

**THE  
MACARONI  
JOURNAL**

**Volume 7,  
Number 12**

**April 15, 1926**

# The Macaroni Journal

Minneapolis, Minn.

April 15, 1926

Volume VII

Number 12



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

## Work - Play - Pull

If the better class of Macaroni Men would only WORK TOGETHER, PLAY TOGETHER, and PULL TOGETHER, their success and that of the Industry would be insured.

WORK TOGETHER as active members of your Trade Association.

PLAY TOGETHER after business hours at your trade conferences.

PULL TOGETHER by joining the National Association now and by attending the 1926 Convention in Chicago, June 8, 9 and 10.

Show this Spirit of Cooperation.



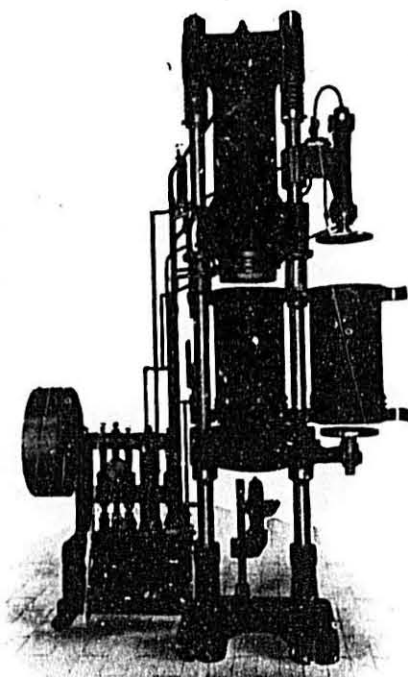
# Our New Brand



GIVE IT A TRIAL

**COMMANDER MILL COMPANY**  
MINNEAPOLIS, MINNESOTA

# DEFRANCISCI



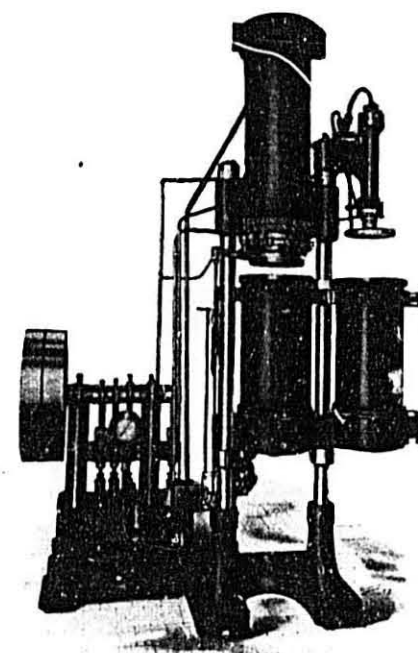
PRESS STYLE C  
STATIONARY DIE TYPE

Hydraulic  
Presses

Kneaders

Mixers

Die  
Cleaner  
Machine



PRESS STYLE A

WHY DeFRANCISCI'S  
MACARONI MACHINES  
ARE THE BEST

*This will be shown gradually in the pages of  
The Macaroni Journal*

**I. DeFRANCISCI & SON**

219 MORGAN AVE.

BROOKLYN, N. Y.



## We Should Now Be Thinking

That more than half of the crop year has now gone by—nearly ninety per cent of the Durum Wheat has left the farms—each day it becomes more difficult to secure amber durum of the high quality necessary for the right kind of Semolina

**But**

Our splendid elevator stocks of highest grade amber durum wheat are your guarantee that *the same old high quality standard of*

## Tustar Will Be Maintained



*Eat More Macaroni—the Best and Cheapest Food*  
**MINNEAPOLIS MILLING CO.**  
MINNEAPOLIS, MINN.

# THE MACARONI JOURNAL

Volume VII

APRIL 15, 1926

Number 12

## Announce Convention Dates and Reasons for Attending

Those in charge of the annual conferences of the macaroni manufacturing industry have announced that the 1926 meeting will be held in the Edgewater Beach hotel, Chicago, June 8, 9 and 10. The industry is extremely fortunate in its choice of hotel and convention city.

It should be the ambition and the object of every macaroni and noodle manufacturer in this country to be in attendance on this grand occasion, thus helping to make it the greatest gathering of macaroni manufacturers and allied tradesmen ever held by our industry.

The central situation of Chicago, our 1926 convention city, its railway facilities and the importance of this yearly meeting should attract the leading men in the business from two thirds of the states in the union. The attraction to confer with each other should be the consideration of problems which are paramount in their business.

Why is it that the leading men, the successful men in any industry are also the outstanding men in their trade organizations? Why do you always find them at every hearing, at every conference and unflinching in attendance at their trade convention? The answer—**IT MUST PAY.**

The pay is not directly in dollars and cents, though ultimately so, but in wider acquaintance, greater enthusiasm and general satisfaction in doing one's full duty to his business and to his trade. It results in renewed inspiration for one's work and in incalculable benefits to individuals, and through them to the business. It pays in personally knowing your competitors, appreciating their abilities and overlooking their failings as you would like them to know, appreciate and forgive you.

Unfortunately there is still a large number of macaroni manufacturers who fail to concern themselves as much as they should in their trade conventions. Again we wish to point out this fact, that greater interest in their trade association and in their industry's conferences will bring them benefits in proportion to the amount of support they give these agencies.

The officers in charge of the plans and program for the 1926 conference which, as usual, is to be held under the auspices of the National Macaroni Manufacturers Association, hope to attract thereto not only the regular attenders, those who appreciate the value of these meetings, but also those who have been either shy or negligent. The program contemplated will be interesting and instructive. Business and pleasure will be pleasantly combined.

The Program Committee is cooperating with the officers toward the same end. It has happily chosen for the prime object of the 1926 conference, "The Promotion of the Spirit of Friendliness Among Manufacturers and Allied Tradesmen." It hopes to make individuals better acquainted with each other, put firms on a more friendly basis with one an-

other and to create a profitable relation between manufacturers and the various trades engaged in distributing their products.

There are many problems facing the industry which should have the attention of the largest possible representation of manufacturers gathered in friendly session. There they should lay their cards on the table with the full realization of the fact that they alone are, after all and in the majority of cases, somewhat responsible for the very conditions about which they loudly complain.

The Macaroni Industry is peculiar in that it includes many small manufacturers whose interests are purely local. Between five and six hundred firms or individuals scattered throughout forty states are classified as macaroni manufacturers. Only about one half of them file the manufacturers census required by the government. From this half we must eliminate those who will not attend because of distance or business engagements; also those who are possessed of self conceit which keeps them aloof from the trade.

For convention purposes, then, not over 200 manufacturers can be expected. If only most of these would see the light, attend the conference in Chicago next June and otherwise carry their share of the load, our industry would benefit and might soon find itself among the leading food providers of the nation.

As it is admittedly impossible to get a 100% attendance, the 1926 convention plans are being arranged accordingly, not for a 100% attendance but for the largest possible group of interested manufacturers who can be induced to go to the expense of attending these conventions either as a business proposition or as a vacation affair.

A larger attendance than usual would result if each manufacturer would consider his responsibility to his trade; if manufacturers would be more candid; if it could be realized that more of the things about which we complain we are also responsible for, and finally if we could convince our manufacturers that there is an organization within their industry for correcting all faults, elevating business and otherwise helping one to help himself.

The convention dates are announced. The complete program will be made known next month. Resolve to be one of the 200 leading manufacturers on whom the future welfare of our industry depends. Remember that as it pays the leaders to meet and know and appreciate competitors, so will it pay you.

Plan now to come to the 1926 conference of the Macaroni Manufacturing Industry in the Edgewater Beach hotel, Chicago, June 8, 9 and 10. Make it a combined business and social affair by bringing along the ladies. Are you one of the leading men in the industry? Of the successful men in this business? The convention roll will tell.



## Patents and Trade Marks

## APPLIED

## Sam Carlo

The brand name for macaroni, tomato pastes and other groceries manufactured by Joseph Di Santo doing business as Di Santo & Co. Duluth, Minn. Application for registration filed June 22, 1925, and published March 2, 1926. The owner claims use since June 17, 1925. The trade mark consists of "SAM CARLO" in large black letters.

## Pilgrim

The brand name for macaroni and other products manufactured by the Manhattan Wholesale Grocery Co., Inc., Providence, R. I. Application for registration filed Aug. 24, 1925, and published March 2, 1926. The company claims use since June 25, 1925. The trade mark consists of "Pilgrim" in small heavy type letters.

## Chevron

A private brand trade mark for alimentary paste products manufactured by Sehon-Stevenson & Co., of Huntington, W. Va. Application for registration filed Nov. 30, 1925, and published March 16, 1926. Owners claim use since July 15, 1925. The trade mark consists of "Chevron" in heavy black type.

## Sugo

A brand name for a sauce to be used in macaroni, spaghetti and rice, manufactured by John L. Bacigalupo, doing business as Ginoecchio & Co. of Chicago. Application for registration filed Aug. 1, 1925, and published March 23, 1926. Firm claims use since June 15, 1925.

The trade mark consists of the word "Sugo" in a shield bearing a cross of white outlined by a heavy blue line and with 4 squares above and below the arm of the cross bearing vertical red lines. The word "Sugo" is disclaimed apart from the mark as shown in drawing submitted.

## Green Brand

A private brand name for noodles manufactured and sold by the Zucca's Restaurant, Inc., New York city. Application for registration filed Oct. 10, 1925, and published March 23, 1926. The company claims use since June 16, 1925. The trade mark consists of "Green Brand" in heavy green type.

## Commander

The trade mark of the Commander Mill

company of Minneapolis, Minn., for use on its semolinas and durum flours. Application for registration filed Dec. 21, 1925, and was published March 23, 1926. The company claims use about Sept. 28, 1923. The trade mark consists of "Commander" in heavy black type.

## Foley's

A private brand trade mark for alimentary paste products manufactured by Foley Brothers Grocery company, St. Paul, Minn. Application for registration filed Aug. 17, 1923, and published March 30, 1926. The company claims use since about Dec. 1, 1919. The trade mark consists of "Foley's" in heavy black, well outlined letters.

## Lucky Strike

A private brand trade mark for macaroni, spaghetti and noodles among a long list of grocery products manufactured by Samuel Kunin & Sons of Chicago. Application for registration filed Aug. 10, 1925, and published March 30, 1926. The owner claims use since Aug. 1, 1925. The trade mark consists of "Lucky Strike" in capital letters.

## Contadina Brand

A trade mark for macaroni, loose, canned and packed, owned by Antonio Morici & Co. of Chicago. Application for registration filed Jan. 18, 1926, and published March 30, 1926. The company claims use since March 1924. The trade mark consists of "Contadina Brand" with letters arranged in a form of an arc.

## RENEWALS

## J. B. Canepa Company

The John B. Canepa company's brand for macaroni, vermicelli, spaghetti and noodles registered May 22, 1924, by Louis Bastrup and Kirkham Scanlan, administrator of John B. Canepa, deceased, was renewed as of May 22, 1926, to the John B. Canepa company of Chicago, Ill., assignee, as announced by the patent office March 2, 1926.

## LABELS REGISTERED

## Corona D'Orco

"Corona D'Orco" registered March 2, 1926, for use on macaroni by Joseph Tarabino doing business as the Golden Crown Macaroni company of Trinidad, Col., published Nov. 1, 1925, and given title No. 30, 016.

## REGISTERED

## Delicious

The private brand name for macaroni and other products used by Me-

Tighe Grocery company, Binghamton, N. Y. Application for registration filed June 3, 1925, and published March 30, 1926. The owners claim use since May 1, 1910. The trade mark consists of the word "Delicious" in heavy capital letters.

## Good Value

The private brand name for use on macaroni, spaghetti and vermicelli and other grocery products used by the Fleming-Wilson Mercantile company, Topeka, Kan. Application for registration filed June 24, 1925, and published March 30, 1926. The company claims use since Dec. 27, 1924. The brand name consists of "Good Value" with in a fancy scroll with two rosette formations on each end of the frame.

—"Support Vigilance Committee"

## A FIRM MEMBER

Being member of a firm is appreciated by some people of some firms. A darkey employed by a firm in New Orleans gloried in being known as a member, though he appreciated that he was one of the very unimportant cogs thereof. When asked what his duties were he said, with a knowing wink, "Why, chile, I's a member of the firm—I's de DOT over the I in INC."

(You, Mr. Reader, will also be appreciated if you could induce your firm to become a firm member of the National association. Get in somehow, somewhere, but get in!)

—"Join National Association"

## A SUCCESSFUL FAMILY

The Father of Success is Work.  
The Mother is Ambition.  
The Oldest Daughter is Character.  
The Baby is Opportunity.  
Get acquainted with the "old man," the rest of the family will take care of itself.—White Mule.



## Ideal Convention Headquarters

The macaroni manufacturing industry is fortunate in having made as its convention headquarters the Edgewater Beach hotel, Chicago, Ill. It is easily one of the best convention hotels in the country, entertaining hundreds of gatherings annually.

Standing on the shores of Lake Michigan at a point about 6 miles north of the loop it is a part of Chicago, yet sufficiently removed from the business center to give it that restful quietude, found so pleasant by busy business men and their families on vacation bent.

The Edgewater Beach hotel with its new wing is so built to provide every room with outside windows, many of them overlooking the placid lake, or the gorgeous bathing beach, and all of them admitting those tonic lake breezes that have been found so invigorating.

It is the only hotel in Chicago which owns its own garage, directly attached to the hotel. Motorists may drive to the convention knowing that there will be space for proper storage of their cars in a garage within cash reach in all sorts of weather.

This ideal convention site may be reached by elevated trains from the loop, by means of the Edgewater Beach hotel motor car service that leaves the Marshall Field & Co. store downtown practically every hour, or by surface cars and busses.

Every room in the hotel is equipped with a private bath. The rates for the summer season are \$5 and \$7 double.

