

**THE
MACARONI
JOURNAL**

**Volume XVII
Number 8**

**December 15,
1935**

The Macaroni Journal



Minneapolis, Minn.

DECEMBER 15, 1935

Vol. XVII No. 8



The Ultimate Object

—of every trade association is to promote Industry GOOD WILL, so

—in harmony with the Holiday Spirit the National Macaroni Manufacturers Association takes pleasure in wishing all manufacturers and allies

A Merry Christmas
and
A Better New Year



A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

AGAIN Rossotti Window Cartons SPEED UP SALES

More and more manufacturers and private brand distributors of Egg Noodles and macaroni products are switching to Rossotti window cartons. Sometimes they start out by repackaging a single item. The quick increase in sales soon proves that it's mighty good business to adopt these better packages for the entire line!

Rossotti cartons with windows that stay put, *show* your quality to the trade and consumers. There's lots of room for your brand name, trademark, sales story and recipes. They stack easily on counters and in windows, making effective displays. Breakage and returned goods are reduced to a minimum. Sealed with high speed machinery. Easy to pack and ship. Call in a ROSSOTTI FIELD MAN, or write. He is a packaging expert and can lend you valuable aid.



ROSSOTTI LITHOGRAPHING CO., INC.

MAIN OFFICE AND PLANT ★ 121 VARICK STREET, NEW YORK, N. Y.

CHICAGO 612 N. Michigan Ave. Superior 1083	BOSTON 131 State Street Hubbard 5785	PHILADELPHIA 1814 Orthodox Street Jefferson 6243	PITTSBURGH 423 Kingboro St. Everglade 1102	LOS ANGELES 443 So. San Mutual 5
--	--	--	--	--

PACKAGING HEADQUARTERS FOR THE FOOD TRADE



NMMA Service to Industry

Cooperative Activities Promoted by the National Macaroni Manufacturers Association for the Individual Benefit of its Members and the General Welfare of the Macaroni Industry

Honest manufacturers who are seriously concerned in the aims and purposes of the National Macaroni Manufacturers Association, a voluntary organization of manufacturers and allied interested in promoting the welfare of the Macaroni Industry, and some others who ask the question merely as an excuse for longer withholding the support that all manufacturers should feel duty bound to extend to this national trade body, frequently ask, "What is the National Association doing for our Industry?"

Preferring to believe that the motive behind the inquiry is serious, the secretary of the National Macaroni Manufacturers Association has prepared a list of at least a dozen worthy activities, regularly sponsored by the volunteer group, activities that no one individual member of the trade could be expected to sponsor for the trade's general good. Here are a dozen good things which are being done for the general betterment of the macaroni trade by the industry's leading trade association:

1. It serves as the national organization through which the industry's national and sectional problems can be studied and handled.
2. It maintains national headquarters for year around action.
3. It publishes an official organ, THE MACARONI JOURNAL, the only known trade paper in the world exclusively devoted to the promotion of the macaroni manufacturing business.
4. It maintains a Washington office whose chief executive (1) Keeps in constant, friendly contact with all government agencies and bureaus, (2) Studies all legislation and proposed changes therein, advising members of the probable effect on their business, (3) Makes an analysis of raw materials and finished products, and (4) Advises on labeling regulations and other food laws.
5. Through its efficient clipping bureau it keeps a careful watch on all macaroni publicity, favorable and unfavorable, fighting the latter as vigorously as its limited financial means permit.
6. It has adopted for general use by the trade a Uniform Cost and Accounting System, encourages its use in large or small plants for which it is adapted, distributes manuals of instructions and supplies users of the system with suitable accounting forms at very reasonable prices.
7. It acts as a Bureau of Information, not only to its members but to all manufacturers, allied tradesmen, distributors, schools, government and foreign agencies, advertising and publicity firms.
8. It keeps in constant touch with the editors of the Women's Pages in the country's leading newspapers and magazines.
9. It is the clearing house for questionnaires on matters pertaining to industry affairs as well as in matters from foreign sources interested in our business.
10. It maintains a Macaroni Patent and Trade Mark Department, giving its members valuable service in the way of exhaustive searches of the records and advice on proper registration procedure.
11. It compiles and distributes limited statistical facts and figures.
12. It sponsors an annual convention of the members of the industry and of the allied; also other national gatherings and sectional conferences throughout the year, all for the purpose of promoting general industry good will, a more friendly feeling between manufacturers, allied tradesmen, distributors and government officials, individually and collectively.

