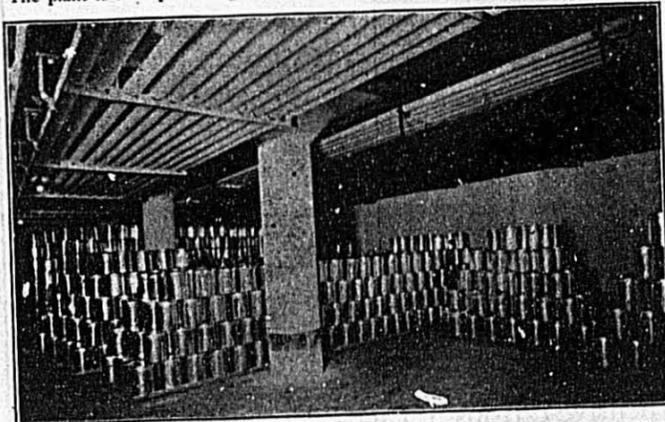
4700 Ravenswood Avenue

CHICAGO, ILLINOIS



Candling department.

is capable of handling approximately 20,000 cubic feet of air a minute. The plant is now producing about 6,000 to 8,000 pounds of egg yolks daily. As an auxiliary to this dryer, the firm operates a very large breaking room in



Freezing room.

For Salesmen

Fear licks many a man when actual conditions may be made to swing his way.

Leaders are simply men who come with a decision, not for one.

Seek associates who are of superior ability if you would improve your own.

More men would belong in the "Born Salesmen" classification if more men would make the best possible use of the good qualities born in them.

An expert salesmanager states that he has employed many salesmen who were afraid of overworking but never one afraid of being overpaid.

To think about your troubles is to waste time; to tell about them is to waste other people's time.

When a man brags how quickly he can do his work, watch him and see how he does it.

Greeting the prospect by name is the countersign that helps you get out the outposts.

Never let one prospect discourage you from seeing others; see them all and you'll see more sales.

Conquer your grouch before you try to conquer that of a prospect. Grouch killing should begin at home.

People to whom money comes hard



Pretty and fresh.

which 150 people are employed breaking and sorting eggs that must first pass a strict chemical test guaranteeing pure and sterile eggs that have no equal in any country.

aren't likely to let go of it easy. You, too, must work to get it.

Be patient with the wavering opinions of old people. Their minds may wander but yours must not.

Objections you inconsiderately brush aside return later with reinforcement. Kill them the first time they arrive.

Before calling it a sale satisfy yourself that the buyer is satisfied.

The hard prospect is the test of your salesmanship. Welcome him, and note your weak points.

The salesman's first lesson: Little things bring big profit. Watch the little things.

Convention acquaintance brings business understanding

CROOKSTON-SEMOLINA

From
Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company

CROOKSTON, MINNESOTA



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

It's Like Cheese on Macaroni

When Italians want to express the perfect fitness of anything they use an old proverb which says, "It's like cheese on macaroni." That indicates the importance which the people who are the inventors and originators of macaroni place on cheese. But there are cheeses and cheeses, and the best chef in the world knows that a dish of spaghetti or macaroni is no better than the kind of cheese used on it.

What kind of cheese is most suited to use with macaroni? Are there cheeses equally suitable but differing in taste? Will the right kind of cheese stimulate sales of macaroni and the wrong kind hinder them?

To find answers to these and other questions on the importance of cheese to macaroni the opinion of an expert, Ercole Locatelli, was sought. Mr. Locatelli is the American representative of the house of Mattia Locatelli, leading exporter of Italian cheese into America.

"Using the right kind of cheese as condiment for macaroni or spaghetti is of the utmost importance," Mr. Locatelli said when interviewed in his New York office. "An inferior grade of cheese can ruin the best grade of macaroni and lose many a customer for the macaroni trade. There are two distinct types of Italian cheese which are especially suited for use with macaroni. These are the genuine Roman cheese and the Reggiano cheese.

"The genuine Roman cheese should be recommended to consumers who prefer their food with a sharp, piquant flavor. This cheese is made from sheep's milk and is seasoned for a period of at least a year.

"The American consumer, however, usually prefers a mild, smooth taste to his food and for him I would recommend the Reggiano cheese. This cheese is made from cow's milk and is seasoned for at least two or three years and thus acquires flavoring qualities which no other cheese offers.

"Consumers should be warned that in the cheese industry, as in all other industries, there are imitators and merchants who sell inferior goods for the genuine product. If a consumer once tastes the genuine Reggiano or Romano cheese he will never again be satisfied with a substitute. Reggiano is the best grade of Parmesan cheese. By sprinkling his spaghetti or macaroni freely with grated Reggiano or Romano

cheese he will obtain a deliciously smooth, appetizing dish which is hard to excel.

"In a home or in a restaurant, the preparation of a perfect dish of macaroni is simple if these three rules are followed,—use only good macaroni, the best brand of tomato sauce, and the best genuine, imported Italian cheese."

Mr. Locatelli also said that if grocers would help educate the American public on the right kind of cheese to use on macaroni they would increase their macaroni business. He cited the case of a grocer on upper Park avenue in New York.

"The grocer caters to some of the

most exclusive families in New York," Mr. Locatelli said. "His macaroni business had been negligible until one day, one of his best customers, a woman who does a great deal of entertaining (and doesn't think it beneath her dignity to supervise her own marketing), noticed that this grocer had some Reggiano cheese which she had learned to like in Italy. She pounced on it, bought ten pounds and threw a spaghetti party. That caused a run on spaghetti in the grocer's shop but, so he tells me, he was careful to instruct all those who bought spaghetti to be sure to use Reggiano cheese on it if they wanted to obtain the same results. Since then spaghetti is a favorite dish of many of his customers and spaghetti and Reggiano rank among his best sellers."

America Supreme in Production and Consumption

Without any intent to boast Americans are proud to tell of their advancement in production and their insatiable desire for the better things of life. Today America is considered the financial and economic center of the world. Never before in the world's history has a nation reached a position of material wealth comparable with that of the United States in the production of its factories, mines, farms and work shops.

This is the conclusion one must reach in studying the report recently made by Postmaster General Harry New, in which he makes many claims for American supremacy. The United States has only 6 per cent of the world's population, yet—

We produce 43% of the world's output of coal and consume 42% of it.

We produce 54% of the world's iron and use 53% of it.

We make 64% of its steel and use 57% of it.

We produce 49% of its copper and use 44% of it.

From our soil comes 64% of the world's petroleum and we use 72% of it.

The south produces 69% of the world's cotton and we use 37% of it.

We cut 52% of the world's timber and use 51% of it.

We make 41% of the world's shoes and wear out 39% of them.

We manufacture 43% of the world's print paper and consume 50% of it.

We make 84% of all the automobiles

and we are the world's greatest automobile riding nation, driving more than 20,000,000 cars over America's highways.

Almost half the railroad mileage of the world is owned and operated within the United States and its territory. We operate three fourths of the world's telephone and telegraph equipment.

We have an equivalent of three billions of slaves in mechanical energy working in connection with 55 millions of generated industrial horse power.

We have 600 industrial research laboratories, mostly established within the last decade.

Our number of students in educational institutions has quadrupled during the last generation.

The average day's wage in America will buy 4 times the necessities of life which a day's wage will buy in Milan or Warsaw, 3 times what it will buy in Berlin and 2 times what it will buy in London.

Our wage earners have increased about 25% in number in the last 10 years and their products 60% in quantitative volume during the same period.

These figures prove that Americans are not only great producers but great consumers. Our producers use the best machinery and the most improved methods. We have developed the art of food preservation by can-

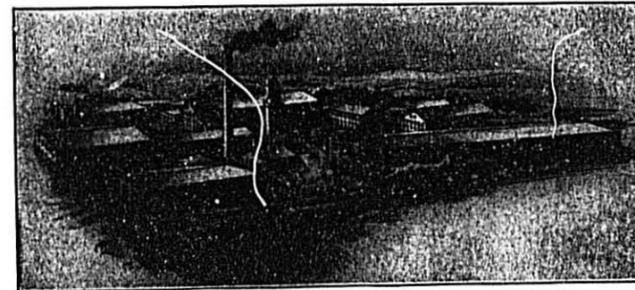
(Continued on Page 26)

NATIONALLY KNOWN MANUFACTURERS USE ATLANTIC CARTONS



The use of Atlantic Cartons by these prominent manufacturers and many others is proof of Atlantic Quality. Confidence in your source of supply is a deciding factor in placing your orders for cartons.

OUR PROMISES ARE FULFILLED BY PERFORMANCE
ORDERS HANDLED RIGHT AND ON TIME
Quality Cartons - Intelligent Service - Economical Prices



ATLANTIC CARTONS

Will Create Sales—Attract Customers to Your Packages

PACKAGE PERFECTION IS AN ASSET TO YOUR BUSINESS

Let Our Artist Design a Sales Compelling Package for You.
We Will Gladly Solve Your Package Problems.

ATLANTIC CARTON CORPORATION

Manufacturers of FOLDING PAPER BOXES of Every Description

NORWICH, CONN.

SALES OFFICES: San Francisco Philadelphia Boston New York New Orleans Atlanta

Hello, everybody! Hope business is fine.

