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JOURNAL**

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The Macaroni Journal

Minneapolis, Minn.

November 15, 1926

Volume VIII

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

Who Are You For?

*"We are neither for the rich
man as such nor for the poor
man as such; we are for the
upright man, rich or poor."*

—THEODORE ROOSEVELT

We are neither for the
large manufacturer as
such nor for the small
manufacturer as such;
we are for the whole
Industry, large or small;
for the honest, progres-
sive and responsive man-
ufacturers.

—National Macaroni
Manufacturers Association

QUALITY

SERVICE



★ ★ Tustar ★ ★

Your Assurance of

Satisfaction and Success

Eat More Macaroni—the

Best and Cheapest Food

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN

THE MACARONI JOURNAL

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NOVEMBER 15, 1926

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Buying Added Moisture Unprofitable

The Macaroni Manufacturing Industry in America with its numerous, widely scattered plants and varied interests is prone to have, too often, differing views on which there should be greater accord. In spite of this there seems to be a better understanding among us than among macaroni manufacturers elsewhere in the world. Within the past few weeks there has arisen a condition that should coordinate all views, interest every manufacturer, irrespective of size or location—a situation that permits of no argument.

Reference is made to a recent ruling which permits what is apparently an undue increase in the moisture content of flour. Our industry, for once, is in perfect agreement that—*buying extra moisture in our raw material is unprofitable in every sense of the word.* Our unity of opinion on this subject should solidify our opposition to the enforcement of the ruling thus generally objected to.

On complaint of the flour millers, so 'tis said, that the old standard of determining the moisture content of flour did not permit them to extract the maximum amount of flour from the wheat, the Joint Committee on Definitions and Standards of the United States Department of Agriculture recently ruled that a moisture content of 15.0% maximum would be permissible in flour, but that this should be measured by the more modern "Vacuum Method." In support of the new ruling it was argued that the moisture was the same as under the old "Water Oven Method" of determination.

If that is true, then the flour millers were not given the relief they asked for. Then why are they so pleased with the new rule? The leading chemists in our industry who have made painstaking experiments very generally agree that millers have received an increase of at least 1.0% in moisture by this new ruling. While this differential may mean but little to the smaller plants, it adds greatly to the cost and work of manufacture in plants that use hundreds of barrels of semolina weekly.

In spite of the very general opinion in some quarters that the new ruling is merely a makeshift from which a fairer basis of moisture limitation will be established, the macaroni industry should lose no time in voicing its objections to the increase thus innocently given the millers, even though the millers of semolina claim that they have not and will not take advantage of the opportunity thus offered them to sell more moisture to our trade.

The National Macaroni Manufacturers Association, ever on

the alert, has probably spoken for the entire industry in adopting strong resolutions against the new moisture limitation at its recent meeting in New York city. Once more this organization has shown its unselfish concern in the industry's welfare. The good to be derived from its action will redound to the benefit of every manufacturer, whether he belong to the National Association or not. This makes us wonder how much longer some manufacturers will continue to reap the benefits gained through the industry's only organization without assuming their very small share of the responsibilities of planning, financing and executing the progressive actions of this kind! How long will they withhold their support? How soon will they see the light and not permit others to carry the load alone, helping through cooperation as active members? We live in hope.

Pending action on the resolution referred to, and which appears elsewhere in this issue, the macaroni manufacturers may immediately start helping themselves. The remedy is in your hands. *Buy all your semolina on specifications* and see to it that all deliveries are made in accordance thereto.

In the bakery trade where competition among millers is very keen this is being done regularly. Little or no opposition is expected from the durum millers who are acting fairly on the theory that, owing to the want of government standards on semolina, the new ruling does not affect this product. However, it is wise to guard against the increased moisture with all its added cost and manufacturing hazards.

Some of the larger firms that employ chemists have made it a practice to analyze all semolina shipments while others have regularly submitted samples to outside laboratories for analysis. All users of semolina should specify in their flour contracts that the flour or semolina purchased under such contracts should not in any case show a moisture content of over 13.5% as determined by any method, even the new and government approved "Vacuum Method." If this is very generally done the moisture problem can be solved without government action.

The services of the National Macaroni Manufacturers Association are at the command of every manufacturer, in this and every other situation in which we have things in common. The only recompense is stronger support, freer cooperation and truer appreciation of its policies by taking out memberships therein. This organization fights your battles. Support it cheerfully.

Patents and Trade Marks

TRADE MARKS REGISTERED

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

Kook-Rite

A trade mark of the Cumberland Macaroni company, Cumberland, Md., was registered Oct. 19, 1926. Application was filed on June 3, 1926, published in the Official Gazette July 27, 1926, and in the August 1926 issue of the Macaroni Journal. The company claims use since Sept. 28, 1925.

The trade mark is the trade name in heavy type with the bottom stroke of the "K" extended to underline the whole name.

La Perla

The trade mark of B. Filippone & Co., Passaic, N. J., was registered Oct. 19, 1926. Application was filed Feb. 9, 1926, published in the Official Gazette July 6, 1926, and in August 1926 issue of the Macaroni Journal. The company claims use since July 1924.

The trade mark is the name "La Perla" in outlined capital letters appearing above a portrait of a youth supposedly that of John Filippone, son of Bartolo Filippone, member of the macaroni firm.

TRADE MARKS APPLIED FOR

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

Dinnerware

The private brand trade mark of Moffat Grocery company, Flint, Mich., for use on coffee, rolled oats, and alimentary pastes. The application was filed July 19, 1926, and published Oct. 12, 1926. Owner claims use since August 1919.

The trade mark is the trade name in heavy type.

Memorie

The private brand trade mark of Wadhams & Company, Inc., Portland, Ore., for use on macaroni and other grocery products. Application was filed Aug. 16, 1926, and published Oct. 19, 1926. Owner claims use since June 23, 1926.

The trade mark is the trade name in heavy type.

Chinaware

The trade mark of the Illinois Macaroni company, Chicago, Ill., for use on macaroni products. Application was filed April 5, 1926, and published Oct. 26,

1926. Owner claims use since March 14, 1926.

The trade mark is the trade name in outlined capital letters.

San Guisto

The private brand trade mark of Joseph Di Santo, doing business as Di Santo & Co., Duluth, Minn., for use on a variety of products including macaroni. Application was filed June 24, 1926, and published Oct. 26, 1926. Owner claims use since March 30, 1926.

The trade mark is the trade name in heavy type.

Aztec Maid

The private brand trade mark of Volpe Brothers, Laredo, Texas, for use on a variety of products including alimentary pastes. Application was filed July 8, 1926, and published Oct. 26, 1926. Owner claims use since Feb. 27, 1926.

The trade mark is the trade name in heavy black type arranged in 2 lines.

Uncle Sam's

The Quaker Oats company of Chicago, Ill., has applied for the registration of 2 trade marks. One consists of the trade name "Uncle Sam's" in outlined letters arranged in the form of an ellipse. The other is a youthful picture of Uncle Sam. Both are to be used on macaroni, spaghetti, and egg noodles.

Applications were filed Aug. 11, 1926, and published Oct. 26, 1926. The company claims use since Sept. 1, 1904.

Food Officials in

Washington Meet

On invitation extended by the officials of the Association of Dairy, Food and Drug Officials of the United States, the National Macaroni Manufacturers association took part in their important convention last month in Washington, D. C. Dr. B. R. Jacobs, Washington representative of the association, officially represented the macaroni men who are greatly concerned in the work of these food officials.

Dr. Jacobs reports that the convention acted in the interest of dairy, food and drug law enforcement, for a more uniform regulatory procedure, and for constructive cooperation of that body to give the maximum service to the manufacturers and to the public.

Other industries such as those of the canners, the ice cream men, the margarine manufacturers and the cocoa manufacturers were also represented, related industries interested as we are, in the work of these state and federal food law enforcing officials.

Many interesting addresses were

made. They were mostly of a technical nature dealing almost entirely with methods of analysis. To our industry it is interesting to know that state officials from every state in the union meet annually to discuss matters of this kind, which enables them to handle cases of adulteration and misbranding by a uniform procedure in so far as the various state laws permit.

In appreciation of the consideration shown the convention of these food officials by the macaroni industry and others, the following resolutions of appreciation were unanimously adopted:

The Association of Dairy, Food and Drug Officials of the United States (The Association of Food Officials) Washington, D. C., October 26, 1926.

Whereas, the plans for the entertainment of the guests and delegates of the 13th Annual Conference of the Association of Dairy, Food and Drug Officials were insured by generous donations, and

Whereas, The National Macaroni Manufacturers Association, through Dr. B. R. Jacobs; The National Canners Association, through Dr. W. D. Biglow and Mr. H. M. Loomis; The Institute of Margarine Manufacturers, through Dr. J. S. Abbott; the Carry Ice Cream Company and the Cocoa Products Manufacturers through Mr. W. Parker Jones, have contributed to this program,

Be It Resolved, That the Association extend to these Associations and firms its sincere thanks, and

Be It Further Resolved, That a copy of this resolution be transmitted to Dr. Jacobs, Dr. Biglow, Mr. Loomis, Dr. Abbott and Mr. Jones.

Signed

A. D. Sibbald

Sarah Vance Dugan

H. E. Wiedemann

Committee on Resolutions.

Fish-for-Food Facts

As proof that the fishermen of the country are not seriously objecting to the suggestion that our industry support the "Friday-Macaroni Day" movement, inaugurated last year but not vigorously pushed, notice is given of the determination of that group to advertise fish as a general food and not as a substitute for any day.

At the recent convention of the United States Fisheries association in Philadelphia steps were taken to launch a national advertising campaign to increase the demand for fish as a regular food instead of a Friday meat substitute. It is intended to start the campaign with an annual appropriation of \$75,000.

Meeting Reported in Two Languages

CONVEGNO SEMI-ANNUALE DELL'ASSOCIAZIONE DEI FABBRICANTI AMERICANI DI PASTE ALIMENTARI

Introduction

Il convegno semi-annuale dell'Associazione dei fabbricanti americani di paste alimentari aveva luogo all'Hotel McAlpin l'8 ed il 9 Ottobre, coll'intervento di molti cospicui fabbricanti di paste alimentari, un 36, convenuti da varie parti degli Stati Uniti; non pochi dei quali italiani, e di origine italiana lo stesso Segretario dell'Associazione, il signor M. J. Donna. La nostra Camera di Commercio, di cui sono soci alcuni degli intervenuti al convegno, credette opportuno di mandare, per mezzo del suo Consulente tecnico il Prof. Rossati, un saluto cordiale e deferente alla suddetta Associazione; anche per ringraziarla della cooperazione da essa prestata a mezzo del suo organo il "Macaroni Journal" nel sostenere la causa della Camera contro le denigrazioni del "Graphic" di Londra nel riguardo della fabbricazione delle paste alimentari. Ciò per evitare che l'incongrua pubblicazione del "Graphic" pregiudicasse il prestigio dell'industria ed il consumo di una derrata, la quale va diventando ognor più articolo basilico della dieta quotidiana.

Il Segretario dell'Associazione presentava quindi al Presidente H. Mueller e questi al convegno il rappresentante della nostra Camera di Commercio, Prof. G. Rossati, accolto cordialmente.

Il saluto della Camera di Commercio Italiana

"Incaricato, egli disse, di portarvi il saluto della Camera di Commercio Italiana, che segue il progresso meraviglioso dell'industria delle paste alimentari in quest'America con interesse non meno vivo di quello che essa dedica alle fasi dell'importazione analoga italiana, specie in seguito alle mutate condizioni create dal conflitto mondiale, sono lieto ed orgoglioso di constatare la grande parte avuta dall'elemento italiano nello stabilire ed estendere quest'industria negli Stati Uniti. Dimostrando così la sua capacità in un'industria che in Italia ebbe origine, e dai suoi figli sviluppo in ogni contrada, come in quest'America, ove favorvoli trovano le condizioni al suo incremento. E' vero che, in conseguenza della guerra, dei suoi divieti prima, restrizioni poi e limitazioni tuttavia, l'importazione delle paste alimentari dall'Italia andò pur troppo assottigliandosi, al punto da mettere quasi fine e lasciare non grandi speranze di ricupero di tale commercio, un tempo invece floridissimo; ciò che offriva la sospirata opportunità all'industria congenera americana, già notevole, di affermarsi definitivamente in modo formidabile ed inespugnabile.

"Ma non perciò l'Italia è gelosa. La gelosia è un sentimento troppo ignobile ed un lusso troppo costoso per essere coltivato nell'animo di una nazione grande e generosa come l'Italia; la quale anche nella sorte d'inevitabili vicende, è fiera anzi di vedere, per opera principalmente dei suoi figli, nazioni potenti e nuove come l'America raggiungere la maggioranza, e rendersi, in virtù d'iniziativa italiana, indipendenti anche nei consumi. Non gelosismo i grandi maestri italiani dell'arte nel vedersi uguagliati e talvolta anche superati dai loro allievi, consci del precetto, che la gloria dei figli è gloria dei loro padri.

"Lo stesso si ripete in altre industrie. Tanto più che lo sviluppo meraviglioso di questo ramo dell'industria americana, che oggi produce nei suoi 500 stabilimenti un 450 milioni di libbre di pasta all'anno, non è che l'inevitabile conseguenza dell'abondante produzione di materia prima. Tutti sanno che l'America è oggi il grande granaio del mondo, e che l'odierna tendenza delle grandi industrie si è di stabilirsi là dove è prodotta la materia prima. Per l'industria delle paste come per quella del cotone, che dal New England andò man mano trasferendosi al Sud degli Stati Uniti.

"L'Italia, nel riguardo del commercio pastaio cogli Stati Uniti, vive oggi, si può dire, più del ricordo del passato, quando era arrivata ad importare oltre 6 milioni di cassette all'anno, che delle prospettive del futuro, fondate sulle 250 mila cassette importate al presente, colla sola speranza di poter riguadagnare non nel grosso della pristina esportazione, ormai un commercio irrimediabilmente perduto, bensì soltanto nella somministrazione di qualche specialità. Del resto l'industria del pastaio americano ha vantaggi indiscussi sulla nostra, e nell'abondanza della somministrazione della materia prima; e nella grandezza e possibilità del mercato interno di 116 milioni di consumatori, aventi un elevato tenore di vita, e nella cui dieta, finora prevalentemente carnea, si va sempre diffondendo il criterio igienico di un'alimentazione più varia e più vegetaria; e nella abondanza e buon mercato dell'energia termica, come nella perfezione del macchinario economizzante la mano d'opera, che ne contrabbilanciano in parte il maggior costo; e nella impareggiabile iniziativa americana, oltre che sui mercati interni anche su quelli d'esportazione nel Nord d'Europa e nel Sud America, ove la prospettiva della concorrenza americana acquista sempre maggiore consistenza, al punto da aver fatto presagire magari a qualche troppo maccheronico ammiratore di tali possibilità il giorno in cui l'America porterà paste alimentari in Italia stessa.

