

**THE
MACARONI
JOURNAL**

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The Macaroni Journal

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Volume IX

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



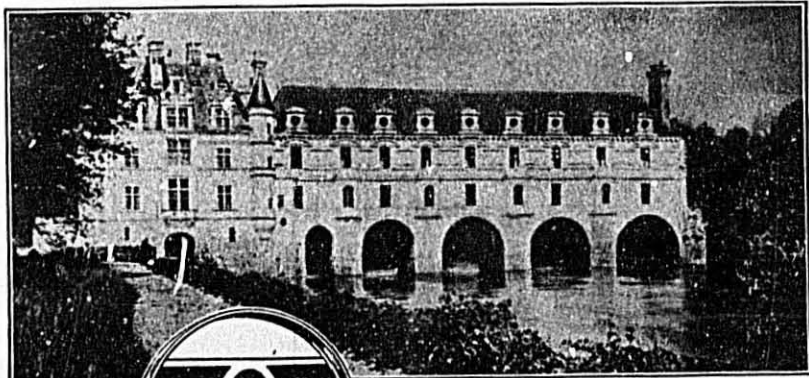
**The proof
of the
pudding**

**Everybody Believes
in ADVERTISING!**

The small manufacturer
through his window displays.
The larger one by posters

on his trucks. The big fellow who runs ads in magazines,
news and trade papers.

We all believe in it, we all do it, so why not let's prove
once for all time the practicability of cooperative
trade association advertising of *Macaroni Products* and
not of brands. There is still time to support the move-
ment financially, for after all the proof of the pudding
is in the eating.



Built over a rushing stream on a series of high arches, the exquisite French Chateau de Chenonceau, built in the 16th Century, exemplifies the strength of the perfect arch in supporting the great weight of its superstructure. Similarly the high-arched, resilient corrugations in Mid-West boxes will protect your shipments from pressures, shocks and vibrations.

Mid-West Makes a Box For Every Shipping Purpose

The big Mid-West line of regular and special Corrugated box designs offers a very complete variety of packages for every purpose where Corrugated containers are required by shippers. Fragile glassware, goods affected by rapid changes in temperature or humidity, bulky goods such as large, heavy cans, or items for export, all find a proper Mid-West container to meet each condition, light—with strong, high-arched corrugations offering effective, aggressive resistance to abuse, easy to handle and remarkably low in cost in the final analysis. Let us prove this statement to you.

Every production man in Mid-West employ is intensively schooled to support the high quality ideal which for so many years has enabled critical buyers to say, "If it's Mid-West—it's right." Buyers! Don't fiddle with sliced prices on poor grade fibre! The high quality Mid-West product is dependable—always—and lowest in cost in the long run.

Our Solid Fibre containers, you will find, have every characteristic of strength, resistance and quality required by the careful shipper, parallel in these respects to our Corrugated. The buyer cannot go wrong on either because—they are right. Their records of service are open for everybody to judge.

What are your requirements? Let us help you economize on your packing and shipping. Mail coupon today. No obligation.



High, strong, resilient corrugations form a powerful wall of resistance and defence against transportation abuses.

MID-WEST BOX COMPANY
AND
CONTAINER CORPORATION
OF AMERICA

111 W. Washington St.



CHICAGO, ILLINOIS

Five Mills — Nine Factories

Capacity 1000 tons per day

RETURN COUPON

MID-WEST BOX COMPANY
111 West Washington Street, Chicago, Dept. 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 _____

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THE CHALLENGE OF INTEGRITY

By Ernest V. Madison



IN THIS ISSUE of National Macaroni Journal are many advertisements of products manufactured for the macaroni trade.

The advertisers say in effect: "Here, buyers, sellers and users, are our products. They are made as well as we can make them. They are free from defects and inferiorities. We challenge you to find weakness or deception—to find better values."

This advertising attitude on the part of these manufacturers is an admirable one. They come out in the open—bid fair and above board for patronage—welcome a critical inspection. They call forth *the challenge of integrity.*

We should honor their fair, manly stand by a preference for advertised products.

—by granting them the audience they seek in this issue of National Macaroni Journal.

—by turning through the advertising pages *now.*



Our Supreme

QUALITY

makes

New Friends

for

★ ★ **T U S T A R** ★ ★

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

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"Boosters"---The Pillars of the Industry

In a long, drawn-out struggle to gain a permanent place on the American table, American made macaroni products seem to be winning despite the indifferent attitude of the backward and selfish manufacturers, the opposition of foreign competitors, the reluctance of the people of this country to change their daily food habits and the destructive tactics of the thoughtless and deliberate "knockers" both within and without the industry. Unquestionably the latter class is the macaroni industry's greatest deterrent.

The American Macaroni Manufacturing Industry is a large, widely scattered and almost unwieldy body, not easily brought to one mind or purpose. Fortunately it has among its leaders a group of deep thinking men who appreciate the need of cooperative and associated effort to help the industry forge ahead despite the backward pull of the others. Unfortunately there remain altogether too many who apparently are self satisfied and who feel that they can progress sufficiently as individuals rather than in unison with others in their trade. But to the disgrace of all there are still a few—and that's too many—who overlook no opportunity to harm the industry, obstruct every move forward and whose sole policy seems to be to keep others down to their own low level. In common parlance these obstructionists are called "knockers."

The American Macaroni Manufacturing Industry has no place—and surely no use—for "knockers"; they can hardly be termed men without a country for they are found everywhere in this world, but the United States, their communities and their self chosen industry surely have little or no need for them. We must tolerate them while trying to educate them and convert them, a big worthy job.

There are several kinds of business "knockers" and each does its share of harm in its own way. There is the "knocker" on the outside who seeks to feather his nest by playing up the qualities of foreign goods as compared with those of American make—a silly untruth as ordinary investigation will prove conclusively. We have recently seen a very bad example of this kind of knocking on the part of an editor of a newspaper who first tried to curry favor with the American manufacturers to get them to advertise their flavory unsurpassed products in his publication of limited circulation. Failing miserably in his purpose through his chosen channel of praise, the publication now rings the praises of Italian made macaroni products to the detriment of the American goods that were so recently the objects of similar praise. What inconsistency! Happily this change of face gains this "knocker" nothing, only the ill will of those whom he is thus trying to coerce; neither will his inconsistent policy have the harmful effect intended or feared in some quarters.

Then we have the "knockers" from within the industry, manufacturers who in the zeal to promote the sale of their

own brands do and say things to belittle those of competitors, leaving the natural impression with the prospective consumers that if all other brands are no good, that must be generally true of the product itself. These do irreparable harm to the industry. Before acting thus it is recommended that they recall these two business truths: "Every knock is a boost," "When you knock a competitor, you knock yourself."

Almost, though not quite as destructive as the deliberate "knocker," are those that accomplish the same end thoughtlessly. In this group are those fellows who are self satisfied and conceited enough to feel that they will never need the help of their fellow manufacturers. The attitude of those in this misguided group is a knock to the industry since by aloofness or inaction they leave the impression that a particular activity from which they absent themselves must lack merit. In this group may be included many, although not all, of those who have refrained from associating themselves with their tradesmen in promoting the industry's general welfare through the trade association; those who refuse to support any cooperative plan no matter how worthy and also those who carry on business practices and ethics that reflect discredit on the trade.

There are others, but why linger longer in the shadows when there is so much sunshine! Happily for every "knocker" we have several "boosters" whose boosting makes their knocking count for little. Everybody likes "boosters," in spite of their faults. Yes, they sometimes appear overenthusiastic and seem to be carried away with dreamy ideas that, when tried, proved unsuccessful, but you can't blame them for not trying and surely the industry has inherited no lasting ill effects from their honest attempts to help.

In this group we have the "boosters" for their trade association. While in the macaroni industry the National association has not gained the limit of its possibilities for reason best known to us all, who will deny that its accomplishments have not been in keeping with the support accorded? Then there are the "boosters" for cooperative advertising as a means of creating needed consumer demand. Can anyone truthfully say that advertising of the right kind will not do exactly this thing? How about the "boosters" for better raw materials, uniform and fair food laws, cleaner competition, proper protection against cheaper imported goods and the "KNOW THY COST BOOSTERS" whose objective, when obtained, would surely banish the price cutting that is proving so ruinous in many quarters.

"Boosters" are always enthusiastic about their business and their industry because they are built that way. They are just as necessary to the macaroni industry as daylight is to us all. For the "boosters" we are thankful, as they are the pillars of the business. We need a few more pillars.

Moisture in Flour

A Comparison of the More Important Methods for Determining Moisture in Wheat, Flour and Other Cereal Products.

By BENJAMIN R. JACOBS

Under the Federal Food and Drugs Act as well as under the Grain Standards Act limits of moisture have been established in wheat, flour and other cereal products as a guidance for officials charged with the enforcement of these laws. It becomes, therefore, of great importance to establish methods of determining moistures which are accurate and which give in the hands of different workers concordant results.

Numerous methods have been advocated from time to time to determine moisture in cereal foods. Most of them, however, have had drawbacks which made them unavailable for use in commercial laboratories or where large quantities of work had to be done daily. There are, however, 4 methods of determining moisture in these products which deserve our detailed consideration. These methods are as follows:

Vacuum Method

Weigh accurately about 2 grams of the well mixed sample in a covered dish that previously has been dried at 98°-100°C., cooled in the desiccator, and weighed soon after attaining room temperature. Loosen the cover (do not remove) and heat at 98°-100°C. to constant weight (approximately 5 hours) in a partial vacuum having a pressure equivalent to 25 mm. or less of mercury. Admit dry air into the oven to bring to atmospheric pressure. Immediately tighten the cover on the dish, transfer to the desiccator, and weigh soon after room temperature is attained. Report the flour residue as total solids and the loss in weight as moisture (indirect method).

Routine Air-Oven Method

Weigh accurately approximately 2 grams of the well mixed sample in a covered dish that has been dried previously at approximately 130°C. (±3°) for 1 hour. Cover the dish while still in the oven, transfer to the desiccator and weigh soon after room temperature is attained. Report the flour residue as total solids and the loss in weight as moisture (indirect method).

Air-Oven Method

Used by American Association of Cereal Chemists.

Place approximately 5 grams of sample in a tared metal dish, with a close fitting cover, keep cover on while weighing. Dish to be approximately 1

inch high by 1½ inches in diameter. Dry to constant weight in a constant temperature oven maintained at 103°-105° C. for 5 to 6 hours with bulb of thermometer on level with sample. Replace cover and cool in a desiccator and weigh rapidly on the analytical balance. The loss in weight is calculated to per cent moisture.

Brown-Duval Method

As used for wheat this method is as follows:

Use 100 grams of grain and 150 cc. of oil, and extinguish the flame when the thermometer registers 180°C.

Water-Oven Method

Place 2 grams of the sample in a tared dish (preferably an aluminum dish) provided with a tightly fitting cover. Place the dish uncovered in a water jacketed-oven and dry for 6 hours at the temperature of boiling water. Place cover firmly on dish, remove dish from oven, cool in a desiccator and weigh. Report percentage loss in weight as moisture.

Dr. George C. Spencer of the Bureau of Chemistry, in 1924 recommended very specific conditions for the determination of moisture in flour. He recommended 2 methods. First, the vacuum method to be used as an umpire method and second the routine air-oven method to be used in everyday analysis in commercial work. The routine method is exceedingly rapid and accurate and shows a very close agreement to the results obtained in the vacuum method. This method and the method recommended by the American Association of Cereal Chemists are the methods in common use in practically all cereal laboratories where vacuum ovens are not available or where rapid results are necessary.

A comparison of the results obtained by these two methods follows:

	Vacuum Method	Routine Method
Hard Wheat Patent Flour	13.25	13.25
Hard Wheat Clear Flour	11.66	11.65
Soft Wheat Straight Flour	14.08	14.05

These same samples, however, when determined by the water-oven method yielded the following results:

Hard Wheat Patent Flour	11.61
Hard Wheat Clear Flour	9.92
Soft Wheat Straight Flour	12.48

It will be noted that the results obtained by the routine method are almost identical with those obtained by the vacuum method and that the results obtained by the water-oven method

are on an average of 1.65% lower than those obtained by the vacuum method.

Mangels in his report on cereal foods to the Association of Official Agricultural Chemists in 1924 reported comparative results obtained by the vacuum method, the air-oven method and the water-oven method recommended by the American Association of Cereal Chemists; considering the average of comparable results obtained by the 3 methods the following results are observed:

	Vacuum Method	Air-Oven Method	Water-Oven Method
Sample A	11.74	11.31	11.06
Sample B	12.94	12.55	11.77

The above results are the average obtained by 15 different collaborators. The author states that the vacuum method and the air-oven method show a closer concordance in results than does the water-oven method. The differences in results obtained by different collaborators on the various methods are as follows:

The vacuum method yielded differences of 0.71%. The air-oven method yielded differences of 0.57% while the water-oven method yielded differences in the hands of different workers of 1.53%.

The vacuum-oven was introduced in the laboratory about 1907 and it was immediately realized that the percentage of moisture obtained from flour and similar substances was greater by this method than it was by the water-oven method and so the water oven was rapidly replaced either by a vacuum oven, or by an air oven giving results comparable with those obtained by the vacuum oven.

In 1907 J. W. T. Duval and Edgar Brown devised the well known Brown-Duval method of determining moisture in grain. This method was made the official method for enforcing the Grain Standards Act. It consists as stated above of treating a weighed amount of the product in a flask containing a high boiling point oil, distilling the water into a graduated cylinder at a definite rate and temperature for a definite period of time. The conditions being very rigidly adhered to, comparable results are obtained. This method was based as originally devised on the moisture obtained by the water-oven method. It is described more in detail in Bureau of Plant Industry, Bulletin 99, later reissued as Circular 72 of the

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same bureau and U. S. Department of Agriculture Bulletin 1375.

In the last 8 or 10 years much research has been done by the Association of Official Agricultural Chemists, the American Association of Cereal Chemists and others, in an effort to obtain a method to determine moisture which would be rapid, accurate and reliable in the hands of different workers. From time to time this work has been published in the Journals of these associations and a summary of some of this work follows:

A comparison of the vacuum method, that is drying at a temperature of 100°C. and a pressure not exceeding 25 mm. of mercury for 5 hours, and the air-oven method, drying at 105°C. at ordinary atmospheric pressure for 5 hours, shows results that are comparable to within less than 0.5% which may be regarded as the maximum limit of variation permissible in this class of work. However, variations between the vacuum-oven method and the water-oven method showed that the vacuum method gave results from 1.5 to 3.0% higher than the water-oven results.