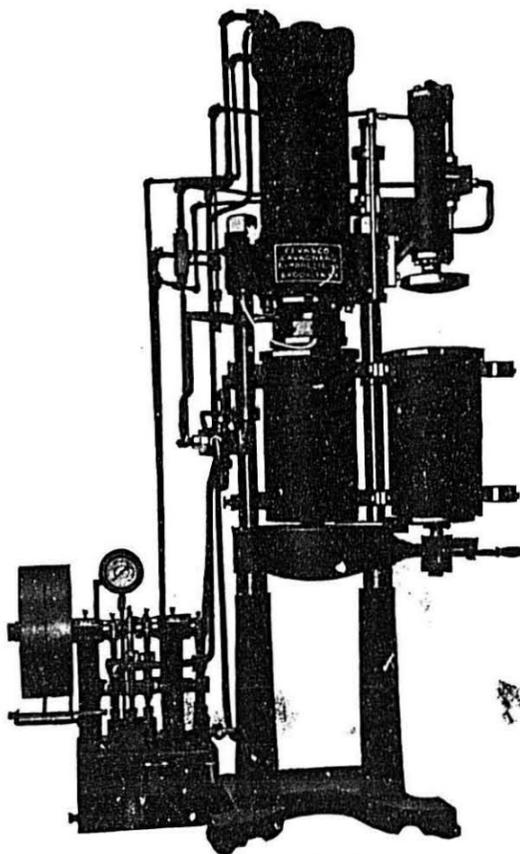
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die

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

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

DIE PLATEN. The die platen or support is divided into three (3) sections for the 13½ inch and two (2) sections for the 12¼ inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

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

Consolidated Macaroni Machine Corporation

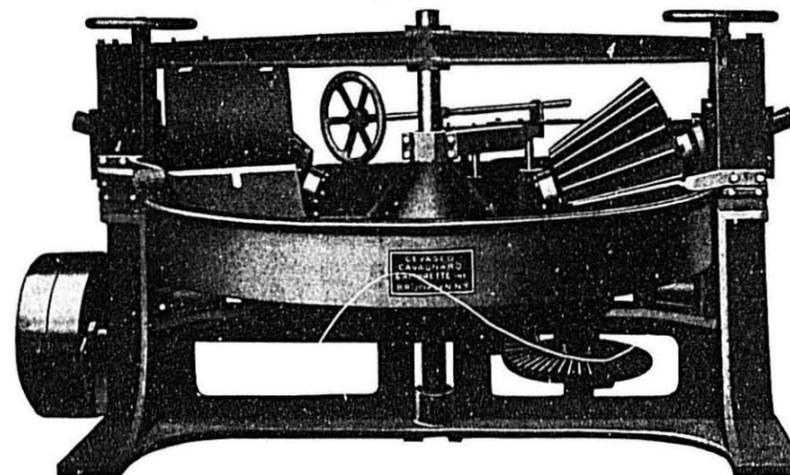
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G.



Kneader with Guard for Cone, Apron for Pan and Scraping Attachment to Prevent Dough adhering to Cones. The main driving shaft, which carries the pinion driving the large internal gear, is fitted with a roller bearing, adding greatly to the life of the machine.

Specialists in everything pertaining to the Macaroni Industry.

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

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

HYDRAULIC PRESSES:--Vertical and Horizontal.

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

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.

156-166 Sixth St.

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

159-171 Seventh St.

Momentary Lull in Exports

From the figures released by the bureau of foreign and domestic commerce, U. S. Department of Commerce, including exports of macaroni products for April 1927, there is seen an apparent dropping off in the sale of domestic macaroni to foreign countries during the first 4 months of 1927 though the total for the fiscal year beginning July 1, 1926, shows the usual increase.

In April 1927 our exports totaled 628,000 lbs. as compared with 702,000 lbs. in April 1926 and with 746,000 lbs. in March this year. For the first 4 months of 1927 we exported 1,553,000 lbs. as compared with 1,559,000 lbs. the first 4 months in 1926. For the 10

months of the fiscal year starting July 1, 1926, to April 30, 1927, our exports totaled 7,225,000 lbs. while in the same period the previous year the exports were only 6,855,000 lbs.

Canada was our biggest customer in April, getting over 200,000 lbs. while to the United Kingdom we shipped 100,000 lbs., to Mexico 70,000, to Australia 59,000 and to Cuba 40,000 lbs.

New York continues to lead as the principal port of export with New Orleans second. The table below submitted by the government officials gives the quantities shipped from various ports to the several foreign countries that seem to prefer American macaroni:

EXPORTS OF MACARONI BY PORTS AND COUNTRIES OF DESTINATION FOR MONTH OF APRIL 1927 (1000 lbs.)

	New York	New Orleans	Va.	Balt.	Wash.	Buffalo	San Fran.	All Other	Total
Irish Free State.....	4		2						6
Turkey in Europe.....	10								10
United Kingdom.....	80		8	12	23	63	114		200
Canada.....									2
Guatemala.....		1							1
Honduras.....		8							8
Nicaragua.....		4							4
Panama.....	4	25							29
Mexico.....	46	9							55
Jamaica.....		2							2
Cuba.....	11	27					2		40
Dominican Republic.....	5	26							31
Haiti.....	4	5							9
Colombia.....	3								3
Peru.....	2								2
Venezuela.....	3	1							4
British India.....	1								1
Ceylon.....	1	1							2
China.....	1								1
Java and Madura.....	2						8		10
Japan.....						1	3		4
Philippines.....	1						16		17
Australia.....	43						3		46
Oceania.....									3
All Other.....	3	3							6
TOTAL	225	112	10	12	24	63	53	128	628

COMPOSITE FOOD MENUS

Favorite Dishes of Many Nations Available for American Tables— Sample Italian Dinner Fare.

In no way is the American nation a composite of all nations so thoroughly as in the food served by American housewives, says Capitola W. Ashworth of the American Housewife's Bureau in a recent radio talk on "The Favorite Dishes of Six Nations and how the American Hostess may serve them," published recently in Canning Trade.

The American menu includes the foods of all the world and though we

may regard dishes as American concoctions it often happens that, as we eat them, they are being served simultaneously in some far away and very strange land where they are a national dish.

Valuable food suggestions to the housewife are found among the characteristic dishes of certain nations. When friend husband or perhaps a critical family have had too much routine in meals a welcome change may be made by serving an entire meal of foreign dishes, perhaps an Italian dinner, a French, Chinese or Mexican dinner.

The dishes for such meals may seem odd and difficult but they are no puzzle to the housewife who buys them in cans. Canned foods include many

delicious dishes which once tried are very likely to become favorites with the family. Many need only be reheated before serving.

Italian Dinner

Spaghetti, of course, forms the principal course of an Italian dinner, and so popular is it in this country that it is manufactured here on a huge scale and even exported raw and canned to Italy. It combines well with almost any other food for a good menu, and may be used as a course by itself or as a side dish in place of potatoes.

Spaghetti is prepared by the canneries in Italian style with tomato and cheese and also with tomato alone for those who do not care for cheese.

Ravioli is another Italian dish which is gaining popularity in the United States. With a filling of creamed spinach, it is delicious. Minestrone, really vegetable soup, should precede the spaghetti or ravioli.

Italian Menu

Should you care to make the dinner a bit elaborate Italian hors d'oeuvre will add the real Italian touch. Use sardines, pimiento, olives, anchovies, also salami, pickled beets. A salad and coffee follow all other courses. Italian cookery suggests many dishes; among the most delicious are those that make use of olive oil.

Though olive oil used to be supplied to us largely by Italy, it is now extensively produced in California. There are also many oils made from native cottonseed which are more to the taste of the average American. These may be obtained at any grocery.

Twelve Rules of Health

Food

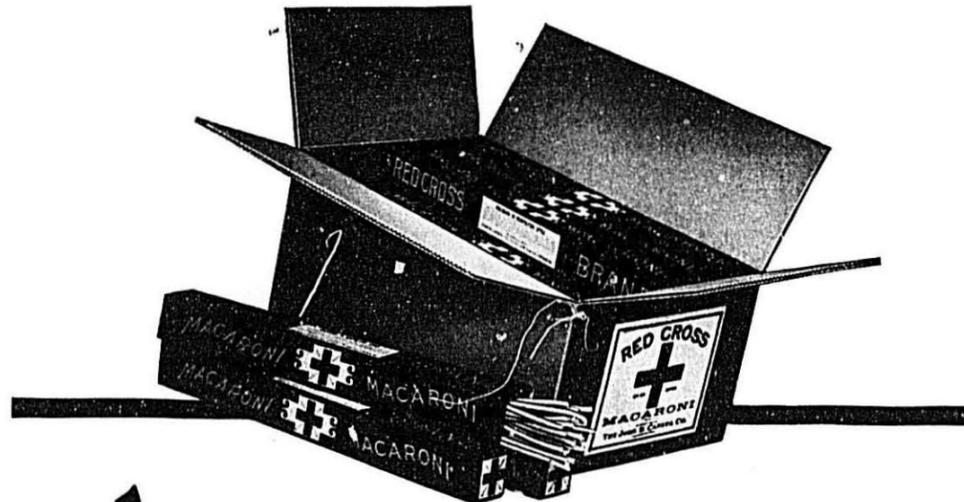
- 1—Eat different kinds of food.
- 2—Use milk in various ways.
- 3—Do not eat too much or too fast.

Air

- 4—Have fresh air where you live and work.
- 5—Wear light, loose porous clothes.
- 6—Get out-of-doors.
- 7—Have lots of fresh air where you sleep.

Habits

- 8—Sit, stand and walk erect.
- 9—Avoid poisonous drugs.
- 10—Keep clean and avoid catching diseases.
- 11—Insist on a yearly health examination.
- 12—Work hard, but play and rest too.—Metropolitan Life Insurance Co.