"L'Italia, ad onta della perdita materiale subita coll'essere stata so-

THE SEMI-ANNUAL CONVENTION OF THE "NATIONAL MACARONI MANUFACTURERS ASSOCIATION."

Introduction

The semiannual convention of the National Macaroni Manufacturers association took place on October 8 and 9 at the McAlpin hotel, New York, and was attended by many notable macaroni manufacturers. About 35 from various parts of the United States; not a few of them, including the Secretary of the Association, Mr. M. J. Donna, of Italian origin. Our Chamber of Commerce counts several of those who attended the convention among its members, and therefore thought convenient to avail itself of the occasion for conveying, by means of its Technical Adviser, Prof. Rossati, its cordial and deferential greetings to the organization. The Chamber welcomed the opportunity of thanking the Association for its cooperation, through its organ the "Macaroni Journal," in defending the Chamber's cause against the aspersions of the London "Graphic" concerning the manufacture of macaroni. This to avoid that the Graphic's unjustified statements and pictures should prejudice the prestige and consumption of a food product which is becoming daily more of a staple in our diet.

The Greetings of the Italian Chamber of Commerce

The Secretary of the Association introduced to President H. Mueller and the later to the convention the Representative of the Italian Chamber of Commerce, Prof. G. Rossati, who was cordially received.

I am entrusted, he said, with the pleasing duty of conveying to you the greetings of the Italian Chamber of Commerce in New York, an institution which follows the marvelous progress made by the macaroni industry in these U. S. of America with no less lively interest than that which it takes in the various phases of the similar importation from Italy, especially since the changed conditions brought about by the world's war. I am pleased and proud to realize the important part that the Italian element of our population has had in establishing and extending this industry in the United States. Thus showing their capacity in an industry which originated in Italy and owes to its sons its development in all countries, the same as in this America where it found favorable conditions for its progress and prosperity. It is a matter of common knowledge that, in consequence of the world's war, of its embargoes first, of its restrictions afterwards and of its limitations still, the importation of macaroni from Italy unfortunately went on decreasing to the point as to have almost ceased, without leaving any hope that this, once most flourishing trade, will ever recover. These circumstances offered to their similar American industry, already notable, the golden opportunity to consolidate itself definitely in a formidable and unconquerable manner.

Italy is not, however, in the least jealous of it. Jealousy is a sentiment too low and a luxury too costly to be harbored in the soul of such a great and generous nation as Italy; a nation, which even in the unavoidable and eventful course of destiny, is proud at seeing powerful and young nations like America attain their majority and become, by virtue of Italian initiative, independent even in their consumptions. The great Italian masters of art were not jealous of their pupils when they saw themselves equaled and sometimes even surpassed by them, conscious as they were of the saying that the glory of the sons is the glory of their fathers.

The same happens in other industries. The more so since the marvelous development of this American industry, producing yearly today in its 500 establishments about 450 million pounds of macaroni, is but the inevitable outcome of the abundant supply of raw material. All know that America is today the granary of the world, and that today modern great industries tend to establish themselves in preference near to the source of the raw material. This tendency is no less manifest in the macaroni than in the cotton industry, which from its original home in New England has gradually been transferring its field of activity in the Southern States of the Union.

Italy, so far as the macaroni trade with the United States is concerned, lives today, it may be said, more on the record of its past, when its importations in this country had reached over 6 million boxes yearly, than on the prospects of the future, based on the scarcely 250,000 boxes at present imported into the United States annually, with little hope of ever being able to regain the bulk of its former exports, now an irreparably lost trade, but even only the supply of some speciality.

The American macaroni industry has undoubtedly unquestionable advantages in comparison with ours, such as the abundant supply of the raw material; the great possibilities of a wide domestic market of 116 million consumers, with a high standard of life, whose diet prevalently on meat is gradually evolving, according to more hygienic criteria, toward a more varied and more vegetarian diet; the abundance and cheapness of thermic energy as well as the perfection of the labor saving machinery, both of which partly counterbalance the higher cost of labor; the incomparable American enterprise not only on the domestic market but also on the export markets of Northern Europe and South America, where the prospects of American competition are becoming more alarming, so much so as to have induced some too sanguine admirer of such maccheronico possibilities to forecast the day when America shall send macaroni to Italy itself.

Italy, besides the material loss it has suffered by having been replaced by domestic macaroni in the supply of the American market, cannot fail however to a sense of inborn chivalry in well wishing to the continued success of the sister American industry. The more so when considering that the development of the American macaroni industry means, by reason of the interdependence and correlation of commodities consumed, a greater demand if not of Italian macaroni, of other Italian food products now far more important items of

stituita dalla somministrazione indigena sul mercato americano, non può tuttavia mancare al sentimento di innata cavalleria nel bene augurare al continuo successo dell'industria consorella americana; tanto più ove si consideri che lo sviluppo dell'industria pastaia americana significa a ragione dell'interdipendenza e della correlazione dei consumi, una maggiore richiesta, se non di pasta italiana, di altre derrate, oggi ben più importanti di quella, nel commercio italo-americano; e cioè una ognor maggiore somministrazione di formaggi, di concentrato di pomodoro, di olio d'oliva, ecc., articoli tutti questi in cui l'Italia non può facilmente essere sostituita dalla produzione indigena, che manca oppure è di carattere diverso. Se l'Italia non importerà quasi più pasta, somministrerà però in avvenire quantità sempre maggiori di altre derrate, come le sunicate, le quali interessano ugualmente l'economia italiana, e che la compenseranno ad usura di ogni perdita nel campo pastaio.

Benché militanti in campi diversi, ed apparentemente opposti, giammai ostici, noi cioè nell'importazione, voi nella produzione domestica, abbiamo tuttavia un terreno comune sul quale incontrarci: ed è quello del lavoro costruttivo e del continuo maggior sforzo per l'elevamento della rispettiva nostra industria, per il miglioramento del prodotto, per l'allargamento del consumo, e per l'eliminazione di pratiche scorrette; problemi tutti in cui possiamo cooperare utilmente nel reciproco interesse. Ed è questa della vostra Associazione la palestra dove si discutono tali problemi, questo l'agone che io mi auguro venga limitato con uguale autorevole associazione dai miei connazionali in Italia, per trattare dei problemi più incalzanti e più vitali dell'industria pastaia.

"Ringraziamenti quindi vivissimi alla vostra cavalleria, che seppa e volle, solidale con noi, difenderci dagli attacchi della stampa denigratoria; congratulazioni fervide quindi al vostro successo; ed auguri sinceri di conquiste sempre maggiori, finché non sorgerà l'alba auspiciata di quella coordinazione o consolidazione internazionale d'industrie congeneri, che aprirà nel mondo, ove è posto per tutti, nuovi e fecondi campi all'attività, come alla fratellanza dei popoli e delle nazioni." (*)

(*) Nel numero del 6 Novembre pubblicheremo una lettera del "Graphic" di Londra, a proposito del nostro articolo sul pastificio italiano apparso nel numero del 7 Agosto, insieme coi nostri brevi commenti ed un articolo in nostra difesa pubblicato nel "Macaroni Journal".

SUPPORT OUR RESOLUTIONS

The cooperation of the entire industry is invited in carrying out the helpful, progressive activities outlined by the following resolutions adopted at the New York meeting of the National Macaroni Manufacturers association last month.

Resolution—Against Raise in Semolina Moisture

Whereas, The Joint Committee on Definitions and Standards of the U. S. Department of Agriculture has recently increased the maximum moisture limit on flour from 13.5% to 15.0%, and

Whereas, We believe that this increase is not justified by the differences in methods of determining moisture in flour, particularly as the Vacuum Method has been in more or less general use for the past 18 years, and

Whereas, We feel that this increase in moisture will result in our Industry receiving a deteriorated product because flour with this increased moisture content will develop "sourness" and "heat," will more rapidly become infected with insects and will result in reducing the keeping qualities of our flour, therefore, be it

RESOLVED, That this Association strongly protest against this increased moisture limit for flour;

That we request the Joint Committee on Definitions and Standards to reconsider its action and adopt a maximum moisture limit which is more in accordance with the prevailing practice before the new standard was adopted, and

That a copy of these resolutions be

sent to Dr. A. S. Mitchell, Bureau of Chemistry, Secretary of the Joint Committee on Definitions and Standards, to acquaint that body of our attitude and through it to get the relief we seek.

NOTE—Manufacturers can add strength to this protest by individually protesting along the same lines.

Resolution—Semolina Standards

Whereas, According to our knowledge and to government reports we have no established standards for Semolina or Farina other than those generally accepted in our trade, and

Whereas, The Macaroni Industry would greatly benefit from a fair and equitable standardization of Semolina and Farina as used in the manufacture of Macaroni Products, therefore be it

RESOLVED—That a Committee of Three Members of this Association be appointed to confer with the Durum Millers and with the Joint Committee on Definitions and Standards, U. S. Department of Agriculture, for the purpose of agreeing upon suitable standards for Semolina and Farina as to quality, composition and moisture contents, and to report their recommendations to this Association for approval.

NOTE—Have you any special ideas on what the standard should be? All are invited to tell us.

Resolution—Cost of Raw Materials

Whereas, A feeling very generally prevails throughout the Industry that several conditions have recently arisen that very seriously affect the cost of macaroni manufacture in this country, therefore be it

Italian-American trade than macaroni itself. Namely a greater supply of cheese, of tomato concentrate, of olive oil, etc., all articles these in which Italy cannot easily be replaced by domestic production, either because no such production exists or it is here of a different character. If Italy shall no longer import into this country any notable amount of alimentary paste, it may however, in all probabilities, furnish in future greater supplies of other commodities, such as the above stated, which are equally important to Italian economy and will amply offset any loss which she may experience in the supply of macaroni.

Although we work in quite different and apparently opposite but never hostile fields, namely we in the import trade and you in the domestic production, we have, however, a common ground on which we meet, I mean the ground of constructive work and of constant greater endeavor toward the elevation of our respective industries, toward the improvement of our product, toward the increase of consumption, as well as toward the elimination of incorrect practices; all problems these in which we can usefully cooperate in the mutual interest. And your Association is the proper wrestling ground to discuss these problems; this is the battle field for such campaigns, which I wish may prove an object lesson to my countrymen by establishing in Italy a live creditable association as you have already in this country to handle the most engrossing and vital problems of the macaroni industry.

Heartfelt thanks I, therefore, extend to your Association for the chivalry and solidarity it has shown in our mutual efforts in the defense of the macaroni industry from the aspersions of a slanderous press. I congratulate you fervently on your success, wishing sincerely for greater achievements, until the well wished day shall dawn of that international coordination and consolidation of kindred industries, that shall open in the world markets, where there is room for everybody, new and productive fields to the activity as well as to the brotherhood of peoples and nations.*

*In the November 6 issue of our official organ, "La Rivista Italiana" della Camera di Commercio in New York will be published a letter from "The Graphic" of London, in connection with our previous article in our August 7, 1926, issue; also our brief comments thereon and the defense of our stand so generously given by The Macaroni Journal.

RESOLVED—That a Committee of three be appointed to look into the cost of raw materials used in the manufacture of all Macaroni Products.

NOTE—President Henry Mueller appointed the following committee which should have the support and cooperation of every macaroni and noodle manufacturer in our Association to enable it to function effectively: L. M. Skinner, Skinner Mfg. Co. G. Guerrisi, Keystone Macaroni Mfg. Co. C. S. Foulds, The Foulds Milling Co.

Resolution—Financing Activities

Whereas, The cost of managing the National Association of our Industry increases yearly as its activities expand, and

Whereas, Our National Association is financed from two sources only, the Membership Dues (which we hope will not have to be increased) and the Macaroni Journal profits, therefore be it

RESOLVED—That in order to make our National Association self supporting, we seek the cooperation of the entire membership in the following agenda:

1. By taking a personal interest in increasing our membership by urging other manufacturers to join.
2. By a voluntary raising of the classification by firms in the low rate classes into a classification more in keeping with their respective position in the trade.
3. By urging your various supply firms to advertise liberally in our Macaroni Journal, your personal solicitation toward this end to be added to the general appeal that constantly goes out from the Secretary's office.

We Guarantee Each Sack



WE guarantee the quality and the uniformity of every type of Gold Medal Semolina. We will return your purchase price of any sack that is not up to our quality standard in every way. We can make such an unusual guarantee because of the care we take in the

selection of the Durum wheat—and because of the daily tests we make at every stage in the process of the milling. When you use Gold Medal Semolina, you can be sure of maintaining the same high Quality in all your finished products.

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

Golden Rule Sunday Heightens America's Trade for Macaroni

(Written especially for the Macaroni Journal)

Macaroni dinners are now in vogue at leading hotels throughout the country. They are sponsored by Near East Relief and attended by representative citizens in every community for the purpose of arousing interest in International Golden Rule Sunday, December 5, the day set aside for the consideration of war orphans in Bible lands.

This will mark the 4th annual observance of Golden Rule Sunday which is an important factor in promulgating the Golden Rule throughout the world as a basis of daily living. To more fully realize the comfort we enjoy in our American homes we are asked to forego our usual sumptuous Sunday dinner and eat a simple meal such as the orphans have every day in the year and then provide as generously for their welfare as we would like provided for ourselves if conditions were reversed.

In the care of such large numbers of dependent undernourished children it has naturally been of paramount importance to provide them with food having a maximum amount of nourishment at a minimum cost. Macaroni was found to be one of the most efficacious foods in restoring the children to normalcy. This food so easy to prepare and so delicious in taste is the one most generously served by housewives who wish to observe Golden Rule Sunday, so grocers would do well to lay in an extra supply.

The National Macaroni Manufacturers association has always cooperated with the Near East Relief in furthering the observance of Golden Rule Sunday since its inception in 1923. Extensive advertising campaigns each year have served the dual purpose of exploiting the merits of the food and of furthering the gospel of Golden Rule Sunday. Similar cooperation also has been given by the Corn Products Corporation, whose staple, syrup, accompanies macaroni as a food much used among the orphans and refugees.

