

**THE  
MACARONI  
JOURNAL**

**Volume 8,  
Number 6**

**October 15,  
1926**

# *The* Macaroni Journal

Minneapolis, Minn.

October 15, 1926

Volume VIII

Number 6



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

## *The Red Cross Roll Call*

Business men recall with satisfaction the fine work done last month in Florida by the American Red Cross.

This national, non-political, non-sectarian and purely American organization can always be depended upon for help wherever disaster occurs.

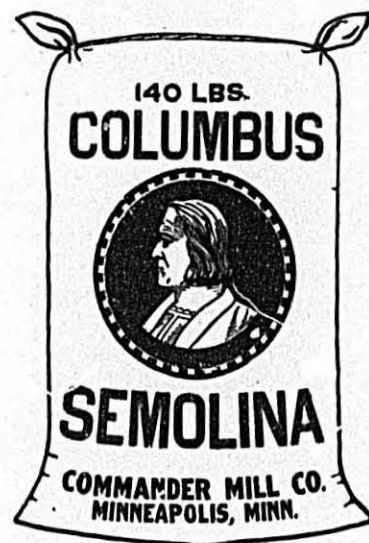
It deserves and should get the unstinted support of every true, warm hearted loyal American.

Let's all enroll during the annual Roll Call, Nov. 11 to 25, 1926.

See cuts and article Page 7.



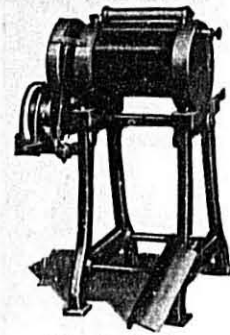
# Our New Brand



**GIVE IT A TRIAL**

**COMMANDER MILL COMPANY**

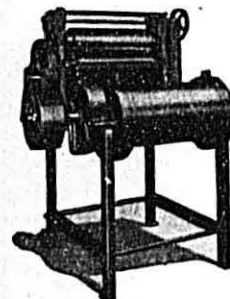
MINNEAPOLIS, MINNESOTA



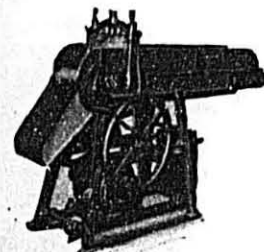
Roller Noodle Cutter



Roller Noodle Cutter With Light Calibrator Attachment.



Roller Noodle Cutter With Heavy Calibrator Attachment.



Mostaccioli Cutter

## "CLERMONT" Noodle Machine Equipment

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

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

We claim that the Clermont Machines do that.

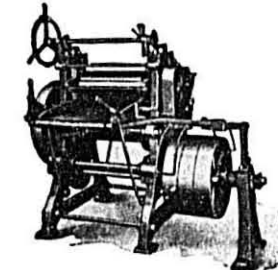
The users of the Clermont Machinery Equipment have endorsed that statement and we will allow you to verify same if you care to investigate.

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

This will not obligate you in any manner.

**CLERMONT  
MACHINE CO.**

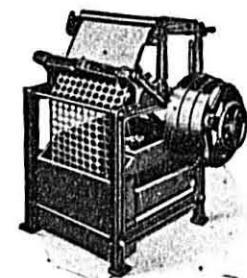
77 Washington Avenue  
**BROOKLYN, NEW YORK**



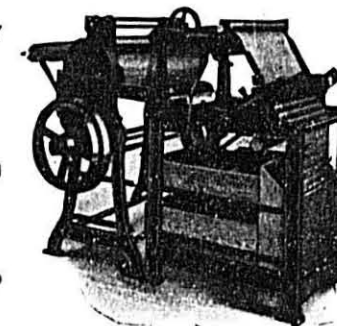
Reversible Dough Breaker



Roughening Non-Reversible Dough Breaker



Fancy Stamping Machine for Bologna Style Noodles.



Fancy Stamping Machine With Calibrator Attached.



QUALITY

SERVICE



★ ★ Tustar ★ ★

Your Assurance of

Satisfaction and Success

Eat More Macaroni—the

Best and Cheapest Food

**MINNEAPOLIS MILLING CO.**  
MINNEAPOLIS, MINN

# THE MACARONI JOURNAL

Volume VIII

OCTOBER 15, 1926

Number 6

## READ YOUR TRADE JOURNAL

It is generally agreed that everything in this world exists for some purpose. Then, why the Macaroni Journal?

Macaroni manufacturers, the allied tradesmen, in fact every reader knows that there is only one excuse for the existence of this trade magazine—the betterment of the macaroni and noodle manufacturing industry.

This trade paper has ever and will always serve as an "Open Forum" for those engaged in the business we represent. Since its establishment it has ever been the policy of the journal to publish news of interest to the trade and to deserve to be known as the "spokesman" of the industry.

What are we accomplishing along this line? Are we making the desired headway? Has this paper the reader interest it has always striven to gain? Is it read regularly and profitably?

These are questions that have always concerned us. It would be interesting to have the readers' views thereon. Frequently we have begged macaroni manufacturers to make more frequent use of our columns in expressing their views on timely topics and the discussion of puzzling matters. In that we hope to create greater reader interest and bring about a closer cooperation between all the factors concerned in the business.

Though we have frequently asked the macaroni manufacturers to read our various issues regularly and consistently we feel that it is not inopportune to again so urge them, using an argument from an outside source for this purpose. We quote from the September 16, 1926, issue of the New York Commercial its unprejudiced viewpoint on why you should always read your trade journal.

"Not long ago we had the pleasure of reading a letter received by a trade journal editor. It was from one of his field men and told an interesting story. With this editor's permission, we reproduce a portion of it below, names changed, of course:

"Had a great time with Mr. Williams of the Williams Co. today. I waited all morning for him to show up and when he finally did come in he seemed quite put out because some of his equipment was down for repairs.

"Finally he got around to talk with me, but finding with whom I was connected assured me curtly that he wasn't interested in our periodical and had ordered the subscription stopped. He said it was a damned shame the way the mails were cluttered up with stuff that nobody read.

"This made me a bit angry and I told him nobody was forcing the journal on him; that if he wanted it he would have to pay for it just as everyone else who was taking it; that we would probably manage to continue business with-

out his subscription. I started to leave, but he calmed down and became apologetic, finally saying that business was bad and that all expenses were being cut, including advertising and trade paper subscriptions.

"I told him he was the first producer in his district who had said business was bad, whereupon he replied that any producer who said otherwise was a liar. I told him that I knew Smith or Jones would not lie to me about business conditions; and then he admitted that Smith and Jones might both be doing good business because they had some big contracts to fill.

"I subsequently got a line on this firm. Their equipment is all worn out, much of it being obsolete. They inherited the business, it seems, and have gone on for several years putting nothing in but taking everything out, until now they have left only a pile of machinery best characterized by the word "junk." However, since they have neither the time to read their trade papers nor the money to advertise, I do not wonder at this. I believe the sheriff is just around the corner."

"There is a moral of first magnitude contained in this rather poorly worded letter. Regardless of whether you manufacture or sell, or whether your business is that of darned needles or farm tractors, there is a trade or technical journal covering your business that you will find highly profitable both to read and to keep for reference. Trade journals are a business asset. Costing but \$2 or \$3 a year they will, if read, return dividends reaching into the thousands of per cent. They are the exponent of better ways and more economical methods. Since everyone in business needs these two things, everyone in business needs to read his particular trade journal."

The owners and publishers choose to believe that an extraordinarily large percentage of those who receive this publication read it thoroughly. To the remainder we address the argument of one of the country's leading papers in the hope that they will also become regular readers and earnest supporters of our policies.

The Macaroni Journal at \$1.50 a year cannot help but be a profitable investment for any firm or individual who aims to keep in touch with the new things that keep bobbing up; with new ideas of manufacture, packing, packaging, selling, distribution and the general attitude of manufacturers toward one another.

Become a regular reader and a regular subscriber, thus encouraging those whose energies make possible this monthly forum for our industry.



## Teaching Thousands to Eat

Approximately 148,007 people in the United States got a better idea of what to eat for health last year as a result of instruction by nutritionists of the American Red Cross, working in communities all over the country.

Those receiving this instruction included 13,201 adults and 138,095 children of school and preschool age. The instructors are now carrying on programs in collaboration with more than 40 Red Cross chapters in 23 states.

The importance of this instruction can be grasped when it is realized that eating is one of the most important things in life, and that we eat about 77,000 meals in a lifetime, provided we live to the allotted three score and ten. In fact the makeup of those 77,000 meals may have a lot to do with whether one lives to that age or not. There is a direct relationship between food and health, as those who studied

son a greater variety, though at no increased expense, without in the least drawing on unusual food elements. Macaroni, for example, is classed under "bread and cereals" technically but a serving of this food (about half a cup of cooked macaroni) contains a total of 50 calories, of which 7 are protein, 1 fat, and 42 carbohydrate; the protein per cent of the total daily re-

without difficulty. For nutrition merely means utilizing everyday foods, but utilizing the right ones for the particular needs of the family. A table can be loaded down with every food in the market, but if those around the table don't know which ones to choose they might starve without realizing it.

Teaching people what to eat constitutes one of the important features of

### BIG SISTER

This is a true picture as well as an amusing one. A BIG SISTER to a world that is not so large when one thinks of it. The annual Roll Call of the AMERICAN NATIONAL RED CROSS for enrollment members for the year 1927 will be held from Armistice Day through Thanksgiving, November 11 to 25. Those availing themselves of this opportunity to join will be assisting in every call for aid throughout the coming year which this great organization will be asked to render to humanity everywhere.



the Red Cross nation-wide service, but there are many others also. To participate through membership in Red Cross service it is necessary merely to join during the Roll Call, November 11 to 25, for it is the Red Cross membership which makes its broad services possible.

### THE SUCCESS COMMANDMENTS

To those earnestly seeking to fight life's battle successfully B. C. Forbes, well known writer, suggests the following 10 commandments:

- First—Study.
- Second—Sweat.
- Third—Keep Accounts.
- Fourth—Save Systematically.
- Fifth—Take Out Life Insurance.
- Sixth—Buy Your Own Home.
- Seventh—Invest in Sound Securities, or Launch Your Own Business.
- Eighth—Educate Your Children.
- Ninth—Travel.
- Tenth—Give Generously.

Blue Mondays follow Red Hot Sundays.



this subject under Red Cross nutritionists learned.

The subject of nutrition sounds complicated to the layman, but translated into everyday terms it merely means knowing how to buy the right groceries for your particular needs. It is not a question of being "finicky" about food either, in the accepted sense of that word. Rightly practiced, nutrition probably gives the average per-

quirement being 20, calcium .04, phosphorus 1.5, and iron, I.E. Armed with such knowledge the housewife will know just how often to serve macaroni, among other foods, and how to combine it with other foods in the menu, for health.

Once the fundamentals of this science have been learned, any housewife can walk into a grocery store and supply her every need from the shelves



## WIN YOUR OBJECTIVE

The Sun and Wind once battled for supremacy. The test would determine which could cause a weary traveler to doff his coat in the shortest time. The Wind tried first, blowing a furious hurricane; but the traveler sought protection behind boulders and only pulled his coat tighter about him.

When the Wind subsided in defeat, the Sun grew brighter and warmer until presently the traveler, cursing sudden weather changes, yanked off his coat for relief from the heat.

So there is more than one way of winning an argument. Oft so-called high pressure methods succeed against all odds; but it is well to remember that your prospect, like the weary traveler, offers more than one avenue of approach. He may be susceptible to direct talking; he may like to be told what is good for him, but—and this is important—if he turns you down, don't cross him on your list as hopeless. Try the Sun's method. Turn on the steam and bask him in the warmth of your most persuasive arguments for a change. What if he does complain of the heat? It is a prospect's right to complain—that is part of his scheme of sales resistance—but it is your right and your business to break down that resistance and if the way of the Wind fails, then change your pace and follow the plan of the sly old Sun.

*Get the order---that's the big thing---the ORDER*



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



## WHAT PRICE DEALS

*Such Offers on Any Basis Serve Only to Create Sales Resistance of Wholesale Trade.*

Commenting on the statement made by L. M. Skinner, president of the Skinner Manufacturing company of Omaha, Neb., that to his knowledge every convention of the retail and wholesale grocer trade has consistently resolved against the "free deal," with little or no resultant action toward its elimination, Austin T. Rogers, editorial chief of the grocery page of the New York Commercial, says:

Mr. Skinner seems to have said about all that can be said. This stuff of trafficking with sellers who offer free deals is just another demonstration of the inconsistency between words and deeds.

As a matter of fact I have never been able to see the slightest sense in these so-called "free deals." It is quite obvious that they are by no means free; if they were free the manufacturer or seller would be able to remain in business only as long as his credit held out.

Free deals are nothing more nor less than a magnification of the spiel of the carnival pitchman who offers "this beautiful gold watch free with every bottle of this marvelous compound of herbs, barks and roots, distilled in the dark of the moon by the beautiful high priestess of the Ooowah tribe in the heart of darkest Mexico, whence it is brought forth on the backs of tiny burros that it may be given to relieve the sufferings of civilization. Good for man or beast, or what have you. And the price, gentlemen, is only two dollars for this large bottle, and don't forget you get this beautiful solid gold watch absolutely free."

That's your free deal for you, and the wonder of it all is that men of supposed intelligence and apparently in their right minds can be fooled by it.