The dates selected for the 1926 convention of the macaroni and noodle man-

ufacturers of America are June 8, 9 and 10. At this season the weather is ideal and the hotel surroundings are then most attractive.

On the hotel is erected one of the best broadcasting stations in this section of the country, station WEBH, owned and operated jointly by the Edgewater Beach hotel and the Chicago Herald & Examiner. Arrangements are under way for broadcasting the entertainment program that will be a feature in connection with the banquet of the macaroni manufacturers on the evening of Wednesday, June 9.

The hotel will be glad to make reservations now, and macaroni manufacturers from every section of the country are urged to ask for reservations early. June is the beginning of the summer season and hotel accommodations during that month are eagerly sought for by those anxious to spend a few weeks on the shores of this inland sea, for health and rest.

Prepare your plans now for attending this important gathering of your industry. Bring along the ladies to show them a good time, to meet your competitors and their ladies, and generally to liven up the party as only our good ladies can.

Remember the 1926 convention of our industry will be held at the Edgewater Beach hotel, Tuesday, Wednesday and Thursday, June 8, 9 and 10.

A worthy purpose,—a fine program,—a pleasant entertainment, combined with friendly associations with manufacturers with like interests should attract you

to this gathering. It deserves and should have your support. Will you deny it?

Make the 1926 convention—your convention, by attending this year.

—"Attend Chicago Convention"

## Soft Jobs

A manufacturer noted for his wit says that a macaroni maker's softest job is "Digesting the hole in macaroni." This calls our attention to a number of soft jobs that we would prefer to our own. How would you like to trade for one of these "Softest Jobs in the World"?

A barber in Moscow.  
Picking a rooster's teeth.  
Horse doctor in Detroit.  
Killing the fleas on a goldfish.  
Keeping flies off a snow man.  
Sweeping leaves from a ball tree.  
Digesting the hole of a doughnut.  
Being night watchman on a sundial.  
To be captain of the Swiss navy.  
Brakeman on a stationary engine.  
Keeping the dust off Niagara Falls.  
Chimney sweep on a fireless cooker.  
Manager of an ice house in Africa.  
Driving a street sprinkler in Venice.  
Assistant fireman for a wireless company.

Fanning flies off the cows in December.  
Bathing suit censor on the Sahara desert.  
Keeping the grass cut at the North Pole.  
Gathering the eggs that a rooster lays.  
Running a clothes pressing business for Zulus.  
Being a snow shoe salesman in the Sahara desert.  
The Humorous Editor of the Congressional Record.  
Coaching the Glee club in a deaf and dumb school.  
Being a life guard for the Mack Bennett bathing beauties.  
The guy that keeps the rivers from flowing up Pike's peak.

What do you think is the softest job in a macaroni plant? With the macaroni industry? May we suggest that you refrain from saying that "editing the Macaroni Journal" is a soft job.





## Suggestions for Vigilance Cooperation

From the Washington office of the Macaroni Vigilance committee has gone forward suggestions as to how macaroni and noodle manufacturers may best proceed in cooperating with that body in the macaroni industry's program of self regulation of trade abuses. These suggestions by Dr. B. R. Jacobs, Washington representative of the National association, have for their purpose uniform procedure of action.

The suggestions follow:

The recent ruling of the Bureau of Chemistry regarding the use of artificial color in macaroni products becomes effective April 1. It is of utmost importance that manufacturers cooperate with the vigilance committee in the enforcement of this ruling and in order to make this cooperation more effective the following instructions are being sent to manufacturers concerning the information and material that must be sent to the Washington laboratory when filing complaints.

"In every case of alleged violations the most important information that can be submitted is a sample of the product in the original container. Where the container is large, that is anything larger than one pound, a sub-sample of about one pound should be sent together with the principal label from the original container. The place and date of purchase and the price paid for the sample should also be sent. It is absolutely necessary that enough information be given to have a representative of the association go and make a similar purchase if necessary. Any other information surrounding the purchase of the product together with an estimate of the product held in stock by the jobber or retailer and also information concerning verbal representations made about the product should be forwarded.

"Special notice should be taken of representations made concerning eggs in the product. For example, if the product is bought as an egg noodle this fact should be noted in the information sent here.

"Please fill out this form and send it to the Macaroni Vigilance Committee, 2026 I st., Washington, D. C., with a sample of the product whenever possible.

Date.....  
 Name of manufacturer .....  
 Address .....  
 Brand of product .....  
 Purchased from .....  
 Address .....  
 Price paid... Weight of Package....  
 Number of cases in stock.....  
 How sent to laboratory (parcel post, express, etc.).....  
 Description of label (as much of reading matter as possible).....  
 .....  
 Remarks (other information).....  
 .....  
 .....

### States Following Bureau Ruling

"The following is an alphabetical list of the states which follow automatically the ruling of the Bureau of Chemistry and which through their food law enforcing officials have gone on record as favoring enforcement in their own states.

ALASKA, ALABAMA, ARKANSAS, CALIFORNIA, DELAWARE, DISTRICT OF COLUMBIA, FLORIDA, GEORGIA, HAWAIIAN ISLANDS, INDIANA, IOWA, KANSAS, KENTUCKY, LOUISIANA, MAINE, MASSACHUSETTS, MICHIGAN, MINNESOTA, MONTANA, NEW HAMPSHIRE, NEW JERSEY, NEW MEXICO, NEW YORK, NORTH DAKOTA, PORTO RICO, PHILIPPINE ISLANDS, OHIO, PENNSYLVANIA, SOUTH DAKOTA, TEXAS, VIRGINIA, WASHINGTON, WYOMING.

"Some of the states not mentioned above also automatically adopt the rulings of the Bureau of Chemistry. These will be included in the list as soon as we have heard from them.

"It must be remembered, however, that most of the states not mentioned have no macaroni factories in the state, therefore any macaroni products found in the state must have been shipped from another state and will be under the jurisdiction of the federal food law.

"Inquiries have been received concerning the use of color in macaroni manufactured for export to foreign countries. The federal food law now the state food laws prohibit the use of artificial color in food products for export to foreign countries. The only requirement is that they shall comply

with the laws of the countries to which they are imported. Manufacturers doing an export business will not, therefore, be placed at a disadvantage over manufacturers in other countries."

More and more manufacturers are daily becoming convinced that the checking and correcting of harmful trade practices can be done only through the united efforts of those who aim to play fair, to obey the laws, to produce a high quality product and thus promote their business. It is hoped that manufacturers will adopt the above suggestions and cooperate 100% in cleansing the industry of inferior goods and suspicious practices.

—"Join National Association"—

### Reciprocal Appreciation

The appreciation of the fine work being done by the durum millers for the advancement of the macaroni industry as manifested in the March issue of this publication is in turn appreciated by them as indicated by a very friendly expression made by A. J. Fischer, manager of the durum department of Pillsbury Flour Mills Co.

Reference is made to the full page showing of a beautiful wheat field through which a hunter is working and to the compliments extended by the National Macaroni Manufacturers association and the Macaroni Journal. Mr. Fischer says:

"It was a pleasant surprise to us when reading the March issue of the Macaroni Journal to find 2 pages of interesting information on durum wheat published in compliment to the durum millers, and in appreciation of their effort to supply the macaroni manufacturers with a product which will enable them to produce a first quality macaroni.

"A high quality product is the greatest asset of the macaroni manufacturers in their efforts to build the future of the industry on a firm foundation, and acquire for the industry its merited place in this country. It is with this idea in mind that we, the millers, are working hard for the betterment of durum wheat, growing as well as grading. We appreciate this renewed evidence of their appreciation."

That's team work. The more of this that can be carried on by macaroni interests the greater will be our success in creating consumer demand for this valuable and economical foodstuff.

April 16, 1926

THE MACARONI JOURNAL

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Why Not Now?

## How

# Durum Wheat Semolina

*eliminates all chance of soginess*

DURUM Semolina is granular. Hence porous. Thus boiling water will instantly permeate when the macaroni is immersed in it for cooking. It will not cook to pieces or become soggy. All the original flavor and nourishment is retained.

And Durum wheat yields a sweet, nutty flavor no other wheat does. Lovers of macaroni products have become accustomed to this flavor. They look for it. They are disappointed if it is not there. In fact, this distinctive flavor has done much to increase the consumption of macaroni products in this country.

Is it not wise, then, to continue along this broad highway of assured quality and popular demand—and to stick unswervingly to Durum Semolina in making macaroni products? It is the road of increasing sales.

Note: Many macaroni manufacturers now print the sentence, "Made of Durum Semolina," on each one of their packages. It is the consumer's assurance of quality.

## GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY, Dept. 213

Minneapolis, Minn.

Millers of Gold Medal Flour



## WARNS AGAINST COLORING

Last month the Italian Chamber of Commerce in New York in reviewing trade conditions through its official organ, *La Rivista Commerciale*, called attention to the new anticoloring rule made by the U. S. bureau of chemistry. It warns importers and manufacturers that artificially colored products will hereafter be considered in violation of the pure food laws of the country. The notice, in Italian, is reproduced herewith:

Richiamiamo in modo particolare l'attenzione degli esportatori o fabbricanti ed importatori di paste alimentari italiane alla osservanza dei requisiti della legge americana sui prodotti alimentari nel riguardo della colorazione artificiale del prodotto in parola, che è vietata quando praticata all'intento di nascondere inferiorità del prodotto o di farlo credere di qualità superiore a quella che esso effettivamente rappresenta. Essa non sarà comunque più permessa per alcun genere di pasta col 1.º aprile p. v. ma fino da ora per la pasta all'uovo. Si richiama pure l'attenzione degli esportatori agli altri requisiti della legge stessa nel riguardo, come spiegato a pag. 141-142 del nostro Annuario per il 1925.

### Importers Protest

The same organ in another comment in its issue of March 13 counteracts the impression left by some American manufacturer that Italy sends no artificially colored goods to America. Though the article referred to does not admit this fact, the discontent among importers indicates that at least a portion of their business will be affected by this ruling. If not, why this protest?

The second comment is printed here to show this attitude and in proof of the contention of the majority that the restriction of artificial coloring will have the immediate effect of raising the standards of imported macaroni products in the American market.

La proibizione col 1.º Aprile p. v., provocata per gelosia commerciale, dai fabbricanti indigeni, della colorazione artificiale della pasta concolori già ammessi dalla legge, colorazione che non era nella maggioranza dei casi fatta allo scopo di nascondere inferiorità, bensì per mantenere il tipo consuetudinario della pasta somministrata, ha sollevato vivo malcontento fra gli importatori italiani, anche perché, sostituendovi il tuorlo d'uovo nella colorazione, essi non possono dichiarare di aver usato quel tanto per cento di uovo, a meno che questo non venga adoperato in proporzione del 5% in peso di solidi, proporzione questa soverchia e superflua allo scopo della semplice colorazione.

Freely translated, this is as follows: "The prohibition effective April 1, 1926, provoked by commercial jealousy

on the part of the indigent (domestic) manufacturers, prohibiting artificial coloring of macaroni products, already legally allowed, and which coloring, in the majority of cases, was not used for the purpose of hiding inferiority, but rather to maintain uniformity, has caused much discontent among the Italian importers. Admitting that eggs or egg yolks can be used for coloring purposes, manufacturers will not be permitted to state that they used a certain percent of eggs for that purpose, the proportion required being 5% in weight of egg solids, which is excessive and unnecessary if used for coloring purposes only.

### —'Join National Association'— Wins Infringement Suit

Johnson Automatic Sealer Co., Ltd., given injunction against Percy E. Ginn, personally and trading as the National Packaging Machinery Co., U. S. Box Machinery Co., and Harry L. Johnson.

Judge James M. Morton, Jr., in the United States court for the District of Massachusetts, has handed down a decision in the suit of the Johnson Automatic Sealer Co., Ltd., against Percy E. Ginn, trading as the National Packaging Machinery Co., U. S. Box Machinery Co., and Harry L. Johnson.

Commenting on the court action, F. W. Higgins of the Johnson Automatic Sealer Co., Ltd., says: "This suit was brought by the Johnson Automatic Sealer Co., Ltd., as a result of the manufacturing and selling by the defendants of their well known wax wrapping machine. The plaintiff claimed infringement of a large number of claims of U. S. patents, among which was patent No. 1,158,186 dated Oct. 26, 1915, for improvement in its package wrapping machines and on patent No. 1,270,416 dated June 28, 1918, for an improved wrapping machine.

"Judge Morton found that claims 28 and 29 of patent No. 1,158,186 and claim 35 of patent No. 1,270,416 were valid and infringed, and on March 8, 1926, a decree for an injunction and for an accounting for profits and damages was entered, and on March 10, 1926, an injunction issued restraining the defendants from further manufacturing, selling or using wrapping machines embodying the inventions of said claims."

The attorney for the National Packaging Machinery Co. claims that the

decision of the court also favored his company on several points. Speaking of the decision he says: "After a very full trial, Judge Morton held 6 of the claims in suit invalid, and 12 of the claims in suit not infringed and sustained 3 of the claims directed to a feature in the defendants' machines, which has not been used by the defendants in some of the machines heretofore put out by them.

"On the charge of unfair competition involved in the use of the name 'Johnson' and the words 'improved Johnson,' Judge Morton dismissed the bill of complaint stating that the allegations of unfair competition by the defendant were not sustained by the evidence."

As a result of the case the rights of the 2 principals were established by law. The suit was vigorously fought and defended and the decision of the judge was given only after a full trial on the merits of the case.

—'Support Vigilance Committee'—

### Personal Notes

#### Sheffield a Bank Director

B. B. Sheffield, president and general manager of the Commander Mills company, who has been much in the eye of the public recently because of his flour milling operations which linked to his firm several leading mills in Kansas, has been made a director of the Northwestern National bank of Minneapolis. The direction of this milling executive to this office is in recognition of his business ability as an organizer and builder, which makes him a leading figure in the American milling industry with which he has been connected for over 25 years.