It has been shown that varying results are obtained in the same oven by the same worker if the dishes containing the samples are uncovered or if the length of time the samples are held in the desiccator varies materially or if the weight of sample used for the determinations varies or if the sample is weighed directly into the dish or by difference in an air tight container. It has also been found that differences exist in the results obtained when varying types of dehydrating agent are used in the desiccator. It, therefore, becomes a matter of vital importance to standardize the procedure for making moisture determinations in flour, wheat and other cereal products in minute detail and to specify not only the conditions of the actual determinations but also the time allowed for cooling and the dehydrating material used to prevent the sample from reabsorbing moisture.

The water-oven method has been practically eliminated as a laboratory procedure for the past 20 years. Very few cereal laboratories still use this method and those who do have modified it to such an extent that it is not any more the old water-oven procedure for testing moisture.

In the old water-oven method the prescribed procedure was to dry for 6 hours or until constant weight was ob-

FAMOUS AUTHORITIES

— ON —
Food and Health Value of Macaroni Products

INEXPENSIVE AND NUTRITIOUS

By Alice Gitchell Kirk in *Practical Food Chemistry*

Macaroni, Spaghetti and Noodles average 1645 calories per pound food value. Thus we have added to our food family a product rich in nutritive content, clean and easy to cook,—the best of all,—cheap enough for the poorest household and good enough for the best.

Every man, woman and child should know that macaroni furnishes a large quantity of gluten, which is one of the elements of food that the human system turns into blood, sinew, and muscle, and macaroni made from durum wheat contains more gluten than any other wheat product.

In this inexpensive food we have practically all the elements of bread and meat. It is easy, quick, clean and economical to prepare. If well cooked with varied seasoning, such as milk, meat, vegetables or cheese, the family will not tire of it, but ask for it more often.

tained at the temperature of boiling water. This was very vague as water boils at different temperatures in different localities and the variations are exceedingly great when one considers differences in altitude in different parts of the country. Efforts have been made to overcome these differences in the boiling point of water by adding substances to the water oven which would increase the boiling point of the water used in it. Such substances as glycerine, toluol and various salts have been used for this purpose.

All the work that has been done on the various methods of determining moisture in cereal products has made the chemist realize the number of difficulties that are encountered in making an accurate determination of moisture.

Every Industry Needs a Trade Association

The Trade Association is the "coordinator" that assists in harmonizing the views of groups. United effort in constructive achievements, mark self regulation and cooperation as the primary characteristics of current trade association activities. Even in industries where no trade organization exists there is a desire and a willingness by members to cooperate in the solution of trade problems common to them all.—Ray M. Hudson, director of division of simplified practice, U. S. Chamber of Commerce.

However, it is very apparent that the routine air-oven method gives results which are in very close agreement with those obtained by the vacuum method. It is by far the easiest and most rapid of any of the methods proposed so far, particularly where a large amount of work is to be done regularly and also particularly because of the ease of installation of the apparatus and the low cost of operation and upkeep.

To Advertise Quality, Not Brand

Because intercommodity competition is now more to be feared than competition between manufacturers within a trade, the modern tendency in business is to advertise the quality of products rather than brands. This is the aim of the macaroni industry in its small but effective publicity campaign now under way.

A similar movement is contemplated by the directors of the National Retail Dry Goods association as a result of a resolution adopted at the 17th annual convention of the organization last month in New York city aimed "to counteract the influence of the present era of advertising wherein the brand instead of the quality is emphasized." They plan the financing of a laboratory for testing merchandise and eventually the adoption of an association mark as a certification of the quality to be used as a guide to good buying for consumers who cannot possibly determine values of all articles.

Greed for Profit

By JOHN RAVARINO, St. Louis, Mo., Vice President
National Macaroni Manufacturers Association.

Wherever greed, selfishness or malignity is the motive, no words or acts are spared to curse competition, or to gain one's end. No other reason can be conceived for the insidious article that appeared in the February 15, 1928, issue of "Spaghetti News" headed "The Difference Between Imported and Domestic Macaroni."

The author knows that practically all the statements contained therein are pure untruths but must in some way cover up his selfishness in attempting to sell at a fancy figure products that can be imported cheaply in shipload lots. Here are some facts that irrefutably deny the charges made:

The best quality of domestic macaroni products sell to-



day at about \$1.50 a case to the jobber and by jobber to retailer at \$1.75, netting the jobber 16 2/3% profit.

Imported macaroni products from Italy, quotations on best brands, lire 30.00 per case f. o. b. Naples. Reduced to American money the cost is—

Lire 30.00 exchange 5.30.....	\$1.50
Duty 2 cents a pound.....	.44
Freight, insurance, etc.....	.10

Net cost.....\$2.13

In "Spaghetti News" we read an advertisement which says in part:

"Gugliucci Imported Spaghetti, \$3.65 per case." Profit 70%.

"Italian Cheese—Romano, \$2.00 a pound." (Locatelli's cheese costs 70c). Profit 185%.

This answers why in the opinion of the writer of the article the Italian macaroni is so much superior to the domestic—superior in profits to the writer if he can get his price.

Then there is all that bunk about the wonderful qualities of the water in Italy, the natural drying climate, and a lot

Here is what an Italian authority thinks of the comparative value of natural and artificial drying:

Asciugamento Naturale

La essiccazione delle paste alimentari é la piú delicata e la piú difficile operazione che si debba eseguire in un pastificio.

É evidente, infatti, che da essa dipenda la migliore o peggiore qualità della pasta, la sua resistenza alla rottura, la sua mercantilità.

Le paste riconosciute migliori sono quelle provenienti dai paesi ove l'asciugamento sia curato e studiato.

Nel Napoletano, per esempio, il capo pastaio assume

more mush. For the benefit of those outside the industry, but who are interested in our food, I will submit several quotations from "L'Industria del Pastificio" by R. Rovetta, an authority on food products in Italy. The quotations are in Italian and then translated in English. These appear at the end of this article.

The American Macaroni Manufacturing Industry, although still in its infancy, is proud of its record to continually improve its product. The National Macaroni Manufacturers association through its president and members has succeeded in getting the government to eliminate all artificial coloring in macaroni products, and is now fighting for fair and proper rulings on definitions of raw materials and standards for the finished goods; all of this for the betterment of the industry and the health and protection of the consuming public.

The less said about the cleanliness of any food the better. Suffice it to say that the American is very discriminating about what he eats and he is intelligent enough to know which is more cleanly, food manufactured in clean, well ventilated rooms or that hung in the streets or yards at the mercy of wind and weather, dust and insects. Neither is it necessary to go into detail as to the semolinas used by our good Italian producers, except to say that we now have the best of durum wheats and that the American millers have learned to mill these wheats into semolinas that are unexcelled.

All the Italian macaroni is not dried in the open air as the article objected to would imply. There are many modern, cleanly, well ventilated and mechanically equipped plants in Italy from whence much of the exports comes. But we have macaroni factories in America of which our Italian friends are envious. No money is spared here for improvements. Our laborers are well rewarded and give able service in return. Many are experts from abroad. Facts and figures on file in the office of the U. S. Department of Commerce will prove that the decline in imported macaroni products is not entirely due to prices but for the better reason that the consuming public finds the domestic products exactly to its liking and at a big saving.

I have the greatest esteem for our Italian competitors, and feel for them over their loss of such a good market as the United States, and I for one will always welcome their products as they serve to incite manufacturers here to improve constantly on both the basic quality of their goods, their intrinsic food value and their final eye appeal. I presume to say that the Italian manufacturers would hardly approve the tactics resorted to by the author of the article objected to as it will probably do more harm to Italian macaroni than it does the domestic products it seeks to belittle.

Natural Drying

The drying of alimentary paste is the most delicate and the most difficult operation in a macaroni plant.

It is evident that upon this depends the high or low quality of the product, its resistance to breakage and its marketability.

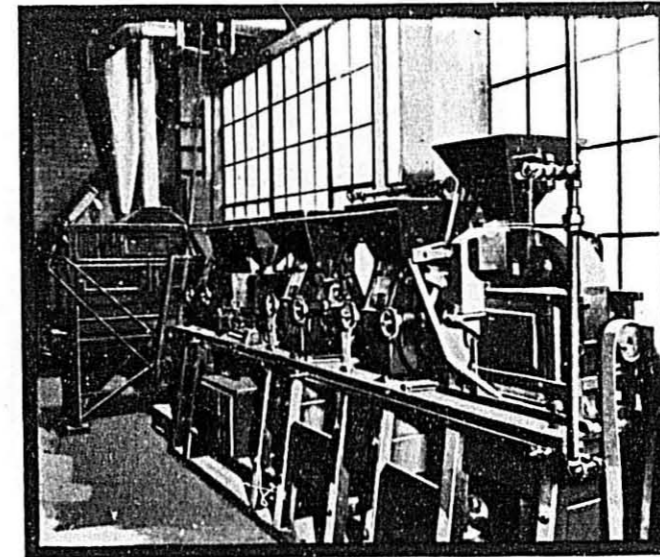
The macaroni recognized as superior is that made in localities where the drying process is studied and well done.

In the province of Naples, for example, the foreman of

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Our testing unit includes a miniature mill; a macaroni mixer, kneader and press; drying chambers and cooking equipment. Through the daily operation of this miniature but complete testing plant we secure definite facts that enable us to constantly improve the quality and uniformity of Gold Medal "Tested" Semolinas.

Here is a corner of our miniature "semolina-mill" where the wheat for Gold Medal Semolinas is

Thoroughly tested for your protection

FOR years our aim in the making of Gold Medal Semolinas has been to improve the quality and uniformity of these products.

In line with this policy, we have designed and set up a small but complete miniature mill and macaroni-making unit. By these means we secure the facts we must have about every shipment of durum wheat received, in addition to those facts we obtain by chemical analysis.

Following our chemical analysis of a sample of wheat from each shipment, about five or six pounds of semolina is then ground in our experimental mill. This semolina is then run through the macaroni-manufacturing process, to test and develop the character of the gluten necessary for the production of good macaroni, and to discover any defects

in the wheat as to color, or as to the presence of foreign seed and ergot which produce an excess of black spots.

These and other physical tests enable us to select only that wheat which comes up to the exceptionally high standards we have set to be made into Gold Medal "Tested" Semolinas.

The success that manufacturers of macaroni products have experienced with Gold Medal "Tested" Semolinas assured us that our painstaking care in their production has been well worth our while and thoroughly appreciated by those who use our semolinas.

Gold Medal "Tested" Semolinas are guaranteed. We stand ready to return your full purchase price if any sack does not prove satisfactory in every way.

GOLD MEDAL



"Tested"

SEMOLINAS

WASHBURN CROSBY COMPANY
General Offices: Minneapolis, Minnesota
Millers of Gold Medal "Kitchen-tested" Flour

quasi l'aria di un astronomo: interroga le stelle, le fasi lunari, i venti, per dedurre la disposizione della pasta, la quantità d'aria necessaria, la maniera per asciugare le paste affidate alla sua valentia.

L'ideale per asciugare la pasta si è quello di usare la sua stessa aria per i primi giorni di asciugamento, ossia aria relativamente umida, perché effettua l'operazione senza arrecare danni. Mentre nei susseguenti giorni è meglio poter disporre di un'aria più asciutta specie ad operazione quasi ultimata. Infatti i Napoletani presso i quali il scirocco è relativamente umido dicono che: i maccheroni si fabbricano col (scirocco) e si asciugano con la (tramontana) che è secca.

In generale, il mezzogiorno e la mezzanotte sono i tempi nei quali il capo-pastaio deve attentamente sorvegliare i suoi asciugatoi, e ciò perché, nel maggior numero dei casi, appunto a mezzogiorno o a mezzanotte, avviene il mutamento dei venti.

Supponiamo che, fino alla mezzanotte, sia continuata una buona aria fresca del Nord, tanto utile alla pasta; il capo-pastaio terrà aperte le finestre e le porte, affinché quest'aria circoli e produca i suoi benefici effetti, difendendo però solo nei punti esposti troppo al soffio, la pasta, con sacchi o tende. Se, a mezzanotte, a questo vento succede lo scirocco, immediatamente si dovranno chiudere tutte le aperture, poiché, se quel vento è secco, spacca la pasta, se è umido, la rinviene.

E così per gli altri venti, Ecco, quindi, come un capo-pastaio, si trovi a divenire un mezzo astronomo.

Asciugamenti Termo-Meccanici

Le enormi difficoltà, a cui si va incontro per asciugare le paste nei giorni di cattivo tempo e invernali; il tempo lunghissimo richiesto per l'asciugamento naturale, il quale richiede anche un'enorme quantità di pasta in asciugamento, fabbricati eccessivamente grandi, e sempre costosi; mano d'opera rilevantissima, e continuo pericolo d'acidità, di muffa e di spaccature, fecero sì, che, fin dai primi tempi in cui comincio ad accentuarsi lo sviluppo delle paste, si cercasse un mezzo, per cui, ottenendo buon prodotto migliore, o, almeno, eguale a quello asciugato naturalmente, si potesse ovviare a tutti gli inconvenienti a cui l'asciugamento naturale dava luogo, e si potesse anche riuscire ad ottenere una certa economia nella spesa d'impianto e di esercizio. Ciò, oltre di essere un vantaggio per l'industriale produttore, si sarebbe risolto in una non indifferente economia per il consumatore.

I requisiti ai quali deve rispondere un buon asciugamento termomeccanico, oltre dei suddetti, vi sono i seguenti:

1: Poter fabbricare buona pasta, anche dove non vi siano le condizioni climatiche favorevoli del Napoletano, in tutte le stagioni, in qualsiasi clima, in qualsiasi paese, e con condizioni atmosferiche anche pessime, come di freddo, pioggia, neve, nebbia, vento ecc., di giorno e di notte.

2: Evitare l'esposizione della pasta all'aperto, ai raggi solari, giacché così oltre dell'occupare una non indifferente area, il prodotto è sempre soggetto all'azione guastatrice di mosche e di altri animaletti che possono deporvi sporcizie e della polvere o di altre impurità, come avviene quando si ricorre all'esposizione della pasta su strade pubbliche.

A questo inconveniente gli uffici d'igiene dovrebbero por riparo, specie perché la pasta, nell'Italia meridionale particolarmente, è oggi il primo alimento nutritivo.

the drying department practically assumes the air of an astronomer, studying the stars, the moon phases, the winds to guide him in handling his goods, the quantity of air necessary, the manner of supplying it to best dry the goods for which he is responsible.

