

**THE
MACARONI
JOURNAL**

**Volume 8,
Number 10**

**February 15,
1927**

The
Macaroni Journal

Minneapolis, Minn.

February 15, 1927

Volume VIII

Number 10



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

Follow the Lead

*"True wisdom is attained
in taking advantage of
the experiences of others."*

Closer and more general cooperation with and in their Trade Association has been found most profitable in all the leading industries.

Macaroni men should profit from the experiences of other industries and organize themselves strongly behind their National Association.

A properly supported Trade Association has helped others. It will help you.

Follow Their Lead



Some of the famous Procter & Gamble products shipped in the strong, solid fibre boxes of the Container Corporation of America.

Use The Strongest Box for Lowest Shipping Cost

THE CENTRAL thought behind the recent merger of the physical properties, interests and brains of four large organizations national in scope, into the CONTAINER CORPORATION OF AMERICA, is to maintain a higher, finer quality of Solid Fibre and Corrugated shipping containers and Boxboard—a strictly high standard blue-ribbon quality at lower production cost.

We will operate under the principle that only the strongest possible product will reduce consumers' packing and shipping costs to the low level the buyer has a right to expect for his money. The CONTAINER CORPORATION OF AMERICA and the MID-WEST BOX COMPANY spare neither time, labor nor cost to produce and standardize on a truly superior money saving product.

The brains of the best equipped organization in the world of its kind are at your command. How can we serve you best? Our FREE CHECKING SERVICE may interest you—SEE COUPON. Fill in and mail today. No obligation to you. It's merely a matter of making up your mind—NOW, to do so. It may be a means of saving you thousands of dollars in 1927.

CONTAINER CORPORATION OF AMERICA

AND
MID-WEST BOX COMPANY

111 W. Washington St.



CHICAGO, ILLINOIS

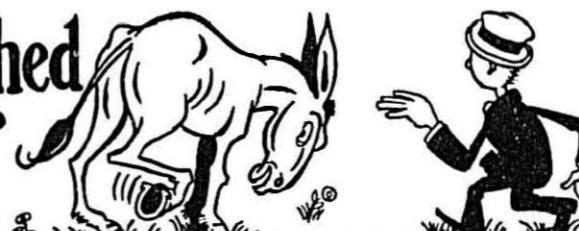
Five Mills — Nine Factories

Capacity 1000 tons per day

RETURN COUPON
CONTAINER CORPORATION OF AMERICA,
111 West Washington Street, Chicago, Dept. 26
Gentlemen: Please have one of your experts check our present
packing and shipping methods—without obligating us—for the
purpose of reducing our costs if possible.

Name _____
Title _____
Firm _____
Address _____

Well Approached is Half Collected



A city man walked into a field and patted a gentle looking mule. When he regained consciousness, the farmer explained that his approach was wrong. Your problem is to find the proper approach to your debtors.

Collection Letter Number Two

Offering Assistance

The HOMELAND MACARONI - COMPANY - ANYTOWN ~ ~ U.S.A.

February 10, 1927

The Credit Buying Company,
Anywhere, U. S. A.

My dear Mr. Buyer:

"A stitch in time saves nine" means nothing to the naked man in a barrel. He craves clothing.

It is so with the man in debt. All the good advice in the world will not pay the money he owes. He needs something more substantial.

That is why we are writing to you about your unpaid balance of \$120.00. We just want to know if there is anything we can do to help you through an embarrassing situation. While we cannot afford to have our money outstanding, we are perfectly willing to listen to reason and do anything we can to help a friend out of a jam.

After all, many a successful man can look back to the day when he was left with only a barrel to hide his skin.

Write us a note and tell us how we can help you.

Sincerely yours

S. MacNoodle.

SMN-J.

The second of a series of letters for collection of money from debtors whose accounts are in various stages of arrears. Adapted from the booklet "Consider The Approach" obtainable from the Metropolitan Life Insurance Company, New York City.

Quality

Service



★ ★ **Tustar** ★ ★

THERE IS NO SUBSTITUTE FOR TUSTAR

but

For those of our good customers who, because of certain price competition or for any other reason, wish to lower their costs without substitution of inferior raw material, such as flour, we have originated a new brand -- COMET -- a pure durum Semolina of Standard Granulation, milled with the same care as Tustar, but from those types of durum wheat which can be secured without paying the present exorbitant premiums which prevail on the amber durum wheat from which Tustar is made.

ASK OUR REPRESENTATIVE ABOUT COMET

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume VIII

FEBRUARY 15, 1927

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Semolina Standards Established by Trade

Standards in any line are based on generally accepted trade practices, and definitions are but the recognition of the prevailing views of the leaders in most direct touch with a particular product. Macaroni manufacturers have long recognized the need of a proper definition and standard for its most important raw material—Semolina, but for some reason action has been seriously delayed.

Because of conditions in the trade arising through the present market wherein durum wheats sell at a very high premium over the ordinary flour wheats, many flour millers have suddenly become interested in supplying the needs of the macaroni industry. Their intentions are good, but what are the results? They are encouraged by a few manufacturers who for reasons best known to themselves have chosen or have been compelled to use cheaper grades of so-called "Semolinas."

An even greater disturbance to the trade is the practice of a few millers of bread flours who are labeling a specially milled bread wheat as "semolina" though the only resemblance to the original is its somewhat granular form. It is not charged that any macaroni manufacturer has been misled into purchasing this particular product in the belief that it is Semolina, but it permits those who are guided only by price to substitute this inferior grade for the well known Semolina of durum wheat now selling at a premium of several dollars.

A mill situated in the soft wheat country advises that it hesitates to use the trade name "Semolina" on its products made from wheats other than durum. It seeks information in order to familiarize itself with the phraseology used in designating granular flours such as "Farinas" and "Semolinas." This particular mill alleges that several soft wheat mills are using the designation "Semolina" on their granular flours even as a trade mark on family flour, on the claim that the leading dictionaries do not mention that this product must of necessity be made out of durum wheat. Attention is also called to the advertising of mills which offer cheaper grades of "Semolinas" made from a blend of various types of wheat, a practice in vogue in both spring and hard wheat mills.

This particular firm seeks information in order to be sure of its ground and to use the right designating terms in describing the flour which it manufactures for the macaroni trade. Its honesty is assuring. It is regretted that the macaroni industry has not been as insistent as it should have been in obtaining from the Federal Government an official definition of "Semolina" based on the general trade recognition of that term. Such a decision would be most helpful under present conditions.

In its most recent ruling the Committee on Definitions and Standards of the U. S. Bureau of Chemistry has gone so far as to define macaroni products as being made from the "semolinas of hard wheats." It does not go far enough. In order to guard the industry's interests in this matter a special committee of leading macaroni men was appointed last October by the National Macaroni Manufacturers Association to study the matter of Semolina Standards and is now busy obtaining the views and opinions of leaders in the trade and of the allied tradesmen on what would be an acceptable definition to recommend for official adoption.

In the macaroni manufacturing industry in America the term "Semolina" is restricted to the purified middlings obtained from the grinding of durum wheat. The term "Farina" is understood to be the purified middlings obtained from the grinding of other wheats, such as spring wheats and hard winter wheats. There are various grades of "Semolina" which are designated by such qualifying terms as "Standard," "Premium," Nos. 1, 2 and 3, referring to the size of granulation. While in the case of "Farina" qualifying terms such as "spring wheat" or "hard winter wheat farina" may be used to further describe the nature of the product, the name "Semolina" does not need any qualifying term to show the class or kind of wheat from which it is ground.

In the absence of an official determination the trade definition will probably stand. While the situation referred to is discouraging both to legitimate "Semolina" millers and the better class of macaroni manufacturers some good results are expected to come out of it. Perhaps it will arouse the industry to a fuller and keener realization of the need of an official government standard for its basic raw material, and stronger support of its active Semolina Standards Committee that has this matter in charge.

Viewed from any angle the situation is very serious. Quality is being sacrificed to price; the actions of the limited few reflect on the whole industry and competition has almost reached a destructive stage. There is a fair solution and the wise heads in the industry may as heretofore be depended upon to act courageously and determinedly but fairly on this matter of vital importance.

Let us have an official definition and proper standard for "Semolina." The trade will welcome it. All will profit from a fair and unprejudiced ruling without sacrificing quality or reputation. Voice your views to the industry's Semolina Standards Committee and through it to the government and the world.

Divergent Views on Moisture Ruling

Is the resultant degree of moisture in flour as determined by the newly approved "Vacuum Method" the same as when the old "Water Oven Method" was applied? This matter in controversy has been the subject of some correspondence between Sydney Anderson, president of the Millers National Federation, Washington, D. C., and M. J. Donna, secretary of the National Macaroni Manufacturers association. Viewed from different angles, divergent opinions naturally result.

It is granted that the ruling made by the Secretary of Agriculture last fall does not officially apply to semolina because of a lack of an official definition of this product. The stand taken by the macaroni industry is that the ruling could be and in certain instances has been applied thereon as was the old 13 1/4% moisture ruling which was superseded by the one now in force. Furthermore, the stand taken by the macaroni association is based on the experiments and records of our chemist, Dr. B. R. Jacobs, who has made an exhaustive study of the semolina moisture problem.

In fairness to the millers who have always been very friendly to the macaroni manufacturing trade, the comments or President Anderson and the reply thereto are printed herewith for the general information of the trade.

MILLERS NATIONAL FEDERATION
Office of President
Washington, D. C.

December 6, 1926.

Mr. M. J. Donna, Editor
The Macaroni Journal,
Braidwood, Ill.

My dear Mr. Donna:

My attention has been directed to a leading article published in the November 15th issue of The Macaroni Journal, entitled "Buying Added Moisture Unprofitable," and to certain resolutions adopted by the National Macaroni Manufacturers Association in October protesting against the raise in Semolina moisture.

This article, as well as the resolutions referred to, is evidently predicated upon the idea that the amended official definition for flour promulgated by the Secretary of Agriculture, which contains the limitation of 15% moisture determined by the official Vacuum Method adopted by the Association of Official Agricultural Chemists and approved by the Secretary of Agriculture as official in enforcement proceedings, is applicable to Semolina. This is not the case.

The official definition for flour containing the 15% moisture limitation is not now and never has been inclusive of Semolina, nor has there ever been an official definition of Semolina. Therefore, so far as Semolina is con-

cerned there was and is no occasion for the apprehension indicated in either the article or the resolution referred to. However, in view of the fact that the action of the Department of Agriculture and this article and resolution may be misinterpreted by others, I should like to be permitted to say an additional word.

Neither the Millers National Federation nor the millers it represents have ever asked for any increase in the permissible percentage of moisture in flour. The question determined by the Bureau of Chemistry and upon which the Joint Committee of Definitions and Standards acted in amending the flour definition, was the question of the difference in results obtained by the Water Oven Method and the Vacuum Oven Method, which was adopted over a year ago, at which time the Water Oven Method, which has been official for many years, was dropped. In determining this question the Bureau of Chemistry not only had before it the results of a large number of chemists and collaborators, but also made a special investigation of some 800 samples gathered independently by the Bureau. The data accumulated and the investigations made indicated a difference between the Water Oven Method as applied when this method was made official and the Vacuum Oven Method in excess of 1.5% moisture. 1.5% was, therefore, arrived at as the difference in the result of the two methods and was automatically applied in amending the definition, so that the present definition does not permit a larger amount of moisture in flour than was permitted by the definition before amendment.

I am sure that you do not wish your readers to be under any misapprehension either as to the applicability of the flour definition to Semolina or as to the facts regarding the basis on which the flour definition was amended. I hope, therefore, that you will find it possible to correct the erroneous impression which I fear the article and resolutions referred to have produced.

Yours very truly,
SYDNEY ANDERSON,
President.

NATIONAL MACARONI MANUFACTURERS ASSOCIATION
Office of the Secretary

January 31, 1927.

Mr. Sydney Anderson, President
Millers National Federation,
Mills Building,
Washington, D. C.

Dear Mr. Anderson:

Further replying to your letter of December 6 regarding the article published in the November issue of The Macaroni Journal entitled, "Buying Added Moisture Unprofitable." It is true that this article refers to an increase in moisture being permitted by the new standard of moisture for flour. Although the Department has not issued a standard on semolina the moisture permitted for flour has tacitly been accepted as that permitted for semolina under the old standard. It may be a fact that the water oven method of determining moisture was the one used by the Department when it promulgated, in 1904, the original maximum moisture limit for flour.

If it did, it did not use the official method for determining moisture which was in vogue at that time and which has been in use since by practically all of the government laboratories and many of the mill and commercial laboratories doing work on flour.

In Bulletin 46 (revised), which was issued by the Department in 1898, six years before the standards were promulgated, the official method used for making moisture determinations in foods and feeding stuffs was drying in vacuum or in a current of dry hydrogen for five hours at the temperature of boiling water.

The only thing that the Department has done in modifying the method is to state specifically the conditions of temperature and pressure which was not done in the original method.

Since 1906 when the Pure Food Law went into effect all prosecutions, where excessive moisture in flour was involved, were based on 13.5% of moisture as a maximum and the vacuum method was used. If now the Department is going to base its prosecutions on 15.0% of moisture by the same method it is very evident that flour may contain 1.5% more moisture than it did before this new standard went into effect.

Since 1906 practically all laboratories doing work on flour have used apparatus and methods which yielded results that approximated those obtained by the vacuum method as at present defined by the Department. In fact a survey made in 1922 by the Bureau of Chemistry showed that out of 46 mill laboratories visited only one used a water oven but continued the drying 18 hours instead of 5 hours, which naturally would yield more moisture.