#### Burlingame Sales Manager

C. H. Burlingame, recently general manager of the Foulds Milling company of Libertyville, Ill., manufacturer of Foulds Macaroni Products, has been appointed salesmanager of the John F. Jelke company, Chicago, manufacturer of the well known Good Luck Margarine and other products. Burlingame's many friends in the macaroni industry join in wishing him success.

—'Support Vigilance Committee'—

"Surely, Miranda, you're not going to marry again when the Lord just took your fourth husband!" asked Mrs. Smith.

"Yes, I shuh am," replied Miranda. "As long as de Lord takes 'em so will I."—Exchange.

# BADEX

## Improves Macaroni

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

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

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

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

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

Stein Hall & Co.  
New York

Stein Hall Mfg. Co.  
Chicago

Manufacturers of Pure Food Products Since 1866



# Government Survey of Italian Macaroni

At the request of the secretary of the National Macaroni Manufacturers association the U. S. Department of Commerce has made a study of the ingredients used by the leading macaroni manufacturers of Italy. There has been a contention on the part of some American manufacturers that all Italian macaroni is high grade and that there is a law or ruling compelling manufacturers to use only semolina in the manufacture of these products.

When a representative of the National association made a statement at the hearing on macaroni standards before the joint committee of Definitions and Standards last January in Washington, that all ingredients of flour and semolina were used and permitted to be used by Italian manufacturers, there was strenuous objections from the above mentioned source.

We are pleased to report the results of the survey made by H. C. MacLean, American commercial attache at Rome, Italy, which proves the contention that there is good and not-so-good macaroni in Italy also. Because Italian manufacturers, generally recognized as macaroni experts, are permitted to use various grades of flour and semolina for macaroni manufacture, has been advanced as the particular reason why the U. S. Bureau of Chemistry and the committee on definitions and standards have so far hesitated to restrict the manufacture of macaroni in this country to the higher grades of flour and semolina. This will not be possible in America until it has become a well established practice in the trade resulting from the opinion within the trade itself that the use of low grade flour and semolina is a deception and an unfair trade practice.

Attention is called to that part of the report that refers to Bologna and Genoa style. These are the inferior goods that are most frequently colored. In America the sale of these low grade goods will be greatly restricted by the recent ruling of the government on the question of color.

The government survey of Italian macaroni "ingredients" follows:

Rome, February 26, 1926.

To: Foodstuffs Division, 30 Washington, D. C.

From: Commercial Attache, Rome.

Subject: Questionnaire on Macaroni.

From information secured directly from the trade the questions asked in your letter of Jan. 29 on behalf of the secretary of the

National Macaroni Manufacturers association may be answered as follows:

1. Prior to the war there were no restrictions in Italy on the raw material used for the manufacture of macaroni.
2. During the war restrictions were imposed and only 25% of Durum Semolina could be employed. However, these restrictions were done away with several years ago.
3. The Italian manufacturers may use any materials they like but competition is keen and in general the best qualities of macaroni contain about 60% of durum semolina; the percentage varies from 50% to 75%.
4. The Bologna and Genoa styles of macaroni are considered to be of a decidedly poor quality owing to the fact that a large percentage of soft wheat flour is employed.
5. The generic term for all kinds of alimentary pastes is "pasta" of which macaroni is only one of many types, the names varying according to the shape, size, etc. There are no special words to indicate macaroni or other types of "pasta" made from flour rather than from Semolina.

—H. C. MACLEAN,

American Commercial Attache.

—"Support Vigilance Committee"

## New and Better Conditions

By C. A. Brown, Chief, Bureau of Chemistry

In the bureau of chemistry we aim to render constructive assistance to food industries wherever possible, through application of the knowledge developed by our extensive researches into the chemical composition of foods and of materials and processes used in their manufacture, storage and distribution.

We have a number of projects under way which are aimed to reduce the enormous losses that occur in foods from spoilage, weevils, molds, bacteria, yeasts, dust explosions and the like.

It is not possible in the short space of this article to even mention all our various projects aimed to aid constructively the food industries, but brief reference will be made to one that may prove to be of special interest to the grocery trade.

### Studying Tea Deterioration

A study is being made of the effectiveness of various kinds of tea packages in preventing deterioration of the quality of tea stored for varying periods of time. As is well known to the grocery trade very marked changes take place at times in tea and other foods kept long enough to reach consumption. The kind of package is one of the decisive factors in the rate of deterioration.

With the cooperation of the tea trade

and of manufacturers of packages a comprehensive experiment is being carried on to find out the particular kind of package or packages that will, under varying commercial conditions, keep the tea in the best condition.

### Experimentation in Progress

Samples of black and green teas of definite quality are put up in packages of all styles used commercially to test their effectiveness. The tests will be continued 2 years. Comparisons of the packages in the test with check packages will be made every 6 months or oftener. A comparison of the various types of packages will probably be made public at intervals during the test.

While this test is limited to tea, it is believed that the information developed will be of value in determining the most suitable packages for some other food products. The results of the tests should aid those interested in packing tea and other like products to adopt the type of package best suited for their needs.

For example, the tea packages that are suitable for wagon routes and chain stores, where there is a quick turnover, are not necessarily suitable for other stores where the tea may remain for a long time on the shelves, or for shipping for a great distance and into different climates.

It is our hope to give some very substantial assistance to the food industries in finding the most suitable style of package, and that as a result some of the losses from deterioration of packaged foods will be greatly reduced.

—"Attend Chicago Convention"

### Beauregard Home

There will be no macaroni factory in the renowned New Orleans home of the late General P. G. T. Beauregard, Confederate army officer, if the organization seeking to purchase the place to perpetuate the memory of this southern leader can help it. Spurred on by a threat to turn this home, which is also the birthplace of Paul Morphy, American chess champion, into a manufacturing plant, the Beauregard association has become very active and has been assured of sufficient funds with which to purchase the historic and architecturally unusual residence in Chartres st. Public subscriptions to the fund are being solicited and a boxing show recently added \$2500 for this purpose.

April 15, 1926

THE MACARONI JOURNAL

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## SOLID FIBRE SHIPPING CASES

Manufactured by  
PHILADELPHIA PAPER MFG. CO.

Fibre Container Co. Division

MANAYUNK, PHILADELPHIA, PA.

NEW YORK OFFICE · 110 EAST 42<sup>ND</sup> STREET.





**SPARE THE HARPOON!**

**Don't Flop---Concentrate**

*For the Salesman Who Is Tempted to Take His Task Too Lightly or That Yearns for Other Pastures.*

A fish on land just flops around in one place, puffing and blowing but actually doing nothing. Put the same fish in water and watch his spray!

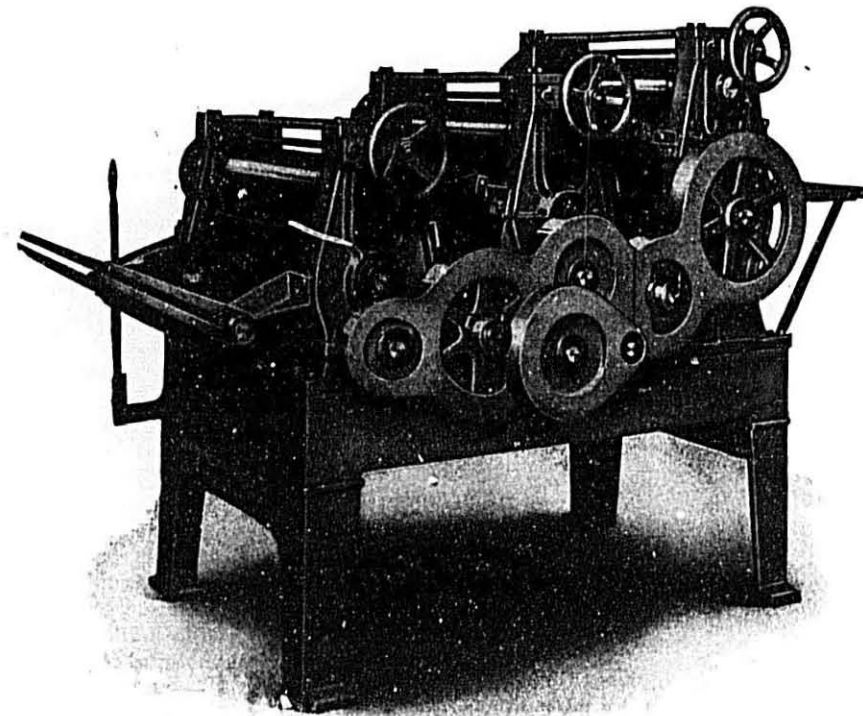
The wise salesman never gets caught high and dry. He stays in his territory, where he belongs, where every action means something. Your territory is your ocean. Within your boundaries you can kick up as much fuss as you like and the more blowing and kicking you do, the greater splash you will make.

Keep your ocean in a turmoil. Swim out of one prospect's door into another. If your man is out or busy, go back again. There will be tricky bait to draw you away—movies, baseball, games, idlers with whispering stories—but only poor fish disregard the good things around them for the tempting bait that hides the hook.

Get into your ocean and stay there. Agitate the water until your prospects call you a whale. Other oceans may look bluer, but there is a lot of dry land between and well, what good is a fish on land?

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

**The Clermont Triplex Calibrating Dough Breaker**



By actual test this machine is able to flatten 50 lbs. of dough per minute, with a 3½ H. P. Drive, and besides no operator is required to work this machine.

We are also manufacturers of "CLERMONT"

- |  |                                      |
|--|--------------------------------------|
| Dough Breakers                                     | Fancy Stamping Machines for the      |
| Calibrating Dough Breakers                         | manufacture of Bologna Style Noodles |
| Noodle Cutting Machines                            | and Mostaccioli Cutters              |
| Noodle Folding Machines for package and bulk trade |                                      |

New inventions and new machinery with labor saving devices constitute the increasing production of a progressive business man. That is the reason for the great expansion of the American industries.

The Clermont Machines stand for progress and success. They will help you attain the highest goal possible in the manufacture of your noodles. Several of the largest and most progressive concerns in this country are today using our machines to their entire satisfaction.

*Write us for catalog and detail information.*

**CLERMONT MACHINE COMPANY**  
77 WASHINGTON AVENUE  
BROOKLYN, NEW YORK



## Vigilance Work Needs Support

Seeking to strengthen the Macaroni Vigilance fund to enable the Macaroni Vigilance Committee to work most effectively for the elimination of trade abuses the following appeal for financial support was issued from the office of the association secretary last month:

America's leading macaroni and noodle manufacturers have pledged to the Bureau of Chemistry and the state officials their obedience of the anticoloring rule and all other food laws. Also their support in their fair and strict enforcement.

All honest businessmen will voluntarily OBEY all laws; the unscrupulous ones must be compelled to do so.

To enforce these laws a MACARONI VIGILANCE CLUB is being formed. Voluntary contributions for its support are the dues. We cordially invite you to ENROLL as a MEMBER.

Approximately \$20,000 will be needed for 1926 when our work will be the heaviest. At the seaports of the country we must guard against the importation of colored and improperly labeled products while in our domestic markets we must protect our products from those of the persistent violators.

Note what others are doing and what you should do to bring about the most effective cooperation with government and state food officials. Your PLEDGE and CONTRIBUTION will prove to the industry and the food officials that you stand for right and justice.

### Object of Vigilance Fund

At the several meetings of macaroni and noodle manufacturers held recently it was agreed that for their own protection and welfare, the honest law abiding manufacturers must work in greater

harmony and cooperate more freely with the different government and state agencies if the Macaroni Industry is to enjoy the benefits and the protection it is entitled to.

Government and state food officials are anxious to enforce all food laws but with shortage of help and limited appropriations it is utterly impossible to give us the protection we seek and not neglect the hundreds of other foods over which they must also keep watch.

Therefore, we must do as other food manufacturers have done and are doing—assist these agencies in enforcing the laws by collecting evidence and submitting testimony for the prosecution of all offenders. So it has been arranged to carry on this work through the Macaroni Vigilance Committee of non-manufacturers to enforce strictly the anticoloring rule on all imported and domestic macaroni products and so prosecute cases of misbranding and adulterations.

The committee counts on your cooperation and support.

First—Obey the laws, strictly.  
Second—Pledge liberal financial support.  
Third—Report all violations, confidentially.

Contributions may be made in any one of three ways:

- 1—By a generous cash donation in full with pledge.
- 2—By pledging monthly or quarterly payments.
- 3—By placing Mr. Vigilance on your pay roll.

Some firms find it most convenient to contribute liberally by this easy payment plan.

Place Mr. Vigilance on your pay roll as Office Boy @ \$5 a week.

Place Mr. Vigilance on your pay roll as Watchman @ \$10 a week.

Place Mr. Vigilance on your pay roll as Salesman @ \$15 a week.

Every week or month send Mr. Vigilance's check to the macaroni vigilance fund. You will find it a most profitable investment and the Vigilance Committee a faithful, efficient employe.

Enroll now as a Member of the Macaroni Vigilance Club and contribute liberally in support of its activities. Thus you will prove to your fellow manufacturers and to the food officials that you stand for the full and fair enforcement of the anticoloring and all food laws.

### Contributions and Pledges

To prove the popularity of this activity it is noted that one firm has already contributed \$1,000; another firm pledged \$500; another \$250; several gave \$100 and others \$50. The lowest contribution so far received was \$25.

Where will you be on this list when it is published?

Sign and return the enclosed pledge. Through cooperation let us stop all food violations.

Make the Macaroni Vigilance Club YOUR CLUB, to work for and with you for the good of the Entire Industry.

—“Join National Association”—

### DAILY DOZEN OF DON'TS

Don't be selfish, don't be intolerant, don't be impatient, don't be unkind, don't be lazy, don't be indolent, don't be inactive, don't be tardy.