The ideal way to dry macaroni is to use the same air for the first few days, that is air of relative humidity, because this will lessen losses; air with less humidity should be used later and dry air for the last operations. The Nea, olitan, knowing that the sirocco is more or less damp, has this saying: "Manufacture your macaroni in the Sirocco and dry it with Tramontana (north wind)."

In general the noonday and midnight are the critical moments when the foreman must be most vigilant in his drying rooms because at these hours there may be changes in the winds.

Suppose that up to midnight there is a fine breeze from the north that is so beneficial to the paste. The foreman will open all the windows and doors to permit the free circulation of this beneficial air. However, he must be alert and protect the exposed goods by means of sacks or canvas. Then if at midnight this north wind is followed by the sirocco or south wind, he must immediately close all openings, otherwise his paste will become brittle or may, if the air is damp, become softened.

And thus it is with the other winds. So you see that a drying foreman must almost become an astronomer.

Artificial Drying

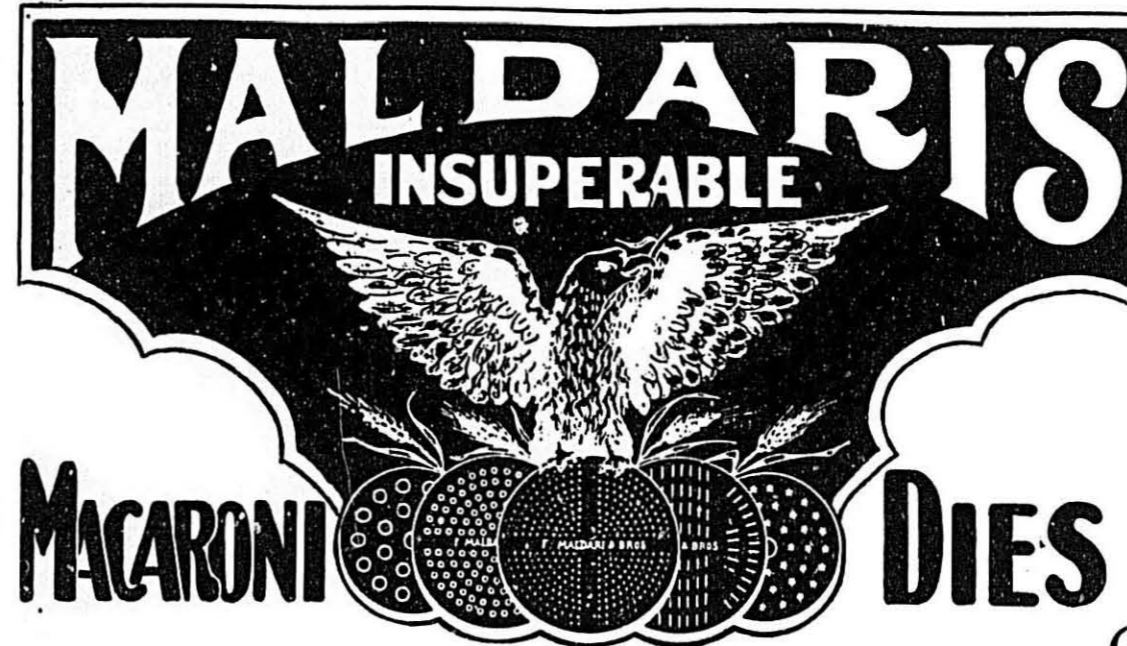
The great difficulty in drying macaroni products is that encountered during bad weather and especially in winter. The amount of time and labor necessary for natural drying, the need of expensive drying space and excessively large plants, the continuous danger of moulding, souring and breakage brought the thought, when consumption began to increase, that ways and means should be sought, even if not better than the natural drying method to eliminate all the inconveniences with the old system; in addition to economize in the expense of labor and building.

The change, besides being advantageous to the manufacturer, would also prove economical to the consumer. The requirements and advantages of a good artificial drying system are these:

1. It permits manufacture of good macaroni even when the climatic conditions are unfavorable, in every season and in every place, during rain, snow, cold, fogs, winds, etc., and either day or night.

2. Avoids need of placing macaroni in the open under the sun's rays; does away with large, extensive spaces where the goods are exposed to deterioration, to flies, mosquitoes, dirt, dust and other impurities as must be the case when drying is done on the public streets.

Such exposure should have the attention of the health department, especially in the southern provinces where macaroni products are the principal element of nutritious foods.



An Appeal To Reason

Only smooth and beautiful products attract customers. It's the macaroni die---nothing else---that gives the beauty and smoothness to your macaroni. Improve your products with Maldari's Insuperable Macaroni Dies.

[Send for our illustrated catalogue.
Yours for the asking.]

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

AMERICA'S LEADING MACARONI DIE MAKERS SINCE 1903



Lack of Uniformity Costly

Two manufacturers who recently paid fines in one of the eastern states for manufacturing and distributing noodles that were supposedly deficient in eggs were able through the efforts of the Educational Bureau of the National Macaroni Manufacturers association to recover their fines and regain their reputation for honest manufacturing. In the cases referred to, the state chemist by his method of calculation found the products to contain not more than 4% of egg solids when through a recalculation based on the same facts and figures but done according to the formula adopted by Dr. B. R. Jacobs, the products were found to be well within the law requirements of 5.5% of egg solids.

In addition to further establishing the need of such service as has been given by the Educational Bureau and which has lacked the financial support

it is deserving, it proves the need of providing some uniform method of analysis among the various food law enforcing officials. This is a phase of action which the bureau would like to develop but cannot because of lack of funds. It is unfortunate that such law abiding firms as those involved in this case should be cited for violations of which they are innocent just because there exist different methods of calculating data obtained in the various laboratories of state chemists.

Happily the chemist concerned was broadminded enough to see his error and refused to prosecute other firms on the incorrect analysis. However, this merely stresses the need of uniformity in procedure that can best be championed by such a body as the Educational Bureau of the National association if sufficient funds were available to permit it to function regularly rather than spasmodically as at present.

Destroys 448 Cases

Claiming that macaroni and noodle products seized in 7 raids in various parts of the country were misbranded or adulterated the United States Department of Agriculture food, drug and insecticide administration ordered destruction of 448 cases of these products. In all instances the goods were seized late in 1926 or early in 1927 and action taken pursuant to Section 4 of the U. S. Food and Drugs Act.

According to the "Notices of Judgment," published by the government under the approval of the Secretary of Agriculture Jan. 21, 1928, the charges and decisions were as follows (since the manufacturers involved have voluntarily ceased their illegal practices, names are omitted):

Judgment No. 15261, 19 boxes macaroni—charge, artificial coloring, being imitation of egg alimentary pastes containing little or no egg. Ordered destroyed by United States marshal.

Judgment No. 15621, 58 cases and 42 boxes macaroni. Charged artificial coloring, improper labeling and imitation of another product. Ordered destroyed, no claimant having appeared.

Judgment No. 15290, 162 boxes of noodles. Charged with interstate shipment of artificially colored products,

adulterated to conceal inferiority. Condemned and destroyed.

Judgment No. 15299, 107 boxes of macaroni. Charged with misbranding, being imitation and with adulteration, being artificially colored to conceal inferior quality. Ordered forfeited and destroyed.

New Electric Filling Machine

A new hydraulic accumulator using compressed air as ballast is the latest development in the hydraulic pressure service and will be found most efficient for macaroni plants, says W. K.

K. Smith, secretary of Charles F. Elmes Engineering Works, Chicago, Ill., patentee of the device. One of the new devices is now installed in the plant of A. Zerega's Sons, Brooklyn, and they have proved most successful in the plants of the General Electric Co., Erie, Pa., and the Western Electric company, Chicago.

The design in the accompanying cut gives greatest accessibility to all working parts, simplifies erection and minimizes floor space and headroom. It is so built as to permit its erection on any ordinary plant floor. With the accumulator cylinder and air bottles carried in a horizontal position, the ap-

paratus can be located in practically any convenient space regardless of headroom.

The new accumulator assures a uniform pressure, permits high speed operation and causes no hydraulic shocks. Made of solid steel forgings and with control valves of special design and construction, it insures positive operation, minimum maintenance troubles and the greatest degree of efficiency. A user thus comments on its efficiency:

"The dropping, which in weighted accumulators is ever possible due to the effect of vibration upon the pressure pumps, I experienced with your equipment a real sparing of the pressure pump equipment, to say nothing of the fact that the continual dancing of the large masses of weights in the air in weighted accumulators, always occasions a feeling of fear and uneasiness, and in the event of the safety devices proving ineffectual, can lead to great disaster. This fear is entirely eliminated by your new pressure arrangements."

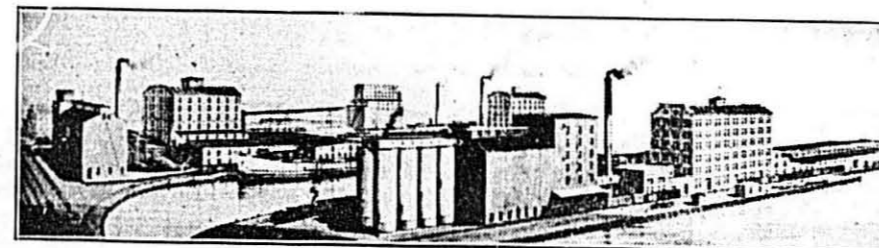
Hints on Stacking Sacks

The proper stacking of sacks of semolina is a matter which is of vital interest to macaroni manufacturers who are required to keep a sufficient quantity of this raw material always on hand. From long experience one manufacturer recommends this plan: The sacks of semolina are stacked 4 high in piles at least 6 inches apart. On top of the fourth sack is placed a piece of wood 2 inches by 2 inches extending the length of the pile. When the piles are of such length as to require more than one piece of wood the ends are permitted to overlap, thus insuring a tie-in.

The board prevents the slipping of sacks either forwards or sideways. Placing sacks 6 inches or more apart not only permits the free circulation of air around the sacks but it prevents the mice from having a place to hide when at their work of tearing sacks.

Spaghetti Increases Cheese Imports

Due to the increasing popularity of spaghetti in the United States this country is now importing \$20,000,000 worth of Italian cheese annually, according to Ercole Locatelli who recently completed a business trip to Italy. While there he contracted for his heavy cheese requirements, being at the head of the largest cheese importing firm in America.



HOURGLASS BRAND Semolina and Flour

Quality of First Consideration

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

Every Sack Guaranteed

Location Enables Prompt Shipment
Write or Wire For Samples and Prices

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

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

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

A Slur on American Macaroni

By Frank S. Bonno, Manager National Macaroni Co., Dallas, Texas

It sometimes happens that only a terrific jolt will bring us to our senses. There appears in this month's issue of the "Spaghetti News" a slur on American or domestic macaroni. Perhaps that's the jolt we need. If so it will have done us much more good than harm.

This article puts forth all the good qualities of the imported macaroni and at the same time degrades, and slurs American made macaroni, claiming that it is tasteless, gummy, sticky, pasty and unfit for human consumption.

Perhaps some of these things are true, especially true of macaroni made from low grade wheats and flours. For there is still a large number of macaroni manufacturers in America that continually try to reduce the quality of macaroni, rather than improve it, by using low grades of hard wheat flour, instead of the durum semolina. Price cutting brings all this about.

If the makers of American macaroni, by this I mean all macaroni made in America either by the Italo-Americans or the American manufacturers, would try to improve their quality, use better grades of semolina and generally make a better macaroni, and get a price for it, conditions would improve and only the best grades would sell.

There are many factories in the country that are trying to see how cheap they can sell. Naturally inferior quality goods are made from inferior grades of flour for this ulterior purpose.

This is hurting consumption more than anything else. We are fighting amongst ourselves, ruining a perfectly good industry and cutting our own throats; just because we cannot use a little common horse sense and be men as well as manufacturers.

Isn't it a pleasure to read an article such as the Spaghetti News has published? What shame should this bring to those macaroni manufacturers in America that have been making and offering a cheap, poor quality macaroni, letting the very best business get away. All for what? Just nothing. Nothing else but a lack of sense of the responsibility resting upon the shoulders of American manufacturers. This includes all those factories that specialize in bulk goods as well as packages, but more especially to those manufacturers who have been catering to the foreign element. That ele-

ment still clings to the old belief that only the best macaroni can be made in Italy. You have instilled this more so, in their minds, than before through the very lack of responsibility resting upon your shoulders, through the policy of making a poor grade macaroni and making it cheap.

Now's the time to combat this foreign influence. The only way you can do it will be to manufacture a Pure Semola High Grade Macaroni, that has color, taste and good cooking qualities.

Likes "Educational Bureau"

"I think the changing of the committee's name from 'Vigilance Committee' to 'EDUCATIONAL BUREAU' was an excellent idea, and wish to compliment whoever brought this about," writes L. M. Skinner, president of Skinner Manufacturing company, Omaha, Neb.

When this special activity of the National Macaroni Manufacturers association was conceived about 5 years ago, the name Vigilance Committee

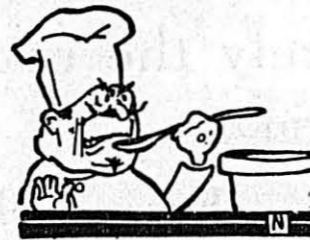
was considered very appropriate as the prime purpose was to watch for food law violations. However, the members who were manufacturers were wrongly blamed with selfishness in preferring charges against competitors' goods, so it was arranged to put this work in the hands of paid officers of the association who had no personal interest in the cases, namely the secretary and the Washington representative.

Later the manufacturers conceived an abhorrence to the name "vigilance" because it implied "snooping" or "sneaking search," and since the work of the committee had developed so as to make it more advisory than policing it was wisely renamed "Educational Bureau."

This committee has been very busy the past few months despite lack of available funds and its work is so far-reaching that many favorable comments similar to the one made by Skinner are received every week.

Refer your troubles to the Educational Bureau, sending either to M. J. Donna, secretary, at Braidwood, Ill., or to Dr. B. R. Jacobs, 2026 I st. N.W., Washington, D. C.

MY FAVORITE RECIPE Macaroni---Neapolitan Style



By Frank DeAngelis, R. DeAngelis & Co., Philadelphia

The SAUCE is the thing. One tires of any food if served too often the same way. Variety of preparation is particularly desirable in Macaroni Products. Here is an old but still popular standby for MACARONI or SPAGHETTI SAUCE:

Ingredients for Sauce:

¼ pound butter 2 small cloves garlic
1 small can tomatoes Salt, pepper, left over meats.