### Free Deals and Sales Resistance

Curiously enough there comes at this same moment from one of the leading macaroni manufacturers on the Pacific coast, a strong letter on the subject, voicing the general opinion that the offering of free deals on any basis serves only to create sales resistance on the part of the wholesale trade whose good will and cooperation every manufacturer seeks. He and others have discovered that the entire trade would profit by total elimination of free deals.

This same manufacturer also suggests that action be taken through the National Macaroni Manufacturers association to bring about the cooperation of all members as to the discon-

tinuance of free deals, confining the business to the regular trade discount of 15% and a cash discount of 2%. With price and quality only as factors the manufacturers could put stability into the market, make more satisfied customers and assure for themselves some profits.

The complaining firm is guilty of giving free deals in some markets but says that it has been forced to do so because of the policy of competitors who make unlimited use of free deals, rebates, prizes and "come alongs." It stands ready to eliminate any of these abuses that creates sales resistance, militates against jobbers' cooperation, and generally causes unfair competition.

Like the wholesale trade the macaroni industry has frequently gone on record as strictly opposed to free deals, buyer-baiting and subsidizing of salesmen.

For a while the trade remains good. Then all at once some manufacturer cuts loose in some section and soon conditions are as bad as ever. The elimination of the abuse complained of will come only when manufacturers fully realize the futility of building up business on this unsound basis, an educational effort which the National association will continue to make unceasingly.

### Cuba a Good Macaroni Market

According to the Cuba Foodstuff Record published in Havana that country promises to continue to be a very good market for macaroni products for years to come, despite the fact that there have been recent industrial developments along this line in that country. According to the July records of macaroni imports United States is the principal source of supply, though Spain is a close second.

From the August 1926 issue of that magazine we quote the following:

#### Macaroni, Vermicelli, etc.

In spite of strong competition of United States and Italian producers of these articles, a very fair demand is felt for higher grades such as are produced in Spain, and are also being put up by some of the domestic manufacturers. It has been lately rumored that a new factory of these products will shortly be established in Havana and in Santiago de Cuba with the intention of specializing principally in the higher grades, and that a considerable part of the capital invested is furnished by American industrials.

News recently published in connection with the protection which is accorded to domestic manufacturers of these products in the new Customs Tariffs, which are shortly to go into effect, have brought about a certain reaction on the part of local producers who are not only getting ready for an increase in their production but also for the manufacture of such finer grades as have been ere this imported from abroad but principally from Spain. July arrivals through the port of Havana have amounted to 2790 cases from 4 different countries, the largest portion being from Spain. The general impression prevails that this industry is gradually to be absorbed by domestic factories and an indication of this can be seen in the considerable drop of imports in 1925 as compared with 1924, imports during the last mentioned year having aggregated 1,178,398 lbs. while 1925 imports were only 478,697 lbs.

July Vermicelli and Food Pastes	
New Orleans .....	875 cases
Coruna .....	600 "
Santander .....	18 "
Marseilles .....	26 "
Napoles .....	341 "
Barcelona .....	680 "
Tampa .....	250 "
	2,790 "

### Sample Basket Days

Macaroni manufacturers are frequently asked to contribute samples of their products for use on SAMPLE BASKET DAYS. The plan of the grocer is to sell a basket of groceries at an attractive price, the basket to contain samples of different products as an advertising scheme. We wonder how many macaroni manufacturers have been approached in the past for contributions toward SAMPLE BASKET DAYS? How have these requests been handled? Do you prepare a special package for the sample basket or do you find it more expedient to give the regular 8 oz. package?

We would be glad to compile the information received from the industry at large, and invite replies to these questions so we may be able to recommend a uniform practice for handling such requests.

#### Restaurant Slang

Customer: Give me 4 nam sandwiches to take out.

Waiter (calling to cook): Dress up 4 grunts to go walking.—Voo Doo.

## To Safeguard The Quality And Uniformity Of Your Products

ALL Gold Medal Semolina is tested at the mill before it goes to you. We analyze and test the wheat. We test samples of the wheat by milling them in our experimental testing mill. Then we actually manufacture spaghetti and macaroni from these samples of Semolina. Finally—we put the finished products under the boiling test. These are among the many precautions we take to safeguard the quality and uniformity

of your products. In this way, you can be sure of the high quality of Gold Medal Semolina. And you can be sure it never varies from the high standard we set for it.

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



*Tested at the mill—uniformity guaranteed!*

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

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

plant exactly under commercial conditions.

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

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

## GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY, Dept. 239, MINNEAPOLIS, MINN.—Millers of Gold Medal Flour.



# MACARONI and MEAT

## Delicious Combination Dishes

Combination dishes, because they are easy to prepare and simple to serve, are always general favorites with the housewife. Macaroni or spaghetti combined with meat makes an excellent main dish for luncheon or dinner. The housewife is justified in making such a dish the center of the meal because of the essential food principles which it furnishes. Macaroni is a starchy or energy-giving food, and starch is one of the best and cheapest sources of energy. The meat furnishes protein in a very palatable and easily digested form. Furthermore, such a dish furnishes minerals that are necessary for proper body functioning.

With macaroni or spaghetti it is not necessary to serve potatoes; indeed, it is much better not to do so, since the macaroni furnishes all the starch necessary for one meal. By

### Veal and Macaroni Mold

2 cupfuls cooked macaroni  
¼ cupful bread crumbs  
1 cupful hot milk  
2 tablespoonfuls melted butter  
1 teaspoonful onion juice  
1 tablespoonful green pepper, minced  
2 eggs, beaten  
¼ cupful cooked ham, minced  
1 cupful cooked veal, chopped  
Salt

### 1 pint hot tomato sauce

Mix the bread crumbs with the hot milk. To this add all the other ingredients with the exception of the macaroni and the tomato sauce. Line a large mold or small individual molds with the macaroni. Pour the meat mixture into the mold. Set in a shallow pan containing hot water. Bake in a moderate oven, 30 minutes if a large mold is used, 20 minutes if small ones. Unmold and serve with tomato sauce.

### Tomato Sauce

2 cupfuls pulp  
1 small onion, sliced  
1 bayleaf  
2 cloves  
3 tablespoonfuls butter  
3 tablespoonfuls flour  
1 teaspoonful salt  
Pepper

Cook the tomatoes and seasonings together for 15 or 20 minutes. Rub flour and butter to a smooth paste and add tomato mixture which has been put through a strainer. Bring to the boiling point and serve hot.

### Spaghetti Ring Filled with Sweetbreads and Shrimps

½ pound spaghetti  
1 cupful sweetbreads  
1 cupful shrimps  
2 tablespoonfuls butter  
1 tablespoonful flour  
1 cupful cream or milk

### Salt, pepper, paprika

Cook the spaghetti in boiling water until tender. Drain and add melted butter, salt, and pepper. Put in a buttered ring form. Keep hot. Have ready the sweetbreads, which have been parboiled and cut in small pieces, and the shrimps, which have been cooked. Thicken the cream with the flour and pour over the sweetbreads and shrimps. Season with salt, pepper, and paprika. Turn the spaghetti ring onto a serving plate and fill with the sweetbreads and shrimps.

There are many variations of this dish: The sweetbreads alone may be used and tomato sauce may be substituted for the cream sauce; chicken, crabmeat, lobster, or oysters may be combined with the sweetbreads; macaroni or wide cut noodles may be used instead of spaghetti.

### Spaghetti with Special Sauce

1 package spaghetti  
1 can tomatoes  
¼ pound beef  
¼ pound lean pork  
Slice of salt pork  
1 large onion  
Clove of garlic  
Salt and paprika

Cook the spaghetti until tender in boiling salted water and drain. Grind beef and pork fairly coarse. Chop salt pork and onions very fine, and fry until brown. Add the beef and pork to this and brown. Add garlic, minced, and the salt and paprika. Add tomatoes to all. Cook slowly until the meat is done. Pour over the spaghetti and serve very hot.

### Macaroni Timbale with Sautéed Sweetbreads

#### Mushroom Sauce

2/3 cupful macaroni  
1 cupful rich cream  
2 cupfuls soft bread crumbs  
1 cupful cheese  
1 teaspoonful onion juice  
½ teaspoonful minced parsley  
1 pimento, chopped fine  
3 eggs, lightly beaten  
1 teaspoonful salt  
Paprika

Break the macaroni in short pieces and boil until tender in salted water. Let drain until ready for use. Scald the cream in a double boiler and add all the other ingredients except the macaroni. Stir until well blended, then add the macaroni. Then turn into a mold which has been buttered and lined with waxed paper. Set in a shallow pan of boiling water and bake in a moderate oven about 30 minutes.

Sauté one half pound of parboiled sweetbreads in butter for about 6 minutes. Unmold the timbale; garnish with the sweetbreads and surround with mushroom sauce.

#### Mushroom Sauce

Sauté one pound of sliced mushrooms;

substituting one form or another of Italian paste—which is the class name for macaroni, spaghetti and vermicelli—for potatoes, a pleasing variety is obtained. That variety is essential to enjoyment of foods, and that enjoyment of foods aids proper digestion is a fact recognized by students of nutrition.

The recipes given here need only to be supplemented by a crisp salad and a simple dessert to make a complete and well balanced meal. Some of the recipes offer a splendid means of using up leftover meats; others are quite grand enough to be the *piece de resistance* for the company meal. The housewife who has not yet accepted macaroni and spaghetti as one of the staple articles, which is always to be found on her pantry shelves, will surely do so once she has discovered some of the many uses to which it may be put.

dredge well with flour and stir until the flour is all absorbed. Season with salt and add one cupful of cream—or, if desired, tomato juice may be used. Stir until the sauce thickens.

### Planked Steak

Select a steak about 1½ inches thick. Broil for about 10 minutes. It should not be well done. Have ready a well heated plank spread with 3 cupfuls of freshly cooked elbow macaroni. Place the steak on this and place in the oven until well heated, about 10 minutes. Garnish the plank with parsley and slices of lemon.

### Bacon with Spaghetti

1 package spaghetti  
8 slices of bacon  
¼ pound cheese, grated  
¼ cupful tomato sauce  
½ cupful meat stock  
Salt, paprika

Cook the spaghetti in boiling salted water until tender; then drain. Fry the bacon until crisp. Combine all the ingredients and put in a buttered baking dish. Bake until brown on top.

### Macaroni with Chipped Beef

2 cupfuls cooked macaroni  
4 tablespoonfuls grated cheese  
Chopped parsley  
2 cupfuls thin white sauce  
¼ pound chipped beef, shredded  
Paprika

Boil the macaroni in salted water; drain and rinse. Mix with white sauce, the cheese and the meat. Put in a buttered baking dish. Sprinkle with chopped parsley and crumbs and bake until brown. Ham may be substituted for the chipped beef.

### Spaghetti with Chopped Beef

1 package spaghetti  
½ pound grated cheese  
2 tablespoonfuls butter  
¼ pound mushrooms  
8 stuffed olives  
1 can tomatoes  
1 good size onion, minced  
1 pound chopped beef  
Salt, pepper  
Cayenne

Cook the spaghetti until tender in boiling salted water. Drain and rinse. Return to the stove and add the grated cheese, except 4 tablespoonfuls which is reserved for sprinkling on top of the dish. Brown the onion in butter. Cook the tomatoes until very soft. Strain and add to the butter and onion.

By Inez Searles Willson,  
Director Department of Home  
Economics, National Live Stock  
and Meat Boards.

October 15, 1926

THE MACARONI JOURNAL

11

# BADEX

## Improves Macaroni

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

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

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

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

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

Stein Hall & Co.  
New York

Stein Hall Mfg. Co.  
Chicago

Manufacturers of Pure Food Products Since 1866



Simmer until it thickens. Season well with salt, pepper, and a little Cayenne. If fresh mushrooms are used, clean well, cut in thin slices and cook for 10 minutes in salted water, then drain. Mix the mushrooms and olives with the meat and add one half cupful of water and let simmer until the beef is tender. A few minutes before serving add the spaghetti to the meat and pour over the sauce. Serve on a hot platter with cheese sprinkled over the top.

**Spaghetti**

1 package spaghetti  
8 slices bacon  
2 green peppers  
1 2-pound can tomatoes  
2 medium size onions  
1 can mushrooms  
Cook spaghetti until tender; then drain. Cut bacon in small pieces. Add peppers and onions, chopped. Fry in the bacon fat. Add to the tomatoes and mushrooms. Heat well and pour over the spaghetti.

If desired, one half pound of chopped beef may be substituted for the bacon. Cook the beef with the onions and peppers until tender. The mushrooms may be omitted and diced celery used instead.

**Spaghetti Creole**

½ pound spaghetti  
¼ pound bacon  
2 onions  
½ pound chopped beef  
1 green pepper  
1 tablespoonful parsley, minced  
¼ can peas  
¼ can tomatoes  
¼ pound cheese  
½ can mushrooms  
Salt  
Pepper

**¼ can kidney beans**

Boil the spaghetti until tender. Place bacon in a frying pan and try out the fat. Add onions and cook to a golden brown. Add meat and other ingredients and simmer for a few minutes. Cover a baking dish with a layer of the boiled spaghetti, then with a layer of the meat mixture. Repeat until the ingredients are used, having a layer of spaghetti on top. Sprinkle with cheese and bake in a slow oven for an hour. This will serve 8 persons.

