

**THE
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JOURNAL**

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**November 15,
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The Macaroni Journal

Minneapolis, Minn.
November 15, 1925

Volume VII

Number 7



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

Know Your Competitor

Q. When you hear a man always attributing dishonorable motives to others, be careful in your business dealings with that man.

Q. Most of us assume that other people act just as we would act in the same circumstances; if we are honest we give the other man the benefit of the doubt.

Q. It is difficult to judge one whom you do not know. Make the acquaintance of your competitors and you will be better able to judge them justly.

Q. That's the prime purpose of trade associations—Better Acquaintanceship.

ALWAYS WRITE THESE SIX WORDS

By Ernest V. Madison



PROBLEM:—How can a publisher supply to his subscribers for cents an issue (..... issues at a subscription price of \$..... per year) a publication that actually costs him more than 35 cents a copy to edit, illustrate and print.

Here we have an exact condition of publishing. The subscription price of a publication if considerate of the reader's pocketbook, will not pay the cost of paper stock, publishing, printing and mailing.

What, then, can be the good fairy that enables American publishers to produce at moderate subscription rates the best publications in the world?

It is that distinctly American institution,—*the advertisement*. The revenue from the advertising pages pays the deficit and enables the publisher to service his paper to the reader at a moderate subscription price.

Advertisements therefore work to the reader's benefit in more ways than one. They are interesting, educational reading. They are messages of progress. They bring to him in printed form the vital matter of the editorial pages at a fractional charge of the actual cost of compilation, reproduction and distribution.

For this reason, whenever you take your vocabulary or pen to write to an advertiser in this paper you should also add the words "I read your ad in *THE MACARONI JOURNAL*."

Such consideration on your part lets the advertiser know of another specific instance wherein his advertising has been read; encourages him to continue it; and helps maintain a low subscription price on this and other publications.

HELP THE DEALER TO HELP YOU

Putting your products on the dealer's shelves does not complete the sale. Why not help him sell your goods by using packages which will create a favorable impression?

The right kind of label or carton will attract instant attention and help sales. Let us show you what we mean by the right kind.

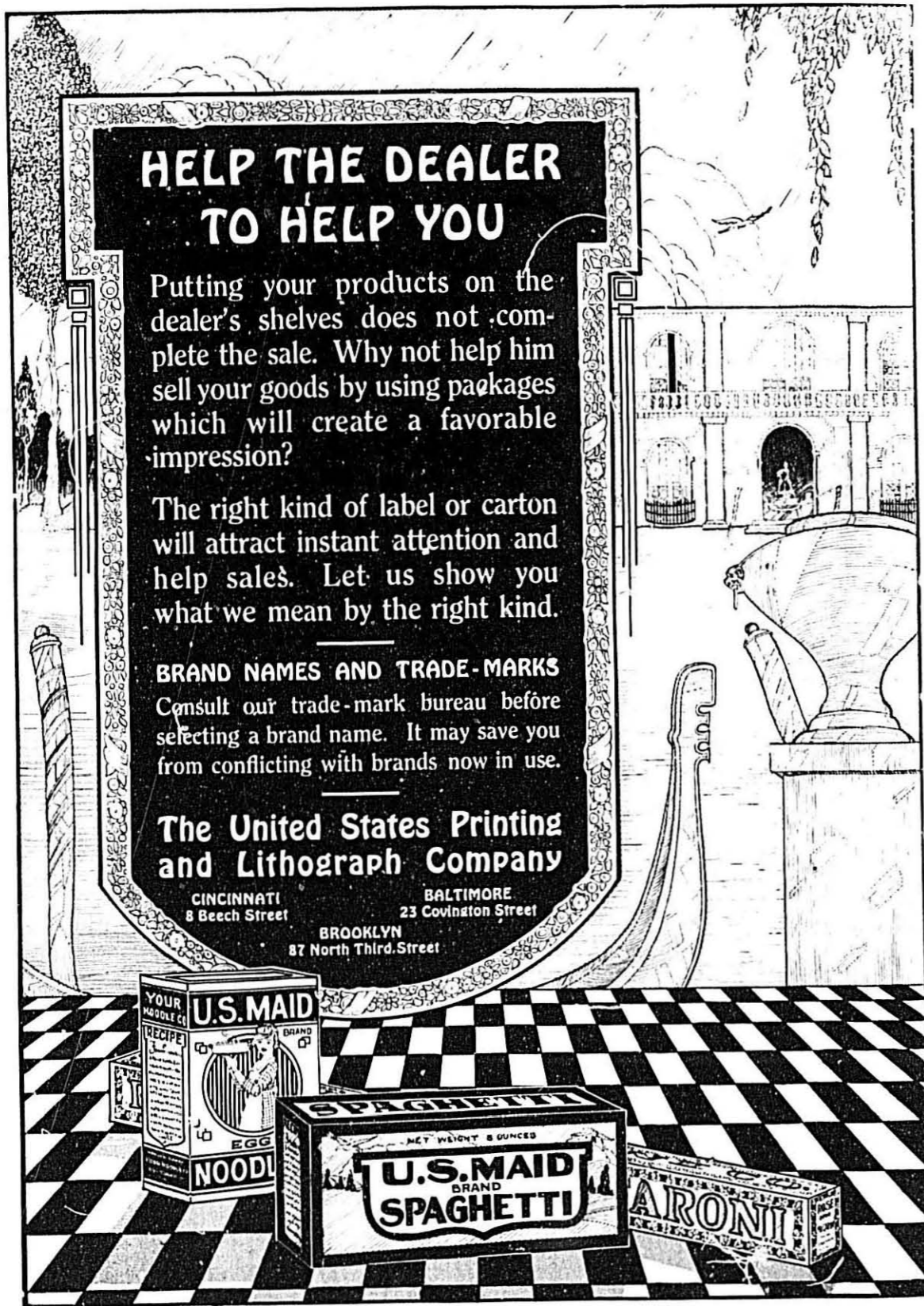
BRAND NAMES AND TRADE-MARKS
Consult our trade-mark bureau before selecting a brand name. It may save you from conflicting with brands now in use.

The United States Printing and Lithograph Company

CINCINNATI
8 Beech Street

BALTIMORE
23 Covington Street

BROOKLYN
87 North Third Street



TWO STAR

The Greatest of Macaroni Semolinas



QUALITY

SERVICE

Eat More Macaroni—the

Best and Cheapest Food

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

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NOVEMBER 15, 1925

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Help Make It Unanimous

The old saying that "A KNOW-IT-ALL is usually a FAILURE" is probably as true today as it was in the days of the unknown author. The saying may properly be attributed to some wise and observant business man who came to that conclusion through experience.

No one really knows all that he should know about anything. A full realization of this truth comes to the deep student and to the man of wide experiences alike. This is especially true in business.

For instance, the macaroni manufacturing business is no longer considered the mysterious process that the older manufacturers pretended it to be. Every one in the business knows considerable about the general process of manufacture but there are some phases better understood by some than by others. Because of this there seems to be an inherent tendency among the wiser manufacturers to get together at every opportunity to talk "shop." They find it both enlightening and inspirational to do so.

In practically every line of business there is a natural inclination for individuals to specialize along certain lines. In our industry we have men who are expert buyers but exceedingly poor salesmen; we have wizards in accountancy but incompetent as managers; good financiers but poor managers of employes. A plant under the management of any of these would be doomed to early failure. To offset this condition, the successful companies have enrolled in different capacities men who are trained and fit for the particular task assigned them. They insure unity of action through frequent conferences between the heads of the various departments.

Out of this tendency among individuals to broaden their minds by talking "shop" and among companies to instill into their employes the proper spirit and harmonious action through frequent conferences, has developed the modern trade association activity in business.

The theory is to bring together all who know something, have a free exchange of ideas and the result is helpful to all who participate therein. On this basis was organized

the National Macaroni Manufacturers Association nearly a quarter of a century ago.

The National Association is not a "KNOW-IT-ALL" organization. It does serve as the vehicle, however, whereby those who know and those who seek to know may get together under the most favorable conditions. Our industry will attain the success that has befallen others only when the better class of firms composing it join heartily in the aims and objects of their trade association and fully support the policies of the members' own moulding.

The trouble in the past has been that too many are willing to let the few carry the load. That is lamentable but true. Here is the way it happens:

Once upon a time Somebody happened to mention to a Genius that if Everybody in the World said "Ugh!" together it would be heard in the Moon.

Now the Genius was an Organizing Genius, so he organized Everybody in the World. At a given moment Everybody agreed to say "UGH!" and the Genius told them it would certainly make a Roar that would be heard in the Moon.

When the Day came a Simple Man said to another, "I am not going to miss anything. One voice less won't make any difference. I am going to Listen."

Somebody must have Repeated this. When the Moment came Everybody was Listening except two old deaf Ladies who said "Ugh!"

Moral: Make it Unanimous.

If we had more "shouters" and fewer "listeners" in the macaroni industry and if these would take only half the interest in their trade association that they are continually invited to take, how greatly would all profit. There would be a greater knowledge of manufacture and distribution, a much needed better feeling among individuals and more financially successful firms in this industry from which many derive only a mere existence.

Decide now to **JOIN YOUR TRADE ASSOCIATION.**
HELP MAKE IT UNANIMOUS.

Open Letter by Dr. Jacobs

Dr. B. R. Jacobs, Washington representative of the National Macaroni Manufacturers association, through an open letter to the macaroni industry strongly supports the efforts of President Henry Mueller and the editor of The Macaroni Journal in the attempt to interest the macaroni manufacturers in the proposed definitions and standards of alimentary paste products and to consolidate the industry in favor of the best terms obtainable under the present conditions. He pleads with manufacturers everywhere to subordinate their interest for the welfare of the whole industry.

Last March the Joint Committee on Definitions and Standards issued tentative definitions and standards for alimentary pastes. The purpose of making these definitions and standards tentative was to obtain from the trade suggestions and criticism which might be helpful to the committee in making changes before these definitions and standards are made permanent.

As you know, the Joint Committee on Definitions and Standards is composed of state and federal food law enforcing officials and the standards made by this committee are used in the enforcement of the Federal Food and Drugs act as well as of the food laws of about 26 states and a large number of municipalities. You will, therefore, appreciate that this is a matter of vital interest to the industry and should receive the immediate attention of the industry as the committee meets again the latter part of November or the early part of December 1925, and will probably take final action on these definitions and standards.

These tentative definitions and standards have been given wide circulation in the press as well as in the Macaroni Journal and in circular form from this office and the association headquarters. They apparently have not been considered very detrimental to the trade as but very few mild protests have been filed. The committee will probably assume that these standards are satisfactory to the trade if there is not concerted attempt made to modify them.

The standards committee wants the help of the manufacturers and it will not adopt any standards or definitions that are not in accordance with good trade practice and that are not enforceable under the limitations of the food law.

This issue of standards is entirely

separate and apart from the issue of using artificial color in alimentary pastes. As you will note that the standards say nothing concerning the use of artificial color. The use of color in these products is controlled by government regulations as well as by the law itself and need not be included in any standard except when its use is to be permitted without restrictions.

Manufacturers of different groups and in various sections of the country should hold meetings for the consideration of the standards that have been tentatively adopted together with suggestions that have been made from time to time concerning changes in the proposed standards. Every manufacturer should have an opportunity to express his views on the standards before they are finally adopted.

The attitude of the meeting should be made known in proper resolutions directed to the Joint Committee on Definitions and Standards, Department of Agriculture, Washington, D. C., and

copies of same submitted to the headquarters of the National Macaroni Manufacturers Association at Braidwood, Ill., whence they then will be presented to the committees of all interests which will meet later and endeavor to decide on just what the industry should demand in the way of fair and enforceable definitions and standards.

The necessity for concerted action cannot be too strongly emphasized. There must be a submerging of the interests of the individual for those of the industry as a whole and this should be done before the time set for the hearing. It is further suggested that a meeting of representatives of the various interests in the industry be held in Washington one or two days prior to the date set for a hearing on this subject by the Joint Committee on Definitions and Standards to select a spokesman or spokesmen, thus avoiding duplication and properly presenting the argument of the industry.

Tentative Standards for Alimentary Pastes

(Proposed by Joint Food Committee.)

The following tentative definition and standards for alimentary pastes has been published by the Joint Committee on Definitions and Standards, Bureau of Chemistry, Department of Agriculture, for purposes of comment and criticism. There are included minor changes therein since contemplated.

Alimentary Pastes are the dried, shaped doughs prepared from semolina, from wheat flour, or from a mixture of semolina and wheat flour, with or without salt, and with one or more of the following:—egg, egg-yolk, water.

An *Alimentary Paste* contains not more than thirteen per cent (13%) of moisture.

1—*Plain Pastes* (c. g. macaroni, spaghetti, vermicelli, water noodles) are the alimentary pastes in the manufacture of which farinaceous constituents, with or without salt, are mixed with water.

2—*Egg Pastes* (c. g. noodles, egg noodles, egg vermicelli) are alimentary pastes which contain, upon the moisture-free basis, not less than five and one-half per cent (5½%) by weight of the sound edible solids of egg and/or of egg yolks.

Comments from interested manufacturers are welcome.

Business Paper a Clearing House

Industries have come to depend on their trade papers and business generally on the business publications because they serve as a clearing house of information for the various lines they represent, said C. R. Shaw in an address.

"The business paper is indispensable to the conduct of business," he declared further, "as it is the only agency through which the manufacturer, in a

broad sense, can meet competition, watch the trend of affairs that concern him most, meet his competitor on equitable ground and convey his message from buyer to seller.

"It affords opportunity for open discussion at all times, and through this medium the problems of an industry are often solved. Manufacturers generally have come to depend upon it, as it has proved its reliability.

WINS 1925 TROPHY

South Dakotan Gets Association's Silver Loving Cup at North Dakota State Fair—
Another for 1926.

Albert O. Schutz of Eureka, S. D., was champion durum wheat grower of the northwest in the opinion of the judges of the exhibits at the North Dakota State Fair this year. To him goes the silver loving cup offered by the National Macaroni Manufacturers association to the exhibitor of the highest



Albert O. Schutz, prize cup winner. Eureka, S. D.

quality of durum wheat in that exhibition.