We agree with the millers that the development of their processes should not be hampered by restrictions which may result in the curtailment of yields nor in impairment to the quality of their finished products but we are inclined to believe that 15.0% of moisture will result in great impairment of quality and that the added yield will not compensate for this. We believe that the experience of this next season will justify this statement. In fact at the hearing granted the millers by the Standards Committee, Mr. Fred J. Lingham, President of the Federal Mills, Lockport, N. Y., stated that complaints of spoilage of flour due to excessive moisture had been unusually large. The flour he referred to did not contain more than 14.5% moisture by the vacuum method.

Each of us has responsibilities to our respective industries which probably view this matter in somewhat different light but it is my desire and the hope of all the macaroni manufacturers to continue the friendly and cordial relations that have always existed between us. Our actions are guided solely by our experiences and our desire to conserve our interest. We hope for a fair solution of this troublesome moisture problem.

Sincerely yours,
M. J. DONNA,
Secretary.

Things never get so bad they couldn't be worse nor so good that they couldn't be better.

Macaroni in Macaroni Recipes

We wonder if the pet peeve of the macaroni manufacturers is not the recipe that calls for a mere "pinch" of his products in a suggested combination to serve a family!

Recently there appeared in a popular women's magazine an article on macaroni that stirred up the ire of the leading manufacturers. The article referred to had some very good points. It told of the wonderful food value of macaroni products, their high protein content and their adaptability to form many combinations that are sure to please all tastes.

While the article succeeded in bringing macaroni products into a much more favorable light, to the readers of that magazine, some of the recipes were improperly named because they called for such small portions of macaroni products. Some of them called for one half cup of macaroni in a dish to serve a family. One in particular called for this portion of macaroni combined with the meat of a good size chicken. Now chicken and macaroni is a wonderful combination. Very few people would refuse a dish of this kind but the problem is *find the macaroni*.

All this leads up to a general opinion prevailing in our industry that an attempt should be made to study macaroni recipes to determine which are really deserving of this classification. Early in the month an appeal went out from the headquarters of the National Macaroni Manufacturers association for cooperation of the members in deciding upon the 12 BEST MACARONI RECIPES.

The purpose of the move is to concentrate the efforts of the industry, of the individual manufacturer and of the distributing trade in suggesting easily prepared, appetizing macaroni, spaghetti and noodle dishes, that will require a worthwhile portion of these products. Every macaroni and noodle manufacturer in the country is also invited to join in a game that promises so much good at such a slight cost.

If and when the industry agrees on macaroni recipes which it can recommend with equal benefits to manufacturer, distributor and consumer the way has been paved for an increased consumption of our products. The firms of the country will be asked to emphasize the preferred recipes in their recommendations on boxes and packages, in booklets and their advertising.

The next natural step would be for the National Macaroni Manufacturers association to arrange for printing the 12

BEST MACARONI RECIPES in various forms that may be used to popularize them, and to sell these printed forms at cost to the interested firms. For instance inserts for letters, packages, etc., might be ordered in such large quantities as to make the cost almost insignificant. Here is a form of cooperation from which all the participants would profit.

There is as yet no definite plan. So much is possible after the selection that even the most skeptical should be convinced that the proposal is at least worthy of the attention of every manufacturer from the smallest to the largest in the country. The announcement of this campaign to classify macaroni recipes in order to weed out the undesirable ones explains the purposes and intentions of the movement.

We quote from a circular on this subject sent out by the National Macaroni Manufacturers association:

12 BEST MACARONI RECIPES

Is it not agreed that we "scatter our fire" by recommending too many recipes—some calling for insignificant portions of our product—few making it the principal dish of the meal?

We should decide on 12 GOOD RECIPES that do justice to our food, appeal to housewives and be appetizing to old and new consumers. Then we should concentrate in popularizing these chosen twelve.

Every Macaroni and Noodle Manufacturer is asked to cooperate by submitting his 12 FAVORITE RECIPES, based on following points:

- A—Ease of Preparation.
- B—Seasonableness of dish.

C—Quantity called for.

D—Variety to please tastes.

Your recipes, which may include suitable sauces, should be divided as follows and numbered in order of their importance:

- 3 for Macaroni
- 3 for Spaghetti
- 3 for Noodles
- 3 for Other Varieties.

All recommended recipes will then be submitted to a group of FOOD EXPERTS, HEALTH OFFICIALS, PHYSICIANS and DIETITIANS. Their recommendations will later be studied by the interested Macaroni Manufacturers at the next convention of National Association and the 12 BEST MACARONI RECIPES definitely chosen.

This offers wonderful possibilities—costs little. When agreed upon they could be printed as inserts for packages and boxes, or in booklet form by the National Association and sold at cost to firms for general distribution. Won't you Help?

Send all RECIPES in DUPLICATE to Postoffice Drawer No. 1, Braidwood, Ill. Credit will be given all contributors.

"Twice Gives He, Who Gives From y"

Send in your favorite recipe immediately. Failure to do so may deprive the industry of one of the best that is to be offered along this line. There are no prizes offered but there will be credit enough coming to those who give to the industry a recipe that will increase the consumption and the popularity of Macaroni and Noodle Products.

BELL RINGER

Prize winner submitted by

E. Z. Vermynen of A. Zerega's Sons, Consol., Brooklyn, N. Y.

NO BRAINS

*The shades of night were falling fast,
A price cutting fool stepped on the gas
A crash---he died without a sound.
They opened up his head and found---*

EXCELSIOR!

Now YOU tell one

ABSOLUTELY IT'S UP TO US

The Grand Sum Total for One Year May Be Above or Equal to That of the Year Before, But That Does Not Necessarily Determine What Our Individual Volume or Profits May Be—We Will Get What We Go After and on the Whole What We Merit.

The journey of the year is already well begun, and what the final record of it will show when it is concluded depends very largely upon how we, personally, handle our affairs, and the wisdom of our management generally.

1926 gave a very good account of itself, being 5% ahead of 1925 in its aggregate advancement. But some firms lost a little; others lost heavily; and not a few went into bankruptcy. A good many barely held their own. Others made a slight advance of from 1% to 2%. Still others forged ahead and made an increase of from 5% to 10%, and a goodly number made great strides which more than offset what was lost by those who fell down on the job and those who merely marked time.

Take Your Choice

So although we are repeatedly assured that the year 1927 will not quite hold up to the 1926 record—probably not showing an aggregate gain of more than 3%—these are advance forecasts which may not prove strictly accurate, for unforeseen conditions and circumstances may arise. And besides all that we can choose the particular group we will be in—whether it be losers, time market, or winners.

Of course when business is going ahead there is a better chance for all of us, and we have every assurance that business really will continue good as there seem to be no fundamentally unsound conditions.

Keep to the Right

There is always danger if we wander off our own side of the road. The traffic demands that we shall keep to the right, and we must do our own driving and be responsible for the manner in which we negotiate the road.

It is exactly the same in business. Just because the highway is relatively smooth is no reason that we can sit tight and assume that we are going to float along and be safe and highly prospered.

No-sir-ee! It's up to us to handle matters skilfully in connection with our finances, the handling of our help, the service we give, the matter of our collections, our buying and selling, our ad-

vertising, and any plans for expansion which we may make.

It is one thing to talk about it and another to do it. It is one thing to start well and with plenty of enthusiasm. It is another to carry on with persistence and courage; and another to get discouraged or to lag along and finally drop into a rut.

Remember! Business may be exceptionally fine, and show a gain of from 3% up in 1927, and yet we may not get a bit of that, while our neighbor may get his share and ours too, and some more with it! It's up to us and don't forget that!

The Winners

The winners in any line are seldom those who are intellectually brilliant and stupendously clever. They are usually the people who are well poised, reasonably cautious, and yet possessed of sufficient courage to do every day what ought to be done. They are the people who

A DURUM SPECIAL

Owing to the abnormally high premiums which are asked for choice Amber Durum wheat, due to its scarcity, the price of No. 2 semolina has become almost prohibitive. The prevailing price asked ranges from 5¼ to 5½¢ per lb. in the leading manufacturing centers. There is no prospect of an immediate decline in price on this grade.

Macaroni manufacturers have been at a loss as to just what should best be done under these conditions. Some decided to use a Kansas and other bread wheats almost exclusively. Others compromise by using a blend of patent flour and No. 2 semolina. The resulting product has not been up to standard and price has been sacrificed to make it move. As a result prices have remained below normal and in order to meet this competition many plants are using a specially milled durum slightly lower in grade than No. 2 semolina. It lacks the color and other essential qualities so necessary in high grade products, but the lower prices attract some buyers who would

give thought to today and tomorrow. They look ahead. They take advantage of every favorable opportunity. They are careful to hold what they have won already and to keep on increasing their business. They watch the profits, the outgo and the income, and they play safe at every point.

There is every indication that American business faces an era of prosperity, and how much we get of that prosperity depends almost wholly upon the manner in which we use our own experience and that of others, and the degree of cooperation which we can get from our associates.

Let's make this year the BANNER YEAR for our own business. It will be extremely interesting when December closes, to compare the amount of advance we have made with that which business throughout the country shows. If there is a gain of 3% on the part of the nation and we have made an advance of 12%, we will be able to rub our hands with glee over having done 4 times as well as the average, and many a business can easily forge ahead to this extent by taking a new grip on the situation and injecting more pep into each and every department.

We ought to be by this time all ready and well set to go—and to go forward briskly and steadily. Every day we delay we lower our final record, and likewise bring down the national average.

otherwise use No. 2. This special grade sells at ¼ to ⅝¢ per lb. under No. 2, which is equivalent to \$1.50 to \$1.75 per bbl.

Taking the New York retail price of Saturday, Jan. 29, 1927, as a basis the quotation on that day being 8¼¢ per lb. for extra quality domestic macaroni in bulk, this product cannot possibly bring a commensurate manufacturing profit. The 3¢ differential between the No. 2 semolina cost and the wholesale price quotation referred to must account for the freight and handling of the raw material, for the conversion, for the selling and handling, and the profit of the wholesaler.

This may account for the uncontradicted statement that some of the macaroni manufacturers must be in the business for their health or for humanitarian purposes.

With its wonderful food value per pound macaroni is a very, very cheap food at 15¢ retail. If, as generally un-

(Continued on page 28.)

The most important things about Macaroni products



Why Not Now!

Manufacturers of macaroni and spaghetti tell us that the most important job about the making of their products is achieving just the right color, texture and flavor, and doing this every day without fail.

These are the things you can always count on in every type of Gold Medal Semolina.

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. 243, MINNEAPOLIS, MINN.—Millers of Gold Medal Flour.

How You Conquer Cold With Food

Man has 4 ways of keeping warm in winter—clothing, heat, exercise and food.

The order in which they are given is based on the Biblical dictum that "the last shall be first," for body comfort the year round is first a matter of food, which according to C. Houston Goudiss, a noted authority on diet, is the prime consideration in health and comfort during the cold months.

The Eskimos and other dwellers in bitterly cold climates know instinctively that the only way to maintain life under the extreme temperature of their land is to eat heartily of the most heating foods. Whale blubber and tallow candles are favorite dishes within the Arctic circle. Decorate a Christmas tree with the latter and the little fur clad boys and girls would dance around it with as much delight as if tallow candles were sticks of lemon or peppermint. All the furs they pile on their bodies would not keep them warm did they not first store their stomachs with quick burning fats, which generate the largest amount of heat.

Proper Food Gives Proper Body Heat

"Our daily food," Mr. Goudiss says in *The Forecast*, "not only supplies all the material for building and repairing flesh and bone but also is the sole provider of the fuel with which the human house is heated. The clothing we wear serves only to hold in the heat thus generated. The food we eat is the fuel that warms the blood. If we do not eat to produce heat, woollens and flannels or even the softest sealskin cannot make or keep us comfortable.

"Nutritional experts have ascertained from experiments the exact heating power of nearly every known form of food. They found that a leaf of lettuce or a stalk of celery hardly burns at all, while a lump of fat or a spoonful of sugar burns quickly and vigorously. You can prove this for yourself by laying lettuce and celery on a bed of hot coals and at the same time putting a lump of fat or a spoonful of sugar to the same test. What then happens is accurately indicative of what takes place when these same food materials are taken into the stomach.

"Not everyone takes advantage of this knowledge. In fact a majority of people never think of paying the same attention to winter food that they pay to winter clothing and housing. In the first place most of us live in houses where the temperature averages 70

degrees throughout the day, and often runs higher. Indeed the overheated home is due largely to the underheated body.

"If we ate enough heat giving foods we would be happier and healthier in moderately heated houses.

"First of all we must consider which foods are best as heat producers. In pursuit of this knowledge we find fats, sugars and starches leading the list, but not all fats come with meat, nor all sugar in the form of white or brown crystals, nor all starch in small lumps.

"The richest and most valuable fat is butter, doubly valuable because in addition to its high heating power it contains a large percentage of vitamins. Almost equal to this ideal fuel food are the various vegetable and nut oils, pressed from olives, peanuts, corn and cotton seed. There is fat in cream and a large amount in nuts; indeed such varieties as the pecan, English walnut, hickory nut and Brazil nut rank among the best of heat producing foods.

"Sugar is in reality 'white fire' so far as its heating power is concerned. Of all the carbohydrate foods it burns easiest and quickest, and is closely akin to the coal.