Don't be uncharitable, don't be deceitful, don't be bitter, don't talk too much.

Don't throw your mouth into high gear until you are sure your brain is turning over.

Contrast compels attention.

April 15, 1926

THE MACARONI JOURNAL

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

*Let us be your "Package Counselors."*

**CONSULT OUR  
TRADE MARK BUREAU.**

The courts have decided that trademarks and brand names are valuable property. No new name should be adopted without investigation.

Our trade mark bureau contains records of over 829,000 brand names including all registered brands. Write for particulars. The service is free.

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

*Color Printing Headquarters*

CINCINNATI. BALTIMORE. BROOKLYN  
8 Beech St. 87 Cosington St. 23 N. 3rd St.

### PLEDGE TO MACARONI VIGILANCE FUND

To help finance the MACARONI VIGILANCE COMMITTEE'S active cooperation with the U. S. Bureau of Chemistry and State Food Officials in the full and fair enforcement of the Anti-Coloring Ruling after April 1, 1926, we pledge the Sum of \$....., payable as noted.

• Payable  
\$..... In Full. (Signed).....  
\$..... Quarterly. Firm.....  
\$..... Monthly. Dated..... 1926



## Are You a Member?

Every trade has its own particular organization, a central self regulated body, termed an Association.

Trade associations are and can be as beneficial only as its members make them; no more, no less.

The macaroni and noodle manufacturing industry has one organization that has functioned effectively for 22 years. It celebrates its 22nd birthday on April 19, 1926.

The National Macaroni Manufacturers association, as our trade organization is known, has consistently striven to gain for the industry recognition, better understanding, and improved conditions.

The National association includes in its ranks some of the leading manufacturers in the trade. It should enroll all of them. Why are some holding out?

There are excuses for every purpose. The progressive firms join without hesitation while those which have so far withheld their membership apparently have self satisfying excuses. When observed in the light of good reasoning they appear flimsy.

It seems silly to argue that an association "does not do this" or "won't do that." A trade association does any and every good thing that it knows how and in the very best way possible under conditions created by those who support it. It will do better with stronger support. Are you giving your trade association the support to which it is entitled?

The government believes in trade associations. It encourages their establishment and promotes their work whenever and wherever possible. These public officials realize the beneficent influence for good which comes through organizations of this character.

If others see the benefits that trade associations give to members and to industries, why are some of the macaroni manufacturers so blind to the advantages they will derive through affiliation with their trade organization?

Surely it is not the cost of membership! Those who are now paying the highest scale of dues are satisfied that they are amply repaid for the cost of belonging. Dues in the National Macaroni Manufacturers association are based on plant capacity. The owners alone are the judges of their classification. Into which of the following classes do you fit?

Class A—for plants with a daily capacity in excess of 100 bbls., **DUES** are \$100 a year.

Class B—for plants with a daily capacity between 50 and 100 bbls., **DUES** are \$50 a year.

Class C—for plants with a daily capacity between 25 and 50 bbls., **DUES** are \$25 a year.

Class D—for plants with a capacity of less than 19 bbls. a day, **DUES** are \$10 a year.

On this basis the cost per day is very slight.

Class A firms pay less than **Twenty-eight cents** a day.

Class B firms pay less than **Fourteen cents** a day.

Class C firms pay less than **Seven cents** a day.

Class D firms pay less than **Three cents** a day.

It surely cannot be that there exists a macaroni and noodle manufacturing firm which withholds its membership because of the dues charged! What other reasons can there be for not belonging? We know of none that can be advanced except as excuses.

With the broader viewpoint and the welcome enlightenment that grows out of associations with other manufacturers throughout the year come benefits that are unmeasurable. As stated the greater the membership, the greater the benefits that will come from a trade association.

In celebration of its **TWENTY-SECOND BIRTHDAY**, the National Macaroni Manufacturers association has inaugurated a campaign to enroll **twenty-two new members** before June 1, 1926. This appeal is being made to the progressive firms of the country to join in honor of this event and for the good that will accrue to all of us as a result.

Quite a number of firms have voluntarily enrolled themselves as new members since Feb. 1, 1926. We want and need more volunteers. How about you?

We have this promise to make—that through closer associated effort it will be possible to bring to you and to the other members benefits that can come only through understanding.

Do not deny us the help we need and the cooperation we seek. By joining us you help yourself. Show the proper spirit by writing today to the Secretary of the National Macaroni Manufacturers Association, Braidwood, Ill., as follows:

Please accept our application for membership in Class.....

We recognize that there is strength in numbers. Enroll us as a candidate for your **TWENTY-SECOND BIRTHDAY CLASS**.

We can only invite. We would not compel you if we could. We desire only memberships that are willingly given and freely offered.

Make the **NATIONAL YOUR ASSOCIATION**.

—“Attend Chicago Convention”—

### Fights False Selling Charge

Claiming that he is a victim of an adverse business circumstance not of his own creation, Alexander Gallerani, former owner of the Alexander Gallerani company of Pittsburgh, Pa., is determined to fight to the last ditch the inference that he sold stock in his concern under false pretenses as charged in a suit started in the Pennsylvania courts. He wants to place himself right in the eyes of his many friends in the macaroni industry, and thus explains his side of the case.

"The charge brought against me of 'false selling' is absolutely groundless and is brought against me for vindictive reasons by persons who invested in my business of their own accord with the opportunity of realizing the same profits that I always hoped for—a hope that never materialized because of the absolute failure of the sales department to obtain distribution.

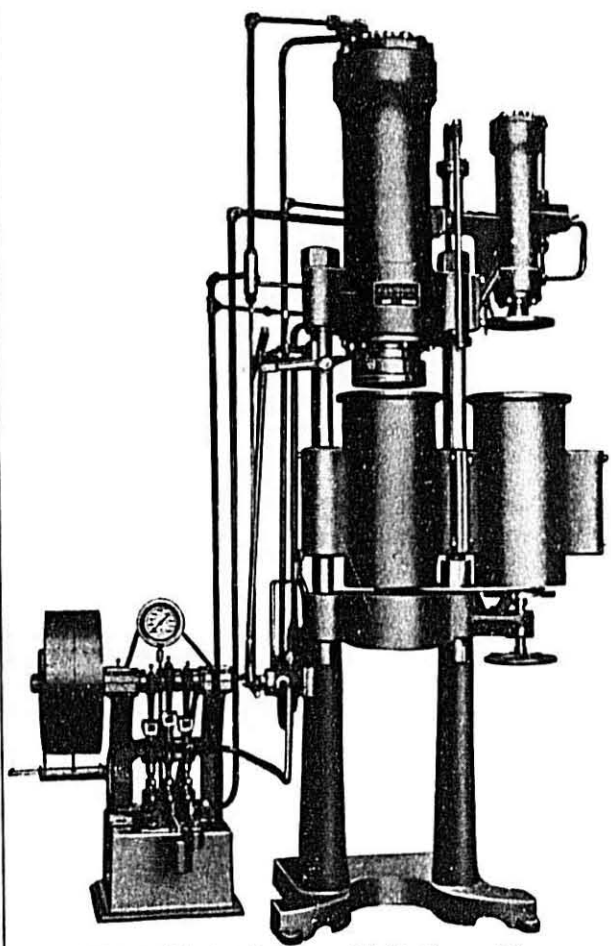
"The amounts invested by these persons were very small; my investment represented the entire savings of my life time. When I saw the breaking up of the sales organization and realized its meaning, I conferred with my creditors, placed all my affairs before them, and in order to save them any unnecessary losses without considering my personal sacrifice, I entered bankruptcy at their suggestion.

"Following the close of my business, I again entered the employ of H. J. Heinz Co. as technical supervisor. Knowing as you do the reputation of this company, you can appreciate that it would not consider me for this position for a moment if the management had any doubt whatever of my honesty of purpose, my character or my ability.

When the suit comes to trial it will be quickly disposed of as without foundation. However, I want this opportunity of placing the facts before my former friends and business associates."

—“Support Vigilance Committee”—

## CEVASCO, CAVAGNARO & AMBRETTE, Inc.



Vertical Hydraulic Press with Stationary Die

### Builders of High Grade Macaroni Machinery

Presses—  
SCREW AND HYDRAULIC      VERTICAL AND HORIZONTAL

Kneaders  
Mixers  
Dough Brakes  
Mostaccioli and Noodle Cutters  
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.

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.



## PACKING MACARONI

*Problem of Interest to Every Factory Firm—Three Points of View—Several Angles of Subject, Foulds Says.*

The proper packing of macaroni for shipment should be a problem of interest to every firm in the country. With most firms the method of packing is a development of years of experimenting; in others the work is done as a result of a systematic and extensive survey, while in a few the plan followed by the founder is still good enough.

Every food plant presents a slightly different packing problem. A package that will carry 24 cartons of one product may not properly carry the same of the heavier or lighter grades. Bulk macaroni will require a stronger container. The smaller forms must have an inner liner to prevent spilling when the outside container becomes perforated or damaged.

The question of freights is also involved. Too heavy a container will naturally increase the cost of the freight but too light a one will increase the cost through loss or damage. In this respect a package should be so made as to be easily handled, to stack properly and with the least amount of effort on the part of the all-too-careless freight handlers.

Various industries have made extensive surveys of their packing and shipping problems because it has been found impossible to say offhand just what kind of containers are cheapest and best and what kind of equipment will best perform the packing work which becomes of greater concern as the plant output increases. Macaroni manufacturers would do well to make such a survey before adopting any radical departure from the present style, type or quality of either their cartons or containers.

Just what is the best kind of a macaroni carton? Is it the plain board kind or is the more modern wrapped package the better? The answer depends on what the user most desires. If cheapness is considered only, then the common chipboard carton with a 2 color label must be used. If the advertising value of the carton is to be figured on, then a many colored label must be used. If the matter of better protection of the contents is the prin-

cipal item, then a tight wrapped package with an inner liner will be found most suitable but more costly. You should have the very best package or container which will exactly fill your requirements of them.

It would be interesting to know just what is the prevailing type of package and what container stands in the highest favor in the macaroni industry. A survey would show a variety that would be astonishing. The Foulds Milling company in reply to an inquiry made by The Package Advertiser as to what kind of packages it preferred and what machinery it used in its packing and shipping departments gave out the following facts:

"For our main Foulds' line we use the Peters Forming & Lining Machines with .022 chip cracker shells with 27 lb. white dry paper for a liner, and 50 lb. wrappers or labels. We use Peters Closing Machines on the shells and Package Machinery company wrapping machines. The finished package is packed in .060 fibre containers with a special yellow liner on the outside.

"We also have a line of carton packages which are packed on Johnson Automatic Sealers. These cartons are .020 bleached manila lined chip or .016 white patent coated. The finished package is packed in .060 fibre or 175 lb. corrugated. Kieckhefer ease sealing equipment is used to seal the cases in all instances.

"For transportation around the packing department we use lift truck platforms with the Steubing trucks; and since a large portion of our business is carload business, this method lends itself to our operations better than the conveyor system.

"We have heretofore always packed our products in fibre instead of corrugated; but in the last few months we have been doing some experimenting with corrugated and find that it is possible to adopt it as our standard."

An exchange of views and opinions would be interesting and enlightening. A more definite knowledge of all methods of packing and shipping would take practically all the guess as to the efficiency which these departments should register. Losses would then be properly charged to the offending department and the cost of the work reduced through checking these losses. Macaroni manufacturers who feel that they have reduced their packing and

shipping expense to the lowest possible limit to produce the highest possible results are invited to give the whole industry a story of how they solved this vexatious problem.

—*"Join National Association"*—

### Advise Your Customers

Here is some information which macaroni manufacturers may profitably pass on to slow pay customers. Many of them fail to appreciate the loss they sustain when they fail to take advantage of the cash discounts which most firms offer on their invoices.

Do you take all your discounts? Do you urge buyers to do likewise? Read:

Here is a table that should be printed in raised letters so that the blind business man may read. If all business men would appreciate and accept this table—if all would act on this plan, they would be more prosperous and experience less pain (mental torture).

If all would pay their bills promptly and take advantage of the discount, there would be a steady margin of extra profit, and seldom any need for unpleasant dunning letters. Business would be on a better basis.

Think over these figures and then decide what you are making or losing by ignoring the 10 day discount.

1½% in 10 days—net 30 days—equals 27% a year.

½ of 1% in 10 days—net 30 days—equals 9% a year.

1% in 10 days—net 30 days—equals 18% a year.

2% in 30 days—net 4 months—equals 8% a year.

2% in 10 days—net 60 days—equals 14% a year.

2% in 30 days—net 60 days—equals 24% a year.

2% in 10 days—net 30 days—equals 36% a year.

3% in 10 days—net 4 months—equals 10% a year.

3% in 30 days—net 60 days—equals 36% a year.

3% in 10 days—net 30 days—equals 54% a year.

Better borrow at the bank at 6% than to disregard these figures that are as clear to the thinking man as the north star is clear to the eye on a cold December night.

—*"Support Vigilance Committee"*—

One "Bonehead" in your sales department may wreck the selling power of a most expensive advertising campaign.

—*"Attend Chicago Convention"*—

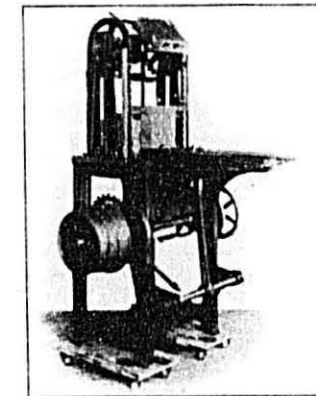
The long view is the right view.

# PETERS MACHINERY COMPANY



When you think of packaging you think of Peters. With the simplest mechanism and the most economical materials we have evolved a package which has become as familiar to the housewife as the kitchen stove.