In connection with the Golden Rule Campaign a booklet, crammed with recipes for tasty macaroni dishes, was prepared by Oscar of the Waldorf, Mrs. Christine Terhune Herrick, Mrs. Christine Frederick, Miss Bradley, and other culinary experts. This booklet has had a wide circulation and extensive use.

Observing Golden Rule Sunday, and through it discovering that the inex-

pensive macaroni can be prepared in decidedly appetizing ways, thousands of American families have added this nutritive dish to their lists of recommendable foods. Thus America's taste for macaroni was given a considerable

boost by the Americans' sympathy for and charity toward Neareastern war refugees and orphans. Having tried it, they have found it to be a very palatable, nutritive and economical food.



On Golden Rule Sunday, December 5, a great many American tables will present simple meals in which macaroni will

TRADE WITH A FRIEND

A real friend is one that does more than to merely covet your friendship. He strives to earn and to deserve it.

We believe that every advertiser in this publication wishes and strives to be the friend of every deserving macaroni and noodle manufacturer. Test them out. You know how.

If you find that what we say is true, and we firmly think it is, then GIVE OUR ADVERTISERS YOUR BUSINESS. In that way we will all benefit by friendship.

countries, and in such homes as those of the King of Sweden, the President of France, and Former Premier Lloyd George of England.

In commenting on the observance of Golden Rule Sunday President Coolidge writes:

"Practical help is the best expression of friendship. The aid we may give out of our abundance to those less fortunately situated than we should be of great value in bringing about the application of the Golden Rule to the settlement of misunderstandings among nations as well as among individuals.

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

Education Counts

Rastus—Lookee heah, Sambo, how you come to teach yo' mule all dem tricks? I can't teach mah mule nothin'.
Sambo—Dat's easy. Yo' has to know mo' dan de mule.

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

Durums Demand Premiums

Strength, quite independent of and far more pronounced than that apparent in the market for hard bread wheats, is making for some concern on the part of durum wheat millers as well as the macaroni manufacturers who consume semolinas. While it is not surprising that durum wheat is not following a similar course to that of the hard spring wheats, says the Southwestern Miller, it is rather unusual that the macaroni grain displays relatively so strong a tone. Two years ago, it is recalled, the season when values soared above the \$2 level in wheat markets, durums were available at a sharp discount under hard bread spring wheats. During the peak marketings of that year the discount on durums amounted in extremes to 60 and 70c a bu.

Buyers Are Cautious

Within the last few days, however, fancy amber durum at Minneapolis has been selling at a premium of 13 to 15c a bu. over the choicest types of dark northern spring. Semolinas now average as much as \$1.50 a bbl. over fancy spring patents. The materially reduced yield of durum wheat in the northwest of course accounts chiefly for the relative strength of the macaroni grain, the crop this year being more than 18,500,000 bus. short of a year ago. Macaroni manufacturers have been hesitant to contract for their normal requirements of semolinas, hoping for a price reaction.

Hard Wheat Millers Hopeful

Recent sensational advances in prices for durum wheat and semolinas are providing a comparatively new and important outlet for hard winter wheat flour to the macaroni trade. A number of mills in the southwest already have shared in the larger buying of hard winters by the macaroni manufacturers, the active inquiry which lately has developed from this trade indicating a probable sharp increase in purchases from southwestern mills.

Small Durum Crop Principal Reason

Explanation of the relatively high prices for semolinas is in the small output of durum wheat in the northwest this year. The October official government estimate of the durum wheat production was 47,999,000 bus., compared with a final harvest of 66,593,000 bus. a year ago. Export demand for durum has been brisk.

Advance of $\frac{3}{8}$ c Per Lb. Recorded
In the past week semolinas ad-

vanced $\frac{3}{8}$ c a lb., the equivalent of 75c a bbl., the No. 2 grade being quoted out of Minneapolis at $4\frac{3}{4}$ c a lb. or approximately \$9.50 a bbl. The best family spring wheat patents at Minneapolis were quoted at \$8.10 to \$8.25, while hard winter patents at Kansas City were mostly between \$7.50 and \$8.00, in cottons. A year ago, it is interesting to note, semolina No. 2 was quoted around 4c a lb., about \$8.00 a barrel, against \$8.50 to \$8.60 for family spring patents at Minneapolis, and \$8.50 to \$8.65 for hard winter patent in Kansas City.

Strong Premiums For Durum

No. 2 amber durum, used in the milling of semolina, sold up to \$1.64 $\frac{3}{4}$ a bu., Oct. 23, 1926, in Minneapolis, compared with \$1.51 to \$1.56 for No. 1 dark northern spring. The differential on amber durum ranged from 10c to 32c over Duluth December, against a premium range of 10c over Minneapolis December for the best types of spring wheat.

Razzing a Salesman

Specialists in salesmanship are practically agreed that one of the first and principal things to learn if one is to be successful, is to realize when a sale is made. Oftentimes the new salesman will continue his "spiel" long after the prospective buyer should have written his name on the dotted line. This is because he fails to realize that the prospect has been sold.

Wonder how many of the macaroni salesmen in the country have found themselves in the predicament that confronted one who was on the road, selling meat-slicing machines?

Entering a strange city he first canvassed a Dutch butcher, runs the story. He started right off with a demonstration, slicing diligently at a slab of bacon until it had all been cut. Then he turned to the butcher and asked: "What do you think of 'er? Some machine, eh?"

The butcher, eyes shining and face wreathed in smiles, slapped his hands approvingly and said: "Py gollies, dot's fine! Dot's a great t'ing! Effry butcher in dis town should haf vun."

Then came a period during which neither spoke. The salesman placed another slab of bacon in the machine and repeated the demonstration. Then he turned again to the butcher.

"Don't you think that's a time saver—a real money saving investment?"

"Sure! Dot's de stuff, all right!"
"You know you need it, don't you?"
"Sure, I should say so!"
"Well, why don't you buy it?"
"Vell, vy don'd you ask me?"

Did You Ever Think of It His Way?

What the vice president of the American Exchange-Pacific National bank of New York city said not so long ago to the members of a trade association is not without some significance to the macaroni manufacturers of the country, points out our good friend, Frank S. Bonno, manager of the National Macaroni Co. of Dallas, Texas.

"The time is not far away when a business man's membership in his trade association will be an important factor in his banker's judgment of his credit rating. It will be that for 3 reasons:

First—Trade association membership is a measure of character because it shows the member's ability to get along well with others.

Second—Trade association membership is a measure of intelligence of the member's business methods, because he is trying to eliminate competitive waste and to use cooperation as an economical promotion weapon.

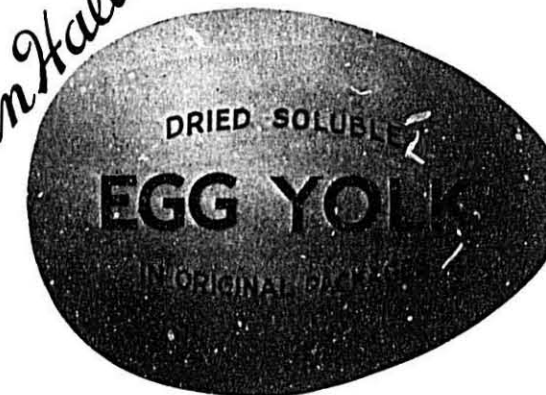
Third—Trade association membership is a measure of the soundness of the industry, because it is doing something for the stability, efficiency and economy of production and distribution."

From another authority comes the terse statement that membership in one's trade association is GOOD BUSINESS POLICY:

"The trade association organized and moving in the direction of its greatest possibilities and highest ideals will make you fairer competitors one with the other, will be the cheapest and best insurance for permanent business success in which you can invest, and will in addition guarantee to the American public a better and safer supply of those products that come in your line. In return you may be sure of a greater willingness on the part of the public to buy your products, all of which is certainly a good business policy."

Nothing more need be said. The macaroni manufacturer who is still unconvinced must be hopeless. JOIN YOUR TRADE ASSOCIATION.

Stein Hall's



PURE
FRESH
SWEET
CLEAN
ECONOMICAL

Unexcelled for noodles

Stocks in principal cities
Write for Samples

ALSO ALBUMEN
AND WHOLE EGG

STEIN, HALL & CO., INC. STEIN, HALL MFG. CO.
285 MADISON AVENUE, NEW YORK. 2841 SO. ASHLAND AVE. CHICAGO.

DIRECT IMPORTERS
ESTABLISHED 1866



Approves Macaroni Publicity

Good, sound publicity is the kind that builds up good will, arouses a keen interest and makes a lasting impression on the group at which the publicity is aimed.

At the recent New York meeting of the macaroni industry there was released a story concerning the styles of macaroni that will be most fashionable next year. While it will in no wise affect the kind of products which our industry will market, the story had the reader interest that caused the papers of the country to run it and to comment favorably thereon. As a result macaroni products were brought to the attention of the public in an interesting manner. Unquestionably the effect was beneficial to our business.

Professor Leon R. Whipple, head of the school of journalism of the University of New York, in opening his address to the trade secretaries at the annual meeting of the American Trade Association Executives October 16 in West Point, N. Y., commented on that story. He said in part:

"There are two kinds of publicity that I run across. One was the newspaper release. I really thought I was coming up here to talk about newspaper releases because I wield a wicked pen and a wicked tongue on newspaper releases from trade associations, but I don't have to do that. I must say that some that I have seen were pretty rotten.

"I did see a good one the other day from the macaroni people. We are going to have fewer styles in macaroni this year. I learned that from the New York Sun. That was a very good piece of publicity. I don't know why we should not have curved and crinkled and upside down macaroni, but we aren't. It was also good propaganda for American macaroni against this Mussolini brand or some other imported brand."

A favorable comment by so great an authority is pleasing. It should encourage more cooperative publicity work through the National association. The public craves food stories because

If Limited to Six Articles of Food, What Would You Choose?

By C. P. Walton, President, Capital Flour Mills, Inc.

As a macaroni manufacturer you would without hesitancy name a macaroni product, but could you give such reasoning for your choice as would do justice to the product of your manufacture?

For a period of more than 20 years macaroni or spaghetti has been served in our home on an average of twice each week and I am sure I would not hesitate in choosing spaghetti, tomatoes and onions with olive oil, coffee and milk as a steady diet and I believe that this would be a wise choice.

From the best spaghetti the necessary protein and carbohydrates are furnished in proper balanced form. Tomatoes for vitamins, onion for flavoring, and olive oil to take the place of butter. I would want the ration

well prepared with a liberal amount of liquid so that flavoring would penetrate the small tube of spaghetti.

food is of daily interest. We can satisfy the craving for stories of this kind by creating a craving for our food by well planned releases by an authoritative body properly supported by those who stand to benefit most from it. Some day this will be done. The sooner the better for the American macaroni industry.

Business Slogans

Good slogans are apparently the latest thing in business. Macaroni manufacturers have realized the value of a good business slogan and many are in use. We would like to list the different ones that are used in the macaroni industry. Tell us your favorite slogan.

Here are a few that have come to our notice. How does yours compare with these?

- "Famous for Good Macaroni."
- "The House of Quality, Courtesy and Service."
- "Trade With Us and Bank the Difference."
- "When Better Macaroni Is Made, We Will Make It."
- "The Home of Quality Macaroni."
- "Macaroni Products of High Quality."
- "Manufacturers of High Quality Macaroni Since 1885."
- "The Sanitary Macaroni Shop."
- "Where You Get Quality, Service and Satisfaction."
- "The Place for Finest Macaroni."
- "Noodles Like Mother Made."
- "Noodles Like Mother Tried to Make."
- "Vermicelli, Excellent Baby Food."
- "The Most of the Best for the Least."
- "Where You Get What You Want When You Want It."
- "Home of Healthy, Nourishing and Economical Food."
- "A Friendly Firm With a Principle."

You are at liberty to adopt and use any of these. Perhaps you have a better one. Send it along. We'll publish it.

Here's a healthful and a profitable game we all can play. Come on, join in the fun.

the tomato and flavoring would quickly penetrate.

I have an Italian friend who makes the most wonderful sauce for spaghetti and I have noted that he is very particular in selecting the spaghetti. While the sauce is perhaps a little too rich for steady diet I have noticed that almost instantly the flavoring permeates the spaghetti tube. The sauce is put over the spaghetti and served immediately. The first two or three forks it has a slightly flat taste but after this it is deliciously flavored so that the flavoring must penetrate quickly. He uses the so-called long goods and on examination under a microscope the tubes show that they are quite porous which accounts for the quick penetration of the flavoring.

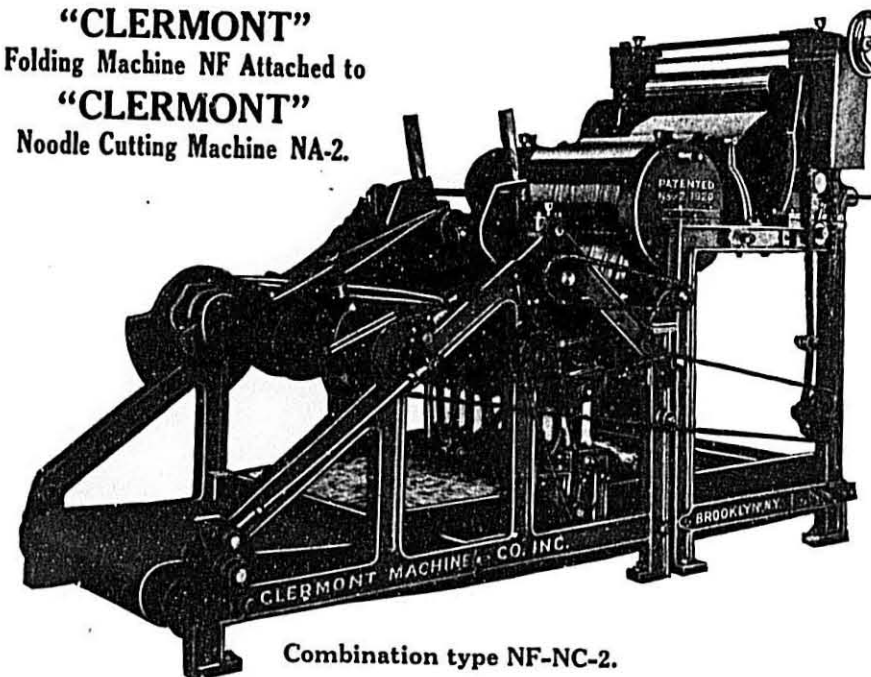
This is why I would be so particular in selecting spaghetti made from sharp hard granules by the most skilled manufacturer.