"We find sugar in many forms. There is sugar in flour, peas, beets, oatmeal, milk and fruits, especially the dried fruits such as the raisin, prune, date and fig. And of course honey is one of the best kinds of sugar, for it comes direct from Nature.

Macaroni—a Fine Cold Weather Food

"As for starch, we get large quantities of it from flour and potatoes, bread, chestnuts and many other foods we seldom think of as being starchy. All this starch would be worth nothing to the stomach furnace were it not changed into sugar; it would be as useless as slate in your kitchen range. But Nature has so ordered that the digestive juices, starting with the saliva in the mouth, have the power of converting into sugar all the starch we eat. Macaroni, spaghetti, etc., are among the most valuable starch containing foods and may be prepared in many appetizing ways as nutritious dishes for cold days.

"These 3 kinds of foods—fats, sugars and starches—are the most effective body warmers. They produce warmth by keeping the body machinery properly at work and by storing up in certain of the cells, a reserve supply of fuel. Of the 3, sugar is the quickest in action.

That is why candy has been made a part of the regular army ration in almost every civilized country. The worn and footsore soldier, fatigued to a state of collapse after a long march or an arduous day of campaigning, will eat a cake of chocolate or a few lemon drops and almost immediately begin to feel the regenerating effect. He could not live on such a diet, but because it supplies quick heating service it is invaluable to him.

"Many persons have an idea meat is the food we should emphasize in winter. Of course it is sensible to eat more meat in cold weather. But get rid of the idea that you can't keep warm unless there is a roast, a steak, some chops or a stew on the table at every meal.

"Briefly stated a well balanced winter diet consists of a reasonable amount of fats, sugar and starches, combined with a moderate proportion of meat or protein food, and such winter fruits as oranges, grapefruit, prunes, figs, raisins, dates and such.

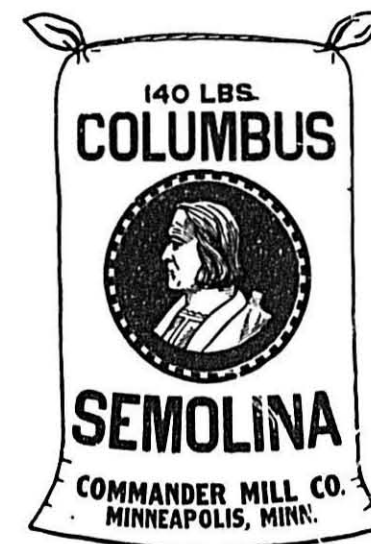
Start With Good Breakfast

"In this important matter of eating to keep warm a host of people make the mistake of minimizing on breakfast. The average human being, however, should eat a hearty breakfast throughout the year and an extra hearty one in winter. Indeed during the cold season breakfast may be the heartiest meal of the day. For the 12 or 14 hours preceding it the digestive organs have been largely at rest, and by breakfast time one should have a brisk appetite and should properly satisfy it, for on a sharp winter morning the breakfast we eat determines our working efficiency. Vital action cannot be sustained in full force by the worker who oversleeps and has not time to eat.

"This is the best way to start the body engine on its day's work; an orange or banana or a dish of prunes, a half dozen dates, or few figs or raisins, a generous serving of steaming corn meal mush, or oatmeal—a slice of bacon with toast, rolls or bread, a little marmalade, and the hot drink, constitute a good combination.

"The midday meal may be light if one is engaged in sedentary indoor occupation or if breakfast has been properly heavy. If working outdoors or much exposed to the elements it should be hearty with the fats, starches and sugars emphasized. Then in the evening gratify the appetite with that typical American 'square meal' which Charles Dickens so loved to laugh at."

Our New Brand



GIVE IT A TRIAL

COMMANDER MILL COMPANY

MINNEAPOLIS, MINNESOTA

INCOME TAX DEPARTMENT

Conducted by M. L. Seidman of Seidman & Seidman, Certified Public Accountants

The large number of questions that have come in from readers makes it again advisable to devote the entire article to questions and answers.

Many of the questions received involve the same points of law, although the facts may be somewhat different. The policy I am following where that is the case is to publish just one of the questions and the answer to it. In that way unnecessary duplication is avoided and space conserved.

Salary of American Residing Abroad

Editor's Note—A number of inquiries have come in to determine whether the salary of an American citizen residing abroad is subject to tax. As a general proposition all the income of the United States citizen is taxable, no matter where it is earned. However, there is a special provision that was first adopted in 1926 law to the effect that where a citizen resides abroad for more than 6 months during the year the salary he earns in the foreign country is exempt from tax. I hope that this clarifies the situation.

Automobile Taxes

Q. Is the government tax paid on a new automobile deductible? E. S.

A. You cannot deduct the automobile tax. The tax is on the manufacturer, not on the purchaser. You are merely reimbursing the manufacturer for the tax he has paid.

Widower as Head of the Family

Q. I am a widower maintaining a home and have one daughter over 18 years of age and capable of self support, living with me. I pay all her bills. May I, as the head of a family, take \$3500 as exemption in my federal income tax return? E. A. S.

A. You are entitled to the \$3500 exemption. The fact that your daughter is over the age of 18 and capable of self-support is immaterial for this purpose. If she is actually dependent on you, that is sufficient.

Inheritance Taxes

Q. Kindly inform me what states do not have the "Inheritance Tax" laws.

A. Florida, Alabama and the District of Columbia are the only places where there are no inheritance taxes in this country.

Earned Income of Husband and Wife

Q. My wife and I make separate returns. I understand that I can participate under the earned income section up to the amount of my earned income not to exceed \$20,000. Will you please advise if my wife participates at all under this clause? R. S.

A. Each of you is entitled to the

earned income allowance based on the amount and source of your own incomes.

Tax Paid at Source on Bonds

Q. When the income less exemptions and credits is less than \$400, is the credit for the income on tax free bonds or bonds on which the tax is paid at the source to be figured at 1½% or 2%? Also, if the income less exemption and credits is more than \$400, is this credit to be figured at 1½% or 2%?

A. In the first case, your credit is 1½%, and in the second it is 2%.

Information on Employee Salaries

Q. I worked for a company from Jan. 1, 1926, to April 1, 1926, and earned \$630. Does the company report this amount to the government since it is less than \$1500? Generally, is any earned amount less than \$1500 reported by a company whether it be for a full year or any part of a year that the person was employed? S. T.

A. Employers are required to file information slips about salaries paid to employees only where the amount paid to the employee during the calendar year is \$1500 or more in the case of a single person and \$3500 or more in the case of a married person.

Bonus to Employee

Q. I received a bonus of several hundred dollars from my company which was definitely declared from surplus earnings, and on which my company has paid the corporation tax. That is, my company is not regarding this as an expense for them. Do I pay tax on this when making return for calendar year 1926? E. A. T.

A. Apparently the company made a gift to you. Gifts are not taxable, and hence you need not report it.

Annuities

Q. I am contemplating the purchase of a straight annuity. Would the semi-annual payments on such an annuity be subject to either normal or excess income tax? J. H. C.

A. No income need be reported by you until you have received back the amount you originally paid for the annuity. From that point on, all further receipts are subject to both normal and surtax.

Deductibility of Stock Assessment

Q. During 1926 I paid an assessment on some stock that I own, but I have not as yet sold this security. Will the amount of the assessment be deductible from my 1926 return? L. A. H.

A. The amount of the assessment is not deductible. It is regarded as an ad-

dition to the cost of the stock to be considered when the stock is sold.

Exemption from a Trust

Q. When all the income of a Trust is distributed each year, is the Trust entitled to exemption of \$1500? A. Y. M.

A. A Trust is entitled to an exemption of \$1500, but since all the income is distributed it will have no occasion to make use of the exemption.

Income of Husband and Wife

Q. My earnings for the year 1926 were \$2160, while the earnings of my wife were \$1162.34. We had no other income. Please advise me what kind of a return we should file, and the exemption to which we are entitled. J. A. McA.

A. You are entitled to an exemption of \$3500, and since your combined income is less than that amount, no return need be filed.

Head of a Family

Q. I am separated from my wife. The 1925 tax return I filed as single and having 2 dependent children, ages 10 and 12, which gave me an exemption of \$2300. I feel I should be rated as head of a family. While I am working and rooming in one city, I keep 2 separate rooms at my mother's home in another city for my 2 children and myself, and I get home with them every second Saturday. I call the second place my home. W. N. McD.

A. You are entitled to an exemption of \$3500 as head of the family. The income tax regulations specifically provide that if circumstances make it necessary for the parent to maintain his dependent children with relatives while he lives elsewhere, the exemption still applies. In addition, of course, you are entitled to \$800 for the support of your 2 children.

Correcting Failure to File Return

Q. I never filed a 1926 report for the 1925 income on account of earning less than \$3500, but our gross income was over \$5000. What would you advise? M. A. McN.

A. You should file a return for 1925 at once, even though no tax is due. To the return you might attach an explanation for your failure to file it when it was due.

Mausoleum Expense

Q. My husband died leaving all property to my daughter and myself. The will says to sell some of the property to get funds to cover the family mausoleum with granite, not to exceed a cost of \$5000. I found the cost would be more than twice that amount. Therefore I made repairs that amounted to \$600. Will I be allowed to deduct that amount from my income as repairs? A. M.

A. The \$600 is not deductible. It is purely a personal expenditure.

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

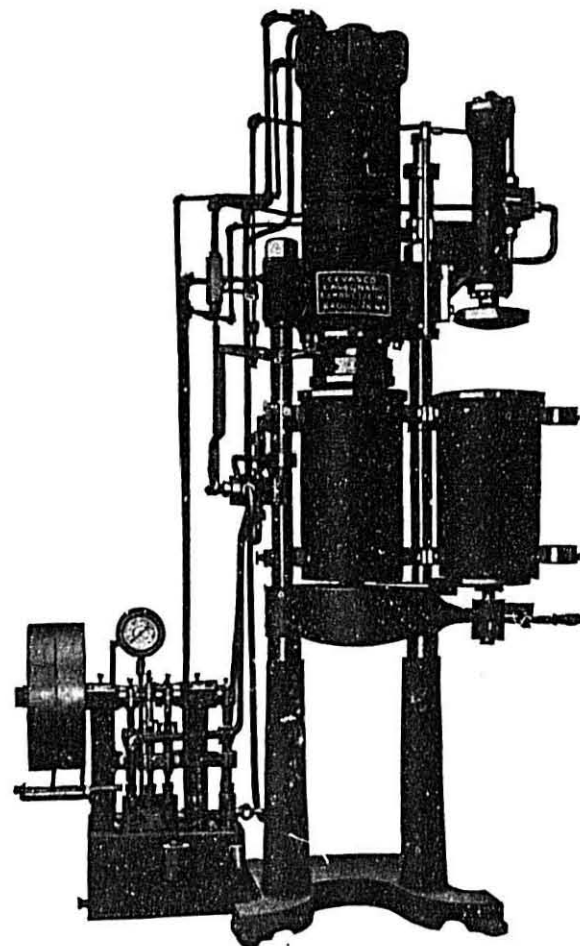
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die

between the two faces, there can be practically no wear on this part. Very little power required to set same as the movement is concentric.

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

DIE PLATEN. The die platen or support is divided into three (3) sections for the 1 3/4 inch and two (2) sections for the 1 1/2 inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

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

156-166 Sixth St.

BROOKLYN, N. Y., U.S.A.

159-171 Seventh St.

Address all communications to 156 Sixth Street.

Consolidated Macaroni Machine Corporation

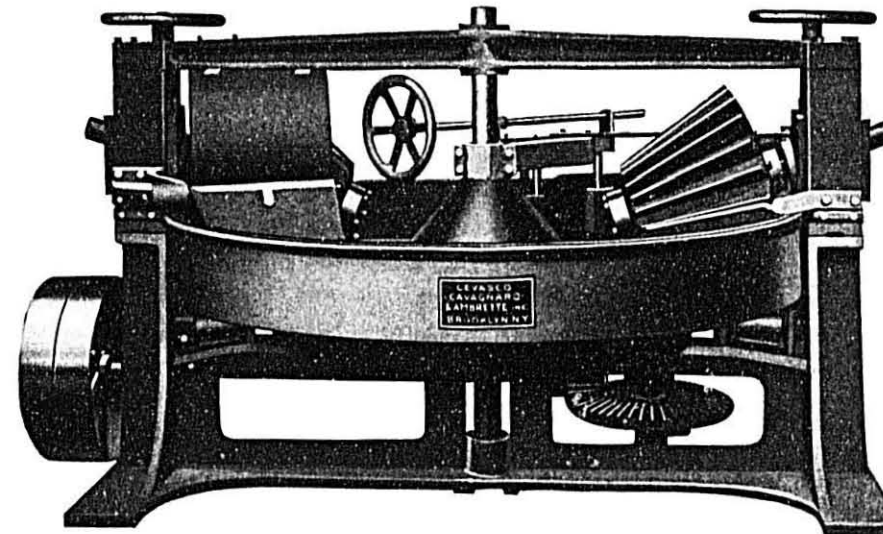
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G.



Kneader with Guard for Cone, Apron for Pan and Scraping Attachment to Prevent Dough adhering to Cones. The main driving shaft, which carries the pinion driving the large internal gear, is fitted with a roller bearing, adding greatly to the life of the machine.

Specialists in everything pertaining to the Macaroni Industry.

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

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

HYDRAULIC PRESSES:--Vertical and Horizontal.

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

156-166 Sixth St.

BROOKLYN, N. Y., U.S.A.