There were more durum wheat exhibits than usual this year which makes the macaroni manufacturers and durum millers of the country feel that their efforts to encourage better wheat production are bearing fruit. There seems to be a very considerable, though friendly rivalry, between the durum wheat farmers for the trophy annually offered by the organized macaroni manufacturers of the country.

The winner is exceedingly pleased with the prize awarded him. In his



View of the Albert O. Schutz farm, Eureka, S. D., showing stubble field from which his prize winning Amber Durum wheat was cut, a crop of more than 3600 bu.

letter of acceptance dated Oct. 12, 1925, he says:

"Received your trophy cup. It is splendid—a work of art. You could not have given me anything better or more highly appreciated. I have won 2 cups before this one. In each case I had to pay for the engraving. Whoever engraved your cup surely knew his business. The engraving is artistic and complete. It leaves no room for WHO? WHY? WHEN or WHERE? questions.

"While I am to be congratulated on the excellence of my exhibit, I feel that the macaroni manufacturers are to be congratulated in turn for their far-sightedness in encouraging the production of better grade wheats, for their purpose. Thanks very much for the handsome trophy. I am surely proud of it."

The 1925 trophy offered by the National Macaroni Manufacturers association is a combination cup and vase. The engraving on it is as follows: "1925—First prize Macaroni or Durum Wheat Exhibited at North Dakota State Fair. Presented by National Macaroni Manufacturers Association. Won by A. O. Schutz." Around the wording is an outline of beautifully engraved heads of durum wheat.

A similar trophy will be offered in 1926.

District Conference

Upward of 200 economists, editors, advertising and business men engaged in the study or application of the manifold methods by which commodities find their way from the producer to the ultimate consumer will meet in Washington in December to chart what has hitherto been virtually an unmapped region in the broad field of commerce, domestic distribution.

They will point out some of the many millions of dollars every year in the doing of the gigantic job of supplying the American public with what it wants. Preliminary surveys of the field are approaching completion. For the greater part of the year a score of committees and subcommittees of the national distribution conference organized by the Chamber of Commerce of the United States have been scrutinizing the methods by which transactions aggregating approximately \$56,000,000,000 a year are carried on.

One investigating committee, for example, suggests that millions of dollars could be saved to industry every year if manufacturers and retailers were to agree upon standard sizes and materials for containers. Estimates of losses due to credit frauds are cited ranging from \$150,000,000 to \$400,000,000 annually.

Other sources of waste, no less important, will be brought to the attention of the conference but all of these will be incidental to the main purpose which is to blaze a way for the more deliberate study of the many factors entering into the problem of distribution.

The conference, when it meets, will have before it 7 surveys each covering a general phase of distribution. The first of these surveys will indicate a method looking to avoiding of the disastrous boom and slump.

The second survey will point out some of the abuses resulting in waste and suggest methods for their correction.

The third survey will delimit the economic field of advertising, outline methods of market analysis and suggest means by which duplication may be avoided.

The fourth survey will cover the costs of doing business, indicating the factors, such as rent, taxes and insurance, light and heat, salaries, advertising, and other items.

The fifth survey is in effect a study of the methods of distribution from manufacturer to wholesaler to retailer, to consumer.

The sixth survey deals with general conditions affecting distribution, including legislation affecting distribution, such as laws on misbranding, standardization of units of measurement, etc.

The last survey will point out the advantages as well as the defects of the present distribution system.

Helpful Suggestions From Miller

Oftentimes suggestions of value to an industry come from those on the outside. The durum millers are frequent "offenders." Now comes a very helpful suggestion from J. E. Coolbroth, manager of the King Midas Mill Co. of Minneapolis, who offers some timely advertising advice on the value of macaroni products. Macaroni manufacturers are at liberty to use the following in pamphlets or booklets containing recipes and other macaroni information.

"No matter how good it may be or how nourishing we get tired of eating the same article of food day in and day out. Even our old friend the potato loses its welcome.

"It is becoming a common thing in America as it has been abroad to supply the table with a substitute for the potato. Rice has been a familiar dish for this purpose but the American housewife is awakening to the fact that she makes no mistake in using macaroni as a substitute for the potato, and in so doing is catering in a splendid way to the needs of the body.

"There is a wide field for educating

the American housewife to the many splendid dishes that can be prepared for the Friday meals in preference to fish and potatoes.

"In Italy the favorite food is macaroni and similar pastes made from coarsely ground SEMOLINA flour. The fundamental material may be chaped into one and a hundred different forms and the Italians are a very healthy race.

"The test of good macaroni is in the cooking, and to be digestible and palatable it must be well cooked. To prepare it as it should be served, the macaroni is dropped into boiling and salted water. To put it into cold water is to spoil it.

"The making of good macaroni involves the use of very hard durum wheat semolina, and when properly made the mineral elements of the cereal are retained in the finished product. This makes it particularly valuable as a food, and medical authorities claim that macaroni properly manufactured is a substantial, wholesome and nourishing food and the housewife makes no mistake when she uses it freely."

Dodd Says Warehousing Solves Distribution

The prediction that warehousing will become as great a factor in stabilizing commodities for distribution as the Federal Reserve has been stabilizing credits was made recently by Alvin E. Dodd, manager of the domestic distribution department of the Chamber of Commerce of the United States.

"A warehouse," said Mr. Dodd, "is to distribution almost exactly what a bank is to finance—to money. Banking is the older art and its practice has been the more highly developed. I believe the time is not far distant when warehousing will have become as great a factor in the stabilizing of commodities for distribution as the Federal Reserve banks are in the stabilizing of credits.

"There are gathered with the most minute accuracy, and published broadcast, every detail of banking—gold in reserve, clearing, currency, currency issued and deposits. Certain legal restrictions make the gathering of these statistics of commodities somewhat difficult, but the attitude of several

branches of the government has changed greatly within the past few months and there is promise for increasing freedom for industry in such matters. This touches warehousing quite closely, inasmuch as the quantity of commodities is suspense, that is in storage, is a principal basis upon which to arrive at the economic limit of production, which in its turn lies at the root of effective distribution.

"In any study of distribution warehousing immediately offers itself as a factor almost equal in importance to that of the commodity supply itself. The urban population now is greater than the rural, and this means warehouses and more warehouses to carry the immense hives of human need over periods of low production in agriculture and industry."

Color

It's not "how many colors" but "how they are used" that counts. Cereals, canned foods, teas, coffees, spices, macaroni and many other food products found on grocers' shelves reveal the marked advance that has been made

in modern methods of packaging and labeling. Color is the medium that makes a label attractive but it is the creative genius of the artist and the skill of the lithographer that make one label stand out from a background of less colorful packages.

The United States Printing and Lithograph company has devoted many years to production and improvement of labels. Many of the best known and most widely advertised food products, macaroni and noodles included, bear labels lithographed by color printing headquarters. And coincident with the manufacture of the labels and packages, this company has designed and produced window cutouts and counter displays, store cards, streamers and posters, as well as sales literature for the same products to stimulate sales, beautifully and tastefully combining colors to appeal to buyers.

Paxflat Barrels

The Flat Stave corporation of New York city is marketing a new barrel that may be of interest to macaroni manufacturers who ship their products in this form of container. The barrel is called a "Paxflat Barrel." It is claimed to be stronger, easily set up and reusable. It comes to the users "knocked down" and in bundles of 6 to 10 barrels. This saves freight on the barrels and storage space in the plant.

The barrel heads are circular and come completely assembled. The sides of the barrel are made of flat staves bound together with flexible hoops. The setting up process is very simple. The bottom of the barrel is placed in its proper groove and the sides of the barrel are rolled around the base. A simple locking device completes that process. The flat barrel is now ready for packing. The process is completed by inserting the head after the goods are packed. The producer claims the "Paxflat Barrel" to be the strongest slack barrel ever made. Macaroni manufacturers who are interested in this new type of container will be furnished full information by the manufacturers.

Cross Purposes

An enterprising macaroni salesman maintains that alphabet macaroni should always be served in some way along with breakfast waffles. Then every person could start the day right by making his own cross word puzzle.—American Miller.

Tested hourly at the mill— uniform quality guaranteed!

Every precaution is taken—every scientific test is made—to safeguard the uniformity of *Gold Medal Semolina*

First—a corps of chemists finally subjected to actual boiling test. analyze and test the Durum Wheat.

Second—a sample of wheat from every ear is ground in the experimental testing mill. The sample of Semolina thus obtained is actually manufactured into Spaghetti or Macaroni in the Miniature Experimental plant exactly under commercial conditions.

Third—The finished product is

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

—Thus we guarantee the uniformity of Gold Medal Semolina. We stand ready to return your purchase price for any sack of Gold Medal Semolina that is not up to standard in every way.



Eventually

Why Not Now ?

GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY, Dept. 190
Minneapolis, Minn.

POTATO CROP SHORT--- GOOD MACARONI NEWS

The 1925 potato crop is expected to be considerably below the general 5 year average, according to figures compiled by potato experts and judged from the prices which potatoes are commanding on the market. While complete figures are lacking, the production in Aroostook county, Maine, the leading potato producing area in the United States, would indicate a short crop and higher prices.

As macaroni frequently is substituted for potatoes a greater demand for the former products throughout this fall and winter is expected.

Aroostook county has a soil that is particularly suited to growing potatoes; on a 5 year average farmers there produced 260 bu. of potatoes per acre to 150 bu. on an average acre throughout the balance of the United States. Last year 108,000 acres in Aroostook county were planted to potatoes, compared with only 100,000 this year. Production per acre will not, experts declare, quite equal that of 1924.

The very large 1924 potato crop served to reduce prices sharply and that vegetable sold as low as 75c to \$1 per bbl. Under prospect of a smaller supply the prices have jumped to \$2.25, with predictions of \$2.50 to \$3.00 later in the season.

In the glut of cheap potatoes one recourse is always open to growers to prevent spoilage—to sell to the starch factories. Certain starch factories are open only when potato prices are low, and on rising prices promptly close. Last year 6500 carloads of potatoes went into starch, but high potato prices this year will leave starch makers none.

If potato prices continue to advance, as everything indicates they will, macaroni manufacturers should take advantage of the situation and widely advertise the suggestion of one of the leading firms in the country that macaroni, spaghetti and noodles be more frequently served in place of potatoes.

Dealer Helps

Just what kind of "Dealer Helps" appeal most to the retailers has long been a matter of dispute among distributors. An interesting article on this point by Louis DeArmand in Printers Ink gives the views of numerous retailers, distributors and man-

ufacturers. In this article he quotes a macaroni manufacturer as follows:

An interesting sidelight on dealer helps from the viewpoint of the manufacturer is furnished by Carl Schmidt of the Crescent Macaroni & Cracker company, of Davenport. Mr. Schmidt reports: "We have found grocers are not in a position to use newspaper cuts. Grocers, we find, will use window trims if we put them up and they will use samples if we aid in some way in the distribution, but as for booklets, broadsides, folders and recipe books—these do not seem to register on small town dealers at all."

It would be interesting to know just what the experience of other macaroni manufacturers has been along this line. What form of dealer helps have been found most practical for getting the cooperation of grocers in selling macaroni products? A survey of these experiences would be profitable information to the industry.

Let us hear from you, Mr. Macaroni Manufacturer!

Corn Flour Macaroni

A carefully worded circular letter addressed to individual firms throughout the eastern part of the country by the Patent Cereals company of Geneva, N. Y., intimates that there are macaroni manufacturers here and abroad who are using white corn flour in their products. The letter issues from the office of the "new business" department of that firm, but we question very much whether there is any opportunity for any new business along this line in this industry. It is hoped that no manufacturers will give the suggestion any serious consideration. The same thing was tried with rice flour, barley flour and potato flour in the years gone by but the old reliable ingredients, semolina and farina of wheat, are still the ones from which the proper macaroni products are manufactured.

The circular referred to states that there has been doubt in the minds of some of the manufacturers of macaroni, spaghetti and vermicelli as to whether white corn flour can be used successfully in given percentages without injuring the quality. It advises that the firm is selling both foreign and domestic concerns Sunseal White Corn Flour which is extremely high in quality and of fine granulation, being used successfully in the manufacture of the above products on the percentage of 3 parts

soft American wheat flour and one part of white corn flour.

A comparison is then made with the cost of wheat flour and semolina with the \$2.55 per cwt., the cost of corn flour. It closes with the argument that one can readily see that the use of 25% of corn meal in the manufacture of macaroni goods would bring about a considerable reduction in the manufacturing cost of these products.

There are uses for corn flour, but this product has no place in a macaroni plant. If there are any macaroni manufacturers who manufacture products of this grade they should be penalized by being made to eat their own goods.

Machine Installations

Improvement in the machinery equipment of the plants of the country has more than kept pace with the business improvements. Anticipating a very favorable fall and winter business many firms installed additional units or replaced old ones with new machines. I. De Francis & Son of Brooklyn, manufacturers of macaroni machinery, report installations to date:

G. Del Rossi Co., Inc., Providence, R. I., in addition to its plant One Hydraulic Press, one Kneader and one Mixer.

I. Arena of Norristown, Pa., in addition to his plant one Hydraulic Press. Flower City Co., Rochester, N. Y., in addition to its plant two Hydraulic Presses, one Kneader and one High Mixer.

Cardinale Bros., 1309 Metropolitan av., Brooklyn, N. Y., complete set consisting of one Hydraulic Press, one Kneader and one Mixer.

Angelica Macaroni Co., 415 Bedford av., Brooklyn, N. Y., one Horizontal Press, one Kneader, and one Mixer. V. Di Maio, 2046 2nd av., New York, N. Y., one Vertical Press.

C. Giovinco & Son, 331 E. 115th st., New York, N. Y., one Press Hydraulic. D'Avella Macaroni Co., 46 Belmont av., Bloomfield, N. J., one Hydraulic Press.

A. Mazzola, 3916 White Plains av., New York, N. Y., one Hydraulic Press Vertical, one Screw Press, one Kneader and one Mixer.

Jefferson Macaroni Co., Reynolds-ville, Pa., one Hydraulic Press.

In addition the firm has under construction machines for later delivery:

Refined Macaroni Co., 421 Rodney st., Brooklyn, N. Y., one Hydraulic Press.