AMERICA'S
ANDERSON
BEST
BROOKLYN
CARTONS
CHICAGO

LEADERS SINCE 1888

COMPLETE PACKAGING SERVICE
~Corrugated Containers~
Folding Boxes & Display Cartons

Copyrighted 1926 Sefton Mfg. Corp.

SEFTON MFG. CORPORATION
General Offices: 59 EAST MADISON STREET, CHICAGO

Intelligent Pricing vs. Cutthroat Competition

Ways and means of obtaining reasonable profits on their products are always of interest to macaroni manufacturers, many of whom fail to realize what they believe are fair and just returns because of keen competition. The message given to the National Association of Box Manufacturers by W. L. Churchill, consulting engineer-economist, applies equally to macaroni manufacturers who supply the contents of the boxes.

What he says is not new. He merely states in a new way facts that everyone appreciates but many fail to take cognizance of in their sales work. Patient and continual preaching of the idea that forms the basis of Mr. Churchill's suggestions will in time bring about understanding from which manufacturers will harvest justified returns on their energy, ability and capital investment.

If every manufacturer insisted upon operating his business profitably or not at all, it would quickly become a reasonably profitable business. Not only that but the manufacturer would make better business generally because he would have money to pay out in dividends to be spent by the stockholders. He would have money to spend for improved machinery that would tend to lower costs. He would be able to put his buildings in respectable condition and pay better wages and salaries and in every way help to elevate standards of production and of living. Profits make Good Business. Good Business does not always make profits.

Why is manufacturing so poorly recompensed? There is only one answer. The manufacturer does not get enough for his goods. Why does he not get enough? He will tell you because of cutthroat competition. The real answer is that he doesn't ask enough for his goods.

The manufacturer does not ask enough for his goods because he does not understand how to price his products fairly, and how to get that price when he has determined what that fair price is.

Manufacturers with the most elaborate and complete cost systems err just as greatly in this respect as the in-

dividual who computes the price on the back of an envelope with a stub of a pencil and trusts to his idea of cost details.

All too often the highly organized firm uses its detailed cost records to enable it to quote the lowest possible prices that can be quoted without showing actual loss. Competing firms with less complete records or with no records will assume that they can produce as cheaply or more cheaply than the highly organized firm with their big overheads and will meet or even lower these prices.

Not over 10% of manufacturers even have a proper conception of what is due to capital. In the more than 60 odd firms that I have had occasion to study during the past 18 or 20 months only 6 quoted ideas on proper earnings that were consistent with the requirements. Some of the most highly organized and well rated firms required having their profit standards elevated 50%. Several firms needed to multiply their profit stands 2 and 3 times and at least one case 6 times.

Of course the few who had proper profit ideals were unable to realize them because of the necessity to sell in competition with others whose ideals on profits were much lower.

If two firms of the same size catering to the same class of trade ought to be earning \$100,000 per year, but one of them thinks \$25,000 a fair profit, his neighbor will be unable to get enough more for his profit to earn \$100,000.

Here is one avenue for intelligent associated effort. Manufacturers of all commodities must know what proportion of the industry's capacity for their locality is required to care for the normal demand. Only industry reports can correctly inform one of this. Manufacturers of all other commodities must be brought to a realization that it is impossible for any one of them to continuously hog a much larger share of the offering business than he is entitled to on a price basis alone.

He must so figure his prices as to earn for his stockholders or owners a fair profit when he is operating to the average normal capacity of the market that he is serving.

If by virtue of quality, service, salesmanship or advantageous connections

he obtains more than his normal share, then he should earn more than a normal profit. When he passes these advantages to customers by reducing his prices, he soon finds that competition forces still lower prices.

Manufacturers need to be educated in the few fundamental economic laws to apply to their pricing to insure continuous and reasonable profits for owners and stockholders as well as fair wages and salaries to labor and a fair price to customers.

This education can be quickly absorbed. A few weeks of application by any localized group will put the industry serving that particular locality on a proper profitable basis of permanent character.

A few weeks of application to those manufacturers whose products are of wider or national distribution can likewise place this group upon a soundly profitable basis.

Associated effort to create a realization of this need can quickly develop a demand for its supply. Associations can do but little in the direct educational work, but can point the way to having it applied.

Education in sound pricing economics removes any necessity for trade agreements or prices, on apportionment of customers or territories or any of the artificial stimulants to profits that at best can only be temporary even when they are not illegal.

Manufacturers cannot make the progress they can or will, until they determine to so price their products that stockholders and owners get a fair return together with an equitable treatment of labor and customers.

America Supreme in Production and Consumption

(Continued from Page 20)

ning and refrigeration so as to equalize distribution and make available foods formerly beyond the reach of the ordinary American.

With production keeping step with consumption there is little fear but what America will be able to feed its growing population for many years to come even on the higher standards toward which our people are continually aiming.

No wonder the hen gets discouraged; she can never find things where she lays them.

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

Let us be your "Package Counselors."

CONSULT OUR
TRADE MARK BUREAU.

The courts have decided that trademarks and brand names are valuable property. No new name should be adopted without investigation. Our trade mark bureau contains records of over \$29,000 brand names including all registered brands. Write for particulars. The service is free.

**The United States Printing
& Lithograph Co.**
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Quality Macaroni

By Frank S. Bonno, President National Macaroni Company, Inc., Dallas, Texas

Though most of the macaroni manufacturers of the country have perhaps read the general letter sent to the Baking Industry by Mr. Henry Stude, president of the American Bakers association, Houston, Texas, to impress upon the trade the value of quality in their business, I believe it of sufficient importance to merit repeating it in the macaroni men's journal with my comments thereon.

Quality

"Marshall Foch said 'that the best defense is an offense.' When we set out to analyze why there has been a decreased consumption of wheat insofar as it affects the baker, we are on the defensive. The best way to counteract this is to go out and fight for business, take the Offensive, and the best implement to do this with is Uniformly Good Bread.

"I am fearful that we are not keeping our bread up to the standard of quality we had a few years ago.

"I am led to this conclusion by the reports and statements that come to my office; by one or two surveys that have been made; by the complaints of Millers that we are buying a low grade flour; by the admission on the part of some Bakers that their bread is not as good as it should be, and the very frank admission on the part of a good many Bakers who in reply to the question 'How is business?' answer 'Not so good.'

"If, in our effort for low cost, or to meet competition, we start by taking something out of the loaf we are starting at the wrong end, we are killing the goose that laid the golden egg.

"Some Bakers are buying a low grade flour—reducing the shortening and milk and then coasting along on the prestige that they have built. This is coasting on thin ice—and when the momentum plays out it will be hard to start.

"No amount of advertising; no amount of high pressure salesmanship; no amount of organization effort, can continuously sell a product unless that product has merit.

"It behooves the individuals of the industry to conduct a little self analysis—see if it isn't time to take

stock. An average memory will recall many individual Bakers who have stood the test of time and keen competition and they cannot be moved—all because they have steadfastly adhered to the policy of 'QUALITY FIRST.'

"Close your eyes and think, not of the Baking Industry but of every other one, and not a single one has forged ahead except on the merit of the product it produced.

"All of which is probably outside of the purview of my position, or in plain English—none of my damn business, but I don't want to pull against the current."

* * *

This same question now faces the Macaroni Industry. The same ideas advanced by Mr. Stude apply wholly and fully to us. In recent years some macaroni manufacturers have tried to make themselves believe that the consuming public wants cheap macaroni. Where they conceive this idea I do not know, but I believe that if these same manufacturers would take stock of themselves and study their trade wants they would find that there is no such demand, nor is such product wanted.

Cheap macaroni can be made only of cheap ingredients. Cheap ingredients naturally make poor macaroni and poor macaroni is a disgrace to our trade.

Many of the better class macaroni factories operated in this great southwest are still using nothing but hard winter wheat for macaroni, others are not. Even if they used a short patent product the result would not be so bad but, in place of good raw materials, clears of lower millings are substituted because they can be bought for a price.

When a prospective user buys a package of poor macaroni, knowing no better, the future sale of macaroni is killed right then for it. Unfortunately the general public considers macaroni all of a like quality and when they taste the inferior grades which make a messy dish, unwholesome and sloppy, their appetite for macaroni is permanently satiated.

Macaroni consumers do not want cheap macaroni—they want good macaroni. Some manufacturers who claim that the people really want cheap

goods should investigate and they will probably find that it's the jobber or retailer who seeks lower prices and longer profits.

The consuming public demands the best and is usually willing to pay the price. They are now paying just as much for cheap macaroni as they used to for the quality product. The retailer is not cutting his price to the consumer on the basis of the cheap price made to him. He sells cheap goods at the same price that he sells quality products, thereby gaining longer profits.

The manufacturer in order to make a cheap macaroni uses cheap flour, sells cheap and is no better off than he would be if he used good materials and sold at fair and reasonable prices. In the latter case the public would be getting good quality macaroni at no higher cost. The industry would be helped because the quality goods would make for them more regular buyers and users of these products.

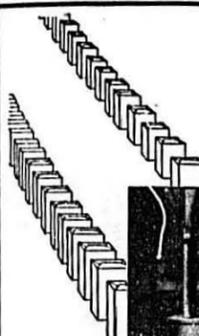
It behooves the Macaroni Industry to get away from the idea that the public wants "Cheap Macaroni." A campaign to teach quality as the one element that will bring success and prosperity to the manufacturers, to teach the public that quality products, properly prepared, are healthful and appetizing and to bring about a more general demand for the real quality goods which the American macaroni manufacturers have learned to make superior to any in the world, is the program which the manufacturer of this country should immediately adopt and scrupulously follow.