159-171 Seventh St.

EXPORTS DECREASE IN 1926

In spite of the spurt maintained during the last month of 1926 the total exportation of macaroni products for the year fell slightly below the 1925 figures, according to the U. S. Department of Commerce. In 1926 a total of 8,273,000 lbs. of macaroni products was exported as compared with 8,557,000 lbs. during the 12 months in 1925. For the 6 months July 1 to December 31 our exports totaled 4,216,000 lbs., as compared to only 4,010,000 lbs. for the 1925 period.

December proved a big exporting month for macaroni products when nearly 1,000,000 lbs. were shipped. The exact fixtures are 950,000 lbs. as compared with 753,000 lbs. in November 1926, and with 849,000 lbs. in December 1925.

During December 1926, 334,000 lbs. were shipped to the United Kingdom; 152,000 lbs. to Canada; 79,000 lbs. to Mexico; 69,000 lbs. to Australia; 63,000 lbs. to Cuba and 59,000 lbs. to the Dominican Republic. The complete figures are shown in the following table:

EXPORTS OF MACARONI BY PORTS AND COUNTRIES OF DESTINATION

| 1000 Pounds | New York | Balti- New | Fran- Wash- | Mich- All | Other | Total |
|----------------------------|------------|--------------|--------------|-------------|------------|------------|
| | York | more Orleans | cisco ington | Duluth igan | | |
| Irish Free State..... | 9 | | | | | 9 |
| Malta..... | 1 | | | | | 1 |
| Netherlands..... | 6 | 22 | | | | 28 |
| United Kingdom..... | 304 | 4 | 1 | 14 | 2 | 309 |
| Canada..... | | | | | 99 | 99 |
| British Honduras..... | | 1 | | | | 1 |
| Guatemala..... | 1 | | * | | | 1 |
| Honduras..... | * | 21 | | | | 21 |
| Nicaragua..... | | 3 | | | | 3 |
| Panama..... | 8 | 31 | | | | 39 |
| Mexico..... | 50 | 7 | 9 | | | 66 |
| Bermuda..... | 1 | | | | | 1 |
| Jamaica..... | 2 | 2 | | | | 4 |
| Other Br. West Indies..... | 1 | | | | | 1 |
| Cuba..... | 15 | 42 | | | | 57 |
| Dominican Republic..... | 5 | 54 | | | | 59 |
| Haiti..... | 1 | 1 | | | | 2 |
| Virgin Islands..... | | | | | 1 | 1 |
| Colombia..... | 5 | * | * | | | 5 |
| Peru..... | 2 | | | | | 2 |
| Venezuela..... | 8 | 1 | | | | 9 |
| China..... | | | 10 | | | 10 |
| Java and Madura..... | 2 | | 7 | | | 9 |
| Japan..... | | | 7 | | | 7 |
| Philippines..... | 1 | | 3 | | | 4 |
| Australia..... | 65 | | 4 | | | 69 |
| New Zealand..... | 30 | | 1 | | | 31 |
| TOTAL..... | 520 | 4 | 186 | 35 | 14 | 2 |
| | | | | | 129 | 55 |
| | | | | | | 950 |

TRADE MARKS REGISTERED

In January 1927 the U. S. patent office announced the registration of the following trade marks for use on macaroni products.

"Q"

The trade mark of the Joliet Macaroni company, Joliet, Ill., was registered Jan. 18, 1927. Application was filed Oct. 14, 1926, published in the Official Gazette Nov. 23, 1926, and in the Macaroni Journal Dec. 15, 1926. The company claims use since January 1925.

The trade mark is the letter "Q" in which is shown a little girl carrying a bag on which is inscribed a smaller letter "Q."

TRADE MARKS APPLIED FOR

The following trade mark applications have been published according to the rules of the patent office. Any objections to their registration will have to be made within 30 days of date of publication.

Gold Bloom

A private trade mark of N. Livingston

& Company, Inc., with stores in Kentucky and Tennessee, for use on macaroni and other grocery products. Application was filed May 12, 1925, and published Jan. 11, 1927. The company claims use since June 1, 1923.

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

Wilco

The private trade mark of D. S. Williams, doing business as Williams Brothers & Company, Wilkes-Barre, Pa., for use on alimentary pastes and other grocery products. Application was filed June 2, 1926, and published Jan. 11, 1927. The firm claims use on alimentary paste products since January 1924.

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

"B"

The private trade mark of J. Baul's Sons company of Burlington, Ia., for use on macaroni, spaghetti and other grocery products. Application was filed July 27, 1926, and published Jan. 11, 1927. Firm claims use since Feb. 1, 1903.

The trade mark is 4 letters "B" arranged, 2 vertically interwoven with 2 placed horizontally.

Sterling

The trade mark of the Joliet Macaroni company, Joliet, Ill., for use on spaghetti, macaroni and egg noodles. Application was filed Oct. 16, 1926, and published Jan. 11, 1927. Firm claims use since Sept. 1, 1925.

The trade mark is the trade name "Sterling" in heavy script with the final flourish over the letter "S" extending beneath the other letters in the name as a sort of underscoring line. Through the letter "S" are placed 2 curved lines representing short cut macaroni in which product this company specializes.

General Disappointment

With the manufacturers disappointed because the price has not reacted lower on semolinas as they had expected, with the durum growers dissatisfied with their short crop, and with the durum millers disappointed because of the light demand for their products at a season when orders are usually heavy, every branch of the business seems to be "blue." Here is what the Northwestern Miller has to say on the semolina situation in its issue of Feb. 2, 1927:

Semolinas

Inquiry for semolinas is still disappointingly light. The reported sales during the week were confined to a few cars to scattered buyers. Macaroni manufacturers are reported to be endeavoring to raise the prices on their products more in line with cost. Their advance sales at the opening of the crop year were made in anticipation of lower prices but the wet harvest prevented an early movement of durum wheat and the volume of amber durum marketed has not at any time been sufficient to lower premiums. Consequently manufacturers have not only been forced to pay prices for semolinas that precluded a profit on these early sales but they have had to absorb fairly heavy losses. They have therefore been buying proportionately more of the lower grades than usual. Millers feel that if the special grade of semolina they are now making gives satisfaction there ought to be fairly heavy buying of it as soon as the trade has had a chance to try out the shipments that are now going forward.

No. 2 semolina is quoted at 5½¢ lb., bulk, f.o.b. Minneapolis; standard, 4½¢ @5¢; No. 3 semolina and durum fancy patent, 4½¢@4¼¢; special grade, 4¼¢@4¾¢.

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

Maldari's Twenty-fifth Anniversary

1901 - - - 1927

A quarter of a century ago when the macaroni manufacturing industry in America was still in its infancy and when practically all of the alimentary paste consumed here was imported from Europe an ambitious and energetic young



Felice Maldari—Founder of America's Foremost die Makers.

man of about 22 years landed at The Battery, New York city. He came unheralded but soon found a niche in the Land of Promise and made a name for himself in a trade which he helped introduce in America and developed to its present high standing. This man was Felice Maldari.

Like many of the young Italian immigrants of that day Mr. Maldari was well educated and had a trade. He was a graduate of a technical high school of his home country, and besides having a technical training in mechanics he had some invaluable experience in die making. He was financially poor but potentially rich.

Quite naturally this new prospective citizen sought to ply his trade of macaroni die making among the very few small struggling plants that composed this industry in 1901. He did not get much encouragement and to temporarily tide over his financial embarrassment sought other employment, and was indeed successful.

European Dies Preferred by Early Manufacturers

A few years passed. Mr. Maldari's finances increased through his thriftiness. Soon he was in a position to again approach the macaroni men with a view to making their dies, instead of having them done on "the other side." This time Lady Fortune smiled on this persistent young man. He succeeded in interesting one of the pioneer manufacturers to place with him a small order—a mere repair job. The work, satisfactorily done, surpassed even the customer's expectations and Mr. Maldari's fame spread to every plant in the New York district. This small firm which gave him his first opportunity is now among the largest in the country.

By April 1903 Mr. Maldari's business had developed enough to permit him to rent a small basement at 371 Broome st., New York city, and there was laid the foundation of one of the world's leading macaroni die making firms—F. Maldari & Bros., Inc., a monument to the ambition and persistency of a young immigrant. Demands for American made dies increased rapidly and soon the young man was overwhelmed with orders, so



"Home of the famous Maldari Dies," 178-180 Grand st., New York city

much so that he found it necessary to send for a younger brother Daniel, who reached New York in 1905, and though only 14 years of age become an invaluable assistant in carrying on and developing the new die making business.

Daniel Maldari's first thought was to learn the American language and American customs. He attended public school during the day and worked in the plant evenings, Saturdays and Sundays. In-



Daniel Maldari—A skilled craftsman and successful head of a reliable firm.

creased work necessitated that he leave the day school, take his place in the "factory," and depend on evening classes for his learning after his hard day's work in the shop.

New Quarters Anything But Ideal

These brother pioneers in die making found that life was no bed of roses. Their basement shop contained a small forge, one anvil and a small drill press with hardly room enough for two to work. Rubber boots were necessary to keep the feet dry on rainy days. During the winter months the pipes burst in the cold basement and shut off their water supply. Undaunted they cooled their forged dies in the snow.

Inspired by a desire to turn out only the most satisfactory work the Maldari brothers persisted in spite of all hardships, and work poured in so abundantly they found it necessary to move to larger quarters. This was in 1907; the new place of business was at 152 Baxter st. A modern plant was established with a working bench, power drill

February 15, 1927

THE MACARONI JOURNAL

19

presses, and electric motor and a lathe to turn the rough metal into the finished die.

Bronze Dies Introduced in 1907

With the new equipment the firm began to market a bronze die with removable pins, an innovation then recently introduced from Europe. Up to this time copper dies with stationary pins were the only type of dies manufactured here. The bronze dies avoided many of the inconveniences caused by moving of pins which resulted in making the hole in the macaroni irregular in size and shape.

A policy established at its beginning and since continued gained and held for this firm many clients. This policy was to give full and guaranteed service at fair prices. It may be interesting to note that in 1908 the Maldari Bronze Macaroni Dies 12½ inches in diameter sold here for \$250, an unheard of low price when compared with European dies, not any better and often not so good. Every Maldari die carried a guarantee that it must prove satisfactory; if not, it would be repaired free of charge, or if necessary a new die was to be made without any charge whatsoever to the customer.

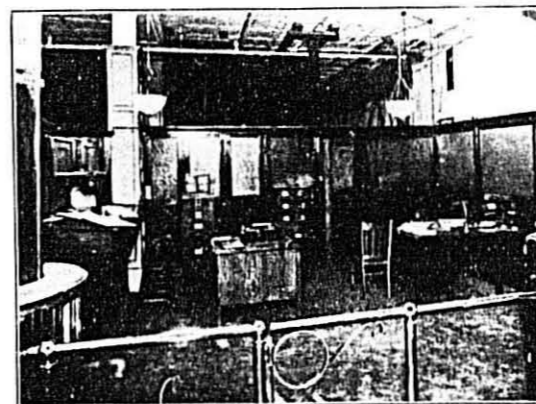
In 1912 Daniel Maldari was made an active member of the firm which then took its present name of F. Maldari & Brothers, Inc. The brothers again decided that larger quarters were needed so the plant was moved to 129 Baxter st., where more machinery was installed and additional mechanics were engaged in caring for the steadily increasing orders, that accrued through an effort of these brothers to standardize macaroni dies and moulds. Their own affairs were better organized. Daniel took charge of the production department, while the older and better known brother Felice gave his attention to sales. Business increased; the store next door was leased and soon Maldari dies were introduced into every plant in the country from the Atlantic to the Pacific coast, later into Canada to the north and Mexico on the south. In 1920 these crossed the Pacific ocean into Australia.

Retires to Found "Banca Maldari" Giovinazzo, Bari, Italy

In 1920 brother Felice decided to re-

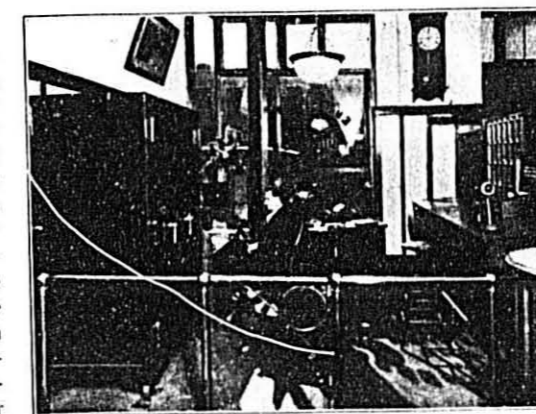
tire to private life. Through retaining an interest in the firm he turned over all activities to his brother Daniel and in 1921 returned to his boyhood home in his native land where he still is in close contact with the American Macaroni Industry as a regular subscriber to The

Macaroni Journal, to receiving which he eagerly looks forward every month. Daniel thus fell heir to a growing business with its heavy responsibilities. As this live wire and keen business man foresaw, the business expanded and today there are few plants that do not have in daily use one or more of this firm's famous and dependable dies.



General Offices in the Maldari plant

Looking into the future Daniel Maldari realized some radical changes were pending. Large dies were bound to re-



Private Office—Nearly 12 o'clock, but President D. Maldari and his private secretary are still busy

place the small ones then in use which range from 7 inches to 12½ inches in diameter. Hydraulic machines would replace the old screw presses and stronger dies would be needed to withstand the increased pressure.