Method:

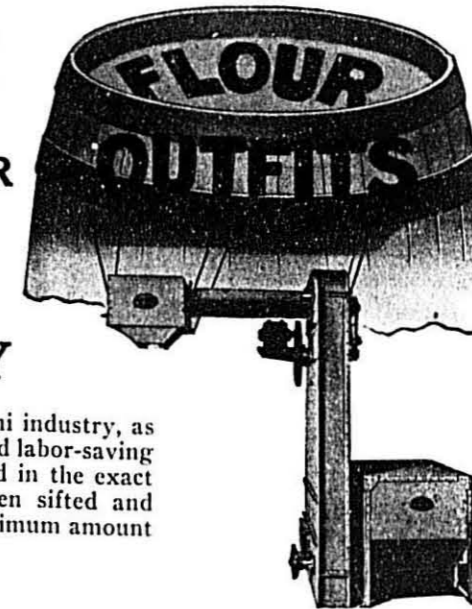
Melt butter in saucepan. Add crushed cloves of garlic and the can of tomatoes, first pressing latter through a sieve. Cook slowly for half an hour. Chicken, beef, veal or sausage, as preferred, and mushrooms, if they can be had, should be added to the sauce. Season highly with pepper, salt to suit taste and add a little parsley. Allow sauce to cook slowly for 2 hours.

Boil the macaroni (spaghetti, elbows or other forms) in a pot containing plenty of boiling, well salted water for about 15 to 20 minutes. Drain in a colander. Spread on a platter, dress with layers of grated cheese and sauce and serve at once.

Tell Us Your Favorite Macaroni, Spaghetti or Noodle Recipe

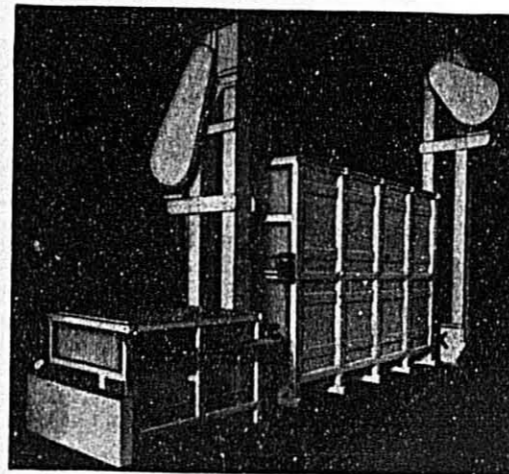
FLOUR WAS HANDLED BY HAND

Before CHAMPION Made
That Method OBSOLETE
NO SHOP IS TOO SMALL FOR
A CHAMPION OUTFIT
NO PLANT IS TOO LARGE
FOR CHAMPION TO EQUIP
1 TO 200 BBL. CAPACITY



Present day standards of cleanliness in the macaroni industry, as well as present day competition, demand the clean and labor-saving Champion Flour Outfit. Your flour can be blended in the exact proportions desired, stored in dust tight bins, then sifted and aerated into a fluffy mass which will absorb the maximum amount of water in your mix.

Automatic from start to finish.



A FEW OF CHAMPION'S RECENT BIG INSTALLATIONS

CHICAGO MACARONI CO., Chicago, Ill.
FORTUNE BROS. PRODUCTS CO., Chicago, Ill.
J. B. CANEPA CO., Chicago, Ill.
D'AMICO MACARONI CO., Chicago Heights, Ill.
JOLIET MACARONI CO., Joliet, Ill.
FEESER MACARONI CO., Harrisburg, Pa.
ITALO FRENCH PRODUCE CO., Pittsburgh, Pa.
CONNELLSVILLE MACARONI CO., Connelville, Pa.
KANSAS CITY MACARONI CO., Kansas City, Mo.
G. D. DEL ROSSI CO., Providence, R. I.
RONZONI MACARONI CO., Long Island, N. Y.
WESTCHESTER MACARONI CO., INC.,
Mt. Vernon, N. Y.
ANTONIO PALAZZOLO & CO., Cincinnati, Ohio.
GOLDEN MACARONI & PASTE CO.,
San Francisco, Cal.

Tell us your capacity in barrels and send a rough sketch of your flour and mixing rooms. Our engineers know how to suggest economies in equipment of this kind.

NO OBLIGATION, OF COURSE

Champion Machinery Company

New York 260 West Broadway P. P. Murray, Mgr.
JOLIET, ILLINOIS
Chicago 332 S. La Salle St. C. F. McCarthy, Mgr.

Fill in
and
Mail
Today

Name.....

Street.....

City.....State.....

Champion
Machinery Co.
Joliet, Illinois
I want my copy of your
free folder, "Flour Blend-
ing and Handling." Send
it along."

ANNOUNCING 1928 CONVENTION

To The Macaroni Industry of America:

While the Board of Directors was for a time favorably inclined to hold our 1928 convention in September when new crop figures and prices would be announced, it found sentiment so set on our regular meeting month that it unanimously voted in favor of JUNE.

Therefore, I am pleased to announce publicly that the 1928 Conference of the Macaroni Industry—open to every manufacturer in the United States and Canada and to every interested allied tradesman—will be held in

EDGEWATER BEACH HOTEL

CHICAGO

JUNE 19, 20 and 21, 1928.

Though under the auspices of the National Macaroni Manufacturers Association, one need not be a member to attend or to take part in the general discussions that have but one purpose—THE BETTERMENT OF OUR BUSINESS.

Sooner or later we must all get together for this common purpose and a clear understanding of our problems and of each other. Why not this year?

The conditions are ripe. Others are willing. It's up to Y O U.

Henry Mueller, President.

Waiting Too Long to Act

Here is a case that may help somebody. It has to do with the attempt made by a buyer to cancel the contract and the mess that he got himself into by not doing it right. Not that he had any right to cancel at all. The court held that he had not, but all the same it would have been better for him had he declared himself at the proper time.

The moral is not to "cancel" buying contracts early, but to act at once when you make up your mind to.

This buyer had made a contract to buy a lot of goods to be delivered in monthly shipments. He had resold most of these goods to buyers of his own, and these contracts fell down. Then he went to his seller, told him what had happened and asked him to call the deal off. The seller refused. Exactly what took place is thus told in the court's decision:

The written order of the buyer, in its final form, was accepted by the seller on October 4. On October 11 the buyer wrote that it had suffered cancellation of its selling contracts, which it had expected to fill with this merchandise, and hence "we would be obliged to ask you that you cancel this contract." October 20 plaintiff wrote the defendant, declining to cancel, and "trusting that conditions may improve with your company, and that you will have no difficulty in using the goods as contracted for." On October 23 defendant replied, stating the hardships of its situation and saying, "We trust, therefore, that you will reconsider your decision in the matter." Plaintiff replied that it could not consider cancellation, and insisted that it was just and right that the contract should be carried out. Then the matter was argued back and forth by continuous correspondence of the same nature, and not until the letters written in March did defendant make it clear beyond dispute that it considered the cancellation

was absolute, and would not then or later accept any shipment against the order.

In due time the case got to court on the seller's suit for damages for the buyer's breach of contract. As the market had been constantly declining, the question when the cancellation actually took place became important. The buyer who lies down on a contract to buy goods is responsible for the difference between the contract price and the market price on the date of cancellation. In this case the market declined continuously from October to March. If the cancellation occurred in October, when the buyer first intimated he wanted to get out of his bargain, he was responsible for much smaller damages than if it occurred in March, when for the first time he definitely said, "I'll take no more of these goods."

The court said the above correspondence wasn't a cancellation. "We do not think," said the court, "such correspondence should be construed as an absolute repudiation by the buyer until it takes its final form. Running through the letters was not only an effort on the part of each to persuade the other not to insist, but also an effort to agree upon the amount of damages which the buyer would pay if the seller would grant the requested privilege of cancellation. A purchaser who without any legal excuse intends definitely and finally to repudiate a contract, must make that intention clear beyond doubt or confusion. We there-

fore adopt March as the time of the first absolute refusal to accept."

The books contain many other cases like this, where either a seller or a buyer—sometimes it is one and sometimes the other—makes up his mind to slide out of a contract to sell or to buy goods as the case may be, but where he seems to lack the moral courage to declare his intention definitely. He hints and suggests and insinuates and delays, but though the party can often read between the lines and knows perfectly well what's coming, he doesn't positively say "I will not deliver these goods," or "I will not take them." Meanwhile, if an unfavorable turn in the market was, as usual, responsible for the wish to get out, the market is probably continuously running against the defaulter and when he finally comes out with it, he is apt to be several hundred or several thousand dollars worse off than he would have been in the beginning.

It seems as if this article might have been written exclusively to buyer or seller who contemplates breaking contracts—telling him how to do it with the least possible loss. Naturally I had no such intention; I offer what I have said merely as another illustration that when you have made up your mind to a course, declare it at once, and you may be able to save yourself some money even if the course is wrong.

*297 Fed. No. 1.
(Copyright, January, 1926, by Elton J. Buckley, Esq., Counselor-at-Law, 643 Land Title Building, Philadelphia, Pa.)

Going Nowhere

Those who are really in earnest have one main objective in the macaroni business and that is to make their product a daily visitor on the American table. That is the objective of the National Macaroni Publicity Committee and those progressive firms that are supporting the movement. Those that are indifferent bring to mind a story by the late Booker T. Washington. Every morning he met a colored woman and asked her, "Well, Miranda, where are you going this morning?" To which Miranda replied, "I'se goin' nowhere, Mr. Washington, I'se been where I'se going."

To grow and prosper one must have a definite objective; otherwise he is already where he is going, as was Miranda.

King Midas, In days of old, Turned everything he touched to gold.
Today the King of Durum Semolinas is our Boast.
And satisfied Macaroni Manufacturers from Coast to Coast

Use



There Is No Substitute For Durum Semolina

KING MIDAS MILL COMPANY

MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD SEMOLINA

No. 3 SEMOLINA

Durum and Macaroni Exports

Though a large percentage of the better grades of amber durum wheat grown in this country is ground into semolina for use in domestic macaroni manufacture, considerable quantities are exported annually to European countries for similar purposes and the lower grades for blending in bakeries and other food factories.

The value of the export business in durum wheat is indicated by the com-

parative figures recently released by the U. S. Department of Agriculture covering total exports for the peak shipping season during the past three years, July 1 to December 31. During 1925 our exports during these 6 months totaled 1,977,000 bus. In the poor crop year of 1926 the exports fell off to only 535,000 bus. Last year they mounted and reached 1,879,000 bus. A general idea of the production of durum is gained from the following tables:

DURUM WHEAT

Inspections in United States and Canada July 1, 1925-26 and 1926-27; Months Reported 1927-28 and Earlier Years

Country	Year beginning July 1		Months	Amounts reported for		
	1925-26	1926-27		1925-26	1926-27	1927-28
	1000 bus.	1000 bus.		1000 bus.	1000 bus.	1000 bus.
UNITED STATES:						
Inspections in United States	4,170	611	July-Dec.	1,977	535	1,879
Inspections in Canada, Eastern Division	22,802	19,327	July-Dec.	12,254	13,607	12,462
Total U. S.	26,972	19,938	July-Dec.	14,231	14,142	14,341
CANADA:						
Inspections in Western Division	7,512	13,047	July-Jan.	6,419	11,274	12,899

DURUM WHEAT

Inspection by Grade in the Western Grain Division of Canada, 1925-26 to 1927-28

Percentage of total cars inspected graded

Year	August 1 to January 31				August 1 to July 31			
	No. 1 Per cent	No. 2 Per cent	No. 3 Per cent	Total 1st 3 grades Per cent	No. 1 Per cent	No. 2 Per cent	No. 3 Per cent	Total 1st 3 grades Per cent
1925-26	3.6	28.7	18.7	51.0	3.4	27.3	18.6	49.3
1926-27	0.3	5.4	8.0	13.7	0.2	4.7	7.3	12.2
1927-28	0.1	7.9	35.0	43.0				

Macaroni Keeping Pace

A considerable portion of the durum wheat grown in the United States finds

its way to foreign markets in the form of macaroni products as shown in the following table for January 1928.

EXPORTS OF MACARONI BY PORTS AND COUNTRIES OF DESTINATION

(1000 lbs.)

	New York	New Orleans	Vir-ginia	San-cisco	Fran-cisco	Wash-ington	Mich-igan	All Other	Total
Netherlands	6		12						18
Sweden	1								1
United Kingdom	53	16	4						73
Canada						80	50	76	206
British Honduras									1
Costa Rica									1
Guatemala					1				1
Nicaragua									4
Panama									3
Mexico	54	11						10	76
Jamaica									3
Other British West Indies									1
Cuba	14	54							68
Dominican Republic									5
Dutch West Indies									47
Haiti									1
Virgin Islands									4
Colombia									2
Peru									2
Venezuela									2
British India									2
Ceylon									1
China					20				21
Japan					7				7
Philippines					6	1			7
Australia					12				12
French Oceania					1				1
New Zealand					6				7
British South Africa									1
Total	230	185	16	54	82	50	106	728	

*Less than 500.

Durum Growers Should Advertise Macaroni

During the past few weeks Irwin John, president of the Milwaukee Macaroni company, and A. B. Furch, secretary of the firm, have been in close touch with the governors of the durum growing states, Minnesota, North Dakota, South Dakota and Montana, in connection with the proposed definitions and standards for semolina now being considered by the United States Department of Agriculture. As the proposals were of vital interest to the durum wheat growers, it was sought to obtain their assistance in getting a favorable ruling on the subject for the durum growers and the durum users.

When the matter came to the attention of Governor A. B. Sorlie of North Dakota, his legislature was in special session and Mr. Furch was invited to address the joint legislature on the timely subject. He said in part:

"North Dakota and all the durum wheat growing states in the northwest owe it to themselves to help make known the varieties and high standard of macaroni products that can be made from its durum wheat. An increasing market should come from advertising aiming to bring about the increased consumption of macaroni products for which the better grade durum are used.

"The durum farmers and the macaroni makers are much closer related in a business way than most growers appreciate and through proper effort and cooperation much could be done toward popularizing the excellent food that can be made from durum wheat in the form of macaroni, spaghetti, etc., a health giving, economical food, comparatively unknown in America but very popular in Europe."