The Peters Package has every protective quality combined with attractiveness of design.



Our Engineering Department is eager to give you specific information regarding YOUR particular packaging problems and our catalogue will be mailed upon request.

## PETERS MACHINERY COMPANY

4700 Ravenswood Avenue  
CHICAGO, ILLINOIS



## COOPERATIVE ADVERTISING

### Ice Cream Publicity

Fred Rasmussen, secretary of the National Association of Ice Cream Manufacturers, has announced that plans are completed for a nation wide campaign to popularize ice cream. To this cooperative advertising program the ice cream industry has already pledged \$260,000 for 1926.

The Americans are known as the leading ice cream eaters of the world. The manufacturers feel that consumption may be greatly increased through wise publicity. Their work will be watched with interest by the macaroni men who are interested in bringing about a much needed increase in their products.

### The Raisin Campaign

Raisin Week, which occurred this month, was promoted by the Raisin Growers Cooperative association with the thought of getting increased consumption through the cooperation of wholesalers and retailers in broadcasting the value of this fruit. The attitude of the grocers and other is indicated in the following article from the New York Journal of Commerce:

#### What Raisin Week Accomplishes

A thousand and 10 grocers responded to Sunland Sales Cooperative association's request for information on "How to Make Raisin Week a Bigger Profit Maker." A compilation of the replies to the questionnaire shows that the grocer who cashes in on Raisin Week does not forget for a minute that Raisin Week is on nor does he let his customers forget it. Coming right after Easter, when there is usually a lull in purchases, it provides a news and interest value that is needed at this time to stimulate sales of raisins and many other things that go into raisin dishes. Those grocers who have been most successful in making Raisin Week work for them seem agreed that three things of equal importance enter into their success:

First, the value of raisins in the display windows is obvious.

Second, raisins on the counters Pyramids of raisin cartons and bags in the aisle or just inside the door help tie up the store with the advertising and publicity given by magazines and radio, and act as silent salesmen.

Third, Raisin Week is something to talk about. Every customer should be reminded that Raisin Week is here,

whether the conversation is over the telephone or across the counter. When raisins are sold, opportunity is provided to sell many other products—milk, flour, rice, gelatine, chocolate, flavoring, etc., that go into raisin dishes.

Many of the replying grocers found an added stimulus in combination sales of raisins and other products that go to make up certain raisin dishes like puddings.

—*"Join National Association"*—

#### Advertising Sermonettes

Help your dealers to sell.

Look beyond the initial order.

Know advertising and know business.

The prospect is interested in facts.

Know your product in terms of its use.

Don't discount the future too heavily.

Competitive markets demand advertising.

Sure profits are based on sound selling.

The fruit of good advertising is prestige.

Cut down sales resistance with advertising.

The advertiser is a responsible manufacturer.

Make sure your message is read by the key men.

Advertising contributes to the good will account.

Get a picture of your audience before you write your copy.

The customer is better satisfied with an advertised product.

Follow through to sales, and then follow through to satisfaction.

Always remember the difference between selling and selling at a profit.

Many a good advertising lead dies

because it isn't followed up by the salesman.

The merchant needs data about your product to pass on to his salespeople.

Take your salesmen into your confidence when you are planning your advertising.

The advertisement locates the prospect, tells him the story and introduces the salesman.—Class

—*"Attend Chicago Convention"*—

#### Wastes in Advertising

Several years ago John McCutcheon, the famous newspaper cartoonist, drew a picture of a farmer and told a little story that illustrated a rather general condition. The farmer, who was leaning reflectively against a tree and whose surroundings indicated that not much energy had been spent in improving them, was being canvassed for a subscription to a farm paper.

The salesman pointed out the splendid ideas which the magazine contained, and showed the farmer how much better he could carry on with the help of the publication.

"Naw," said the agriculturist finally, "I don't believe I want the paper. I ain't farmin' now near as well as I know how."

It strikes us that this is the case with a good many of the advertising conditions which are complained of. In most cases the remedy is at hand—and it is necessary only to use the knowledge that the advertiser already has.

For example, everybody admits that there is a great waste in the use of advertising material. This applies especially to the distribution of sales literature, direct mail, dealer helps, etc. One of the wastes is due to the use of excessively large lists. A machinery dealer told the Engineering Advertisers association not long ago that most of the manufacturers he represented sent him from 3 to 5 times as many copies of each circular as he could possibly use, considering the number of prospects for each machine in his territory. That is the case with a great many advertising efforts in and out of the industrial field.

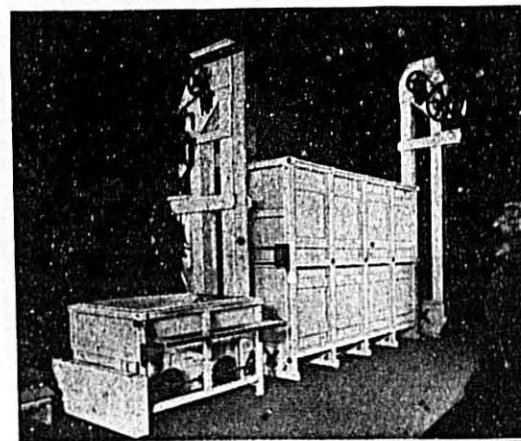
Stop this preventable waste.—Class.

—*"Support Vigilance Committee"*—

At last it has been discovered why the worm turns. Like most business people, it seeks to make both ends meet.

## A Permanent Dependable Employee

A CHAMPION FLOUR HANDLING OUTFIT when once installed in your plant becomes a permanent, reliable, economical and dependable employee.



IT handles your Semolina without loss. IT sifts and blends carefully and accurately. IT works automatically and will last a life-time.

IT saves time and material.

IT costs little and pays for itself in savings it accomplishes.

Catalogue and Quotations gladly sent all interested Macaroni and Noodle Manufacturers. Write today.

### The Champion Machinery Company

Joliet - - - Illinois

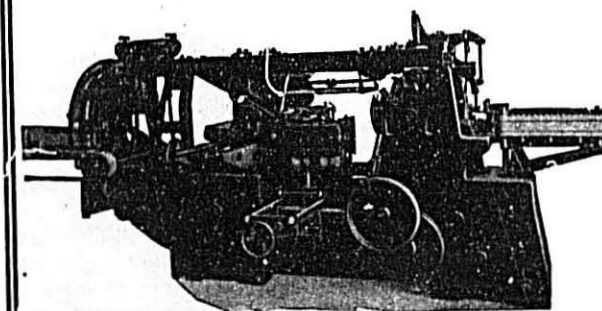
New York Representative: Frank P. Murray, 260 W. Broadway, New York City—Phone Walker 7095

## Meets Every Requirement of "The Ideal Container"

The Stokes & Smith Tight Wrapped Package



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



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

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

### STOKES & SMITH COMPANY

Summerdale Avenue and Roosevelt Boulevard  
PHILADELPHIA, U. S. A.

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



## SKINNER'S NEW SALES POLICY

Believing that jobbers can do justice to only one brand of a particular line, the Skinner Manufacturing company of Omaha, Neb., through President L. M. Skinner, has announced a new 50-50 policy whereby support will be given to jobbers who will handle his brand exclusively. In his opinion jobbers who won't or do not support their friends (the manufacturers) do not deserve to have them.

Briefly stated, the new Skinner policy is to continue selling exclusively through the wholesale grocers, on condition that they will sell the Skinner goods exclusively or other goods sold on the same basis, rather than competing lines. Where this is not done it is proposed to give his account to a special jobber in each territory who will live up to the conditions proposed.

The new sales policy, striking at the half hearted cooperation which many manufacturers get from some wholesalers, was announced in a letter to the entire sales force. We reprint some of the main points in the announcement:

"As a general proposition, I feel that the way out for both regular wholesale grocers and grocery specialty manufac-

turers that wish to distribute their merchandise in the most economical way is for the 2 to work together on an exclusive 50-50 basis.

"By a '50-50 basis' I mean that the manufacturer should have at every jobbing point but one wholesale grocer distributor and he should not sell a case of his products to any other wholesale grocer at said jobbing point and the wholesale grocer whom he works with in this way should not stock or fill an order on any other brand of merchandise in said manufacturer's line.

"The manufacturer should agree to sell with his own specialty salesmen for the account of said wholesale grocer 50% of said manufacturer's merchandise that said wholesale grocer buys, and the wholesale grocer on the other hand should agree to sell to the retail grocer trade with his own sales organization 50% of said manufacturer's merchandise which he purchases.

"We know from experience that when a manufacturer and a wholesale grocer work on this basis at any jobbing point that neither of them need worry about competition, because it is a combination that you can't beat."

## Oppose Resale Maintenance

According to preliminary canvass of the referendum on legislation respecting resale prices made by the United States Chamber of Commerce, the business men of the country are not in favor of the policy advanced by many business interests. The result of the ballot indicates that business men prefer to restrict governmental interference in business to the lowest possible minimum. While the voting in favor predominated on 4 out of the 5 points, the two thirds majority necessary was lacking. As a result no price maintenance legislation will be urged by the chamber.

—*"Attend Chicago Convention"*—

F. E. Jansen, the efficient advertising manager of the Foulds Milling Co., has prepared and released to the newspapers and the trade press some excellent stories concerning the manufacture of macaroni products and their food value. He is now preparing an article on the history and development of this foodstuff. Helpful material was supplied him from the office of the National Macaroni Manufacturers association for which service he is greatly appreciative. Mr. Jansen's future releases will be awaited with interest.

## Bureau of Information

The headquarters of the National Macaroni Manufacturers association aims to serve as a Bureau of Information for the Macaroni Industry and the Allied Trades. Often data is sought that we are unable to supply but that would rightly come within the scope of association work if manufacturers would more readily supply facts and figures. Here are a few of the questions which the secretary was asked to answer the past month. On some we scored 100%; on others we "flunked."

- 1—What is the present day macaroni consumption in America? (Guessed.)
- 2—What are the prospects for the immediate increase in macaroni consumption? (Goodness only knows.)
- 3—How does the package sales compare with bulk? (Estimated.)
- 4—How does the recent coloring ruling affect the wholesalers? Who will obey it? Who will enforce it? What is the penalty?
- 5—Does the anticoloring law apply against "twisted" goods? (Yes.)
- 6—Which miller makes the best durum semolina? (No agreement.)
- 7—What government bulletins treat of the rise and development of macaroni industry in America? (Gave some references.)
- 8—Is macaroni injurious to children? (No. Quoted authorities.)

- 9—Where and when did macaroni originate? (Conflicting claims.)
- 10—Will you supply us with complete list of the macaroni manufacturers of America to use in interesting them in our product? (Use advertising column of Macaroni Journal.)
- 11—When will your industry start its much talked of advertising campaign? (When, oh when!)
- 12—Would "green" spaghetti sell on St. Patrick's Day? (Try it.)
- 13—Can we ship colored macaroni to Canada? (Yes, if Canada permits.)
- 14—How can we cure "wormy" macaroni? (Burn it.)
- 15—Who sells the "\_\_\_\_\_ " brand? (Name supplied.)

## Flood Government Office

Macaroni manufacturers are not slow in recognizing "a good thing" when they see it. When the U. S. Bureau of Chemistry first ruled that artificial coloring to simulate egg products would no longer be permitted the officials were anxious to know how the trade felt about it. This was made known to the macaroni and noodle men through a circular from this office. The Bureau of Chemistry was not long in learning the prevailing sentiment. Letters from all sections of the country literally flooded the government office till a cry of "enough" was broadcast. It's the wise macaroni men that know what they want and show their pleasure when they get it. You did fine, boys!

## Commander Buys Larrabee

To supervise a number of milling interests the Commander Corp. was recently organized with B. B. Sheffield of Minneapolis as president. The organization is a holding company for the consolidated interests which recently gained control of the Larabee Flour Mills Corp., one of the leading millers of Kansas City.

The consolidation covers one of the most important transfers of milling property in recent years. It brings un-

der one head a milling capacity of 26,000 barrels of flour daily and a wheat storing capacity of over 10,000,000 bus.

Mr. Sheffield is one of the successful men in the flour milling industry, a business which he has followed since childhood. In addition to being president of the new organization, he holds the same honors in the Minneapolis Milling company, Commander Mill company, Northland Milling company and Big Diamond Mills company. These mills had an output last year in excess of 3,000,000 bbls. of flour made from

hard spring wheat, hard winter wheat, soft winter wheat, durum and rye.

Mr. Sheffield will maintain his headquarters in Minneapolis. He will be assisted by W. H. Sudduth as vice president, a position which he has held in the other firms through many years of close association with Mr. Sheffield as chief aid. F. W. Clifford, a founder of the Cream of Wheat company, becomes a member of the board that supervises the business of the various mills now organized under the name of the "Commander Mills Corporation."

NO. 2 SEMOLINA

STANDARD

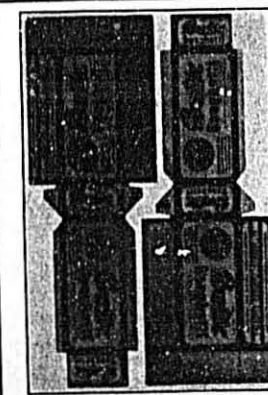
NO. 3 SEMOLINA

Pure Durum Semolina  
Quality - Service - Satisfaction

King Midas

WRITE OR WIRE FOR SAMPLES OR PRICES

KING MIDAS MILL CO.  
MINNEAPOLIS, MINN.



KNOWING THE DIFFERENCE—IN COST  
of materials and labor processes has been part of  
"National" service for many years.

We Manufacture Sealing  
Machines for Both

flat sheets and knock-down cartons and can therefore  
advise you without bias.

We also manufacture both lining and wrapping  
machines as well as both net and gross weighers of  
thirty (30) and sixty (60) per minute capacities.