G. D'Amico Macaroni Co., 34 Drift st., Newark, N. J., two Hydraulic Presses, one Kneader and one Mixer.

Pellegrino Bros., 192 Elizabeth st., New York, N. Y., one Kneader.

Gaspar Triolo, 252 Irving av., Brooklyn, N. Y., one Hydraulic Press.

They also report favorable demand for Die Cleaners.

Stein Halls



PURE
FRESH
SWEET
CLEAN
ECONOMICAL

Unexcelled for noodles

Stocks in principal cities
Write for Samples

ALSO ALBUMEN
AND WHOLE EGG

STEIN, HALL & CO., INC. **STEIN, HALL MFG. CO.**
61 BROADWAY, NEW YORK. 2841 SO. ASHLAND AVE. CHICAGO.

DIRECT IMPORTERS
ESTABLISHED 1866



Notes of the Macaroni Industry

Bologna Style

Complaint has been made to the National Vigilance Committee from mid-western cities that a considerable quantity of artificially colored "Bologna Style" macaroni has been offered for sale in different markets with the inference that it is an egg product. The goods complained of are unquestionably made on a noodle cutting machine and are labeled "artificially colored," in an inconspicuous manner. Others failed to carry the notice of the use of added color though chemical analysis proved that they contain no eggs. In other instances the addition of color is mentioned on the label, yet on the other end of the case appears the words "Fine, Yellow Noodles," or "Large Egg Noodles." This double declaration, one exactly contradictory to the other, shows an evident intent to deceive. Manufacturers and distributors in the district where these products are offered for sale have united in a drive to eliminate this unfair competition.

Studying Egg Pastes

From Washington it is learned that officials of the bureau of chemistry, Washington, D. C., are making study of the various shapes of alimentary pastes, other than noodles, which contain eggs. Particular attention will be given to the intensity of yellow imparted to the product with varying amounts of egg.

In various markets there have been sold different shapes of alimentary pastes such as macaroni, spaghetti, vermicelli, alphabets, barley, etc., all containing eggs in some quantity and sold as egg macaroni, egg vermicelli, etc. The study is being made by these government officials in connection with the proposed standards on alimentary pastes, the final hearing on which is to be held in December.

Egg Product Moisture Average

An attempt is being made by the macaroni and noodle manufacturing industry to obtain from the bureau of chemistry some ruling on the moisture content for commercial egg products used in the manufacture of egg pastes. The industry has been experiencing considerable difficulty in determining just what quantity of egg is to be used in obtaining a sufficient amount of egg solids in the finished products. The government has not as yet stand-

ardized eggs. A manufacturer who uses dried eggs with a moisture content in excess of a general average finds his finished product deficient in egg solids. With competition as keen as it has been the past few years, manufacturers have necessarily measured very closely the quantity of egg used.

According to Dr. B. R. Jacobs there are 2 solutions of the problem. First—Laboratory control of the manufacturing processes in the different plants, and second—standardization of egg products by the government. The former is almost impossible for the reason that so many manufacturers have not and cannot afford a laboratory. He is of the opinion that a ruling from so authoritative a source will relieve the industry of the dangers it encounters in assuming average moisture content for the egg products used.

Taking Back Canned Macaroni

The following is taken from the October 9, 1925, issue of The Retail Grocer Advocate of San Francisco, Cal.:

"Heinz & Co., we are informed by some members, are taking back their canned macaroni from the grocery trade and giving credit for same due to the fact, it is said, that Heinz & Co. is not satisfied with it."

Cooking School a Success

The cooking school known as Raymond & Reardon has been doing such effective and worthwhile work as to attract the attention of the leading food manufacturers on the Pacific coast. Demonstrations have been successfully given in Oakland, Stockton, Sacramento and San Francisco. The members of the cooking school faculty are Beatrice Raymond and Mary Dowd Reardon.

The Fontana-Hollywood company, distributor of the Fontana Food Products company's macaroni, is one of many firms that have found it advantageous to cooperate with these cooking experts. Their success lies in their ability to obtain really interested cooperation of retailers, manufacturers and consumers. Their work is good advertising for the products demonstrated and instructive to the housewife.

Reorganize Mexican Firm

The Lara Y Santos firm of Monterey, N. L., Mexico, that has been estab-

lished many years at Apartado No. 274 in that city, has undergone reorganization and will now be known as "La Industrial" Fabrica De Galletas Y Pastas, S. A.

The 2 Lara brothers, Gustavo and Raul, have disposed of their holdings to the other member of the old firm. The reorganized company is now in control of the Santos family.

The capital stock of the firm is \$450,000 gold, all of which has been sold. The officers of the new organization are: President, Ignacio A. Santos; vice president and treasurer, Manuel Santos; secretary, Alberto Santos. The building is to be remodeled and when complete will be one of the biggest and best equipped macaroni manufacturing plants in Mexico.

St. Louis Firms Combined

Consolidation of several leading macaroni firms of St. Louis, Mo., which has been frequently proposed and seriously discussed, became a reality last month when the Mound City Macaroni company was organized. The member firms are Ravarino & Freschi Importing & Manufacturing Co., Mercurio Bros. Spaghetti Manufacturing Co., and Viviano Grocery company. The new firm is practically a holding organization duly incorporated under the laws of Missouri to manufacture various forms of macaroni products. It is planned to start business about Nov. 1. The Mound City Macaroni company will be strictly a manufacturing concern with the 3 member firms as its selling organizations.

The very modern plant of Ravarino & Freschi Imp. & Mfg. Co., Kingshighway hvd. and Shaw av., will be used for manufacturing the macaroni products to be sold through the 3 offices of the new concern. Additional equipment will be installed to double the production of the plant, bringing the capacity up to 200 bbls. of semolina a day.

Files Charter

The Foulds Milling company of Texas has filed charter under the state laws for manufacture of macaroni and sauces at its San Antonio plant. The papers show that the firm has a capital stock of 5,000 shares of no par value. The incorporators are: C. H. Byrnes, J. S. Ross and O. Dittman. The Foulds Mill-

CEVASCO, CAVAGNARO & AMBRETTE, Inc.

Builders of High Grade
Macaroni Machinery

Presses—

SCREW AND
HYDRAULIC

VERTICAL AND
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Kneaders

Mixers

Dough Brakes

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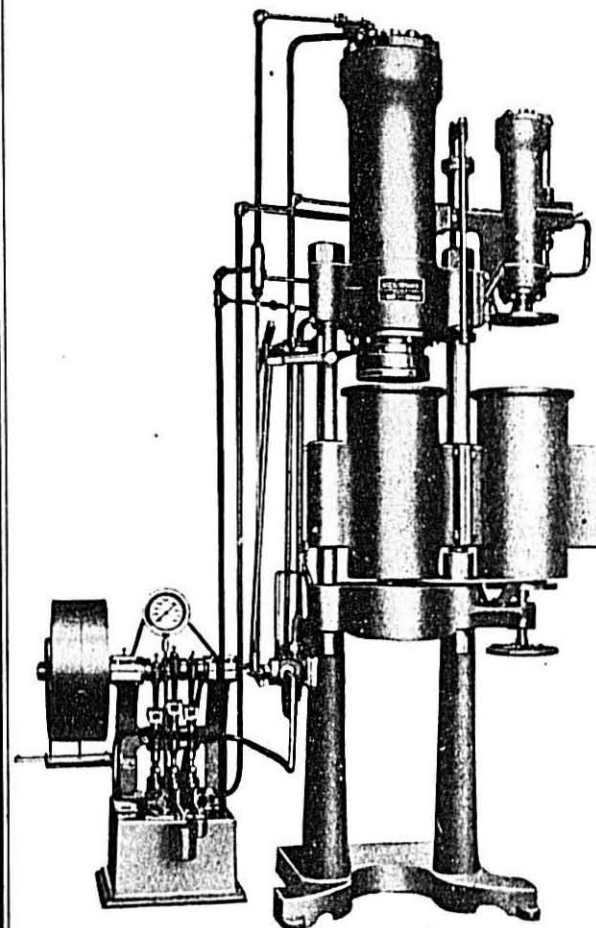
Bologna Fancy Paste Machines

Die Cleaners

Specialists in everything pertaining
to the Alimentary Paste Industry.

Complete plants installed.

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



Vertical Hydraulic Press with Stationary Die

At Last! The press without a fault. Simple and economical in operation; compact and durable in construction. No unnecessary parts, but everything absolutely essential to the making of a first class machine. Only two controls on entire machine. One valve controls the main plunger and raises cylinders to allow swinging. Another valve controls the hydraulic packer. No mechanical movements, all parts operated hydraulically.

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

Do you want to increase your production with less expense for power and labor? Let us install one of these presses in your plant on 30 days' trial. If it does not meet all our claims, we will remove the machine without any expense to you.

Our new catalogue is now ready for distribution, describing in detail the above machine and many others manufactured by us. If you have not received your copy, let us know and we will send it to you.

156-166 Sixth St.

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

159-171 Seventh St.

Address all communications to 156 Sixth Street.

ing recently purchased the Lion brand Products company plant in San Antonio.

Files Bankruptcy Petition

A petition in bankruptcy was filed against Nunzio Barbara, macaroni manufacturer at 1403 66th st., Brooklyn, N. Y., on complaint by Norbert Peariroth, whose claims amount to \$510. The petition was filed with the eastern district of the federal court.

Completes Keystone Addition

The addition which the Keystone Macaroni company has had under construction several months at 8th and Water sts., Lebanon, Pa., has been completed and fully equipped with most modern machines obtainable. The addition is in fine working condition and was completed in time to help fill the rush of orders that the fall trade usually brings.

Monaco Plant Busy

The P. Monaco & Son company of 239 Oliver st., Newark, N. J., received favorable comment in the press of that city for the sanitary conditions under which its products are manufactured. The firm's products are distributed through northern New Jersey and in New York. The firm's executives are: Mrs. Agnes Monaco, head of the concern; Miss Fannie Monaco; Miss Olympia Monaco and Michael Monaco. The latter is the general manager.

Builds \$30,000 Annex

Work on the new 3 story and basement addition to the Los Angeles Macaroni company building at 822 N. Spring st., Los Angeles, Cal., is well under way. The brick work has been practically completed by the Pozzo Construction company of that city. The annex is estimated to cost \$30,000 and when completed will double the floor area of the original building. On the installation of the new equipment already contracted for the firm will be in a position to take care of its rapidly growing business in that section.

Crack Spaghetti Safe

Safe crackers made a large haul in the offices of the East Boston Spaghetti company at 137 Sumner st., East Boston, Mass., last month getting some money and jewelry estimated at \$1,500 in value. The burglars gained entrance to the office by use of false keys. They ransacked everything after opening the

safe. No clues were found by detectives called in by the spaghetti company to investigate the case. Police are of the opinion that it was an inside job worked with the aid of someone who knew the contents of the safe. A close watch is being kept of the sale of the stolen goods.

Leases New Quarters

The Italian Macaroni company of Everett, near Boston, has leased the 3 story and basement building on Charlton st. After some slight remodeling the macaroni machinery will be installed. The new plant will give additional space for manufacturing and drying purposes.

Macaroni in Paraguay

According to Commerce Reports published by the U. S. department of commerce there are several important macaroni factories in Paraguay, S. A. Two modern plants are found in Asuncion, the country's capital. The largest of these has a daily capacity of 2000 kilos. The output of the plants is ample to supply the demands for this domestic production.

Painters Fire Plant

Painters employed in burning off old paint with blow torches are believed to have started a fire in the Quality Macaroni company building at 35 Bay st., Rochester, N. Y., last month which caused a damage of about \$2,000. A fireman was overcome by smoke while fighting the fire. The damage has been repaired and production resumed.

From Manufacturers to Distributors

Owing to destruction of its plant last April, the Pueblo Macaroni Manufacturing company of Pueblo, Colo., has changed its name to A. Fuschino Mercantile & Importing company and will hereafter become distributor of macaroni products instead of manufacturer. Contracts have been made with a well known eastern firm to supply the demands for this product among old and new customers on a wholesale basis only.

Investigates Property Transfer

The bankruptcy referee in New Haven, Conn., is investigating a transfer of the property made by Dominick Pisani shortly before filing the petition of bankruptcy for the New England Macaroni company, to which he owed

approximately \$1,500. The trustee of the bankrupt macaroni firm is trying to attach the property worth \$14,000 which Mr. Pisani is alleged to have transferred to a sister for \$1, so that he could be free from his obligations to the macaroni company. The process of cleaning up the business of this bankrupt firm is progressing slowly with indications that the creditors will realize a fair percentage on their claims.

Shellroni

The American Beauty Macaroni company of Denver and Kansas City had an attractive exhibit of its products at The World-Herald's and the Retail Grocers association's annual pure food show last month. Numerous samples of its Shellroni brand were distributed, together with thousands of pamphlets and booklets that tell interesting stories of macaroni products, origin and use through tested recipes for their proper preparation in American homes.