Macaroni Publicity Test

People are generally interested in stories about the food they eat and newspapers are ever ready to give their readers all possible information about their foods. Seeking to measure, if that is possible, the value of such controlled publicity for macaroni products, the National Macaroni Manufacturers Association through its secretary is making a test. As a news release a recipe for macaroni as the ideal stuffing for the holiday bird—turkey, chicken, goose or duck, has been distributed nationwide. Manufacturers have been advised of this release and are asked to watch their favorite newspapers to determine and report the extent to which the news story is made use of in the food pages.

The release is well presented and treats of a variety of foods that are of general interest. Mats are available free

for such papers as desire to use the splendid illustration that tops the release. "Mary" Christmas, the wife of Santa Claus, is shown in the act of dispensing Christmas cheer in the form of appetizing foods. She is saying—

"We hear a lot about 'Merry' Christmas and about old Santa, but how about 'Mary' Christmas for a change? Her pack is not filled with drums and dolls, but with things to eat—holiday goodies, new and delicious.

It is she who suggests such tasties as hors d'oeuvres of pickles and asparagus, a novel cocktail and a macaroni stuffing for the fowl. Even the most expert roaster of turkey and baker of pie will appreciate the following recipe for holiday "specials."

There is a macaroni stuffing for that holiday turkey. To most of you it is

something new. It takes only a few minutes to make but *Oh, how tasty!*

Macaroni Stuffing

- 1 pound elbow or short-cut macaroni
- 4 eggs
- 3 teaspoons paprika
- 1 clove garlic
- 6 tablespoons shortening
- 1 or 2 onions, chopped fine
- 1 teaspoon salt
- 1 teaspoon poultry dressing

Cook macaroni about 6 to 8 minutes in 4 quarts boiling water, adding 3 teaspoons salt and 2 tablespoons shortening. Drain macaroni and add melted shortening. Then add eggs, onions, and seasoning. Stuff mixture into turkey, not too tight.

This macaroni stuffing is not compact and heavy as are most stuffings, but has a very desirable lightness. It is easily digested, most nutritious, supplying a great deal of carbohydrate, a large amount of mineral matter and some valuable protein.



QUALITY
IS
SUPREME

IN
TWO STAR

★ ★ MINNEAPOLIS MILLING CO. ★ ★

MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume XVI

DECEMBER 15, 1935

Number 8

Our Business Is Our First Concern

The Year 1935 is rapidly drawing to a close. Macaroni-noodle manufacturers will soon be busy taking inventory. The inventory in which they will be most concerned is not that of the value of their plant, its equipment or the quantity of the raw materials and finished products in stock, but the color of their balance footings. In their book balancing they will measure their profitable deals throughout the year against their losing transactions to determine whether their final balances will be red or black.

The Year 1935 will long be remembered as the one during which another noble experiment was brought to an abrupt, though not wholly unexpected close—an attempt to regulate business in the guise of regulations supposedly of business' own choosing. The Code era referred to ended last May, but the era of business indecision remains.

Business clubs, trade associations and independent commercial leaders in practically every line of production and distribution have given weeks and months of study and thought as to the next step to be taken toward natural, permanent recovery. They have been and still are seeking ways and means to bring order out of misunderstanding, to reestablish faith in one's own ability to manage his own business the best way—his own way. Much has been done by macaroni-noodle manufacturers toward that end. They are very generally of the opinion that they are quite capable of managing their own and their industry's affairs without much outside help. After all, it is their business—so why shouldn't they feel that way!

A statement from a recent issue of the *Kiplinger Washington Letter* is quoted below to indicate the general trend of the thinking among advisers and business leaders who have given and are giving the business situation so much deserved thought. It is a statement which every business man, and surely all macaroni manufacturers, should consider fully. It reads:

To whatever extent business does not try to wrestle with its own problems through its own Association, to that extent business invites government regulation.

