

**THE  
MACARONI  
JOURNAL**

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# *The* Macaroni Journal

Minneapolis, Minn.  
December 15, 1926

Volume VIII

Number 8



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



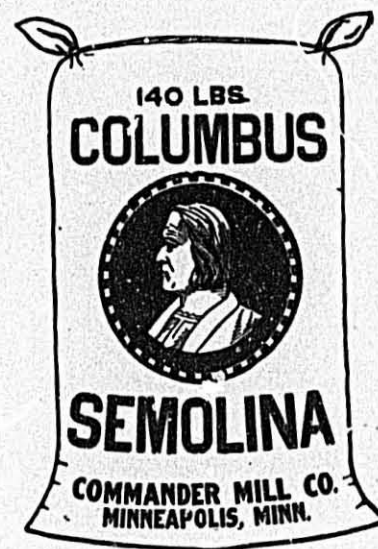
## *The Christmas Spirit*

It takes a national holiday like Christmas to bring out that very fine and true Christian spirit that might well be manifested every day throughout the year.

May the fine Christmas Spirit prevail in the hearts of all macaroni manufacturers during the coming year---guiding them in purely personal matters and in their business affairs.



# Our New Brand



**GIVE IT A TRIAL**

**COMMANDER MILL COMPANY**  
MINNEAPOLIS, MINNESOTA



## *Build on Faith*

You have seen the fledgling, mouth agape, receiving food from the bill of the doting mother bird. What assurance has the fledgling that the parent will not feed it a rusty nail? No assurance, but unlimited confidence.

What a treat selling would be if our prospects reposed the same confidence in us! You cannot expect all of your prospects to accept your word or our goods without question, because most of them have been fed rusty nails in their time; but if you win the confidence of the men you see every day, in time they will surely come to have faith in you, in your company, and our product.

Confidence is the playfellow of truth. They go along hand in hand. When truth trips, confidence falls. Sometimes the smallest, apparently unimportant departure from accuracy in your statements will weaken the faith of your prospect or customer. Be safe. Give him the whole truth and nothing but the truth and you will find that confidence keeps pace; will not trip.

Your prospect, like the fledgling, once fed a rusty nail will starve to death rather than take another chance.

*Number Eight 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 MACARONI JOURNAL

December 15, 1926

*Substitutes at prices lower than Semolina are sometimes tempting,  
BUT*

*Only with Durum Semolina can you maintain that high standard of quality  
which has always been the foundation of every successful growing business.*



Quality

Service

★ ★ **Tustar** ★ ★

*In these days of uncertain Semolina prices if you are running with Semolina  
stocks reduced almost to the danger point, we can still give you*

**QUICK DEPENDABLE SERVICE**

*Eat More Macaroni—the Best and Cheapest Food*

**MINNEAPOLIS MILLING CO.**  
MINNEAPOLIS, MINN.

# THE MACARONI JOURNAL

Volume VIII

DECEMBER 15, 1926

Number 8

## INSURING YOUR INSURANCE

In this country, particularly, fire insurance is considered a business asset. It is a most important matter and worthy of the best of attention by the responsible officers. It seems to be a well known fact that men who are usually minutely exact in their ordinary business affairs are often very careless in the matter of their insurance of plant and equipment.

In the macaroni manufacturing industry the plants, stocks and equipment are usually safely covered against fire losses. Then the carelessness above referred to cannot be charged to neglect to insure but to failure to understand the provisions of policies purchased for the sole purpose of protection against possible losses by fire, tornadoes, etc.

An insurance expert has laid down 5 important rules which macaroni manufacturers may well heed in connection with their fire insurance. Here they are:

- 1—Read your policy.
- 2—Make an inventory, showing valuation or appraisal.
- 3—Note carefully expiration date, and renew in advance.
- 4—Don't overinsure.
- 5—Make exact loss report.

On applying for insurance, do so to a reputable company. Make no representations and no concealments that will make the policy void. Read the policy carefully, noting its provisions. Lessen the fire hazards in your plant by urging your employees to be ever on their guard. Remember that no matter how well you feel that you are insured, a fire causes losses that no insurance can possibly cover.

### Tabulate Property

Have your secretary or bookkeeper make and keep a complete inventory of all the property insured. If possible tabulate the value of it, the cost of replacement, and the yearly allowance for use and depreciation. Make several copies of this inventory, and store them in different places to insure the safekeeping of at least one copy. Many business men file a copy with their insurance policy in the bank's safety vault. This policy is recommended.

"Your insurance has expired." How often has this statement stunned a man who considered his property fully covered only to find when a fire did occur that he had overlooked renewing his insurance. Though this does not happen as frequently now as it used to because of the alertness of the insurance agent on the lookout for business, it is well not to put too much dependence upon others. In your "tickler" file and elsewhere in your records note dates on which your various policies expire and notify the company's agent by letter that you want the policies renewed with certain desired changes.

Some people entertain the erroneous belief that it is prudent to insure for an amount considerably in excess of the value of the property in order to obtain 100% protection. That is not only unethical, but foolish. Why pay excess premiums on uncollectible insurance? No matter how large an insurance policy one buys, payment is made only on the proved loss or damage. Full coverage is businesslike and sufficient.

Should you be so unfortunate as to have a fire loss, first ascertain the cause of the fire and report to the insurer. Then look up your policy and your inventory. Check over the total losses due directly to the fire, the damage done by water, by hurried and rough handling, by falling walls and check this up with the insurance adjuster. If building restrictions interfere with reconstruction of the plant, note this as a possible source of damage sustained under your policy. Make only an honest claim, conservative and reasonable, and your claim will receive the favorable attention of the insurer. In case the company refuses to pay for any reason whatsoever you will then be in a position to prove your claim for loss and damage in any court of law.

If you need fire protection, and what macaroni plant does not, then your insurance is deserving of the very best attention you can give it against a possible loss that may put you out of business entirely. Read the 5 rules once more; then study your policies from this businesslike viewpoint.



## Strange But True

By Joseph J. Cuneo

In the years 1912, 1913, 1914 and part of 1915 practically all the official business of the macaroni manufacturers in America, such as letters to clients, orders, etc., was transacted in Italian. Approximately 90%.

Today most of the official business is transacted in English. Over 90%.

The Immigration Law did not have as much to do with this as the increased demand from all quarters for macaroni. It is a priceless gift to be able to speak, read and write languages other than our own but it is not wise to codify such learning or gift and inculcate it entirely in a business, expecting it to benefit the industry in general. This is true of any business in America, regardless of its aim and object, if it is expected to advance to the height of business perfection.

When a demand for the product arises, regardless of from what quarter, it is pleasing and gratifying to note when it is met the same as all general demands should be met—squarely on 2 feet—with fairness to all, abrogating no commercial rule, written or unwritten, nor dealing with the demand from a purely mercenary standpoint.

The early part of this year while traveling through Italy I noticed that most of the macaroni manufactured was packed in containers and baskets bearing no label or trade name. Only the name of the contents was written or stenciled on the cartons and baskets. There immediately dawned upon me the

unification of the great idea used by these people, whose forefathers according to tradition handed down to all—macaroni in its various forms. And in Italy, strange to state, competition is keen. Not in price, however, for the prices are uniform as the product is made of the same ingredients and the consumer knows it, but the competition is keen in the *quality of service given by the manufacturer!*

In the little hamlets and villages in the north and south of Italy the manufacturers nearest these points make their weekly trips, which also eliminates a so-called "overproduction."

Very few pounds of macaroni made in Naples were ever sold in Genoa and vice versa. Not on account of the distance of transportation, for the raw material used in manufacturing is the same—pure semolina; but it is the pride that each section has in its "tipo" or style, that traditional objections scatter any thought of the manufacturers entering into the other markets. Who can judge whether the warmth of the south or the balmy climate of the north produces better goods, when the same ingredients are used?

In America the industry is still young. Now, therefore, is the time for a concrete foundation, which can be laid by the use of pure and unadulterated ingredients of the highest class, and which all manufacturers should strictly adhere to and take pride in, with the use of commonsense business principles. For it is comparatively easy to construct—but mighty hard to reconstruct sometimes.

## Cooperative Advertising by Competitors

Professor Hugh E. Agnew of the New York university is the author of the comprehensive treatise on association advertising that should be read by all business men who are interested in this form of publicity. The book is published by Harper & Brother, New York city, entitled "Cooperative Advertising by Competitors."

This book treats of the cooperative advertising done by many different lines of business and professional organizations and by Chambers of Commerce. In it are articles on how to "Plan a Campaign," "Prepare a Budget," "Raise Funds," "Obtain Voluntary Contributions," "Secure a Slogan," "Prepare Forms of Contracts for Members," "Arrange Methods of Assessment," "Determine the Proper Time," and "To Avoid Undertaking the Impossible."

The author states that the purpose of cooperative advertising by competitors is "To educate and inform the public," "To create interest and arouse desire," "To build confidence and develop goodwill," and "To break down prejudice and superstition."

He says among other things that co-

operative advertising has accomplished the following:

1. Taught the public to appreciate quality.
2. Introduced little known products and shown how to use them intelligently.
3. Altered and created buying habits.
4. Originated styles or speeded their acceptance.
5. Protected industries from outside attacks.
6. Created ethical trade practices within industry.
7. Told unpalatable truths when such procedure seemed desirable.

Cooperative advertising is undoubtedly the new way of meeting new competition from without the industry.

Macaroni competes with bread, meat, fish, cereals and other foods. If these competitive foods are extensively advertised they will become even more dangerous competitors. Professor Agnew not only has devoted much time to the tremendous important research work in this field but has had considerable experience in preparing cooperative advertising campaigns. His

views will be of great interest to all who may be affected by any of the many phases of business which are treated in his new book, which costs only \$4, and should be read by every progressive macaroni manufacturer.

### NEW GROCERS SECRETARY

H. C. Balsiger, secretary-manager of the National Association of Retail Grocers, presented his resignation Sept. 15, 1926, to board of directors, effective Jan. 1, 1927. At the semiannual conference of the directors December 8 in Kansas City, C. H. Janssen, secretary of the St. Paul Retail Grocers association, was chosen to fill the vacancy.

Mr. Balsiger has resigned to become associated with a food product enterprise being organized in Kansas City. As manager of the affairs of the national retail grocers he has sponsored many activities that are bearing fruit.

The new secretary-manager joins the national association staff with valuable experience as a grocer and a trade executive. In St. Paul his ability as a leader was shown appreciation by frequent election to responsible positions in the city and state organizations. The directors are confident that the new secretary is admirably fitted to carry on the work successfully.

## "Macaroni 1926 Style"

Broadcast by Betty Crocker  
Through 13 Radio Stations November 12

(This is the sixth of a series of cooking school lessons broadcast so far this season by this eminent food authority through a chain of radio stations that reaches from the Atlantic to the Pacific. Certificates are issued to the listeners who fulfill the requirements of the school. Miss Betty Crocker has successfully conducted a similar school for the past few years. Her work is sponsored by Washburn Crosby company of Minneapolis, manufacturer of Gold Medal Products.)

Good Morning!

Our lesson today is on one of our old favorites—macaroni. What bread is to the American, macaroni is to the Italian—the most common and nourishing food in the diet.

No one seems to know for sure in what land or by what people this food was originated. Some authorities say that it was made for hundreds of years in China before the rest of the world heard about it. Many people think of macaroni and spaghetti as natives of Italy, and surely Italy deserves a great deal of credit for the development of the methods of manufacturing and preparing it. For many years the recipes of famous Italian chefs were jealously guarded but in recent years a more general knowledge of Italian methods of preparing macaroni and spaghetti products has made them become popular the world over.

Macaroni is not often thought of as a food for poets but I was told the other day that macaroni with truffles was the famous Bryon's favorite dish.

### Basic Ingredient Semolina

The raw material used for making macaroni, spaghetti, and the other forms of this paste, is the coarsely ground berry of a special kind of wheat called durum. This wheat is very hard and flinty and contains a large amount of gluten or protein. It is ground much coarser than flour, and as this product, which is called semolina, leaves the mills in huge bags it resembles a fine, light colored corn meal.

Macaroni paste should not properly be made from the finely milled, starchy flour of ordinary wheat. The difference is very noticeable in cooking when the free starch of the flour used forms an unpleasant, sticky coating and the macaroni pipes collapse and adhere to each other.

At the manufacturing plants durum semolina is combined with water and mixed to a smooth dough in huge machines. This dough is then forced through steel cylinders under thousands of pounds pressure. The long strings of dough formed are cut into desired

lengths, dried in sanitary drying rooms, and packed in boxes or packages for our use.

It is easy to keep children interested in macaroni and spaghetti products because of the variety of sizes and shapes. The pipes or tubes of macaroni and spaghetti are made in many sizes and lengths. The same paste is also made into bowknots, sea shells, alphabets, twists, rings, and stars. The most popular form in Italy is a medium fine spaghetti with no hole running through the center.