**Patents and Trade Marks****TRADE MARKS REGISTERED****Egglets**

A trade mark of the Joliet Macaroni company doing business as the Egglets company, Joliet, was duly registered Sept. 28, 1926. Application was filed June 1, 1925, published in the Official Gazette July 6, 1926, and in the August 1926 issue of The Macaroni Journal. The company claims use since Jan. 1, 1925.

The trade mark consists of jumbled letters with a heavy outside border-line.

**Tucco**

The trade mark of De Martini Macaroni company, Brooklyn, N. Y. Application was filed May 14, 1926, published in the Official Gazette July 6,

1926, and in the August 1926 issue of The Macaroni Journal. The company claims use since July 15, 1921.

The trade mark is the word "Tucco" written horizontally and vertically, the third letter forming the center of the cross.

**Capri**

The trade mark of F. Pepe Macaroni Company, Inc., Waterbury, Conn. Application was filed April 17, 1926, published in the Official Gazette on July 6, 1926, and in the August 1926 issue of The Macaroni Journal. The company claims use since June 1925.

The trade mark is the trade name in outlined caps.

**Menu**

The trade mark of the F. Pepe Macaroni Company, Inc., Waterbury, Conn. Application was filed April 20, 1926, published in the Official Gazette on July 6, 1926, and in the August 1926 issue of The Macaroni Journal. Company claims use since June 1925.

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

**TRADE MARKS APPLIED FOR**  
According to the rules of the patent office objections to registrations of trade marks applied for will have to be made within 30 days of date of publication.

**Truepack**

The private brand trade mark of Haas Brothers, San Francisco, Calif., for use on paste egg noodles. Application was filed Dec. 7, 1925, and published Sept. 7, 1926. Owner claims use since Nov. 18, 1925.

The trade mark is the trade name "Truepack" in outlined letters and additional words "Super Quality" for which no claim is made.

**Fairfax Hall**

The private brand trade mark of Wholesale Grocers Exchange, Inc., of Richmond, Va., for use on alimentary pastes and a variety of spices and other grocery products. Application was filed May 18, 1926, and published Sept. 7, 1926. Owner claims use since March 18, 1926.

The trade mark is the trade name in Old English letters.

**Southern Belle**

The private trade mark of the Federico Macaroni Manufacturing company of New Orleans, La., for use on alimentary pastes. Application was filed July 21, 1926, and published Sept. 7, 1926. Owner claims use since June 30, 1926.

The trade mark is the trade name

with letters arranged in the form of an arc.

**Hatchet**

The private brand trade mark of Twitchell-Champlin company of Portland, Me., and Boston, Mass., for use on a large variety of grocery products including vermicelli, spaghetti and macaroni. Application was filed May 10, 1926, and published Sept. 21, 1926. Owner claims use since Jan. 1, 1900.

The trade mark is the trade name in heavy type arranged in the form of a half circle.

**Queen's Taste**

The private trade mark of the Western Macaroni Manufacturing company of Salt Lake City, Utah, for use on macaroni and alimentary pastes. Application was filed June 15, 1926, and published Sept. 1, 1926. Owner claims use since Jan. 1, 1902.

The trade mark is the trade name placed inside of a rectangular scroll bordered with heads of durum wheat.

**Nobile**

The private trade mark of Peter Cavataio doing business as the Michigan Macaroni Manufacturing company, Detroit, Mich., for use on macaroni products. Application was filed July 14, 1926, and published Sept. 21, 1926. Owner claims use since July 14, 1926.

The trade mark is the word "Nobile Brand" above them all. Underneath is shown the "Norge," the airship that recently made a passage from Europe to Alaska commanded by Lieutenant Nobile of Italy. In the background is an outline of the earth over which the airship flew. In the center section of the airship is shown a cut of Commander Nobile.

**Advo**

The private brand trade mark of McCord, Brady company, of Omaha, Neb., for use on its variety of grocery products including macaroni. Application was filed July 8, 1926, published Sept. 28, 1926. Owner claims use since Dec. 1, 1899.

The trade mark is the trade name in very heavy black type.

The character and qualifications of the leader are reflected in the men he selects, develops and gathers around him. Show me the leader and I'll know his men. Show me the men and I'll know their leader. Therefore, to have loyal, efficient employes, be a loyal and efficient employer.—Arthur W. Newcomb.

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

SATISFACTION



There Is No Substitute For Durum Semolina

**KING MIDAS MILL COMPANY**  
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

STANDARD

No. 3 SEMOLINA



# Needs Accurate Consumption Data

*Only Lack of Interest and Cooperation Stands in Way*

The macaroni manufacturing industry is generally agreed that very large benefits would accrue if it were possible to obtain more definite information concerning the accurate consumption of macaroni products with respect to classes, sections and groups of different kinds. It has frequently been suggested that something along this line be promoted. It will be when the manufacturers become fully interested, and cooperate earnestly in promoting an activity of this kind.

Other industries are confronted with a similar lack of knowledge of what use is made of their output. Surveys are frequently promoted and questionnaires sent out that are too often ignored or filled out in a haphazard manner.

Importance of more accurate consumption figures for any line of business was emphasized in a recent New York Commercial editorial, which reads in part:

While statistics showing the approximate total production of various products and commodities are available from several reliable sources there is a dearth of figures on product consumption.

The total annual production of the sugar or paper industries, or any other specific industry, is not only known but divided and classified as to nature or type of product.

These figures are of great value. They provide a basis for comparison, calculation and estimation, and therein not only furnish valuable history but save the members of each industry much in time, money and effort.

But to determine the channels and extent of product consumption is another matter—frequently quite impossible.

This is unfortunate, for accurate data on consumption could be as valuable and helpful as figures on production.

To provide a concrete instance of consumption figures we are able to show, through the courtesy of one statistician, a few such figures for the hospital field. Through this statistical source we find that during 1925 the 6700 hospitals in the United States consumed 11,000,000 lbs. of coffee, 3,000,000 lbs. of tea, 1,000,000 lbs. of

cocoa, 500,000 lbs. of malted milk; with chocolate, grape juice, ginger ale, mineral waters and other beverages following in lesser amounts. We find also that in coffee alone the hospital field spent more than \$4,000,000 in 1925.

Other products the hospitals use, on an annual basis, are: 65,000,000 gals. of fresh milk, 4,000,000 cases of evaporated milk, 4,000,000 lbs. of cheese, 35,000,000 lbs. of butter, 500,000 qts. of marmalade, 250,000 qts. of jellies, 500,000 gals. of pickles, 1,000,000 ft. of rubber tubing, 500,000 doz. surgeon's gloves, 500,000 yds. of rubber sheeting, 40,000 doz. hot water bottles, 30,000 doz. ice bags, and so on.

Such figures, if accurate, could be of great and far reaching benefit to

all concerned. It is similar consumption data that we need on all products and all industries.

How much wire rope is annually used by the petroleum industry?

To what extent does the sugar industry use conveyors and stokers?

How does the dairying industry compare with the drug trade in glass bottle consumption?

What are the quantities and kinds of chemicals used by the paper industry?

These and thousands of other questions of similar nature should find accurate and ready answers. Such answers would be of incalculable value to sales, advertising and production managers, as well as to executives and publishers.

## AUGUST MACARONI EXPORTS

Considerable decrease was shown in the quantity of macaroni products exported in August 1926 as compared with July, and with August of 1925. The total for August 1926 was only 443,000 lbs. as compared with 729,000 lbs. the month preceding and with 638,000 lbs. the same month last year.

So far this year the export of macaroni products continues slightly less than that of 1925. For the 8 month period ending Aug. 31, 1926, the ex-

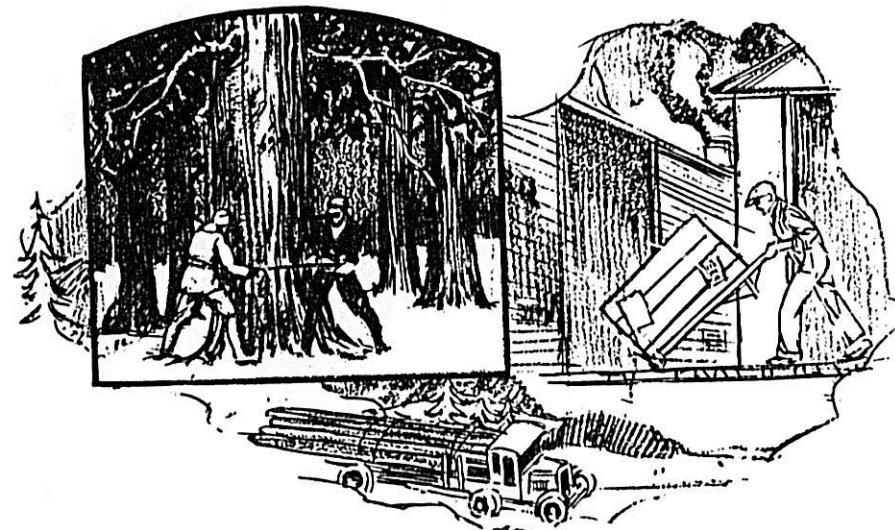
ports totaled 5,228,000 lbs. For the same period last year the total was 5,775,000 lbs.

Canada was the biggest buyer for August with Mexico a close second. The former received 116,000 lbs. of American made macaroni to the latter's 105,000 lbs. The United Kingdom was third with 62,000 lbs. New York continues to lead as the macaroni shipping port with 162,000 lbs. being billed from that port.

EXPORTS OF MACARONI BY PORTS AND COUNTRIES OF DESTINATION  
AUGUST 1926. 1000 POUNDS

	New York	New Orleans	Frisco	Wash.	All Other	Total
Netherlands	7				2	9
United Kingdom	60			31	85	176
Canada		1				1
Guatemala		21				21
Honduras		3				3
Nicaragua		39				41
Panama		35			27	105
Mexico						1
Newfoundland and Labr.	1					1
Bermuda	1					1
Jamaica		1				1
Other Brit. W. Indies	1					12
Cuba	4	8			6	18
Dominican Republic	6					6
Haiti		1				1
Virgin Islands					1	1
Colombia	1					2
Venezuela	2					2
Straits Settlements	1		1			2
Ceylon				2		6
China			3			3
Java and Madura	1					1
Japan			3			5
Philippines			4			1
Russia				1		21
Australia	21					9
New Zealand	9					2
British South Africa	2					
<b>TOTAL</b>	<b>162</b>	<b>109</b>	<b>12</b>	<b>35</b>	<b>121</b>	<b>443</b>

\*Less than 500.  
Countries importing less than 500 lbs. omitted.



## From Woods to Warehouse

ANDERSON-TULLY Macaroni boxes are the products of an organization that controls every factor that enters into their making from the time the timber is cut until they are delivered at your plant. One organization does the whole job from raw material to the finished product.

Start-to-finish manufacturing means that expensive lost motion is eliminated. It means economy all along the line. It means certainty of deliveries and uniform high quality of product. And that means better values for you.

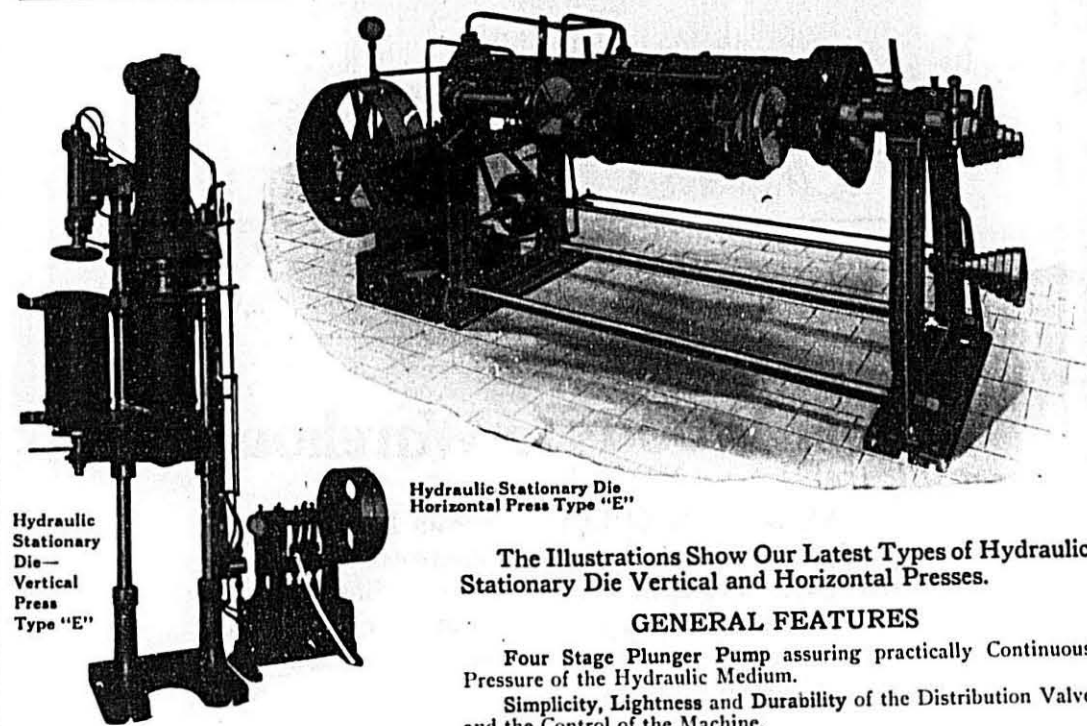
Back of the Anderson-Tully organization is thirty-five years of experience and thirty-five years of satisfied customers. Your packing problems placed in our hands will be handled certainly, efficiently and economically. Let us quote you on your macaroni boxes and show you that our prices are cheapest in the long run.