High Prices Encourage Blending

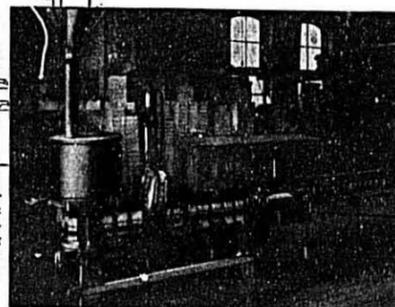
Commenting on the semolina situation during April the Modern Miller says: "Macaroni makers still show slack interest in semolina offerings, and either have little business or are using substitutes in freer manner than thought possible by the millers. Sales are very limited and mills have overtaken their contracts. Shipping instructions are none too prompt on the small number of contracts open. The situation is much duller than anticipated and there is no booking of orders for future requirements of any importance. Millers have done their best to bring prices down by failing to compete for the scant offerings of milling durum in the market but apparently they have not been able to satisfy the semolina buyers. As yet the premium paid for

(Continued on Page 31)

The carton never stops



Canadian installation of Stokes & Smith Carton Filling and Sealing Machine.



The Stokes & Smith Automatic Carton Filling and Sealing Machine for end-opening Cartons is unique in that the cartons move continuously at uniform speed throughout the machine.

The packages are filled while they are in motion, and more time is available for filling. A speed of at least sixty packages per minute is easily maintained.

As many as twenty-eight cartons are in the machine at one time—some being filled, some lined, others having flaps glued and folded.

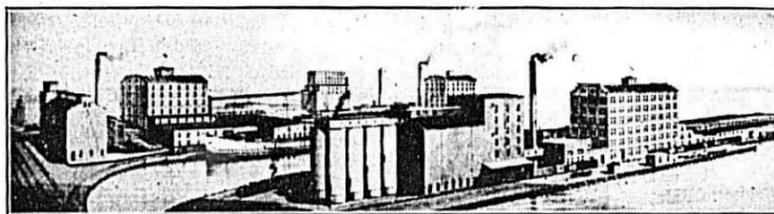
The Stokes & Smith Carton Filling and Sealing Machine produces the tightest possible printed carton—at the rate of sixty per minute.

The Stokes & Smith Automatic Package Wrapping Machine produces the tightest of all packages—the tight-wrapped package with label glued all over.

Whether your chief requirement is speed, or tightness, or economy, or display value, you can meet it dependably with Stokes & Smith packaging machinery.

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THE UP-TO-DATE HOME OF

HOURGLASS BRAND

SEMOLINA AND FLOUR

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

DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE: F 7 Produce Exchange
PHILADELPHIA OFFICE: 458 Bourne Bldg.

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

Refilling Bags a Weevil Evil

Government and private technical authorities state that the prolific source of mill infestation, not only of the weevil but also of the Mediterranean flour moth, is the used bag which is returned to the mill to be refilled. It appears that these insects get into the seams of the bag and no amount of beating that the bags will stand insures perfect cleaning. If the bags are beaten too hard they readily burst in packing or during shipment. If they are not beat sufficiently the insects are not removed.

This applies particularly to the cotton 98 lb. and jute 140 lb. bags. Both of these kind of bags are built as one trip containers and they are not properly to be used a second time for a product of value such as flour, although there are other uses to which they can be put.

The flour mills are seeking to eliminate weevil infested flour from the trade and to do so are asking the co-

operation of all manufacturers of food from flour. They ask that bags be not returned for refilling but rather disposed of in many ways which they have enumerated in circulars to the trade.

Almost any human food product that can be named is now packed in new fresh containers. Why should flour, from which man's best foods are made, be packed in soiled, unsanitary second hand bags? The time may come when pure food laws will be passed which will prohibit the packing of any kind of human food products in used containers.

The macaroni manufacturers utilize second hand bags only to a very limited extent. If so, the bag manufacturers and the millers join in asking that the macaroni men dispose of their used bags to housewives for towels, dish cloths, etc.; to hotels, restaurants and institutions for similar purpose or to bag companies which will purchase surplus stock.

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery; also applications for and registrations of trade marks for macaroni products.

PATENTS

In May 1927 the following patents on macaroni machinery were registered:

Surico Machine

A machine for making macaroni patented by Carmine Surico, Brooklyn, N. Y., and assigned to the Clermont Machine Company, Inc., of the same city, was granted patent rights No. 1627297, on May 3, 1927, by the U. S. Patent Office. Application for patent was filed Dec. 19, 1923, and given serial No. 681532.

The machine is officially described as follows: In a mechanism of the character described, a container having a plurality of compartments adapted to receive the dough, said container being suitably mounted to permit its rotation about an axis falling between said compartments, a detachable bottom for said container having a portion adapted to assist in packing the dough in a compartment and a die por-

tion adapted to have the dough pressed through it, said mounting further permitting said container to be reciprocated into contact with and away from said bottom, means for effecting said reciprocations and means for effecting said rotation for interchanging the positions of the compartments relatively to the bottom, said reciprocating means being adapted automatically to actuate the rotational means when the container is away from said bottom.

TRADE MARKS REGISTERED

In April no macaroni trade marks were registered in the patent office.

TRADE MARKS APPLIED FOR

Several applications for the registrations of trade marks for use on macaroni products were filed with the U. S. Patent Office in May. Opposition to their registration must be made within 30 days.

Skyline

The private brand trade mark of Henry Borgsmiller & Sons, Murphysboro, Ill., for use on macaroni, spaghetti, noodles, and other foods. Application was filed Jan. 22, 1927, and published May 3, 1927. Owners claim use since May 1, 1918. The trade mark is the word "Skyline" in script outlined letters.

Roger Williams

The private brand trade mark of the Nicholson Thackrey company, Pawtucket, R. I., for use on canned spaghetti and other canned and packaged groceries. Application was filed Feb. 2, 1927, and published May 3, 1927. Owners claim use since March 10, 1925. The trade mark "Roger Williams" is in heavy black type and is the name of a leading exponent of freedom in religion and the founder of the colony of Rhode Island.

Garofolo

The private brand trade mark of Garofolo Brothers, Chicago, Ill., for use on alimentary pastes and other products. Application was filed Dec. 27, 1926, and published May 10, 1927. Owners claim use since July 1, 1923. The trade mark is the name "Garofolo" placed over a shield carrying the coat-of-arms.

Pride of Illinois

The private brand trade mark of the Illinois Canning company, Hoopston, Ill., for use on canned macaroni, spaghetti and other products. The application was filed February 24, 1927, and published May 10, 1927. Owners claim use since Jan. 15, 1926. The trade mark is the name in heavy black type.

Tasty Bends

The private brand trade mark of the Tharinger Macaroni company, Milwaukee, Wis., for use on alimentary paste products. The application was filed Oct. 30, 1926, and published May 17, 1927. The firm claims use since Feb. 20, 1917. The trade mark is the name in heavy black type.

IGA

The private brand trade mark of Neighbor Products company, Chicago, Ill., for use on alimentary paste and other products. Application was filed April 5, 1927, and published May 17, 1927. Owners claim use since Dec. 21, 1926, on macaroni, etc. The trade mark is the initials in heavy Roman type.

Joan of Arc

The private brand trade mark of the Illinois Canning company, Hoopston, Ill., for use on macaroni and spaghetti in addition to other food products. Application was filed Feb. 24, 1927, and published May 17, 1927. Owners claim use since July 15, 1926. The trade mark is the trade name in heavy black type.

Neighbor

The private brand of the Neighbor Products company, Chicago, Ill., for

use on alimentary pastes and other products. The application was filed April 5, 1927, and published May 24, 1927. Owners claim use since Dec. 21, 1926. The trade mark is the name in black type.

High Prices Encourage Blending

(Continued from Page 28)

Good durum wheat is sufficient to prevent exporters from decimating the supply but any important drop from the present level may result in foreign absorption of the remaining surplus and then the macaroni manufacturers will have to take pot luck in the market until a new crop is available. The country reports lack of choice durum wheat for seeding purposes, which not only will affect the supply of choice old durum in visible positions but will tend to prevent any sharp break in prices on new crop prospects.

The forceful speaker doesn't drown out his words with noisy table pounding, neither does the quality manufacturer who makes quality goods—and tells the world about it.

Increased volume cuts sales expense.

MACARONI BOX SHOOKS

THAT WILL STAND UP!

All our Shooks are made from sweet Gum, Magnolia and Poplar. Tough Woods are selected, so that they make a strong Box. One piece Tops, Sides and Bottoms ¼" thick, 7/16" Ends.

REASONABLE PRICES - PROMPT SERVICE

E. J. Berger & Company

1400 Broadway, New York, N. Y.

TELEPHONE WISCONSIN 7917

The "National" Carton

Is more than a FOOD CONTAINER
It is a FOOD PRESERVER

Packed in "NATIONAL" Macaroni and Noodle Shells your products will reach the consumers in their original freshness.

For Your Wrapped Package---Use our "National" Inside Liner.
Makes package moisture and weevil proof when sealed with a label.

National Carton Company

Joliet, Illinois

CARTONS FOR FOOD PRODUCTS OUR SPECIALTY

Advertised vs. Unknown Brands

Do You Realize That the Cost of Selling Well Known Brands Is Much Less Than the Cost of Selling Unknown Brands?