The statement is clear, concise and to the point. But let's elaborate on it just a little so that no one in the macaroni trade can escape its significance, misunderstand its meaning to them and to their fellow manufacturers. First, what is the next step—self help or additional attempts at outside interference?

The macaroni trade is quite generally satisfied with its experiences under Codes, particularly the Macaroni Code from which so much was expected when first proposed and promulgated. Though it was given the faithful support of the better element in the trade, and while most of the manufacturer "stuck till it hurt," the failure on the part of government officials to fully enforce its provisions caused it to fail as the promised "sure cure."

The horde of "chiselers," "unscrupulous price cutters," "quality robbers" and "faith destroyers" may have always existed in the trade, and many may still remain with us, but it took the recovery program to bring them out into the open, to bring out their nefarious acts into the light. They consisted of a group who dared to oppose and violate all code provisions, while the honest manufacturer suffered and paid the cost.

The macaroni manufacturing business is at the crossroads and will choose the road to self regulation through its own trade association. There will always be problems with which the Industry must wrestle, but who is more capable of solving those problems than the manufacturers themselves?

In group meetings under their trade association leadership they can talk over their problems frankly and honestly, and choose for themselves their course of individual and cooperative action. Of course the member firms of any trade association should not and cannot expect to get any more out of their organization than each put into it. The trade association, specifically the National Macaroni Manufacturers Association in the macaroni industry, is your concern. It can be and will be just what its members will it to be.

The National Macaroni Manufacturers Association is not and never was intended to be a "cure all" for the trade's many ills, but it can be used easily and willingly, for general trade betterment. It has exactly the proper setup to receive ideas and suggestions from the rank and file, and to put them into effect in a way that is most beneficial.

After a study of the balances shown in the 1935 inventory manufacturers will be more ready and better able to decide on the course that individuals and the industry should follow to insure improvement in their business during 1936. The facilities of the trade association are at the service of its members and of every progressive manufacturer who should be a member of his trade organization.

Just as the macaroni manufacturing business is your business, the National Macaroni Manufacturers Association should be your concern. Any help that you give toward strengthening your trade association, will aid in the restoration of the macaroni business improvement for which all are hopeful under the new order of things.

Paraphrasing the significant statement previously referred to: "To whatever extent the macaroni-noodle manufacturers wrestle with their industry's problems, just to that extent will they aid in determining the cooperative path to better times for the whole trade."



The NMMA Washington Office

Director

BENJAMIN R. JACOBS

handles the many services of the National Association Creditably

Most of the country's leading manufacturers of macaroni products have long realized and have learned to fully appreciate the many valued services rendered the members of the industry through the Washington office of the National Macaroni Manufacturers association. However the facilities of that office have been developed to such a degree that they could easily accommodate many who have heretofore failed to recognize the availability and the value of these services.

Are you experiencing some trouble with your macaroni making formula? Are your labels in accordance with all legal requirements? Are your raw materials and finished products up to legal standards? If troubled with any such problems, then, just write Benjamin R. (Doc) Jacobs, ("Jake" to his friends), director of the Washington office of the industry's national trade organization and your troubles will be given his courteous and learned attention.

This director is very busy serving the trade as a whole and individuals as well. He is in daily and favorable contact with executives of the various government agencies, bureaus and departments most interested in macaroni making and selling, principally from the consumer's standpoint. He makes numerous analyses of semolina, farina, flour, eggs and other ingredients, advises on laws pertaining to labeling and is otherwise busy the livelong day serving a most exacting trade. To illustrate, here are a few of the activities of that office, selected from many supervised during the last few weeks:

1. A suspicious sample of noodles made by a middle west manufacturer was submitted for analysis, found to be artificially colored with "tartrazine," the case submitted to the state chemist with recommendation that immediate action be taken to properly punish the violator.