ANDERSON-TULLY CO.  
Good Wood Boxes  
Memphis



# DE FRANCISCI

Hydraulic Presses - Kneaders - Mixers - Die Cleaner Machines



Hydraulic Stationary Die— Vertical Press Type "E"

Hydraulic Stationary Die Horizontal Press Type "E"

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

## GENERAL FEATURES

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

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

Automatic Safety Interlock which Prevents Any Damage to

the Machine caused by Neglectful Operators.

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

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

Mechanical Simplicity of the Lifting of the Dough Cylinders.

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

Automatic Operation of the Hydraulic Packing Apparatus.

Ease and Safety of loading the idle Dough Cylinder.

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

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

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

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

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

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

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

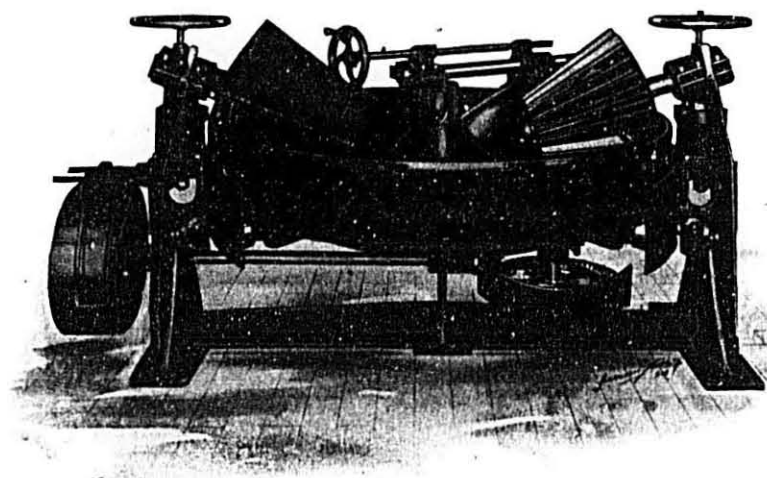
## I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.

# DE FRANCISCI

Hydraulic Presses - Kneaders - Mixers - Die Cleaner Machines



The De Francisci Kneading Machine

## GENERAL FEATURES

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

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

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

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

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

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

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

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

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

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

## I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.



## Physical Examinations in Industry

So important is the health of an employe to the welfare of industry that numerous agencies have given the matter much thought and attention. The Metropolitan Life Insurance company has made a special, thorough study of this phase of employment and while it agrees that each plant in each industry should develop plans to suit its own particular conditions, the company recommends a general plan of procedure to safeguard the health of workers, which is as follows:

With the rapidly growing interest in the maintenance of the health of industrial and mercantile workers, it has been inevitable that there should be consideration of the use and value of physical examinations. Without knowledge of the physical condition of the individuals whose health is to be conserved or bettered it is difficult, if not futile, to develop the facilities required for their care.

Physicians make physical examinations for many purposes. The examinations may be so superficial as to be but inspections, or they may range through varying degrees of exactness to that searching type required for recognition of obscure disease.

There are 2 sorts of physical examinations with which industry is particularly concerned: (1) the preliminary examination of applicants for employment, and (2) the subsequent periodic examination of all workers at regular intervals during their service with the organization. While in many instances both types are utilized it is felt that they are so different in purpose and method that in any discussion of plans for organizing physical examinations in industry they may be treated to a certain extent as distinct from one another.

The physical examination of labor applicants is now an accepted part of employment procedure in numerous industrial and mercantile establishments. It is designed to protect the organizations against the introduction of contagious diseases, against the employment of workmen so handicapped by ill health or physical defects as to be a menace to themselves or to fellow workmen, and against false claims of injury after employment. It is further essential to the proper placing of workers in positions for which they are physically qualified.

Though most organizations would

prefer to employ a force of men of the highest order physically and mentally, it is an ideal scarcely attainable in practice. Men of inferior physique may have such special training as to make them desirable employes in spite of their physical handicaps.

A labor shortage may dictate many employment policies.

It is neither practicable that any industry should skim the cream of labor applicants nor is it a sound and economic measure to scrap thousands of men capable of great service though they may be far from physically perfect. Most large establishments can with moderate care in placement make good use of almost any applicant.

Many organizations employing men affiliated with labor unions have been reluctant to institute physical examinations, fearing the traditional antagonism of organized labor to compulsory physical examinations. It is a fact, however, that physical examinations well and fairly conducted are usually heartily endorsed by union men who properly see them as a device for the safeguarding and direct betterment of the workers themselves.

Not infrequently mutual benefit associations operated by employes alone or jointly with employers require a physical examination as a condition of membership. It is strongly recommended that the employment physical examination be conducted for the purpose of selecting workmen and for that purpose alone and that management avoid the equivocal and undignified attitude of placing the responsibility for their own selective examinations upon a mutual benefit association.

It is quite another matter if a mutual benefit association decides that any individual who has been found physically fit for employment is physically fit for membership in the association.

To obtain the maximum value from the physical examination of an employe it should be conducted in a manner that not only enables management to fit a workman to a suitable job but also reveals the information requisite for guidance in the maintenance of health, to the end that he may continue on his job effectively. In relatively few organizations, however, is the physical examination at entrance to work sufficiently detailed to furnish

the information required as a basis for the correction of physical defects or faulty habits of life. It is indeed hardly reasonable to expect that, except in connection with work of a particularly hazardous character, the physical examination of labor applicants for employment should be more than a relatively crude sifting of the physically fit from those whose defects are such as to exclude them from any employment or from employment requiring normal or average strength and vigor. Only a far more thorough physical examination, therefore, can disclose the information required as a foundation for detailed medical counsel. Such examinations, often called health examinations, are now made as supplements to employment examinations.

Health examinations are made not alone upon persons who believe themselves below par physically but upon individuals who may not feel ill, yet desire to safeguard their health through the recognition of disease in its very earliest forms. The purpose is to have the individual discover exactly what his condition may be, to uncover the early signs of any chronic disease or disease of insidious onset and to take in time proper steps to combat it; to find out what impairments there may be, and to advise how they can be corrected before they become serious. It is well known that many people die each year from diseases which taken in their early stages are preventable.

Experience has shown that once the purpose and value of the periodic examination is demonstrated workers learn to assume in large measure the burden of responsibility for maintaining their health. Results have shown that when informed of their defects they have taken pains to get medical advice and care, or to improve their habits of living.

Much of the time lost in industry through absenteeism is due to sickness and a great deal of sickness is rightly attributable to causes which could be removed through proper medical attention and through the education of individuals regarding their abnormalities. It is for this reason that many industrial organizations are developing medical departments, admirably equipped and staffed with thoroughly competent personnel, so they may maintain a labor force as highly physically efficient as possible.

In instituting the plans for periodic physical examinations by the plant

## CEVASCO, CAVAGNARO & AMBRETTE, Inc.

### Designers and Builders of High Grade Macaroni Machinery

#### AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

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

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

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

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

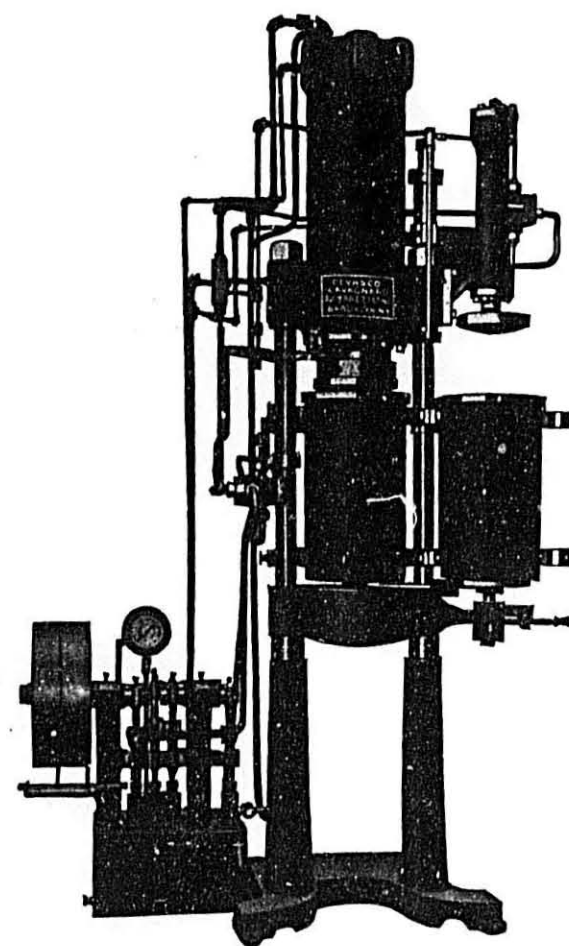
Very little power required to set same as the movement

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

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

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

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



Vertical Hydraulic Press with Stationary Die

156-166 Sixth St.

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

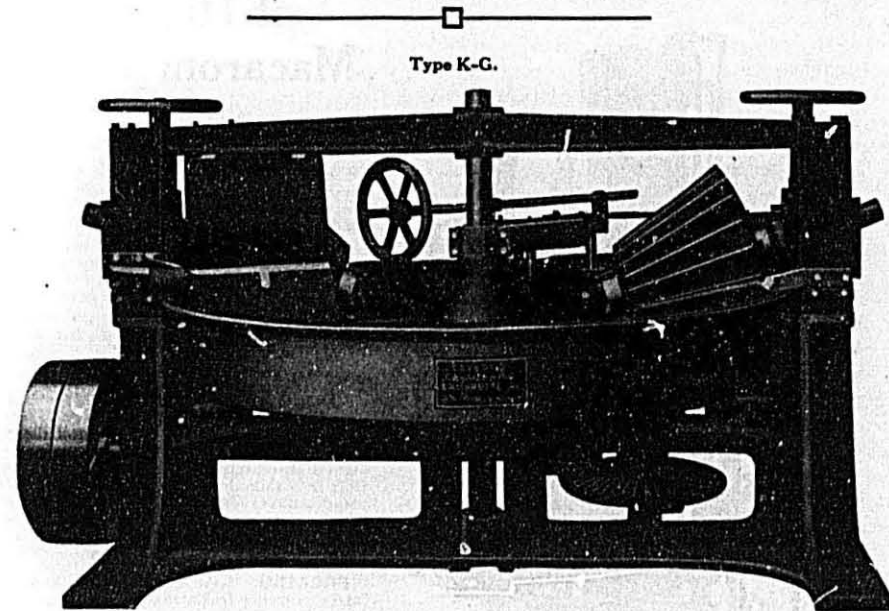
159-171 Seventh St.

Address all communications to 156 Sixth Street.



## CEVASCO, CAVAGNARO & AMBRETTE, Inc.

Designers and Builders of High Grade Macaroni Machinery.



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

Specialists in everything pertaining to the Macaroni Industry.

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

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

Presses:— SCREW AND HYDRAULIC  
VERTICAL AND HORIZONTAL

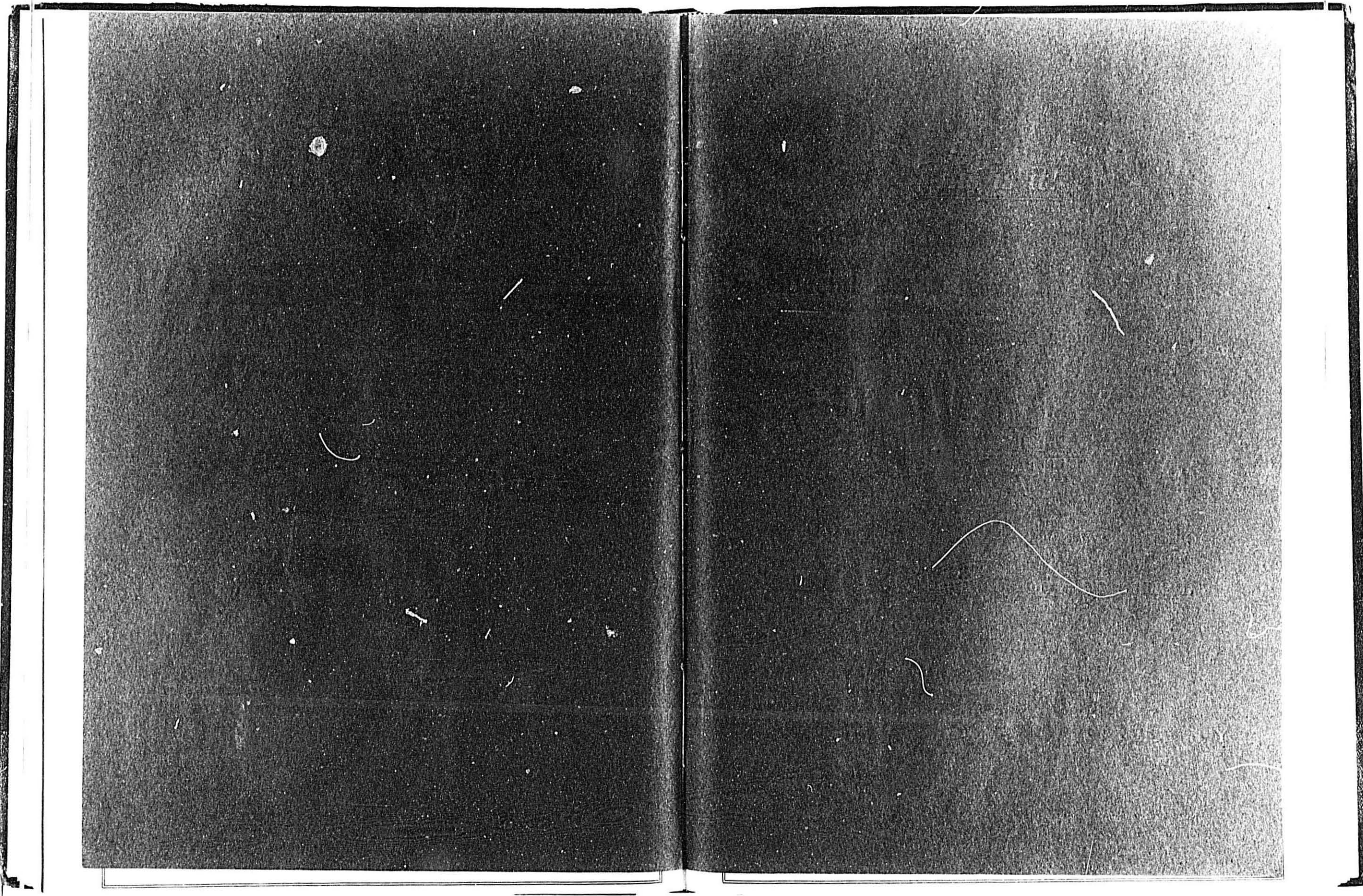
Kneaders. Mixers. Dough Brakes. Die Cleaners.  
Mostaccioli & Noodle Cutters. Bologna Fancy Paste Machines.