(The following is taken from the April 1927 issue of the Southeastern Grocer published at Atlanta, Georgia.)

The consensus of opinion among retail grocers at one time was that any article which did not net a greater percentage of profit per sale than the actual expense cost of doing business, including overhead, was considered a loss to stock. No consideration was given to the number of times a product turned over, owing to the anxiety of the dealer to gain a large profit on all merchandise.

But the dawn of a different day is here, however, since every wideawake grocer is now beginning to realize the importance of concentrating on reliable brands—quick turnovers—and stop experimenting with unknown brands.

If the grocer buys canned foods that are replaced only twice a year he makes 2 profits on his money. If he buys a good seller—a quick turnover—he makes a profit at every turnover, perhaps 25 times during the year, making the investment profitable.

Capital tied up in stock that turns slowly or that does not move must be paid for in some way for remaining idle so long.

The widely advertised article—the quick turnover—is where the retailer makes his uniform profit and in addition to that he satisfies his customers by giving them fresh goods, since the products are constantly moving, due to the publicity given by the manufacturer.

The substitute, later a shelf warmer, is put over something like this:

A salesman calls on a retailer.

Your expense in running your business, including overhead, say, 30%—now on the brand of macaroni you are carrying, you only net 20% profit, which does not even cover your selling expense, let alone add profit. How does it pay?

The grocer replies:

My customers demand "Blank" macaroni.

Yes, that may be all right. But how much do you get out of it? It costs thousands of dollars to advertise and also a lot of money to place the goods on the market, etc.

We save money and give it to you in discounts, etc.

The grocer, tempted by the bait of the extra profit, orders a supply. No one calls for it. No one has ever heard of it. No one has seen it advertised.

The shelf warmer bought at a big margin of profit must be sold. Here's where the advertised article comes in.

It is claimed they pay less profit than the other goods, but they sell faster. Take a stock of all advertised lines from a dealer's shelf and put it beside a similar stock of unknown brands, bought at a bargain price.

While the merchant has been having all sorts of anxiety in ridding himself of the inferior brand, the advertised or quick turnover goods has been working itself out, over and over again, turning in the profit probably at a smaller scale, but piling up until it made the seemingly big margin, or the shelf warmer, look like a 1 cent piece.

Today progressive merchants are realizing as they have never realized before, that the cost of selling is very much less on the advertised brands; that they sell more quickly; they have fewer complaints on the goods, comparing them with unknown brands, and most vital of all, they can make more turnovers of advertised goods than they can of others.

Here's an unknown brand of starch in 1-pound packages. It pays a profit of 20%. Here's a trademarked, advertised brand packed the same way that pays 15%. And yet you can make more real money by carrying the well known brand. This is the reason:

If you are selling unknown brands you have to carry a dozen different ones. Some customers will call for one kind, some for another. In order to get a satisfactory price, you buy more of each kind than you really need. You have a lot of money tied up in starch and it may be 6 months or more before you get back your original investment, for 6 months you can't make a cent on your starch sales. But it is costing you money to carry that starch just the same, overhead outruns sales.

But suppose you have one well known, advertised brand, that is acceptable to all your customers. You

buy only one twelfth as much, and when that is gone take the same money you put into it before and reorder, and your 15% goes into the bank. Suppose you sell and reorder 6 times in a year. You have made 6 times 15%, or 90%, on your starch investment—whereas if you had restocked twice on your dozen different brands you would have made only 20%, or 40%, on your money and would have had a lot more cash capital tied up all the time. And, remember, among that dozen unknown brands there are sure to have been enough leftovers to eat up your profits.

Stock "Bunk"

Misrepresentation, either willful or unintentional, is frequently resorted to in many stock selling schemes. One was recently called to our attention that for audacity "takes the cake."

Under the heading "This Healthy, Growing Industry Invites You" a word picture is painted of an industry of wonderful promise, whereas, the truth of the matter is that the Macaroni Industry faces a condition of overcapacity that threatens ruin. Think of the many macaroni plants that have closed their doors and the many idle presses and hundreds that are running only part time and then read this stock selling "slush":

"Why the italicized words—'HEALTHY, GROWING!' First of all, we believe that statistics—mere columns of figures—mean little, confuse more and lay one open to argument quicker than any other element in such a booklet as this. Therefore, we intend to show by concrete example through which the thread of romance is woven, definite reasons for investing in the healthiest, fastest growing industry our modern business world knows. It is healthy! It is growing! The United States government installed, only 5 years ago, a system whereby the great strides of macaroni production and particularly exportation might be checked. Since then, this department has had no success; its clerks have been virtually working overtime; and the checking-up of increases in the industry has been a man-sized job. The result of their labors—it is not known that while the average Italian citizen consumes 50 lbs. of macaroni per year, the American eats but one twentieth of that amount—shows that there is a definite opportunity to be grasped by alert, keen, powerful business men."

"Good Macaroni Requires Good Cheese"

GROCERS: Sell in your Store only the best known Brands of Macaroni and Italian Imported Cheese.

YOUR BUSINESS WILL PROSPER!

SELL LOCATELLI

Reggiano - Genuine Pecorino Romano

(The World's Leading Brand for Over 50 Years)

"Locatelli Grated" Finest old REGGIANO CHEESE grated and packed in our own Factories in Italy. Imported exclusively in original 2 oz. Pkgs.—12 boxes to a carton. American trade particularly will find it most convenient. Write for information.

MATTIA LOCATELLI
N. Y. BRANCH
24 VARICK STREET
(Locatelli Building)

Since 1858, The World's Largest Makers of Quality Bags

THE most sanitary, safe and economical way to receive Semolina is in new bags. Clean, sanitary, new bags on every shipment mean no flour lost in transit due to poorly patched or broken bags. We will help you dispose of your empty bags at a profitable figure.

Begin now ordering your Semolina in new cotton bags. The flour mills will gladly supply you.

BEMIS BRO. BAG CO.

St. Louis Indianapolis Kansas City Omaha Minneapolis Winnipeg Seattle San Francisco
Houston New Orleans Memphis Brooklyn Buffalo Wichita Ware Shoals

Notes of the Macaroni Industry

Incorporate Washington Firm

The Pacific Coast Macaroni company of Seattle, Wash., has been incorporated under the laws of that state. The capital stock of \$49,500 is practically all owned by the incorporators, who are Guido Merlino, John Madonna and Joseph Merlino. The firm has a well equipped and modern plant arranged to permit expansion to meet business demands.

Grated Cheese for Macaroni

The employes at the headquarters of the National Macaroni Manufacturers association vouch for the tastiness of a dish of spaghetti flavored with the famous Locatelli Grated Cheese, samples of which were supplied by the distributor, Mattia Locatelli of New York city. This Reggiano cheese gives macaroni the longed for Italian flavor, especially when used with good tomato sauce.

Per Worker Output Increasing

According to a study made of figures submitted by manufacturers and other employers of labor for the census of manufactures the output of manufactures per worker has increased nearly 50% from 1899 to 1925. Expansion in output per person has been particularly large in recent years amounting to 10% from 1923 to 1925 and 40% from 1919 to 1925. This growth is attributed to the increasing utilization of machinery and power, mass production, elimination of waste, and planning of production in relation to general business conditions. This is the general conclusion of the officials of the United States Chamber of Commerce who have been making this survey.

Berger Opens Shooks Department

The Macaroni manufacturers will no doubt be interested to learn of the entrance of E. J. Berger & Co. of New York city into the macaroni box shook business. While this firm never sold macaroni box shook before, it has been established a good many years, and is well and favorably known in the general box shook and lumber business in the New York district.

Mr. Berger said his firm expects to make quite a success of the macaroni box shook business, particularly so, as at this time the macaroni industry faces a rosy future, because the macaroni eating

habit is spreading to all classes like wild-fire. He also said that the several lumber mills his firm is associated with are to serve the macaroni manufacturers with the greatest efficiency possible. To better serve the interests of the macaroni manufacturers, E. J. Berger & Co. has acquired the services of John D. Rossi as salesmanager.

Western Manager Resigns

J. A. Gerwin, western representative of Th. H. Kappeller, American distributor of the famous Buhler Brothers line of macaroni and noodle machinery, Uzi, Switzerland, has resigned to take a position on the engineering staff of the Allis-Chalmers Manufacturing company of Milwaukee, Wis. Mr. Kappeller will personally supervise his firm's activities in the middle and western states.

Change in Oakland Ownership

L. A. Postorino has disposed of his interest in the Oakland Macaroni company at Oakland, Calif. The buyers are A. Levaggi, L. Garibaldi and B. Crosette who will enlarge and remodel the plant to take care of its increasing business in its natural Pacific coast territory.

Egg Man Severs Connection

L. M. (Doc) Fletcher, Chicago, and western representative of Joe Lowe company, has resigned to become effective immediately. He is well known to the manufacturers of egg noodles and other egg pastes, particularly in the central section of the country. Just a year ago he was an enthusiastic member of the Chicago committee that promoted the entertainment features of that wonderful convention in Edgewater Beach hotel. Mr. Fletcher is considering several offers and will make a public announcement of his business intentions early the coming month. His friends in the macaroni industry wish him every success.

Food Violations Continue

Despite the efforts of the Vigilance committee and the state and federal food officials some manufacturers continue to openly violate the anticoloring law, particularly with reference to noodles, declares Dr. B. R. Jacobs, who has been very busy the past few months making analysis of products seized by the authorities or submitted by competitors.