(We welcome short articles of this kind. Mr. Walton has started the ball a-rolling. Others should follow his example. Who'll voluntarily submit the next?—Editor.)

INTRODUCING

the

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



Combination type NF-NC-2.

Shape of the
noodle folded by
this machine.



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

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

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

Write for catalog and detailed information

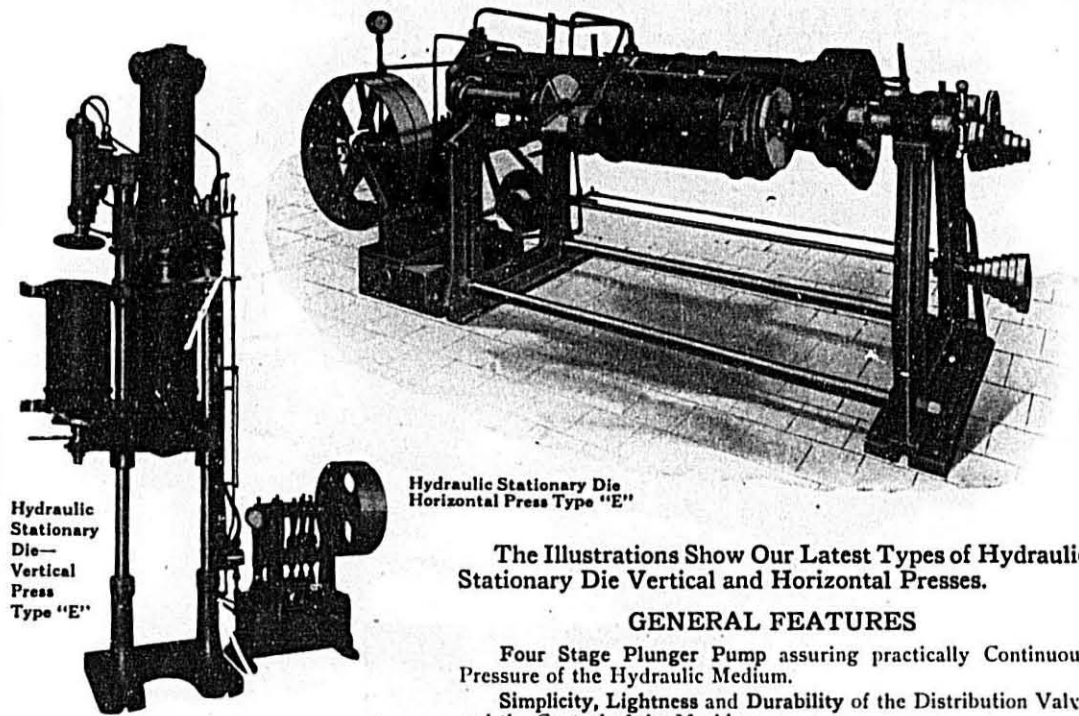
CLERMONT MACHINE COMPANY

77-79 WASHINGTON AVE.

BROOKLYN, NEW YORK

DEFRANCISCI

Hydraulic Presses - Kneaders - Mixers - Die Cleaner Machines



Hydraulic Stationary Die—Vertical Press Type "E"

Hydraulic Stationary Die—Horizontal Press Type "E"

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

GENERAL FEATURES

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

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

Automatic Safety Interlock which Prevents Any Damage to

the Machine caused by Neglectful Operators.

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

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

Mechanical Simplicity of the Lifting of the Dough Cylinders.

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

Automatic Operation of the Hydraulic Packing Apparatus.

Ease and Safety of loading the idle Dough Cylinder.

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

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

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

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

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

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

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

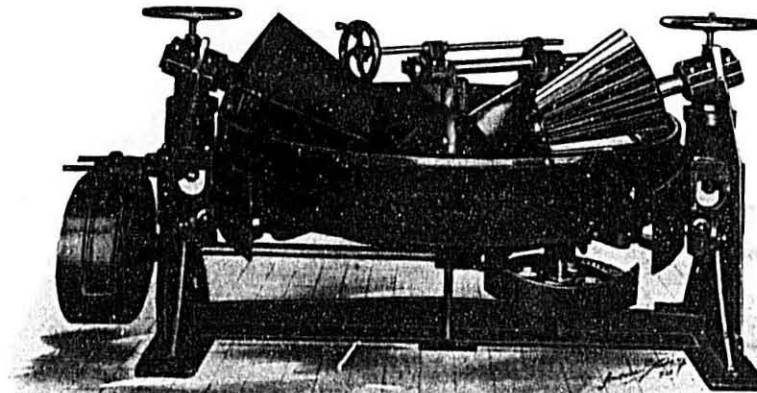
I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.

DEFRANCISCI

Hydraulic Presses - Kneaders - Mixers - Die Cleaner Machines



The DeFrancisci Kneading Machine

GENERAL FEATURES

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

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

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

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

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

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

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

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

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

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

I. DeFRANCISCI & SON

219 MORGAN AVE.

BROOKLYN, N. Y.

Export Business Improving

Though the total quantity of domestic macaroni exported in September shows a large increase over last August and over September a year ago, the total for the first 9 months of 1926 is still below that of 1925. According to figures released by the department of commerce the total exportation for September 1926 was 766,000 lbs. The increase is noted when compared with 443,000 lbs. in August this year and 533,000 lbs. in September 1925.

For the 9 month period ending Sept. 30, 1926, the macaroni exports totaled 5,994,000 lbs. while for the same period last year the total of 6,309,000 lbs. had been reached.

The United Kingdom continues to be the principal buyer of American macaroni products. During September 152,000 lbs. were shipped to that part of the world. The Dominican Republic was a close competitor, buying 138,000 lbs.; Canada received 97,000 lbs.; Mexico 75,000 lbs.; Australia 74,000 lbs.; Cuba 64,000 lbs. and Panama 48,000 lbs.

The appended list of countries to which domestic macaroni was shipped in September and the ports handling the outgoing macaroni products was compiled by the foodstuffs division of the bureau of foreign and domestic commerce for September, 1926:

MACARONI EXPORTS BY PORTS OF DESTINATION. SEPTEMBER 1926							
	(1000 lbs.)						
	New York	New Orleans	Virgin	Balti-	Wash-	San Fran-	All Others
			ginia	more	ington	isco	Total
Exported to							
Irish Free State.....			6				6
Netherlands.....	12						12
United Kingdom.....	95		13	14		30	152
Canada.....					12	85	97
Br. Honduras.....		1					1
Costa Rica.....	2						2
Guatemala.....		2				1	3
Honduras.....		5					5
Nicaragua.....		5					5
Panama.....	6	42					48
Mexico.....	14	24				15	53
Jamaica.....	1	3					4
Cuba.....	12	52					64
Dominican Repub.....	4	130					134
Dutch W. Indies.....	1						1
Haiti.....	2	5					7
Virgin Islands.....						2	2
Chile.....	1						1
Colombia.....	3						3
Peru.....	4						4
Venezuela.....	2						2
Br. India.....	2						2
Ceylon.....						1	1
China.....	1				13	9	23
Japan.....	1					8	9
Philippines.....	1				1	3	5
Australia.....	74					6	80
New Zealand.....	11						11
Br. So. Africa.....	1						1
TOTAL	249	269	19	14	26	43	766

*Less than 500.

Countries importing less than 500 lbs. omitted.

NET PACKAGE WEIGHT

When to Be Determined?—Of Special Interest to Shipper of Products in Cartons—Some Advice.

What is meant by "net weight"? When is it to be determined? When packed? When placed in interstate commerce? When sold to the consumer or when eaten?

While the question of net weights concerns every manufacturer of macaroni products, whether packed in 4 oz. or 22 lb. containers, it is of particular interest to those manufacturers who market their products in cartons in small quanti-

ties where a small variance is quite appreciable.

These and many other similar questions are being asked by the trade because of the bureau of chemistry's tightening up the enforcement of the net weight amendment of the pure food law. Our Washington representative, Dr. B. R. Jacobs, has been feeling out the officials on this point. They state that under the law they are not allowed any latitude in its enforcement and that a package must be full weight when it enters in interstate commerce.

These officials aim to do only what is fair with respect to net weights. The only latitude that they can allow is for variations and tolerances which may

exist in the weighing of packages in the plant. However, in the enforcement they will probably use considerable discretion and take into consideration the variations in moisture to the extent of minimizing any unfair practice that may result for a too strict interpretation of the law.

To these officials it is obvious that a large manufacturer who can afford to have laboratory control of the moisture content of his products when packed is at a great advantage over the small manufacturer who cannot afford such control and who is compelled to make a very much drier product than the law requires in order to be on the safe side. It is also apparent to these judicious officials that if a strict interpretation of the law was enforced, it would merely mean that many manufacturers would avail themselves of the limit on moisture to see that their product contained that minimum before shipping it.

These officials also realize that it would be difficult to convict in a court of law in any case where it could be proved that even though a given package was short weight at the time of sale the reduced moisture content of the package more than offset the short weight, and the consumer was actually getting more dry macaroni than he was entitled to.

Honest manufacturers who will properly dry their product, pack full weight into their cartons and market it with no thought of giving short weight to their customers, will need fear no molestation. An 8 oz. package of macaroni should contain 8 oz. of this product with a moisture content of not more than 13% at the time of packing. Allowances should be made for slight variances in goods shipped to high altitudes and to the dry regions.

Full weight packages of proper size will allay suspicion, gain the confidence of the buyer and consumer and build up good will that is so essential to a going, successful business concern.

"Wine" Jelly

Grape growers in southern California are pleased with the ruling made by the government which permits the withdrawal of 12,000 gallons of wine annually to be used in manufacturing jelly by a process recently perfected by John La Fourcade of Riverside, Cal. Experiments carried on under government supervision shows the practicability of the process. A very fine jelly is the result. This new process will provide a new outlet for a portion of the large grape surplus of that state.

CEVASCO, CAVAGNARO & AMBRETTE, Inc.

Designers and Builders of High Grade Macaroni Machinery

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

DIE PLATEN. The die platen or support is divided into three (3) sections for the 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.

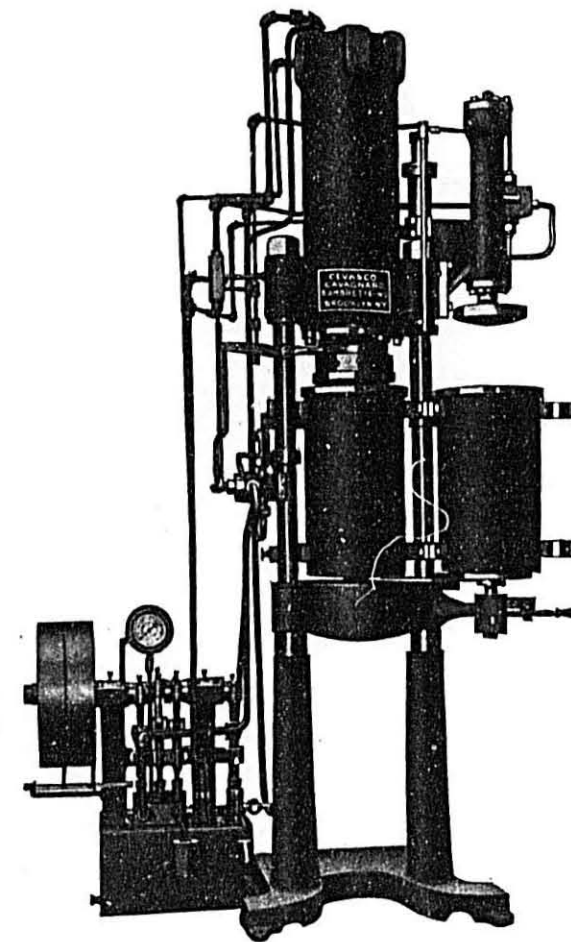
CONTROL VALVE. Both the main plunger and the packer plunger are controlled by our improved valve. The movable part of this valve rotates against a flat surface. As there is always a thin film of oil between the two faces, there can be practically no wear on this part. Very little power required to set 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.



Vertical Hydraulic Press with Stationary Die

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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.

156-166 Sixth St.

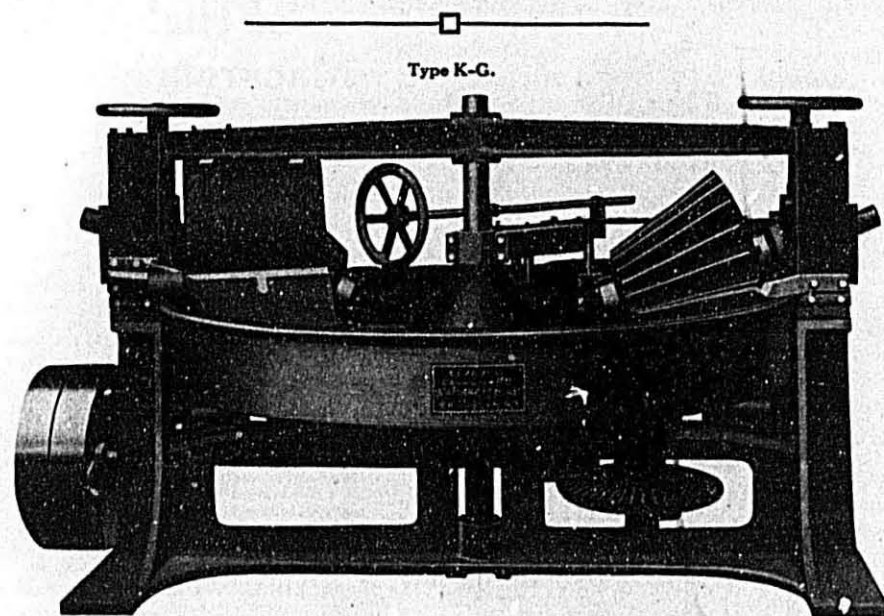
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Kneader with Guard for Cone, Apron for Pan and Scraping Attachment to prevent Dough adhering to Cones. (See description on opposite page.)

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On the opposite page is illustrated our latest type Kneader.

We have incorporated in this machine many improvements, making it the most efficient, as well as the safest machine in use in a macaroni factory. We mention a few of them herewith.

Guard. The cone on the front or working side of the pan is guarded by a movable guard, which is self adjusting (Patent applied for). This guard automatically adjusts itself to the quantity of dough that is being kneaded. It is made in two sections so that it can be raised to permit cleaning of the cone.