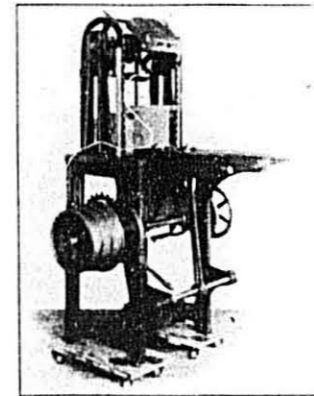
Mr. Furch's address was well received. He urged the adoption of a resolution favoring practically the same standards demanded by the macaroni manufacturers and a campaign of education that will bring about the production of more high gluten macaroni wheat.

Mazarelli Incorporate

S. Mazarelli and Sons of Milford, Mass., manufacturers of macaroni products, have incorporated under the laws of that state. The capital is \$100,000 and practically all of the stock is owned by the incorporators, Achille Mazarelli, Guido Mazarelli and Francesco Mazarelli.

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

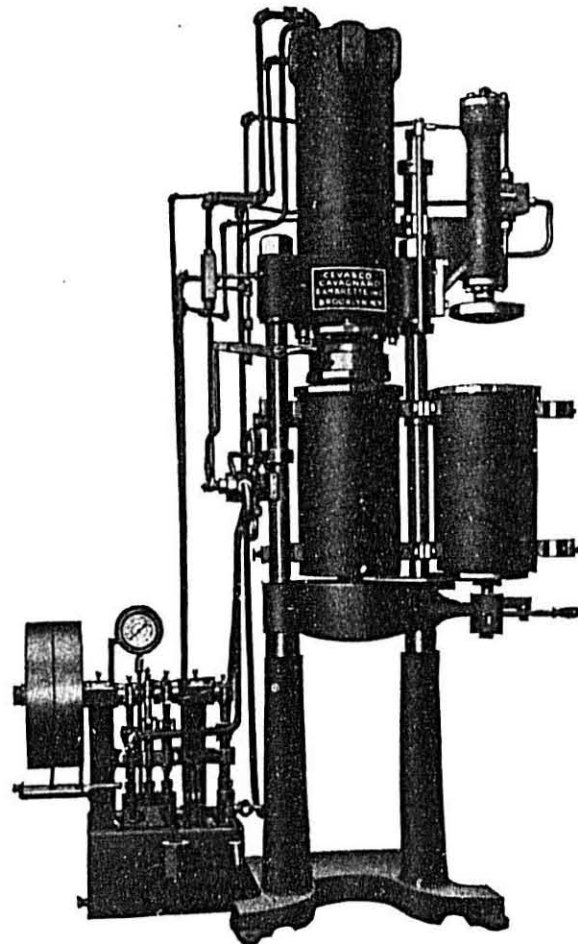
Consolidated Macaroni Machine Corporation

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.

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 12½ inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

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

Consolidated Macaroni Machine Corporation

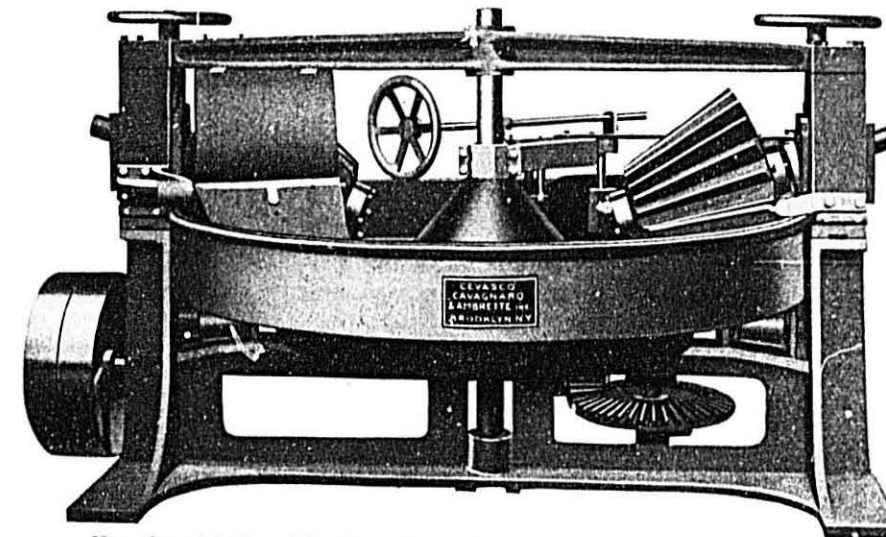
FORMERLY

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.

Colored Noodles Ousted in New York

An announcement to manufacturers of egg pastes, especially those who sell in New York, was made last month by Dr. Kenneth F. Fee, director of dairy and food bureau, Department of Agriculture and Markets, Albany, N. Y., as follows:

AFTER CAREFUL CONSIDERATION THE DEPARTMENT IS OF THE OPINION THAT THE SALE OF ANY KIND OF ARTIFICIALLY COLORED ALIMENTARY PASTE IS PROHIBITED BY THE PROVISIONS OF SECTION 199 ON THE GROUND THAT THE ARTIFICIAL COLOR CONCEALS INFERIORITY. IN THE FUTURE, HOWEVER, ACTION WILL BE TAKEN BY THIS DEPARTMENT WHETHER OR NOT THE PRESENCE OF ADDED COLOR IS DECLARED.

PRODUCTS SHOULD NOT BE REPRESENTED AS "EGG ALIMENTARY PASTES," "NOODLES" OR "EGG NOODLES" UNLESS THEY CONTAIN A SUFFICIENT AMOUNT OF EGG TO ENTITLE THEM TO THAT DESIGNATION. ALIMENTARY PASTE CONTAINING 5.5% OR MORE BY WEIGHT OF EGG SOLIDS MAY PROPERLY BE DESIGNATED AS "EGG ALIMENTARY PASTE," "NOODLES" OR "EGG NOODLES" AS THE CASE MAY BE.

THIS INFORMATION IS FURNISHED FOR YOUR FUTURE GUIDANCE. THE ATTITUDE OF THE DEPARTMENT AS EXPRESSED HEREIN IS IN HARMONY WITH THE POSITION TAKEN BY THE FEDERAL OFFICIALS CHARGED WITH THE ENFORCEMENT OF THE FOOD AND DRUGS ACT. ANY MANUFACTURER HAVING ON HAND PRODUCTS IN CONFLICT WITH THE ABOVE SHOULD COMMUNICATE WITH THIS DEPARTMENT WITH RELATION TO THEIR DISPOSITION.

Very truly yours,
(Signed) Kenneth F. Fee, Director.

This is a very forceful ruling in a state that has been nearly the last to take action banning from the trade channels all colored macaroni products. A study of this important ruling reveals the fact that the prohibition against the use of color is based on the opinion that it conceals inferiority and that it refers to the sale of macaroni

products. This, of course, means that jobbers and retailers as well as manufacturers may be prosecuted for selling artificially colored macaroni.

It emphasizes the point that to be termed "egg" products, the food must contain at least 5.5% of egg solids by weight; also that noodles and egg noodles are synonymous terms and that no products can be sold under the designation "noodles" even though no mention is made of eggs unless it contains 5.5% or more of egg solids by weight, which is also the federal requirement.

The ruling goes into effect immediately. No time limit is allowed for disposing of illegal goods on hand, but the department will be glad to advise how and when colored stocks on hand may be disposed of.

The Educational Bureau of the National association is working hand in hand with the New York and other state officials in the enforcement of this beneficent law and within the next 30 days will start recommending for prosecution all violations brought to its attention.

Thus will be cleared up the one re-

maining and important macaroni consuming section where coloring to camouflage had been either winked at or unnoticed.

Dunn's Food and Drug Laws

Based on years of research and his personal experience with the operation of the Federal Food and Drugs Act, Attorney Charles Wesley Dunn of the New York bar has published an authoritative series of 3 books of over 4000 pages on this subject of prime importance to food manufacturers. Mr. Dunn is counsel for the American Grocery Specialty Manufacturers association, the National Association of Retail Grocers, and other food and drugs organizations affected by the federal and state laws regarding food standards, labels, weights, advertising, etc., which work qualifies him for author of so valuable and important a treatise on food laws and food law enforcements.

The 3 volumes are bound in handsome buckram with red and green labels giving them a legal tone and the entire set is filled with references invaluable to food manufacturers, including macaroni men. The price is \$50 per set which may be obtained through the United States Corporation company, 150 Broadway, New York city.

BELL RINGER

Prize Winner submitted by
Colburn S. Foulds of the Foulds Company, New York City, and Chairman National Macaroni Publicity Committee.

THAT ESSENTIAL BOOK

Looking at the present National Macaroni Publicity Campaign from every angle, and particularly noticing the "absentees" on the list of supporters, I am reminded of a negro story that recently appeared in The Daily American Tribune. Our campaign has the moral support but many have overlooked that very important book referred to in the story.

A negro preacher walked into the office of a newspaper in Rockmount, N. C., and said:

"Misto Edito, they's fo'ty-three of my congregation what am subscribers fo' yo' paper. Do dat entitle me to hab a church notice in yo' Sunday issue?"

"Sit down and write," said the editor.

"I thanks yo'." And this is the notice the minister wrote:

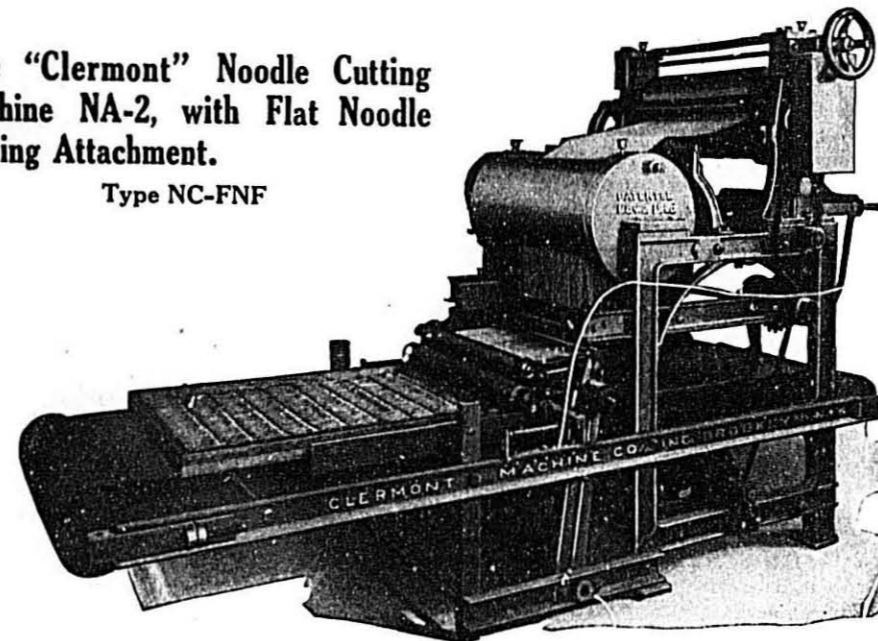
"Mount Memorial Baptist Church,
Reverend John Walker, Pastor
Preaching morning and evening. In the promulgation of the gospel, three books is necessary—the Bible, the hymn book and the pocketbook. Come tomorrow and bring all three, specially the latter."

NOW YOU TELL ONE

THIS IS

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

Type NC-FNF



Which is at last clear of all encumbrances from the law suit of C. F. Mueller Co. vs. Clermont Machine Co., Inc., as per opinion from Court of Appeals which was short and sweet, "Decree affirmed with costs."

We feel recompensed for the money spent to fight the suit, as we know this machine will prove it's value to the trade.

We are indeed pleased to put this machine on the market "For the Betterment of the Industry."

Write us for catalogue and detailed information.

CLERMONT MACHINE CO., Inc.

268-270 Wallabout St.

Brooklyn, N. Y.

Business Indigestion

Ailments with which business in the United States is afflicted were diagnosed as a "plain case of indigestion amounting almost to dyspepsia" by Alvin E. Dodd, manager of the department of domestic distribution of the Chamber of Commerce of the United States.

"The impetus given production during the war," he said, "has resulted in the turning out of commodities more rapidly than we have learned to absorb them. The digestive apparatus of business, distribution, has become more or less disorganized."

"In the wake of the war extraordinary efforts were made to distribute in order that the accumulations might be disposed of and that production might be continued. All this time there was more or less definite evidence that some extraordinary changes were occurring in distribution which would react upon production because of the intimate balance existing between the 2—the rapid growth of chain stores, the great increase in mail order business and that lusty child of competition known as house-to-house canvassing. Indeed, we may include installment selling as one of these manifestations of the change in business due to the need for distributing accumulated stocks.

"Of course price cutting, discriminate and indiscriminate, played its part. Carried to the ultimate possibilities this is neither more or less than business suicide. There is or must be a fair return on every transaction if business is to continue to function. The law is plain that manufacturers and merchants must not combine to maintain prices but no law exists that requires a man to conduct an unprofitable business; and the economic law forbids it absolutely.

"This scramble for business brings in its train not only obviously inefficient merchandising but a series of violations of accepted decent business practices. Yet with all of the recurrent and repercussent shocks which business has experienced since the almost unprecedented tumble of values in 1920 and 1921 there has appeared at least a glimmer of light which we may accept as our guiding star.

"It would be begging the question to call it the 'light of knowledge' and leave it at that. Really, it is a concentrated effort on the part of each individual to determine first the kinds of merchandise which are profitable and appropriate; the customers who are profitable and the area of territory beyond which business is not profitable."

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for registrations of trade marks applying to macaroni products. In February 1928 the following were reported by the United States patent office:

TRADE MARKS REGISTERED

Trade marks were registered in January as follows:

Spagettinaise

The private brand trade mark of Musher & Company, Washington, D. C., for use on alimentary pastes. Application was filed Sept. 26, 1927, published Dec. 6, 1927, in the Official Gazette and Jan. 15, 1928, in The Macaroni Journal, claiming use since Sept. 27, 1927. The trade mark was registered Feb. 14, 1928. Trade mark is the trade name in heavy black type.

Cream of Egg

The trade mark of the Creamette company, Minneapolis, Minn., for use on noodles, no claim being made on

the word "Egg" apart from the mark shown. Application was filed Sept. 17, 1927, and published Dec. 13, 1927. Owner claims use since June 25, 1927. Trade mark is the trade name in heavy type.

LABEL

Only one label was registered.

Tasty-Bends

The title registered for use on cut elbow macaroni by Tharinger Macaroni company, Milwaukee, Wis., published Jan. 1, 1927, and registered Feb. 21, 1928.

TRADE MARKS APPLIED FOR

Eight applications for registration of macaroni trade marks were made in February and duly announced by the patent office to permit filing of objections thereto, which must be made within 30 days of publication.