Although macaroni made from the highest quality of durum semolina is a clear amber from the natural color of the wheat, the color of macaroni is not always a guarantee of quality. The first guarantee of delicious macaroni and spaghetti dishes is the buying of good quality macaroni.

### Cooking Very Important

The cooking is the second important point. Since macaroni is a starch as well as a protein food it requires plenty of boiling water to swell and cook the starch cells. Two quarts of boiling water to each cupful of macaroni should be used. We use one teaspoon of salt to each quart of boiling water in the Gold Medal Flour Kitchen, but the amount of salt may be increased as desired to suit your taste. The salt water must be boiling vigorously when the macaroni is put in and kept boiling during the entire cooking period. Never add cold water during the cooking!

It is difficult to give a definite time for the cooking since this depends so much on the size and composition of the product used. Thick walled macaroni requires a longer time than the thin walled spaghetti or tiny strings of vermicelli. The amount and the quality of the durum semolina used in the product also greatly affects the cooking time. Semolina is milled in grades of different coarseness, and macaroni products made from the coarsely ground varieties take longer to cook. The cooking process should be just long enough to produce tenderness and allow for the full development of the flavor of the macaroni. When cooked beyond this point it rapidly loses both its shape and its flavor, so it is important that great care be taken not to overcook it.

Be particularly careful not to overcook macaroni or spaghetti which is to be used in baked dishes. When done always drain at once to prevent further cooking

and softening which occurs if it is allowed to stand in the hot water.

### Avoid Cold Water Blanch

Now we come to a point on which there seems to be some difference of opinion. Should macaroni be blanched in cold water after cooking? This custom seems to have grown up as a direction for macaroni and spaghetti milled from ordinary wheat flour. As I have said, macaroni products which are not made from durum semolina become soft and sticky upon cooking and must be washed in cold water to remove the starchy surface and make them palatable. On the other hand high grade durum semolina products are firm and free from loose starch when cooked, and blanching is not only unnecessary but our Italian friends are very firm in their admonitions that blanching destroys the best flavor of the macaroni. Blanching in cold water also makes reheating necessary before serving. So for the best results use only the best grade of macaroni and spaghetti and do not blanch it.

This high quality macaroni gives us a food rich in 2 of the most important food elements—carbohydrates and protein. It fulfills both the body building and the heat and energy producing functions. But since it is so concentrated we should be very careful to include bulky foods such as fresh vegetables and fruits in the same meal with it. Its texture being smooth combines well with foods which are crisp and its blandness of flavor demands that it be served with foods having a decided flavor. Never serve rice or potatoes, also rich in carbohydrates, with macaroni.

Macaroni is a very economical food. You get unusual value for your money because it contains so little water. The moisture is added during the cooking. One pound of uncooked macaroni weighs about 3½ lbs. after cooking; that is, it absorbs about 2½ lbs. of water.

### Simple Pleasing Recipes

I have some unusually simple new recipes for you. Many of the delicious ways of preparing macaroni and spaghetti which have come to us directly from Italy seem so complicated with their numerous ingredients that many women hesitate to attempt them. Macaroni is not good unless plentifully seasoned and combined with very tasty foods. But in case the long lists of ingredients for some macaroni dishes have frightened you I want to give you some very simple recipes this morning which are purely American, in fact purely Gold Medal, in

their origin. Here is a very delicious supper dish which is particularly good for the children but will be enjoyed by the whole family.

#### Macaroni With Poached Eggs

1 cup macaroni broken in inch pieces.  
1 cup white sauce.  
1 tablespoon grated American cheese.  
4 eggs.

Paprika.  
Cook the macaroni in 2 quarts of boiling water to which 2 teaspoons of salt has been added.

Add cheese to white sauce.  
When cheese is melted combine with cooked macaroni.

Turn into a shallow casserole.  
Place in the oven for a few minutes until the top is a golden brown.

Place poached eggs on top.  
Sprinkle with paprika and serve at once.

This recipe will serve 4 people.

#### Macaroni With Frankfurters

Here is another simple supper or luncheon dish which I am sure you will like.

2 cups macaroni cooked.  
½ cup grated American cheese.  
½ pound frankfurters or wieners.  
1 cup white sauce.

Paprika.  
Add grated cheese to white sauce.  
Boil frankfurters 10 minutes, remove skins, and cut in thin rounds.

Combine cooked macaroni, cheese sauce, and frankfurters and turn into casserole.

Sprinkle with grated cheese and paprika.

Place in oven to brown on top.  
This recipe will serve 6 people.

Some women think of macaroni and spaghetti as foods which must always be served hot. However, many delicious salads may also be made. I am sure your family will enjoy Gold Medal spaghetti and tuna fish salad served with Gold Medal flour biscuits for Sunday night supper. Be sure you always keep plenty of Gold Medal kitchen tested flour on hand for your biscuits. Good biscuits depend so much for their lightness and flavor on the flour used. And Gold Medal flour makes delicious biscuits. As one of my radio friends said last year, "I didn't know how good biscuits could be until I made Gold Medal biscuits." I shall be glad to send you my recipe at any time.

1 cup spaghetti  
3 cups chopped cabbage.  
½ cup chopped celery.  
1 chopped green pepper or pimento.  
2 tablespoons chopped onion.  
1 medium sized can tuna fish.  
¾ cup cooked salad dressing.  
¼ cup heavy cream.  
Salt and pepper.

Cook the spaghetti in boiling salted water until tender.  
Drain and chill.  
Mix together spaghetti, cabbage, celery, pepper, onion, and tuna fish.

Season to taste.  
Mix with salad dressing which has been thinned with cream.  
This recipe will make 6 servings.  
Good-bye!

## Macaroni Exports in October

A review of the figures covering macaroni exports for October 1926 released by the foodstuff division of the U. S. Department of Commerce shows a slight falling off during that month. This is in keeping with the general trend for the year 1926 which to date is considerably below that of the previous years.

During October 1926 there was shipped from the several American ports a total of 575,000 lbs. of macaroni products. This was a decrease of 172,000 lbs. from the figures of October 1925 which totaled 747,000 lbs. and a decrease of 191,000 lbs. from

the September 1926 figures of 766,000 lbs. For the 10 month period ending October 31 the macaroni exportations during 1926 totaled 6,560,000 lbs. as compared with 7,055,000 lbs. for the same period in 1925, a decrease of nearly one half million pounds.

Canada was our best customer last October when it purchased 184,000 lbs. The United Kingdom received 95,000 lbs.; Dominican Republic 72,000 lbs.; Mexico 50,000 lbs.; Panama 37,000 lbs., and Cuba 30,000 lbs. The exports by countries of destination and ports of export follow showing New York leading New Orleans by a small margin:

#### EXPORTS OF MACARONI BY PORTS AND COUNTRIES OF DESTINATION OCTOBER 1926

Exported to	New York	Virginia	New Orleans	San Francisco	Washington	All Other	Total
United Kingdom.....	89	5				1	95
Canada.....					14	170	184
Guatemala.....			1				1
Honduras.....			8				8
Nicaragua.....			3				3
Panama.....	2		32	3			37
Mexico.....			22	7		21	50
Bermuda.....	1						1
Jamaica.....			3				3
Cuba.....	13		17				30
Dominican Republic.....	9		63				72
Haiti.....	2		2				4
Colombia.....	2						2
Aden.....	2						2
Ceylon.....				1			1
China.....				11	3		14
Java and Madura.....	3			2			5
Japan.....				5			5
Philippines.....				4			4
Australia.....	24						24
New Zealand.....	21			6			27
British South Africa.....	1						1
<b>Total.....</b>	<b>169</b>	<b>5</b>	<b>151</b>	<b>39</b>	<b>17</b>	<b>192</b>	<b>575</b>

#### MACARONI FACTS

Authorities of all nations agree that macaroni in its varied forms is a much underestimated food. There is probably no better for people of all ages, well balanced, appealing, assimilative and economical.

Macaroni products contain all the elements which the human being needs to sustain life, promote tissue growth and general good health. It contains protein for muscle building, carbohydrates and fats for energy and mineral matters that aid in digestion and assimilation.

Thoughtful housewives prepare it in many attractive forms that appeal to the appetite. Children like it and

grownups crave for it when made up in the wholesome manner to which it readily lends itself.

With no thought of comparative value but only to show the caloric contents of macaroni let's recall the table prepared by Friedenwald and Rubrah, universally known authorities, on the energy creating quality of this food: "One tablespoonful of macaroni baked with cheese is equal to any of the following:

4 eggs.  
4 glasses of milk.  
3 chicken sandwiches.  
1½ dozen raw oysters.  
2 ham sandwiches.  
2 large country sausages.  
3 slices of whole wheat bread."

## How Housewives choose their Macaroni products

WHEN women find a food product that strikes the right note with their families, they usually stick to it--IF every purchase they make always gives them the same flavor and texture. That's just about the way it is with macaroni products.



The high quality of Gold Medal Semolina is uniform. Thus your results with Gold Medal Semolina are always sure to be of the same high standard.

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

*Tested at the mill*  
*--uniformity guaranteed*

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

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

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

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

## GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY, Dept. 241, MINNEAPOLIS, MINN.—Millers of Gold Medal Flour.

## The New Competition and the Trade Association

If I were to stand before this audience and say "trade associations ought not to be supported," your estimable secretary would probably throw me bodily out of the window.

And yet I mean just that. I am sick and tired, and your trade association officers and members ought to be sick and tired, of that word "support" in talking about trade associations. A trade association ought not to, and does not if it is properly managed, ask support as the Salvation Army asks support.

Your trade association is not asking you for money and giving you nothing in return. It is giving you a quid pro quo.

I do not feel when I pay my taxes that I am "supporting" the city in which I live. I am getting in return education for my children, paved streets, water, police protection—Heaven knows what I get. In the same way the trade association is, and increasingly will be, the government of an industry. It provides, and should provide, protection, education and a dozen other things. It should give you, and in most cases it does give you, better than a fair return for what you put in.

If I feel that my taxes are high and our schools are bad and our streets poorly paved, then I surely have a right to complain. So, too, has every member of the trade association a right to complain if he is not getting his money's worth.

But what I do object to is to have him feel that he "supports" a trade association as he supports a "Sunshine League" or a charity that some one has told him is doing good, but of whose work he has no knowledge. We are living in a time when the trade association is becoming increasingly necessary. It is finding one of its great tasks in meeting what we have called "The New Competition," and by "The New Competition" I mean this: The warfare—perhaps warfare is too strong a word—that goes on in this Twentieth century, not between individuals, but between industries and materials. I speak from an industry which is frankly puzzled by this new competition, to an industry of whose problems I know little, but which I suspect is not so much concerned with

the fight between A's brand and B's, as between the product of the industry and its rivals—whatever those rivals may be.

Here are several examples of the "New Competition" referred to:

1. The periodical publishing business depends on advertising. The advertising tail is wagging the circulation dog. Its "New Competition" is the radio, a publication industry on a tremendous scale with vast advertising possibilities.

2. The horse and buggy had and still has its chief competition in the automobile.

3. The piano had to compete with the phonograph and the latter is carrying on a great struggle for existence against the radio.

4. In the building line wood competes with brick and tile; iron with nickel and copper; sheet steel with stucco and celotex; wood shingles with tile, asphalt, copper and slate.

5. In our homes coal competes with oil and gas. The electric refrigerator is a keen competitor of ice.

6. In wearing apparel, wool and cotton are disturbed by the popularity of silk; with the tendency to wear as little as possible, even to the extent of risking one's health, to be in style.

Though competition between manufacturers is keen in the macaroni industry, the new competition most to be feared is that of other food products such as potatoes, bread, cereals, meats, etc.

How is this new competition to be met? There is no one weapon that will serve every industry which finds itself facing competition from without. There are certain things, however, that seem to me to hold good in almost every case. One is that the battle is too big for any individual. The new competition calls for an organized industry—for the trade association at its best.

How can this competition from without be faced except by an industry working as a whole, marching shoulder to shoulder through its trade association? It might improve its methods of production, of purchase of raw materials, of marketing its finished products. But you must be sure of one thing, "that the industry as a whole, acting as a committee on ways

*Adapted from address by Warren Bishop, Managing Editor "Nation's Business", at Recent convention of the National Association of Wooden Box Manufacturers.*

and means," is the best method. As great a test of generalship as any, perhaps, lies in knowing when to retreat, and this test has to be faced by any industry which finds itself threatened by a new material, a new method or by a new habit of living.

No one, in even so hasty a summary as this, could overlook one weapon which is playing an enormous part in this new competition, and that is advertising. There are, I believe—although I don't want to be asked to prove this figure—some 100 organizations carrying on advertising campaigns to stress the merits of materials, of whole industries rather than of an individual's products.