Apron. The front side of the pan is protected by a fixed apron or cover, which prevents the operator from coming in contact with the revolving pan, thus giving additional security.

Scrapers. Both cones are equipped with scraping attachments, which prevent the dough from revolving with the cone.

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

Pan. The pan is turned smooth all over on the inside. The shaft of the pan has three-point suspension, it has two bearings beneath the pan and one above, making it very rigid. In addition, the pan is supported by rollers. These rollers revolve on roller-bearings, eliminating friction, and are set immediately underneath the cones as an additional support for the pan.

Shafting. The main drive shaft, carrying the steel spur pinion which drives the large internal spur gear, is fitted with a roller bearing. This bearing eliminates friction and wear and tear at this point, adding greatly to the life of the machine.

Endorsement. This kneader, with its various safeguards, is practically 100 per cent safe. It has been endorsed by representatives of Insurance Companies and the State Labor Department, who have seen it in operation.

Patent. We have made proper application for patents on these various safe guarding devices, and intend to prosecute infringers to the full extent of the law, as soon as these patents are allowed.

Built in the two following sizes:

No.	Capacity	Diameter of Pan	Space	Diameter of Pulleys	R. P. M.	Weight
G-4	1½ bbl.	72 in.	8 ft. x 6 ft.	24 in.	180	7350 lbs.
G-5	1¾ bbl.	76 in.	8 ft. 6 in. x 6 ft. 6 in.	24 in.	180	7750 lbs.

MUSSOLINI vs. SPAGHETTI

Premier Benito Mussolini, dictator of Italy, can hardly be accused of working against the best interests of his people, yet his recent announcement that Italians must substitute potatoes for their beloved and highly relished macaroni leaves some doubt as to his sincerity of purpose, even in the minds of his most ardent admirers.

Newspapers and periodicals have commented freely on the edict that Italians should encourage Italian agriculture by consuming larger quantities of home grown products. Some treated the matter seriously, others humorously. All agree that the dictator has shouldered a very serious task when he seeks to change the eating habits of a nation formed centuries ago.

Edward Alden Jewell in New York Times treats the order rather sarcastically in his article "Spaghetti Finds a Foe in Mussolini," yet gives the commonly accepted American view of the dictator's order. From that article, we quote in part:

An Economic Program

The climax of fascism has been reached. Nothing since the black shirts were first donned can compare in its way with the importance of Premier Mussolini's announcement that spaghetti must go—its place to be taken by potatoes—to help conserve wheat. Italy faces a spaghettiless future.

The cables had been rather quiet for a few days, following sensational decrees that newspapers in the Italian kingdom were to be cut to the bone as a means of saving paper; that an hour had been added to the workers' day in an "economy drive"; that no more expensive houses should be built for a year; that for an indefinite period no more bars, cafes, saloons or night resorts should be added to the existing quota; that gasoline must be mixed with nationally manufactured alcohol. Then came the spaghetti bomb, as if its explosion had been timed to coincide with Stockholm's edict that hereafter all Swedes must know how to swim, and with King Alfonso's paean of prophecy: "The moment has arrived to advance toward our magnificent future—and that at lightning speed."

The world has known off and on many dictators. In that purple company Mussolini, it is generally conceded, holds his own and a little more. Scarcely a week passes, whether parliament be in session or not, without some significant cable dispatch deriving from the Chigi Palace in Rome. But at last Signor Mussolini has

outdone himself. The full significance of this latest imperial memorandum, partly backed by a suspending of elections, is not realized in a flash; it is only when one pauses to consider that the consequences and implications begin to pile up at an alarming rate.

Unbalancing a Diet

Why, you exclaim, the whole culture of the Italian race is founded upon spaghetti! When the cornerstone of a nation is removed, what happens? Yes, terrible as the thought is, the Italians are doomed. They are going to lose their spaghetti; are told that they must cultivate an appetite for potatoes instead.

Terrors unimaginable reside in the question: What may a century of potato eating do to the people? As man eats, so is he. One sees the Italian of the future a curious hybrid combining, in who knows what weird manner, strains of the Latin, the Gael and the Teuton. Toward what bewildering consummation will Mussolini lead his subjects, booming in those deep organ tones of his: "Balance the budget with spaghetti!"

Doubtless one reason recommending Signor Mussolini's new law is that he is making an honest effort to restore the grandeur of ancient Rome, and historians have not recorded the fact that the ancient Romans ever ate spaghetti—or ever heard of it. When was spaghetti born? Is it a product of the Middle Ages? At any rate, getting rid of a national habit developed long after the decline and fall would have to be looked upon as in the interest of local color.

Will Prohibition Prohibit?

But at what a price! A habit of so long standing is not broken by the mere magic of a dictator's gesture, and it may prove as difficult to deprive Italy of her spaghetti and the various forms of macaroni as to make Ireland dry. Kevin O'Higgins possibly may succeed some day in getting partitions built to cut groceries off from rye and Guinness stout; but it is doubtful whether even he confidently expects to do more than that. In Italy Il Duce may similarly succeed in removing those wheat ropes and ribbons and furbelows from public display, even compelling restaurant keepers to serve the forbidden delicacy in an equivalent of after dinner coffee cups; but he will find that although you can lead an Italian to potatoes you cannot make him eat them.

One ray of hope relieves the encroaching gloom. The ray may be somewhat dubious; still it is a ray. The Italian people, outwardly acquiescent as they

have learned to be since the march on Rome, are assuredly not going to submit behind closed doors. Faced with an eighteenth amendment of their own the Italians (who once produced a Machiavelli) promise not to be found lacking in resourcefulness.

Before long may not rumors of devious bootlegging begin to wing across the Atlantic, of spaghetti runners plying their stealthy trade? Dark figures at night flitting around corners; vanishing up a flight of back stairs—a vast underground market to network the peninsula. And while on patriotic days the populace throngs the corso and masses loyally in the Piazza Colonna, at home, in hidden stills, watched over by small Enrico or Grandma Lucia, spaghetti will be defiantly stewing.

Affects Opera Stars

In his volume of essays entitled "Bizarre" Lawton Mackail notes spaghetti as one of the great national industries of Italy, rivaled in export trade only by prima donnas and tenors—both of whom, he says as memory recalls it, are trained on spaghetti. It is pointed out that authenticity in art of that type means, in vulgar parlance, *avoir du pois*. To this end spaghetti is particularly conducive. Certainly no graduate prima donna, Mr. Mackail notes, is ever considered really authoritative until it is possible to see her from behind 2 pillars at the same time.

Burlesquing grand opera in vaudeville invariably entails use of the word spaghetti—long drawn out in 3 succulent syllables; and it is even on record that an Italian singer, once in rendering the "Bel Raggio" aria, inadvertently sang "Bella Spaghetti!"

Spaghetti seems to be officially doomed. But must every little bowtie rosette and fanciful conceit in macaroni go too? Would it be possible to make some minor exception; keep extant some little wistful relic—maybe just those delightful wafers with scalloped edges that are so nice in soup?

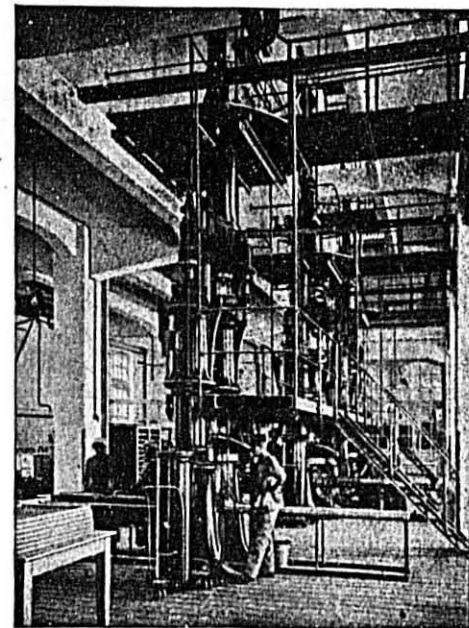
Mussolini in a recent interview said that he wanted the word emigrant "to disappear forever from official Italian." He finds abhorrent the former spectacle of "hundreds of thousands of Italians wandering all over the world because they were dying of hunger at home"—a condition, he insists, that "no longer exists and will never return." All the same it may not be possible to prevent the turning of millions of hungry eyes across to America, where of late spaghetti houses have been multiplying surprisingly.

Forestalling Archaeology

But perhaps it might prove feasible to keep a couple of spaghetti factories

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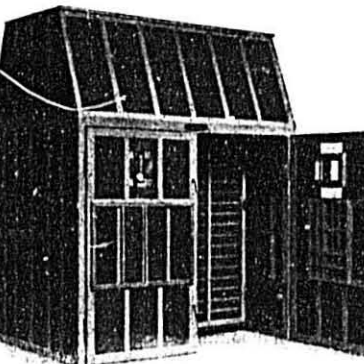
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still running—on the banks of some mountain torrent, so that the machinery could be operated at a low cost—for special benefit of foreign visitors who would of course expect to be charged the prices asked for exotics served in restaurants.

One thing it is to be hoped the present Italian government will not overlook; that is posterity. It is sad enough to think that coming generations will not know the taste of this delicious staple; need they be deprived as well of knowing what spaghetti and macaroni looked like? Here is at least a chance to forestall vain efforts of future archaeologists by getting together—at once before it is too late—a complete museum exhibit. A commission might be appointed, commissions being pretty popular just at present, and a small wing reserved in one of the important accessible galleries of the capital. In glass cases could be arranged every variety of this cereal product, accurately labeled, so that strolling up and down the aisles personally conducted parties might be able a hundred years from now to reconstruct the faraway romantic past.

Metropolitan Review

Three references of interest to the macaroni manufacturing industry appeared in the 1926 issue of the Metropolitan Review which is devoted to the general business in the New York metropolitan district, the largest in the world. This publication predicts that 10 million people will live in that city within the next 25 years, and that the metropolis is already undergoing a complete transformation in its building facilities to accommodate this enormous increase in population. A city with a preponderance of citizens of foreign extraction naturally provides a market for a large variety of food products. The references referred to follow:

A Restaurant of Unusual Value

Where to eat well is the real problem in New York. Although there are many restaurants scattered in the city few offer a variety of cooking to satisfy the taste of people who wish to dine well and not merely to eat. Thus the restaurant owned by Enrico and Paglieri, at 64 West 11th st., off Fifth av., and in the best section of Greenwich Village, has a large clientele attracted by the excellent cuisine and by the service given by the owners of the restaurant.

Messrs. Enrico and Paglieri have always endeavored to satisfy their patrons, and their menu is always varied and attractive. Every taste is catered

to in Italian dishes, including macaroni and spaghetti which are among the specials offered daily. Prices are most reasonable and the atmosphere of the establishment is one of quiet and distinction which please all those who come to this fine restaurant.

Macaroni Gaining Headway As a Diet
Indications are that macaroni is becoming a standard diet in American homes, particularly certain brands that are forging their way to the front and overcoming all opposition. According to information collected at New York food stores a firm whose macaroni is becoming a favorite in the metropolitan district is the C. F. Mueller company, 180 Baldwin av., Jersey City, N. J.

An inspection of this company's plant shows the most complete sanitary conditions prevailing there at all times. Every precaution is taken to guard against dust and impurities, while the finished product is sealed in dust proof packages free from moisture. The machinery used is a marvel of the engineer's design and construction. The entire process is so perfect that one wonders how such delightful food can be prepared at such moderate prices. The fact that macaroni can be prepared in less than a quarter of an hour will always make it a favorite food with the busy American.

Kitchen Bouquet, Inc., Perfects Luscious Vegetable Flavoring

French chefs who are known for the distinctly different flavor of their cooking have rivals today in almost every housewife in America. At first chefs could not realize where that new flavor originated but finally they learned that an enterprising American firm had found a way of extracting a luscious compound from vegetables. This had been perfected by the Kitchen Bouquet, Inc., 522 Fifth av., after years of careful research as to just what would best result in a nourishing and at the same time original flavoring. This is one of the businesses included in the consolidation which took place two years ago, and an important department of The Foulds company of New York. Now the most experienced chefs as well as the newest housewife may achieve this delicate addition to the flavor of cooking. Many homes are happier for the compliments that satisfied people have bestowed upon the untiring cook. With half the trouble of olden days, the modern woman may add an even more delicious flavor to soups and gravies by the simple addition of a small quantity

of Kitchen Bouquet. This product is nourishing and housewives are glad to find that the family much prefers the simplest cooked dishes when a little Kitchen Bouquet has been added.