National Packaging Machinery Co.  
170 Green Street, Jamaica Plain, Boston, Mass.





## Notes of the Macaroni Industry

### Auto Racer Praises Spaghetti

Pietro De Paolo, famous automobile race driver who trains under the most strict training rules, must have his daily dish of spaghetti. He always maintains the services of a chef who is adept in the preparation of real Italian dishes. De Paolo believes that the eating of spaghetti and other forms of macaroni products by the Italians has made them one of the sturdiest races in the world. He calls macaroni products the Italian national food, appropriate for eating in one form or another every meal during the day.

—“Attend Chicago Convention”—

### Dated Canned Spaghetti

Macaroni manufacturers who are engaged in the canning of prepared spaghetti, etc., will be interested in the proposed amendment to the food and drugs act which would require that the date of packing be placed on the labels. The bill was proposed by William C. Hammer of North Carolina and is known as H.R. 10502, and has been referred to the house committee on agriculture. The bill would add a new paragraph (5th) to section 8 of the food and drugs act. This section defines misbranding for the purposes of the act. The new paragraph would declare an article misbranded if in a hermetically sealed container and the container does not carry a label or is not marked conspicuously to show the date when it was sealed.

—“Join National Association”—

### Exhibit at Brooklyn Show

Several of the leading metropolitan macaroni and noodle firms exhibited their products at the 35th Regiment Armory in Brooklyn, last month under the auspices of the United Retail Grocers association. Besides their display of products in attractive packages there were daily demonstrations of acceptable ways in which this product can be prepared for the table. Souvenirs of various kinds were distributed as an advertising feature.

—“Support Vigilance Committee”—

### More People Eating Macaroni

Officials of the Italia Macaroni company of Worcester, Mass., have noted an increase in macaroni consumption the past winter according to an article in The Telegram of that city. They attribute the increased usage of macaroni to the boycott on potatoes because of the high price and because of the greater

knowledge of the food value of these products. Thousands of housewives have been educated to prepare macaroni, spaghetti and noodles in a variety of dishes that please all tastes. Women have also begun to appreciate the food values of the product and are serving it more than ever to the children. The Italia Macaroni company has enjoyed an exceptionally good business throughout the year and has carried on a consistent educational campaign that has gained for it many new customers.

—“Support Vigilance Committee”—

### Proud of Macaroni Firm

The Connellsville Pennsylvania Courier is justly proud of the Connellsville Macaroni company, one of the city's most successful industries. In a leading editorial on March 2 it paid tribute to the owners in glowing terms:

“The success attained by the Connellsville Macaroni company, which in a comparatively few years has extended the markets for its products far beyond the limits of its home state and the nation, should arouse a feeling of pride and gratification among all the people of this city.

“Merely to know that the fame of Connellsville is being spread in new fields ought to be a sense of satisfaction to us all.

“The results are showing what is possible of accomplishment when intelligent and capable management is applied to building up enterprises which supply articles for which there are widespread markets; also, how essential it is to employ correct and modern methods of manufacture and to maintain high standards in products.

“The development of the Connellsville Macaroni company into an industry of constantly growing importance is further proof of the desirability of fostering home establishments and availing ourselves of every opportunity to increase their number.

“The communities in which prosperity is more general and more constant are those having a diversity of enterprises, the trade of which goes out into a widely scattered territory and is unaffected by local slumps which occur at more or less frequent intervals. It rarely if ever happens that all of a group of plants, each producing a different article, find all their markets dull or slow at the same time. Even if one or more

of such industries is obliged to slacken speed the effect in the community is less noticeable than would be the case where the employment of the people and the business of the merchants is almost wholly dependent upon the activity of one or two very large undertakings.”

“The success of the macaroni plant is therefore an outstanding example of what Connellsville brains and capital can do toward increasing and expanding our industrial equipment. It no less plainly shows a way whereby our citizens, through their support of local enterprises, can more certainly insure the future growth and prosperity of the community.”

—“Attend Chicago Convention”—

### Guarantees

Profiting by the suggestion sent out from the headquarters of the National Macaroni Manufacturers association in February, many macaroni manufacturers have notified the distributing trades that hereafter all invoices made by them will contain a guarantee that their products are legal in every respect.

The Pfaffmann Egg Noodle company of Cleveland, O., has broadcast the information that “all our goods are guaranteed with the new ruling of the U. S. Department of Agriculture which prohibits the use of coloring in macaroni and kindred products.” The firm states that the new ruling should be of great help to the industry and to distributors of quality products.

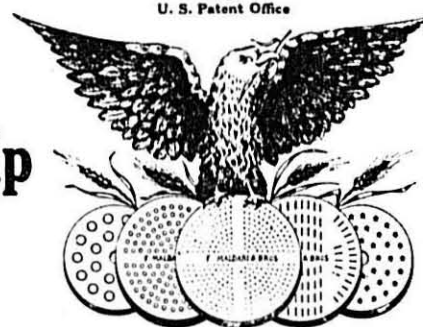
The Keystone Macaroni Manufacturing company of Lebanon, Pa., offers protection to the buyers of its products in the form of a guarantee printed on the face of the invoice. In reference to the use of artificial coloring a circular to the trade on March 18, 1926, says, “this ruling applies only to our Bologna Style macaroni products such as Pot-Pie-Bows, Dainty-Cups, Soup-Gems and Rollets which heretofore have contained a certified food coloring. You are hereby advised that on and after April 1, 1926, the use of artificial coloring in the above products will be discontinued and that thereafter they will be of a natural color and of the same high quality as heretofore.

“All our Macaroni, Spaghetti and Elbows have been and will always be manufactured from strictly 100 per cent pure semolina, and contain absolutely no coloring. Our Egg Noodles are also

MALDARI'S INSUPERABLE MACARONI BRONZE DIES  
with removable pins

Quality

Trade Mark  
Reg.  
U. S. Patent Office



Workmanship

Service

Satisfaction

F. MALDARI & BROS., Inc., 127-31 Baxter St., NEW YORK CITY  
SEND FOR CATALOGUE

Established 1903

Pure Amber Durum

SEMOLINA

STRONG and UNIFORM  
FOR QUALITY TRADE

CROOKSTON MILLING CO.  
CROOKSTON, MINN.

“Crookston Means -- First Quality”



made from the highest quality material obtainable, containing no coloring and fully complying with all Pure Food Laws."

The notice concludes with the statement that these products will always comply with all federal and state food laws, whether they be in the original act or in amendment thereto.

#### Beech-Nut Directors

The Beech-Nut Packing company, of Canajoharie, N. Y., manufacturer and canner of macaroni products among other foods, elected the following directors at the regular annual meeting last month: Bartlett Arkett, F. E. Barbour, J. S. Ellithorp, W. C. Arkell, E. W. Shineman and L. T. Hallett.

#### Want Cost Accounting Information

An accountant and bookkeeping expert in New York is seeking information that will enable him to install an easy and dependable system in the office of his clients in several macaroni plants in his district. His views of the present trend in this business, being that he is an outsider, are interesting: "I have read your official organ monthly with interest and through its columns I have become more than ever convinced that the trade association is a valuable adjunct of modern industry and merchandising. The old order of business, in which men engaged in intensive and unfriendly rivalry, has given way to the friendly conference and convention at which common problems are discussed and the basis laid for helpful personal association. I believe that the greatest safeguard against undue price cutting is a knowledge of costs. The market in a particular product is often disturbed by low prices made by a producer who is ignorant of his own cost of production."

Most firms have some sort of a cost system. Does it show production, distribution and other costs? The better the system, the more accurate its figures. This fellow is right—Know your Cost and Sell at a Profit.

#### New Name for Noodle Company

The J. & S. Home Made Egg Noodles, a firm operated by R. Jonke and F. Sbaschnig at 1428 Gates av., Brooklyn, N. Y., has been reorganized and incorporated as Schneider's Home Made Egg Noodle Co., Inc. The plant has also been removed to new quarters at 615 Fairview av., Brooklyn, where macaroni and spaghetti has been added

to its line of noodles. New equipment has been installed and production of the new products will be carried on for distribution through the same channels in which their egg noodles have long been popular.

#### New Seattle Plant

The Pacific Coast Macaroni company has started operations it is announced in the Seattle Manufacturer of last month. The plant is a small one at 1811 Rainier av. of brick and tile and equipped to produce 15 to 20 bbls. of macaroni and spaghetti daily.

The proprietors are Joseph and Guido Merlino and John Madonna, all experienced macaroni manufacturers on the Pacific coast. The plant is modern and up-to-date in every respect. Macaroni in bulk will be the principal output.

#### Savoia Increases Capital

The Savoia Macaroni Manufacturing Co. of Brooklyn, N. Y., has increased capital from \$50,000 to \$300,000 to provide funds for the expansion program and to carry on the rapidly increasing business of the concern.

The capital structure of 500 shares of \$100 par value has been changed to include 12,000 shares of \$25 par value preferred stock and 8,000 shares of \$25 par value common stock.

Practically all of the new stock has been subscribed for. This company has been in successful operation for seven years and had been uniformly successful. Additions to the plant are being constructed.

#### Good Stuff!

For hungry children everywhere and for hungry men and women as well, there are no better foods than macaroni, spaghetti or noodles. They are easily digested, rich in food value and may be prepared in ways which afford an endless variety. They may be added to any sort of soup, they may be served instead of potatoes, with any sort of fricassee or stew, and they make most tempting dishes for luncheon and dinner. (From a recent publicity release.)

#### Joseph Matalone Dead

Joseph Matalone, well known macaroni manufacturer of Chicago, passed away March 31, 1926, from pneumonia. He was president of the Chicago Macaroni company, member of the National Macaroni Manufacturers association, a

leader in the Italian colony. Mr. Matalone was one of 3 men who organized the Chicago Macaroni company about 2 years ago, before that owner and operator of the Matalone Macaroni company; considered one of the successful men in the macaroni manufacturing business.

He was buried April 3 in Chicago, mourned by business associates and hundreds of warm friends.

#### Lambrosa Plant Destroyed

The large macaroni manufacturing and wholesale plant of A. Lambrosa & Co., 25-29 Carroll st., Brooklyn, was gutted by fire March 28, origin undetermined. The loss is estimated at \$150,000.

The plant was a 6 story brick structure. When discovered the fire had raced through the interior, hemmed in by steel shuttered windows, and the heat was so intense firemen were unable to enter the building. After 2 hours fight the blaze was got under control, but only the walls remained.

Intense heat from burning macaroni, cheese, olive oil, boxes, flour, etc., spread the fire to nearby tenement houses and over the whole block terrified tenants were forced to vacate. Mr. Lambrosa has as yet no definite plans.

#### Golden Crown Progressing

The Golden Crown Macaroni company plant at Trinidad, Col., is a credit to the community, according to the March 19 issue of the Trinidad Chronicle. This concern is engaged in manufacture of high standard products to supply the Trinidad market and the large southwest territory contiguous. Twenty employes are on the payroll.

Enterprising progressive citizens are connected with the conduct of the macaroni plant, which is equipped with the last and most up-to-date machinery. The entire plant has a model for sanitary handling and cleanliness and convenience of manufacture. The output is sold in bulk and in package.

#### Addition to D'Amico Plant

The D'Amico Macaroni company of Jersey City, N. J., has found it necessary to construct an addition at 34 Drift st. to take care of its greatly increased business. The addition will run through from Drift st. to Aqueduct st.

The D'Amico Macaroni company was started in a small building 10 years ago by Gaspar D'Amico, with one small press and limited equipment.

## Buhler Brothers'

for Quality

### The BUHLER PASTE GOODS PRESSES

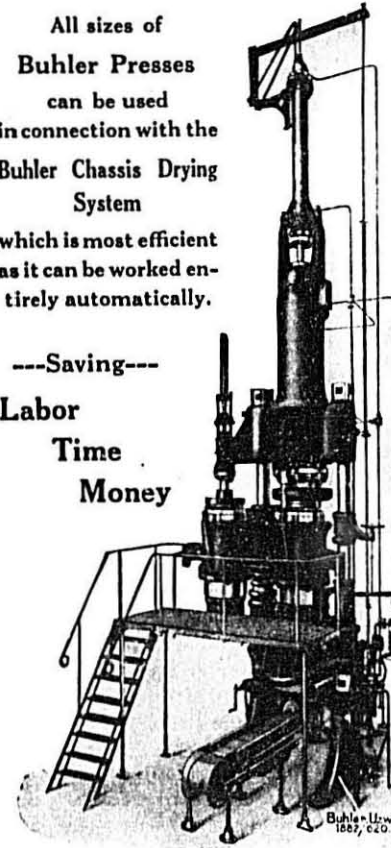
are the result of careful studies and great experiences.

Every detail of the BUHLER PRESSES is manufactured with the old time Accuracy and Reliability.

All sizes of Buhler Presses can be used in connection with the Buhler Chassis Drying System which is most efficient as it can be worked entirely automatically.

---Saving---

Labor Time Money



For information and catalogues please ask

## Th. H. Kappeler

Sole Distributor for Buhler Machinery  
NEW YORK OFFICE, 44 Whitehall St.



## Know a Workman by his Tools

IT MAY be that a clever man could build a Swiss watch with a Ford tool kit. But no one would expect him to do a good job,—to save money or to satisfy his customers. Modern manufacture is a question of good tools and sound methods. A single machine does the work today that took the time of a dozen men last year.

And the factory with the best tools and soundest methods will do the best work at the lowest price.

Good tools and good methods are a feature of the Anderson-Tully plant. Saws are kept sharp, machines in expert running order. Equipment is up to the minute.

The result is that Anderson-Tully Macaroni boxes fit your product, deliver it to your customers unfailingly and are supplied to you on the minute. Manufacturing economies mean that you get a quality product at a "cheapest in the long run" price. Let us quote you.

ANDERSON-TULLY CO.