2. An eastern manufacturer found some competitive noodles that appeared to be "off color." On examination they were found to contain only 2.8% of egg solids instead of 5.5%. In addition it was discovered that the label on the package failed to bear the required net weight statement. This case was referred to the director of the Bureau of Food and Chemistry of the state wherein the violator manufactured and sold the inferior, improperly labeled product.
3. An interested member of the industry wrote to ascertain what might be the government officials' attitude toward macaroni products manufactured from the 1935 durum wheat crop that contain more than the normal quantity of ash. "Ash in wheat products is certainly a measure of the amount of of-fal present," wrote adviser Jacobs, "and it is the best single factor which we have for determining the purity of the product." He further advised that he was taking up the question with the Federal Specifications Board to protect the interests of macaroni makers.
4. Another midwestern manufacturer writes to inquire as to the legality of "lecithin" as a noodle ingredient. He was advised that it "is not permitted in noodles as an egg substitute."

5. A distributor wanted to know the accepted method to be used in determining moisture in spaghetti. He was accommodated.
6. A charter member of the National association inquired as to costs of analysis of products submitted; also as to the laboratory's rules governing submittal of such samples. Mr. Jacobs replied that samples submitted in aid of law enforcement are analyzed without cost to the individual or firm, suggesting that all such samples be sent in the original container bearing all labels put on by manufacturer and distributor. Further, that it be accompanied by such information as the name and address of the dealer from whom the product was purchased, the character of the violation suspected, etc.
7. Another wanted to know if the use of "amber colored" transparent wrappers for egg noodles is illegal. Writer was told that it was and still is considered a deceptive practice since "it gives them the appearance of being better than they really are."
8. Other matters on which opinions were expressed and advice given the past few weeks deal with, a—the constitutionality of the processing tax laws, b—possibilities of refunds of processing tax in case it was declared unconstitutional, c—refund of such tax on floor stocks in the same event, d—the use of "sugared eggs" in noodles, e—the use of a "white powder," (name not given) in the same products.

Mr. Jacobs is doing some splendid work which the whole industry should appreciate. Proper appreciation would be full and free support of the National association that is financing this valuable undertaking.

National Cheese Week

Macaroni manufacturers cooperated advantageously in the celebration of National Cheese Week which was sponsored by the domestic cheese manufacturing interests last month. Retailers were liberally supplied with counter and window displays recommending the serving of cheese with different kinds of macaroni products. While thus encouraging the increased use of cheese, their action promoted more frequent serving of macaroni products in that delicious combination.

President Franklin D. Roosevelt

helped to promote cheese week indirectly. During that national week the gates of the White House were opened to admit six white horses drawing a float built to resemble the original Santa Claus sleigh, with high rounded dashboard, and enormous raised seat and plenty of carriage space. On the float was borne a large, specially made cheese, weighing 1250 pounds, and five beautiful girls in costumes of the early periods.

The whole float was fashioned in heroic proportions on the style of the sleigh which bore a great cheese to Thomas Jefferson from Massachusetts in 1802.

The President received the representatives of the dairy industry, and accepted the gift,—luscious, nippy cheese. In turn he presented it to the Community Chest, which arranged to distribute the cheese to charitable and relief organizations throughout the Capital. Evidently a great number of poor and needy families had their portion of the White House gift, and thus did their part in a somewhat tardy celebration of National Cheese Week.

This was a splendid bit of publicity which all cheesemakers should appreciate, as should the many interests likewise benefited.

Play Safe! Your Reputation for Quality BEGINS in a sack of Semolina



Industry's Midyear Meeting Planned

Plans are being completed for a mid-year meeting of the members of the Macaroni Industry to be held in Chicago, Ill. the week of the Canners and Grocers conventions. For years it has been a practice for macaroni manufacturers to confer with food brokers, wholesalers and retailers who come from every section of the country in what is unquestionably the largest gathering of food manufacturers and distributors of the year, and because of the presence of so many macaroni makers it has been found both practical and profitable to hold a one day meeting of these representatives of this industry.

There has been little in the way of united activity among macaroni-noodle manufacturers since the code "blow up" last spring, except for the annual convention of the National Macaroni Manufacturers association last June in Brooklyn, N. Y. It was thought best to let things find their own level for awhile, but of late there has been quite an insistent demand that leaders in the industry again take a hand in trying to steer a general course of action that will be generally beneficial to the trade.