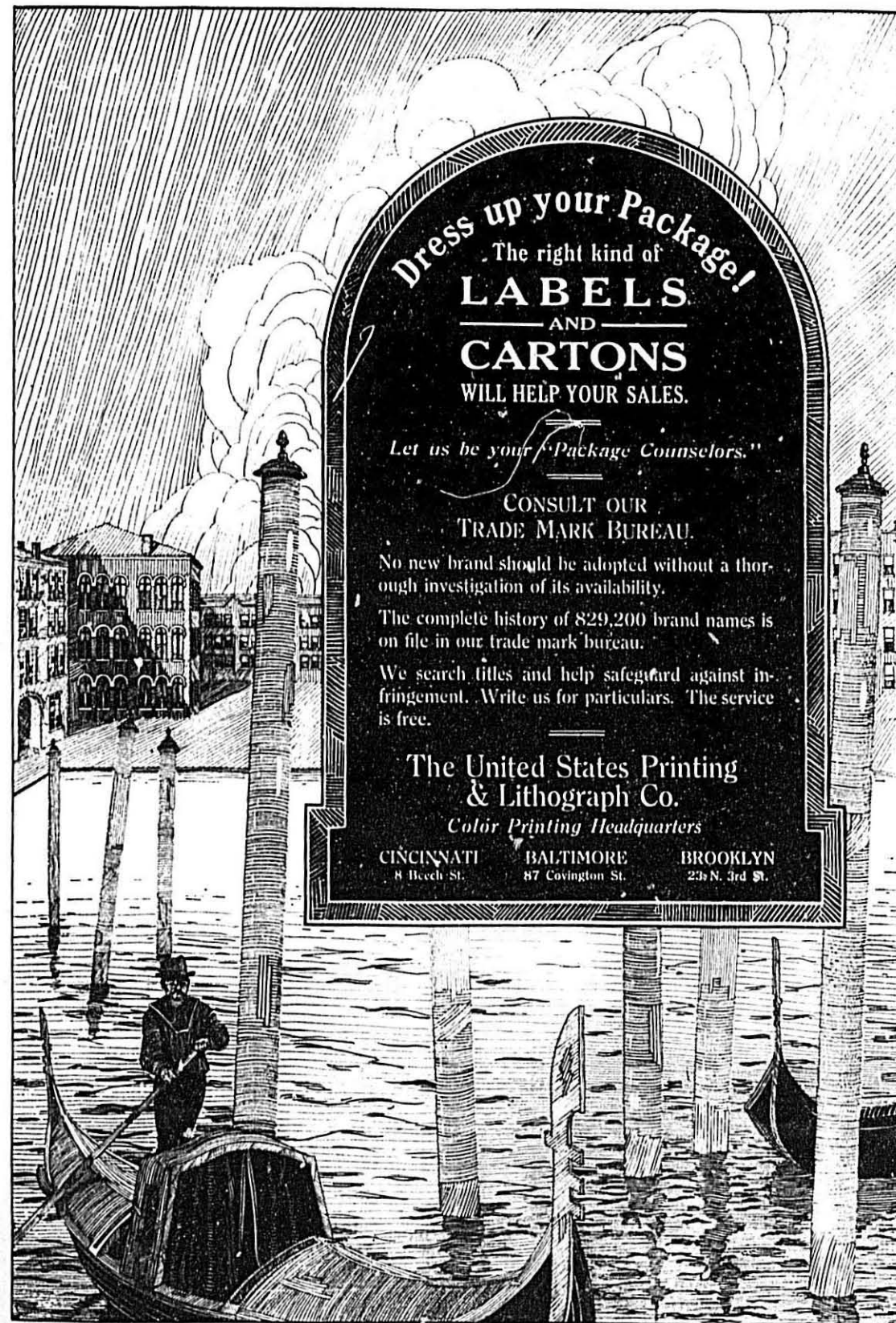
Dealers all over the country are demanding more and more shipments of this popular extract, for housewives as well as the leading chefs appreciate the difference there is between food that has been distinguished by this flavoring and plain food that is lacking in the zest needed for the enjoyment of a meal. It is largely due to the untiring efforts of this organization over a period of 50 years that people are enjoying nourishing food and are finding their longings for "something different" satisfied.

Competition

Competition in too many cases is not the life of trade. Often it may lead to prostration and final business decrease. Only those business men who have intelligent plan to meet competition and who know how to execute this plan have a reasonable chance for success. As competition increases and is bound to increase the necessity for such a well conceived plan grows more urgent. In the final analysis success or failure in business depends upon the ability of the business man. To cite general conditions as the reason for poor business is merely a confession of inability to meet problems efficiently as they arise. Unless a man has a basic plan for conducting his business he had better stay out of the arena altogether or work for some one who is really able. As it is, the field is already too crowded with incompetent or narrow visioned business men.—The Sherman Corporation.

Macaroni Has Much to Recommend It Cheap, Nourishing Food Taking Place of Meat

Dietitians today appreciate that macaroni takes the place of meat as few other things will. A pound of macaroni or spaghetti has the same food value and costs one fourth as much as two pounds of sirloin steak. Dietitians today are also urging us to eat more macaroni and less potatoes, not only because macaroni is easier to prepare but potatoes have only about one fourth the food value of macaroni. A pound of macaroni cooked has about the same amount of food value as four pounds of cooked potatoes.—Galveston (Texas) News.



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Grain, Trade and Food Notes

Dearth of Dry Durum

The wet weather that has generally prevailed in the durum wheat areas since the harvest has had a serious effect on the durum wheat market, and good durum now commands a premium over even the highest quality No. 1 northern. The semolina market and the durum prospects are thus reviewed by the Minneapolis correspondence of the Modern Miller.

Semolinas are moving steadily in moderate volume for immediate shipment. There is no forward contracting worth noticing at present and buyers still cling to the idea that a much better buying level will develop some time in the future. As matters stand the mills have a hard time getting desirable raw material to care for their immediate requirement trade and advices from the country indicate a dearth of good dry durum to grind. The best durum country is in the northern third of North Dakota and rainy weather in that section reduced quality sharply or put 5 to 10% excess moisture into the wheat.

The outlook for good milling durum is more than last year, especially so because of the disastrous season in South Dakota, which ordinarily produces a lot of fine milling quality. Much of the North Dakota crop this year sprouted during the rainy spell and much of this stuff will move for export at a cheap price.

Mills managed to build up a slight reserve of milling durum during the course of a week or two of good weather in the country but in the past week hardly a desirable car has arrived on the market, which necessitated the use of part of the accumulation. The outlook for durum premiums is bullish and it does not look as though there would be an opportunity to contract for semolinas at any important decline under present prices.

France's Wheat Crop is Light

The first regular official estimate of the grain crops of France received by the United States Department of Agriculture from the International Institute of Agriculture, places the wheat crop at 2,48,605,000 bus. in comparison with the estimate of 259,633,000 bus. made by the Bulletin des Halles in September.

France's average wheat requirements during the years 1921-22 to 1924-25 were 318,000,000 bus., which would in-

dicate an additional requirement this year of about 70,000,000 bus., to be made up by imports, long milling, and substitutes. It must be noted in this connection that the French rye crop this year is smaller than usual. Last year, with a crop of 330,842,000 bus. of wheat France imported 34,000,000 bus. Last year, however, the quality of the wheat was poor and a large percentage was unmarketable. Carryover is reported to be negligible.

The 1926 Wheat Crop

The United States crop, according to the October 1 estimate, will total around 840,000,000 bus. of which about 213,000,000 bus. are spring wheat. This spring wheat estimate includes approximately 48,000,000 bus. of durum wheat produced in the four northwestern states of Minnesota, the Dakotas, and Montana. The spring wheat crop is about 58,000,000 bus. smaller than last year but the winter wheat crop is about 230,000,000 bus. larger than last year.

Italian Wheat Consumption

The per capita consumption of wheat in Italy which amounted to 6.8 bus. in 1925 shows a marked increase over previous years, according to a report from J. B. Osborne, American consul general at Genoa. During the period 1911-1913 the average yearly consumption was 6.1 bus., from 1918 to 1920 it was 6.2 bus., and from 1923 to 1925 amounted to 6.4 bus. This increase has been caused in part by the higher standard of living among certain classes since the war.

The constant and progressive increase in the national production of grain has not been found sufficient to meet the increased consumption and imports have accordingly increased. Notwithstanding the exceptional crop of 1925, amounting to over 65,000,000 quintals (239,000,000 bus.), a quantity never before reached in the history of Italian wheat cultivation, the importations of foreign cereals amounted to 18,000,000 quintals (66,000,000 bus.).

Protein Content Factor in Wheat

The officials said standards of the United States are losing much of their value because of the changes that are taking place in the trade practice of evaluating wheat, according to the Food Research Institute of Stanford University, Cal. It is pointed out that

the standards do not directly consider protein content of wheat, whereas millers in the last decade have come to consider it seriously because their buyers now demand flour of specified protein content.

The baker or the macaroni maker regards the protein content of his flour as an important index to the quantity of product he can manufacture from a given quantity of flour. To stretch this quantity he often is compelled to resort to the use of some added ingredients of a lesser quality than the gluten that would be obtained in high protein wheat.

The institute favors a change in the specifications so that wheat will be valued with reference to protein content. In that event regions that produce wheats of high grade will have reflected to them the premiums that would be paid for those grades. It concludes with the statement that "in the interest of producers, millers and the general public it is greatly to be desired that protein content be made an important specification in wheat grading."

Wheat Crops Sufficient

Statisticians in London believe that the 1926 crop will be more than sufficient to fill the requirements for the year. They estimate that the world's total wheat purchases during 1926 will reach 84,000,000 quarters, approximately 672,000,000 bus. While the harvest throughout Europe is generally good it is estimated that European purchases will amount to 70,000,000 quarters or about 560,000,000 bus. Of this Great Britain is expected to purchase 25,000,000 quarters, France 12,000,000 quarters, Italy 10,000,000 quarters. Requirements of countries east of Suez will complete the estimated total purchases.

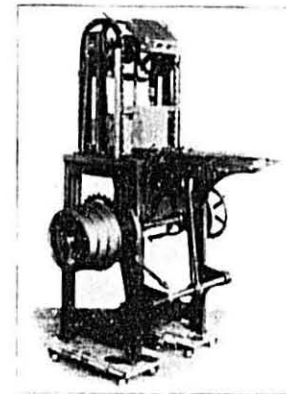
The total is 10,000,000 quarters, 2,500,000 tons larger than that of 1925, but reports of bumper crops in United States, Argentina and Australia indicate that there will be a margin in favor of the consumer of 20,000,000 quarters, approximately 5,000,000 tons.

Revokes Food Standards

On recommendation of the food standards committee, which consists of representatives of the Association of American Dairy, Food and Drug Officials, Association of Official Agricul-

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tural Chemists and U. S. Department of Agriculture, the secretary of agriculture has definitely revoked the definitions and standards for self raising "Gluten Flour" and for "Diabetic Food." The former is no longer an article of commerce, while the latter comes under laws pertaining to drugs because it is offered for the mitigation of disease.

The text of the revoked Definitions and Standards is as follows:

Circular 136, page 7, item 7 under Grains and Meals.

7. GLUTEN FLOUR, SELF-RAISING, is a gluten flour containing not more than ten per cent (10%) of moisture, and leavening agents with or without salt.

Circular 136, page 7, item 8 under Grains and Meals.

8. "DIABETIC" FOOD. — Although most foods may be suitable under certain conditions for the use of persons suffering from diabetes, the term "diabetic" as applied to food indicates a considerable lessening of the carbohydrates found in ordinary products of the same class, and this belief is fostered by many manufacturers on their labels and in their advertising literature.

A "diabetic" food contains not more than half as much glycogenic carbohydrates as the normal food of the same class. Any statement on the label which gives the impression that any single food in unlim-

ited quantities is suitable for the diabetic patient is false and misleading.

Wheat Crops in Spain

Spanish wheat production is placed at 157,335,000 bu. from an area of 10,687,000 acres, according to a cable just received by the United States Department of Agriculture from the International Institute of Agriculture. This is a decrease of 5,257,000 bu. from the final estimate of 162,592,000 bu. from 10,722,000 acres last year, but an increase of 35,557,000 bu. over the 121,778,000 bu. from 10,379,000 acres the year before. Production this year should give an ample supply for domestic uses which for the period 1921 to 1924 averaged about 140,000,000 bu.

Wheat production in Tunis is placed at 11,023,000 bu. in comparison with 11,758,000 in 1925 and 5,181,000 the year before. The wheat crop in Algeria is estimated at 29,762,100 bu. compared with 32,555,000 in 1925 and 17,156,000 in 1924.

India Wheat Estimate Increased

Wheat production in India is placed at 323,605,000 bu. in the second estimate cabled to the Department of Agriculture by the Indian department of

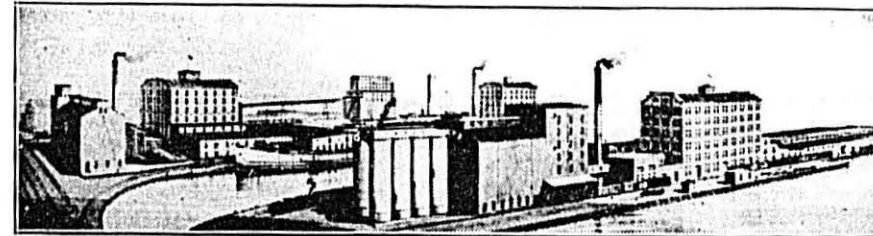
statistics. The first estimate of production this year was 320,208,000 bu. The final estimate of the 1925 crop was 324,875,000 bu. Acreage this year is now placed at 30,288,000 acres. The final revised estimate of acreage for 1925 was 31,791,000 acres.

Ecuador Cheap Flour Market

Ecuador offers an excellent and constant market for cheap macaroni flour, according to Richard P. Butrick, American consul at Guayaquil. For both 1924 and 1925, wheat flour was the most important single import into Ecuador. Wheat flour constitutes over 5% of the total value of Ecuador's imports, amounting to about 10,000 bbl. monthly.

The market is thoroughly dominated by American flour, 95% of the imports coming from the United States.

There are two grades upon the local market, known as "primera" and "segunda." In these grades there is a wide variance of quality, although they conform in general to their classifications. Primera is a patent hard wheat flour and segunda is a western hard wheat flour. A cheap macaroni flour is also imported. The best selling brands are those of the segunda grade



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For Quality Trade

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and only a very small quantity of the highest grade flours finds a market in Ecuador. American flour comes from the Pacific coast ports of Portland, San Francisco, Seattle, and Tacoma and from the Gulf port of New Orleans, the greater part coming from the Pacific coast.

It is not customary for Ecuadorians to have bread made in their homes. Home consumption of flour is for other purposes. Bread is almost entirely made by bakeries and the general practice is to mix primera and segunda in various quantities, according to the quality of bread desired by the bakery. Bread, on the whole, is poor because the buying public is not exigent. Almost never is flour wasted. If it has turned sour the bakeries use it in small quantities mixed with other flour.

All flour is sold through local agents who solicit orders upon cable c. i. f. quotations. Previously, agents allowed their clients 30 and 60 days, but it is understood that 30 days is the longest time now granted. Sales are made to large wholesale and retail merchants and to bakers.

Flour comes in 98 lb. bags. The inner sack is covered with a heavy burlap sack for shipping. For some cli-

ents 2 inner sacks are placed in a single burlap bag. This latter method results slightly cheaper. Both Pacific coast and Gulf ports ship on direct steamers.

Expect Less Smutty Wheat

Marked reduction in the smut damage to wheat in the spring wheat section of the northwest is expected this year by Department of Agriculture officials as a result of the recent smut prevention campaign conducted in that territory. Reports from county agricultural agents indicate a great increase in the use of copper carbonate for treating seed wheat against smut, estimates being made in some cases that from 70 to 80% of the farmers treated their seed before planting.

The campaign is regarded by department officials as one of the most successful in which they have been given opportunity to participate. Its success is attributed to the splendid cooperation among all persons concerned in the northwest. Reports are encouraging that more farmers have treated their seed wheat for smut this year, declare department officials, who estimate that millions of dollars will be added to the spring wheat crop should

there be even a small decrease in smut damage.

Hinde & Dauch Expands

The Hinde & Dauch Paper company of Sandusky, O., that has long supplied containers to several large macaroni manufacturers of the country, has purchased the Kansas City Fiber Box company and the Kansas City Packing Case company, Kansas City, Mo., and will operate them as a part of the 19 plants the Sandusky concern now owns.