This progressive young man sought to

anticipate future demands by schooling himself further in the business of modern die making. He appreciated the fact that the best possible dies were necessary to make the improved quality of macaroni products which the discerning American consumers demanded. He began to search for a better formula for the casting of the metal used in bronze dies in order to obtain the precision and strength which conditions require. In his research Mr. Maldari found no literature, formulas or theories. Every step forward was built on past experience. How well he succeeded is shown by the fact that F. Maldari & Bros., Inc., now market dies that are 18¾ inches in diameter for short cut macaroni and 22 inches for long pastes.

Standardizing The "Hole"

Much of the success of this firm is due to its policy of standardization, so that it is now able to duplicate an order with the greatest surety of having it exactly as the original. The standard Mr. Maldari introduced provides for a regular and measured proportionment of the several sizes of the chamber to the inlet and outlet of the holes, and in order to keep a uniformity in the holes all chambers are made according to recognized standards. Therefore, if given the inlet and outlet dimensions the internal sizes are known without further measurements.

As Mr. Maldari once explained, "The most important part of making a die is to have the 'notch' at the outlet of the chamber properly finished." His standardized process guarantees accurate size and perfect smoothness. No machine or automatic tool has yet been invented to do this properly and consequently it must be done by hand, by old and experienced die makers, as the slightest variation would cause one hole to produce a strand of a different size than the other.

The tools utilized in the macaroni die making plant cannot be purchased. They are the work of experts. Greatest care is necessary to keep them in shape and accurate. High speed and long use makes them lose their original size and shape which can be restored only by experts skilled in die tool making.

Equally important is the form and position of the pin in a macaroni die.



Felice Maldari

Our Silver Jubilee



Daniel Maldari

TO THE MACARONI MANUFACTURING INDUSTRY:

With justified pride we are pleased to announce the completion of 25 years of successful business in a trade most closely allied with the important Macaroni Manufacturing Industry.

To the Alimentary Paste Manufacturers everywhere in the world, but especially in America, we send felicitations and voice our appreciation of their confidence and good will shown during the past quarter of a century. We pledge to so promote our business relations in the future to merit your continued and increased patronage.

Since our institution in 1901, we have striven to keep pace with the phenomenal growth of the Industry in America. Our policy has ever been to anticipate its wants and needs in every progressive step taken forward because our interests are so closely allied with yours.

To three things we attribute our success:

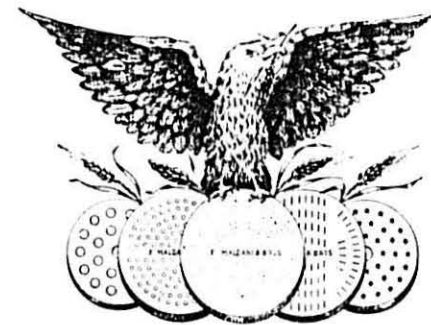
- 1—Your confidence and co-operation.
- 2—Our skill and technical training.
- 3—Our efficient service through guaranteed products.



F. MALDARI & BROS., Inc.

178-180 GRAND ST.

NEW YORK CITY, U. S. A.



A Limited List of the World-wide Satisfied Users of

MALDARI'S INSUPERABLE MACARONI DIES

The A. & P. Products Corp.,
45 Washington Street, Brooklyn, N. Y.

The Beech-Nut Packing Co.,
Canajoharie, N. Y.

Brooklyn Macaroni Mfg. Co., Inc.,
19-31 Richards Street, Brooklyn, N. Y.

Chicago Macaroni Co.,
2148 Canalport Ave., Chicago, Ill.

The John B. Canepa Co.,
304 W. Grand Ave., Chicago, Ill.

Fortune Products Co.,
422 S. Desplaines St., Chicago, Ill.

Foulds Milling Co.,
Libertyville, Ill.; Syracuse, N. Y.;
San Antonio, Texas.

A. Goodman & Sons, Inc.,
630 E. 17th St., New York City, N. Y.

Globe Grain & Milling Co.,
Los Angeles, Calif.

Jefferson Macaroni Co., Inc.,
Reynoldsville, Pa.

Joliet Macaroni Co.,
Joliet, Illinois.

C. H. Catelli, Ltd.,
201 Rue Bellchasse, Montreal, Que.

P. Pastene & Co., Ltd.,
340 St. Antoine St., Montreal, Que.

Kansas City Macaroni & Importing Co.,
Campbell and Pacific Sts., Kansas City, Mo.

A. C. Krumm & Son Macaroni Co.,
1012 Dakota St., Philadelphia, Pa.

Kurtz Brothers,
1021 S. 9th St., Philadelphia, Pa.

Los Angeles Macaroni Co.,
818 N. Spring St., Los Angeles, Calif.

Mound City Macaroni Co.,
Kinshelghway and Shaw Bldgs., St. Louis,
Mo.

Minnesota Macaroni Co.,
139 W. Fairfield Ave., St. Paul, Minn.

C. F. Mueller Co.,
146 Baldwin Ave., Jersey City, N. J.

F. A. Sartoccio Company,
Minneapolis, Minn.

Mauil Bros.,
13th and St. Louis Ave., St. Louis, Mo.

The Pfaffmann Egg Noodle Co.,
6019 Loain Ave., Cleveland, Ohio.

Philadelphia Macaroni Mfg. Co.,
11th and Catherine Sts., Philadelphia, Pa.

Quaker Oats Company,
Tecumseh, Mich.

Ronzoni Macaroni Co., Inc.,
600 Jackson Ave., Long Island City, N. Y.

Skinner Manufacturing Co.,
Omaha, Neb.

Seattle Macaroni Mfg. Co., Inc.,
1416 Dearborn St., Seattle, Wash.

Savoia Macaroni Mfg. Co., Inc.,
1531-19 63rd St., Brooklyn, N. Y.

Independent Macaroni Co., Inc.,
Mt. Vernon, N. Y.

San Diego Macaroni Co., Inc.,
2308 Kettner Blvd., San Diego, Calif.

Tujague Food Products, Inc.,
Howard Ave., Fulton and Triangle Sts.,
New Orleans, La.

Tharinger Macaroni Co.,
Milwaukee, Wis.

CANADA

J. Delisle & Frere,
Three Rivers, Que.

A. Puccini & Co., Ltd.,
St. Catharines, Ont.

Dominion Macaroni Co., Ltd.,
St. Catharines, Ont.

Kelly Confection Co., Ltd.,
1106 Mainland St., Vancouver, B. C.

MEXICO

Lara y Santos,
Apartado 274, Monterrey, Mexico.

Sole y Garrido,
Toluca, Guab., Mexico.

AUSTRALIA

Thos. Reynolds, Esq.,
11-15 Aberdeen Road, E. Prahran, Victoria.

The Home of Dependable Macaroni Dies

Best Quality

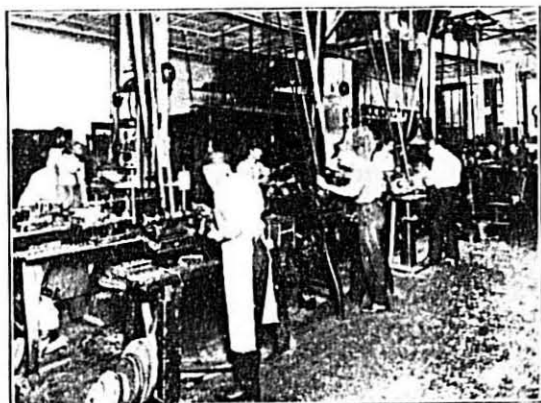
Expert Workmanship

Efficient Service

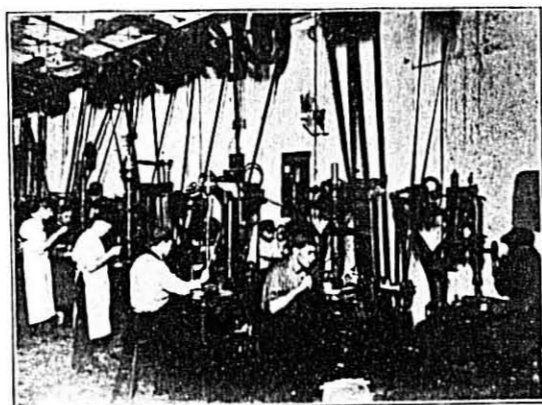
F. MALDARI & BROS., Inc.

178-180 GRAND ST.

NEW YORK CITY, U. S. A.



Tools and Lathes Department. Tools must be specially made. It is an art for artists.



Boring Department. Showing battery of drills.

To insure uniformity Mr. Maldari has also standardized this feature of his business. All the pins used in his plant are cut from 12 foot lengths of specially formulated bronze rods. They then undergo 10 reducing processes on different machines equipped with high speed cutters and hollow mills. To reduce cost, large stocks are manufactured and sufficient quantities of pins are always on hand to meet every demand.

Dies For Every Conceivable Shape

Aside from the dies that make the well known shapes, F. Maldari Brothers, Inc., make a specialty of putting out a wonderful line of intricate dies for the fancy shapes of paste so well loved by the foreign element in our population. Among the most popular fancy dies are those for "Stars," "Alphabets," "Curled Edge Noodles," "Yolandas," "Sea Shells," etc., which derive names from their peculiar shapes. On inspecting these fancy dies it may be noticed that the outlet is of one design, while the paste is of another. This is due to the fact that the work must be done inside

the chambers and not at the extremities as is the case in plain dies. Here is where the high skilled die makers practice their

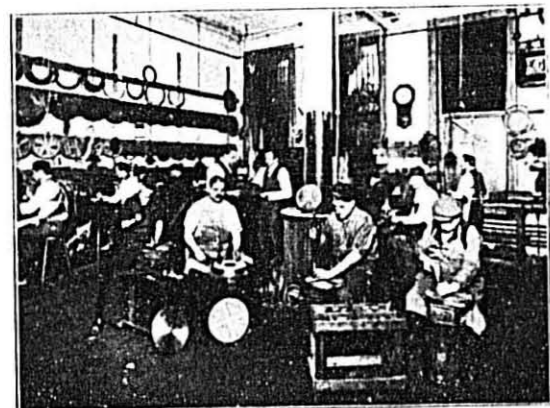


Macaroni Watch—A pocket size device invented by F. Maldari & Bros. to show how the mysterious hole is made in Macaroni

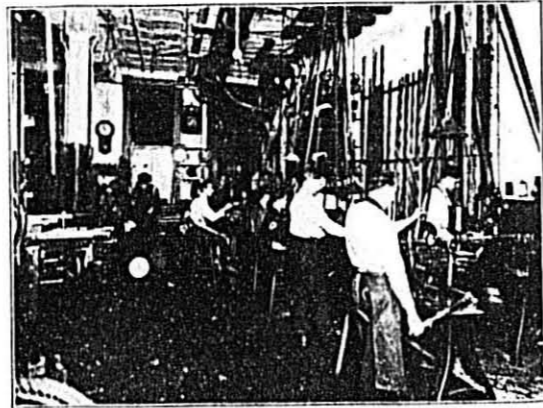
art. In this connection it may be mentioned that this firm employs a highly trained and efficient staff. The task of giving better dies originally and entirely undertaken by Mr. Maldari has been partly assumed by a faithful and conscientious staff which is eager to shoulder the burden that long ago became too heavy for one man. Their hearty cooperation, their skill and eagerness to please employer and buyer—is the firm's one great asset; a symbol of good will and sound business.

Last year the firm again found it necessary to seek larger and better quarters. You will now find it comfortably situated at 178-189 Grant st., New York. Some idea of the accurate and expensive equipment necessary to carry on all this important work is gained from a study of the accompanying photographs of America's most modern macaroni die making plant. In it are made and repaired dies for customers all over this continent and abroad.

Expert Service at Industry's Call
Servant of the great American Macaroni



Pins Department. President Maldari examining the all-important "pin" that makes the "hole"



Assembling and Finishing Department. Giving each die that fine, delicate, final touch that insures uniformity and precision



"Here's The Machine You Need"

Johnson Salesman:—Yes, this Johnson Combination Carton Feeder, Liner and Bottom Sealer will produce top bottom sealed and lined cartons per minute.

Superintendent:—What are its economical advantages?

Salesman:—First, it eliminates labor charges for operators; second, it produces lined cartons that can be filled automatically, and third, it cuts down the original cost of the cartons.

Superintendent:—Remarkable! Did you say it requires no operator?

Salesman:—Absolutely none! The machine is entirely automatic in operation. Carton blanks, exactly the same form as the cartons ordinarily used except that the side seams are not glued are placed in a vertical pile in the macaroni at the front of the machine from where they are fed automatically downward and an aluminum carton forming block about which a parchment paper lining has been formed. The side seams of the carton is then glued and the bottom sealed. The only attention required by the machine operator is to have an attendant replenish the supply of cartons in the macaroni approximately once an hour.

Superintendent:—Well, the machine is certainly sufficient unto itself! What is its production capacity?

Salesman:—A conservative estimate for an eight hour day is between twenty seven thousand and twenty eight thousand lined and bottom sealed cartons. And don't forget another point aside from the labor saving feature. You can save up to thirty-five cents per thousand on cartons, depending on their size, by being able to buy them with the side seam unglued.

Superintendent:—We are using a lined carton for some of our material and an unlined carton for other. Can this machine be furnished without the lining attachment?

Salesman:—Yes, Sir! This machine is being used in connection with the packaging of soap chips of 1 1/2 lb. material, where a lined package is not required. In an installation of this sort, the main components are: a Combination Carton Feeder, and Bottom Sealer, and, of course, occupies less space than a machine with lining attachment is included.