"We are getting many complaints and

it seems that the activities of the violators are increasing. When the Bureau of Chemistry stops one violation there seems to be a number of others spring up like mushrooms. We must keep hammering away to impress the manufacturers with the necessity of complying with the law. It is not enough for them to say that they are not living up to the law merely because their neighbor is violating it.

"A certain number and a certain type will always violate the law, but thank the Lord they are in the minority. On the other hand the most prominent manufacturers and particularly those who are affiliated with our association should be like Caesar's wife, ABOVE SUSPICION, and if they remain so, those who are tempted will eventually fall in line because they will see that it is at least good business, if nothing else."

Among the samples analyzed was one made in Pennsylvania, labeled "Egg noodles" but contained only 0.45% egg solids and was artificially colored.

Egg noodles from Baltimore showed only 2.99%, 3.30% and 3.65% of egg solids, respectively.

A different Pennsylvania batch showed 1.65%, and 4.05% of eggs and all artificially colored.

So-called egg noodles made in central New York failed to show even a trace of eggs. A sample sent in from Rochester had only 1.0% of egg solids and much coloring matter. Some Bologna Style macaroni made in Greater New York and sold by the retailers for egg noodles showed no eggs whatever, but of a beautiful golden color.

From Ohio comes a sample with only 4.89% of eggs; one of bulk noodles absolutely without eggs but heavily colored and a sample from Buffalo of the same character.

Manufacturers who will continue to try and fool the people will realize altogether too soon that they themselves are being fooled because the authorities are working hard to educate the consumer to know the camouflaged foodstuff for what it is really, an inferior product painted to resemble one that has the confidence of the consumer.

Camden Firm To Enlarge Plant

Seeking to enlarge its quarters and increase its equipment from a 25 barrel to a 100 or 150 barrel a day plant, the

June 15, 1927

THE MACARONI JOURNAL

35

Our New Brand



GIVE IT A TRIAL

COMMANDER MILL COMPANY

MINNEAPOLIS, MINNESOTA

Hello, everybody! Hope business is fine.

South Jersey Macaroni Manufacturing Co., Inc., of Camden, N. J., is offering stock to the public. It is proposed to sell \$100,000 in preferred stock to the general public. This preferred stock has a par value of \$50 a share and bears 8% interest, cumulative, payable when directors feel earnings warrant. The common stock has no par value. The selling unit is two shares of preferred stock and one share of common stock for \$120. It is promised that when the earnings and profits of the company are over and above the 8% dividend, cumulative, on the preferred stock, the surplus will accrue to the common stock.

Six years ago John Marini organized the South Jersey Macaroni company and operated a small plant in Camden, opposite Philadelphia. He had been a resident of Camden over 20 years and was well known as a successful business man. In the enlarged firm several new partners were invited. John N. Durmann was made vice president; Guido Marini, second vice president; James Marcattili, secretary, and Felix D'Aloise, treasurer. T. M. Recchiuti is salesmanager.

Saffron Causes Suspicion

Food officials view with suspicion the determination of several macaroni firms to use saffron in flavoring macaroni products. It was pointed out there could be only one justification in its use, and that was to impart to the products, not saffron flavor, but the yellow egg like color, that would enable the unscrupulous retailer to palm off the goods as egg products.

Saffron is a harmless color, differing materially from the coal tar coloring ingredients that are sometimes used in alimentary pastes. It was determined to seize all goods so "flavored" and to judge them as adulterated in the opinion of the authorities. Even criminal action may be resorted to in the state and government fight against persistent violators, in which event the result would be the imposing of a heavy fine or imprisonment or both.

Operates Cleveland Plant

The McLaren Macaroni company, a division of the McLaren Consolidated Cone Corporation of Dayton, O., has taken over the large Cleveland Macaroni company plant in Cleveland, that until last year was operated by the Mapl-Flake Mills division of Armour Grain company. This plant has been in the hands of the new management since

January 1, the McLaren company now being very active in manufacturing macaroni products in addition to several other food products.

Mexican Production Increased

The industry of manufacturing macaroni and vermicelli is one of the few in the city of Monterey, Mexico, that experienced a more prosperous year in 1926 than in 1925, states a report from American consul J. V. Whitfield made last month. It is said that this business increased 30% in 1926 and that further increases are expected the present year. The daily output of this factory is from 700 to 900 lbs. of macaroni and vermicelli. The products are for the most part of a cheap grade.

Offer Silver Trophy

Scarpelli Brothers, macaroni manufacturers of Spokane, Wash., are getting some very favorable publicity through their generous offer to present to the winners of the Fraternal League Baseball Champions of their city a handsome silver trophy cup. The trophy is a very expensive and attractive affair, being one foot high and beautifully decorated and engraved. It has been on display at the offices of the leading papers and sporting goods firms in Spokane and much rivalry has been aroused among the teams. The Junior Eagles represent the macaroni firm through Frank Lappano, the manager, and early in June enjoyed a 3-way tie for first place. His son is his team's leading pitcher. He recently hurled a no-hit game against one of the leading opponents. The Scarpelli Brothers trophy is to become the permanent possession of the team winning it three times in succession.

Chicago Firm To Enlarge

Chicago's largest macaroni firm is to become even larger when the present plans of the Chicago Macaroni company for enlargement are completed. Through the press it recently announced plans for building a 5 story and basement addition to the plant at 2148 Canalport av. Work was started last month on the annex that will make it one of the largest plants of the country. The addition will be 100x108 ft., will comprise 93,900 square feet, which with the present building will provide the enlarged plant with an area of 213,240 square feet of manufacturing, drying and shipping space. Including the land the entire project will have a value of approximately \$600,000. The com-

pany's holdings comprise 413 ft. in Canalport av. with an average depth of 130 ft. with a C. B. & Q. R. siding running the whole length.

Macaroni--From the Press

High Grade Foods at the Del Rossi Co.

One of the most up-to-date hygienic American food factories is that of the G. D. Del Rossi company at 240 India st., Providence, manufacturers of high grade spaghetti and macaroni.

Established in 1910 this company has more than kept abreast of the times, and through its highly efficient organization it has created a name with the trade which stands for reliance and dependability.

All the most modern machinery that enters into the manufacture of these delectable products is installed here, and the sanitary method of handling the foodstuff insures a most insuperable quality. The present durum wheat semolina is used and each package is dust and moisture proof.

An interesting chart printed in a pamphlet distributed by the Del Rossi company shows the relative nutritive value of its foodstuffs as compared with whole wheat bread, meat and milk.

Cheese, the pamphlet indicates, is rich in calcium, one pound of cheese furnishing 62% of body requirements, so macaroni cooked with cheese is richer than either milk or bread in 5 essential substances.—Providence (R. I.) News.

Tempting Dishes at Spaghetti Place

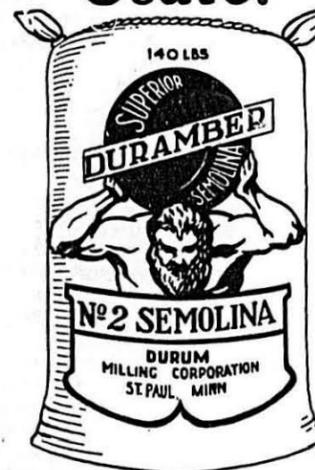
At the Spaghetti Place, 1315-1317 Main st., Bridgeport, Conn., 12 or more American dishes are served beside the regular menu of spaghetti, served real Italian style, and the whole milk fed chickens with rolls.

It is fascinating to be served American dishes by people of another nationality than the English. The interest lies in the manner in which it is both cooked and served.

Prompt service is paramount at the Spaghetti Place. Orders of spaghetti are always ready to take home. An after theater party pauses before the Spaghetti Place and ponders, "Will we go in and again try their delicious dishes?" The answer is usually "yes" by the majority of those in the party. When you take the spaghetti order home the main part of your dinner will be solved.

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"

Guaranteed by the
Most Modern Durum Mills in America
MILLS AT RUSH CITY, MINN.

ECONOMY and EFFICIENCY

Are the two factors that really
count in business

ONLY
COFFARO'S MACARONI
DRYING SYSTEM

translates them into facts

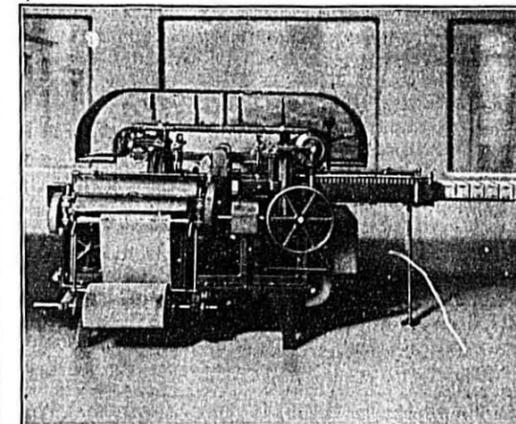
It saves 75% in Production Cost, increases your daily production and does away with waste, acidity, and any other imperfection with which the product is liable to be affected through less efficient systems.

J. S. COFFARO & CO.

29 Central Ave., Brooklyn, N. Y.

Don't Turn Your Back
on Improved Methods!

Use JOHNSON
Packaging Ideas!



Modern merchandising, competition and a new consumer ideal demand a better, neater package. A wax-wrapped package from a JOHNSON Machine guarantees greater protection to the contents, a better-looking package and resultant increases in sales.