156-166 Sixth St.

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

159-171 Seventh St.







On the opposite page is illustrated our latest type Knader.

We have incorporated in the machine many improvements, making it the most efficient, as well as the best and easiest to use in a macaron factory. We mention a few of them hereafter.

**Guard.** The cone on the front side of the pan is now of the pan is guarded by a movable guard which is set at a distance (Patent applied for). This guard automatically adjusts itself to the quantity of dough that is being kneaded. It is made in two sections so that it can be raised to permit clearing of the cone.

**Apron.** The front side of the pan is now covered with a top flap or cover, which prevents the operator from coming in contact with the revolving pan, thus giving additional security.

**Scrapers.** Both cones are equipped with special attachments which prevent the dough from breaking up with the cones.

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

**Pan.** The pan is turned smooth on the inside. The shaft of the pan has three points of support. It has two bearings beneath the pan and one at the base of the pan. In addition, the pan is supported by rollers. These rollers revolve on roller bearings. The pan and rollers are immediately underneath the cones and are also supported for the pan.

**Shafting.** The main drive shaft is now made of steel which drives the large intermediate gears as fitted with roller bearing. This bearing is supported by rollers and does not and tear at this point, a thing which has been the case in the past.

**Endorsement.** This knader has been tested and found to be practically 100 per cent efficient. It has been tested by representatives of the National Macaron Association and the Department, who have seen it in operation.

**Patent.** We have made provision for the protection of our various safe guarding devices and methods. No one is allowed to touch the full extent of the new machine without our permission.

Built in the two following sizes:

No.	Capacity of Pan	Diameter of Pan	Weight of Machine
G-4	1 1/2 bbl	22 in.	300 lbs.
G-5	1 1/2 bbl	26 in.	500 lbs.



medical department in industry, several considerations of great importance are to be borne in mind:

1. Examinations should be made with the cooperation, approval and good will of the workers. A publicity campaign may help to enlist the interest of the employees by teaching how great a benefit such examinations are to the workers themselves.

2. It is judicious if the examination is an entirely new departure to begin the program for physical examinations with the institution of employment physical examinations for new employees—offering "health examinations" to old employees as a voluntary measure. The older personnel has an important influence in a plant and it is desirable it should heartily believe in the idea before any compulsion is brought to bear.

3. The examination should always

be planned so opportunity is given for personal conversation of the applicant with a doctor or nurse in order that the object of the proceeding may be carefully explained in each case. The findings of the examination should be equally tactfully and patiently interpreted to the one examined, without unduly alarming him of course, before he leaves the medical department.

4. The result of the examination should be kept confidential by the medical department. Many misunderstandings may be averted if this rule is scrupulously observed and constantly impressed upon the workers.

5. A good method for establishing in the minds of the workers conviction of the sincerity of the management's motive as well as thorough confidence in the medical personnel, is to begin with the examination of the executives. Unless the service is good

enough to command the respect of the executives it is not good enough for the employees. Moreover this is sound procedure from many angles, since officials, managers, and key men in the company benefit just as surely from the examination as any of the workers. A breakdown in health among the higher paid personnel upon which great responsibility rests is a more costly and more disastrous occurrence than physical disability of many of the less highly trained workers.

6. It is advantageous when possible to have the physician become familiar with the different jobs and processes in the establishment he serves and to work in close relation with the employment department.

7. The purpose of the periodic examination should not be lost sight of and ample time and personnel must be provided for conducting the examinations.

## Notes of the Macaroni Industry

### Syria Lowers Tariff

The United States, and countries which are members of the League of Nations, will be given a preference over other nations in the matter of tariff duty on macaroni products according to the Board of Trade Journal, London. Alimentary pastes for soups will now be subject to 11% ad valorem duty instead of 50%, the former duty. The macaroni trade between United States and Syria is practically negligible and the new ruling will have little effect on American business.

### Italy—Regulations Governing Milling

Beginning September 22 the restrictions governing the milling and use of wheat flour, except for the manufacture of macaroni, were applied also to imports, according to H. B. MacLean, American commercial attache at Rome. The restrictive decree of August 13 was as follows:

"Beginning September 1 commercial grades of wheat having specific weight of 60.5 lbs. per bu., containing impurities not exceeding 2% must be ground into standard grade flour of not under 85% extraction. Not under 80% of extraction is permitted from wheat having correspondingly lower specific weights. Provincial commissions will determine flour percentages relative to grades of wheat. The extraction of any byproduct except bran is forbidden. Pastry and cakes even home

baked are forbidden unless made from prescribed grades of flour."

### Daughter Seriously Injured

Miss Angeline Manno was seriously injured in her father's plant early last month. She was assisting in the manufacture of macaroni in the Salvatore Manno Macaroni factory, 1232 Decatur st., New Orleans, when her fingers were caught in the cogs of the kneader which crushed the hand and arm almost to the elbow. More serious injury was prevented by the timely action of her father who shut off the power.

The plant is at the rear of the grocery store, both operated by the father.

### Converts Convent Into Food Plant

The former convent building on Pressley st., Pittsburgh, Pa., used by the Little Sisters of the Poor has been purchased by Gaston Teyssier of the Italo-French Produce company, manufacturer of macaroni and similar products. The property is a 4 story brick building and two 2 story brick annexes on a lot 131.5 x 272.67 feet.

The macaroni firm is now remodeling the property into a modern plant which the owner hopes to have in full running order early this month.

### Building Permit Issued

The Domino Macaroni company of Springfield, Mo., has obtained a permit from the city building inspector for erection of a plant of brick at 1168 W. Pop-

lar st. It is estimated the building will cost \$15,000. Construction has begun.

### Noody Noodles Moved

The Noody Noodle company of Fremont, Ohio, is now in new quarters on Croghan st. of that city. The building was remodeled to suit the needs of the industry. Machinery and other equipment was installed in September and noodle products are being manufactured on a larger scale than was possible in the old quarters.

### Rudolph Valentino Spaghetti House

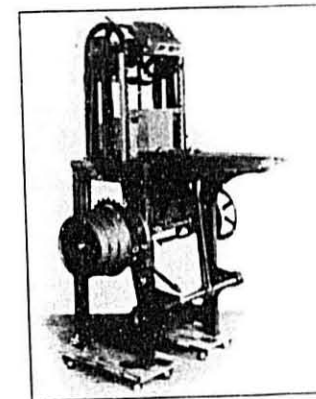
Among the new business ventures incorporated under state laws of New York is the Rudolph Valentino Spaghetti House and Rotisserie with a capital stock of \$5,000. The incorporators are D. Lodi and A. G. Timoldi. M. J. De Lynn of 5 Beckman st., New York, was the attorney in charge of the incorporation.

### Fire Routs Workers

Employees of the macaroni factory at Clinton and Spencer sts., Syracuse, N. Y., were driven into the street by a fire which partially destroyed that plant last month. The fire was caused by the overheating of a motor in the drying rooms and spread to the roof of the building before it was noticed. The intense heat caused a sprinkler head to burst which put out the blaze, the water causing considerable damage to the merchandise and stock on hand.

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## DESTRUCTIVE TAXES

*Babson Calls Unscientific Plan Economic Cancer — Woolly-witted Taxation Kills Buying Power of Nation.*

By Charles Johnson Post

Unemployment is the curse of business men and manufacturers. Because it is only in and through the ranks of the unemployed and the wages they earn that manufacturers can find their market, for purchasers. Two somewhat prominent minds—and minds of widely varying types—have recently laid significant emphasis upon this.

One of these is Henry Ford, a self made type of man with a curiously practical and yet analytic mind, and the other is Waddill Catchings, a Wall Street economist who is adviser to large banking interests, and who, compared with the practical, unscholastic mind of Ford, is a highly developed type of academic mind, who has written "Profits." Both of these men in their recent books point with energy to the fact that it is in the problem of employment that manufacturers must find the solution to the periods of depressed manufacture and recurrent hard times.

It is unemployment that destroys the market for manufacturers, and not so-called overproduction. Ford, in his last book, "Today and Tomorrow," says high wages and lowered prices is the cure; Catchings—that manufacturers must "plough in" more of their profits in higher wages instead of increased manufacturing facilities for which the recurrent depressions will afford no outlet for their increased production.

And then along comes Roger Babson, also one of the leading economic statisticians of Wall street's banking and corporation enterprises, and shows that our present unscientific and bungling tax system is destroying a very heavy annual proportion of the purchasing power of the nation. Keep up the purchasing power and we keep up prosperity.

Unemployment is at the root of manufacturing and business depression. People cannot buy, they have not the money even though they have the desire. It is as Professor Sumner of the economic department of Yale used to state: "There is no such thing as overproduction of goods; though there may be overproduction

of goods at a price." With adequate employment at living wages there can be no such thing as the so-called fallacy of "overproduction." There is, as Ford says, "under-consumption."

Think of the unemployment situation in Europe: 1,500,000 men out of work in Great Britain; 655,000 unemployed in Germany; 320,000 jobless in Poland; 173,000 out of work in Austria; and so on. Together with the hard times for the farmers—some 6,000,000 farmers in the United States and with about 30,000,000 dependent in various ways upon them! And all of this directly affects our market for our American manufacturers.

They cannot buy. So far as business and manufacture is concerned they are as dead as if they had been killed on the field of battle—or worse because they must be, and are being, supported by taxes levied in all kinds of ways upon the business production of a nation and for which there is absolutely no return.

Approximately 3,000,000 jobless men in Europe! No wonder Europe is having hard times.

But take our own country with acutely depressed purchasing power in the farming interests. Suppose the 6,000,000 actual farmers can buy only one pound of macaroni less a year—manufacturers have lost an order for 6,000,000 pounds of macaroni—not a bad order. Shoes? Only one less pair per year means 6,000,000 less shoes to be made in a year not counting those for their families—look at how that affects the wage workers who make shoes. Clothing, hats, the little luxuries, everything becomes depressed in sales—and manufacturers will have less to make and less to sell, and will need less wage workers to produce goods, and that again lowers the purchasing power of the nation because the workers thus laid off have lost the source of their purchasing power. It is no wonder there are hard times. It is a vicious circle.

Roger Babson has come out in a series of magazine articles in which he attacks the clumsiness of our tax laws. Woolly-witted, he calls them, because, he says, our taxes are not taken from our gross income, whether we be manufacturing bosses or employes; they are taken from our surplus income and thus reduce our purchasing power by an enormous per cent instead of a trifling percentage.

Taxation is a vitally important matter to a business man and employe

Roger Babson calls our unscientific taxation "an economic cancer."

"Everything possible," Babson writes, "should therefore be done to impress upon the people the real facts about taxation—that it menaces both rich and poor, the well-to-do and those of the middle class. Some economic evils hurt only a part of the people a part of the time. But short-sighted and woolly-witted taxation is scourge that preys upon all of the people all of the time."

Here is no fanatical trade unionist speaking; no utopian dreamer, no parlor socialist with quavering, half baked idealisms; but a hard headed business adviser whose financial and statistical analyses are at the right hand of every banking interest and hard boiled corporation from Wall street to the Pacific.

His words are worth listening to by every thoughtful business man. And Henry Ford and Catchings are not to be dismissed lightly when they too point emphatically to the inextricable bond between the "recurrent" hard times and the ignoring of the purchasing power of the various elements that make up a nation's workers.

It is the business men of this country who in sheer self interest must attack this cancerous growth of woolly-witted taxation that annually drains them and their customers.