Superintendent:—There is no question but what this machine will cut down our packaging cost and increase our production. Make up a lay-out immediately with the machine complete with the lining attachment, showing how it would fit into our production plan, and send it to us together with a sales literature for our acceptance.

Why put off your packaging problems? Ask us for specific, responsible information. Catalog on request.

JOHNSON AUTOMATIC SEALER COMPANY, LTD., BATTLE CREEK, MICHIGAN

Branches -- NEW YORK -- CHICAGO -- LONDON

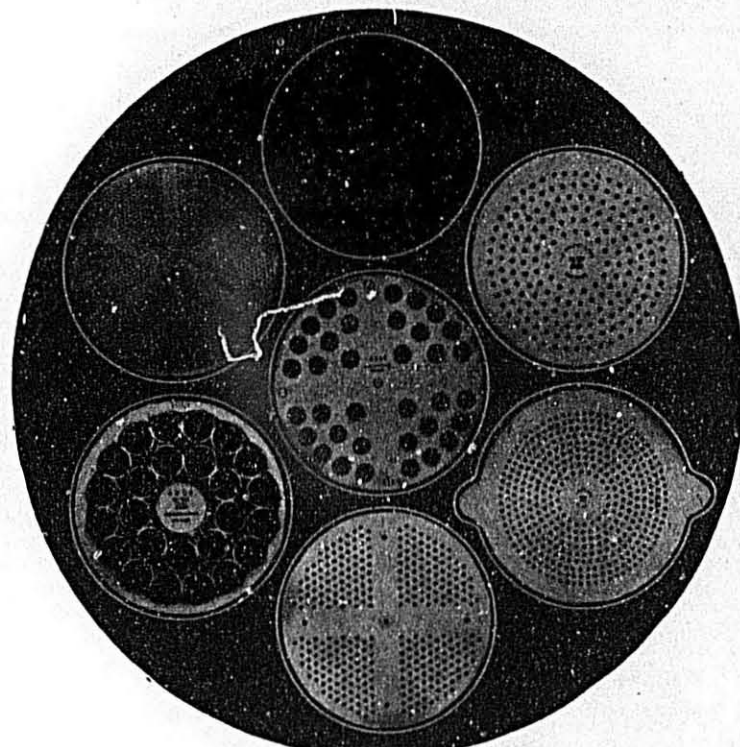
JOHNSON

AUTOMATIC PACKAGING MACHINERY

roni Industry is the firm of F. Maldari & Brothers, Inc. It has done much constructive and beneficial work for the advancement of this trade which has become a great business asset to America. It employs a large force of experts,

eration has enabled the F. Maldari & Brothers corporation to provide the highest types of modern macaroni dies. To perpetuate this high standard, to serve with increasing usefulness the great American macaroni industry which it has

A Group of the Most Popular Macaroni Dies



g—Spaghetti.
f—Rigatoni.

a—Alphabets and Figures.
d—Vermicelli.
e—Macaroni.

b—Stars.
c—Short Cut Macaroni.

serves and pleases hundreds of customers in a plant stocked with machinery, tools, and supplies sufficient to meet present demands and expected future expansion.

Twenty-five years of successful op-

so far helped to build, the experience, the good will and the energy of F. Maldari & Brothers, Inc., are pledged without limit to the macaroni manufacturers of the country irrespective of size, location or nationality of the owner.

PRICE CUTTING A BOOMERANG

One of the troubles of business is that too few people realize that anything done that adversely affects some will eventually affect their own business. This is the opinion expressed by Lloyd M. Skinner, president of the Skinner Manufacturing company of Omaha, in the January Grocery Annual of the New York Journal of Commerce. He believes that honest profits is the key to all business success. He says:

Most of the industries in America

that have really made money the past few years are those that have worked pretty close together. Consider the automobile and steel manufacturers! Do they consign carloads to dealers or sell at a sacrifice in one territory and at a profit in another?

If all the cereal manufacturers before starting something new which they think might mean an immediate profit to them would consider how it will affect their particular industry as a whole before it gets through, they

would all run their business on the same basis as they would like to see all their competitors run theirs.

The retail grocers are practically all on a one price basis. The same charge is made to a child who is shopping for its mother that would be made to the latter. We all can remember when this was not a fact—when selling at retail was practically a horse trading proposition.

The new condition arose out of a very general practice to price merchandise on a reasonable profit basis. Even the chain stores are finding out that price cutting does not pay.

We personally are against anything that might adversely affect the Macaroni Industry as a whole whether it immediately affects us or not. We realize that when a small macaroni manufacturer operating perhaps only one or two presses and perhaps living on the premises of his plant with most of his family employed therein cannot make a fairly good living, it is going to be pretty hard for larger manufacturers to make a living and a profit.

A free deal is often the way to temporary larger volume and enables a manufacturer to get his merchandise to consumers at a less price, because it means that he pays the wholesale grocer no profits on a certain portion of his business. For years the Skinner Manufacturing company has stayed away from the free deal because it has felt that in the long run it was not good merchandising, but it seems hard to get any large number in the business to really take a stand on a definite thing of this kind.

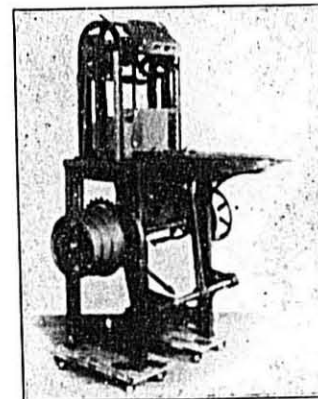
For years retail and wholesale associations have passed resolutions against the free deal but I personally know of no retail or wholesale grocer who is not handling at least some merchandise purchased on the basis of so-called free deal.

The free deal is admitted by most wholesale grocers as not being good for them or their retailers, and yet we are being constantly told by wholesale grocers how much larger volume they could sell of our merchandise if we would price it on the basis of a free deal.

Even if the free deal were a good thing for the manufacturer and a fine thing for the wholesale grocer, if it weren't logical from the retailer's viewpoint, it, in the long run, would not be a good thing. In the last analysis the business of manufacturers and wholesale grocers depends upon retail grocers making progress. This is not possible without profits.

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.

WIPING OUT THE DEFICIT

A trade association is the voluntary grouping together of firms and individuals of like interest to promote a particular trade. Association activities must be guided and financed by those whom it seeks to benefit.

The problem of association financing is one that is ever present. The Macaroni Industry has an organization that functions unselfishly but whose income is barely sufficient to meet expenses. For this reason it is occasionally necessary to ask for voluntary contributions to wipe out a deficit that annually accrues.

Such a condition was reported last fall. The association needed financial help to get out of the "red." At the fall meeting of the industry in New York last October the secretary was instructed to issue an appeal to the member for special contributions to reestablish the association finances on a healthy basis. Many firms generously responded and acknowledgment is herewith made of their generosity. Many very commendatory letters accompanied the checks. They reaffirmed their faith in the organization, pledged continued and stronger support and complimented the officials on the

great good done with such limited financial resources.

In this connection we quote from a letter of Erwin John, president of the Milwaukee Macaroni company, whose check for an amount double his annual dues is tangible evidence that he is a strong believer in a well financed and properly managed trade association as a guarantee that we will realize the wonderful prospects which the future has in store for our industry.

"It is a pleasure to enclose a check toward wiping out the deficit which apparently is bothering the National Association," he wrote. "Sovry we are not able to do more. Were business somewhat near normal we would gladly donate several times the amount but with raw materials greatly advanced and no compensating increased selling price, a disastrous condition confronts us.

"Coming right down to the rock bottom facts one must say that it is significant that our association has to go begging to get the funds together to wipe out a lousy deficit of a few measly dollars when you consider that the association is the headquarters of the industry

selling apparently \$50,000,000 worth of manufactured products annually to the American public. It's a downright shame, 'Nuff sed!"

Approximately two thirds of the amount asked for was contributed by member-firms in amounts ranging from \$5 to \$100 each. There is and should be nothing but praise for this group that can always be counted upon to "do their bit" in supporting their trade association activities. Only by comparison does the support show up unfairly, when it is considered that there are more than 450 firms in the country who should feel duty bound to contribute the very small annual amount asked for in the form of association dues.

To the contributors, the officers of the National Macaroni Manufacturers association are truly grateful. There is a feeling that their generosity will finally win over the majority who heretofore have benefited by the organized efforts of the industry's trade body without paying their share of the cost. They may soon make amends by joining our trade association and actively supporting its program of trade betterment.

Make your orders stick, and—collect out. That's real selling.

2/A—SEMOLINA



The carefully selected durum wheat from which it is made has gluten characteristics particularly suited for making the highest grade of semolina. Butter is colored artificially to please the eye. The same rich, golden color is obtainable in Macaroni by using 2/A semolina without the use of artificial color.

CAPITAL FLOUR MILLS, Inc.
MINNEAPOLIS SAINT PAUL
MINNESOTA

LABELS CARTONS AND SELLING HELPS OF ALL KINDS.

Let us be your "Package Counselors."

CONSULT OUR
TRADE MARK BUREAU.

The courts have decided that trademarks and brand names are valuable property. No new name should be adopted without investigation. Our trade mark bureau contains records of over 829,000 brand names including all registered brands. Write for particulars. The service is free.

The United States Printing
& Lithograph Co.

Color Printing Headquarters

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

Business Steady, Prospects Good---Hoover

Looking forward to a normal year for business Secretary of Commerce Herbert Hoover, one of the biggest men in the present cabinet, in his annual report reviews economic conditions in the leading industries. He compares the business during the past fiscal year with other years following the 1920 slump and feels safe in predicting that American business will keep on the even tenor of its way to success during the present year. He said:

"The fiscal year 1925-26 has been one never surpassed in our history in the volume of production and consumption, in the physical quantity of exports and imports, and in the rate of wages.

"MANUFACTURING—Production in all industries, considered as a whole, showed a gain of 7%, when compared with the highly prosperous year 1924-25.

"PRICES—Very little change has taken place in the general level of wholesale price in the past 4 fiscal years. The absence of any sharp up-

ward movement has shown the healthy character of our business activity and its freedom from the dangerous boom psychology. On the other hand no sharp declines have reflected business depression or a general change in the relation between the volume of currency and credit and the volume of business.

"AGRICULTURE—The steady advance in prices of agricultural commodities from the time of the great fall of 1920-21 up to the crop year 1924-25 has contributed to the restoration of agriculture. There was little change in the situation considered as a whole during the crop year 1925-26. The output of the farms was substantially the same as the year before and the average prices of farm products also remained at the same level.

"RAILROADS—The steady gain in the volume of railroad traffic characteristic of recent years continued in 1925-26. The ton mileage of freight increased nearly 8% over the preceding year, in which it had already marked a record. The constantly rising efficiency of the railroads is emphasized by the fact that this greater traffic was handled with practically no change in number of employees.

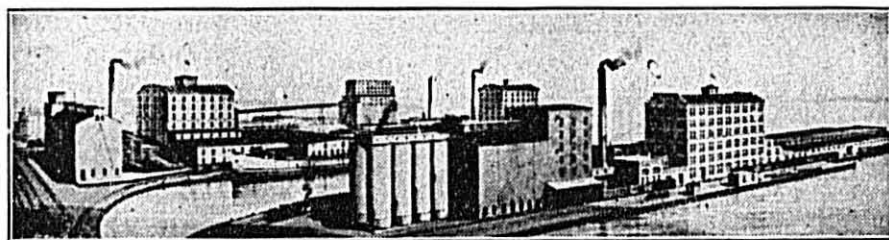
"BANKING—Bank clearings and debits to individual bank accounts for the first time exceeded \$500,000,000,000.

"MOTOR TRANSPORTATION—Railroads are beginning to look upon the motorbus as a cooperative rather than competitive factor. Fifty railroads in the United States and Canada now use motorbuses and trucks for passengers and shipping."

A Durum Special

(Continued from page 8.)

derstood, the manufacturing and other costs practically equal the cost of the raw material, the domestic macaroni in bulk should bring, under present conditions, at least 10c per lb. There is a sharp line of battle between 2 factions in the industry—one that prefers always to manufacture the highest possible grade to sell at a price that is equally fair to manufacturer and buyer, and the second class which is willing to sacrifice quality in order to quote low competitive prices. Unfortunately this condition may have to prevail until the prospective bumper crop of 1927 unless some of the second class become financially or otherwise embarrassed in the meantime and the pressure from that quarter is relieved.



THE UP-TO-DATE HOME OF HOURGLASS BRAND

SEMOLINA AND FLOUR

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

DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

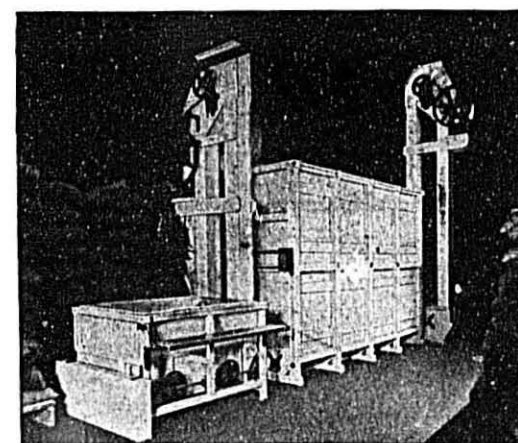
NEW YORK OFFICE: F 7 Produce Exchange
PHILADELPHIA OFFICE: 458 Bourse Bldg.