The JOHNSON Wax Wrapper has passed the stiffest working tests in macaroni manufacturing plants, and has earned the highest approval. Entirely automatic in action, it has a capacity of sixty packages a minute.

Face your packaging problems squarely! JOHNSON Engineering Service is gratis. Write for particulars and Bulletin No. 12, just published.

We also manufacture complete packaging units—Gross Weight Scales; Net Weight Scales; Bottom and Top Sealing, and Lining Machines (with or without Automatic Carton Feeders), and Glassine Wrappers.

The Johnson Automatic Sealer Co., Ltd.
Battle Creek Michigan, U. S. A.

Branches: New York — Chicago — London

JOHNSON
AUTOMATIC PACKAGING MACHINERY

Grain, Trade and Food Notes

Washburn Crosby Buys Mill

The Washburn Crosby company of Minneapolis, already one of the largest flour milling concerns in the world, has further expanded its milling business by purchasing a mill in Ogden, Utah, which will be equipped with modern machinery capable of producing 400 bbls. of flour a day. This move made last month makes the first entrance of the corporation into the milling business in the intermountain territory. The new property will be operated by the Royal Milling company, a subsidiary of the Washburn Crosby company. The total milling capacity of Washburn Crosby company is now approximately 70,000 bbls. a day.

\$4,000,000 to Advertise Apples

According to Paul C. Stark of Louisiana, Mo., a plan has been devised for the expenditure of \$4,000,000 in a national advertising campaign for the Apple Industry of the country to cover a period of four years. The Mills Advertising company of Indianapolis has been retained as the national advertising council for Apples For Health Inc. The

National Association of Apple Growers will sponsor the campaign.

Chamber Elects New President

Lewis E. Pierson, chairman of the American Exchange Irving Trust company, New York city, was elected president of the United States Chamber of Commerce at the termination of its 15th annual meeting in Washington, May 5, 1927. Judge Edwin B. Parker of Houston, Texas, was named to fill the newly created position of chairman of the board of directors.

Heavy Demand for Paper Containers

In its recent "Barometer Letter" to the trade, J. B. Brunt, president of the Mid-West Box company, Chicago, predicts that the demand for corrugated and solid fiber product for shipping purposes will be heavy during the late spring months. The spring demand was a little late materializing but came through as predicted, with prices rising. Prices now are firm and there is no evidence of lower prices for June deliveries.

This firm has been experimenting

through the past year with a new process that will give a better finish and printing surface to its solid fiber boxes and make them more moisture proof. The process has proved successful and equipment is being installed for the placing of a thin coating of paraffin on both sides of the ply. Beside making the box more moisture proof it makes it harder and stiffer, better able to withstand the shipping shocks.

Wheat Price Comparisons

Wheat prices in the United States tend to be higher than prices in Canada under the existing tariff of 42c per bu. This is shown in a study of comparative levels of wheat prices in the United States and Canada, just published by the Food Research Institute of Stanford university, covering the three years 1923-24 to 1925-26. But prices in the United States are not often higher than Canadian prices by the full amount of the duty. The tariff exerts greater price influence in some years than in others and the size of the premium varies from month to month in the same crop year. The size of the premium differs also as different bases of price comparisons are chosen. Spring wheats usually carry higher premiums than winter wheats.

CHAMPION EQUIPPED PLANTS

--are the successful plants in the macaroni and noodle manufacturing industry.

Their superfine quality products result in a steady increase of business--their substantial operating economies assure consistently good profits.

Users of Champion Flour Handling Outfits, Noodle Brakes and Macaroni Mixers, always have a winning advantage over competition.



CONNELLSVILLE MACARONI COMPANY

"LA PREMIATA" MACARONI

CONNELLSVILLE, PA.
December 17, 1926.

Champion Machinery Co.,
Joliet, Ill.

Gentlemen:-

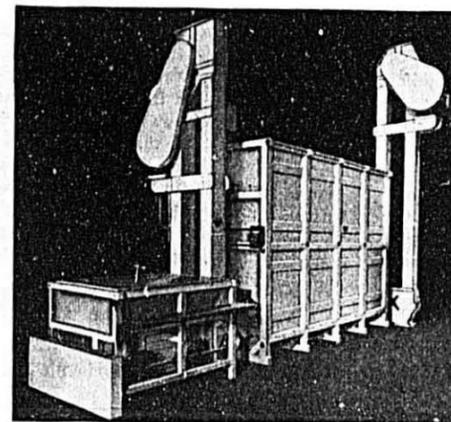
It is a pleasure for us to inform you that the Champion Semolina handling outfit which was installed in your plant recently, consisting of Bin, Conveyors, Water Vat and Scales, meets with our complete satisfaction. This installation was a decided improvement over our previous system of handling our semolina and water in the manufacturing of our product, as it saves time, labor and other little detail expenses. We are sorry we did not install the Champion outfit years ago.

We also wish to thank you for the courteous treatment accorded us by your representatives and the service rendered by them in assisting us with much patience to reduce our overhead expense.

With sincere wishes for your further success, we remain

Yours very truly,
CONNELLSVILLE MACARONI COMPANY,
R. E. GUNTER, Treasurer.

120/C



Our experts are at your service in redesigning your present plant, or in helping you work out plans for a new one.

We shall be glad to answer any inquiries regarding your problems--and without obligation to you.

CHAMPION MACHINERY COMPANY

JOLIET -- ILLINOIS

These Letters Tell

the experience of two prominent manufacturers who have secured important advantages from the use of Champion machinery, and also valuable engineering aid from the Champion service department.

You can get equally profitable results by running your plant the "Champion Way."

THE JOHN B. CANEPA COMPANY

MANUFACTURERS OF
RED CROSS MACARONI AND SPAGHETTI
302-310 WEST GRAND AVENUE
CHICAGO



Feb. 21st, 1927.

Champion Machinery Co.,
Joliet, Ill.

Attn: Mr. P. A. Wotta, Genl.

Dear Mr. Wotta:

Appreciating your good service, I have, for some time intended to write you and let you know that the scales and elevator conveyer we purchased from you are giving first class satisfaction.

In fact we have had no trouble whatever with them.

Naturally a manufacturer appreciates real service when he gets it and it is only your due to be made acquainted with the fact that you have given us the kind of service we want, and your machinery has proven to be all that you claimed for it.

Best wishes and every success to you.

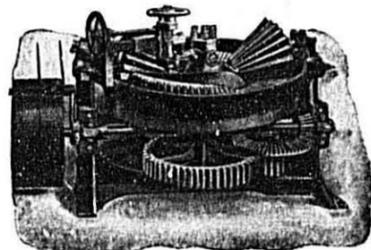
Very truly yours,

THE JOHN B. CANEPA COMPANY

John B. Canepa

370/32

D. & E. Kneaders



To The Trade:-

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

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

Yours very truly,

DIENELT & EISENHARDT, Inc.
R. F. BOGGS, Sales Manager

DIENELT & EISENHARDT, Inc.
1304-18 N. Howard Street
PHILADELPHIA, PA.

Established Over 50 Years

The House
of
Perfection

Always at
Your
Service

Where Others Have Failed,
We Have Succeeded.



Why not deal with a reliable house?

INTERNATIONAL
MACARONI MOULDS CO.

317 Third Ave. Brooklyn, N. Y.

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
 HENRY MUELLER JAB. T. WILLIAMS
 M. J. DONNA, Editor

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

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

Vol. IX June 15, 1927 No. 2

Questions and Answers

Names of Spaghetti Sauce Makers

Question: Are there any manufac-
 turers of real spaghetti sauce, Italian
 style, who market their products in this
 country?

Answer: There is one firm in San
 Francisco that advertises a spaghetti
 sauce, or did so several years ago.
 Little has been heard about it recently
 and it may not have proved successful.

Question: Where will we obtain the
 recipe for making a spaghetti sauce
 similar to that used by the firms who
 market canned prepared spaghetti?

Answer: They are probably unob-
 tainable as each claims to have his pri-
 vate recipe.

Regular Railroad Fares

Question: Have you arranged for
 reduced railroad rates to the Minneap-
 olis convention this year?

Answer: In order to get convention
 rates there must be at least 250 dele-
 gates. As our attendance is never
 more than half that number, it would
 be impossible to get reduced rates on
 the certificate plan.

We Make Reservations

Question: Should we make reserva-
 tions for rooms with the hotel direct
 or through the secretary?

Answer: Either will be glad to
 make your reservations.

All Are Welcome

Question: I am not a member of
 your association but perhaps will be-

come one soon. Will I be permitted to
 attend the Minneapolis convention
 June 13, 14, 15, 1927?
Answer: Sure thing. Come along.
 No obligation. Bring along your
 friends in the industry.

Semolina Notes

In spite of slack orders for semolina
 there was little or no change in prices.
 No. 2 semolina was quoted in Minne-
 apolis around 4 3/4c per lb. bulk, f. o. b.
 The standard sold at 4 1/4c and No. 3
 at 4 1/2c. The special grade slightly
 lower.

W. H. Sutherland, secretary of Du-
 luth Milling company, Duluth, Minn.,
 has practically recovered from the
 serious operation that he underwent in
 April in Rochester, and will be among
 those who will welcome the macaroni
 manufacturers to the Minneapolis con-
 vention this month.

A. J. Fischer, manager of the durum
 department of Pillsbury Flour Mills
 company, made a trip through the east
 during May. He called at the associa-
 tion headquarters en route.