Changing conditions and new or proposed legislation makes it neces-

sary for manufacturers to confer on matters of common interest. The proponents rightly argue that nothing but good can come out of a friendly conference where the interests of the trade are foremost and individual opinions and ambitions very much in the background.

That was the conclusion of a group of leading manufacturers that conferred with President Louis S. Vagnino of the National Macaroni Manufacturers association in Chicago early in December, and in which the national organization was asked to sponsor such a gathering in connection with the convention of the grocery group. The midyear conference of the macaroni-noodle manufacturers will be held at the Palmer House, Chicago, starting at 10:00 a.m. Tuesday, Jan. 21, 1936. President Vagnino will preside. There will be no set program, the members present being permitted to make their own program by presenting timely questions for discussion and problems for solution.

The midyear meeting as usual will be open to every one in any way interested in promoting the general welfare of the trade and its relations with allied, especially the distributors. In other trades the belief is rapidly grow-

ing that members of an industry can no longer expect to stay at home "attending to their knitting" and later find fault with what a willing group decides should best be done for an industry. Times have changed and are still changing. More than ever are individuals expected to do their part in any movement at trade promotion and it is only in such friendly conferences as the proposed midyear meeting can this be done, quietly and quickly.

No macaroni-noodle manufacturer can afford to miss contacting his broker, his wholesaler or the retailer through whom his products reach the ultimate consumer. These interests will be at the grocery convention during the whole week in which the one day session of the macaroni men is scheduled. Those who have not already planned to be in Chicago that week should do so immediately, knowing that they can confer with fellow manufacturers on common industry problems and at the same time favorably contact the distributing trade.

To repeat, the midyear conference of the members of the Macaroni Industry of the United States will be held at the Palmer House, Chicago, Ill. Jan. 21, 1936, starting at 10 a.m. Make plans now to attend.

Macaroni and Cheese as the Main Part of a Delicious, Satisfying Meal

To insure what she terms "A Perfect Dish" with macaroni and cheese as the basis of a good meal, Miss Bessie Burphy, recognized food expert of the sunny south, stresses three important points that must be religiously adhered to in order to get the best results.

First, one must know how to buy macaroni, or rather the kind to buy. Second, it is quite essential that one knows how to cook it, and third, how to tastily and appealingly serve it. Here are her macaroni recommendations as made to a class of her weekly cooking school:

Do You Know How to Buy and Cook Macaroni?

"Macaroni made from pure durum wheat semolina is a delicious food. It is available in various sizes and shapes and the characteristic appearance of a macaroni gives it the special names which we know—spaghetti—vermicelli, mezzani, fettuce, etc.

"Macaroni products, made with durum wheat have a delicate, nutlike flavor. When purchasing macaroni products select the bright, amber col-

ored varieties rather than the dead white or dark products.

"Macaroni and noodles must be cooked before they are ready to combine with a sauce or other ingredients. For a standard 8-oz. or half pound package of macaroni, use 3 quarts of rapidly boiling, salted water (1 tablespoon salt) in a large kettle. The success of cooking macaroni or noodles is to add them slowly enough to the boiling salted water so that the boiling does not stop. Then lower the heat and keep the water at a simmering boil. Loosen the pieces from the bottom of the sauce pan or kettle, with a fork as they are stirred into the water and as they cook. It is very convenient to place a large colander inside the kettle of boiling water; cook the macaroni in it as directed; then lift out the colander when the macaroni is tender and ready to drain. When colander is used, macaroni will not stick to the bottom of the kettle. The cooking time averages 10 to 15 minutes, depending upon the size. Overcooked macaroni bleaches it; makes it too soft and pasty to be palatable.

"Drain the cooked macaroni or noodles in a colander, rinse quickly with

cold water and drain again. This prevents the pieces sticking together if they are not served immediately.