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

—A— CHAMPION

Flour Handling Outfit

is a Useful Addition to the Equipment in any
Macaroni or Noodle Plant
Whether Its Capacity be 10 Barrels or 600 Barrels Daily



SAVER
OF
TIME
AND
MONEY

Guaranteed
Uniform
Quality

No Progressive Plant can Afford to be Without One of These.

Tell Us The Size and Lay-out Of Your Plant
and We Will Tell You About Our Flour Hand-
ling Outfit That will Exactly Serve Your Needs.

No Obligation Satisfaction Guaranteed

THE CHAMPION MACHINERY COMPANY

JOLIET, ILLINOIS

Notes of the Macaroni Industry

How Can They Do It?

In the face of steadily increasing prices on semolina reports are regularly received of price quotations that are astonishing. While it is true that for unknown reasons macaroni manufacturers are prone to quote ridiculously low prices to state institutions, present conditions hardly warrant some of the quotations recently uncovered.

On Dec. 21, 1926, the department of purchase of the state of New York made known the list of low bidders on staple groceries and vegetables for delivery to the state institution for the first 6 months of 1927. The report does not state the quality requirements but gives the price per lb. delivered at the institution.

F. H. Leggett and Co. of New York city were the lowest bidder on 153,000 lbs. of macaroni to be delivered at the institutions in the 6 zones into which the state is divided. This firm quoted a price of \$.0621 per lb. in New York city zone and \$.0633 per lb. in the other zones.

The Beechnut Packing company of Canajoharie, N. Y., was the lowest bid-

der on 17,000 lbs. of broken macaroni, the figures being \$.0525 per lb. The same firm was also the lowest bidder on the state institutions requirements, a total 38,200 lbs of broken spaghetti at a price of \$.0525 per lb.

Bids were open on Dec. 17, 1926. On that day semolina No. 2 was quoted on the New York market at 5¼ to 5½¢ per lb. in bulk. The broken macaroni bid was at the exact price of the raw material while little more was received for the better product, unbroken.

Macaroni Merger

A merger that will combine the macaroni manufacturing industry in Chicago, St. Louis, Kansas City and Philadelphia is being planned according to reports that reached the trade. Though confirmation is lacking there have been some activities along this line and a combination is in the probable.

Several combinations looking toward increased production at reduced selling expense have been undertaken in various sections the past few years. Two prominent ones were those in Chicago

and St. Louis. The other took place in Brooklyn where a recent combination resulted in the formation of one large concern from several manufacturing units. If the plans of the promoters do not go awry there will be important news releases along these lines in the near future.

Cuban Imports Decreasing

According to The Cuba Foodstuff Record the importation of macaroni, vermicelli and similar products has been steadily decreasing the past decade and a great decrease is expected when the prospective tariff ruling goes into effect. The new tariff law awaits only the signature of the Cuban president. About one third of the Cuban imports had their origin in the United States, principally through the port of New Orleans.

From the January number of the Record we quote the following:

During 1925 there were imported into this country 1,145,037 kilos with a value of \$195,319, of which amount \$83,906 is devoted to macaroni and noodles, which are being successfully

February 15, 1927

THE MACARONI JOURNAL

31

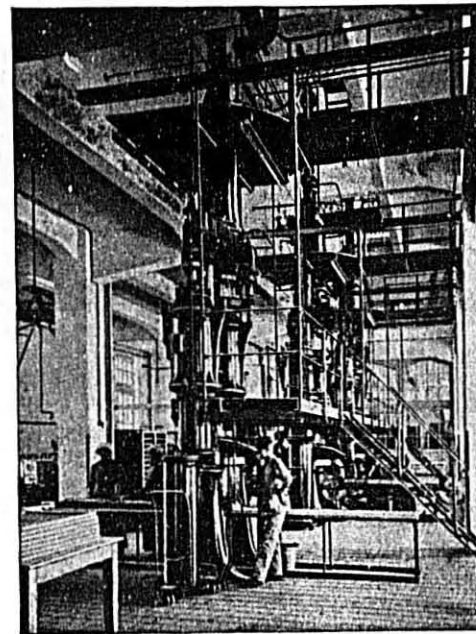
Buhler Brothers'

Works at Uzwil, Switzerland

for—

**"Quality"
Machines that
never fail**

The Buhler Vertical Presses



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

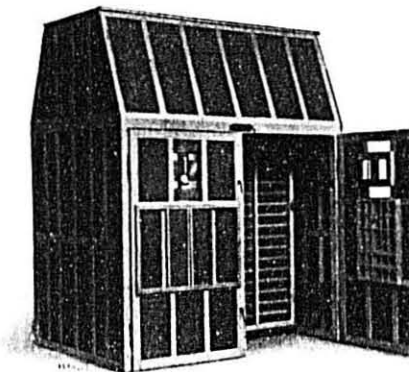
with the automatic laying of the Macaroni direct into Chassis combined with the Buhler Chassis Drying System is the speediest and most efficient way to manufacture Macaroni.

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



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

Chicago Office

J. A. GERWEN

11 So. Desplaines St.

CHICAGO, ILL.

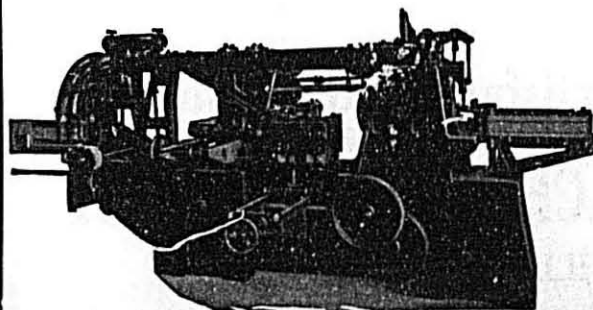
Meets Every Requirement of "The Ideal Container"

The Stokes & Smith
Tight Wrapped Package



The Machine

Stokes & Smith Automatic Package Wrapping Machine.
Capacity, 45-60 tight-wrapped packages per minute.



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

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

STOKES & SMITH COMPANY

Sumnerdale Avenue and Roosevelt Boulevard

PHILADELPHIA, U. S. A.

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

manufactured in this country; it is expected that domestic manufacture will eventually absorb the entire consumption of these commodities, as soon as our new customs tariff is put in force, which promises to protect this and other native industries. If we compare the amount imported in 1925 with that of 1913, which are taken as normal years, a decrease of almost 100% is noticed, since records show 4,845,505 lbs. were imported in 1913. Of course upon the improvement of native manufacture depends whether or not the foreign product, which is the finest of its class reaching this country, will be supplanted.

December 1925 Macaroni, Vermicelli Arrivals at Havana

| | | |
|------------------|------|-------|
| New Orleans..... | 1165 | Cases |
| Bilbao | 35 | " |
| Tarragona | 20 | " |
| Naples | 20 | " |
| Genoa | 100 | " |
| Coruna | 800 | " |
| Barcelona | 1287 | " |
| | | 3427 |

Santiago de Cuba..... 2391 Cases

Held in Macaroni Theft
Charged with stealing macaroni and

flour valued at \$500, 4 men were arrested last month in Brooklyn. Complaint was made by M. Marino, manager of the macaroni factory at 151 Thirty-third st., Brooklyn. The men have admitted their guilt.

Canadian Production Increasing

The macaroni and vermicelli industry in Canada had a slightly higher output in 1925 than in 1924, according to figures given out by the Dominion bureau of statistics. Eleven establishments were operated in both years as compared with 9 in 1923. These concerns have a total capital investment of \$292,049. The product for the 2 years in which comparisons are made was as follows: In 1925 the total was 14,723,598 lbs. valued at \$1,250,949; in 1924 the production was 14,613,251 lbs. valued at \$1,217,285. Though the total in pounds varied only slightly the value of the 1925 output was greater because of the higher average pound price that prevailed that year, being \$.0849 as compared with \$.0834 the previous year.

Actor Likes Spaghetti

Franklin Fox, star of the cast of "Applesauce," has a penchant for Italian food and in every city in which his play appears he deems it his first duty to go

on a silent hunt for an Italian restaurant. According to his friends no restaurant where highly seasoned food is served can remain hidden from the mighty gastronomic hunter.

Actor Fox can tell you where the most delectable dish of spaghetti is found in every city of the United States that is large enough to boast of a first class play house. It might be thought from all this that Mr. Fox is of Italian descent or accent, but in all of his six feet of height there isn't one single drop of Latin blood in his veins, nor can he speak one word of the language except the words that mean the names of Italian dishes, and those words he speaks so fluently that he has been known to mumble them in his sleep.

Incidentally it is mentioned that actors know and appreciate good food and Mr. Fox is no exception to this accepted rule.

Buys Interest in Noodle Plant

Al DeHaan who recently acquired a half interest in the Mrs. Hartig's Egg Noodle company of Osceola, Ind., has been made president of the concern. Articles of incorporation have been filed with the state authorities. The firm has a capital stock of \$50,000, of which \$30,000 is common and \$20,000 preferred. Enough new funds have been attracted

Wood Shipping Containers

MADE from Nature's ideal box woods--Red gum or Cottonwood. Maximum strength and nail-holding qualities, combined with neat, clean appearance.

We endeavor to give you a good substantial package at a reasonable price. Bear in mind that unwise or unnecessary box specifications ALWAYS increase cost to the manufacturer and are reflected in sales price to the consumer.

We solicit an opportunity of figuring on your wood box requirements

ANDERSON-TULLY CO.

Good Wood Boxes

MEMPHIS TENNESSEE

"CLERMONT" Noodle Machine Equipment



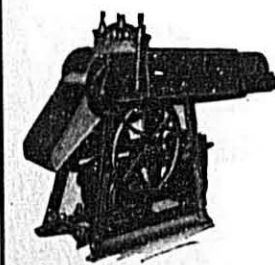
Roller Noodle Cutter



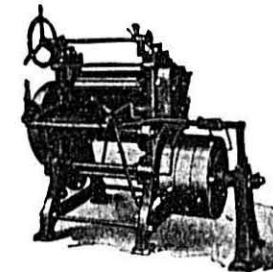
Roller Noodle Cutter With Light Calibrator Attachment.



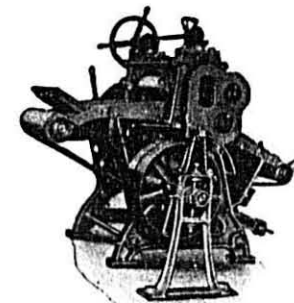
Roller Noodle Cutter With Heavy Calibrator Attachment.



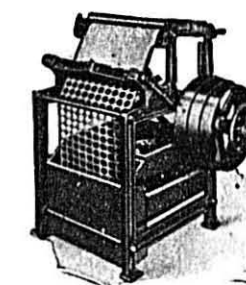
Mostaccioli Cutter



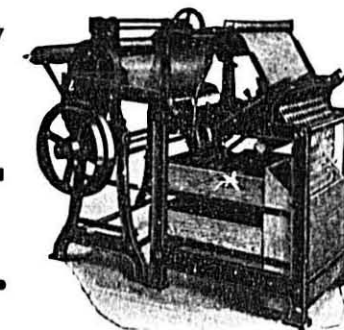
Reversible Dough Breaker



Roughening Non-Reversible Dough Breaker



Fancy Stamping Machine for Bologna Style Noodles.



Fancy Stamping Machine With Calibrator Attached

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

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

We claim that the Clermont Machines do that.

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

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

This will not obligate you in any manner.

CLERMONT MACHINE CO.

77 Washington Avenue
BROOKLYN, NEW YORK

with which to completely remodel the plant and to put it on a better commercial basis. This noodle concern has been in the family of Mr. and Mrs. Hartig of Osceola for 2 years.

Mrs. Emma Hartig will serve the new firm as vice president and will have charge of sales while her husband, A. E. Hartig, will be secretary-treasurer.

Celebrates 31st Birthday

The Santa Rosa Macaroni Factory, 427 South Davis st., Santa Rosa, Calif., ushered in the new year with a banquet, card party and dance given by the proprietors to their employes and friends. Nearly 100 persons enjoyed the party which celebrated the passing of the old and the coming of the new year, as well as commemorated the most prosperous year of the 31 that the business has been in existence. The Santa Rosa Macaroni Factory has been ably managed since its organization in 1895 as evidenced by long and progressive career in that community.

Macaroni Firm in Court

Claiming that the officers of the Peoples Macaroni company, 56 Mechanic st., Buffalo, N. Y., refused to permit him

to inspect the firm's records in spite of the fact that he was a stockholder and director of the organization, Stephen E. Lojacono was prompted to obtain a mandamus order from the supreme judge of that district. The order is directed against Carmelo Gugino, president and treasurer of the company, and Angela Barone, secretary, according to the Buffalo Times of January 14.

The Peoples Macaroni company plant was destroyed by fire last August. Two members of the firm have been indicted on a charge of second degree arson but are at liberty on bail pending trial. The defendants claim that it is purely a case of extortion and blackmail.

The records show that the Peoples Macaroni company was incorporated Feb. 28, 1923, with a maximum capitalization of \$500,000 made of \$5000 shares of \$100 par value. The company was to start with an actual capital of \$1000. The certificate of incorporation named the following stockholders, each credited with one share of stock: Carmelo Gugino, Stephen E. Lojacono, Angelo Leone, William F. Lipp, John S. Bellanca, Emile Perrone, Caesar A. Tronolone, Jerome C. Lojacono, and Frank A. Gugino.