You can readily recall them—sauerkraut, sheet steel, copper and brass, southern pine, leather—they are all fighting to sell you their goods. If you are a devoted reader of advertisements—and one of the things that saddens an editor's life is that so many men will say to him, "I do think that nowadays the ads are the most interesting part of the magazines"—if, as I say, you are a reader of advertisements, you will have noticed that increasingly individual advertisers are not waging war with a rival manufacturer but with a rival product.

Only the other day my eye fell on the last page of The Saturday Evening Post. The page was devoted to the praise of the banana. The banana was running over with protein and carbohydrates and vitamins as well as tasting like a banana. It was an impressive advertisement. It made me want to eat a banana. But—nowhere save in very small type did it say who inserted the ad. It didn't ask me to eat Smith's bananas, just eat bananas. It was part of the banana's fight in the competition with other fruits. Oranges have, perhaps, threatened the banana and the latter is ready to answer.

Advertising is a powerful weapon in this new competition, but like many another weapon it is useless except in the hands of one who can use it skillfully. Proper association advertising must have as its basis a right understanding of the uses and advantages of the association's products.

One defense against this new competition which I can touch upon only briefly, but which I believe will play

December 15, 1926

THE MACARONI JOURNAL

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

### SATISFACTION



QUALITY

SERVICE

*There Is No Substitute For Durum Semolina*

## KING MIDAS MILL COMPANY

MINNEAPOLIS, MINN.

*Write or Wire for Samples and Prices*

No. 2 SEMOLINA

STANDARD

No. 3 SEMOLINA

an increasingly greater part, is simplification. Long established industries which suffer from a multiplicity of styles and sizes, due sometimes to the very fact that they are long established, may well find that in meeting the competition of new materials it pays them to consider standardization. The newer industry is perhaps not yet suffering from that evil; it is not like older trades, doing 90% of its business in 5 or 10% of its sizes. Here again is a task that demands a well organized trade association.

In this hasty summary I have not attempted to discuss the problems of the wooden box industry. I know too little, and you know too much about them, for me to deal with them intelligently. Yet I know and you know that every problem is analogous to

some in your industry. I have sought only to point out a great current in modern business which in some quarters has been overlooked.

The magazine of which I am one of the editors, and its owner the United States Chamber of Commerce, stand definitely upon a platform for business which, among other planks, asserts:

That business should right its own wrongs; clean its own house; and that if business doesn't, government will, and

That organization is essential in industry if it is to achieve the best results, not only for itself but for the public.

And these 2 principles are sound in dealing with the new competition.

No man can watch alone!

## Foods to Put In the Health Budget

By Elizabeth Cole



Food is a big item in the health budget as well as in the family expense budget.

The modern housewife nowadays has a big responsibility as she plans the meals

for her family. She must use intelligence in choosing a nourishing diet and realize that the proper cooking of food can make or mar the health of father and the growing boys and girls. From the food that is taken into the stomach we absorb our nourishment through the blood vessels and if the right foods are selected we should be healthy people. If we eat carelessly we may expect sooner or later to find ourselves unhealthy, for nature cannot always do her part when poorly balanced meals are eaten and, while the serious results of improper foods may not appear until later in life, they will surely appear some time.

Every normal man, woman and child needs milk, vegetables (both root and leafy), fresh fruit and products from grains such as breads and cereals. Fats, eggs, meats and sweets may appear in the normal diet in not too great amounts and depending quite a bit on whether or not one is leading an active or a fairly inactive life. Macaroni, noodles and spaghetti may often be substituted for meats and potato and can well supply the nourishment required. They also serve as a variety

and are an inexpensive item in the health budget.

Foods provide heat and energy for the body. They build and repair broken down tissues, and give also the mineral elements and vitamins necessary to build strong bodies to resist disease.

The fuel foods are fats, such as butter, oil and milk with the cream not removed. Carbohydrates, the sugar and starchy foods, also produce heat.

The energy or pep creating foods are

the breads, cereals, potatoes, rice, macaroni, butter, cream, fat meats, which all active persons need. To get strong bodies and keep them in repair, eat milk, eggs, meats, fish, beans, peas and nuts. The mineral foods are found in milk, vegetables, whole grain cereals and fruit.

A varied diet is most necessary for us who live in a varied climate. In winter we require more meats and fats to keep us warm, and in summer we can be more healthy with salads and fresh vegetables and fruits. The Eskimo, for example, eats raw meats and fats almost wholly, while the African in his hot jungle lives on vegetables and fruits. In our country we can get variety in our diet by cooking vegetables with spaghetti and have a combination of both mineral and energy foods. Cheese with macaroni is excellent in making a well balanced diet but if that is used try to have some leafy vegetable in the same meal. Cheese is inclined to be constipating and the green vegetable will serve as a regulator of the digestive apparatus.

Proper nourishment has so much to do with the prevention of sickness that every housewife should feel her responsibility in planning the meals. The National Tuberculosis association and its 1500 state and local associations have found that food plays an important part in the prevention as well as the cure of tuberculosis. Their agencies will be glad to help mothers in meal planning and will recommend books that explain food values and give well balanced menus.

In other words, put the proper foods in your health budget and they will help you "Eat for Health." The educational campaign to control tuberculosis is supported by the annual sale of Christmas seals in December.

### Why Wait for Death?

I would rather have one little rose  
From the garden of a friend  
Than to have the choicest flowers  
When my stay on earth must end.  
I would rather have the kindest words  
And a smile that I can see  
Than flattery when my heart is still  
And this life has ceased to be.  
I would rather have a loving smile  
From friends I know are true,  
Than tears shed 'round my casket  
When this world I bid adieu.  
Bring me all the flowers today,  
Whether pink, or white, or red;  
I'd rather have one blossom now  
Than a truckload when I'm dead.

Your health is your greatest asset



BUY CHRISTMAS SEALS  
and help us to keep you healthy

# 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



## FLOUR SPECIFICATIONS

By Dr. C. B. Morison, American Institute of Baking

"Any recommendation of specifications for flour should not be based on arbitrary and rigid limits of composition and properties," said Dr. C. B. Morison of the American Institute of Baking in a paper presented at the recent meeting of the Cereal Chemists in Kansas City. Though his paper deals specifically with bread flour, the points brought out are equally interesting to macaroni manufacturers for various reasons, one of which is the recent ruling on flour moisture determination. This expert feels that the practical and common sense view of the trade should be an important, determining factor in drawing up specifications as to moisture, protein, gluten, ash, etc.

Since flour is the fundamental and basic ingredient of the baking industry, it is not surprising that attempts to formulate specifications for flour have been the subject of perennial interest since the days of the Greeks and Romans. How to evaluate accurately a given type of flour for conversion into a required baked product is still a problem for most cereal chemists. I say most, advisedly, for there are some cereal chemists who, like the great High Sheriff of Nottingham, have never yet made one mistake, but would like to for variety's sake.

In the preparation of this paper the writer has written to several leading baking and milling chemists as to their ideas on specifications for flour and other baking ingredients. These men are all actively connected with their respective industries, and their views are therefore of significant interest.

They all recognize that flour is subject to variation from year to year, and that specifications, to be practical, should be sufficiently flexible to conform to what Mother Nature has produced in the wheat fields of the country for any one year.

Most of them agree that maximum limits for moisture, ash and protein, with respective tolerances, may be specified, taking into consideration the characteristics of the flour as related to the available wheat, which is obviously a variable that cannot be neglected.

A limit for moisture is specified, and a claim made for flour shortage if this is exceeded. The method for the determination of moisture should be stated.

Standards for moisture for regulatory purposes established by food officials are not pertinent, since a moisture limit lower than that of the standard may be specified by mutual agreement. Others state that a flour the moisture content of which conforms to the federal standard should be accepted, though some indicate that the recent modification of the moisture standard which permits 15% by the vacuum method may tend to an increase in flour moisture, which may be contributory to the development of unsound flour.

Specifications for protein (N X 5.37) are generally recommended. The amount of protein specified is dependent upon various practical considerations in reference to type of bread required. Little difficulty is experienced by some in checking with .20% of the amount of protein specified, although others would permit a somewhat wider tolerance.

The inclusion of detail requirements for gluten quality is probably not possible at present, and until we have a more satisfactory knowledge of the fundamental properties of wheat protein in relation to baking values, cereal chemists will have to be guided largely by their background of past experience and their baking tests. We should, however, recognize that the work of Gortner and associates on viscosity, the current studies of plasticity by various means, and the recently developed gluto-graph, may point the way to a better knowledge of the elusive factors in gluten quality.

Some recognized authorities in the field still place considerable confidence in the time honored method of washing out gluten from flour, and judging its qualities in the light of their experience. It may be that this test, which has largely fallen into disuse, is still of considerable significance and is not altogether obsolete in the present state of flour knowledge.

A maximum limit for ash is generally specified for the purpose of checking up on grade or degree of extraction. Some chemists insist that the tolerance for ash should not exceed .01%, while others allow a variation of from .02 to .03%. One chemist informs us that, "having had some milling experience, I have found that in a run of 12 or more hours for a mill it is probable

that the ash produced in this time will vary about 3 points or less; that is, the ash could be .40% or .43% during this period, owing to various milling conditions that might arise. For all baking purposes this flour proves to be of the same quality as that of any that might be taken during the 12 hour run. Therefore taking into consideration the possible error that could be made by 2 chemists, and also the variation due to the milling process which is often unavoidable, I believe that in justice to ourselves and the mills we could allow 4 or 5 points variation in ash upon a sample of flour. This is somewhat of a liberal view, and I wish to make myself clear in regard to this point. For instance if we have a mill that is giving us a flour of .40 ash, and one particular sample comes through with a .44 ash, I do not believe we are justified in condemning the latter. However, should the mill or the source that this flour is coming from continue to give us flour with an ash that regularly averaged .44 or .45, we could begin to question them as to whether they were sending us the same flour, or if they were giving us a flour of a somewhat higher percentage of the total flour, in other words a somewhat longer patent. To be frank, this is a subject that it is essential to use one's judgment in, as the same percentage flour from year to year will vary greatly in ash."

In addition to limits for moisture, protein and ash, other detailed requirements may be necessary, such as the type of wheat, its freedom from smut, weed seeds and other forms of contamination, soundness, dress, granulation, color, grade absorption, fermentation and the ability of the flour to make a loaf of satisfactory volume, texture, odor and taste.

### Insatiable Appetite

A well known mill representative fell for the entrancing glances of one of the show girls that was a part of the attraction at the hotel broadcasting studio. He invited her to dine. She did. He cut a shine that night before an envious crowd. The tune the next morning was in a minor key:

Friend—Pal, why are you so gloomy?

The Goat—I took the show girl out to dinner last night.

Friend—Fine! Did she eat a lot?

The Goat—I should say she did. If the steak she ordered had been any bigger, you could have milked it.



## Patrick Henry Said---

"I KNOW of no way of judging the future except by the past." The sound business man of today knows that that maxim is as valid as it ever was. More and more he bases his judgment of future promise on past performance.

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

The economy of using Anderson-Tully macaroni boxes has proven itself to users year after year. If you are not acquainted with what we can do in the manufacture of macaroni containers, a postal or a letter will bring you some interesting information without the slightest obligation on your part.

ANDERSON-TULLY CO.

Good Wood Boxes

Memphis

## MEAT FROM WHEAT

*Spaghetti So Termed by Food Expert  
—Physical Director Coins Phrase—  
—Cheese Combination  
for Growth.*

By Milo Hastings, Director Physical Culture Food Research Laboratory

At our physical culture food research laboratory we feed white rats on diets similar in content to a typical restaurant meal in which 50% of the total food is in the form of the "meat order."

In the one case this was porterhouse steak (meat in which 20% was fat) and in the other case it was macaroni and cheese.

The meat diet gave a rate of growth that was but 26%, or only a little better than one fourth of the normal rate. The same diet with macaroni and cheese substituted for the meat gave a rate of growth that was 6% better than normal.

In looking over the typical diets of various peoples in various sections of the world we find that those who have plenty of meat usually eat it, and those countries where meat is not so abundant develop other dishes that take the place of meat in the meal and which we call "meat substitutes."

Thus the Japanese has his soy beans and the Italian his spaghetti.

We are a composite nation in America and we get our food ideas as well as our population from all over the world.

We haven't made much of a success adopting the Jap's soy bean but we are certainly learning to like spaghetti, or macaroni, which is the same thing in a different mechanical form. While one still goes to an Italian restaurant to eat spaghetti when dining out, there are plenty of native born Americans eating this food in their own homes.

However, the American has not developed the idea of eating spaghetti as the main dish of the meal but is adding it more as a side dish to a bread and meat diet.

This is not the right idea, for we miss the point when we add spaghetti to bread and meat instead of substituting it for them.

Macaroni and spaghetti are made from wheat but the best brands are not made from ordinary soft wheat but

from specially grown durum wheat, which was introduced into this country for the purpose by the United States Department of Agriculture. This wheat is a high protein or high gluten wheat and contains nearly twice as much gluten as the starchy varieties of soft wheat.