### Italian Wheat in Macaroni

Competent authorities in the Italian wheat and allied trades estimate that the country's yearly production of macaroni pastes amounts to from 2,200,000,000 lbs. to 2,425,000,000 lbs., according to a report from A. A. Osborne, acting commercial attache at Rome. The yield of flour or meal obtained from wheat for macaroni production averages about 65%. The annual production of macaroni, therefore, requires from 57,000,000 to 62,000,000 bus. of wheat.

### Spaghetti House Stock

One hundred shares of common stock of no par value is the capitalization of the Lido Venice Spaghetti House, New York, N. Y., which was incorporated September 10 by M. M. Colgan, S. W. Landon, Jr., and J. W. Jackson. The legal end of the business was handled by Slayton & Jackson of 56 Beaver st., Manhattan.

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## Over-Capacity Cuts Down Macaroni Industry Profits

*Secretary of Manufacturers Association Reviews Problem of Production and Distribution.*

"Orders are plentiful; business is good; but profits are meager."

The above seems to sum up the existing conditions in the alimentary pastes manufacturing business which Americans prefer to call the macaroni manufacturing industry. It is a business that has forged slowly but steadily to the front as one of the important cogs in this country's food producing lines.

The improved business enjoyed by the macaroni manufacturers during the past 6 months or more may be attributed to one of several causes, but generally speaking the foodstuff is gaining converts daily because of its improved quality and because of the increased knowledge of its food value among all classes.

For many months every macaroni press and noodle brake in the country has been running nearly to capacity to supply the extra demand created by the potato shortage of 1925. This demand was augmented by some well directed publicity on the part of many firms and through the National Macaroni Manufacturers association, aimed at the American housewives. It taught the wholesomeness of macaroni, its economy and its admirable suitability as a change from the oft served potato. In all this constructive publicity the term "as a change from potatoes" was used to avoid all comparative propaganda which serves only to attract opposition.

### Quality Is Improving

The second reason for the increased demand for macaroni in its many forms may be attributed to the gradual improvement in quality which now classes the American made product among the very best in the world. This improvement in quality has been especially noticeable since the federal ruling of Jan. 15, 1926, against the use of artificial coloring. Manufacturers have found it expedient to use higher grade raw materials to give their finished products the natural golden color and attractive appearance which a few of the more unscrupulous ones heretofore obtained through the artificial coloring of inferior flours.

A third cause of business improvement may be ascribed to the gradual elimination of individually owned and family operated plants, a movement which the health officials of the populous centers might more generally encourage through the strict enforcement of the sanitary laws.

The macaroni manufacturing industry was established in America a little more than a half century ago. Its growth at first was exceedingly slow because this food was eaten only by foreigners who naturally preferred the imported article. Prior to the world war it was rarely served in American homes. Seldom was it found in the menus of hotels and restaurants. The war stopped all importation of these products and the American consumer, thus forced to eat the domestic product, learned to appreciate its wholesomeness.

The industry has made phenomenal progress during the past decade or two. From a limited number of plants converting into macaroni products only a few barrels a day, it has grown to a business that boasts of over 500 plants with an estimated annual production of over 600,000,000 lbs.

As the demands for the product increased there has been a gradual change in the location of the plants and today factories may be found in nearly every state in the union. The big majority of the plants are still situated in the populous centers where the demand is the heaviest. The tendency has been to locate the larger plants nearer the source of supply, which is the grain fields of the northwest where amber durum wheat is extensively grown for grinding into "semolina" out of which the highest grade macaroni products are made.

The New York metropolitan district with its several hundred plants includes several large factories and a great number of small, one unit concerns that supply only a neighboring trade. New York can be said to have both the largest and the smallest plant in the country. New England has several large firms and many small ones whose production is usually sold in

bulk form. In the Great Lakes region are found many of the industry's leading firms which specialize in making package goods marketed under their own brand names. Along the Pacific coast are found several large modern plants and numerous small ones while in the south the industry has forged rapidly to the front.

The capacity of a plant is based on the barrels of flour or semolina which it is capable of converting daily into macaroni products. The small plants are equipped to use from 2 to 10 bbls. a day; the average popular plants will use from 25 to 150 bbls. a day. Among the larger firms are several whose requirements are about a carload of flour each working day.

While the tendency in the Americanized plant is to reduce the number of shapes and sizes of macaroni products manufactured, the Italian managed plant still produces many of the varied shapes and fancy styles for which the Italian and other foreign consumers have an inherent liking.

### Americans Prefer Packages

Another noticeable characteristic of the trade is the preference of the American consumer for this product in package form as contrasted with the old time demand of the foreigners for bulk goods. For this reason there have been established firms that specifically cater to each of these 2 distinct markets.

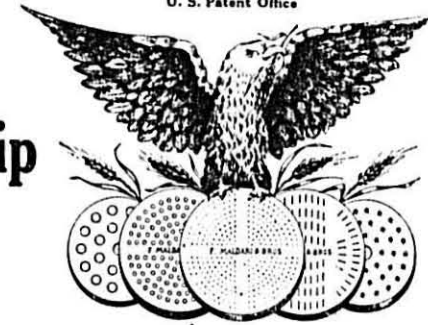
The general consumption of macaroni is placed at about 5 lbs. per capita in this country, as compared with over 50 lbs. per capita in Italy, the country in which this food is the most popular. The restriction of immigration by national legislation and the natural reduction of demand for macaroni by the new comers necessitates seeking of new avenues of consumption if the American industry is to thrive. The leaders in the business feel that the American kitchen, hotels and restaurants are the future hope of the industry. With this thought in mind plans are shaping for increased advertising both individual and cooperative that will bring about a more frequent serving of this product, not as a side dish but as the main portion of the meal.

Macaroni, as the long tubular forms are called, continues to lead all other shapes in popularity, though recently there has been an increased demand for short cut macaroni or "elbows" particularly since Americans have realized the tastiness of cold macaroni in salads. Spaghetti, as the solid small-

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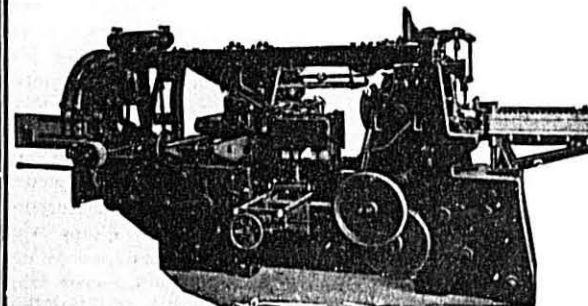
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Stokes & Smith Automatic Package  
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Capacity, 65-80 tight-wrapped packages  
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The Tight Wrapped Package, which has long been used for Flour, Cereals and other products, is now coming into use for Macaroni, Spaghetti, Noodles, etc. The many advantages of the Tight Wrapped Package, as wrapped on the Stokes & Smith Package Wrapping Machine, make it the ideal container for food products.

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

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er strands are known, ranks second in point of consumption. Noodles continue to be very popular because of their egg content.

The peak of importation was reached during the fiscal year ending June 30, 1914, when 126,000,000 lbs. of this article entered our ports. During the war there was little or no macaroni imported.

During 1918 it had decreased to slightly more than 400,000 lbs. but has since been increased until now it amounts to about 5,000,000 lbs. a year. On the other hand the export of American made macaroni is steadily increasing. It is estimated that for the fiscal year ending June 30, 1926, our exports of this product will exceed 12,000,000 lbs. The West Indies, Mexico, Canada and the United Kingdom proved the principal markets. There the American macaroni successfully meets foreign competition, often selling at a higher price principally on account of its consistent high quality and the dependable sales policy of the American exporter.

The industry apparently has bright prospects. The advanced reports for the durum wheat fields of the northwest is that there will be a greatly increased production of this grain this year. It will insure the industry a sufficient quantity of high grade semolina with which to produce even higher quality goods. Many families which were forced to try macaroni as an economic move during the past season of high potato prices have learned to appreciate it and will relish its serving more frequently in the future.

With increased business, greater profits, and the various manufacturers will be in a position to swing a portion of these into the advertising column. Thus regular advertising will replace the spasmodic efforts of individual firms and if the plans of the recent convention of the industry materialize there may be something attempted in the way of cooperative advertising on a small scale in the near future.

The industry today is suffering from over-capacity. There are in readiness macaroni presses with a capacity sufficient to supply a demand double the present consumption without the installation of an additional unit. This excessive capacity leads to the natural business ill of destructive competition that must be eliminated if the men who have their money invested in this business can make profits out of which the proper publicity campaigns will be

financed, a movement that is now attracting the attention of the better class and the leading business men in the industry.

(Prepared by Secretary M. J. Donna of

## FOOD LAW ANNIVERSARY FITTINGLY OBSERVED

Food manufacturers, distributors and consumers joined enthusiastically through their respective organizations in a fitting celebration of the 20th anniversary of the enactment of the Federal Food and Drugs Act, a celebration easily the feature of the 1926 convention of the American Grocery Specialty Manufacturers association in the Hotel Biltmore, Providence, R. I., the second week in October.

This food law was rightly termed the basis of all progressive legislation governing the manufacture and distribution of food products in the United States. Its author, Dr. Harvey W. Wiley, former chief of the bureau of chemistry for nearly 20 years, was there to review the effect of the legislation he sponsored. Though over 80 years of age he is still fighting for improvements in the federal laws that will bring about the elimination of the use of deleterious ingredients in foods.

For the several macaroni manufacturers present he directed attention to the need of consuming a larger percentage of the wheat kernel, many valuable portions of which are now lost in the accepted milling practice. He preferred to have the law popularly known as "The National Food Law" instead of "The Pure Food Law" as now generally termed.

He and other speakers agreed that the elimination of artificial coloring in foods, macaroni products being specifically mentioned and the Jan. 15, 1926, ruling of the bureau of chemistry noted, is merely a logical interpretation of the provisions of this law that have withstood the onslaughts of a group of manufacturers every minute of its 20 years in our statutes. It was generally predicted at the celebration that the law would be amended in the near future but only to enhance its protection of the consumers and conservation of the rights of honest and well meaning manufacturers and distributors.

Aside from the anniversary celebration the macaroni industry was interested in the annual meeting of the

the National Macaroni Manufacturers association for the special edition of the New York Commercial of October 7, covering the annual convention in Providence, R. I., of the American Grocery Specialty Manufacturers association.)

cereal section of the convention. Henry Mueller, president of the National Macaroni Manufacturers association, was chairman of this sectional meeting, an honor reconferred upon him for the year 1926-27.

This group is particularly concerned in how cereal products are handled in storage by the wholesalers and retailers. For their guidance rules and suggestions were adopted for general distribution to every handler of this class of foodstuff as follows:

### Instructions for Care of Packaged Cereals

Turn out old stock first.

Work piles from the side down and not from the front.

Never pile new stock in front of old.

Keep cereals in a dry cool place away from the sun.

Keep floors clean, sweep, sweep, sweep.

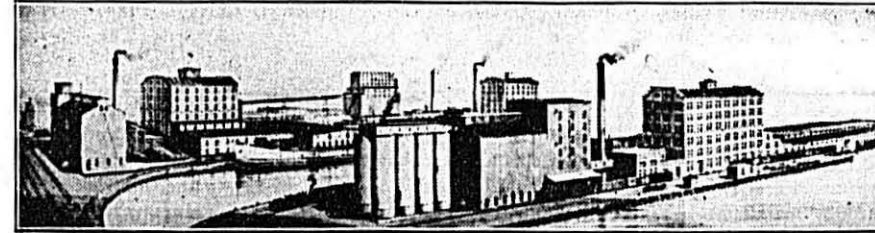
Sprinkle slacked lime on floors and cracks.

The convention was one of the best ever held by the Grocery Specialty Manufacturers association. A. E. Philips of the Welch Grape Juice Co., Westfield, N. Y., was elected president to succeed F. D. Bristley, vice president of the Royal Baking Powder Co., president the past 2 years. Other officers, reelected, are:

1st vice president, F. E. Barbour, Beech-Nut Packing Co.; 2nd vice president, J. S. Goldbaum, Fels & Co.; 3rd vice president, H. D. Crippen, Bon Ami Co.; treasurer, Louis McDavit, Colgate & Co.; secretary, H. F. Thunhorst.

Henry Mueller of the C. F. Mueller Co. has 2 years to serve as a director.

Among the 25 resolutions adopted may be mentioned as of intimate interest to macaroni manufacturers those against use of unfair methods of competition in interstate and foreign commerce; for reduction of federal income tax, particularly that of the corporation tax, to a 10% basis; disapproving trend toward state commissions empowered to regulate interstate commerce; recommending invoice form



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

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

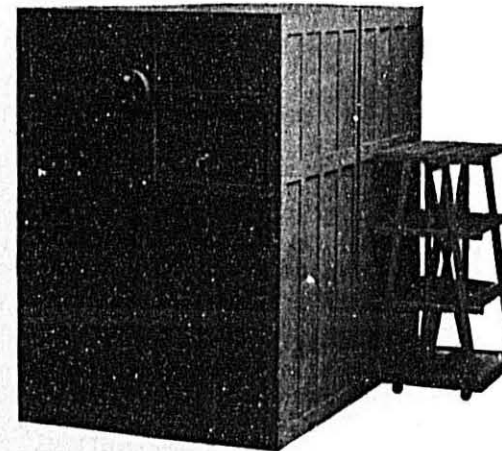
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8½ in. wide, 7 to 14 in. long, order form 4¼x9½ in.; requesting wholesalers to give manufacturers specialty orders the same treatment as to credit and prompt delivery as to those taken by their own salesmen.