Plant Changes Hands

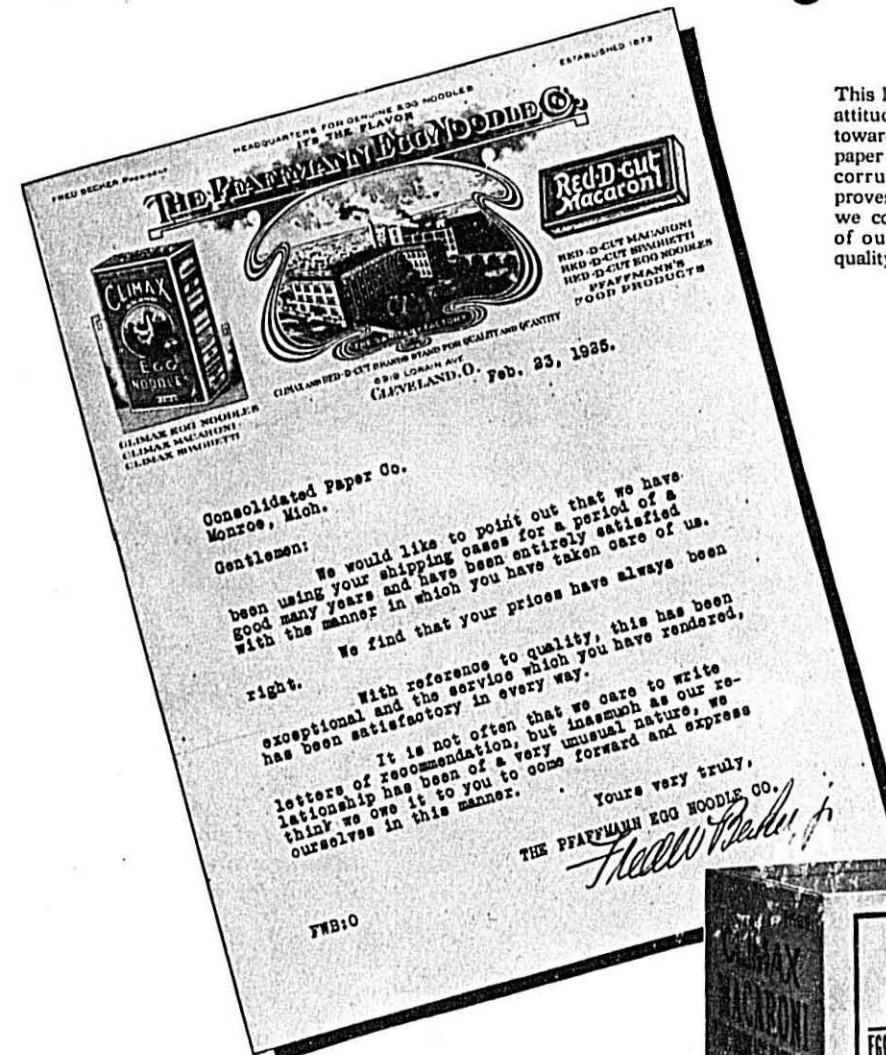
The macaroni manufacturing plant at 69 Lafayette st., New Britain, Conn., has been sold to Joseph Casserini and Vincenzo Carpinteri of that city by Antonio Di Mauro, who has conducted the business at this location for several years. The sale included the stock on hand, machinery equipment and raw materials. Production will continue as usual under the firm name of Casserini & Carpinteri.

12 Stations Broadcast Recipes

A full page colored advertisement in the Saturday Evening Post of Sept. 19 announced to the world that macaroni recipes will be broadcast by means of the "Betty Crocker Gold Medal Home Service Talks," through 12 radio stations. The broadcasting is done every Monday, Wednesday and Friday at 10:45 a. m.

Macaroni and spaghetti recipes will be included among the short talks broadcast on these days for the reason that they have been found exceedingly popular with listeners everywhere. It is hoped to make this service exceedingly interesting to the housewives thus popularizing macaroni and spaghetti with these individuals whom the macaroni manufacturers are constantly striving to reach.

Years of Satisfactory Service



This letter is typical of the attitude of our customers toward Consolidated folding paper boxes, solid fibre and corrugated Containers. It proves, better than anything we could say, the quality of our product and the quality of our service.



We make Consolidated folding paper boxes, corrugated and solid fibre containers for some of the largest firms in this country. The selection of Consolidated containers by firms doing millions of dollars' worth of business annually is proof of Consolidated quality and delivery service.

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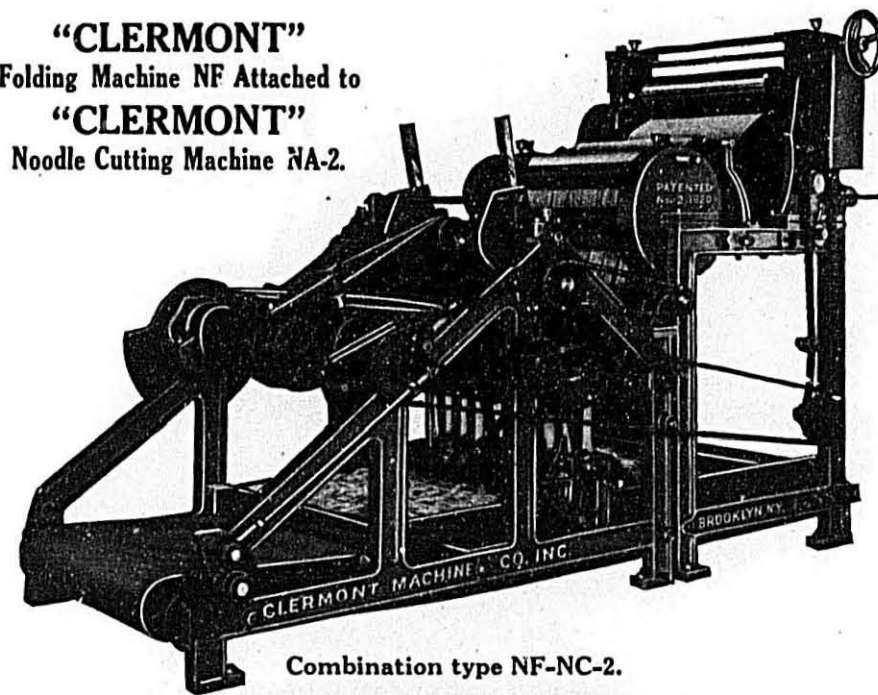
CLEVELAND
205 Phoenix Bldg.
INDIANAPOLIS
508 Fidelity Trust Bldg.

KANSAS CITY
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GLENFIELD, PA.—A suburb of Pittsburgh

INTRODUCING the

"CLERMONT"
Folding Machine NF Attached to
"CLERMONT"
Noodle Cutting Machine NA-2.



Combination type NF-NC-2.

*Shape of the
noodle folded by
this machine.*



*The folded product of
this machine is best
suited for the Bulk
Trade.*

The Clermont Folding Machine NF is a complete and perfect machine in itself and can be attached and detached from the Noodle Cutting Machine at any time. With other attachments which are now in a developing stage, this machine will be able to fold fidellini, vermicelli and similar products.

The demand of the trade for such a machine has spurred our every effort to produce it. The accomplishment of our aim as embodied in this machine is a source of great satisfaction to us, and we are certain that the adoption of the machine by the trade will be not only a satisfaction to the user but a source of great profit as well.

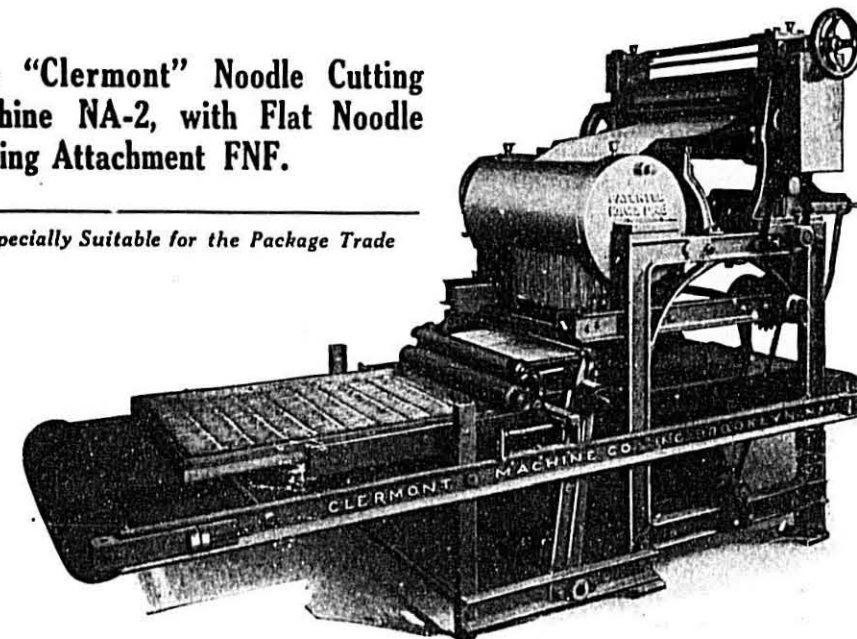
Write for catalog and detailed information

CLERMONT MACHINE COMPANY
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INTRODUCING

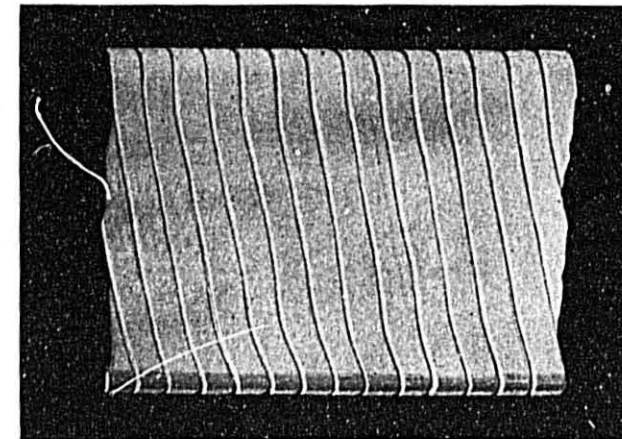
The "Clermont" Noodle Cutting
Machine NA-2, with Flat Noodle
Folding Attachment FNF.

Especially Suitable for the Package Trade



Combination Type NC-FNF

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



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

This is another "CLERMONT" contribution to the trade.

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

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

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

CLERMONT MACHINE CO.
77-79 Washington Ave. Brooklyn, N. Y.



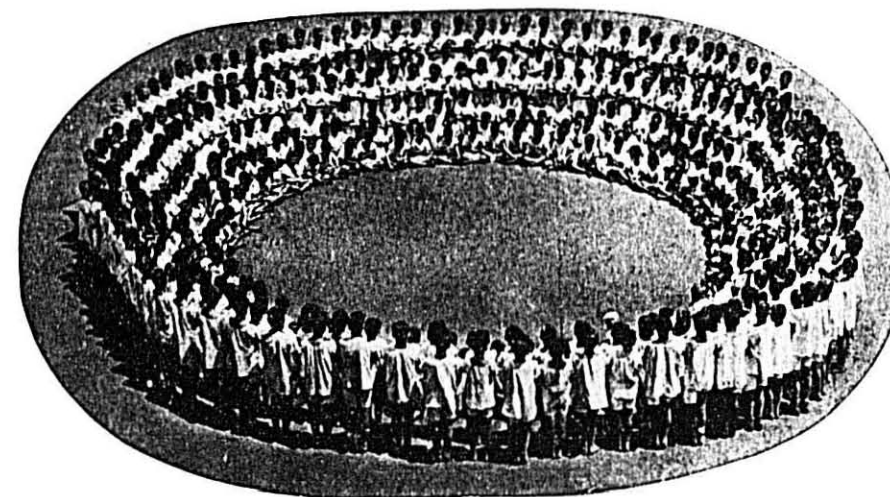
SOLID FIBRE SHIPPING CASES

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Five Hundred Orphan Boys at Antilyas in Syria Symbolizing the Empty Bowl

MORE than 35,000 orphans in Bible Lands will go hungry next year unless you practice the GOLDEN RULE.

President Coolidge is sponsoring International Golden Rule Sunday, December 6th, in their behalf.

On that day, deliberately contrast your lot with that of the long suffering war orphans of the Near East, many of whom have lost every known relative.

Then from your bounty make as liberal provision for their support as you would like to have made for your own if conditions were reversed.

\$100.00 a year will feed, clothe and train an orphan for self-support.

Send your contributions to CLEVELAND H. DODGE, Treasurer,
Near East Relief, 151 Fifth Avenue, New York City.

REMEMBER

"Whatsoever ye would that men should
do unto you, do ye even so unto them"

Macaroni for Golden Rule Sunday Dinner

Macaroni and cheese will take precedence over all other dishes on December sixth not only in the United States, but in many other countries as well.

Why? Because December sixth is Golden Rule Sunday when all the world is asked to substitute for the usual sumptuous Sunday dinner a simple meal such as the Near East Relief orphans eat every day in the year. While these little children under American care do not eat macaroni more than twice a week, it is the food most easily substituted in western households for a more luxurious fare. The tastes of the east are not the tastes of the west in many instances, but the appreciation of macaroni is world wide.

The first of the series of 500 dinners to launch the Golden Rule Sunday campaign on behalf of the Near East Relief orphans was held at the Hotel Roosevelt, New York. Eight hundred guests, leaders in all walks of life, sat down to a tin plate meal, typical of the food and service in Near East Relief orphanages at Syria, Greece, Palestine and Russian Armenia. Society girls acted as waitresses and served the following menu:

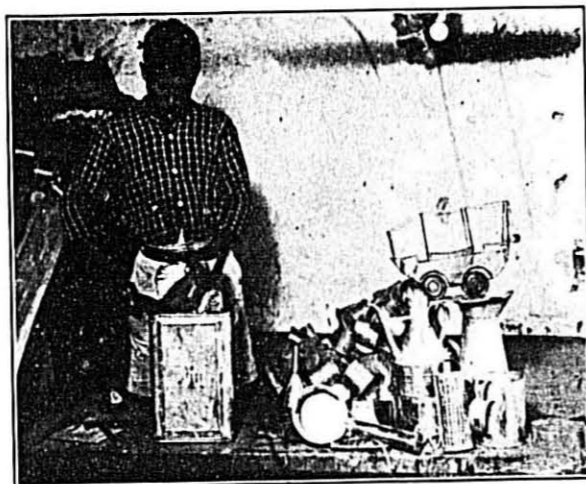
Meat Stew
Macaroni with Cheese

Stewed Apricots with Karo Syrup Bread Cocoon

Every housewife in America is asked to serve a similar dinner. Macaroni manufacturers have issued booklets to

the 3rd annual celebration of Golden Rule Sunday, sponsored by President Calvin Coolidge and 1000 other leaders in the national, professional and industrial life of the country.