### Wm. A. Tharinger Dead

Wm. A. Tharinger, president of the Tharinger Macaroni company, and one of the best known men in the industry, passed away at his home in Milwaukee Friday, Nov. 19, 1926. A little over a year ago he suffered a general breakdown from which he failed to recover. Mr. Tharinger is survived by his wife Mrs. Carrie Tharinger, and 2 daughters



Louise and Rita May; also an aged mother and several brothers and sisters. Funeral took place Monday morning, November 22, from the home to the Gesu church with burial in Holy Cross cemetery, Milwaukee.

Wm. A. Tharinger was an active member and official of the National Macaroni Manufacturers association. During the term 1916-17 he served as president of the organization in which he always took an active part having been for many years a member of the board of directors. He was a keen business man and a firm believer in organization work.

Mr. Tharinger was born in Racine, Wis., 51 years ago. On coming into manhood he moved to Milwaukee where he entered the grocery business with his brothers, managing the Tharinger Brothers grocery store at 24th and State sts., Milwaukee. In 1912 the firm expanded by purchasing and extensively remodeling the plant of the Lorenz Macaroni company which was reorganized into the present Tharinger Macaroni company. The new firm

soon outgrew the old plant facilities and in 1916 erected the modern plant at 1466 Holton st., Milwaukee, which stands today as a monument to Mr. Tharinger's business ability.

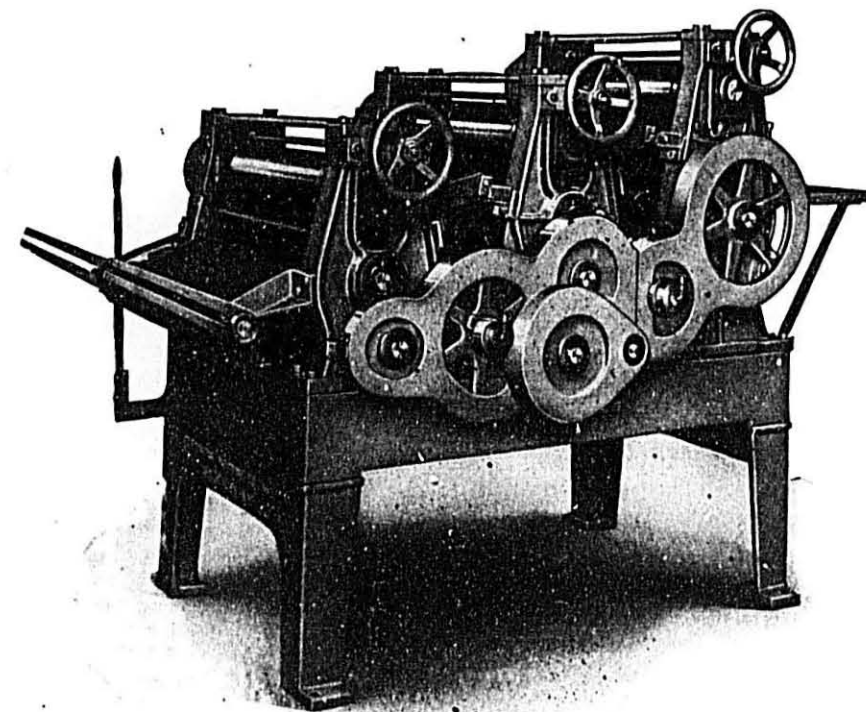
Aside from his activities as a leading member of the macaroni manufacturing industry Mr. Tharinger was one of 3 directors who helped to reorganize the National Macaroni Manufacturers association in 1919 and to launch its present official organ, The Macaroni Journal. He was an active member of the Association of Commerce of Milwaukee and a director of the Badger State bank, of which he was also an organizer. Mr. Tharinger was affiliated with the Knights of Columbus and was also a member of the Wisconsin club and of the Michiwaukee Golf club.

In the death of Mr. Tharinger his firm lost an able adviser, the Macaroni Industry a trained leader and the National Macaroni Manufacturers association a true friend and supporter. The sympathy of his friends in the industry go to his family and relatives including the partners in business, his brothers John, Charles and Frank Tharinger.

### BUSINESS TIPS

- Plan ahead.
- Industry spends billions.
- No market is standing still.
- Build your business on fundamentals.
- Keep posted on the trends in industry.
- Customer good will is your chief asset.
- Don't expect to change trade practices overnight.
- Don't try to substitute inspiration for perspiration.
- Don't overlook a chance to get into a new association.
- Give and take is the answer to the progress of the country.
- Keep your eye on the motor bus. The old boat is traveling.
- Don't overlook fringe markets but keep your eye on the main issue.
- Mistakes are still being made—but they are forward looking mistakes.
- If showing the goods makes one sale, showing what they will do will create 10.
- Nobody knows everything, so it pays everybody to swap an idea with the other fellow.
- The thing that's wrong today may be right tomorrow; give the world a chance to catch up.

## 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  
Calibrating Dough Breakers  
Noodle Cutting Machines  
Noodle Folding Machines for package and bulk trade

Fancy Stamping Machines for the manufacture of Bologna Style Noodles and Mostaccioli Cutters

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

### Alphabet of Good Advice

Avoid debt as you would the devil.—Henry Ward Beecher.  
 Be as harsh as truth and as uncompromising as justice.—William Lloyd Garrison.  
 Correct errors when shown to be errors, and adopt new views as fast as they appear true views.—Abraham Lincoln.  
 Don't forget that a cheerful loser is a sort of winner.—William H. Taft.  
 Ere fancy you consult, consult your purse.—Benjamin Franklin.  
 Fatuity is apt to be reason proof.—Theodore Roosevelt.  
 Genius is one per cent inspiration and ninety-nine per cent perspiration.—Thomas A. Edison.  
 He serves his party best who serves his country best.—Rutherford B. Hayes.  
 In the faces of men and women I see God.—Walt Whitman.  
 Joyousness is far from the least of the duties of a good citizen; it's one of the first duties of a helpful man.—George William Curtis.  
 Knowledge, like religion, must be "experienced" in order to be known.—E. P. Whipple.  
 Learn to say "No"; it is more useful than Latin.—C. H. Spurgeon.  
 Much must he toil who serves the immortal gods.—Henry W. Longfellow.  
 Not failure but low aim is crime.—James Russell Lowell.  
 Only those have business to go into politics who don't go into politics as a business.—Joseph Hodges Choate.  
 Put your trust in God—and keep your powder dry.—Col. Blacker.  
 Quantity in work is much and quality is more, but for "most" you must add quality to quantity.—Marshall Field.  
 Responsibility educated.—Wendell Phillips.  
 Sin has many tools, but a lie is the handle that fits them all.—Oliver Wendell Holmes.  
 This world belongs to the energetic.—Ralph Waldo Emerson.  
 Unlike the poet the successful man is not born.—John Wanamaker.  
 Vanity is a sure quicksand of reason.—Washington Irving.  
 When a man assumes a public trust, we should consider him as public property.—Thomas Jefferson.  
 Xenophon's finding a lining of success and fame in a cloud of black defeat is a lesson to all men for all time.—Charles Dudley Warner.  
 You k'n hid de fire, but w't you qwin do wid de smoke?—Joel Chandler Harris.  
 Zeal should never debar mercy.—William Crosswell Doane.  
 & men are born with two eyes but with one tongue, in order that they may see twice as much as they say.—Colton.

—Exchange.

### What We Eat in Dining Cars

Few persons have the faintest conception of the enormous purchases made by railroads in equipping and provisioning their dining cars. Between 40 and 50 million meals are served every year in the dining cars of 60 of the principal railroads. To begin with, a dining car costs about \$50,000. Thus a carrying charge of at least \$3,000 must be assessed against the car every year. The upkeep is another considerable item of cost, and added to this is the expense for linen, silverware, china and glassware. There is heavy breakage, while the linen is subject to unusual wear.

A large and well managed middle western road presents these interesting figures on some of the costs of dining

car operation: laundry bill of 4c for every person patronizing the car; crew cost, 40c for every patron; 5c a meal for fuel and ice; other pertinent items of expense, 25c a meal, none of which covers the cost of the food served. The average check is about \$1.08.

On long transcontinental runs dining cars must be stocked with perishable commodities on the assumption that the train will be heavily loaded and a maximum number of persons will require meals. If the train is not heavily loaded there is an unavoidable loss. Moreover, dining car service, especially for dinner, requires caring for its customers in a shorter time than in hotels, thus increasing the necessary force in the cars.

The purchase of beef alone for din-

ing car use aggregates about 8,000,000 lbs. yearly. More than 70,000 head of cattle are required. If these were moved all at one time more than 3500 freight cars would be required, making a train 35 miles in length.

In addition to beef, 2,000,000 lbs. of ham, 1,750,000 lbs. of lamb chops, and 4,500,000 lbs. of other varieties of meat are consumed. More than 1,000,000 chickens also are eaten every year by dining car patrons. The annual meat bill of the dining car service is approximately \$7,000,000. About 4,500,000 lbs. of fish are used.

The diners use 2,000,000 lbs. of coffee and 500,000 lbs. of tea, together worth over \$800,000—sufficient to supply one generous cupful to every man, woman and child in the United States.

Two million five hundred thousand pounds of butter are used as well as more than 2,250,000 loaves of bread and 60,000,000 rolls. This means that 135,000 bus. of the wheat farmer crop are sold to the railroads every year in the form of 30,000 bbls. of flour. The cost of the bread and butter alone is close to \$2,250,000.

Much fruit of all kinds is used but apples, oranges and grapefruit predominate. Of the first named 20,000 bbls., representing the yield of over 4000 full-bearing trees, are baked, stewed, fried and otherwise made acceptable for dining car use. Three and a quarter billion oranges and a million grapefruit from the groves of Florida and California are consumed by this traveling appetite. The fruit the diners use costs approximately \$1,500,000.

(Macaroni? Yes, there is an occasional serving of this food. Compared with the other articles mentioned, the quantity is practically insignificant. Why? Ask any macaroni manufacturer. He knows. Editor.)

### OUR THOUGHTS TOLD BY OTHERS

Once upon a time men fought things out.

But might did not make things right; it settled nothing.

It merely proved that one was physically weak and the other was strong.

It did not prove that the winner was right or the loser was wrong.

It does not pay to fight things out for both will lose.

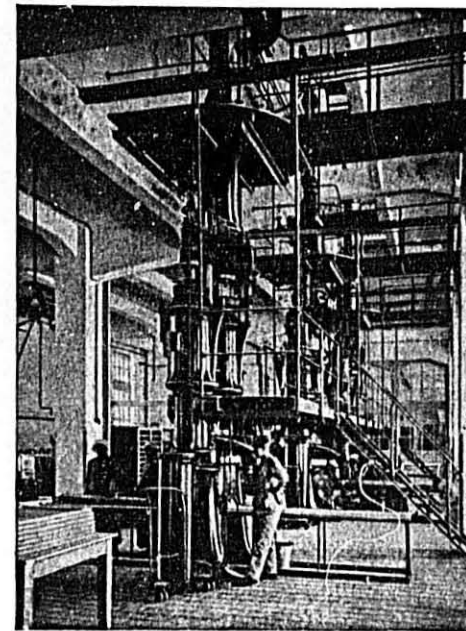
The only sane way to settle things right is without a bout.

Let's get together; meet man to man.

Then think it over and reason it out.—Exchange.

# Buhler Brothers'

Works at Uzwil, Switzerland



Three BUHLER Vertical Presses installed in one of the largest, most modern and very successful Macaroni Factories.

## The Universal Dryer

MODEL QAM-6

Is especially designed for the Chassis Drying System.

Please ask for full information on the Buhler Presses and Dryers

Chicago Office  
 J. A. GERWEN  
 11 So. Desplaines St.  
 CHICAGO, ILL.



The BUHLER Universal Dryer Model QAM-6 complete with motor, two fans and showing one of the chassis wagons in position.