The plants and business of the Kansas City industries were taken over the first of the month and construction of an additional unit is under way. The purchase of the 2 plants and the proposed improvements involve about 3 million of dollars, but will result in the production of better products through increased efficiency and lowered cost of production.

First Boy—Some terrible things can be caught from kissing.

Second Boy—You ought to see the poor fish my sister caught.

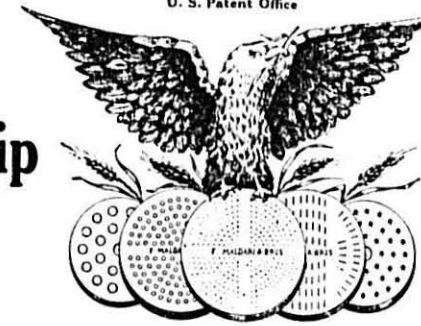
Sell your goods to your salesmen; they'll do the rest.

MALDARI'S INSUPERABLE MACARONI BRONZE DIES

with removable pins

Quality

Trade Mark
Reg.
U. S. Patent Office



Workmanship

Service

Satisfaction

F. MALDARI & BROS., Inc., Now at 178-180 Grand Street
NEW YORK CITY

SEND FOR CATALOGUE

Established 1903

SUCCESS

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

Low Production Cost and Means of Protection

to preserve the Product from the Factory to the Consumer.

JOHNSON

PACKAGING MACHINERY

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

PERFECT CONDITION

JOHNSON

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

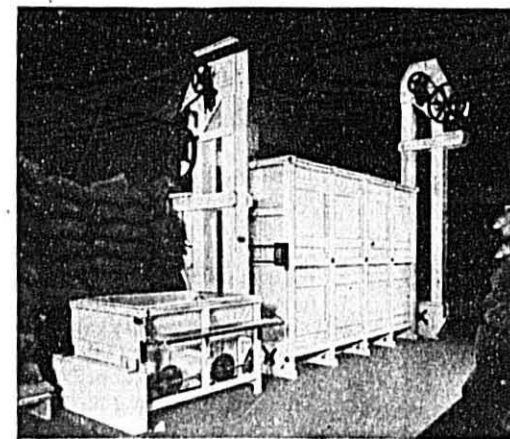
NEW YORK, 30 Church St.,

CHICAGO, 208 S. LaSalle St.,

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

A PERMANENT DEPENDABLE EMPLOYEE

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



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

IT saves time and material.

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

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

The Champion Machinery Company

Joliet - - - Illinois

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

Notes of the Macaroni Industry

August Imports and Exports

There has been a steady decline in the quantity and value of the macaroni, spaghetti and noodle imports this year, as evidenced by government figures for August 1926. Total importation of macaroni products was 3,602,483 lbs. valued at \$267,770 for the 8 month period ending Aug. 31, 1926. Of this, 294,094 lbs. reached our ports during August. The value was \$23,603. This is a slight increase over August 1925 which showed 243,796 lbs. imported at a value of \$16,058.

The decline is noted when comparing it with the imports of the 8 month period. During the first 8 months of 1925 the imports totaled 4,296,629 lbs. worth \$297,409.

The export business is likewise declining. So far this year 5,227,788 lbs. were exported up to the end of August, bringing our exporters \$445,540. For the same period last year we exported 5,775,377 lbs. worth \$483,513.

Tariff Interests American Firms
A committee appointed by the Cuban government to study the question of proper tariff on imports is about ready to make recommendations, which if adopted will affect all products within the provisions of the law. According to the September Cuba Foodstuff Record great interest is being shown by the domestic manufacturers of macaroni and vermicelli in connection with the new custom house tariff which has been under study by this special government committee for 2 months.

In answer to numerous inquiries reaching us regarding such tariffs we can say only at this writing that they are not expected to be put into effect for several weeks and we shall in due time publish everything of interest to our readers. In the meantime arrivals continue from normal sources, these having been very light during August as imports recorded through Havana amount only to 788 cases compared with 2790 cases in July. It is reported that local factories are getting ready to introduce such improvements in their plants as may be necessary to supply the finer grades produced by manufacturers in Spain, United States and Italy, the normal sources of supply for many years.

Macaroni At St. Paul Show

Three firms had extra attractive booths at the 11th Annual Food Show of the Retail Grocers Association of St.

Paul, Minn. Almost a hundred grocery products were exhibited at the show, which was given October 26-30 in the municipal auditorium in cooperation with the Pioneer Press-Dispatch management.

The Minnesota Macaroni company of St. Paul displayed its full line of products, the Creamette company of Minneapolis specialized on its "Creamettes," and the Eg-Noos company of Minneapolis exhibited its egg noodles. The show was successful from practically every angle.

Macaroni Maker Dies

A Pagano, senior member of Pagano & Marino of Middletown, Conn., died early in November following a short illness. He was a man of high standing in his home city where he was a business leader for years. Practically all his life was spent in the macaroni manufacturing business, the knowledge of which he first gained in his home in Italy before coming to America. His partner, Mr. Marino, will dispose of the plant equipment and will give his attention to another line of business.

Rossi Builds Annex

The Peter Rossi & Sons firm in Braintree, Ill., has under construction a large addition to its plant that will cost about \$5,000. The building is 40x70 and is of frame with steel pillars and girders. When completed, it will be used as a garage for the fleet of macaroni trucks which handle practically all the output of this company that has been in continued existence in the same city for nearly a half century. Henry D. Rossi and Felix J. Rossi are the principal members of the firm.

Industrial Class Visits Plant

Members of the industrial geography classes of the high school at Cumberland, Md., gained first hand impressions of the macaroni manufacturing business by personal inspection last month of the Cumberland Macaroni Manufacturing company's modern plant. Officials personally guided the students through the plant, explaining every process of manufacture and completing their duty as hosts by serving the students with the finished product, prepared in all its tastiness. Miss Lillian Myers is in charge of the class that will visit practically every industrial plant in that section of Maryland.

Messrs. Ralph Nevy and A. Clemente of the macaroni firm welcomed the students.

Noodle Firm Dissolved

The noodle firm of Martinez y M. Ortiz of Havana, Cuba, has been dissolved for reason not made known. The business is being continued by Sr. Angel Martinez, former manager, who has taken over the assets and liabilities and will conduct the business on an increased scale.

Foreign Trade Opportunity

The U. S. Department of Commerce, in its official bulletin, calls attention to an opportunity for the sale of macaroni products in foreign countries. The prospective purchaser resides in Wellington, N. Z. The department lists the opportunity under Trade Opportunity No. 21,612.

Reserved information may be obtained from the Bureau of Domestic and Foreign Commerce by duly registered American firms and individuals upon written request giving opportunity number. The bureau does not furnish credit ratings or assume responsibility as to the standing of the foreign inquirer.

American manufacturers and exporters of macaroni products in following up trade opportunities submitted by foreign representatives of the U. S. government should not fail to furnish the American consul, commercial attaché or trade commissioner who sent in the report a copy of their letter to the foreign merchant. This practice should work out to distinct advantage of the American exporters, as it will enable consuls and other representatives of the government to follow up the matter personally with the foreign merchant.

Seizes Adulterated Goods

The United States Department of Agriculture in its Service and Regulatory Announcements reports seizure of alimentary pastes that were shipped interstate in violation of the federal food and drugs act. The notice of judgment pursuant to section 4 of the act, is as follows:

74028. Adulteration of spaghetti, egg noodles, hominy, peanuts, and mince meat. U. S. v. g Cases of Spaghetti, et al. Default decree of condemnation, forfeiture, and destruction. (F. & D. Nos. 20602, 20603, 20604, 20605, 20606. I. S. Nos.

November 15, 1926

THE MACARONI JOURNAL

35

IANIERI'S

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

SAVE SPACE and LABOR

Economize and increase your daily
production without enlarging
your factory

Write today to:

JOHN IANIERI COMPANY

553 NORTH 63rd STREET
PHILADELPHIA, PA.



USE

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

SAVE

Power
Waste of Dough
Time in Cleaning
Give Better Service

A trial will prove the superiority.

Frederick Penza & Co.

788 Union St.

Brooklyn, N. Y.



Make it Safe for
Humpty Dumpty

*Humpty Dumpty sat on a wall
Humpty Dumpty had a great fall
All the king's horses and all the
king's men
Could not put Humpty together
again.*

AND it might be that the king
flew into a terrible rage be-
cause he had no egg for break-
fast. But if he was a wise king
he saved his wrath and made sure
that in the future Humpty was
protected.

That is what the wise shipper
does today. He knows broken
merchandise is an irreparable
loss. He knows repeated dam-
age peevs his customers. And
he knows such things spoil prof-
its and business.

Anderson-Tully macaroni boxes
are built for the shipper who in-
sists that his shipments arrive in
perfect condition. They eliminate
the losses from unnecessary dam-
age. We can prove that they are
cheapest in the long run. Let us
quote you.

ANDERSON-TULLY CO.

Good Wood Boxes

Memphis

4337-x, 4338-x, 4339-x, 4340-x, 4341-x. S. Nos. C-4861, C-4861-a, C-4861-b, C-4861-c, C-4861-d.)

On November 12, 1925, the United States attorney for the Eastern District of Missouri, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel praying the seizure and condemnation of 9 cases of spaghetti, 4 cases of egg noodles, 2 cases of hominy, 20 cases of peanuts, and 2 cases of mincemeat, remaining in the original unbroken packages at St. Louis, Mo., alleging that the articles had been shipped by the Renfro Supply Co., Williamsburg, Ky., on or about Oct. 1, 1925, and transported from the state of Kentucky into the state of Missouri, and charging adulteration in violation of the food and drugs act.

Adulteration of the articles was alleged in the libel for the reason that they consisted in whole or in part of filthy, decomposed, and putrid vegetable substances.

On Jan. 9, 1926, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the products be destroyed by the United States marshal.

R. W. DUNLAP,
Acting Secretary of Agriculture.

\$1000 Recipe Prizes

Through the newspapers and the magazines of the country there has been offered \$1000 in prizes for acceptable recipes. For the best recipe the prize is \$500. To the second goes \$100; to the third \$50, and so on down the line.

No, this is not for a macaroni recipe, though it might well be. It is being offered by the Associated Salmon Packers from their headquarters at Seattle, Wash. To be considered in the prize contest, recipes must require the use of salmon, "The King of Food Fish," as the principal ingredient. This food is recommended because it is high in protein or muscle and tissue building and because it costs much less than other foods that are not nearly so nutritious. For the new meal is recommended a tempting dish of salmon and macaroni, a satisfying dish which can be prepared at a total cost of about 35c and sufficient to feed about 4 persons.

A table of comparative food values is included in the advertisements in which macaroni is given a rating of 13.40% of protein. Naturally the advertiser places salmon at the head of the list. Through the usual practice of adding cheese to macaroni the protein percentage of the latter is greatly increased.

The salmon packers are to be congratulated on their advertising campaign through which they have created considerable new interest in their prod-

ucts, distributed thousands of booklets and in other ways helped to concentrate the attention of the housewives to this fish food.

Noodle Making in Japan

Over 40% of the total monthly consumption of wheat flour in Nagoya, Japan, is in the form of noodles according to figures from H. T. Goodier, the American consul at that port. The Japanese are rice eaters but wheat flour is annually coming into greater favor with these people. Japan grows considerable wheat and has several large mills at suitable distributing points on the seaboard. The figures covering the monthly consumption of wheat flour in the Nagoya district are as follows:

Use	Consumption
Noodle making	35,000 bags
Cake making	20,000 "
Bread making	10,000 "
Starch making	10,000 "
All other purposes	10,000 "
	85,000 bags

MACARONI IN FINLAND

Import of American Product Declines—However Market Is Consistent, Held by Few Old Firms in Trade.

Finland, a country that was formerly a part of Russia, annually consumes millions of bushels of durum wheat, a large portion of which is exported from this country. Though the country is essentially agricultural, 65% of the population being engaged directly or indirectly in farming, it has been for years a heavy importer of grains, as well as of grain preparations, says Edward G. Montgomery, chief of the food-stuff division, Chamber of Commerce of the United States.

A table which compares the 1913 imports with those of recent years shows that the importation of American made macaroni is now considerably below normal. The 1913 imports of this food-stuff totaled 213 tons. Macaroni import reached its greatest height in 1913 when the total was 438 tons. In 1924 it had fallen off to 127 tons, while last year it registered a little improvement with a total of 170 tons.

Finland is essentially a rye bread country with Russia supplying the greater portion of this grain. It is also a good durum flour market and the established reputation of certain Amer-

ican brands of this flour makes their position in that market very strong.

A considerable proportion of the imports of wheat flour into Finland represents durum wheat semolina, the bulk of the consumption of this flour being for household purposes and to a lesser extent for bread making. The medium grist durum wheat semolina is not used, No. 3 semolina forming the largest percentage of the demand for this class of flour. The coarse semolina, No. 1, is imported in considerably less volume than No. 3 and is utilized chiefly for milk puddings and in pastry making. Estimate of the precise extent to which durum wheat semolina enters into Finland's wheat flour trade is difficult but at any rate indications are that the demand for durum is gradually falling off in favor of hard spring wheat fine and granular flours.

A superficial survey would indicate that the exportation of American macaroni products to Finland will not be greatly increased immediately, though there is a regular, consistent market for these products in that country, controlled, however, by a few firms that have long been associated with this trade.

Better Cost Accounting

Progress waits for no man, industry or business—only those who can qualify to the public in giving it what it wants, in quality and at the lowest cost, receive the largest volume of business.

The new competition is eliminating many old, established lines and making over many others in the strife for public favor.

In determining these changes cost accounting is the important measuring stick—it shows the executive how many dollars he must recover before profits can accrue—it restrains price cutting tendencies on the sound basis of knowledge of the line separating profit from loss.

Cost accounting is the tool of both management and workers when rightly designed and used—profitable to both.

WHAT'S IN A NAME?

He had ordered some chicken soup in a restaurant, and having tasted it, said to the waiter:

"What is this you have brought me?"
"Deed, sah, dat's chicken soup," was the reply.