In a letter to Golden Rule headquar-



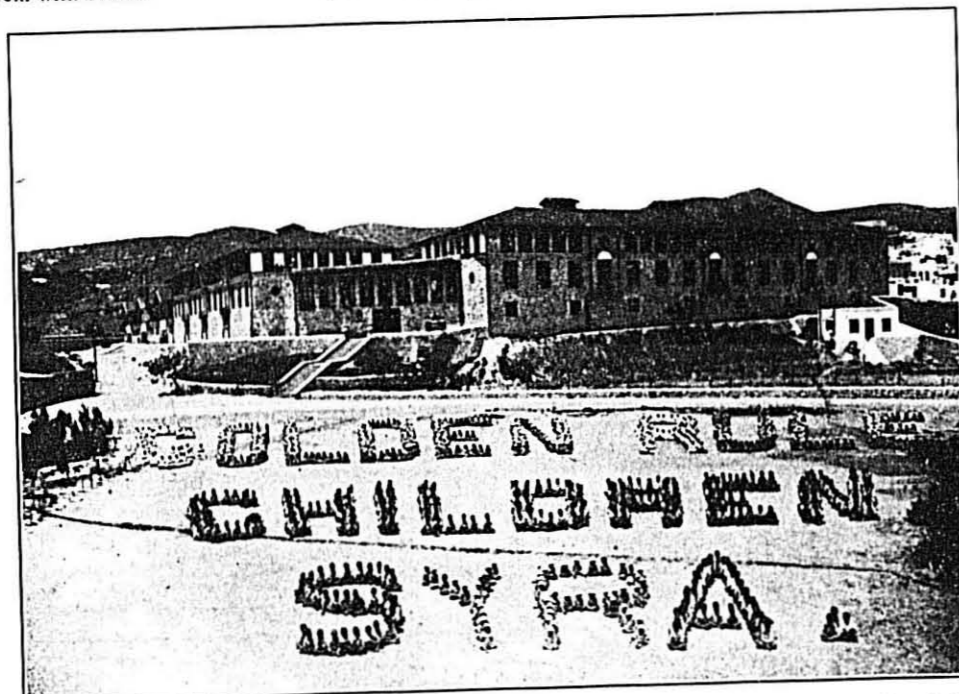
Near East Relief orphan converting discarded oil cans into household utensils.

be distributed wherever macaroni is sold, telling of eastern methods of preparing this delectable dish.

The first Sunday in December marks

ters, 151 Fifth av., President Coolidge writes:

"The reports of the observance of International Golden Rule Sunday last



Near East Relief orphanages at Syria, Greece, built by the orphan boys aided by refugee labor. When Near East Relief withdraws these buildings will be turned over to the Greek government, and will be known as the Woodrow Wilson Industrial School, thus perpetuating the vocational training initiated by American philanthropy.

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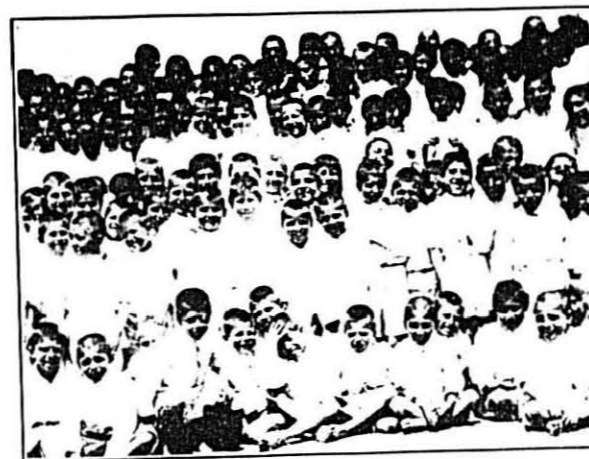
year in fifty countries, and its far-reaching results in the training of orphans in the Near East have been of great interest to me. This expression of brotherhood inevitably has a beneficial influence upon those who give as well as those who receive.

"As practical help is the best expression of friendship, I feel that the aid which we may give out of our pros-

perity to those impoverished by war may be of the utmost value in the promotion of international good will. The consistent observance of Golden Rule Sunday cannot but help to bring about the application of the Golden Rule itself to the misunderstandings of nations and of individuals.

posal of the Near East Relief to copy and published 3 full pages in The Macaroni Journal."

perity to those impoverished by war may be of the utmost value in the promotion of international good will. The consistent observance of Golden Rule Sunday cannot but help to bring about the application of the Golden Rule itself to the misunderstandings of nations and of individuals.



Some of the orphans your contributions will help to train for industrial leadership.

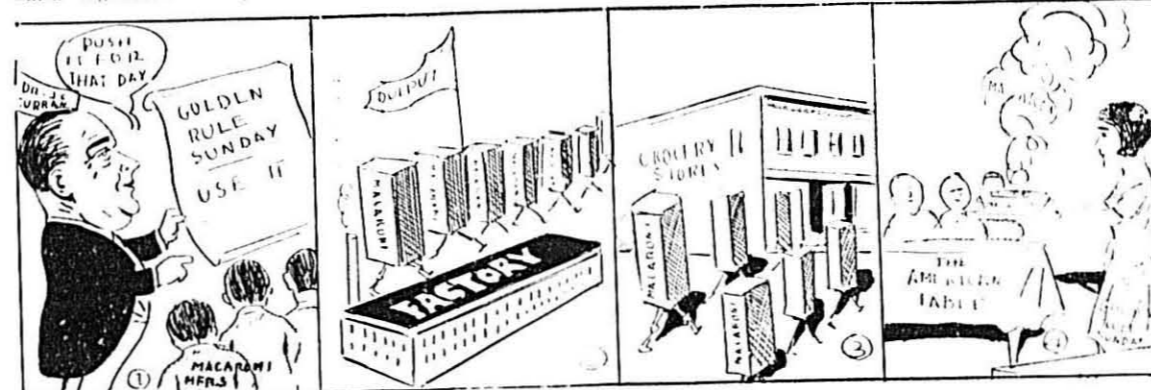
perity to those impoverished by war may be of the utmost value in the promotion of international good will. The consistent observance of Golden Rule Sunday cannot but help to bring about the application of the Golden Rule itself to the misunderstandings of nations and of individuals.

"I earnestly hope that the voluntary observance of this day may become increasingly prevalent in the homes of America and throughout the world."

Henry Mueller, president of the National Macaroni Manufacturers association, has been named as a member of the influential National Golden Rule committee of the Near East Relief, which organization is sponsoring the

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Romances of Industry--Macaroni By Henry Mueller, President N.M.M.A.

A well illustrated and interesting article on macaroni, its origin, development and modern manufacture, appeared in the August 1925 issue of American Industries from the pen of Henry Mueller, president of the National Macaroni Manufacturers association and treasurer of the board of the C. F. Mueller company of Jersey City, N. J. The article has made such a favorable impression in the business world, judged from comments, thereon, and as it extols the value and purpose of The Macaroni Journal as well as the aims and purposes of the National Macaroni Manufacturers association, the article is reproduced herewith:

Marcus, meaning "a divine dish," is the word from which Emperor Frederick, Italy's poet, lawgiver, soldier and statesman of the 13th century, coined the name macaroni. According to the legend, discovery of the product we now know as macaroni was made by an Italian named Chico. It appears that Chico had been at one time a very rich man, but having lost his fortune he decided rather than to take up the struggle for new wealth, he would devote himself to the service of mankind. "Man's duty is to help his fellow man," he is reported as saying, "and I must find means of giving happiness to all mankind before I die."

Chico lived alone on the top floor of a tumbledown house in a little alley of the Cortellari. He kept very much to himself, in fact he was shunned by his neighbors, who on the basis of a report by his closest neighbor, one Javanella, that he worked with "retorts, fillers and small gleaming instruments" until late in the night, regarded him as a sorcerer. Javanella, whose window opened on Chico's balcony, could not restrain her curiosity and watched from a secluded corner every move of the industrious Chico.

As soon as the woman had caught the secret of making macaroni, she sent word to the Emperor through her husband, who was assistant cook at the palace, that she could prepare a new dish which was fit to set before the Emperor. Upon hearing this the Emperor sent for her to prepare the new dish, for Frederick II. was very fond of fine viands, being himself an odd mixture of voluptuousness and refinement.

After he had tasted Javanella's new

dish he was so pleased with it that he named it macaroni from the word Marcus. He also begged for the recipe and presented Javanella with a hundred pieces of gold. The fame of the woman who had cooked a dish for the Emperor and received such splendid recognition for it spread far and wide. Javanella was besieged by both peasants and nobility who clamored to buy her recipe. To all the inquirers who



marveled at her discovery she gave out that the recipe had been given to her by an angel in a dream.

Meanwhile, Chico had been working to still further perfect his discovery, remaining completely ignorant of what Javanella had done. One evening after completing his labors and as he was about ready to announce his discovery, he went out for a walk. And as he was passing a house he thought he detected the odor of a dish like that which he had discovered. He entered the house to make inquiry and saw to his bewilderment that the woman was cooking **his Dish**, his cherished discovery over which he had worked so long and diligently. To Chico's excited queries the woman informed him that she was cooking "macaroni" the dish that Javanella had taught her to make—she who had been taught by an angel in a dream. "The Emperor, the Court, and all Naples are eating it," she said. His dream of announcing his discovery was shattered. Crushed, and completely beside himself on learning Javanella's treachery, he returned to his rooms, burned his books, broke his pots and disappeared from the town never to be heard from again.

Javanella continued to enjoy fame and prosperity, but on her death bed she is reported to have confessed that

she was an imposter. And the legend continues: "It is said that in the little street of the Cortellari, in the rooms where Chico labored for the good of man on the eve of the Witches' Sabbath strange sounds are heard. And there, so the soothsayers believe, the old man cuts and rolls his paste, and Javanella lashed by demons stirs red sauce with a cooking spoon, while Satan grates 'Iodi' cheese with one hand and pokes the fire with the other."

While macaroni, spaghetti, vermicelli, and similar "pastes" are regarded by people generally as a peculiarly Italian food, this is not strictly true in the historical sense. As is so frequently the case with many inventions, it is the one who exploits the product and makes it available to more people who receives credit and renown, while the inventor is oftentimes scarcely known. In citing this turn which circumstances often take I do not wish for a moment to detract any of the credit due to the exploiter. The Italian people should be accredited with the early appreciation of the value of this type of food and their continued use of it exclusively for over a century assured its eventual adoption into other European countries. The credit, however, for the invention of macaroni doubtless belongs to the Chinese, although this is disputed by the Japanese, who claim to have made a similar product out of rice flour a hundred years or more before the Chinese used it.

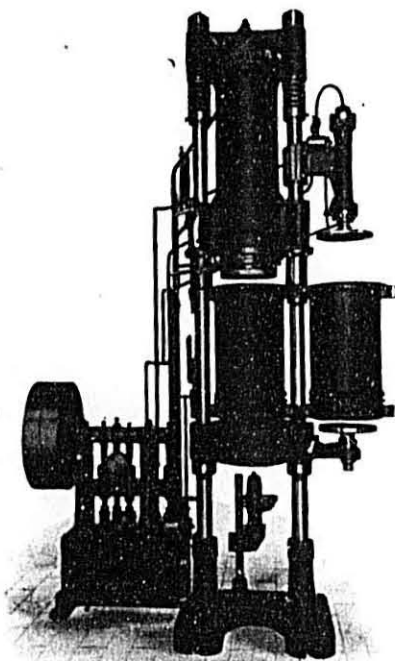
According to the Chinese legend its discovery was made accidentally by a woman who was making bread in the courtyard of her home beneath the shade of a large tree. While she was kneading the dough a sudden gust of wind brought down several leaves from an overhanging bough which became mixed with the dough. Being a thrifty housewife she was loath to throw away the batch of dough. Some means, she reasoned, must be found of removing the bits of leaves from the dough. After considerable thought and consultation with neighbors she decided to press the dough through a sieve or colander. The completion of this task consumed some time, and other duties called her away. She left the strands of dough lying on the stone just as they came out of the colander, and before she could return the sun had moved around so that it had completely dried

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DE FRANCISCI



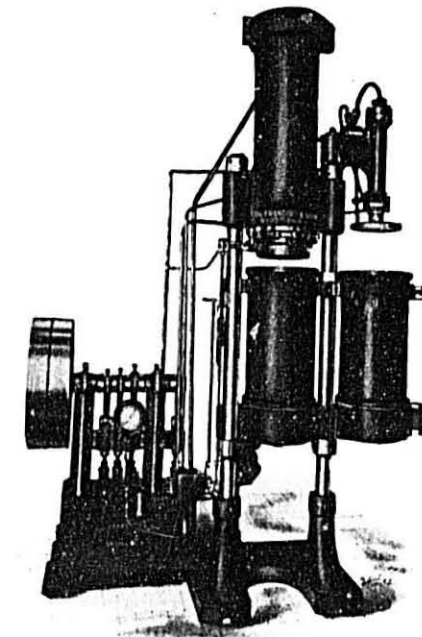
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Hydraulic
Presses

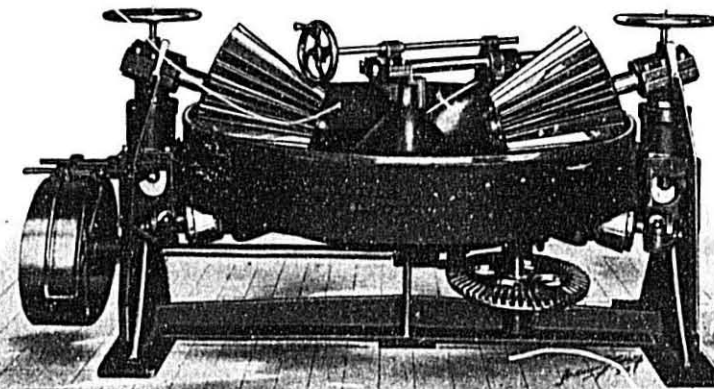
Kneaders

Mixers

Die
Cleaner
Machine



PRESS STYLE A



I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.

her dough. In fact it had even baked the thin strands as effectually as if she had baked the whole mass on hot stones, which she had originally planned to do according to the custom of her time.

We may doubt the authenticity of this story, but the fact remains that the knowledge of making "macaroni" came to western Europe directly from China long before the Italians knew of it.

The credit for bringing this new knowledge to Europe belongs to the Germans who knew of it some time previous to the 14th century. The Italians learned of it from the Germans and developed its manufacture to a much greater degree. By the 14th century they were practically the only European people manufacturing and using it to any great extent. The Italians held for full a hundred years the secret of the method of its manufacture.