New York Office

Th. H. Kappeler

Sole Distributor for Buhler Machinery

44 Whitehall Street, NEW YORK CITY

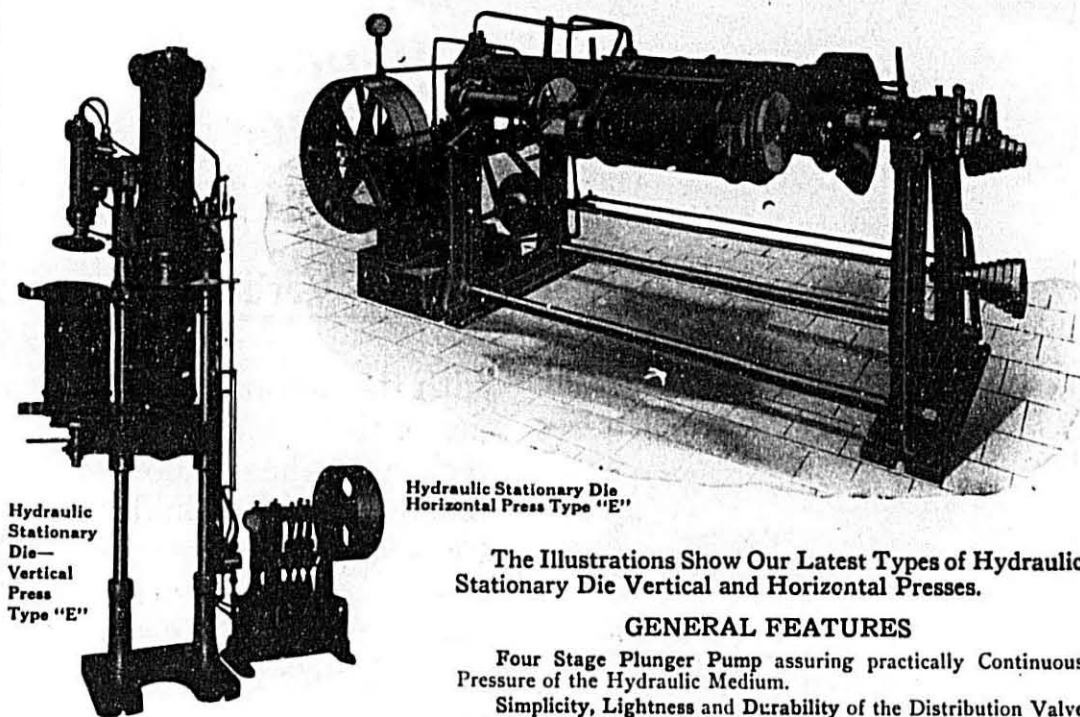
for—  
**"Quality"**  
**Machines that**  
**never fail**

### The Buhler Vertical Presses

with the automatic laying of the Macaroni direct into Chassis combined with the Buhler Chassis Drying System is the speediest and most efficient way to manufacture Macaroni.

# DEFRANCISCI

Hydraulic Presses - Kneaders - Mixers - Die Cleaner Machines



Hydraulic Stationary Die—Vertical Press Type "E"

Hydraulic Stationary Die Horizontal Press Type "E"

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

## GENERAL FEATURES

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

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

Automatic Safety Interlock which Prevents Any Damage to

the Machine caused by Neglectful Operators.

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

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

Mechanical Simplicity of the Lifting of the Dough Cylinders.

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

Automatic Operation of the Hydraulic Packing Apparatus.

Ease and Safety of loading the idle Dough Cylinder.

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

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

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

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

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

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

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

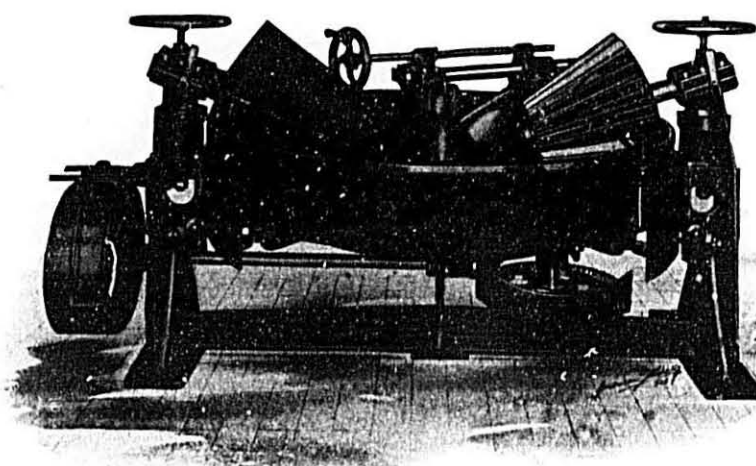
## I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.

# DEFRANCISCI

Hydraulic Presses - Kneaders - Mixers - Die Cleaner Machines



The DeFrancisci Kneading Machine

## GENERAL FEATURES

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

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

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

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

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

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

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

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

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

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

## I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.

## "The Graphic" Weakly Defends Its Unedifying Macaroni Pictures

Can you prove anything by a photograph? The answer may decide a spirited controversy between 2 opposing views of how macaroni is manufactured in Italy.

An Italian photographer seeking a few lire for his ability submits a group of pictures to "The Graphic" of London, Eng., which purport to show how macaroni products are still made in that European country where macaroni and spaghetti is a national food. "The Graphic" published these pictures as authentic in its June 12, 1926, issue.

Macaroni manufacturers and spaghetti lovers everywhere resented this unwarranted attack, particularly as to the uncleanness of making the products, as one naturally infers from the pictures and the more degrading captions that filled a full page of that paper.

"La Rivista Italiana," official organ of the Italian Chamber of Commerce in New York city, protested strongly in its issue of Aug. 7, 1926, against defamatory pictures, the protest being reproduced in our Sept. 15, 1926, number with added protests.

Now "The Graphic" seeks to justify its publication by declaring that views shown were actual reproductions of photographs of scenes taken by an Italian camera man. "La Rivista Italiana" on Nov. 7, answers in a convincing manner,—said answer being reproduced herewith. Further comments on our part are unnecessary.

"Our readers have not forgotten, we dare presume, an article which appeared in the issue of August 7, last, of this bulletin, deploring an unjustified attack made by 'The Graphic' of London against the Italian macaroni industry. An attack, the mordant malignity of which was aggravated through several pictures purporting to represent the methods by which alimentary paste is supposed to be manufactured in Italy. Incidentally, we desire to give a member of our Chamber, Comm., Dr. Paolo De Vecchi, due credit for having brought that outrageous publication to our attention.

"Now, the editor of 'The Graphic' has found fit to honor our Chamber with the following epistle:

"In the issue of La Rivista Commerciale for August 7 last appears an article in which The Graphic is ac-

cused of "a wicked attempt at the disparagement of the macaroni industry of Italy." The pictures published in The Graphic depicting the making of macaroni, by primitive means, are declared to be "mythical, slanderous, unjust and misleading."

"I have taken pains to test the accuracy of your criticisms, and I am now in possession of a statement from the photographer that all the pictures in question are authentic, and that macaroni is still manufactured in Italy today in the way illustrated. The photographer adds that while there are, of course, modern factories at work, in Naples, and southern Italy, the manufacture is still continued in this primitive manner. I may add that the photographs were supplied to The Graphic by an Italian photographer living in Italy.

"I should be much obliged if you would insert this letter in the next issue of your Journal, as the statements previously made are unwarrantably damaging to The Graphic."

...

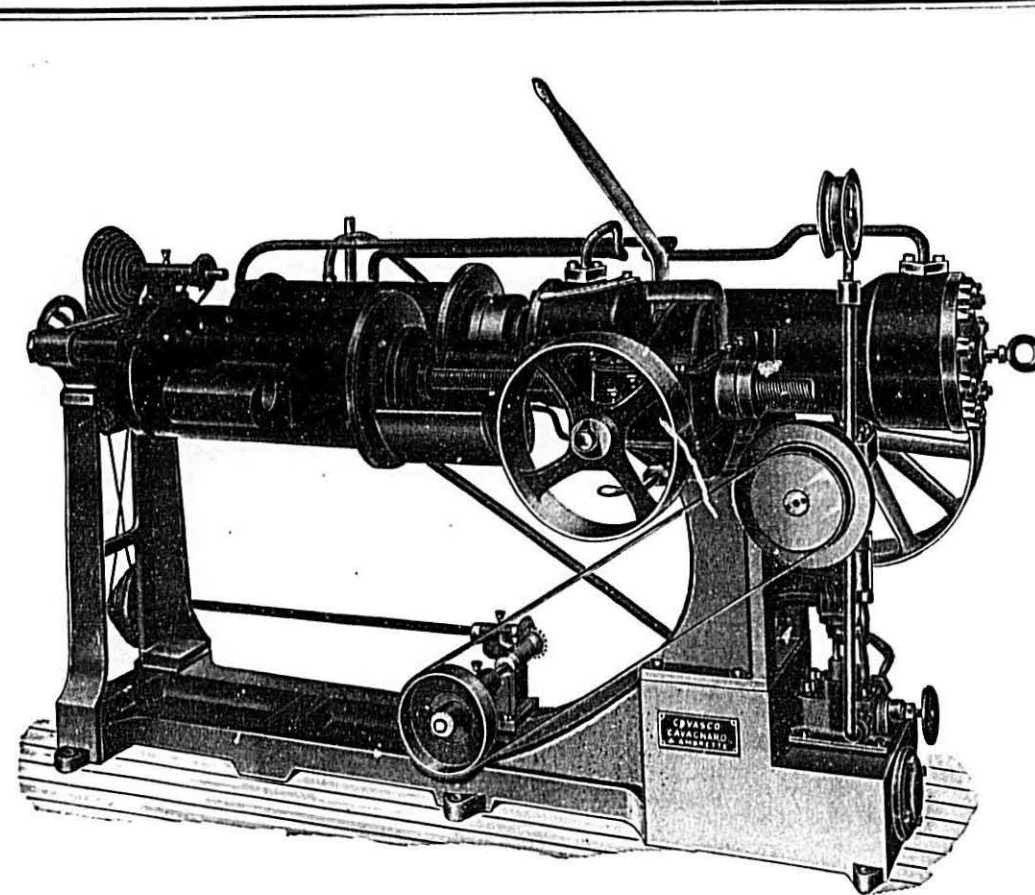
"We could easily and without any quaim of conscience have dispensed with the publication of this letter which, to our mind, only goes to show that the editor of 'The Graphic' let a splendid opportunity of keeping silence slip by. His argument, in the end, amounts to saying that his own investigation of the conditions of the Italian macaroni industry consisted in asking questions from a photographer. If there will be any investigation on the part of that English magazine on the conditions and the progress of the photographic art, must we then be prepared to read that the editor has secured the information from a manufacturer of macaroni and probably from those very urchins whom 'The Graphic's' photographer induced to pose for him?

"We do not need to be told that there are here and there in Italy some small makers of alimentary paste, catering to local customers of the poorest classes, who still use primitive and undesirable methods in their work; but this 'discovery' should not be held as a proof that the same methods are followed and the same means employed by all, or even most, of the Italian macaroni manufacturers. If the editor

of 'The Graphic' had taken the slightest pains to inquire into the truth in competent quarters and through direct observation by an unbiased investigator, he would have found that alimentary paste—like any other food product of large consumption—is made in Italy in accordance with the most progressive systems and in the most sanitary surroundings; that possibly less than 5% of that product can be traced to a few makers of the sort that formed the object of his particular solicitousness; and that not one ounce of that percentage is used in any Italian family above the humblest level, or finds its way to city restaurants or to foreign markets.

"Oh, yes! the photographer swears that the macaroni-gleaming and the macaroni-gulping urchins he took pictures of are real ones: flesh, bones and hide. Well and good; but what of it? We know of a certain class of photographers—and they are not an Italian specialty, either—ready and willing, at any time and, of course, for pecuniary consideration, to take advantage of the gullibility of tourists of a certain class, who cannot reconcile themselves to the idea that a certain class of things in Italy is now but a memory of the past and who, in consequence, hail with childish delight and pay with an eagerness worthy of a much better object for everything that is apt to gratify their morbid feelings. Photographers of this sort, however, are not the best authorities on the present mode of living in Italy.

"Only a few months ago we witnessed, in London, a spectacle which would have been the cause of merry fascination to Englishmen of a couple of generations past. We saw, on a morning, a well dressed man, who evidently had imbibed more freely than wisely, perform the funniest antics, right under one of the stern looking lions adorning the pedestal of Nelson's column in the Trafalgar Square, and a scandalized 'bobby'—it was, horror of horrors, a Sunday!—run up to him and lead him into custody. If we had then happened to have a camera along with us and taken a snapshot of that very interesting though highly comical scene, would we have been justified in publishing it in this bulletin, inducing in our readers the belief that, on Sunday mornings, well-to-do Londoners are three sheets in the wind, try acrobatic stunts on one of the most sacred spots of the mighty British Empire and are placed in jail to sober up?"



## For Sale

C. C. & A. second hand 10-inch horizontal cutting presses in first class condition. These machines have been thoroughly overhauled and are in first class condition in every respect. Are equipped with our improved cutting device and belt driven packer. Production 15 barrels per day.

Also several of our one barrel kneaders in excellent shape. These have also been rebuilt and are offered at a bargain.

Write direct to

# CEVASCO, CAVAGNARO & AMBRETTE, Inc.

156-166 Sixth St.

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

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Address all communications to 156 Sixth Street.

# INTERNATIONAL MACARONI MOULDS COMPANY GROWTH

The International Macaroni Moulds Company has grown from a small concern in New York City to a large industrial organization with plants in Italy and America.



Macaroni moulds are essential to the production of macaroni. The International Macaroni Moulds Company has been instrumental in the development of modern macaroni moulds. The company's products are used in the manufacture of macaroni in various parts of the world.