Good Wood Boxes

Memphis



Only 5 men were then employed and the products were distributed by horse and wagon.

Today says the Newark Star-Eagle, the D'Amico Macaroni company is well known throughout the state. It occupies a 2 story building 40x50. Twenty-five persons are employed and 2 large motor trucks are kept busy making deliveries. 2 large presses and other electrical machinery are part of the equipment. Approximately 8000 lbs. of finished products are distributed daily in and around Newark while considerable quantities are shipped to distant cities.

The popularity of the savory dish is exemplified by the important progress made by a local macaroni company in its business.

There was a time, not many years ago, when the American housewife did not know the full value of the spaghetti dish. It was common to the Italian-American wives, upon whom it was incumbent to prepare a daily portion for their husbands. Today, however, the American housewife has learned the true value of spaghetti and macaroni products, because of the educational work that has been done by writers on food subjects, who have constantly impressed on her the importance of these excellent foods in the diet.

#### New Plant at Cudahy

A new macaroni and spaghetti manufacturing plant has been located at Cudahy, Cal., near Los Angeles. It will be known as the Puleo & Ferraro macaroni factory. Modern machinery costing between 5 and 10 thousand dollars is now in operation under the supervision of the two owners, veterans of the macaroni industry.

#### Queens Company, Inc.

The Queens Macaroni company has been incorporated under New York state laws through Attorney B. F. Koppelman, 280 Broadway, Manhattan. The company's stock of \$10,000 is in the hands of the 3 organizers, P. Marchisotto, F. Marchisotto and J. Seitta.

#### Macaroni in Educator's Monthly

The Utah Educational Review for March carried a story on macaroni manufacture that will interest readers, one of a series on "Learning of Utah," in which the industries of the state are treated in an instructive manner.

The article tells of the macaroni

manufacturing process as carried on by the 2 plants, one in Salt Lake City and one in Odgen. The article is for use in schools. The publication has a wide circulation throughout the schools of Utah and neighboring states.

#### Get Plant Permit

Peter Cuilla, White Plains, N. Y., has been given a permit by the building department for construction of a macaroni factory. Plans for the work are in the making and will be announced later according to the owner.

—Attend Chicago Convention—

#### Information Wanted

The Dartnell Corp. of Chicago, publisher of Sales Management Magazines and the Dartnell Monthly Sales Service, is conducting an investigation to get information on prices, discounts, sales agreements, and price strategy methods that prevail in various industries. The attention of macaroni manufacturers who are in a position to supply the information desired is called to the following questionnaire:

#### Prices, Discounts and Sales Agreements

What is the trend of prices in your line of business

What steps are you taking to meet the situation caused by this trend?

What practices have you noticed others adopting in this situation?

#### Most Pleasing

A member of the National Macaroni Manufacturers association in sending his check for 1926 dues expressed the spirit that should be shown by macaroni manufacturers who have not as yet affiliated themselves with their trade organization but who rightfully should join. He said:

"With the payment of our dues let us renew not only our membership in the association but also our expression of approval of the idea on which this association exists, and our very best wishes for its continued success in the furthering of its purposes."

Accomplishing a trade association purpose would be made very easy if this spirit prevailed more generally among those whose interests the National Macaroni Manufacturers association aims to promote.

Think this over, nonmembers!

How do you determine prices?  
What are the usual terms of sale in your line of business?

Cash discount?

For payment within how many days?

Are you considering giving more liberal terms?

What discounts are offered? Are these discounts flexible?

Have you a sliding scale to cover different classes of buyers? Give details.

What price differential, if any, is allowed distributors, branches or dealers?

What rebate arrangements are made? Protection against price decline?

What extra inducements are offered? On what occasions?

#### Price Strategy

What kind of price strategy do you use to stimulate sales? State what you consider best method.

What marketing and price policies have you found have the best influence on sales?

If you sell through retail channels are retailers who purchase as much as some wholesalers given the full wholesale discount?

How do you cover the matter of prices in your sales agreement? Enclose copy.

What other noteworthy practices prevail in your line?

—Join National Association—

#### Big Wholesale Trade

The Federal Reserve board has released figures covering the wholesale business of 1925, which indicate that this business last year exceeded that of any other year since 1920. The grocery business was exceptionally large even exceeding that of 1923 and 1924.

The survey made in the various reserve districts showed a seasonable decline in December, but the January average was high in spite of the falling off in business of one or two districts. Inventories of groceries on grocer shelves showed larger stocks on hand than in December 1924, while accounts receivable were smaller, showing that more cash business was transacted during the year.

—Support Vigilance Committee—

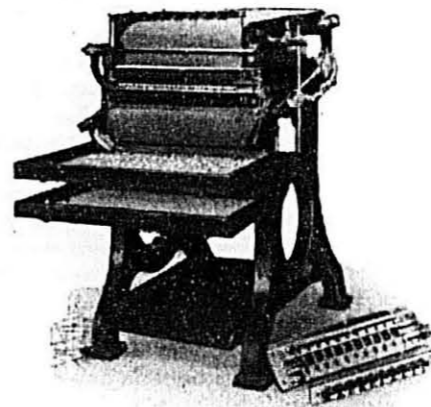
BIG MEN and little apples always come to the top.

"Bellyachers" seldom are builders.

#### Mechanical Factories of Precision

### MARIO ECCHER ROVERETO Trentino (Italy) Via Garibaldi 15

Foremost Factory of Italy for the manufacture of automatic noodle machinery



Forty years' experience.—Suppliers of the leading noodle factories of the world.

"RESENTA" and "SUPER-RESENTA" models, combination automatic FANCY STAMPING MACHINES for Bologna style noodles, cutting sheets of dough 48 and 65 centimeters wide respectively.

The largest and most rapid machines on the market.—Speed 259 strokes per minute. Big yield.—Latest models.—Absolute perfection.—Over 50 different types of noodles produced by the same machine.

"SULTAN" automatic "FOLDING MACHINE" for noodles and similar products. Yield over 1500 kilograms per day. Absolute novelty.—Big economy in labor.

Catalog, samples and prices upon request.



Some types of noodles produced with the "RESENTA" and "SUPER-RESENTA"

## DRYERS

That will dry your macaroni perfectly

Stop all the waste—acidity—cracked and moulded goods

Save labor 75%

USING

### BAROZZI DRYING SYSTEM

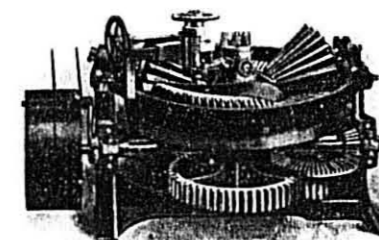
616-620 Clinton Street

HOBOKEN, N. J.

New York City District

Make money and better macaroni

## D. & E. Kneaders



To The Trade:-

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

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

Yours very truly,

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

### DIENELT & EISENHARDT, Inc.

1304-18 N. Howard Street  
PHILADELPHIA, PA.

Established Over 50 Years







1926 acreage up to 4,135,000 acres. The total acreage of all spring wheats for this year will be about the same as last year, or about 9,630,000 acres. In Minnesota Prof. Paul H. Kirk of St. Paul, agricultural statistician for the government, reports that the farmers apparently intend to increase durum wheat by 12% over the 1925 plantings. There will be a decrease in the acreage sown to spring wheat of various kinds.

**How Others Do It**

The biscuit and cracker manufacturers are showing us the way in the matter of convention attendance. It would be profitable for the macaroni industry if manufacturers in this business would do likewise.

Arrangements are being made to run a special train over the Santa Fe railroad from Chicago to Los Angeles for the annual convention of the National Biscuit and Cracker Mfrs. association, May 26-29. It is expected to have 100 persons in the party and to arrange for stops at Colorado Springs and the Grand Canyon.

Much favorable publicity could be obtained for our industry if those who attend our trade conventions would make arrangements to travel in a body. For instance a special train could be arranged to take care of the New England, New York and Pennsylvania delegates to the Chicago convention the second week in June. The Texas and southern manufacturers might arrange a party to occupy a special coach. Similar arrangements can be made by Pacific coast manufacturers and from other centers where the industry is largely represented. The example of the biscuit and cracker manufacturers is presented as a hint to what may be done for the promotion of our own interest.

**Philadelphia Grocers Merge**

The Barber & Perkins company of Philadelphia has acquired the wholesale grocery business of the B. S. Janney, Jr., Co., Inc. The consolidation is said to be the largest ever effected in the trade in Philadelphia. The Barber & Perkins company was a pioneer in the wholesale cash grocery system in Philadelphia, while the Janney concern has been one of the largest wholesale grocery houses, with an established business throughout the east. The offices and salesrooms of the merged corporation will be maintained at the present headquarters of the Barber & Perkins company. Wilkins J. Perkins, president of

the latter organization, said that overhead expense will be reduced through the amalgamation of stocks and organi-

zations of the two companies, thus enabling them to offer the retail grocery trade economies and competitive advantages.

**February Exports and Imports**

The exports of various grades of macaroni in February 1926 were considerably below the quantity sent out of this country the same month in 1925 but a slight increase over January 1926. The total for February 1926 was 669,000 lbs. The previous month exports were 621,000 lbs., while in February 1925 they had reached the high point of 818,000 lbs.

For the 8 month period ending Feb. 28, 1926, the quantity exported had somewhat decreased from the figures of the previous year. The total was 5,300,000 lbs. from July 1, 1925, to Feb. 28, 1926, as compared with 5,423,000 lbs. for the same period the year previous.

New York continues to be the leading export city, reporting 275,000 lbs. through that port in February. New Orleans was a close second with 203,000 lbs.

The United Kingdom of Great Britain and Ireland continues to be our best customer, buying 146,000 lbs. in February. Mexico comes second with a purchase of 124,000 lbs. Then comes Canada with 95,000, Dominican Republic

with 72,000, Cuba with 63,000, Panama with 47,000, Australia with 30,000 and New Zealand with 15,000 lbs.

**Imports**

The importation of various macaroni products for Feb. 1926 was almost 25% in excess of the imports for the same month last year. According to government figures the total for Feb. 1926 was 422,729 lbs. valued at \$30,017 compared with 386,952 lbs. worth \$24,236 in Feb. 1925. This rush to market in February may be due to the government ruling against artificially colored macaroni products as the imports so far this fiscal year have not been up to the pace set last year.

For the 8 months period July 1, 1925, to Feb. 28, 1926, the macaroni shipments from foreign countries totaled 3,944,336 lbs., or a slight decrease from a year previous, which were 3,969,118 lbs. The value of the products imported in the 8 months ending Feb. 28 was \$278,705, a somewhat higher per lb. value than the 1925 shipments for the period, which brought importers only \$261,309 for a larger quantity.

Exports of Macaroni by Ports and Countries of Destination

	(1000 lbs.)			February, 1926.			Total
	New York	New Orleans	San Francisco	Wash	Buffalo	All other	
Gibraltar	3						3
Netherlands		13					13
United Kingdom	146					1	147
Canada				21	44	30	95
Costa Rica	2						2
Guatemala	2	2	x				4
Honduras		9					9
Nicaragua		1	x				1
Panama	6	41					47
Mexico	45	18	6			55	124
Jamaica		1					1
Other British W. I.	1						1
Cuba		52				6	63
Dominican Republic		65				x	71
Dutch West Indies		1					1
Haiti							3
Virgin Islands						1	1
Colombia	1	x	x				1
Peru							1
India			x				8
British Malaya			x				1
Ceylon			1				1
China			4				4
Java and Madura			5				5
Japan			8				8
Philippines			3				3
Siam			1				1
Australia			29				29
British Oceania			1				1
New Zealand			12				12
<b>Total</b>	<b>275</b>	<b>203</b>	<b>33</b>	<b>21</b>	<b>44</b>	<b>93</b>	<b>669</b>

x—less than 500.  
Note: Countries importing less than 500 lbs. omitted.

**1926 Dues**

Have you received your 1926 Dues Card? The statement sent you for your dues on April first was not intended to be an "April Fool" joke. It just happens that our fiscal year, for no good reason whatsoever, begins on that date.

Your 1926 Dues Card will be sent you immediately upon receipt of your check in answer to the "touching letter" above referred to. Send it along. Raise your classification as your capacity warrants.

—"Join National Association"—

**Hang Together**

Figuratively our doom is this, "If we don't hang together, we shall all—hang separately. That was the way it was put by an American patriot at the time of our Revolutionary War.

The same thing applies to business today. There must be more and better cooperation if our industry is to exist and progress.

This can best be done as active members of the National Macaroni Manufacturers Association. Let's hang together. Join now.

—"Attend Chicago Convention"—

**Invaluable Information**

Through personal contact with competitors and men of wide experience in their particular trade whom you will meet at our annual convention June 8, 9 and 10 in Chicago you will get information that is invaluable, that money cannot buy.

Plan a combined business and vacation trip for the second week in June and make your reservations now at the Edgewater Beach Hotel for the 1926 Conference of Macaroni Industry.



**USE**

**Penza's Superior Bronze Macaroni**  
Moulds with *Perfected and Patented*  
"Kleen-E-Z" Removable Pins.

**SAVE**

**Power**  
**Waste of Dough**  
**Time in Cleaning**  
**Give Better Service**

*A trial will prove the superiority.*

**Frederick Penza & Co.**

788 Union St. Brooklyn, N. Y.

*The House of Perfection* *Always at Your Service*

**Where Others Have Failed, We Have Succeeded.**



*Why not deal with a reliable house?*

**INTERNATIONAL MACARONI MOULDS CO.**

252 Hoyt St. Brooklyn, N. Y.

**NOODLES**

If you want to make the best Noodles—you must use the best eggs.

We know your particular requirements and are now ready to serve you with—

**Special Noodle Whole Egg—**

Dehydrated Whole Eggs—selected—  
Fresh Sweet Eggs—particularly bright color.