Time and place of the 1927 convention was left to the directorate for determination.

Among macaroni manufacturing firms represented at the 1926 meeting were:

C. F. Mueller Co., Jersey City.

## Betty Crocker Booms Macaroni

Macaroni is to be given a more permanent place than ever before in the popular Betty Crocker RADIO COOKING SCHOOL which opened its fall session October 4. Three times a week, Monday, Wednesday and Friday at 10:45 a. m., Miss Betty Crocker will broadcast cooking advice to hundreds of thousands of housewives through 13 radio stations extending from coast to coast.

The enthusiasm manifested by the women of the country over the recipes sent through the air at a time which permitted a try out for the noon meal has greatly encouraged Miss Crocker. Macaroni and kindred products will be discussed more frequently throughout the school term. There will be individual macaroni recipes, talks, especially as to macaroni in its entirety, and talks specializing on the value of this product as a food for growing children.

Miss Crocker anticipated her radio school work at the Minnesota State Fair last month, when she gave 2 very interesting talks from the beautiful booths of the Washburn Crosby company in the special auditorium. These talks were broadcast through WCCO.

In proof of her statement that there is an increased interest in macaroni among American housewives Miss Betty Crocker calls attention to an increase of 73% in the number of times in which leading macaroni brands were mentioned among the registrants of her school, as compared to the previous one. Over 98% of the women registering in the cooking school under her supervision and who completed the course, completed one or more macaroni or spaghetti dishes. Miss Betty Crocker is very anxious to have an enlarged audience for her school this season and macaroni manufacturers throughout the country should

Creamette Co., Minneapolis.  
Tharinger Macaroni Co., Milwaukee.  
Skinner Mfg. Co., Omaha.  
Del Rossi Macaroni Co., Providence.  
Beech-Nut Packing Co., Canajoharie.

Mapl-Flake Mills, Chicago.  
H. J. Heinz Co., Pittsburgh.  
Mesdames James T. Williams,  
Frank J. Tharinger and Eugene Skinner were among the ladies present, and they ably represented the macaroni manufacturers section.

wisely suggest to their friends who own radios to tune in on one of the 13 stations for every macaroni message which this popular authority will broadcast throughout the season.

### Paper Container Firms Merge

Announcement has been made of the merger of the Chicago Mill & Lumber company and the Philadelphia Paper Manufacturing Co., into what will probably be the largest company in that field of manufacture. It will be a \$13,000,000 corporation, to manufacture paper containers and will be known as the Container Corporation of America. It involves plants situated in Chicago, Philadelphia and Cincinnati.

## YOUR TRADE ASSOCIATION

Every important industry, practically every line of business, has its National Trade Association, comprising groups of independent and farseeing business concerns which are engaged in the same kind of trade.

Mr. Macaroni and Noodle Manufacturer! Do you know that we have such a National Organization for our industry? Sure we have. Let's tell you more about it.

A Trade Association has been defined as "An organization of producers or distributors of a commodity or service upon a mutual basis for the purpose of promoting the business of their branch of industry and improving their service to the public through the compilation and distribution of trade information, the establishment of trade standards and the cooperative handling of problems common to the production and distribution of the commodity or service with which they are concerned."

That general definition exactly fits the aims and objects of the National Macaroni Manufacturers Association which seeks to aid in the general economic scheme of production and distribution. Whenever the leading firms and individuals associated with any business become active members of their trade association, competition is placed on a more equal basis. The Trade Association moderates standards, watches legislation and establishes a human interest between competitors.

For the Macaroni Manufacturers the National Association is the clearing house for new ideas. Fully supported it can develop policies and support numerous beneficial activities that are beyond the reach of individuals.

Your Trade Association can be only as good as YOU help to make it. Will you deny us this help? Answer "NO!" by sending in your application.

Walter P. Paepcke, president of the Chicago company, is president of the new firm. The principal offices will be in Chicago with an important branch office in Philadelphia.

The corporation does not acquire lumber and wooden box properties of the Chicago Mill & Lumber company, nor the Fibopak and the Mineralite containers divisions of the Philadelphia concern. These will remain the property of the original firms.

The Container Corporation of America was incorporated under the laws of Delaware. The scheme of financing calls for an issue of Class A stock amounting to \$4,127,600 of \$20 par value, 421,300 shares of common nonpar Class B stock, \$2,500,000 preferred stock and 2 bond issues aggregating \$6,000,000. The financing is being carried on through the National City bank of New York and the Continental Commercial Trust & Savings bank of Chicago.

The macaroni industry is interested in the merger because both the firms involved have for years supplied containers for macaroni firms.

### Heads I Win---Tails You Lose

At a golf club one Sunday morning a member turned up late. Asked why, he said it was really a toss up whether he should come there that morning or go to church. "And I had to toss up 15 times," he added.—Contributed.

Pure Amber Durum

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

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

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CHICAGO, 208 S. LaSalle St.,

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



### Mid-Year Meeting Well Attended

The general contention that sectional meetings would arouse greater interest in the welfare of the industry was proven by the enthusiasm manifested at the meeting Oct. 8-9 in McAlpin hotel, New York city. Thirty six manufacturers, some from as far west as Omaha, Neb., sat for several hours discussing problems of great concern to the industry.

The eastern manufacturers were out in numbers, more active than ever in working for the general welfare of the macaroni industry, and particularly that of the National Macaroni Manufacturers association, which was commended from all sides for its consistent progressive efforts.

In calling the meeting to order President Henry Mueller gave an account of the celebration held the previous day in Providence, R. I., of the 20th anniversary of the enactment of the federal food and drugs act. This legislation is essential to all food industries, especially ours, as it provides the machinery for protecting the honest manufacturers and consumers from the many deceptions to which they would otherwise be subjected.

The recent ruling of the U. S. Department of Agriculture establishing a 15% moisture basis for flour was strongly condemned in a resolution adopted by unanimous vote for presentation to the federal officers.

When the point was made that the new ruling did not apply to semolina because of a lack of standards for that product another resolution was passed authorizing the appointment of a committee of 3 manufacturers to cooperate with the durum millers to get some favorable standards officially adopted as to the quality, composition and moisture contents of farina and semolina.

The meeting further resolved that owing to conditions confronting the trade the time was opportune for a general study of costs of raw materials entering into the manufacture of noodles and macaroni products. L. M. Skinner was named chairman with G. Guerrisi and C. S. Foulds as his aids.

The meeting was entertained by short talks by visitors interested in the progress being made by the macaroni industry in America.

Professor Guido Rossati, technical adviser of the Italian Chamber of Commerce of New York city, congratulated

the National Macaroni Manufacturers association on its long useful career. He hoped the day would come when Italy, the mother country of macaroni, could boast of an organization like ours, a step that it must surely take soon to hold some of its macaroni prestige. He stated that while his organization was concerned in matters almost diametrically opposed to the American macaroni industry he felt proud of its success, and also for the many points on which they could cooperate for its even greater success. He predicted that ere long macaroni products would be among the first essential American foods.

E. C. Baum, salesmanager of Joe Lowe company, explained what he knew of the egg situation in China. The internal warfare is hindering commerce and Chinese egg exportation is seriously affected. American importers will be fortunate if they can buy within 25% of their normal purchases this year. This will greatly affect egg deliveries even on old contracts. War is h—l on eggs, particularly in China.

John C. Sheehan, president of the National Association of Retail Grocers, told of his regret that serious illness had prevented his appearance at the annual convention of the macaroni in-

dustry last June in Chicago, but was glad to drop in and pay his compliments at this midyear meeting. He introduced John A. Ulmer of Toledo, O., a past president of the grocers association. He told of his early experience in retailing macaroni, was pleasantly surprised at its rapid increase in sales, and stated that macaroni, spaghetti and noodles were now very important items on the grocers' shelves, a food that sold others.

Minneapolis was selected as the 1927 national convention city for the macaroni industry. The event will be scheduled the early part of June, pending hotel arrangements which have been left to Secretary M. J. Donna. According to present plans a feature of the 1927 convention will be a trip through a semolina mill to study the real semolina milling process.

The report of the amalgamation committee was adopted, and its efforts fully approved. The members of the United States Macaroni Manufacturers association agreed to disband, discontinue its trade magazine and join heartily in the good work being done by the National. The American Macaroni Manufacturers association, whose members are mostly in the New York manufacturing district, voted to discontinue all activities in affairs of a national aspect and urged all its members to join the National association,

#### REGISTRATION AT NEW YORK MEETING

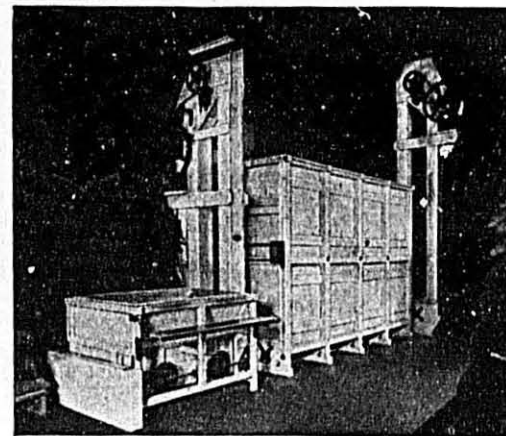
Name	Firm	City
G. Guerrisi	Keystone Mac. Mfg. Co.	Lebanon, Pa.
John Ravarino	Mound City Mac. Co.	St. Louis
C. S. Foulds	The Foulds Co.	New York
Eugene Skinner	Skinner Mfg. Co.	Omaha
F. J. Tharinger	Tharinger Mac. Co.	Milwaukee
Jas. T. Williams	The Creamette Co.	Minneapolis
Geo. J. McGee	West Phila. Mac. Mfg. Co.	Philadelphia
G. La Marca	Prince Mac. Mfg. Co.	Boston
L. Roncace	Phila. Mac. Co.	Philadelphia
C. Titone	Sunshine Mac. Co.	Brooklyn
Harry V. Cavagnaro	Cassinelli Mac. Co.	Hoboken
D. Cowan	A. Goodman & Sons.	New York
G. Campanella	Campanella & Favaro Mac. Co.	Jersey City
G. Lo Bue	Lo Bue Bros.	Jersey City
M. Simongello	Lo Bue Bros.	Jersey City
M. Kurtz	Kurtz Bros.	Philadelphia
Frank De Angelis	R. De Angelis & Co.	Philadelphia
Jacob Horowitz	Horowitz Bros. & Margaret Co.	New York
Emanuel Ronzoni	Ronzoni Mac. Co.	Long Island City
W. Calman	The Atlantic Mac. Co.	Long Island City
Peter La Rosa	V. La Rosa & Sons	Brooklyn
Andrew Cardinelli	Cardinelli Mac. Co.	Brooklyn
F. A. Zerega	A. Zerega's Sons	Brooklyn
Henry Mueller	C. F. Mueller Co.	Jersey City
B. R. Jacobs	Washington Representative	Washington, D. C.
M. J. Donna	Secretary-Editor	Braidwood, Ill.

#### VISITORS

Name	Firm	City
E. C. Baum	Joe Lowe Co.	New York
Joe Lowe	Joe Lowe Co.	New York
T. H. Toomey	Joe Lowe Co.	Brooklyn
Martin Luther	Minneapolis Milling Co.	Minneapolis
John C. Sheehan	President Nat'l Assn. Retail Grocers	Minneapolis
John A. Ulmer	Past President Nat'l Assn. Retail Grocers	Toledo
J. W. Lowrie	Editor Wholesale Grocer	Chicago
C. Ambrette	Cevasco, Cavagnaro & Ambrette	Brooklyn
Guido Rossati	Italian Chamber of Commerce	New York

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and to become actively concerned in its unselfish program. The New York association will continue to act as a local club to look after strictly local matters. Dues were decreased from \$75 a year to \$25 in the New York club.

The successful amalgamation of all organizations with the National makes

the latter more potent and gives to it the stronger numerical and financial support that has heretofore been lacking and which naturally hampered its activities. Every effort will be made to enlarge the membership of the National Macaroni Manufacturers association to include at least 150 of the leading firms of America.

## Grain, Trade and Food Notes

### Sicilian Wheat Crop

The Sicilian wheat crop for this year is estimated at 25,240,000 bus. as compared with 32,900,000 bus. in 1925, according to a report from Edward I. Nathan, American consul at Palermo. Despite this decline, however, the present year's crop is exceptionally good when compared with the usual yield and is a further indication of the success brought about by the Italian government in its policy to augment the wheat crop so as to decrease imports from abroad as much as possible. The average production in the 10 years preceding 1925, from 1915 to 1924 inclusive, was 18,800,000 bus., which is 6,400,000 less than that of this year. The size of the crop in 1925 was due to the exceptional weather conditions as well as the large acreage, and the crop of 1926 suffered by adverse conditions or it would have equaled or exceeded that of 1925.

### Greece Insures Bread Supply

By a legislative decree dated August 12 there was established under the jurisdiction of the Ministry of Interior a special fund called "Bread and Domestic Production Protection Fund," as reported by Charles E. Dickerson, assistant commercial attache at Athens. The scope of this fund shall be the following:

- (1) The securing of an adequate supply of bread at any time and the control of its quality.
- (2) The securing of an adequate supply of cereals during harvest periods or other timely occasions.
- (3) The buying of the necessary amount of foreign exchange to cover the value of cereals purchased in foreign markets and to strike a favorable average rate of exchange.
- (4) The fostering of domestic wheat production by making the cultivation of wheat compulsory.
- (5) To facilitate the transportation of cereals produced in Greece by reducing freight rates and by eliminat-

ing intermediary agents between producers and consumers.