### Wooden Moulds First Used in 1800

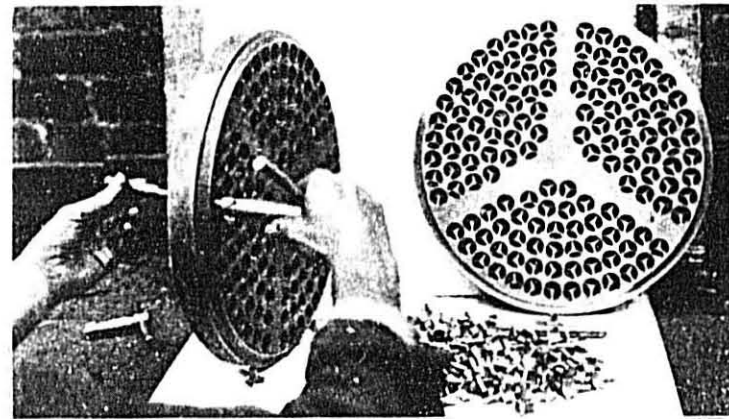
In the early days of macaroni production, wooden moulds were used. These moulds were made of wood and were used to shape the macaroni into its characteristic form.

With special machines to insure uniform sizes and shapes in the expansion of the industry it was necessary to concentrate the mould or die business as a separate trade until today there is no existence quite a number of large macaroni mould and die shops.



The International Macaroni Moulds Company was founded in the district of Naples. The company's products are used in the manufacture of macaroni in various parts of the world.

The International Macaroni Moulds Company was founded in 1800. The company's products are used in the manufacture of macaroni in various parts of the world.



A view of the moulding process showing the macaroni being pushed through the perforated die. The macaroni is then cut into its characteristic shape.

Center st., New York city. It was a small one room affair with a limited weekly capacity. Later the plant was Y., where business grew so rapidly that within ten years it was found necessary to move to its present quarters at 317 gold st. On forming the present company the firm of F. Monaco & Brothers at 881 Grand st., Brooklyn, was purchased and the expert mechanics of the latter concern joined the force in the old one bringing to the latter an expert of 20 years experience in Italy and in America.

### Bronze Revolutionizes Industry

While copper was exclusively used in the manufacture of moulds in the early part of the last century, bronze was made use of about 30 years ago. Today this metal is most extensively used in the best moulds that serve the macaroni industry in our country. A new epoch in macaroni manufacture was established in 1902 when the Cirillo Brothers of Torre Vergata, Italy, became a partner of the International Macaroni Moulds company, perfecting a bronze mould with removable pins which are screwed into position. The advantage of this improvement is that any layman may place the pins in the moulds in a way to maintain their central relation to the hole, insuring uniform thickness in the walls of the perforated goods.

In 1902 the Cirillo Brothers were awarded a gold medal at the Industrial Exposition in Rome for this new improvement. The sole American right to manufacture moulds under this patent has been granted the International Macaroni Moulds company of Brooklyn, whose products are daily used in hundreds of macaroni plants in Europe, States, Italy and South America.

Genaro Cirillo is president of the firm. Pasquale Cirillo is vice president and Felice Monaco is general manager of the plant. A force of 12 to 15 men is fully employed in running the many machines including lathes, drills, and polishing outfits situated in a well lighted and fully equipped plant.

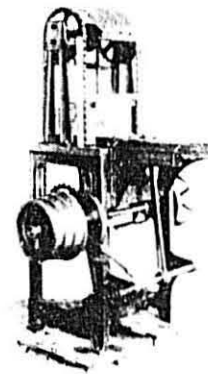


Moulds for use in upright presses manufacture the macaroni and spaghetti shapes outstrip all other forms, though short-cut dies for horizontal presses are also in heavy demand. The modern

TO THE USERS OF

# Peters Package Machinery

The Peters Automatic Carton and Liner Feeding Apparatus for Peters Forming and Lining Machine has been perfected. This device automatically feeds cartons and sheets (from a roll) of lining paper to the Peters Forming and Lining Machine.



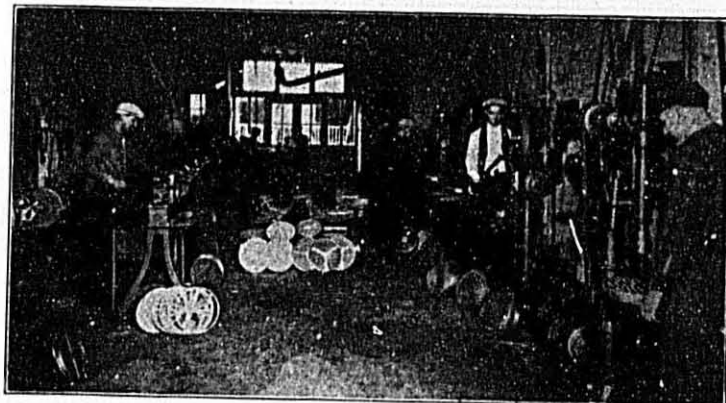
We are now booking orders for the Automatic Carton and Liner Feeding Apparatus.

Full information obtained from our Engineers.

# PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

CHICAGO, U. S. A.



An interior view of the International Macaroni Moulds company plant in Brooklyn showing the array of machines needed in the mould making process. On the floor may be seen a score or more of dies or moulds, including supports, in every stage of manufacture. Moulds made in this plant are in daily use in United States, Canada and South America.

tendency is to get away from the extremely heavy thick dies by the use of a strong supporter under a thinner mould. New improvements are continually being made to the long line of dies manufac-

tured by this firm to supply the varying demands of the manufacturers who cater to the needs of part of our population, which demands a variety in shapes of macaroni products.

### 5 Day, 40 Hour Week

The newspapers of the country lost no time in giving publicity to Henry Ford's "5 day week with pay for 6 days" plan, and the American Federation of Labor just as quickly seized the opportunity to capitalize the popular idea by coming out squarely for the plan as a federation policy, says the Paper Box Manufacturers Bulletin.

It is interesting to see a contest between Mr. Green of the Federation and Mr. Henry Ford, as to which of them originated the idea. The newspapers gave credit to Mr. Ford. It seems, however, that his own workmen are the least enthusiastic concerning this innovation of all the people. It is rumored in Detroit that Mr. Ford publicly inaugurated the 5 day week through necessity, and that it is no secret that for more than 6 months the Ford company has been operating on a 5 day week.

That presents the matter in a different angle. Is it a fact that industrial conditions and not the desire to make an industrial experiment influence the Ford plan? However, what Mr. Ford might do cannot be a measure for all industry. In our opinion the 5 day week is a bad thing for the worker, the employer and the consumer. It is another way of increasing the cost of living by decreasing production.

The National Association of Manufacturers gathered from the presidents of several of the largest industrial concerns in the country, employing thousands of workers in various phases of industry,

their opinion as to the 5 day week. The replies from these manufacturers together with a statement of the question may be summed up as follows:

"Will Henry Ford's 5 day week just put into operation in his plants, and now urged as ideal by labor leaders, be adopted by the industry of the country?"

It will not.

For the following chief reasons:

1. It would greatly increase the cost of living.
2. It would increase wages generally by more than 15% and decrease production.
3. It would be impractical for all industries.
4. It would create a craving for additional luxuries to occupy the additional time.
5. It would mean a trend toward the arena. Rome did that, and Rome died.
6. It would be against the best interests of the men who want to work and advance.
7. It would be all right to meet a sales emergency, but would not work out as a permanent thing.
8. It would make us more vulnerable to the economic onslaughts of Europe, now working as hard as she can to overcome our lead.

### Hit the Price Cutter

The price cutter is the bane of all lines of business. The Standard Oil company in one of its publications ably describes this pest as follows:

The price cutter is worse than a criminal, indeed he is a fool.

He not only pulls down the standard of his own goods, he not only pulls down his competitor, he pulls himself down and his whole trade with him.

He scuttles the ship in which he, himself, is afloat.

Nothing is so easy as to cut prices, and nothing is so hard as to get back prices when once they are pulled down.

The price cutter admits that he cannot win by fighting fair.

He brands himself as a hitter below the belt.

If the business world was dominated by price cutters there would be no business at all.

Reflect! Are you, Mr. Price Cutter, fair to yourself when you deliberately sacrifice your profits, your honor, your good will and your very standing in the business world in your blind and reckless effort to undermine the business of a competitor? Let the other fellow "cut the price." Make a legitimate profit on every box of macaroni you sell. That's business.

### Land of Conventions

We are a conventional people in one respect at least. We beat the world for conventions. It sometimes looks, in these latter years of gadding and gabbing, as if attending conventions were the chief occupation of the American people. It is estimated that there are not fewer than 10,000 conventions of all kinds in the United States every year, attended for an average of 3 days by 5,000,000 men and women. That makes 15,000,000 working days devoted to conventions.

Time lost? Far from it! Perhaps no other activity has had so much to do with the increased efficiency and creative activity of the nation.

The convention takes people out of professional and personal ruts. By showing what the other fellows in similar lines of effort are doing, it raises standards and improves methods. The one who contributes his fruitful suggestion receives from others in return. Minds are stimulated, friendships are made, familiarity is gained with other communities.

There results spiritual as well as business and professional expansion. The sharp corners of personal competition are rounded off, the competitor is found to be likeable or tolerable, the friend is appreciated more fully, organized activities become more human.

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CARTONS  
—AND—  
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HELPS  
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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.

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## Patents and Trade Marks

## Patent Macaroni Die

Patent rights No. 1,605,394, to a new macaroni die were granted to John L. De Angelis of Mt. Vernon, N. Y., Nov. 2, 1926. Application for patent rights was filed Feb. 27, 1924, and given Serial No. 695,606. The official description of the patent follows:

1. A macaroni die comprising a member having a pit having an axial port, a die cup fitted in and sealing the mouth of the pit and with its bottom spaced from the bottom of the pit, and said cup bottom having a lateral delivery hole at one side of the axis of the cup through which all the dough emerges, and whereby the dough as it emerges from the port is caused to bend laterally from said axis.

## TRADE MARKS REGISTERED

During October the U. S. patent office announced the registrations of the following trade marks for use on macaroni products:

## Puccini

The trade mark of B. Filippone & Co., Passaic, N. J., was registered Nov. 2, 1926. Application was filed May 4, 1926, published in the Official Gazette, Aug. 17, 1926, and in the September issue of the Macaroni Journal. The company claims use since May 4, 1926.

The trade mark is the trade name in connection with a portrait of Giacomo Puccini, the late celebrated Italian composer.

## Gustoso

The private brand trade mark of Joseph M. Zaccaria of Chicago, Ill., was filed July 19, 1926, published in the Official Gazette Aug. 24, 1926, and in the September issue of The Macaroni Journal. The owner claims use since June 16, 1926.

The trade mark is the trade name "Gustoso" over a large letter "Z".

## Southern Belle

The trade mark of Federico Macaroni Manufacturing Company, Inc., New Orleans, La., was registered Nov. 23, 1926. Application was filed July 21, 1926, published in the Official Gazette Sept. 7, 1926, and in the October issue of The Macaroni Journal. The company claims use since July 30, 1926.

The trade mark is the trade name "Southern Belle" in heavy letters arranged in the form of an arc.

## Queen's Taste

The trade mark of the Western Macaroni Mfg. Co., Salt Lake City, Utah,

was registered Nov. 30, 1926. Application was filed June 15, 1926, published in the Official Gazette Sept. 21, 1926, and in the October issue of The Macaroni Journal. The firm claims use since Jan. 1, 1902.

The trade mark is the trade name "Queen's Taste" in a rectangular label with border of durum wheat heads.

## TRADE MARKS APPLIED FOR

The rules of the patent office require that objections to the registrations of trade marks applied for must be made within 30 days of date of publication.

## Violi

The private trade mark of Antonio Violi, Brooklyn, N. Y., for use on a variety of products including alimentary pastes. Application was filed May 5, 1926, and published Nov. 2, 1926. Owner claims use since March 1922.

The trade mark is the trade name "Violi" in italics with a backward flourish serving as line to underscore.

## Egg Dainties

The trade mark of Ronzoni Macaroni Company, Inc., Long Island City, N. Y., for use on alimentary pastes. Application was filed Aug. 21, 1926, and was published Nov. 9, 1926. Owners claim use since Aug. 2, 1926.

The trade mark is the trade name in heavy type and no claim is made for the word "Egg" apart from the mark as shown.

## Time O'Day

The private brand trade mark of Jordan-Stevens company, Minneapolis, Minn., for use on a variety of grocery products including macaroni, spaghetti and noodles. Application was filed May 28, 1926, and published Nov. 16, 1926. Owner claims use since March 29, 1926.

The trade mark consists of the trade name "Time O'Day" with letters arranged on a slant and dwindling size, placing the letter of the first word over the beginning letter of the second.

## Rudolph Valentino

The private trade mark of Ader & Balamut, Mt. Vernon, N. Y., for use on various products including macaroni. Application was filed Sept. 7, 1926, and published Nov. 16, 1926. The owner claims use since Aug. 30, 1926. The trade mark is the trade name beneath an oval in which the portrait of the late "Rudolph Valentino" is shown.