Ace High

The private brand trade mark of Simpson Ashby company, Los Angeles, Calif., for use on alimentary pastes and other grocery products. Application was filed Oct. 23, 1926, and published

Feb. 7, 1928. Owner claims use since July 7, 1915. Trade mark is the trade name in heavy type.

Regnatz

The private brand trade mark of Regnatz, Inc., Lakewood, O., for use on noodles and other food products. Application was filed June 17, 1927, and published Feb. 7, 1928. Owner claims use since about January 1924. Trade mark is the trade name in white lettering on a black rectangular strip with friezed ends.

Chauhtemoc

The trade mark of Volpe Brothers, Laredo, Texas, for use on alimentary pastes, etc. Application was filed June 21, 1927, and published Feb. 7, 1928. Owners claim use since June 3, 1926. Trade mark is trade name in letters arranged in a shape of an arc.

Penn-Alto

The private brand trade mark of Shaffer Stores company, Altoona, Pa., for use on dried macaroni, noodles, spaghetti, etc. Application was filed Oct. 20, 1927, and published Feb. 14, 1928. Owner claims use since Aug. 2, 1925. Trade mark is the trade name in heavy script type.

Rival

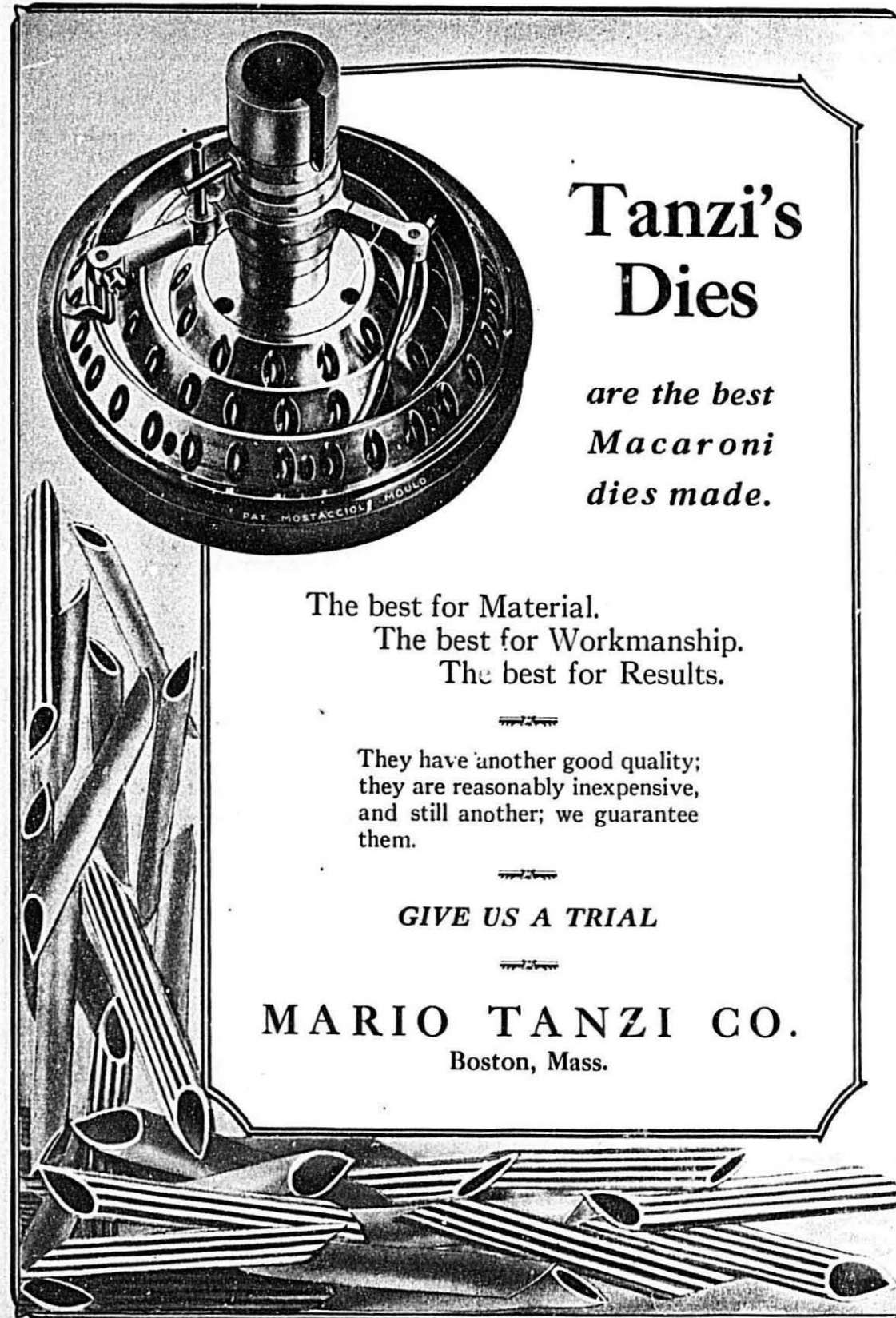
The private brand mark of Hasell, Adams company, Boston, Mass., assignor to Rival Foods, Inc., Cambridge, Mass., for use on alimentary pastes and other food products. The application was filed May 5, 1924, and published Feb. 21, 1928. Owner claims use since 1875. Trade mark is the trade name in script lettering.

E

The private brand trade mark of Elite Catering company, Los Angeles, Calif., for use on alimentary pastes and other delicacies. Application was filed Jan. 14, 1927, and published Feb. 21, 1928. Owner claims use since Jan. 1, 1917. Trade mark is the script letter "E" placed on a fancy scroll, the upper part of which is in the shape of a crown.

Ricco

The private brand trade mark of Antonio Riccobono doing business as A. Riccobono & Company, New Orleans, La., for use on macaroni products and cheese. Application was filed July 8, 1927, published Feb. 21, 1928. Owner claims use since March 1914. Trade mark is the trade name in letters with black borders and white centers and with the lettering curve of the letter "R" swinging in a semicircle beneath the remaining letters and ending in a curl at the end.



Tanzi's Dies

are the best Macaroni dies made.

The best for Material.
The best for Workmanship.
The best for Results.

They have another good quality; they are reasonably inexpensive, and still another; we guarantee them.

GIVE US A TRIAL

MARIO TANZI CO.
Boston, Mass.

Standards Hearing

A public hearing relative to the definitions and standards for purified middlings (wheat), farina and semolina, will be held by the food standards committee at the Food, Drug and Insecticide Administration, United States Department of Agriculture, 216 13th st. SW., Washington, D. C., at 10:00 a. m., April 19, 1928.

The committee will be glad to receive comments upon the proposed definitions and standards on which criticism was previously invited, as follows:

"PURIFIED MIDDINGS, FARINA, is the clean, sound granular product obtained in the commercial process of milling wheat, and is that portion of the endosperm which is retained on 10 XX silk bolting cloth. It is practically free from flour, and contains not more than 14% of moisture.

"SEMOLINA is the purified middlings of hard wheat.

"DURUM SEMOLINA is the purified middlings of durum wheat."

Those unable to attend the hearing in person may submit their views in writing any time before or during the hearing.

The Food Standards Committee is

composed of representatives of the United States Department of Agriculture; the Dairy, Food and Drug Officials of the United States, and the Association of Official Agricultural Chemists.

NOTICE: WHILE THE NATIONAL MACARONI MANUFACTURERS ASSOCIATION WILL SUBMIT THE VIEWS OF THE INDUSTRY AS MANIFESTED BY THE UNANIMOUS ACTION TAKEN AT THE MINNEAPOLIS CONVENTION LAST JUNE AND AT THE SEVERAL SECTIONAL MEETINGS REPORTED IN THE FEBRUARY ISSUE OF THE MACARONI JOURNAL, MANUFACTURERS HOLDING DIFFERENT VIEWS SHOULD MAKE THEM KNOWN TO THE COMMISSION. THOSE APPROVING OF THE ASSOCIATION'S ATTITUDE MIGHT HELP TO STRENGTHEN ITS VIEWS BY WRITING A LETTER OF APPROVAL TO THE SECRETARY AT BRAIDWOOD, ILL. (M. J. DONNA), ESPECIALLY INTERESTED FIRMS WHO ARE NOT MEMBERS OF THE TRADE ORGANIZATION. DO THIS BEFORE APRIL 15, 1928.

Exports Higher, Imports Lower

Figures covering the export and import of macaroni products for 1927 just released by the Department of Commerce show a healthy increase in exportation of American made macaroni and a corresponding decrease in quantities and qualities imported.

For the 12 months ending Dec. 31, 1927, the total quantity of macaroni, spaghetti and noodles exported, not figuring the reexport business, equaled 8,468,264 lbs. worth \$714,274. In 1926 this business totaled 8,272,634 lbs. valued at \$711,122.

In 1927 there was a heavy dropping off in both value and quantity of this foodstuff imported, reaching only 3,512,512 lbs. worth \$332,289 as compared with 5,225,245 lbs. in 1926 that brought the foreign firms \$396,151.

December Shipments Lower

Both the import and export trade in macaroni products slumped in December 1927. With respect to the export end of the business the reason has not been accounted for, as December is usually a heavy export month. Last December we exported only 794,897 lbs. worth \$67,238 as compared with 950,353 lbs. in December 1926 that brought shippers \$85,576.

A nationally-known package produced by Stokes & Smith Machines.



STOKES & SMITH

Machines for Package Filling, Sealing and Wrapping

An extensive line of machines for packaging. Machines that measure by volume or by weight. Machines that seal and machines that wrap tightly cartons of many sizes.

A Size and Speed for Every Need

Fully automatic single purpose machines for high production; machines of moderate speed, adjustable for size of package and accommodating various materials and various packages for the smaller output. Dusty materials handled with-

out dust. Accurate weights guaranteed even on the more difficult materials.

SAVE---

Material, Labor, Contents

IMPROVE---

Display Value, Selling Power, Preservation of Contents

Our experience is at your service in solving packaging problems. We shall be glad to have you call on us.

STOKES & SMITH COMPANY

Summerdale Avenue near Roosevelt Boulevard

Philadelphia, U. S. A.

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

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

Let us be your "Package Counselors."

CONSULT OUR
TRADE MARK BUREAU

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

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

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

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

CINCINNATI 8 Beech St.	BALTIMORE 87 Covington St.	BROOKLYN 23 N. 3rd St.
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Notes of the Macaroni Industry

Publicity for New Firm

The Colosseum Macaroni company that recently opened its new and modern plant at 4th and Y sts., Sacramento, Calif., was given favorable publicity in an illustrated article in the January 28 issue of the Sacramento Bee. The article tells of the rapid and consistent growth of the numerous food products firms in that city, naming among 3 others the business of macaroni making. It describes the macaroni making process, lauds the ability of the proprietor, Nello Salari, and speaks highly of the quality and high food value of the products. It is a sort of publicity that makes the right kind of impression.

Foulds Bowling League

During the winter months special attention was given by the officials of The Foulds Milling company of Libertyville, Ill., to bowling as an athletic diversion, providing healthy exercise for employes in all departments and instilling the Foulds spirit of fairness in competition between individuals and departments.

The league consisted of 2 divisions,

the first composed of the women employed who formed 4 teams, and 8 teams of men players. The women proved adept bowlers, Team A, captained by Miss Mable Hapke, winning first place in the women's division in a season of 18 games. Miss Caroline Kublank rolled the highest score in her class, topping over 100 pins.

Among the men the season ended in a tie between Team No. 7 captained by Jack Molter and Team No. 5 captained by Clifford Carlton, each winning 15 games out of 21 played. In the play-off the latter team won by the narrow margin of one game. Ralph Dietz of Team No. 3 rolled the high score of 214 and also had the highest individual average of 170.4.

G. G. Hoskins, factory superintendent who supervised the bowling activities of his employes, is highly pleased with the fine spirit manifested in the contests and will promote other lines of athletics in their proper season.

Grass Noodle Contest

Though the I. J. Grass Noodle company of Chicago has published in book form a complete list of noodle recipes, the firm is just now supervising a

recipe contest that will bring in some new ones and will widely advertise its products.

A total of \$500 in prizes is being offered, with the capital prize of \$250 for the best recipe submitted. Other prizes range from \$10 to \$100. There is one condition that all contestants must observe, all recipes must be sent in on an entry blank which is packed in each package of Mrs. Grass' Home Made Real Egg Noodles. An extra bonus of \$25 will be paid the winner if the end of the package is clipped to the recipe.

Low Whites—High Yolks

"Users of eggs among macaroni manufacturers and bakers have come to realize that the market for egg albumin or the whites of eggs has a definite bearing on the prices for egg yolks," says L. M. Fletcher of the Fletcher-Eichman & Co., Chicago, discussing the present egg situation. "At this time egg albumin is almost a drug on the market and egg yolks are at a premium."

According to this authority war conditions in China, which is the chief source of dried eggs, have upset the

March 15, 1928

THE MACARONI JOURNAL

CERTAINTY!

ARE YOU RELYING ON THE
HUMAN ELEMENT
IN DRYING YOUR MACARONI?

 **STOP!**

Our Patented Time Reversing Apparatus
Not Only Reverses But

DETECTS

ANY FAILURE DUE TO BROKEN BELTS

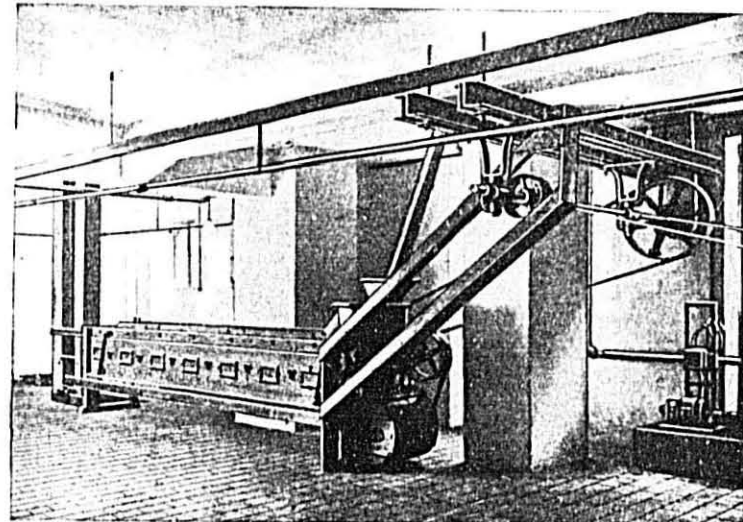
AND IMMEDIATELY

*Shuts Off the Power and Indicates the
Room Affected. Ask Us About It.*

WORCESTER BROKEN BELT DETECTOR COMPANY
53-55 NORFOLK STREET -:- WORCESTER, MASS., U. S. A.