This macaroni firm took over the busi-

ness of several local concerns and for several years did fine business. Since the destruction of the plant last year the firm has remained inactive pending a full and better understanding.

Creamette Company Expanding

Newspapers last month reported installation of approximately \$100,000 worth of new machinery in the Creamette company plant at 428 First st. N., Minneapolis, Minn. This progressive firm occupies all the available space on the 5 floors and basement of the building which the firm owns. The new equipment will greatly increase the output without necessarily increasing the amount of floor space.

James T. Williams is president of the Creamette company which began manufacturing macaroni, spaghetti and other food products about 20 years ago in a small building on Third av. Ten years ago it moved into the present quarters. This firm enjoys a large distribution throughout the northwest and in the populous centers of the east as well as in England and other foreign countries.

Luck always seems to favor the man who doesn't count on it.

Color in Macaroni

Government legislation prohibits the use of Artificial Color in Macaroni, Spaghetti or Noodles.

You can produce better goods with the desired rich, golden color by using the proper proportion of

CERTIFIED EGG YOLK IN YOUR PRODUCTS

Our research laboratories have compiled complete information to meet your color and quality problem. Write for this service gratis to you.

"Certified Egg Products for Better Business"

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Duramber Semolina

Now on the Market

MADE FROM CAREFULLY SELECTED
AMBER DURUM WHEAT

We now have our new Durum Wheat mill in operation. Our mill is located at Rush City, Minnesota, just south of Duluth, and from where we can reach all markets on a direct route.

We have installed a special purification system and are making a choice, clear, sharp, amber color Semolina.

Write or wire for samples
and prices.

Durum Milling Corporation

700 Globe Building St. Paul, Minnesota

CROOKSTON-SEMOLINA

From

Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company

CROOKSTON, MINNESOTA



USE

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

SAVE

Power
Waste of Dough
Time in Cleaning
Give Better Service

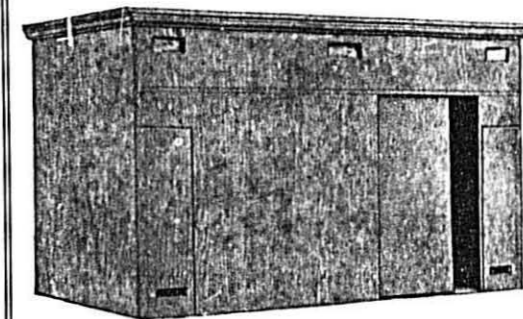
A trial will prove the superiority.

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788 Union St. Brooklyn, N. Y.

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Drying System for Macaroni



Room Model "B"
for Large Macaroni Plant
holding from 3000 to 7000 lbs.

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PHILADELPHIA, PA.

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Trade Mark Registered U. S. Patent Office
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of Cleveland, O., in 1903.)
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Industry.
Published Monthly by the National Macaroni
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Want Ads Five Cents Per Word

Vol. VIII February 15, 1927 No. 10

Important Report

At a sectional meeting of your Association, held in New York city last October, you appointed a committee to look into the cost of materials used by the industry. This committee is composed of the following gentlemen; to wit:

Colburn Foulds, Frank L. Zerega, G. Guerrisi.

You also appointed a committee to arrive at a standard for semolina and farina, composed of—

Frank L. Zerega, L. E. Cuneo, James T. Williams, Joseph Freschi.

Both committees have been very active, and being fully conversant with the work they are doing, I anticipate results which will be beneficial to the industry.

On January 12 and 13, your President accompanied the chairmen of these two committees to Minneapolis, to make a study of the situation which these committees were appointed to investigate. This visit proved to be very interesting, and promises to be of considerable benefit to the industry. A further report will be made by the committees in June, when it is hoped that they will have accomplished the purpose for which they were appointed. In the meantime, if you have any suggestions to make, please communicate with—

Mr. Colburn Foulds, care The Foulds Company, 522 5th Av., New York City.
Mr. Frank L. Zerega, care A. Zerega's Sons, 28 Front St., Brooklyn, N. Y.

The work of these committees is highly important, and the chairmen will ap-

preciate any assistance that the manufacturers may wish to offer.

HENRY MUELLER,
President.

Mueller Inspects Mill

At the invitation of a leading Minneapolis mill President Henry Mueller of the National Macaroni Manufacturers association, and one of the leading members of the C. F. Mueller company, went to Minneapolis last month to inspect one of the large durum mills in that section. While there Mr. Mueller conferred with James T. Williams in connection with the 1927 convention to be held June 13-14-15 in the Nicolet hotel, Minneapolis.

Durum Milling Corporation

A combination of experienced durum millers, semolina distributors and financiers comprises the organization that was formed last month and that will be known as the Durum Milling Corporation. Headquarters have been established in St. Paul, Minn., within easy reach of the durum mill at Rush City, Minn., which it will operate. John F. Diefenbach of St. Paul is president of the new corporation, William Allred of Rush City is vice president and Earl M. Pettibone of St. Paul is secretary-treasurer. Milling operations started early this month, the mill having a daily capacity of about 500 bbls. Enough orders have been reported to keep the mill running steadily for several months. The authorized capital is \$200,000.

Durum Mills Popular

Durum mills which have heretofore been considered an unprofitable investment are beginning to gain favor in the milling trade, if judged by the recent attempts to open up mills that for many months have remained idle. The latest report is that the Hormel mill at Austin, Minn., is to be taken over by a group of millers and others. The intentions are to run it solely as a durum mill to supply a special group that is interested in the move. With semolina sales orders running low, as per reports generally given out, and with durum scarce and high the trade wonders what this activity means? Time will tell. When rumors become facts, we'll know more about it.

WANT ADVERTISEMENTS

Five cents per word each insertion.
Situation Wanted by macaroni manufacturing expert. Spaghetti canning and sterilizing, sauce making and salad dressing are his specialties. Filling understands macaroni game, both bulk and package. Address Box 191, c/o The Macaroni Journal, Braidwood, Ill.

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Lining, Weighing, Filling,
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Machines for Macaroni
Products.

Give full particulars and prices.
Box 519, Hartford, Conn.

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Macaroni Machinery Manufacturer

Macaroni Drying Machines
That Fool The Weather

387 Broadway — San Francisco, Calif.

FOR SALE

1 J. H. Day Dough Mixer \$ 200.00
(Capacity 1 barrel)
1 Walton Horizontal Screw Press,
10" for short goods and 1 mould . . . 250.00
1 Walton Upright Screw Press, 13"
and 1 mould 450.00
1 Johnson Wax Wrapper Machine,
like new 1250.00

F. O. B. Minneapolis
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MACARONI CO.

Minneapolis - Minnesota

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1 Werner-Pfleiderer 2 bbl.
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1 Tub Mixer 1½ bbls.
1 Walton Kneader 66 inches
2 Screw Presses 13½ inches
1 Horizontal Screw Press 10
inches
1 Horizontal Hydraulic
Press 9½ inches
Good Assortment of Dies
500 Drying Trays
1 Motor 20 H. P.
3 Motors 15 H. P.
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That will dry your macaroni
perfectly

Stop all the waste—acidity—
cracked and moulded goods

Save labor 75%

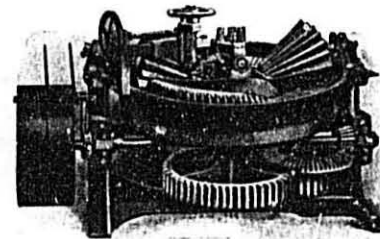
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Your inquiries are solicited and will be given careful and prompt attention.

Yours very truly,
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Always at
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Richmond, Virginia

SATISFACTORY

Wooden Macaroni Box-Shooks

NOTE—Our shooks are made from tasteless and odorless gum wood. Sides, tops and bottoms are full one-quarter inch thick and one piece. All ends are full three-eighths inch thick.

| | | |
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| <p>OUR PURPOSE:</p> <p>Educate Elevate — Organize Harmonize</p> | <p>ASSOCIATION NEWS</p> <p><i>National Macaroni Manufacturers Association</i></p> <p><i>Local and Sectional Macaroni Clubs</i></p> | <p>OUR MOTTO:</p> <p>First— The Industry — Then— The Manufacturer</p> |
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|--|--|---|

WITH THE SECRETARY

Know Your Cost and Selling Price

(Contributed by some unknown business man of poetical inclinations, a special student and lover of Henry Wadsworth Longfellow's famous poem, "The Psalm of Life.")

Tell me not in smiling numbers
Selling costs are what they seem,
That the man who cuts for orders
Gets the lion's share of cream.
If you strive to build a business,
Do not be a human sieve—
Letting leak your needed profits,
Trusting luck will let you live.
Lives of dead ones all remind us
What it means to sell on guess;
Their departure makes us keener
To sell right and not for less.
For no trade can long be loyal
To a man who's all regrets,
Can't deliver—who's just living,
On the interest of his debts.

Knuckling Down

February is the second month of the New Year which holds out so many hopes for our industry. So far, what has it done for you? The answer depends on what you have done during the first six weeks of 1927. To the business man who has ceased his dreaming and his prophesying and knuckled down to the fulfillment of his forecast, 1927 will bring the expected results.

Standards Up to Us

The President of the United States is quoted as having said, "It does not follow that, because something has to be done, the National Government ought to do it."

Now with reference to this very essential matter of a suitable Semolina Standard, the government will act when it finds the durum millers and macaroni manufacturers ready to propose a proper definition and standard for this product, always keeping in mind the welfare of the consumer. Let's make up our minds as to what we want and then tell it insistently to the authorities. There'll be something doing mighty quick.

Minneapolis Is Calling

Plan now to be in Minneapolis the week of June 13. We will tell you why later on if it is necessary.

As Ye Sow—

Like in many other lines of business, what comes in to a macaroni firm depends on what it puts out in the way of a quality product. Good goods bring good customers.

War Is H—l.

China eggs are cheap but cannot be used in noodle making. Eggs from China,—well that's something else, again. They have a war in China and we have a war on eggs here in this country.

Prudence pays properly.

In the lottery of life the greatest prizes go to the prudent.

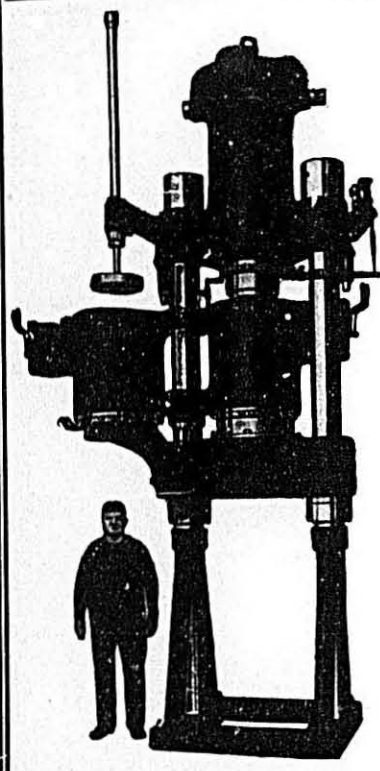
Persistency Wins

Those of us who are easily discouraged by little things and give up too easily should recall the incident of the little office boy who was fired but who refused to realize it. The boss was surprised to see him in the office after having written him that he was discharged. "Did you read the letter I sent you?" asked the boss. "Yes, sir!" replied the boy. "I read it inside and outside. On the inside it said 'You are fired,' and on the outside it said 'Return in five days,' so here I am."

Laziness leaves one languid.

Our Troubles

Getting out this magazine is no picnic. If we print jokes, people say we are silly; If we don't, they say we are too serious. If we clip things from other magazines We are too lazy to write them ourselves; If we don't we are stuck on our own stuff. If we stick close to the job all day We ought to be out hustling up news; If we do get out and try to hustle, We ought to be on the job in the office. If we don't print contributions We don't appreciate true genius; And if we do print them The magazine is filled with junk. Now like as not some guy will say We swiped this from some other magazine. We did.





John J. Cavagnaro
Engineer and Machinist

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


Specialty of
MACARONI MACHINERY
Since 1881

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






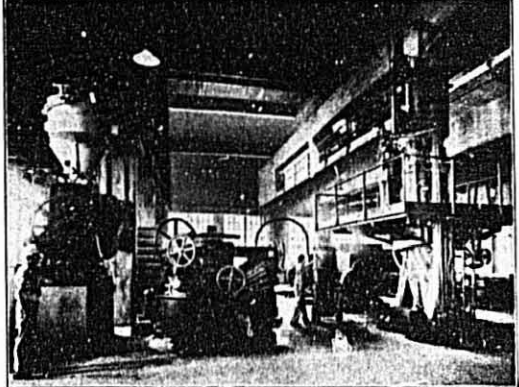
2-2 1/2 hbl. Mixer
Belt Driven.




1 1/2 hbl. Mixer
Hydraulically Tilted.




91-inch Kneader.
Capacity 2-3 hbls.




Large Vertical Press, 480 lbs. Flour per charge. Dough from Kneader being transported in Portable Dough Loading Cylinder.



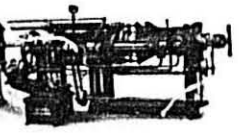
Inside Packed
Vertical Press.



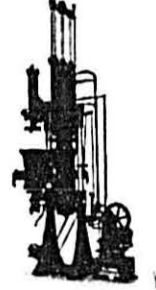
Inside Packed Short-cut
Press for Accumulator System.



Die Waaner.



Outside Packed Short-cut
Press and Pump.



Outside Packed
Vertical Press.

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