Later an enterprising Frenchman introduced it into France with much success. It is recorded that King Louis XIII while on a visit to Tours ordered a dish of macaroni from an innkeeper who had made a name for himself because of its excellent preparation. A large industry sprang up in France, which had its chief center at Marseilles.

Although the English did not take up the manufacture of it until after the French, they had acquired a knowledge of this food very early and doubtless imported it. As proof of this we have the following "recipe" for macaroni au gratin dating back to the 14th century which is interesting for its antiquity:

Maccoros

"Take and make a thynne foyle of dowh, and kerve it on pees and cast hem on boillyng wat and Seethe it wele. Take chese and grate it and butt caste bynethen and above as losyns, and sue forth."

At a later date after the manufacture of macaroni had been introduced into England it became very popular with the English people, so much so in fact that the name became a byword synonymous with good or excellent. It became a habit at one time in England when any one wished to describe something as exceptionally good to employ the slang phrase, "That is macaroni."

The little verse which we all have heard among our nursery rhymes cor-

roborates the popularity of "macaroni" at that time:

Yankee Doodle went to London
Riding on a pony,
Stuck a feather in his hat
And called it 'macaroni.'

To our Italian immigrants we owe the introduction of macaroni into this country. They came flocking to our shores every year in added numbers, and did not feel at home without their staple food. They therefore imported it or tried to manufacture it. For the reason that it was usually made in poverty circumstances in small inadequate rooms or in cellars the first macaroni produced on this side of the water was made under conditions which were anything but sanitary or wholesome.

It was from humble beginnings of this sort that the macaroni industry of this country was built up. As I am writing on the romance of our industry, I may be pardoned if I recount briefly the beginning of our own business as an illustration which is typical of the early beginnings of many other American industries.

In the early days following the Civil war my father owned a small butter and egg business in Newark, N. J. Business conditions after the Civil war were even worse than following the World war, for on top of a chaotic trade condition there was the added difficulty of depreciated currency. Altogether the living of a tradesman was a very precarious one. Consequently my father sought other means of increasing the income from his business. Under this stimulus he conceived the idea of making egg noodles and selling them from a basket to the housewives of Newark, thereby saving them the time and trouble of making them. This succeeded very well and as time went on the new business overtopped the other, so that the side line gradually became the main line. The little store was taxed to its utmost, and soon a loft was rented and additional help engaged. It was first at this stage that my father decided to manufacture macaroni and spaghetti as well. Also my 2 brothers and myself entered the business at this juncture.

As time went on and our business developed, it became increasingly evident that foreign competition must be overcome. The American housewives had always used the product imported from Europe. The European brands had become thoroughly established and although the American product was

made under more sanitary conditions, it had to battle its way into favor against a long established habit.

The European macaroni was shipped in wooden boxes in the form of long strands bound in bundles, and was sold in bulk. Some of the American manufacturers conceived the idea of putting their product in boxes, thus protecting the food against moisture or dust, and assuring delivery to the consumer in the same pure state in which it came from the factory. The first package macaroni was done up in a long narrow box which was too long to fit conveniently on the shelves of the grocer or of the home pantry. A more moderate shaped package which would fit into the housewives' market basket as well as pile neatly on the grocers' shelves marked the final evolution of the package product put out by the leading manufacturers today.

It is interesting to note this bit of psychology of a housewife. The long shaped package having longer lines naturally appeared optically larger than the shorter and broader package, and although the actual contents of both types of packages were the same, there was a marked falling off in sales the first year after inaugurating the use of the shorter package. This is accounted for because of the feeling on the part of the housewife that she was not getting the same amount in the shorter package which she received in the longer one.

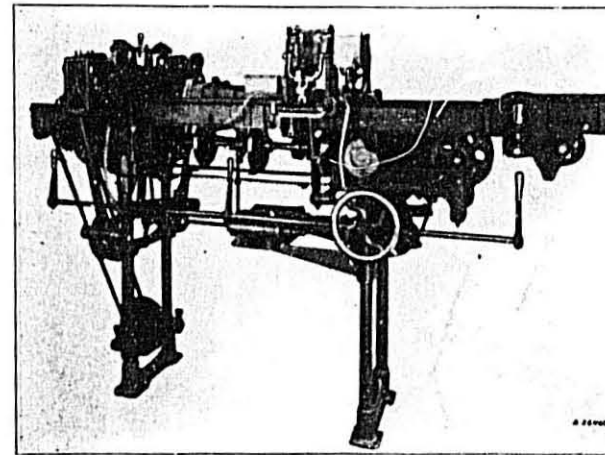
After slow and arduous progress, by the use of modern methods of salesmanship and advertising the public has gradually come to realize the superiority of the American made product over the European.

It is my firm belief after years of experience that while advertising helps to introduce a product to the public the sustained use of it, and increased growing demand for it in the long run, depends entirely upon the quality of the goods. In the case of a food product quality means careful study in preparation, scrupulous sanitary conditions of manufacture and not only the purest and most wholesome ingredients possible, but also sanitary methods in distribution.

Another cardinal principle which is closely allied to quality of product is honesty in manufacture. For several years the National Macaroni Manufacturers association has waged a campaign against spurious macaroni products. It was long the practice to brand



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The Peters Folding and Closing Machine illustrated above, actually wraps the contents of a package *within the package*. An unique operation and a great labor saving facility.

The Peters Automatic Package Machinery affords the means of producing the most protective and economical package goods for all the nationally known macaroni producers.

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as "egg noodles" a product which never saw an egg, coloring matter being used to give the necessary color. And this inferior product competed with the ostensibly similar product made from fresh eggs costing the honest manufacturer thousands of dollars in comparison to the few dollars outlay of the unscrupulous manufacturer for coloring matter. To obtain the necessary fine quality of purity and flavor only the very best ingredients should be used, for example, the finest table salt and the best flour, every pound of which must be tested. Every utensil, every die, and every machine part which comes in contact with the product must be cleaned and sterilized after each day's output in order to insure absolute cleanliness and sanitation. The consuming public realizes but little of the care and expense and constant vigilance necessary to the manufacture of such a food product.

Formerly macaroni was regarded as a seasonal food, only the cold months were deemed the proper time to eat this food. This idea has now largely been dispelled by the improved method of distribution in the form of a weather proof and odor proof package which prevents any change in the product and preserves it almost indefinitely in the same crisp condition in which it came from the factory. As far as macaroni itself is concerned it is as wholesome and necessary for the hot weather diet as bread or any other grain product.

In early times the preparation of macaroni was dependent upon the ability of the housewife to prepare a tasty sauce in order to add flavor and palatability to the dish. With the best quality of macaroni now produced this is no longer necessary because the quality of ingredients used give it a delicate flavor of its own. The ease of preparation and the short time required also make it a very acceptable food for the modern household.

Semolina, the name for the gluten cells of the wheat, supplies the same body and muscle building elements found in meat, but with this added advantage that it introduces these cells into the digestive system in a purer and more easily assimilated form, there being practically no waste material. Chemical analysis shows macaroni and spaghetti to be more helpful and nourishing than meat. Dr. Harvey W. Wiley says in his book, "Not by Bread

Alone," page 52: "Among the by-products of cereals rich in protein one of the most important is macaroni. The average amount of protein in macaroni is over 12%. Macaroni is usually made of wheat rich in protein and is wholesome, nutritious and palatable. This food has about twice as much mineral matter as ordinary white flour. In other words it contains about two thirds of the total mineral matter of the wheat itself. Hence as a source of protein in cereal products, where rich nitrogenous diet is desired, material of this kind is preferable to white flour."

Macaroni is a food not only for the athlete and the brain worker but also for the sick patient and the convalescent as well. In the cases of certain diseases such as diabetes, liver and kidney troubles, hardening of the arteries, gout, etc., macaroni has been professionally recommended. John Philip Street, in his article on Macaroni and Spaghetti in the Modern Hospital, Vol. VIII, page 463, says: "Many brands of macaroni show a carbohydrate reduction of from 40 to 50% and possess positive merit in the dietetic for diabetes." To quote just one other authority, Arnold Lorand, of Carlsbad in Health Through Rational Diet, states that: "Macaroni does not contain any injurious substances, either for the liver or the blood and thus forms an ideal food for liver and kidney patients." This same authority also holds that for persons suffering from gout or arteriosclerosis this food is of inestimable value because it is "free from purin bases."

I am informed on reliable authority that macaroni is today included in the soft diet of nearly all leading hospitals in America.

There is a great variety of macaroni products made from practically the same elemental pastes—their names differing according to the shapes given them—the most popular being macaroni, spaghetti, vermicelli and noodles.

While macaroni is tubular in form, spaghetti is a smaller strand. Vermicelli is solid, but even smaller in diameter than spaghetti.

That portion of the wheat used in making macaroni and spaghetti is the hard glutinous portion called semolina or farina which is that part of the wheat berry containing the highest percentage of gluten. Wheat farina or semolina consists of wheat "middlings"—small, hard particles of wheat

left in the bolting machine after the finer flour has passed through the meshes. Semolina not only makes the best macaroni but also contains twice as much body building value as flour. Macaroni made from ordinary flour becomes pasty and sticky after boiling because it is nonporous while farina macaroni being porous readily absorbs all juices and flavors in preparation and maintains its firmness after boiling. The housewife can make a simple test of good macaroni by breaking a piece of the dry product in two. If it breaks with sharp edges like glass and the broken edges show a glossy surface she may be assured it is made from farina and not flour paste. Further tests are roughness in texture, elastic yet hornlike, light yellowish in color and when boiled in water it swells to nearly double its original size, and is never pasty. The tenacity or tensile strength of the pipes is also considered a proof of the quality.

Only certain kinds of wheat contain the best quality of gluten cells, semolina or farina. It was formerly thought the best macaroni was made from durum wheat but it has been found that in this country the percentage of gluten in the durum varies according to the climate and while it is richest in color it lacks the flavor and sweetness which spring wheat possesses.

Briefly, the process of manufacture consists of the following stages:

Blending, mixing, kneading, pressing, cutting, drying, packing.

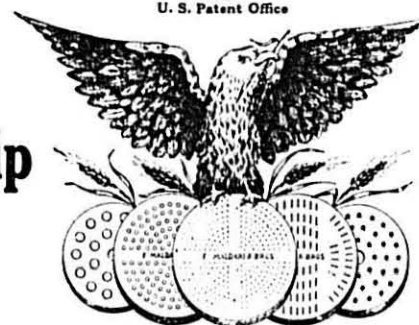
Every manufacturer has a formula of his own for blending the semolina. The proportions and the varying sizes and quality of each used are responsible for the grade and flavor of the product. The flour and other ingredients, salt, etc., are automatically weighed as they pass from large hoppers into a battery of mixers. The smallest possible quantity of water necessary to moisten a certain quantity of flour is also automatically weighed as it passes into the mixing machine. The mixing is done by specially constructed arms which revolve until the mixture is smooth, and firm or elastic in texture. The mixing process requires about 12 minutes.

From the mixers the dough is automatically dropped to the floor below on to a kneading machine. It is then rolled out on a flat surface by large iron rolls. It requires about 10 minutes to thoroughly work the dough, after

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which it is passed through the roller and flattened out to a convenient thickness. The batch is then rolled up like a roll of paper and formed into a cartridge which is conveyed to the hydraulic presses.

The dough cartridge is loaded into a large cylinder which stands in a perpendicular position. To the lower end of this cylinder is affixed a bronze die containing small holes, each hole having in its center a bronze pin, which divides the dough as it is pressed through and makes the hole in the macaroni. For making spaghetti a similar die with smaller holes is used. A heavy hydraulic plunger presses on the cartridge of dough in the cylinder from above and forces it through the die.

The dough comes out of the press in strands which are allowed to attain a length of about 10 feet before they are cut in lengths to suit the package size.

In order to insure uniformity and absolute cleanliness of product, most manufacturers in this country have specially devised drying systems. The drying room is fitted with large closets filled with trays or rods holding the macaroni. The air is kept at a certain temperature day and night and the humidity is carefully watched. The product must not dry too quickly under penalty of cracking or splitting.

From the drying room the trays are rolled out to the automatic packing machine which packs and weighs, hermetically seals the packages and wraps them in the outside wrapper. The individual packages are then placed in large cartons ready for shipment.

While the macaroni industry may be said to have been started about 50 years ago in this country, it was not until 1900 that it assumed anything like commercial importance. By 1910 the domestic output amounted to over 200 million lbs. and the imports from abroad were nearly 120 million lbs. which made the per capita consumption about 3.5 lbs.

In 1914 there were 373 macaroni manufacturers in this country with a combined production of about 250 million lbs. The imports had also increased to 130 million lbs. and the per capita consumption to 3.9 lbs.

The war made a great change in this industry greatly fostering home production. Importation being practically cut off, the number of factories was increased to 450 by 1920 and the estimated production somewhere around

450 million lbs. Only one million lbs. were imported during this year and the per capita consumption rose to 4.1 lbs.

In prewar days the exportation of macaroni from this country was so slight that the government did not consider it worth while to keep any record. It was not until 1922 that macaroni was given a separate classification in our export statistics. In this year 7½ million lbs. of macaroni were exported, the largest amount going to the United Kingdom and the next largest to Canada and Mexico. Again in 1923 over 7 million lbs. of this commodity were exported, 23% to the United Kingdom, 18% to Canada, 12% to Mexico, and 9% each to Cuba and Santo Domingo.

The above statistics which I have given to show the rapid development of our industry in the United States are taken from figures prepared for the United States department of commerce by J. A. Le Clerc and published in the Macaroni Journal of July 15, 1924.

For the month of January 1925 exports of macaroni products reached the high figure of 705,000 lbs., valued at

\$58,000, as compared with only 440,000 lbs. worth \$35,000 in January 1924.

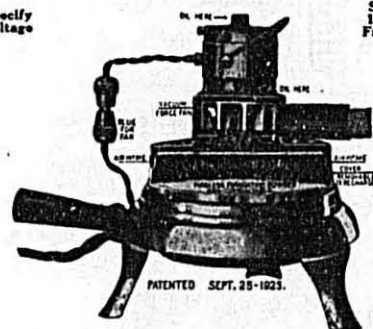
For the 7 month period ending Jan. 31, 1925, the total consumption of this foodstuff had reached 4,604,000 lbs. valued at \$367,000 as compared with 4,118,000 lbs. for the same period a year ago valued at \$335,000. This shows an increase of \$32,000 in the value over the same period a year ago. I venture the thought that this increase would have been much larger had it not been for the rapidly increasing competition now being met in foreign markets by Italian products which have been gaining steadily in the markets of the world since the close of the war.