The fund shall be administered by a committee of 11 members with the minister of interior as president.

### Lower Wheat Price Level

The wheat crop of the northern hemisphere is about as large as the good crop of last year, but smaller in Europe and larger in North America. Record crops and crop failures are not in prospect. The United States crop of winter wheat is excellent, of spring wheat mediocre. Canada's crop is good. Carryovers at the end of the crop year were moderately low except in Canada and exceptionally low in the United States. According to a forthcoming survey of the world wheat situation by the Food Research Institute of Stanford university, international trade in wheat will be larger in 1926-27 than in 1925-26, in spite of tariff barriers and regulation of consumption in importing countries.

World wheat prices during April-July fluctuated within unusually moderate limits in consequence of compensatory crop news and failure of anticipated buying pressure from Europe to develop. American prices, however, fluctuated radically, with winter wheats shifting to much lower levels as early marketing of the large crop began. Prospects are for a somewhat lower level of world wheat prices in 1926-27 than in 1925-26, if southern hemisphere crops are up to average. In general, American wheat prices promise to remain distinctly lower than last year but will be more remunerative to producers in the winter wheat belt. Hard spring wheats rather than soft red winter wheats promise to bear a premium.

### Little Change for 1927 Wheat Crop

American wheat will remain on a world market basis in 1927 according to indications the Department of Agriculture states in its outlook for winter wheat in 1926-1927. It does not seem

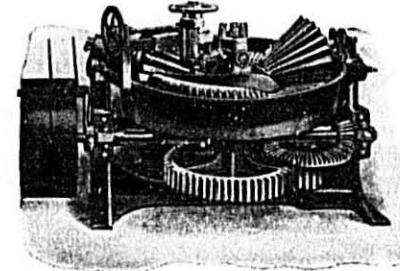
likely that the world market situation for wheat next year will be materially different from the present, the report shows, as there is little indication of any material expansion in acreage outside the United States and the carryover next July is not likely to be large. Barring unusually high yields as in 1915 and 1923 over a large part of the wheat area of the world foreign competition will probably be about on a par with the present year.

If American farmers carry out intentions to increase winter wheat 14.4% as indicated August 1, and abandonment and yields are average, a winter wheat crop of around 573,000,000 bus. would be produced, which would be about 9% less than that in 1926. With this average yield next year and an increase in acreage as large as that indicated there would be a surplus for export and additions to carryover of around 200,000,000 bus. In 1924 exports amounted to 255,000,000 bus.; and in 1925, a relatively short crop, to only 92,000,000 bus.

Farmers should not be misled by the relatively high prices for the wheat crop harvested in 1925, when prices were on a domestic basis, according to the department, and under normal conditions should expect in 1927 prices more in line with world prices. Producers of winter wheat who had grain to sell last year were in a particularly favorable position because the United States had produced east of the Rocky mountains scarcely enough for domestic needs, and consequently prices were not on an export basis for a good part of the year. The effect of the present year's larger supply upon prices is already evident in the relationship between prices in the markets of the United States and Liverpool. Farmers in sections which normally have a large corn acreage should also keep in mind in making a shift in wheat acreage that the present unfavorable situation for corn is not likely to be repeated next year.

Estimates and forecasts of production of the 1926 crop in the northern hemisphere indicate that the total supply will not be much different than that for last year. Should the southern hemisphere produce an average crop the total world supply will be about the same as last year and, with the apparent tendency to increase the demand for wheat as against other breadstuffs, it does not seem likely that the world's carryover of wheat at the end of the year will be much, if any, larger than in 1926.

## D. & E. Kneaders



### To The Trade:-

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

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

Yours very truly,  
DIENELT & EISENHARDT, Inc.  
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Rapid Drying System for Macaroni  
dries them perfectly without  
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MACARONI MOULDS CO.  
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**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, CHAS. T. WILLIAMS  
M. J. DONNA, Editor

**SUBSCRIPTION RATES**  
United States and Canada - \$1.50 per year in advance  
Foreign Countries - \$3.00 per year in advance  
Single Copies - 15 Cents  
Back Copies - 25 Cents

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

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

Vol. VIII October 15, 1926 No. 6

**Demand and Acceptance**

"Consumer demand" and "consumer acceptance" are business expressions very often heard with regard to merchandising in almost every line. Did you ever stop to think of the difference in the meaning of the two?

Very few articles on the market have an actual "consumer demand." When a customer wants a certain article and will take nothing else, then that article has a consumer demand.

If there were a real consumer demand for every article that one needs the storekeepers would need only sit around and ring up the cash registers.

"Consumer acceptance" is quite a different thing. It is created by advertising to a great extent, or by reputation of the article passed by word of mouth. A buyer must be convinced that the goods are what he wants and then he will accept them.

Take macaroni or noodles for instance. How often does a customer ask for any particular brand? What does he say? "Give me a pound of noodles," and more often than not points to macaroni. At present it would seem that the manufacturer that will sit around depending on this consumer demand will either have to change his ways or go out of business sooner than he expected.

However, there is a very definite consumer acceptance of macaroni products if they are advertised to the buyer or if the retail clerk recommends its purchase and use. Con-

sumer demand would be a wonderful thing to create for macaroni but consumer acceptance seems to be the objective of the manufacturer first.

**Federal Reserve Durum Review**

Minneapolis, Minn., Sept. 15, 1926—Durum wheat growers in the northwest are favored by a fortunate accident of poor crops in Italy, Morocco and Tunis, which is forcing the price of durum wheat to unnatural levels as compared with the price of bread wheat and in this way is reducing the severity of the loss which has been expected due to the poor yields of the northwestern durum crop this year. With a large United States bread wheat crop, and seemingly an adequate foreign supply of bread wheat, the median price of No. 1 dark northern wheat at Minneapolis dropped 20c between July and August this year and was 10c per bu. lower in August than a year ago.

The median price of No. 2 amber durum wheat, on the contrary, decreased only 2c between July and August and was 21c higher than a year ago. As a result durum sold 3c over bread wheat in August 1926, for the grades mentioned above, as compared with 28c under bread wheat in August last year. The United States durum crop this year is 27% smaller than the crop a year ago but if the higher prices prevailing are maintained, the cash returns from durum wheat in the northwest will be only 16% smaller than last year.

**WATCHING OUR EXPORTS**

American manufacturers are naturally interested in the American export figures which are published monthly. Even our Canadian neighbors are concerned in this end of our business.

One of the leading firms in that country overlooked the June export report and wrote asking why. The writer states that he has been following very closely and with great interest our month to month articles on this subject.

This interest is cheering. Wonder how general this is among American manufacturers who are even more directly concerned? We seek not praise nor compliments but a knowledge of what readers like in the way of information to be carried in our columns. Write your views on this and other features.—The Editor.

**Journal Advertising Sells**

More and more are the macaroni manufacturers and the allied trade appreciating the value of advertising in The Macaroni Journal. It makes us feel tiptop when we are told, unsolicited, that publicity in our publication sells the goods. Here is a testimonial to the general belief that the Macaroni Journal is filling a need in this industry:

F. A. MARTOCCIO COMPANY,  
Minneapolis, Minn.

Oct. 1, 1926.

The Macaroni Journal,  
Braidwood, Illinois.  
Gentlemen:

Replying to your letter of September 27, please be advised that we do not care to have our advertisement that appeared in the September issue of your magazine reprinted in your October number.

The ad which was run in the September issue was so successful that we have practically sold all of the equipment that we offered for sale.

(Signed) EDW. F. LENOX.

When it is recalled that the quarter page ad referred to succeeded in disposing of several thousand dollars worth of used machinery within two weeks after publication, the real worth of this medium is manifest.

The moral: Advertise in The Macaroni Journal.

**WANT ADVERTISEMENTS**

Five cents per word each insertion.

MACARONI MAN, 30 years old, 25 years experience in macaroni making, desires work with a Macaroni Company in Florida, Texas or would consider California. Write Carlo San Paolo, c/o Domino Macaroni Co., 450 W. Phelps St., Springfield, Mo.

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For Sale—U. S. Patent to mix tomatoes in manufacturing macaroni, spaghetti, cut-goods, etc. Also trade mark and copyright, if desired. Write to

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Macaroni Machinery Manufacturer

Macaroni Drying Machines  
That Fool The Weather

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**We Offer for Sale at a Sacrifice**

- 1000 or more Drying Trays in good condition. Each..... .15
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- 1 Werner & Pfeleiderer 1/2 bbl. dough mixer.... 200.00
- 1 Walton Horizontal Screw Press 10" for short goods and one mould..... 350.00
- 1 Walton Upright Screw Press 13" with one mould..... 450.00
- 1 Walton Dough Kneader 60"..... 500.00
- 1 Werner & Pfeleiderer 24" Dough Break..... 500.00
- 1 Werner & Pfeleiderer Egg Noodle Machine 500.00
- 1 Johnson Wax Wrapper Machine, like new 1250.00
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All Prices F. O. B. Minneapolis

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Minneapolis, Minnesota

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Inside Packed Vertical Press

Inside Packed Short-cut Press for Accumulator System

Die Washer

Outside Packed Short-cut Press and Pump

Outside Packed Vertical Press

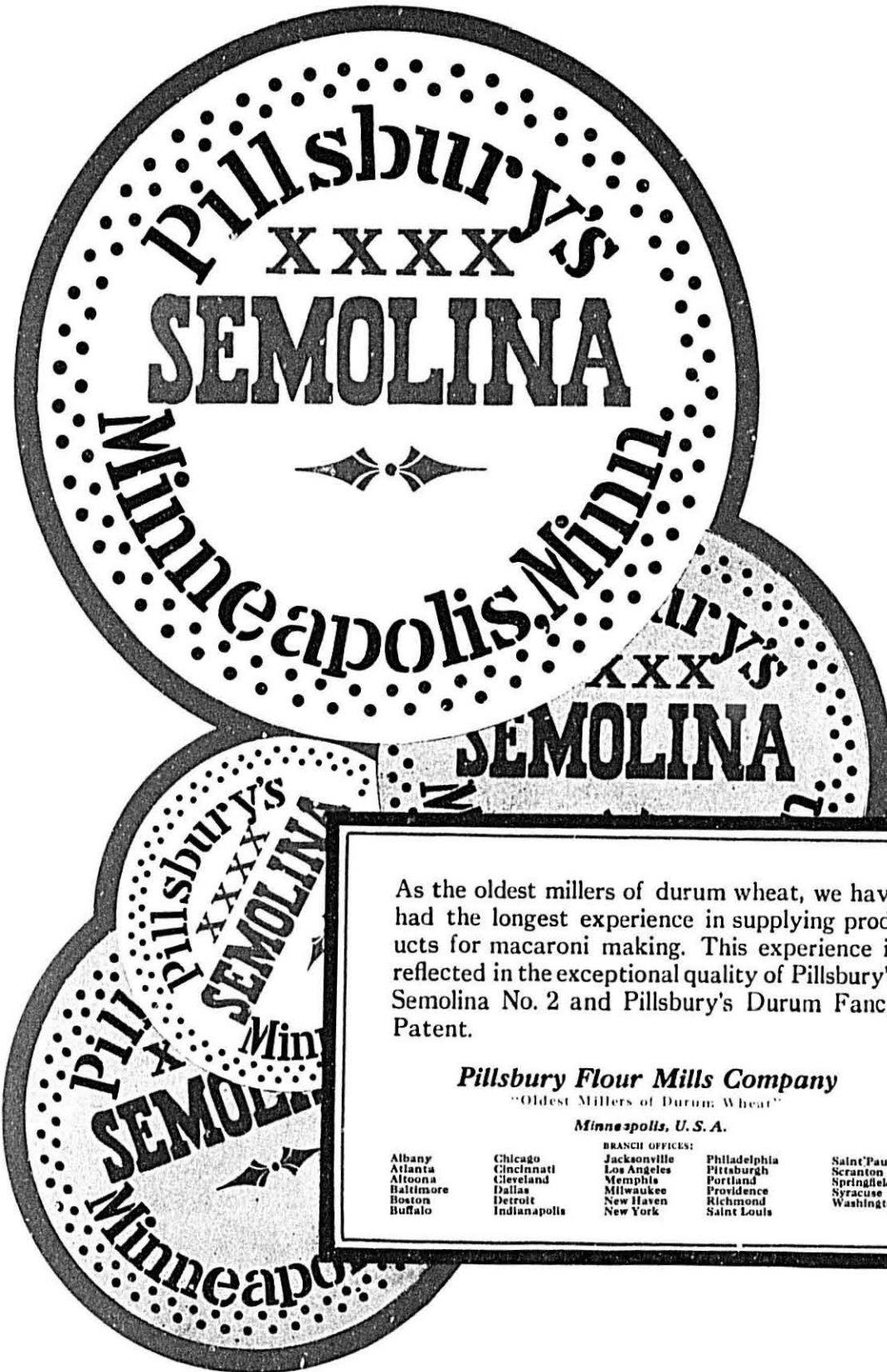
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