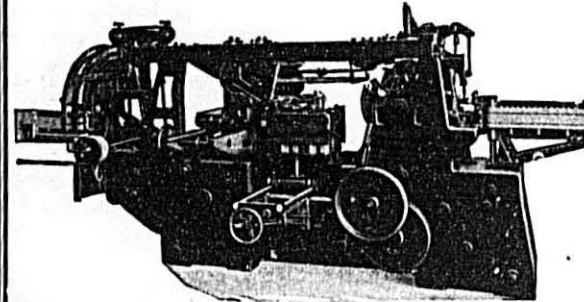
"Well, there is no chicken in it."
"No, sah; dere ain't no dog in dog biscuits, neither."—Maple Leaflet.

Meets Every Requirement of "The Ideal Container"

The Stokes & Smith
Tight Wrapped Package



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



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

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

STOKES & SMITH COMPANY
Summerdale Avenue and Roosevelt Boulevard
PHILADELPHIA, U. S. A.
British Offices: 23 Goswell Road, E. C. 1, London

DRYERS

That will dry your macaroni
perfectly

Stop all the waste—acidity—
cracked and moulded goods

Save labor 75%

USING

BAROZZI DRYING SYSTEM

616-620 Clinton Street HOBOKEN, N. J.
New York City District

Make money and better macaroni

The House of Perfection Always at Your Service

Where Others Have Failed,
We Have Succeeded.



Why not deal with a reliable house?

**INTERNATIONAL
MACARONI MOULDS CO.**

317 Third Ave. Brooklyn, N. Y.

The Macaroni Journal

Trade Mark Registered U. S. Patent Office
(Successor to the Old Journal—Founded by Fred Decker
of Cleveland, O., in 1903.)

A Publication to Advance the American Macaroni Industry.
Published Monthly by the National Macaroni Manufacturers Association.
Edited by the Secretary, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE
HENRY MUELLER, JAS. T. WILLIAMS
M. J. DONNA, Editor

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

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

Vol. VIII November 15, 1926 No. 7

"SERVES HIM RIGHT"

Western Baker Gets Severe Sentence Because of Dirty Condition of His Shop—Trade Paper Applauds Fine.

Extreme measures must be applied to extreme cases. This happens to be a baker, but the same penalty should be inflicted on the macaroni maker, the grocer or any other manufacturer or handler of human food who would countenance the same conditions in his place of business. We agree with the editor of the Bakers Weekly that, for the good of the whole industry, it served this particular baker right to be treated as he was. We copy:

Baker out west was sentenced to jail for 60 days and fined \$100 and costs after inspectors had discovered that for 60 days he had neglected to clean up his shop, permitting all sorts of dirt and rubbish to accumulate on his premises where spotless cleanliness should be the rule. Before sentence was passed this disreputable member of the trade pleaded very hard with the judge for leniency, protesting that it would ruin his business if he were sent to jail. The judge, however, evidently concluded that it were better for this particular baker to lose his business than that the people who unwittingly, perhaps, patronize him should have their health endangered by the conditions existing in his particular shop. As a rule we are pretty soft hearted, but we can not bring ourselves to feel the slightest sympathy toward a so-called

baker who permits his bakery to be turned into a pig sty, and we believe that other bakers will readily agree with us that the industry is much better off without than with him. If after he has served his jail sentence he should have the courage to start another bakery, we trust that this experience will have taught him the lesson that a place where bread and other bakery goods are manufactured may not be kept other than strictly clean and sanitary.

Worthy of Solid Support

Though situated in the extreme northwest section of the country and out of touch with the greater portion of the macaroni manufacturing industry in this country, F. A. Ghiglione, leading member of A. F. Ghiglione & Sons, Inc., is actively interested in the work of the National Macaroni Manufacturers association, of which the firm has been a member for years.

In commenting on the good accomplished by this trade organization and particularly with reference to the recent New York meeting, Mr. Ghiglione in expressing his regrets over his inability to be present offered his fullest cooperation and stated:

"We believe that the members of our association generally realize the importance of a strong, active association. They also appreciate that it costs money to conduct the organization and its far-reaching activities; that there is no favoritism shown and that the work being done by the association is for the general good. Manufacturers should not hesitate to do their part in encouraging the National association by supporting it morally and financially."

Out of the northwest come words of wisdom. They should strengthen the doubtful, encourage those who have for any reason withheld support to change their attitude, and bring the indifferent member to a realization of what a trade association can do if it has the proper backing of an enthused industry.

Publicity Promotes Prosperity

For prosperity—advertise. That is the advice of the head officer of the world's greatest business institution, Hon. Calvin Coolidge, president of the United States of America, in his address at the banquet of the American Association of Advertising Agencies the evening of Oct. 27, 1926, in Washington, D. C.

The progressive macaroni manufacturers have long realized that their business existence vitally depends on the good

will it can establish in the trade through the proper kind of publicity. Others should profit by their example and will probably now do so since the value of advertising a business has been so strongly advocated by so great an authority as the President of our country. We quote:

"Of all our economic life the element on which we are inclined to place too low an estimate is advertising," the President said.

"It requires huge investments of capital, employment of an enormous number of persons, broad use of the printing and paper trades, and the utmost skill in management. Its turnover runs into the hundreds of millions each year.

"The part it plays in production and trade is that of education. It is the most potent influence in changing modes of life, affecting the diet, apparel, work and play of the nation.

"Formerly it was an axiom that competition was the life of trade. Today it seems more appropriate to say advertising is the life of trade.

"You have seen innumerable concerns fall through lack of advertising and innumerable others make a success through publicity.

"Under its stimulation the country has gone from hand methods, slow and laborious with high unit costs and low wages, to the present great factory system and its mass production with low unit costs and high wages. Mass demand has been created almost entirely through advertising."

WANT ADVERTISEMENTS

Five cents per word each insertion.

FOR SALE

A fully equipped and well established Macaroni Factory doing a nice local business with practically no selling expense. No local competition. Business one-third package and two-thirds bulk goods. Owner engaged in other business and cannot attend to both. Splendid opportunity. Address Box 401, c/o Macaroni Journal, P. O. Drawer No. 1, Braidwood, Ill.

WANTED—A 7 1/2 inch dough kneader in good condition. A. F. Ghiglione & Sons, Inc., Seattle, Washington.

HAVE FOR SALE—1 W. & P. 1 1/2 inch screw press, 1 bbl. Champion Mixer, 1 bbl. Cavagnaro Kneader and 1 Dough Brake 40 inch. Peter Rossi & Sons, Braidwood, Ill.

Plant equipment for sale owing to partner's death. Ten-inch double cylinder hydraulic press; mixer and kneader, 10 h.p. motor, 3 fans, 18 dies, 5000 sticks and other equipment. Pagano & Marino, 59 Court St., Middletown, Conn.

A. ROSSI & CO.

Macaroni Machinery Manufacturer

Macaroni Drying Machines
That Fool The Weather

387 Broadway - San Francisco, Calif.

Sacrifice Sale

Entire, fully-equipped plant can be bought reasonable.

OR

Will sell machines and equipment as follows:

Walton Upright Screw Press—13 1/2 inches, with double cylinder and 18 moulds.....	\$775.00
Walton Horizontal Screw Press—10 inches, with 8 moulds	500.00
Cevasco, Cavagnaro & Ambrette Half-barrel Kneader	275.00
Cavagnaro Dough Mixer—1/2 bbl.....	125.00
One 15 h. p. A. C. Motor—3 phase.....	175.00
Five Sicignano Fans with 3/4 h. p. A. C. Motors	125.00
1-48 inch Blower and Short-cut Macaroni Box, with 24 drawers.....	125.00
1000 Macaroni Sticks.....	20.00
50 Drying Trays	12.50

Pulleys, shafting, belting, etc.

All prices—F.O.B. Brooklyn, N. Y.

Address "F. M." c/o Macaroni Journal
Braidwood, Ill.

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"

JOE LOWE CO. INC.

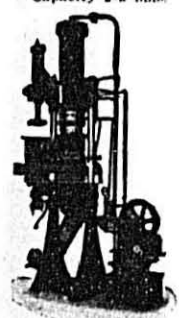
3617 South Ashland Ave. Chicago, Ill. Bush Terminal Bldg. 8 Brooklyn, N. Y. 7 Lombard St. Baltimore, Md. 1100 Mateo St. Los Angeles, Cal.



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

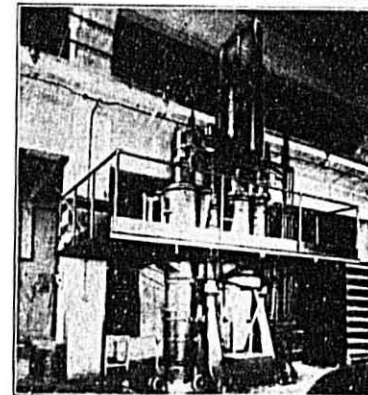


91-inch Kneader. Capacity 2-3 bbls.



Inside Packed Vertical Press.

ELMES HYDRAULIC MACARONI MACHINERY



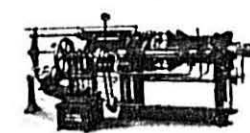
LARGE VERTICAL ELMES' PRESS 480 LBS. FLOUR PER CHARGE. DOUGH CYLINDERS LOADED FROM BELOW BY PORTABLE TRUCK OVER HYDRAULIC RAM



Inside Packed Short-cut Press for Accumulator System.



Die Washer.



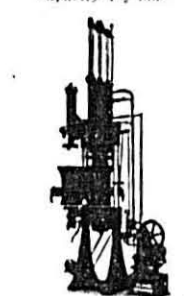
Outside Packed Short-cut Press and Pump.



1 1/2 bbl. Mixer Hydraulically Tilted.



5-6 ft. Kneader. Capacity 1 1/2 bbls.



Outside Packed Vertical Press.

SOLD WITH THE ELMES GUARANTEE—FIRST CLASS MATERIAL AND WORKMANSHIP
CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, U. S. A.

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

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WITH THE SECRETARY

12 Good Examples

Some of the leading firms of the country have set an example that other macaroni manufacturers might well follow. Since the convention they have voluntarily tendered their applications for membership in the National Macaroni Manufacturers association and have evinced a deep interest in the work of this progressive body. Among those that are warmly welcomed to the fold are the following:

Atlantic Macaroni Co.....	Long Island City
Barozzi Drying Machine Corp.....	North Bergen, N. J.
Campanella & Favaro Macaroni Co.....	Jersey City, N. J.
Carrier Engineering Corp.....	Newark, N. J.
De Martini Macaroni Co.....	Brooklyn, N. Y.
Golden Crown Macaroni Co.....	Trinidad, Colo.
Independent Macaroni Co., Inc.....	Mt. Vernon, N. Y.
Lino & Glaviano.....	Jersey City, N. J.
Naples Macaroni Co.....	Brooklyn, N. Y.
Prince Macaroni Mfg. Co.....	Boston, Mass.
Ronzoni Macaroni Co., Inc.....	Long Island City
Savoia Macaroni Mfg. Co.....	Brooklyn, N. Y.

They have shown you the way, Mr. Non-Member. Who'll be the next Volunteer!

Prices and Quality

What effect will the present high semolina prices have on the quality of American macaroni? The millers of hard wheats other than durum are at present making a strong bid for our semolina business on a price basis. The new high premiums on good durum wheat—a short crop—encourages this activity.

Small Firms Decreasing

Present conditions apparently are not healthful for the small, poorly financed and haphazardly managed plants, and every month word is received of their going out of business. This is a welcome trend because as a general rule these firms are not easily supervised by the authorities whose duty it is to enforce the food laws. Some of them are going out of the business entirely while others are amalgamating and establishing more reliable business organizations. There is still possible much improvement along this line.

Call a macaroni man a "Bird" and he'll smile; call him a "Cuckoo" and he'll fight.

Minneapolis Calls

Next June the macaroni manufacturers will meet in the city of Minneapolis. This is in the great durum wheat producing section of our country and one of the chief attractions will be a personal inspection of the leading durum mills. Few, if any, macaroni men can afford to miss this opportunity for first hand information about so important a raw material.

A Macaroni Prophecy

Days are growing shorter, macaroni demands are growing stronger, and prices are stiffening. Every macaroni press in the country should hum with profitable activity during the fall and winter. We said and mean profitable. The manufacturers can make it so.

Spaghetti Galore

Spaghetti houses in New York city feed thousands of pounds of spaghetti to thousands of patrons daily. More spaghetti houses, more consumers, and a welcomed increased consumption. Encourage the opening of Spaghetti Houses in every large city in the country.

Uniform Semolina Contract

America's leading position as a macaroni manufacturing country is entirely due to the high quality of raw materials generally used in making these products. Great uniformity of quality would probably result from the adoption of uniform contracting for the purchase of semolina. The bakers, cracker makers and other flour users have long used a uniform flour contract and there is a general feeling that our interest could profit by something of this kind. The views of the leaders in the industry would be interesting. Let's have yours.

Macaroni Styles

While the general tendency in the plants catering to the American trade is to reduce the number of styles of macaroni, the Italian consumer will continue to demand the one hundred or more shapes to which he has been accustomed. Plants catering to the latter trade will continue to manufacture the full line, notwithstanding recent newspaper stories to the contrary.

Manufacturers will wisely produce the shapes and kinds demanded by their particular trade.

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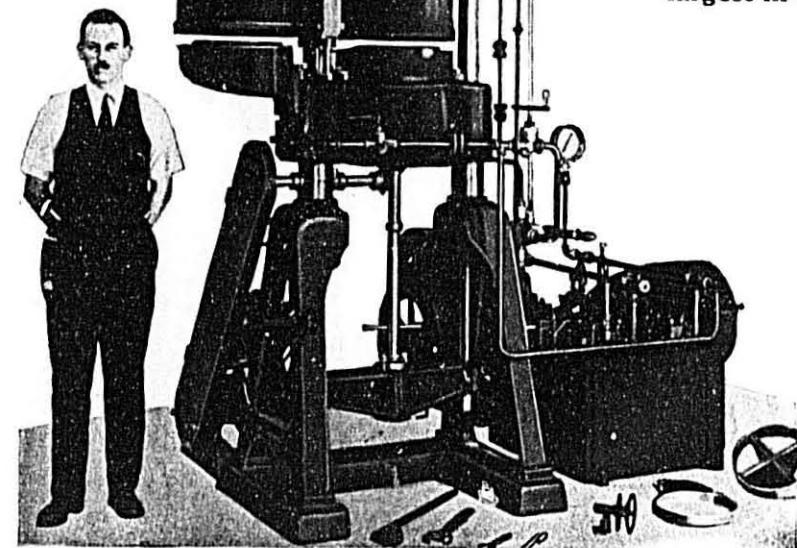
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