When we consider that the consumption of macaroni in Italy is 50 lbs. per capita while that in this country is only one twelfth as much there certainly is room for development of the industry here. A study of American diet will reveal that our choices of food are directed largely toward meat and potatoes, especially potatoes. This country produces and markets 412,392,000 bu. or 24,743,520,000 lbs. of potatoes an-

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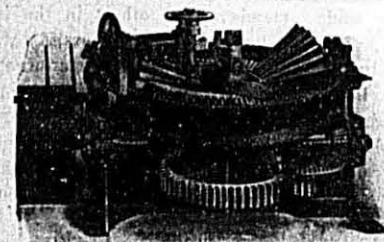
This electric fumigator, greatly improved this year, may be used effectively while your plant is running. The fan forces the gas wherever the air can go. It is harmless to all life except insect life, and will not leave a bad odor or taste in the flour. It is very penetrating and goes where no other form of treatment possibly can.

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Behind the Anderson-Tully organization is thirty-five years of successful box making, thirty-five years of satisfied customers. That record is your best guarantee that when your packing problems are placed in our hands they will be handled properly and economically. Our long experience will save you time, trouble and money.

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nally. Macaroni and spaghetti contain pound for pound more nourishment than potatoes. The latter give 305 calories and 15% waste, while macaroni gives 1665 calories and no waste, also, 46% energy to 9% energy of potatoes.

As a change from potatoes, if only 3 or 4 times a week, macaroni furnishes a wholesome, appetizing and muscle building food. We are convinced that the American people are coming more and more to a realization of the value of this product as a necessary part of the family diet. The housewife is fast learning to appreciate it because of its ease of preparation, no peeling, no staining of hands, no loss due to decay, and above all the short time necessary for its preparation in comparison to potatoes.

Like most every established industry in this country the macaroni manufacturers also have a national association as well as local and sectional clubs. The purpose of the National Macaroni Manufacturers association is tersely stated in 4 words—Educate, Elevate, Organize, Harmonize. Our motto is: "First the Industry and then the Man-

ufacturer." The aim of our association is exactly in line with that of other legitimate trade associations whose purposes and activities have been so well epitomized by Secretary of Commerce Herbert Hoover when he said: "Trade associations can make for stability and economy in their industry. Their great fields of usefulness lie in lifting the standards in the trade and in increasing efficiency of production and distribution."

The chief work of this association, as our motto indicates, is to further the interests of the industry as a whole. To this end the association has cooperated in every known way to encourage the production in this country of an amber durum wheat, which is especially adapted for macaroni products. The United States Department of Agriculture and the crop improvement bureaus of the various states as well as the durum millers have ably supported us in this endeavor. Our association has offered prize cups to durum farmers for the best amber durum. Such a prize is offered at the North Dakota State Fair and a more pretentious prize is offered annually at the International Grain Show held in December for the

best amber durum wheat grown anywhere on this continent.

The national association has also concerned itself with the establishment of better business practices among its members and others in the industry. It has striven to discourage unfair business practices both in manufacture and distribution. The association was instrumental in securing legislation prohibiting the use of artificial coloring matter in place of eggs in the manufacture of noodles and other paste products.

A legislative and vigilance committee functions for the association in these matters and keeps a careful check upon all violations of the law and all other stipulations of the sanitary code. This committee's policy is to approach all offenders first in a spirit of offering a friendly warning and appeal to the offender's sense of business fairness to discontinue the practices about which complaints have been received. No publicity is given to either the name of the complainant or the accused except in cases where it is found necessary to resort to legal means in order to stop the injurious practices. In this way our industry is endeavoring

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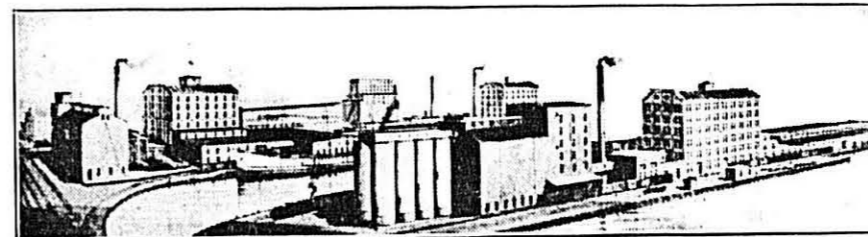
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to regulate its own affairs in the best interests not only of the manufacturers themselves but also of the consuming public.

The national association also retains the services of a laboratory and statistical bureau at Washington for research purposes. Every member of the association benefits from the work of this bureau through circulars issued from time to time furnishing information on food legislation, as well as giving results of its various research findings. This bureau also furnishes a trade mark and copyright service to the members.

Space does not permit me to elaborate further on the valuable work our association is doing. Suffice it to say that our cooperative efforts have netted results and we have broad comprehensive plans for further development. Increased competition both within our own ranks and from foreign manufacturers, especially Italians who are gradually winning back their prewar markets, will furnish us with plenty of material for intensive study and economic adjustment.

Planned publicity pays.

GOOD WILL CONTRIBUTIONS

A trade association to properly function must be loyally supported and properly financed.

Mr. Henry Mueller, president of the National Macaroni Manufacturers Association, has made a personal appeal to members and non-members for a special good will financial contribution to enable the organization to continue its good unselfish work.

Nearly One Thousand Dollars in amounts ranging from \$10 to \$100 already have been contributed. Between \$3000 and \$4000 will be needed to "carry on."

Special contributions will be duly acknowledged, warmly appreciated and a list of contributors published in the December 1925 issue.

Mail check for your GOOD WILL CONTRIBUTION to M. J. Donna, Secretary, P. O. Drawer No. 1, Braidwood, Ill.

Tested Macaroni Recipes

Macaroni and Vegetable Salad

Cook $\frac{1}{2}$ package short cut macaroni, drain and cool. Add cup cold boiled green beans, $\frac{1}{2}$ cup cooked peas, $\frac{1}{4}$ cup kidney beans, $\frac{1}{2}$ cup Kraft's Swiss cheese rubbed

through a grater, 1 tablespoonful chopped parsley and olives. Mix vegetables and macaroni and cheese and moisten with French dressing. Serve on crisp lettuce leaf.

Macaroni With Spinach and Cheese

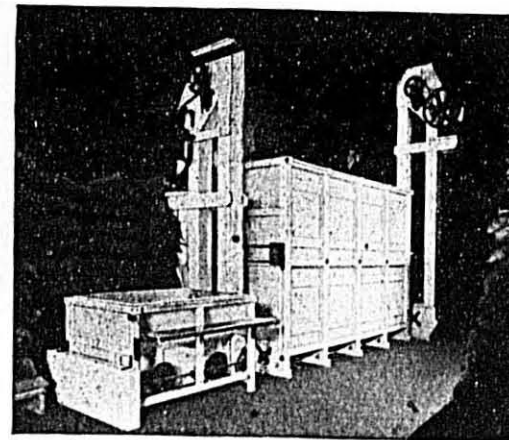
Cook 2 lbs. of spinach in the water that clings to the leaves after thoroughly washing the vegetable. (Canned spinach can be used). Drain well in colander, pressing lightly. Have ready cooked $\frac{1}{2}$ lb. elbow macaroni and 2 cups grated cheese. Proceed to arrange three in layers in the order given in a baking dish or casserole, using only $\frac{1}{2}$ of each in each layer. Then repeating this sequence of layers with what is left over. Cover the dish with oiled crumbs, seasoned. Heat thoroughly in oven to melt cheese. Garnish the dish before serving with slices of hard boiled egg and sliced tomatoes.

Saturday Night Chop Suey

$1\frac{1}{2}$ cups uncooked macaroni.
3 slices bacon, cut in dices.
1 cup sliced celery or shredded cabbage.
 $\frac{1}{2}$ cup sliced onions.
 $\frac{1}{2}$ lb. round or flank steak.
 $1\frac{1}{2}$ cups thick stewed tomatoes.
 $\frac{1}{2}$ cup boiling water.
Salt and pepper to season.
2 tablespoons flour.

Cook the bacon in a hot pan until it begins to brown, add beef chopped or cut in very small pieces and stir until the meat is browned. Slice onions and celery as thin as possible, add to the meat, cover closely and cook slowly for 10 to 15 minutes. Stir in the tomatoes, water and seasonings and continue cooking 10 minutes. Cook macaroni in boiling, salted water for 15 minutes, drain and stir into the meat mixture, thicken with flour if necessary, and serve very hot.

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Grain, Trade and Food Notes

World Wheat Crops Increase

Further increases in the world production of wheat are shown by late estimates received by the Department of Agriculture.

Wheat production in 25 countries which produce 76% of the world crop outside of Russia and China is estimated at 2,493,000,000 bu. against 2,335,000,000 bu. last year, an increase of 158,000,000 bu.

Latest wheat estimates are: Canada, 391,819,000 bu. against 262,097,000 bu. last year; Yugoslavia, 82,305,000 bu. against 57,771,000 bu.; Hungary, 66,358,000 bu. against 51,568,000 bu.; Czechoslovakia, 36,560,000 bu. against 43,238,000 bu.; Poland, 58,569,000 bu. against 32,498,000 bu.; England and Wales, 48,685,000 bu. against 49,760,000 bu.

The combined wheat production of 5 countries of the Lower Danube, which includes one of the most important surplus producing areas of Europe outside of Russia, totals 335,247,000 bu. against 240,315,000 bu. last year.

Production of all important grains in Russia this year will be larger than in 1924 and probably larger than in any year since the World war, the department says. The area sown to all grain in present Russian territory for this year's crop is estimated at 194,000,000 acres compared with 186,000,000 acres last year, and 126,000,000 acres in 1921. This shows a marked recovery since 1921, but the area is still 39,000,000 acres below the area in grain in 1913.

New Armour President

John Kellogg has been raised to the presidency of the Armour Grain Co., Chicago, to fill the vacancy caused by the advancement of the former president, George E. Marey, to chairman of the board of directors. Mr. Marey's wonderful experience of 46 years in the grain business will continue to be invaluable to the company. The new president, Mr. Kellogg, has had 9 years experience as vice president of the company.

Features Italian Spaghetti

The Hotel Radisson of Minneapolis, Minn., in announcing the opening of "The Flame Room" on Saturday, Oct. 17, advertised that the finest of Italian spaghetti would be featured at the sup-

per dances conducted daily between 9:30 p. m. and midnight. In addition to good food, particularly spaghetti prepared by its well known chef, the hotel proprietor announced nightly entertainment and music by George Osborn and his famous orchestra. The excellent food and entertainment offered in the new cafe has proven popular, attracting large crowds nightly.

Prosperity Ahead

The macaroni manufacturers are enjoying their usual fall rush of orders. For this reason many have not stopped to analyze conditions to discover whether there is any promise of permanency or not. Some manufacturers with eyes that look into the future are satisfied that business conditions are unusually healthy and that unless something unforeseen occurs there is every prospect of prosperity ahead for all who will seek it in a businesslike manner.

Most manufacturers have purchased their raw materials to cover their needs for the balance of 1925 and for several weeks in 1926. Most of them have orders for goods sufficient to consume the semolina under contract. They are watching the market closely for a favorable opening to cover their future needs. Leaders in the business seem to feel that this policy of buying semolina to cover requirements for special periods has its good points. It gives the manufacturer more latitude to meet changing conditions. From the miller's standpoint, it may not be as satisfactory in that it is difficult for him to foretell the industry's flour needs.

The whole country seems to be primed for a healthy business condition during the late fall and early winter. Profits are more nearly normal. Speculations in foods are practically nil. Work in most sections of the country is normal and the buying power of the workers and of the farmers predicts a volume of business equaling, at least, the past postwar year. The anthracite mining district is about the only exception, due to the coal miners' strike that has been in force since Sept. 1.

Fortunately for the macaroni industry there was nothing like the price slashing last summer that usually attends a period of slow business. Goods may have been sold at a smaller margin of profits but the stiff upper lip

maintained enabled them to demand more reasonable prices as soon as the keen competition was lifted by the in-rush of orders in September and October. Stocks on grocers' shelves and in warehouses are below normal, and there have been insistent calls for immediate deliveries due to the hand-to-mouth policy practiced by so many distributors.

It has been estimated that about 75% of the macaroni presses are running practically full time, while the remainder are in operation several days a week. With a plentiful supply of semolina of a better grade and the upward movement in the industry to produce and market high grade products, the industry seems to be in for a period of prosperity which it can profitably utilize after the many months of subnormal business it had to be satisfied with.

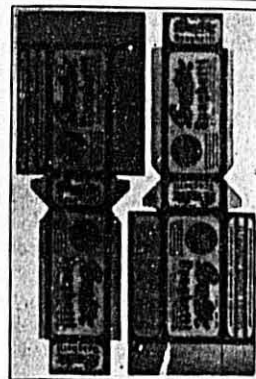
Killing Moths by Fumigation

The fireless method of killing flour moths in the many mills of the country has proven so successful that the originators of the process plan to use it in eradicating weevils and other insects from all plants in which this disturbing element is found. The apparatus used is known as the fireless fumigator, a patented device manufactured and distributed by the Insect Products company, manufacturer of insecticides, Detroit, Mich.

The fireless fumigator was discovered in 1922 and with added improvements is now one of the best known means for fumigating purposes. This handy device consists of an electric plate on which is placed some specially prepared fireless powder for fumigation. Three or 4 minutes is all that is required to thoroughly fumigate small sections of a plant.

The device can safely be used in macaroni manufacturing plants. There is no danger from fire, the fumes will not taint the flour nor injure machinery, belting, or men; neither will it burn or explode. According to the owners the fireless fumigator is accepted by the Underwriters Laboratories and favored by the insurance companies.

The fireless fumigator is made in several designs, one using a force draft to direct fumes against a particular section of the plant and one for open fumigation. The latter should be more adaptable for use in macaroni manufacturing plants. One machine will fumigate from 4 square feet up to 500 square feet.