**Special Noodle Egg Yolk—**

Selected bright fresh yolk—entirely Soluble.

Samples on Request

**JOE LOWE CO. INC.**

"THE EGG HOUSE"  
New York

CHICAGO BOSTON LOS ANGELES TORONTO  
WAREHOUSES  
Norfolk Atlanta Cincinnati Detroit Pittsburgh



## The Macaroni Journal

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

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

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

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

Vol. VII April 15, 1926 No. 12

### Keep Mailing List Alive!

Business men who have adopted the direct-by-mail plan of advertising often make use of a "dead" rather than a "silent" salesman. This is especially true of the man who uses an out of date or inaccurate mailing list for this purpose. Millions of letters and many millions of pieces of second class mail annually find their way to the dead letter office, or are returned to the owners with the terse statement that the addressee is either dead or has moved without leaving forwarding instructions.

On this point Arthur C. Lueder, Chicago's efficient postmaster, comments as follows:

No business man would repeatedly send a salesman to a town that does not exist, or to see a man whose permanent address is the graveyard, or to solicit an order from a firm at the location from which it had moved a year ago, but many business men do repeatedly send carefully prepared and expensive advertising matter to towns that are not in the state named, to people whose names have long been carved on a tomb, or to addresses from which their prospects have moved long ago; and a circular letter is only a silent salesman after all.

This silent salesman cannot get results unless it reaches the prospect. People die, move, or go out of business; advertising to such means time, effort, literature and postage wasted. A good mailing list in a city like Chicago depreciates about 42% a year. To be effective

it must be continually corrected. The word "Return Postage Guaranteed" on 3rd class matter beneath the return address on each envelope will bring all undeliverable mail back to the sender and give him an opportunity to correct his list.

He may think the piece of mail is not worth the postage necessary to obtain its return, but if he remembers that every prospect on his list costs him money and that every name should be a prospect for his goods or services and that unless the list is corrected not only one piece of mail will be wasted but 10 or 100, limited only by the number of times the list is used, he will realize that it is real economy to keep his mailing list up to date.

If I could get the ear of the business men of the country as you can, I would have this message for them: "Mr. Business Man: Our waste baskets have no purchasing power. Why address so much of your advertising matter to them?"

—"Join National Association"—

### Vacations Helpful

"The greater the responsibility the more necessary is an annual vacation for the greater efficiency of executives or workers."

Generally speaking, this is the opinion of Daniel Bloomfield, manager of the Retail Board of Boston, expressed in an address early in March at the annual convention of the American Management Association in New York.

Executives often work longer hours than the rank and file of office workers. They give time and thought to problems while outside of the office. Office workers frequently work over their regular hours for no compensation. On the other hand factory workers have definitely fixed hours and receive pay, or double time, for over time.

Annual vacations should be at least 3 weeks each year for business executives and 2 weeks a year for office workers and factory employees if they are expected to act with their greatest efficiency for the firm. Vacations are an aid to health also. They should not depend on or be rewards for regularity of attendance. Vacation pay should be advanced so that the worker will not take other employment during the period when rest and recreation only should be the purpose.

During the vacation period one should disassociate himself entirely from his business. Psychologists have discovered various kinds of nerve fa-

tigue, due to the constant strain under which executives particularly are always working.

Under no circumstances should firms consider half holidays on Saturdays and full days on holidays as substitutes for the real vacation, which will bring back the executives or employees in a freshened state of mind that will repay the firm many times the loss which it may have sustained during their vacation.

—"Attend Chicago Convention"—

### The Association's Anthem

#### BOOST

Boost and the world boosts with you; Knock and you're on the shelf;

For the world gets sick  
Of those who always kick  
And wishes to kick himself.

Boost when the sun is shining;  
Boost when it starts to rain;

If you happen to fall  
Don't lie there and bawl,  
Get up and boost again.

Boost for the industry's advancement;  
Boost for our organization, fine;

For the chap's that found  
On the topmost round  
Is the BOOSTER every time.

#### Refrain

Boost Association by amalgamation;  
With the builders, take your station;  
Cooperate, don't annoy.  
Build up, don't destroy;  
Join and Boost National Association.

**MAKE YOUR PLANS NOW FOR THE NATIONAL CONVENTION IN CHICAGO, JUNE 8-9-10, 1926. IT WILL BE THE BIGGEST AND BEST CONVENTION THE INDUSTRY HAS EVER HELD.**

The average married man has a very hard time of it today. Outside the home the outlaws hold him up and inside the home the in-laws hold him down!

### A. ROSSI & CO.

Macaroni Machinery Manufacturer

Macaroni Drying Machines

That Fool The Weather

387 Broadway — San Francisco, Calif.

# SUCCESS

in producing and marketing a useful Product in Cartons can be traced to two causes,—  
**Low Production Cost and Means of Protection**  
to preserve the Product from the Factory to the Consumer.

# JOHNSON

**PACKAGING MACHINERY**

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

**PERFECT CONDITION**

# JOHNSON

**Automatic Sealer Co., Ltd., Battle Creek, Michigan**

NEW YORK, 30 Church St., CHICAGO, 208 S. LaSalle St., LOS ANGELES, CAL., 607 Marsh-Strong Bldg.



## COLD GLUES

FOR ALL PURPOSES  
on F-2 and F-5 Machines  
USE

Table Glue "H"

AND

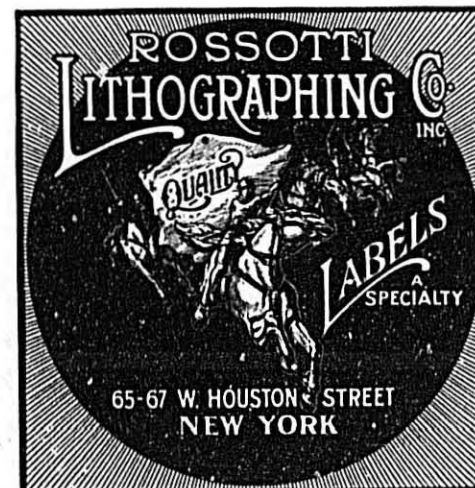
Glue "XS"

Now being used by:  
C. P. Mueller Company  
A. Goodman & Sons, Inc.  
National Biscuit Co.  
Loose-Wiles Biscuit Co.  
and many others.

Free Samples on Request

**NATIONAL GUM & MICA CO.**

Main Office: 820 Greenwich Street, N. Y. C.





<p><b>OUR PURPOSE:</b> Educate Elevate Organize Harmonize</p>	<p><b>ASSOCIATION NEWS</b> <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i></p>	<p><b>OUR MOTTO:</b> First— The Industry Then— The Manufacturer</p>
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<p><b>OFFICERS, 1925-1926</b> HENRY MUELLER..... President 180 Baldwin av., Jersey City, N. J. E. Z. VERMYLEN..... First Vice President 55 Front st., Brooklyn, N. Y. H. D. ROSSI..... Second Vice President Braidwood, Ill. FRED BECKER..... Treasurer 6919 Lorain av., Cleveland, O. WILLIAM A. THARINGER..... Director 1458 Holton st., Milwaukee, Wis.</p>	<p>A. C. KRUMM, Jr..... Director Philadelphia, Pa. JOHN V. CANEPA..... Director Chicago, Ill. M. J. DONNA..... Secretary P. O. Drawer No. 1, Braidwood, Ill. <b>ASSOCIATION COMMITTEES</b> Committee on Cooperation with Durum Millers James T. Williams, The Creamette Co., Minn- apolis, Minn.</p>	<p>F. X. Moosbrugger, Minnesota Macaroni Co., St. Paul, Minn. Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis. <b>Legislative and Vigilance Committee</b> M. J. Donna..... Secretary Braidwood, Ill. Dr. B. R. Jacobs..... Representative 3025 I st. N. W., Washington, D. C.</p>
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## WITH THE SECRETARY



**Heart to Heart Talk**

Confidentially!  
Are you doing your full duty to the industry of which you are a part?  
Are you a member of your trade association?  
Have you contributed to the support of the Vigilance Committee through which self regulation of the industry is being promoted?  
Do you attend the trade meetings and conventions of the Macaroni Manufacturers?  
May we expect your cooperation in making the 1926 Convention of the Industry the success its sponsors hope for?  
What are you doing to "elevate the trade," to "promote better feeling" or "eliminate trade abuses"?

—"Join National Association"—

**Free Information**

It has been agreed that hereafter Free Information will be available to Association Members only.  
That reminds us of the old saying—"IF YOU EXPECT SOMETHING GOOD, FOR NOTHING, YOU WILL GET SOMETHING GOOD-FOR-NOTHING."  
To get Information when it is still news, join the National Association.

—"Attend Chicago Convention"—

**Seeing Red**

One usually sees red when he is angry. Macaroni and noodle manufacturers who will persist in disobeying the Federal and State Food Laws may be made to see "red," particularly if they paint their goods to simulate egg products.



**In Right at Last**

This manufacturer is happy. After neglecting his duty, he has agreed to carry his share of the load in uplifting the macaroni industry through cooperation with other manufacturers.  
He's happy because he JOINED THE NATIONAL ASSOCIATION, first because he felt it his duty to belong and second, in honoring the TWENTY-SECOND BIRTHDAY of the organization of that beneficial organization.  
He has shown you the way, Mr. Reader. Read again the article in this issue entitled "Are You a Member?" Send in your application so that your answer may be, "YOU BET I AM."

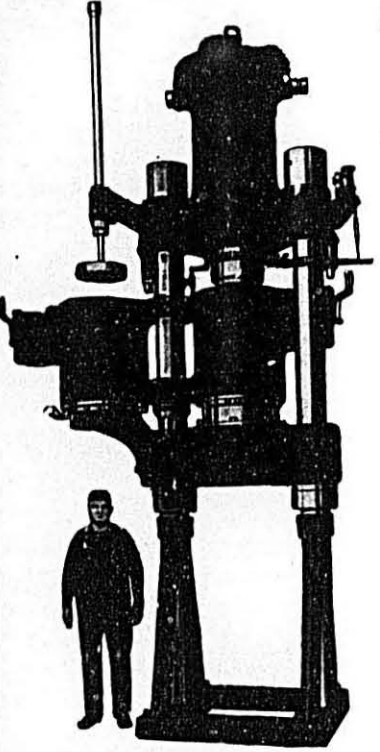
—"Support Vigilance Committee"—

**More Volunteers**

Five firms have been added to the roster of the National Association as regular members. They made voluntary applications in appreciation of the good consistent work which this trade body has been carrying on for the macaroni industry. They are:  
1—Kansas City Macaroni & Importing Co. (R. Sarli), Kansas City, Mo.  
2—Fontana Food Products Co. (M. Fontana), San Francisco, Calif.  
3—Traficanti Brothers (Nicholas Traficanti), Chicago, Ill.  
4—Gooch Food Products Co. (H. Diamond), Lincoln, Neb.  
5—Fort Worth Macaroni Co. (N. T. Mazza), Fort Worth, Texas.

The secretary will be pleased to hear from others. One volunteer is equal to a dozen pressed men. Show your real spirit by applying now. Pull, work, play and stick together.

—"Join National Association"—



John J. Cavagnaro

Engineer and Machinist


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

Specialty of  
**MACARONI MACHINERY**  
Since 1881

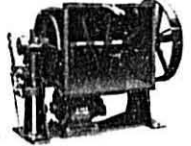
N. Y. Office & Shop 255-57 Centre Street, N. Y.

ELMES


HYDRAULIC MACARONI MACHINERY



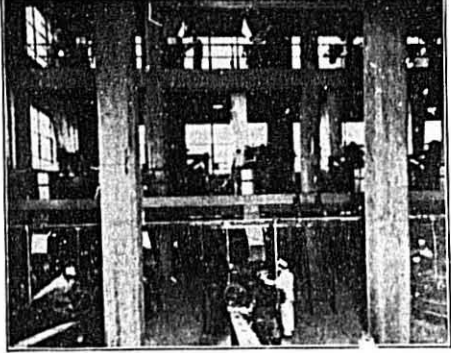
2-2 1/2 hbl. Mixer  
Belt Driven.




1 1/2 hbl. Mixer  
Hydraulically Tilted.



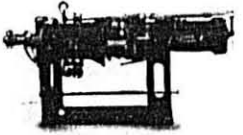
91-inch Kneader  
Capacity 2-3 hbls.




A typical ELMES Installation in Operation



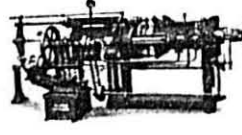
Inside Packed  
Vertical Press.



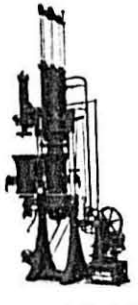
Inside Packed Short-cut  
Press for Accumulator System.



Die Washer.



Outside Packed Short-cut  
Press and Pump.



Outside Packed  
Vertical Press.

SOLD WITH THE ELMES GUARANTEE---FIRST CLASS MATERIAL AND WORKMANSHIP

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





Pillsbury's Semolina No. 2, Pillsbury's Durum Fancy Patent—the many macaroni manufacturers who use these splendid products will tell you of their remarkable quality. Your macaroni will have exceptional strength, finest amber color, and desirable flavor—always.

**Pillsbury Flour Mills Company**

"Oldest Millers of Durum Wheat"  
**Minneapolis, U. S. A.**

Albany  
 Atlanta  
 Altoona  
 Baltimore  
 Boston  
 Buffalo

Chicago  
 Cincinnati  
 Cleveland  
 Dallas  
 Detroit  
 Indianapolis

BRANCH OFFICES:  
 Jacksonville  
 Los Angeles  
 Memphis  
 Milwaukee  
 New Haven  
 New York

Philadelphia  
 Pittsburgh  
 Portland  
 Providence  
 Richmond  
 Saint Louis

Saint Paul  
 Scranton  
 Springfield  
 Syracuse  
 Washington