## White Rose

The private brand trade mark of Seeman Brothers, Inc., New York city, for use on macaroni, vermicelli, spaghetti, noodles and various other cere-

al products. Application was filed Jan. 9, 1926, and published Nov. 23, 1926. The owner claims use since 1908 on macaroni products.

The trade mark is the trade name in script letters.

## St. Louis

The private trade mark of the Italian Mercantile Grocery & Manufacturing Co., Inc., St. Louis, Mo., for use on macaroni and spaghetti. Application was filed Oct. 13, 1926, and published Nov. 23, 1926. The owner claims use since Sept. 15, 1926.

The trade mark is the trade name "St. Louis" placed above an oval in which is shown a statue of a knight riding a prancing horse.

## Q

The trade mark of the Joliet Macaroni company, Joliet, Ill., for use on macaroni products. Application was filed Oct. 14, 1926, and published Nov. 23, 1926. The company claims use since January 1925.

The trade mark is a large outlined letter "Q" with the tail of the "Q" made to represent a piece of elbow macaroni. Inside the letter "Q" appears a dainty Miss carrying a bag on which is superscribed a smaller letter "Q".

## Mandarin

The private brand trade mark of the Mandarin Sauce company, Los Angeles, Calif., for use on noodles and a line of Chinese products. Application was filed March 26, 1924, and published Nov. 30, 1926. Owner claims use since Jan. 15, 1924.

The trade mark is the trade name "Mandarin" with rough outlined letters over a Chinese dragon and a frame containing the picture of a Chinese mandarin.

## Think Right

Think smiles, and smiles shall be;  
Think doubt, and hope will flee.  
Think love, and love will grow;  
Think hate, and hate you'll know.  
Think good, and good is here;  
Think vice—its jaws appear!  
Think joy, and joy ne'er ends;  
Think gloom, and dusk descends.  
Think faith, and faith's at hand;  
Think ill—it stalks the land.  
Think peace, sublime and sweet,  
And you that peace will meet.  
Think fear, with brooding mind,  
And failure's close behind.  
Think this: "I'm Going to Win!"  
Think not of what has been.  
Think "Victory;" Think "I Can!"  
Then you're a Winning Man!

## MALDARI'S INSUPERABLE MACARONI BRONZE DIES

with removable pins

Quality

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Workmanship

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

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



## Notes of the Macaroni Industry

### Navy Wants Spaghetti Bids

The bureau of supplies and accounts of the United States navy department has advertised for bids on 110,000 lbs. of spaghetti to meet present requirements for this foodstuff. All bids must be according to specifications and must be in hand not later than 10:00 a. m. Dec. 22, 1926. Of this quantity 60,000 lbs. is to be delivered at the naval operating base at Hampton Roads, Va., and 50,000 lbs. to the navy yard, Mare Island, Cal., delivery to be made within 60 days after date of contract or bureau order.

It is specified that the spaghetti is to be made of sound semolina or hard wheat flour, manufactured in an American plant under the best sanitary conditions and thoroughly dried by modern methods. It shall be cut in lengths of approximately 11 in. and not over 1/4 of an in. in diameter. It shall contain not less than 12% of moisture, determined by the vacuum oven method, and have at least 11% of protein. It is to be packed in paper packages of 12 1/2 lbs. each; 2 packages to a can and strapped 2 cans to a case; the cans to be lined with parchment or similar paper and to be hermetically sealed.

All bids should be sent to the Bureau of Supplies and Accounts, Navy Department, Washington, D. C., in duplicate form. The successful bidder will be advised as soon as possible to formulate a proper contract to cover the products offered and accepted.

### Prefer Spanish Vermicelli

In reviewing the importation of macaroni, vermicelli, etc., into the island of Cuba, the Cuba Foodstuff Review advises that there was very little change in the quantity shipped to that country last September but that alimentary paste products from Spain were preferred. American manufacturers will hardly agree that Spain makes any better macaroni products in spite of the views of the author, though they will concede that the Cubans may prefer to laud Spanish vermicelli because of blood ties. However, each has a right to his views and we quote that publication's review of the situation of this food on that island last September:

Importations of these articles vary little from month to month, finer grades coming from Spain, and medium and lower grades from United

States, Italy, etc. Ordinary grades are manufactured at local factories at various points of the island, as there is rarely a town of any importance without a local factory of these articles. Domestic factories are anxiously awaiting the publication of the new custom house tariff which is known to accord domestic production ample protection.

We are giving below details of September receipts at the port of Havana of macaroni and vermicelli, the largest portion of which is from Spain, other lots from United States and Italy being about equal.

September Macaroni, Vermicelli	
New Orleans.....	1640 cases
Coruna .....	800 "
New York.....	276 "
Barcelona .....	4452 "
Naples .....	400 "
Palermo .....	1500 "
9068 cases	

### Italian Fiesta

In a colorful Italian setting the Yankee members of the Plantations club of Providence, R. I., enjoyed a delicious spaghetti dinner as a part of the Italian fiesta which brought out an attendance of practically 100%. The officers declared the event to be a distinct success. An Italian chef ladled out spaghetti and other Italian dishes to long queues of men and ladies who passed before the table for more than an hour. The service was of the cafeteria style. Vendors in Italian costumes sold coffee and punch; Italian girls served fruit and cake and 2 gay Neapolitans played accordions and sang folk songs.

### Adulterated Noodles Seized

In Service and Regulatory Announcements issued by the United States bureau of chemistry, Washington, D. C., for November 1926 there is reported only one seizure affecting macaroni products. The official report follows:

14439. Adulteration and misbranding of noodles. U. S. v. 2 Drums of Noodles. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 21022. I. S. No. 10782-x. S. No. W-1958.)

On April 16, 1926, the United States attorney for the Northern District of California, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel praying seizure and condemnation of 2

drums of noodles, remaining in the original unbroken packages at San Francisco, Calif., alleging that the article had been shipped by the Porter-Scarpelli Macaroni Co., from Portland, Ore., March 2, 1926, and transported from the State of Oregon into the State of California, and charging adulteration and misbranding in violation of the food and drugs act. The article bore the statement prominently labeled on the end of the drum: "Porter Wide Coil Noodles," and was also indistinctly stamped "Artificially Colored." It also had a paper label reading in part: "Porter-Scarpelli Macaroni Co., Portland, Oregon, U. S. A."

Adulteration of the article was alleged in the libel for the reason that an artificially colored product containing little or no eggs had been mixed and packed with and substituted wholly or in part for the said article, and for the further reason that it was colored in a manner whereby inferiority was concealed.

Misbranding was alleged for the reason that the designation "Noodles," borne on the label, was false and misleading and deceived and misled the purchaser when applied to an artificially colored paste containing little or no eggs, and for the further reason that it was an imitation of and offered for sale under the distinctive name of another article.

On July 1, 1926, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

W. M. Jardine,  
Secretary of Agriculture.

### Spaghetti Supper Dance

The Catholic Women's club of South Jacksonville, Fla., sponsored a successful spaghetti supper and dance in the parochial hall last month. The affair was managed by a committee headed by Mrs. Victor Lambetti. The food was tastily prepared and daintily served to several hundred hungry church promoters who were generous in their compliments to the product and the way in which it was prepared.

### Strike Looms

A strike among the macaroni makers in the east is threatened according to newspaper reports from that section of the country. From the same source it is learned that an attempt is being made by the Italian Chamber of Labor to organize the macaroni workers. This Chamber of Labor claims a membership of 75,000 in affiliate unions and is now conducting a drive to add 35,000 new members. Macaroni makers have been earning good wages according to reports com-

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**Amber Durum Wheat**

STRONG and UNIFORM  
and of a WONDERFUL  
COLOR

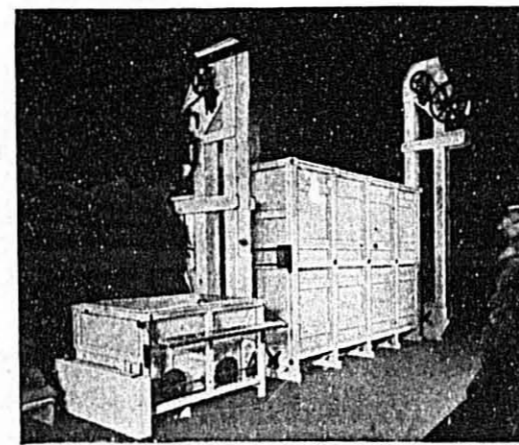
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## A PERMANENT DEPENDABLE EMPLOYEE

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.

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Joliet - - - Illinois

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ing from Greater New York and are apparently satisfied with the treatment accorded them. For this reason it is hard to believe that the Chamber of Labor will be able to interest many recruits from among the 2000 spaghetti workers in that metropolitan district.

#### Spaghetti Supper in Parish Hall

Directed by Rev. L. A. Marino, pastor of St. Paul's Italian church in Erie, Pa., a spaghetti supper was served 2 consecutive evenings last month. Several thousand people enjoyed the spaghetti made up in true Italian style and served by the women members of the parish.

#### Building New Domino Plant

The construction of a 2 story plant which will house the Domino Macaroni company at Poplar and Fort av., Springfield, Mo., has progressed sufficiently to permit installation of machinery and equipment that will make it one of the most modern plants in that part of the country.

The new structure will serve as headquarters for the company. The building will cost \$25,000. It is brick and will have a floor space of 6000

square feet. When completed and equipped it will enable the company to at least double the present capacity of the old plant which it occupied for 5 years.

The officers of the company are W. W. Woods, president; W. J. Dysart, vice president; and Charles R. Jones, secretary and treasurer. The company expects to move into its new location about December 15.

#### Fine Exhibit in Atlanta

The Birmingham Macaroni company of Birmingham, Ala., had one of the most attractive booths in the annual food show held under the supervision of the Atlanta Food Dealers association in Atlanta, Ga., last month. Daily demonstrations of cooking and serving various forms of macaroni products were conducted in a manner to interest the many housewives who attended the exposition. This macaroni firm has been very active in this form of publicity in the territory that it naturally caters to.

#### Macaroni Trade Dwindling

The international trade in macaroni products, imports and exports alike, is showing a decided falling off for the first

10 months of 1926, according to figures released by the U. S. bureau for foreign commerce. The decrease has been greatest in the quantity of macaroni products entering this country.

#### Imports

During the month of October 1926 there was imported 397,176 lbs. valued at \$29,240 as against 453,169 lbs. worth \$34,463 the imports for October last year.

The total for the first 10 months of 1926 is 4,276,273 lbs. worth \$317,820. The decrease is noted when compared with a total of 5,133,126 lbs. worth \$358,719 during the same 10 months in 1925.

#### Exports

From the various ports of the United States there was exported 575,324 lbs. of macaroni products in October 1926, bringing to American manufacturers \$53,405. This was considerably below that of October 1925 when the sales amounted to 746,697 lbs. for \$64,887.

During the 10 months including October 1926 the total exports amounted to 6,568,958 lbs. worth \$564,467. For the same period last year we exported 7,055,487 lbs. worth \$596,060.

None preaches better than the Ant—it works and says nothing.

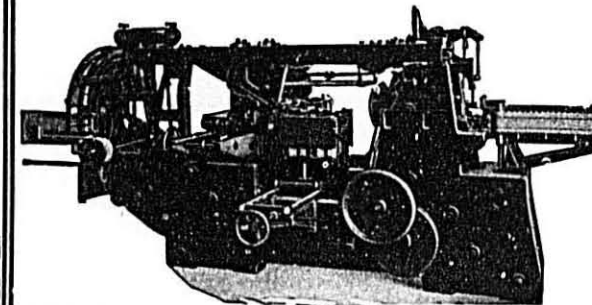
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Tight Wrapped Package



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Stokes & Smith Automatic Package  
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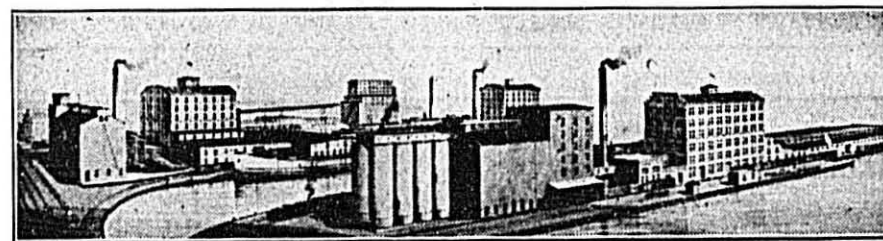


The Tight Wrapped Package, which has long been used for Flour, Cereals and other products, is now coming into use for Macaroni, Spaghetti, Noodles, etc. The many advantages of the Tight Wrapped Package, as wrapped on the Stokes & Smith Package Wrapping Machine, make it the ideal container for food products.