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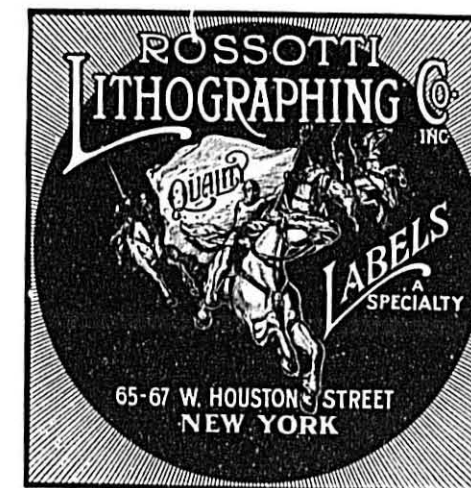


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The Macaroni Journal

Trade Mark Registered U. S. Patent Office
(Successor to the "Old Journal"—Founded by Fred Becker
of Cleveland, O., in 1903.)
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Vol. VII November 15, 1925 No. 7

Questions and Answers

Foreign Language on Labels

Question: We are contemplating the selling of our products in a metropolitan district wherein a certain foreign element predominates. Our plan is to have our label printed in a foreign language. What is the law covering the use of a foreign language on labels of food packages?

Reply: Under the federal food and drugs act the only requirement concerning labeling is the net weight of the contents of the package. There is, however, the provision that any statement made on the label must be true and not be false or misleading in any particular. The requirement as to net weight must be in the English language and must also be on the main label, in a conspicuous place and in easily legible sized type.

Farinaceous Constituents

Question: What is your interpretation of the meaning of the term "farinaceous constituents," as used in the tentative definition of plain pastes as offered by the joint committee on definitions and standards?

Reply: The evident intent of the joint committee on definitions and standards was to define the term "farinaceous constituents" in the definition of alimentary pastes, which are "the dried shaped doughs prepared from semolina, from wheat flour, or from a mixture of semolina and wheat flour,

etc." As finally adopted this term should be more clearly explained by the commission with the aid of the interested macaroni manufacturers.

Patents and Trade Marks

Trade Mark Applications

The following applications for registration of trade marks of interest to macaroni manufacturers were filed with the United States patent office during October 1925:

American Maid

The Union Macaroni Company, Inc., of Beaumont, Texas, on Nov. 28, 1924, applied for registration of its trade mark "American Maid." The application was published on Oct. 13, 1925, and notice of opposition was to be filed within 30 days of the publication date. The company claims use of the trade mark since June 28, 1924, on its various macaroni and noodles products.

The trade mark consists of the term "American Maid" in outlined capital letters with the lower portion of each letter shaded for emphasis. To the right is shown a fanciful portrait of a bust of an Indian maid, her head showing in a circular plate of Indian design.

Il Fiore Di Napoli

On March 21, 1925, the Italian-American Paste Company, Inc., of San Francisco, Calif., applied for registration of its trade mark "Il Fiore Di Napoli." Interpreted in English this means "The Flower of Naples." It was published on Oct. 13, 1925, and notice of opposition should have been filed within 30 days. The firm claims to have used this on its alimentary paste products since 1912.

The trade mark consists simply of the trade name in heavy black type with no accompanying picture or designs.

Golden Key

The Great American Tea company of Brooklyn, N. Y., on April 11, 1925, filed its application to register the trade mark "Golden Key" for use on its many products including macaroni, noodles and spaghetti. It was published on Oct. 27 and oppositions there-to must be filed within 30 days. The company claims use on these products since Sept. 2, 1924.

The trade mark consists of the words "Golden" above and to the right the word "Key." Below this is shown a large key, supposedly of gold.

Itala

The Cafiero & Menecacci of Brooklyn,

N. Y., is attempting to register its trade mark "Itala," which it claims to have used on macaroni and other products since July 1, 1924. The application was filed June 3, 1925, and published for opposition Oct. 27, 1925.

The trade mark consists of the word "Itala" in heavy black and underscored type placed above a design showing a Roman figure speeding through a mountainous district on a single wheel and carrying in its arms a beautiful lady on whose breast is a shield containing a cross. On her head is a crown and over it a star.

TRADE MARK REGISTERED

Mah Jongg

The trade mark "Mah Jongg" which was filed with the patent office on June 15, 1925, by A. F. Ghiglione & Sons, Inc., of Seattle, Wash., and published July 28, 1925, has been favorably considered and officially registered, as per notice issued Oct. 20, 1925. The trade mark is given Serial No. 204,702.

It consists of the words "Mah Jongg" in heavy black type. The company has used this trade mark consistently since April 14, 1925.

Revaluing Importations

It is reported that the custom house authorities in New York and other ports have already started on the new policy of revaluing imports on the basis of sales value in the United States without regard to the value placed on the article in the country of origin. The result will be greater protection against the goods coming under this classification.

Macaroni products will not be affected by the new policy since the tariff is a specific duty of two cents a pound.

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OUR PURPOSE: Educate Elevate Organize Harmonize	ASSOCIATION NEWS National Macaroni Manufacturers Association <i>Local and Sectional Macaroni Clubs</i>	OUR MOTTO: First— The Industry Then— The Manufacturer
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AT YOUR SERVICE
Are Macaroni Makers Pleased or Simply Letting Opportunity Slide? — N. V. C. Wants to Know.

Are the macaroni manufacturers pleased with the activities of the National Vigilance Committee or are they merely neglecting to take advantage of the opportunity that that body offers in ridding the industry of many of the harmful practices that are robbing manufacturers of thousands of dollars annually and the whole industry of much respect? This is the problem that is worrying the committee members as well as Henry Mueller, president of the National Macaroni Manufacturers association.

The noodle manufacturers have been active and have supplied many cases for investigation but the macaroni men have lacked the interest that they should show in the work. On this point President Mueller says:

"The National Vigilance Committee is an impartial body composed of non-manufacturers, not interested in either plants or brands. Its sole duty is to investigate such complaints of unfair business methods as may be filed with it by those directly affected. Action is taken quietly but determinedly. Practically all the cases have been settled peaceably and to the satisfaction of both complainants and offenders.

"The services of this corrective body are at the disposal of any manufacturer in the country, whether he is an association member or not. Its activities will not be confined to any district nor to any form of product manufactured by us.

"There has been some complaint that the committee has been devoting too much time and energy in prosecuting

violations of the laws governing noodle manufacture. The reason for this is that these manufacturers have been more ready and willing to take advantage of the opportunity thus offered. It can further be ascribed to the fact that we now have very satisfactory standards applying to noodle products, therefore something concrete to work upon. As soon as we obtain more dependable standards on macaroni products prosecution of violators will be made more vigorously and with the backing of the laws of the country. However, there are many abuses in macaroni manufacture and distribution that now come under observation and which can be stopped if the proper complaints are filed with the Vigilance Committee.

"The Vigilance Committee is ready and waiting. Make legitimate use of the opportunities it offers the trade."

As stated by President Mueller the noodle manufacturers have been alert and many cases have been handled in a satisfactory manner. In most of them the violators have consented to cease the practices complained of as soon as they were convinced of their guilt or error.

There have also been several cases covering misbranded macaroni, and other abuses that macaroni manufacturers are directly interested in. A few are pending and in some stubborn cases prosecutions in the civil courts and the federal courts may be taken as a last resource.

There are 3 types of trade abuses that manufacturers of macaroni, spaghetti, etc., should observe closely and about which complaints should be filed with the National Vigilance Committee. They are:

1—Artificial coloring with proper declaration on the label. Also artificial coloring to hide inferiority.

2—Improper declaration of weight of contents.
 3—Simulating foreign labels for purposes of deception.

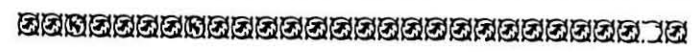
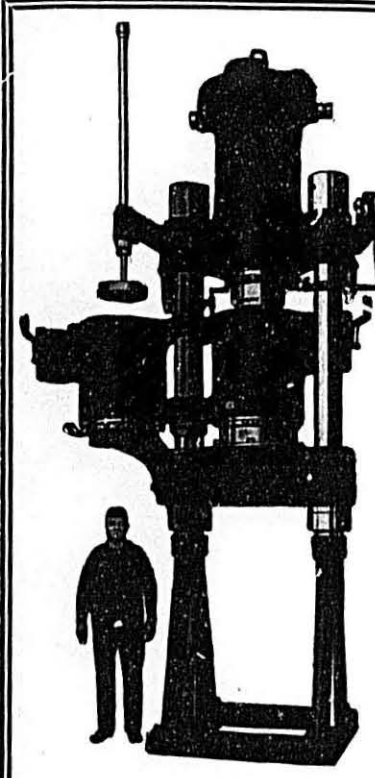
Little need be said about the first abuse, other than to say that violations are not nearly as numerous now as they formerly were. Only one style requires attention, the Bologna style when sold for egg noodles. However, abuses of this nature are of sufficient importance to justify careful attention by manufacturers and constant checking up on brands of competitors.

Short weight cases and packages can usually be looked for in cases where there has been a considerable reduction in the prices at which the products were offered. Check carefully the net weights against the quantity stated on the labels.

The government has vigorously prosecuted all cases where a manufacturer has attempted too closely to simulate the container in which foreign goods are packed. The practice is also strongly condemned by the trade. American products are as good as any made anywhere in the world. Why copy?

To succeed in its work the National Vigilance Committee must have the earnest cooperation of the good intentioned manufacturers of the country. All of us make mistakes and most of us are ready and willing to rectify them when they are shown to us. Any abuse that comes to the attention of any manufacturer or distributor should be reported to this committee with sufficient evidence to enable it to act knowingly and effectively.

The answer to the problem is in your hands. Are the macaroni manufacturers overlooking this chance to clear the trade of harmful abuses or are they satisfied with conditions as they exist? Their future action will be the answer.

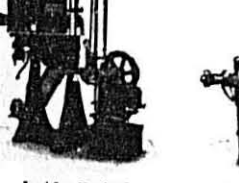
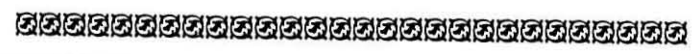


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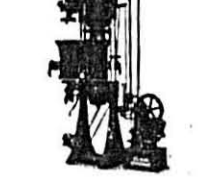
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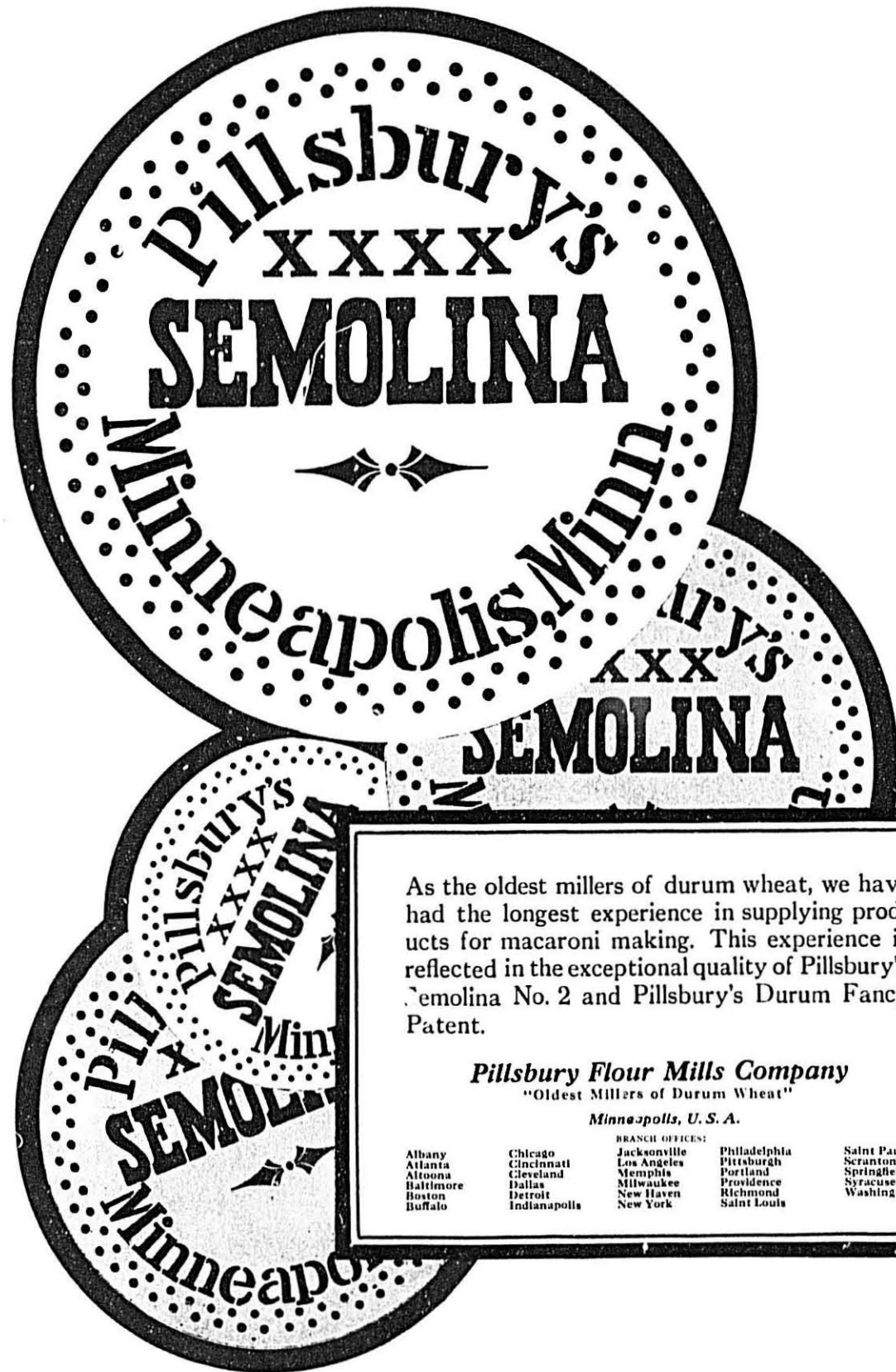
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