Washburn Crosby company was fa-
 vored in the recent decision in the dis-
 trict court in a suit brought by Guy
 A. Thomas, a former officer and stock-
 holder of the company, who sought to
 obtain what the plaintiff considered a
 more equitable value for his stock.
 The case will be appealed.

During May the price of good durum
 had advanced to such a high point as
 to discourage buying. Orders for car-
 load lots of semolina were scarce. The
 mills have been running fairly good,
 all of them milling part time during
 the month.

Why Is It?

Why is it that so many macaroni men
 refuse to properly advertise their won-
 derful products to the hundreds of
 thousands of prospective consumers in
 this country? That is the question that
 is puzzling an eastern manufacturer who
 thus argues and advises:

"A Macaroni or a Noodle Manufac-
 turer wakes up in the morning after
 sleeping under an advertised blanket, on
 an advertised mattress and pulls off ad-
 vertised pajamas; takes a bath in an ad-
 vertised tub; shaves with an advertised

razor, washes with an advertised soap,
 powders his face with an advertised
 powder; dons advertised underwear,
 hose, shirt, collar, suit, handkerchief;
 sits down to a breakfast of advertised
 cereal, drinks a cup of advertised coffee;
 puts on an advertised hat, lights an ad-
 vertised cigar; rides to his office in an
 advertised automobile running on ad-
 vertised tires over advertised cement or
 brick, etc., etc.—and then he refuses to
 advertise on the ground that advertising
 doesn't pay.

"My advice to this man is—IF YOUR
 BUSINESS ISN'T GOOD ENOUGH
 TO ADVERTISE, ADVERTISE IT
 FOR SALE!"

THERE'LL COME A TIME

There's a time to part and a time to
 meet,
 There's a time to sleep and a time to eat,
 There's a time to work and a time to
 play,
 There's a time to sing and a time to
 pray,
 There's a time that's glad and a time
 that's blue,
 There's a time to plan and a time to do,
 There's a time to grin and to show
 your grit,
 But there never was yet a time to quit.
 —Exchange.

ALARM DIDN'T GO OFF

An Italian miner was out of work so
 went west to see if he could get a job.
 He had tramped half a day so was
 tired and sat down on a log. Suddenly
 he saw in front of him a rattlesnake
 all curled up and ready to strike. He
 had heard that these snakes always
 used their rattlers before they struck
 so sat still, but suddenly the snake
 struck at him and missed him by only
 a fraction of an inch. The Italian left
 the log at high speed, shouting over
 his shoulder:

"Son of a gun, why no ringa da
 bell?"

If you are up against it—go around.

A. ROSSI & CO.

Macaroni Machinery Manufacturer

Macaroni Drying Machines

That Fool The Weather

387 Broadway — San Francisco, Calif.

DURUM SEMOLINA



CAPITAL FLOUR MILLS, Inc.
 MINNEAPOLIS MINNESOTA SAINT PAUL

Cheraw Box Company, Inc.

Seventh and Byrd Streets
 Richmond, Virginia

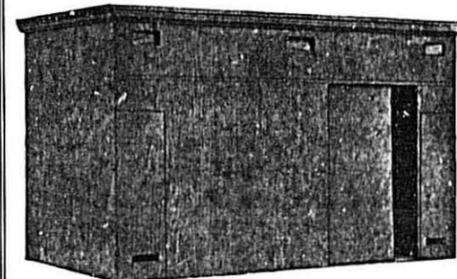
SATISFACTORY

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.

IANIERI'S

Drying System for Macaroni



Room Model "B"
 for Large Macaroni Plant
 holding from 3000 to 7000 lbs.

JOHN IANIERI COMPANY

553 NORTH 63rd STREET
 PHILADELPHIA, PA.

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

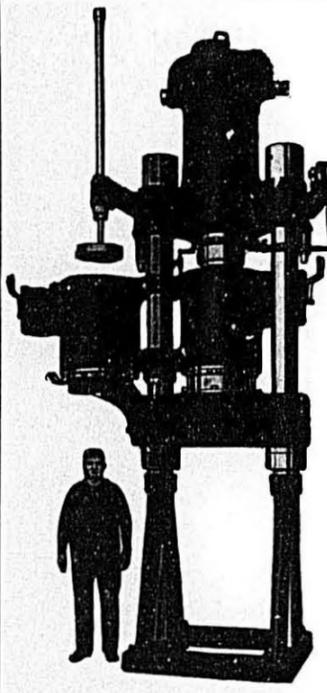
The National Association

- IT Mr. Macaroni and Noodle Manufacturer, refers in this case to YOUR TRADE ORGANIZATION, the NATIONAL MACARONI MANUFACTURERS ASSOCIATION.
- IT Is an organization of members of this industry voluntarily founded to look after the general affairs of your chosen line of business.
- IT Is based on the broad principle of the greatest good for the greatest number and a fair consideration for the rights and privileges of manufacturers anywhere.
- IT Has for its basic policy the attainment by legitimate means everything that you as an American business man are rightfully entitled to.
- IT Has no pet theories which it seeks to cram down the throat of any manufacturer who understands the needs of our industry and will help us gain them.
- IT Will tolerate no Clique control of its activities so long as individuals will act their part in helping mould its destinies.
- IT Is engaged in carrying on a work that no one individual can afford either the time or the money to do.
- IT Disseminates information that only a central body, like this, having your confidence, can compile.
- IT Is your Ambassador to State and National bodies, advising and counseling, petitioning and fighting for just legislation and deserved recognition of your business interests.
- IT Is not a price fixing body but aims through education and example to get for the industry fair profits and increased popularity of our products.
- IT Is our Industry's only national trade organization and deserves the support of every progressive manufacturer.
- IT Needs your help and invites you to give it unstintingly through active membership therein.

The Minneapolis Convention

- IT Mr. Macaroni and Noodle Manufacturer, in this case refers to the coming meeting of your Industry June 13 to 15, 1927.
- IT Will be the 24th annual conference of the Macaroni Industry of America.
- IT Is an open forum wherein the various problems confronting our trade are to be studied by anyone interested in them.
- IT Is a friendly gathering of macaroni men and allied tradesmen having only one purpose—the advancement of the industry in America for the betterment of all who are in any way connected with it.
- IT Will open in Nicollet Hotel, Minneapolis, on Monday morning, June 13, and will be in session three days.
- IT Presents another opportunity for friendship and acquaintance from which springs understanding.
- IT Combines business and pleasure in a way that is pleasing to busy business men who have had their private worries during the preceding year.
- IT Presents a program that includes speakers of renown, discussions of timely topics and unsurpassed entertainment.
- IT Provides the welcomed opportunity for visiting a semolina mill in action under the guidance of expert millers.
- IT Enables you to present suggestions of what you think should be done for the betterment of our industry.
- IT Welcomes you to the "Home of Semolina"—the Durum Northwest where you are invited to learn and play in this national school of experience.
- IT Invites everyone in the industry whether you are a member of the trade organization or not, and solicits your cooperation in helping to solve our common problems.
- IT Is YOUR CONVENTION—Make the best of it.

Convention acquaintance brings business understanding



John J. Cavagnaro

Engineer and Machinist

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

Specialty of

MACARONI MACHINERY

Since 1881

N. Y. Office & Shop 255-57 Centre Street, N. Y.

E-HYDRAULIC-ELMES PRESSES

HYDRAULIC MACARONI MACHINERY



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



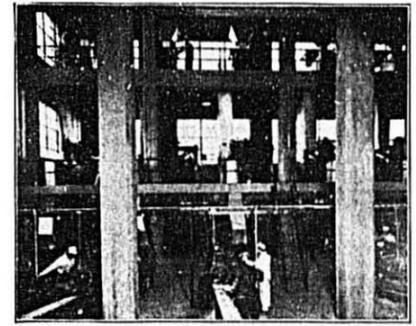
1 1/2 bbl. Mixer
Hydraulically Tilted.



51-inch Knender,
Capacity 2-3 bbls.



5-6 ft. Knender,
Capacity 1 1/2 bbls.



A typical ELMES Installation in Operation



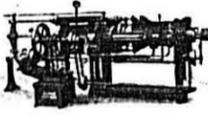
Inside Packed
vertical Press.



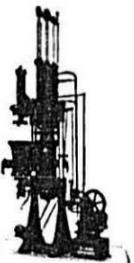
Inside Packed Short-cut
Press for Accumulator System.



Die Waaner.



Outside Packed Short-cut
Press and Pump.



Outside Packed
Vertical Press.

SOLD WITH THE ELMES GUARANTEE—FIRST CLASS MATERIAL AND WORKMANSHIP

CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, U. S. A.



As the oldest millers of durum wheat, we have had the longest experience in supplying products for macaroni making. This experience is reflected in the exceptional quality of Pillsbury's Semolina No. 2 and Pillsbury's Durum Fancy Patent.

Pillsbury Flour Mills Company
 "Oldest Millers of Durum Wheat"

Minneapolis, U. S. A.

Albany	Chicago	BRANCH OFFICES:	Philadelphia	Saint Paul
Atlanta	Cincinnati	Jacksonville	Pittsburgh	Scranton
Altoona	Cleveland	Los Angeles	Portland	Springfield
Baltimore	Dallas	Memphis	Providence	Syracuse
Boston	Detroit	Milwaukee	Richmond	Washington
Buffalo	Indianapolis	New Haven	Saint Louis	
		New York		

Come to Minneapolis! The annual convention of the National Macaroni Manufacturers' Association will be held at the Nicollet Hotel, Minneapolis, Minnesota, June 13, 14 and 15. The trip will repay you.