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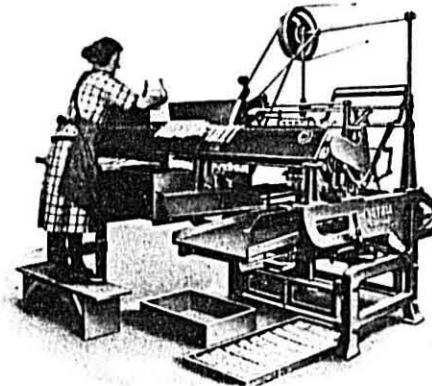
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An output of 5000 bundles per hour, dry weight 300 to 450 grains each, is easily attained.

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## Grain, Trade and Food Notes

### United States Wheat Exports

United States exports of wheat, including flour, from July 1 to November 13 have amounted to more than 117,000,000 bus., compared with 46,000,000 bus. last year and 137,000,000 in 1924. In spite of the great excess of wheat exports this year over those of last year, the exports of flour so far have been only about the same. Of the 100,000,000 bus. of wheat in the form of grain which have gone out up to November 13, 25% went to the United Kingdom, 7% to Italy, and 44% to the other European countries, or about 76% to Europe as a whole. For the same period last year only 58% went to Europe. During the last week 2000 bus. of wheat were imported from Canada, duty paid, and 510,000,000 bus. into bonded mills for grinding into flour for export.

### U. S. Mills Grind Canadian Wheat

Canadian millers oppose American milling of Canadian wheat in bond for export; but according to a new publication of the food research institute of Stanford University, Calif., this practice is likely to persist. 15,583,000 bus. were so imported and milled in the fiscal year 1925-26, chiefly by mills in the states bordering the Great Lakes. Buffalo, because of its situation, is the great American center for milling Canadian wheat whether for domestic consumption or for export. The tendency thus to mill Canadian wheat is likely to grow and Buffalo to expand as a milling center, because American wheat good enough to mill into standard flour for export is becoming too expensive. It tends to become too expensive because domestic demand is principally for the highest quality of bread flour, made from superior wheats of which we do not in ordinary years produce a surplus. Soft American wheats are not so used and the profitable disposition of their underpremium grades is one of the problems of American wheat growing which is likely to be accentuated in the future, so long as demand for flour quality continues exacting.

Some Canadian wheat, in 1925-26 over 1½ million bus., pays the duty of 42c a bu. and is milled for domestic consumption. Detailed price tables published by the food research institute comparing prices in Winnipeg plus the duty with prices of similar kinds of American wheats, show that at times Canadian

prices are below American even when costs of transportation are considered. Hence at such times American millers in the Great Lakes territory may find importation for domestic consumption advantageous both because of price and because of quality.

A large and good crop of American hard wheat and a small or poor crop of Canadian hard wheat operate to deter importation of Canadian wheat; a small crop of American hard wheat and a large crop of Canadian hard wheat act to stimulate imports. The demand of American consumers for high grade flours which must be ground, at least in part, from hard wheats and the desire of millers to maintain their export trade are the principal causes determining importations from Canada. In time if the present duty continues in force expansion of wheat farming is likely to occur wherever in the United States hard wheat can be grown: in Montana, Kansas, eastern Colorado, southeast N. W. Mexico, northwestern Oklahoma and Texas.

### "Yakalos" Steak

Americans who are recognized as the world's leading meat consumers may soon have a new kind of meat to appease their appetites. A new line of live stock called "Yakalos" is being developed in the national park at Wainwright by crossing buffaloes with yaks.

"Yakalos" combines the meat producing qualities of the yak with the foraging characteristics of the buffalo according to G. B. Rothwell, director of the animal husbandry division of the Department of Agriculture. The animals breed true type, and are capable of reproducing themselves.

The meat of yak is almost identical with beef aside from being a finer grain. The animals are hardy, can forage for themselves, are capable of wintering in the open, and are resistant to many of the common diseases of domestic cattle.

### Southern Hemisphere Wheat Prospects

Favorable reports from Argentina and Australia for the week ended November 20 indicate that the world wheat supply for this year will be increased compared with last year. The total southern hemisphere crop gives promise of being from 50,000,000 to 80,000,000 bus. greater than last sea-

son. The northern hemisphere crop is about the same as last year.

The United States weather bureau reports warm, dry weather in Argentina for the week ended November 15, which was favorable for harvest where that work was in progress. The late winter and spring in Argentina has been remarkable for the persistence of moderately warm weather. This official report does not confirm trade reports of frost damage in the northern wheat zone and damaging rains.

October conditions in Australia have been favorable and excellent yields are anticipated in all states, although the late-sown crops in New South Wales need more rain, according to a cable from the International Institute of Agriculture. The official estimates of wheat production from south Australia and western Australia are placed at 37,000,000 and 29,000,000 bus. respectively, showing an increase of about 9,000,000 bus. in each case, or 31% and 42%, respectively.

### Italy Boosts Potatoes

A large portion of the wheat consumption in Italy has always been in the form of macaroni and spaghetti. The Italian government is now anxious to cut down on wheat consumption as part of its economy campaign. Since wheat consumption greatly exceeds home production millions of bushels of wheat are annually imported. The move is aimed at a reduction of wheat imports.

Premier Benito Mussolini and his fascist government have a problem on their hands if they intend to change the eating habits of the Italians whose love for macaroni products is almost inherent. Potatoes are to be recommended as a wheat substitute and may offer a serious competition to macaroni and spaghetti.

Potato culture is especially recommended for the central and southern provinces where macaroni consumption is greatest. Beginning this month the restriction on the importation of seed potatoes was lifted. Through the press and by means of official bulletins the government aims to increase use of potato products in an attempt to induce the Italian people to forsake spaghetti and macaroni, which are made from wheat.

In a general attempt to reduce the cost of living in Italy the government has arranged for the opening of food canteens to supply government employes with food at cost.

December 15, 1926

THE MACARONI JOURNAL

35

## IANIERI'S

Rapid Drying System for Macaroni  
dries them perfectly without  
watching the drying

SAVE SPACE and LABOR

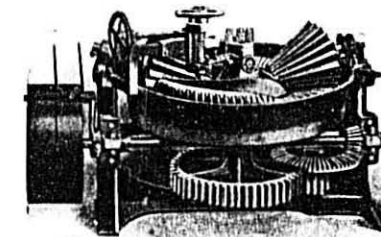
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A Publication to Advance the American Macaroni Industry.  
Published Monthly by the National Macaroni Manufacturers Association.  
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Vol. VIII December 15, 1926 No. 8

**Questions and Answers**

**Semolina Macaroni**

Query: What is semolina macaroni? Can it be applied to products made from a blend of No. 2 semolina and durum flour? Can it be applied to products made from a semolina of wheat other than durum?

Reply: Dr. P. B. Dunbar, assistant chief of the U. S. Bureau of Chemistry, advises that a No. 2 durum semolina should not contain any flour and the product should be granular in form to be called semolina.

Dr. B. R. Jacobs advises that the pure food law requires that labels state the truth concerning the composition and origin of food products.

Both seem to agree that a macaroni product made from flour or a blend can truthfully and legally be called "Macaroni" without any qualifying term. But if a descriptive or explanatory name is used concerning the character and grade of raw material entering into the manufacture of the product the label must be true in fact. An article manufactured from durum semolina and durum flour may properly be labeled "made from durum semolina and durum flour" provided substantial quantities of both ingredients are present. If durum clears are used the expression should be modified to indicate this substitution.

While there is lack of an official definition of semolina the trade and the government bureaus have a thorough

understanding of what constitutes this product, meaning a product of durum wheat. Pending a final determination the government will not object to the use of the term for a product made from any other hard wheat. The Semolina Standards Committee of the National association is now working out a definition to be recommended for official adoption.

The stimulation of success comes to the man who has earned it.

**The Right Spirit**

A member of the National Macaroni Manufacturers association shows the right spirit when he voluntarily contributes a fat check to cover the organization's expenses, commenting as follows:

"No business of any kind can properly function unless it has sufficient capital to insure its smooth running. We believe that the Macaroni association is now occupying a stronger position than ever, and feel that it is a matter of utmost importance that proper and full support be accorded its good intentions and aims. Firms that are not now members should feel obligated to do their part in the National association program of bettering conditions in the trade."

It is cheering to hear words of this kind from one who is not only an association member but who is in a position to get the unbiased outside view that so many within the industry itself fail to get. It is hoped that many will heed this fine suggestion.

When business is slow, the wise man will go after it fast.

**Protect Your Trade Marks**

While federal registration of trade marks creates no property rights therein, such registration does perform certain very useful purposes:

1. Registration offers prima facie proof of use and ownership.
2. It facilitates registration of such marks under the laws of other countries.

Section 12 of the Trade Mark Act of 1905 provides that a certificate of registration shall remain in force for 20 years except as to foreign trade marks and that certificates of registration may be renewed for like periods on payment of the renewal fees required by this act and such request

may be made at any time not more than 6 months prior to the expiration of the period for which the certificates of registration were issued or renewed.

It will thus be noted that trade marks registered in 1905 expire in 1925 and registered in later years expire accordingly.

It is suggested that manufacturers examine the dates of the registration of their trade marks and take appropriate action.

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PRESS FOR SALE. 1 ten inch double cylinder Cevasco, Cavagnaro and Amlette Hydraulic Horizontal Press with full line of dies. Will sell either with or without dies.  
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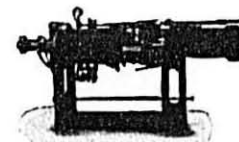
2-2 1/2 hbl. Mixer Belt Driven.



91-inch Kneader. Capacity 2-3 hhls.



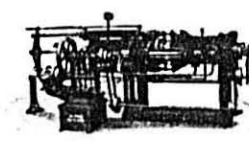
Inside Packed Vertical Press.



Inside Packed Short-cut Press for Accumulator System.



Die Wanner.



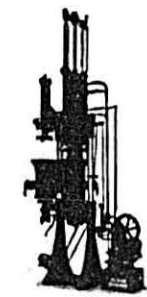
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1 1/2 hbl. Mixer Hydraulically Tilted.



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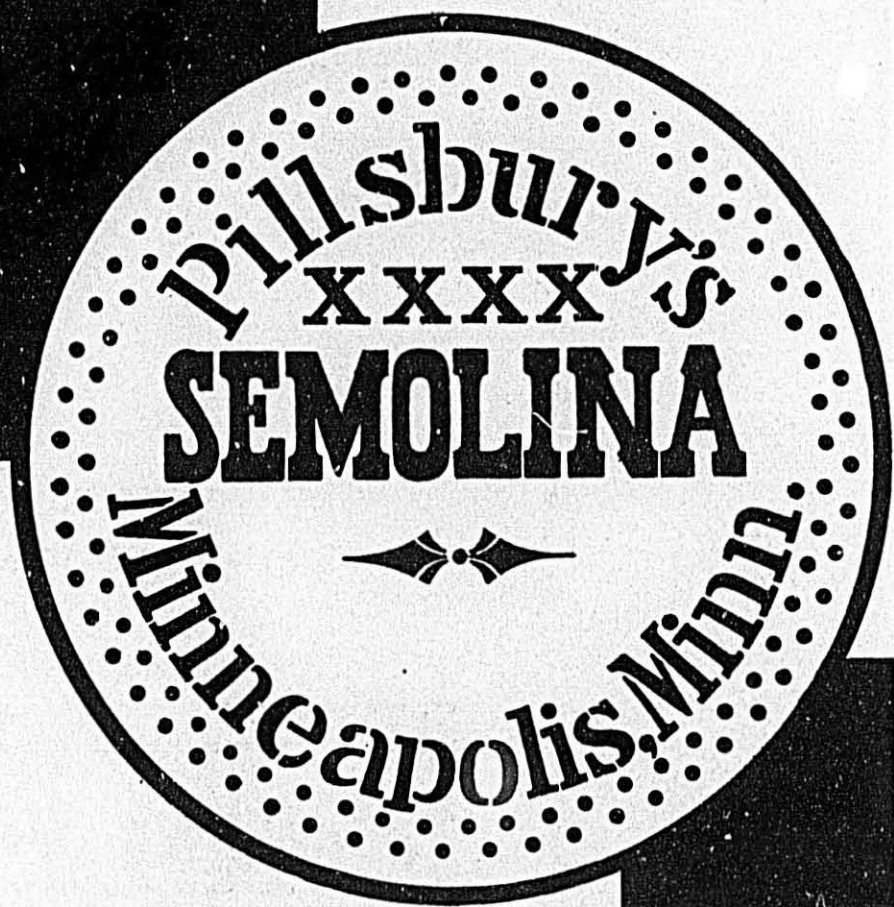
Yankee Doodle came to town, riding on a pony, To order Elmes to build a press to make HIS MACARONI. Yankee Doodle Ha, Ha, Ha, Yankee Doodle Dandy, He likes His Macaroni now, better than his candy.

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