BUHLER BROTHERS' for

Works at Uzwil, Switzerland



"Quality"
The **BUHLER**
Preliminary
Dryer

in connection with the Horizontal Press is a great *Time Saver* in the drying process of short goods.

Nicer and better quality goods.

Safer and easier handling either with elevator or pneumatic.

SAVE TIME
LABOR MONEY

By Installing

Buhler Preliminary Dryers

Th. H. Kappeler
Sole Distributor for Buhler Machinery

44 Whitehall Street
NEW YORK

egg breaking and drying industry and, with transportation facilities in the hands of different warring factions, little or no attempt is being made to ship from the interior of the country to the seaports whence come most of our eggs. High prices will continue to prevail until the situation in China becomes sufficiently peaceful to permit normal production.

Users of eggs in the macaroni industry should recognize the conditions confronting the egg supply firms and should rest assured that the present high prices are honestly established by the law of supply and demand, and that they are justified in asking for a compensating increase in price for their wholesome egg products.

National Grocers Convention

Officials of the National Association of Retail Grocers went to New Orleans, La., last month to make preliminary arrangements for the 1928 convention of the trade which is to be there the week of June 11-14. After conferring with the state and city associations Hotel Roosevelt was chosen as headquarters.

The program as tentatively arranged provides for 4 full-day sessions with

no evening meetings. An elaborate schedule of entertainment sure to please all tastes and inclinations is on the bill of fare. Group meetings will be held where special matters will be considered under leadership of grocers who have made special study of particular activities. Among the officials that took part in the conference are John Coole, president; C. H. Janssen, secretary-manager, and H. C. Peterson, director.

Fire Causes \$50,000 Loss

Fire that supposedly started from the switchboard near the rear of the first story of the Ignazio Arena macaroni plant at 336 Airy st., Norristown, Pa., February 7, put the plant out of commission, caused a loss of \$35,000 to \$50,000 and threw a large force of men and women out of employment at the height of the season. According to the proprietor the insurance on the building and stock will amount to about \$20,000. The proprietor, who resides next door, discovered the fire at 6:15 a. m. and immediately turned in the alarm. The firemen succeeded in saving the plant from total destruction. The damaged building was a 2 story brick structure 25x110 ft. The

owner is undecided whether to repair or rebuild.

Purity Plant Changes Owners

The Purity Macaroni Factory on W. 4th st., Reno, Nev., has been sold by A. Baldini to P. Barbieri, an experienced macaroni maker who will modernize the plant and continue manufacturing the high grade products for which it was noted under the old management. The old owner is planning a trip to Italy and on his return will become actively connected with the Purity French Bakery in which he retained his interests.

Cleared of Fraud Charge

Alexander Gallerani, president of the Gallerani Macaroni company of Pittsburgh, Pa., was acquitted of the charge that he fraudulently sold stock in his former company when its financial condition was shaky, and absolved of all guilt in connection with the deal, according to a decision given in the court of Judge E. W. Marshall the last week in January. The charge against Gallerani was brought by C. M. Leib, former salesmanager of the old firm, seeking to recover \$4000 invested in stock just before the company failed.

Exhibit at Colorado Show

The American Beauty Macaroni company of Denver, Colo., had an excellent display of its products at the 8th annual Colorado Industrial Exposition last month in Denver. In addition to an attractive foods display beautiful and capable women demonstrated how to prepare and serve an assortment of tasty dishes made from macaroni, spaghetti and noodles that would arouse even the most jaded appetites. A. S. Vagnino, a director of the National Macaroni Manufacturers association, had charge of his firm's exhibit which was the center of attraction through the show.

Williams Dines Grocers

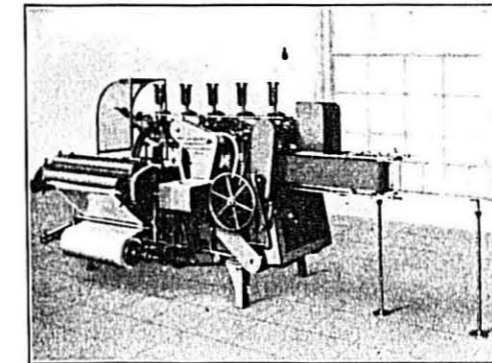
As per custom he has followed for years James T. Williams, president of

You Are Dated

Mark these dates NOW on your calendar.

JUNE 19, 20, 21, 1928.

Arrange your plans to attend the National Macaroni Men's Conference this year in the Edgewater Beach Hotel, Chicago.



Johnson Automatic Wax Wrapper.

POINT 2 All Parts Made in Our Own Plant

THE 10 POINT Line

- 1 Fitted to Your Plant Requirements
- 2 All Parts Made in Our Own Plant
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

WHEN you buy a JOHNSON Automatic Packaging Machine you buy a job built from the rough casting to the complete unit assembled under our own roof. There are no inferior misfit parts, no sub-contractors' delays, no "passing the buck."

The gray iron castings used in our machines are produced in our own foundry from patterns made in our own pattern shops. Our machine shop is equipped with the latest type of precision machine tools.

JOHNSON Sales Engineers in the field will study your particular packaging requirements and submit a plan and proposal, without charge. Their recommendations are based on specific service and operating conditions in your plant. Ask us to send one of these men to your office.

Catalog and Bulletin mailed on your request.

JOHNSON AUTOMATIC SEALER CO., LTD.
Battle Creek, Mich., U. S. A.
New York—30 Church St. Chicago—208 So. LaSalle St.

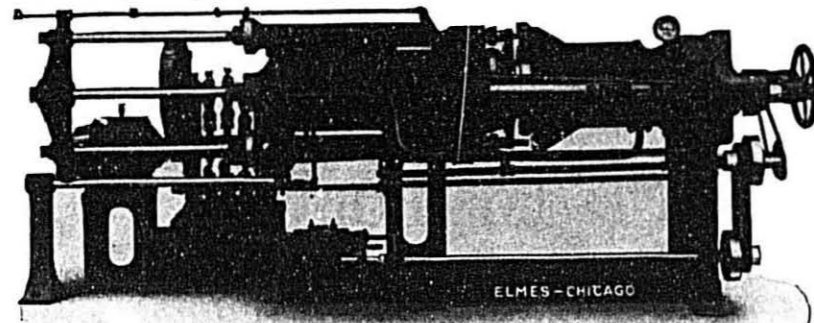
JOHNSON
AUTOMATIC PACKAGING MACHINERY

Sealer, Hot-Tum and Top Sealing, Lining Machines, Wrappers (Wax & Glassine)

THE NEW ELMES' SHORT CUT PRESS

Gives the greatest return for every dollar

Alphabetical or fancy cut goods made any desired thickness. Variable speed transmission. More speeds. Finer adjustments. Hydraulic and auxiliary packing cylinders, bronze brushed.



Dough tempered by heating device for hot water or steam. Cylinders outside packed. No dismantling to repack cylinders. High and low pressure pump. Valve lift. Speed regulating valve.

BUT 48 PER CENT OF HYDRAULIC MACHINERY IN USE IS 10 YEARS OLD

HYDRAULIC-PRESSES
ELMES
SINCE 1851

MANY ELMES PRESSES BUILT OVER 40 YEARS AGO ARE IN USE TODAY

SOLD WITH THE ELMES GUARANTEE—FIRST CLASS MATERIAL AND WORKMANSHIP
CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, U. S. A.

New York Export Office, 420 Lexington Ave., Phone Lexington 4270

Labels
Package Wraps
Window Trims
Lithographing
Posters
General Color Work

Riverside Printing Co.
38 S. Dearborn St.
CHICAGO - ILLINOIS

Color Printers for 58 Years

The Creamette company, Minneapolis, Minn., entertained the Minnesota retail grocers on the night preceding their annual state convention, which this year was held in St. Paul. The affair was the 21st pre-convention dinner over which Mr. Williams has presided as toastmaster and host. Two hundred officers and delegates enjoyed his hospitality at the Saint Paul hotel. Mrs. Williams favored with several vocal numbers in her usually able manner and was given much deserved applause. C. H. Janssen of St. Paul, secretary of the National Association of Retail Grocers, was the speaker.

Incorporate Liberty Company

Articles of incorporation were filed with the Illinois officials by the Liberty Macaroni Mfg. company of Rockford, Ill. The firm will manufacture and wholesale macaroni and other food products at its plant at 1112 Rock st. The capital is \$25,000. The incorporators are Peter Defay, Primiano Caselena, Jennie Defay, Paulina Caselena and Louis Harna.

Noodle Plant to Move

According to announcement made to the Rotary club of Ellwood City, Pa.,

Mrs. C. H. Smith, head of the Smith's Home Made Noodle Factory, will in all probability move the plant to New Castle, Pa., having outgrown its present quarters. The latter city is seeking location of the plant within its limits by offering a suitable site and other generous inducement, according to the owner who has successfully managed the plant since its inception in 1920.

Entertained Grocers

The Minnesota Macaroni company of St. Paul, Minn., entertained the several hundred delegates at the convention of the Minnesota Retail Grocers association held early in February. The affair was the high spot in a full program of entertainment that featured the convention. This macaroni concern provided the vaudeville features and dispensed smokes the evening of Feb. 5. The Villaumes, father and sons, were praised for their hospitality, and their choice of choice entertainment.

Ghiglione to Advertise

Having planned an extensive advertising campaign of its macaroni and noodle products throughout the north-west states, and to tie it up with the

national publicity campaign now being run in magazines by the National Macaroni Manufacturers association, A. F. Ghiglione & Sons, Inc., of Seattle, Wash., have appointed Claude Arnold to manage the drive. Newspapers will be used according to the present arrangement. This firm is also planning to market and advertise a new line of wholewheat macaroni products at an early date.

General Macaroni Plant Razed

Stark walls standing after the fire that ravaged the General Macaroni company plant at Wood and Peach sts., Erie, Pa., on February 6, are all that is left of what was once a busy and flourishing macaroni manufacturing business. The fire was discovered about 6 a. m. and before a sufficient quantity of water could be brought to play on the flames the fire got beyond control. The loss is estimated at more than \$25,000, including building, equipment and stock.

The macaroni factory was housed in a 3 story brick building, and after the fire the walls had to be razed by the firemen to prevent their collapse and to open up traffic on nearby streets. The Lake Erie Macaroni Company, Inc.,

Sturdy and Serviceable

MACARONI BOX SHOOKS

Made of selected and well-seasoned Gum or Cottonwood Veneers with all one-piece tops and bottoms of full one-quarter inch stock.

We Fill All Orders, Big and Small.

COLUMBIA BOX & VENEER CO. Inc.

74 Varick Street -:- New York City

(Macaroni Box Specialists)

"Good Macaroni requires good Cheese"

LOCATELLI'S

—LEADING BRAND FOR OVER 60 YEARS—



REGGIANO
Genuine ROMANO

"Best For Grating"

MATTIA LOCATELLI NEW YORK
Branch
24 Varick Street (Locatelli Building)

The High Quality of
ALL
COMMANDER SEMOLINA
IS
POSITIVELY
"Guaranteed"
COLOR GRANULATION
STRENGTH
Commander Milling Co.
Minneapolis, Minnesota

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.

DURUM SEMOLINA



CAPITAL FLOUR MILLS, Inc.
MINNEAPOLIS MINNESOTA SAINT PAUL

which first occupied the plant was organized in 1919 and was purchased in 1920 by Fred C. Henning, Wm. Heuser and Walter C. Henning, who changed its name to the General Macaroni company. The new operating firm had a capital stock of \$75,000 and had remodeled the plant to a daily capacity of about 50 bbls. In October 1927 the plant again changed hands, being purchased by a partnership Mancuso, Pelletieri & Scalise, who operated it until time of the fire. Decision has not been made as to the future developments of the factory or the partnership.

Macaroni Helps

The export trade of the United States in grains and grain products for the year 1927 amounted to \$443,676,000, an increase of \$88,080,000 or 24.8% over the preceding year and the largest amount reached in the past 5 years. The value of the shipments of grains and grain products represented 9.1% of our total export trade for last year. Macaroni products showed a gain of 2.4% or 195,000 pounds while rice showed the largest increase in any single item during the year. During 1927 the exportation of macaroni products totaled 8,468,000 lbs. worth \$714,000,-

000 while in the previous year the exports amounted to 8,273,000 lbs. worth \$711,000.

The Little Known Noodle

Some wise punster on the stage said the idea for spaghetti came from the noodle. That might be true but spaghetti has gained much more ground as a general item of food on the public's bill of fare than noodles.

For years noodles have been allied in the general public's mind with soup just like ham is with eggs, or corned beef with cabbage. The Germans, Hungarians and some other nations have made delectable dishes for years with noodles. Prepared with leftovers, served with butter or with roasts or as puddings, they are delicious. There are probably a hundred tempting dishes that can be made with noodles—and they are brim full of vitamins and other health building qualities.—*The International Grocer.*

Trade Mark Applied For Odaro

The private brand trade mark of Paul Todaro & Company, New York, for use on macaroni and other dainties.

Application was filed June 9, 1927, published Feb. 28, 1928. Owners claim use since May 1, 1917. Trade mark is the trade name in heavy type.

New Electric Filling Machine

Stokes & Smith company of Philadelphia, maker of macaroni packaging and wrapping machinery, has announced the development of a new electric filling machine that is suitable for filling a wide variety of materials into almost any type of container. It is an automatic and accurate filling and weighing device guaranteed to save both labor and material.

The new machine occupies a very small floor space and has a speed of about 30 packages a minute. Filling may be done from top, sides or bottom of the container with absolute accuracy whether the contents be ½ oz. or as large as 5 lbs.

The device is practically 4 machines in one, and is so constructed so as to permit its being attached to conveyors, wrapping machines, etc. The firm will be glad to supply illustrated literature to interested manufacturers.

CROOKSTON-SEMOLINA

From
Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company
CROOKSTON, MINNESOTA



Cheraw Box Company, Inc.

Seventh and Byrd Streets
Richmond, Virginia

SATISFACTORY

Wooden Macaroni Box-Shooks

NOTE—Our shooks are made from tasteless 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.

The Perfect Egg Yolk

Fresher in Flavor
Deeper in Color

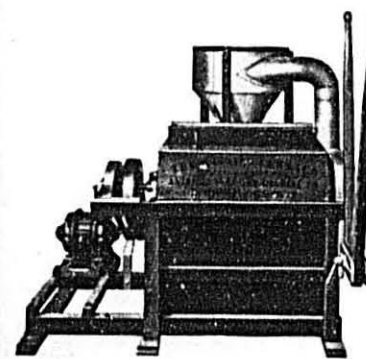
Jo-Lo

Certified American Dehydrated
Spray Egg Yolk

JOE LOWE CO. INC.

3417 South Ashland Ave. CHICAGO, ILL. Bush Terminal Bldg. 8 BROOKLYN, N. Y. 5-7, W. Lombard St. BALTIMORE, MD. 1100 Main St. LOS ANGELES, CAL.

**WHY Don't you clean your bags
and save the flour left in them?**



The IMPROVED "K. C." SACK
CLEANER with Dust Collector and
Adjustable Bag Turner Attached

will thoroughly clean from 200
to 400 bags per hour and with-
out injury to the bag!

Over 1200 in Use!

American Oven & Machine Co.

FELIX NOTZ, Pres.

615 S. California Avenue

CHICAGO

American Oven & Machine Co.
615 S. California Ave.
CHICAGO

Please furnish quotation on "K. C."

Name.....
Address.....

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, JAS. T. WILLIAMS
M. J. DONNA, Editor

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Manufacturers Association.

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

Vol. IX March 15, 1928 No. 11

They Dispensed Cheer

Among those who visited the association headquarters during the past month to pass a cheer-y word with the secretary were:

J. E. Coolbroth, salesman King Midas Mill Co., Minneapolis, Minn., en route home from tour of the south.

Frederick Russell Warner of La Salle, Ill., Illinois representative of the King Midas Mill company.

L. M. Fletcher and Ira S. Eichman of Fletcher-Eichman & Co., Chicago, after a call on the trade through the state.

An Inventor at 18

The following clipping from the Feb. 25, 1928, issue of the "Italian News" of Boston devoted to the interests of the Italian colony of New England will be of interest to Macaroni Manufacturers.—Ed.

An inventor at 18 and head of a manufacturing concern at 27, with many inventions to his credit, are among the distinctions that belong to Mario Tanzi, native of Italy, and one of the most promising business men in Boston's Italian colony.

Mr. Tanzi is the inventor of various kinds of macaroni molds upon which he owns patents. His most recent invention is the mold for making "mostaccioli," which is proving a big hit in the so-called macaroni market.

At the age of 27 years Mr. Tanzi con-

ducts the Mario Tanzi Manufacturing Co., which occupies 2 floors at 348 Commercial st. There one will find the products of the young man's brains—sample inventions whose counterparts are now in use in most of the biggest macaroni factories in this country, South America and Canada.

Mr. Tanzi conceived and brought into realization his first macaroni mold at 18, when living in New York. He came to Boston 4 years ago, and in spite of his comparatively brief period he has enjoyed remarkable success.

New Triangle Booklet

A new catalog which may be had on request has recently been offered to the trade by the Triangle Package Machinery Co., Chicago. This catalog illustrates and describes in detail, simple, dependable and inexpensive packaging equipment. Among the machines described are the Class SA Semi Automatic Top and Bottom Carton Sealer, with a production of 10,000 perfectly sealed cartons per day; the Class R Portable Carton Sealer with a production of 2000 perfectly sealed cartons per day; the various Net and Gross Weighers of both the power feed and gravity types, that handle free, semi free and non free flowing dry materials with absolute accuracy of weights; Filling Machines for small crackers, candies, etc.; Belt Conveyors and other modern equipment for the packaging department.

APPLESAUCE

By W. K. Smith

Efry dime I zell zome goods, den a zalesman calls on me,
Und dells me dat he dinks dere should be reziprozity.
He says, "You know, ve bought zome goods, zo I drop in to zee
Vy ven ve buy doze goods from you, you don't buy back from me."
Und efry dime I get ein scheck, a ledder comes along,
"Now, von't you blease reziprokate?" It sings dat zame old zong."
Und zo, uf course, I dink dat's righd, I'll do dat ven I can;
I always dry to do yust righd mit each und efry man.
I dry vone oudt, und buy zome dings I maybe need zome day,
Und der I vait to get a scheck for vat he has to pay,
But also I look up de price dat feller he scharged me;
Righd off I find dat he scharged more dan really ought to be.
I vait und yet his scheck don'd come; it makes me kind of sore,

For den dat man, he vaiting, too, for me to buy back more.
Zo final to vipe oudt dat bill, I buy more dan I owe,
Und righd vay quick der comes ein man, und duns me for der dough,
Und he nit me zo sassy got, vas so much impudent,
I zlam dat door, und help him oudt mitou vone doggone zent.
I write ein ledder mit mine scheck, und toldt zome dings about
De more vone doez, de more vone finds by monkey bizness oudt.
Dey did not vrite und dank me, und acknowledge vat dey dink,
But mit me, dat's no difference, ven I dake me vonce ein drink.
Now, ven I dink dat ofer, it yust looks like dis mit me:
You run a bank, den vait, den pay, for reziprozity.
Und dat makes lodts uf trouble to accommodate for loss,
Vat zome calls reziprozity mit me dat's abble sauce.

WANT ADVERTISEMENTS

Five cents per word each insertion.

MACARONI PRESSES FOR SALE

Hydraulic Vertical 11½" for stationary dies, latest model, complete. Like new; also Kneaders and Mixers. Exceptional bargains. AAA, c/o Macaroni Journal, Braidwood, Ill.

WOULD SELL VERY CHEAP

double cylinder 10" horizontal Hydraulic Press with dies; rare opportunity. ATLAS, c/o Macaroni Journal, Braidwood, Ill.

WANTED TO PURCHASE

Complete Macaroni Machinery. Castrone, c/o Macaroni Journal, Braidwood, Ill.

MACARONI STICKS (DOWELS)

10,000—50" long by 1½" diameter.
10,000—60" long by 1½" diameter.
Will sell very cheap. Lindy, c/o Macaroni Journal, Braidwood, Ill.

WOULD SELL VERY CHEAP

AUTOMATIC PACKAGE WRAPPING MACHINE capable of a daily output of 25,000; accommodates any package within 1½" long, 4½" wide and 3" high. Also a SPAGHETTI SAWING MACHINE and a DOUBLE CYLINDER 10" HYDRAULIC PRESS with dies; one complete set BOLOGNA STYLE MACHINES with 7 dies. Rare opportunity. Atlas, c/o Macaroni Journal, Braidwood, Ill.

FLETCHER - EICHMAN & CO.

Importers of

"Zolty Brand" Egg Products
Pure Chicken Egg Yolk
Especially selected for Noodles

PURITY—COLOR—SOLUBILITY

Let us figure on your egg requirements

1435 W. 37th St. CHICAGO

A. ROSSI & CO.

Macaroni Machinery Manufacturer

Macaroni Drying Machines

That Fool The Weather

387 Broadway - San Francisco, Calif.

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"

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

The House of Perfection Always at Your Service

Where Others Have Failed,
We Have Succeeded.



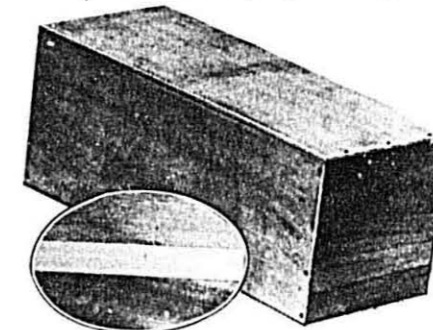
Why not deal with a reliable house?

INTERNATIONAL
MACARONI MOULDS CO.
317 Third Ave. Brooklyn, N. Y.

WOOD BOXES

Our materials --- Gum and Cottonwood, ideal for meeting the essential needs of food packers.

1. Odorless
2. Clean, pleasing to the eye
3. Nail-holding texture
4. Great carrying strength



Inset is actual appearance of finished two-piece bottom.

Hidden under this tape which seals the joint are two corrugated fasteners, holding the pieces together.

We strongly urge use of ends at least one-half inch thick to give a surrounding for the nails that will make them hold. No matter what kind of woods you use this is essential but GUM holds and keeps nails as only Hardwood can.

Our ample facilities, timber supply, experience in this line, and railroad facilities guarantee prompt attention to orders.

ANDERSON-TULLY CO.
Memphis, Tennessee
Good Wood Boxes

OUR PURPOSE:EDUCATE
ELEVATEORGANIZE
HARMONIZE**OUR OWN PAGE**
*National Macaroni Manufacturers
Association*
*Local and Sectional Macaroni Clubs***OUR MOTTO:**First--
INDUSTRYThen--
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The President's Column**The "Pull" of Advertising**

Good advertising has an almost unexplainable power for business betterment. Would you believe that the mere planning of a campaign may serve to stimulate business? Listen to what Mr. H. C. North has to say in *The Advertiser's Weekly* of Feb. 25, 1928, in his article, "Promise of Cooperative Advertising Stimulates Shoe Trade."

"The long promised cooperative advertising campaign of the shoe industry is beginning to bear fruit despite the fact that not one line of advertising has been published.

"The phenomenon, unusual in advertising history, is not fantastic or in any way incredible once the situation is understood. The shoe trade presents us with the unusual spectacle of a campaign which has been talked about so much that some of the tentative selling policies, originated to accompany the campaign, have been adopted more or less generally and to good advantage. In other words, advertising of advertising intentions has had a decided effect upon sales.

"Inability to arrive at a decision as to how to spend the \$4,000,000 pledged for a cooperative advertising campaign has delayed its start. Meanwhile, however, there has been so much talk about the proposed campaign in both conventions and in trade papers, that dealers have shown increased interest in salesmanship; and schemes for promoting the sales of men's shoes have been acted upon with sufficient degree of uniformity to swell the 1927 sales 10%."

Mr. Macaroni Manufacturer, if the mere planning of an advertising campaign has thus benefited the shoe industry, how much more should the actual publicity campaign now being conducted by the Macaroni Industry actually increase the sales of our products? Are we FOR AMERICAN MADE MACARONI or AGAINST IT?

The Herring and the Hen
(A Fable with a Moral)From the *Journal of Commerce*

The herring lays a million eggs,
The helpful hen but one;
But the herring does not cackle
To tell what she has done.

So we scorn the modest herring,
While the boastful hen we prize;
Which only goes to show, my friends,
IT PAYS TO ADVERTISE.

The Secretary's Column**Dates To Remember**

All the progressive Macaroni and Noodle Manufacturers of the country and all interested Allied Tradesmen may and should consider themselves "Dated" for June 19, 20, 21, 1928. Those are the dates finally selected for our 1928 Macaroni Convention in Chicago. You'll profit by keeping this "date."

Color on the Run

The last profitable market for artificially colored macaroni products has been wiped out by the recent announcement of the New York state authorities that hereafter all colored macaroni will be declared as misbranded on the ground that the manufacturer is seeking to hide inferiority. This is the only sensible view that can prevail and it is pleasing to know that both federal and state food law enforcing officials are in agreement on the subject. What we need now is one or two vigorous and successful prosecutions. The sooner the better; let the guilty beware.

Wanted! Convention Suggestions

Have you any particular speaker to recommend for appearance on our convention program? What timely topic would you suggest for discussion? How can the manufacturer who has not heretofore attended the conventions of his industry be attracted? The convention committee is open to suggestions. Send them in to the Secretary now.

Credulous Canadians

Three or four years ago the National Association exposed the nefarious actions of so-called Italian expositions in awarding "medals," "diplomas" and "certificates of merit" to macaroni manufacturers who were willing to contribute certain stated amounts for the honor(?). The "de-bunking" was very effective in this country but our neighbors on the north are still being exploited by an Ontario firm that boasts of its superior products because of prizes won in the mythical fairs, repudiated even by the Italian authorities. Are the Canadians any more or less gullible than Americans?

* * *

We begin to be wise as soon as we find out how little we know. Revelations promised at Edgewater Beach Hotel, Chicago convention, June 19, 20, 21, 1928.

If you have any "square corners" trim them off so as to fit in with the activities of your fellow manufacturers in trade association work to elevate your trade.

JOHN J. CAVAGNARO

Engineers and Machinists

Harrison, N. J.

U. S. A.

Complete
EquipmentsAccumulator
Systems

Presses

Kneaders

Mixers

Mould Cleaners

Cutters

Brakes

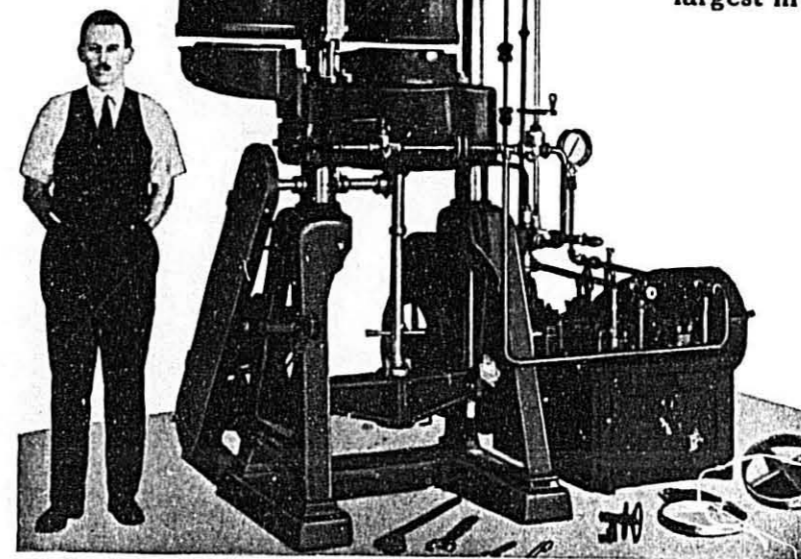
Moulds, Etc.

in

All Sizes

up to the

largest in use.

N. Y. Office and Shop
255-57 Centre Street
N. Y. C.

No. 222 Press Special

Specialty of

MACARONI MACHINERY

Since 1881



Ask any user of Pillsbury's Semolina No. 2 or Pillsbury's Durum Fancy Patent. He will tell you that his macaroni has exceptional strength, flavor and finest amber color.

Pillsbury Flour Mills Company

"Oldest Millers of Durum Wheat"

Minneapolis, U. S. A.

BRANCH OFFICES:

Albany
Atlanta
Altoona
Baltimore
Boston
Buffalo

Chicago
Cincinnati
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Denver
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New Haven
New Orleans

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Washington