Perfect Dish of Macaroni and Cheese

"To prepare a perfect dish of macaroni and cheese is simple, but frequently it appears too dry and tasteless or too moist and milky. Often too little cheese is used and the dish has the appearance of 'creamed' macaroni. Select a bright yellow sharp cheese, for piquant flavor is needed in macaroni dishes. Rub the cheese through a coarse strainer or put it through a food chopper. There should be 1 cup of soft rich or full flavored cheese for each 2 cups of medium thick cream sauce. Add the cheese to the cream sauce when it is thick. Cook only long enough to melt the cheese. A stringy or curdled macaroni and cheese dish means that the cheese has been cooked too long or at too high a temperature. Allow one half to two thirds as much cream sauce as there is cooked macaroni. One half cup of buttered bread crumbs is sufficient to cover the top of an average sized casserole dish. Butter the baking dish well, fill it with alternate layers of cooked macaroni and cheese sauce, having sauce for the top layer. Cover with grated cheese, buttered bread crumbs or toasted and buttered-ready-to-eat cereal. Bake until crumbs are browned."

Issues Affecting Business in Coming Supreme Court Decisions

Address by
Gilbert H. Montague
of New York Bar
November 15, 1935
Before Associated Grocery
Manufacturers of America

Never in the 145 years of its history have so many cases affecting business been on their way to argument before the Supreme Court of the United States.

How far does the power of Congress to regulate interstate commerce extend into production and manufacturing?

This question is squarely raised by the agricultural Adjustment Act, and is presented in the Hoosac Mills case which will be argued before the Supreme Court on Dec. 9.

It is also raised in the Bankhead Cotton Control Act, on which the Supreme Court may pass in deciding *Moor v. Texas* and New Orleans railroad and in the litigation just instituted before the Supreme Court by the State of Georgia against Secretary of Treasury Morgenthau and other officials of this administration.

How far does the power of Congress to regulate interstate commerce extend into conditions of employment in production and in manufacturing operations?

This question is sharply raised by the Guffey Coal Act, the Public Utilities Holding Act, the Revised Railroad Pension Act and the Federal Alcohol Control Act.

Litigations presenting this question are already in progress or in contemplation, and under each of these acts one or another phase of this question will undoubtedly come up before the Supreme Court sometime before June 1937.

Price fixing, price reporting and a long list of trade practices and trade association activities were litigated in the monumental record on which in 1933 the federal court in New York issued an injunction decree in favor of the government in its Sherman Act suit against the Sugar Institute.

Argument on the appeal from this injunction decree will be heard by the Supreme Court in the near future, and whichever way the Supreme Court's decision runs it is certain to be a landmark in the law relating to trade practices and trade association activities.

How far does the power of Congress to levy taxes impede the power to influence behavior or prescribe behavior in production and manufacturing?

This is another of the questions that is squarely raised in the Hoosac Mills case which will be argued before the Supreme Court on Dec. 9.

How far can the states regulate the price of articles of food?

This question, as presented by recent New York legislation regarding milk, will soon be argued before the Supreme Court in *Mayflower Farms v. Baldwin*, in which the lower court held that the milk company could not sell milk at a less price than that fixed by the New York Milk Control Administration in towns of one million population or over.

reviewed by the United States Court of Appeals and eventually by the Supreme Court.

There will be presented to the Supreme Court probably before 1937 the constitutionality of one or another of the Fair Trade Acts legalizing resale price maintenance, of which the first was adopted in 1931 in California, and others were in 1935 enacted into law in Oregon, Washington, Iowa, Illinois, Wisconsin, New York, Pennsylvania, New Jersey, and Maryland.

Is the section of these Fair Trade Acts constitutional which purports to authorize a manufacturer or distributor who has initiated a system of resale price contracts to institute suits and obtain injunctions against all persons advertising, offering for sale or selling commodities at less than the price stipulated therefor in such resale price contracts, even though such persons were not parties to such contracts?

On this question sharp differences of opinion have been expressed by several superior courts in California.

A review of one of these decisions is now pending before the Supreme Court of California.

Recently an injunction decree was granted by the Supreme Court for Kings county, New York, under this section of the New York Fair Trade Act.

Other suits involving the same issue are now pending for decision before the New York Supreme Court for New York county and before the New York Supreme Court for Westchester county.

One or another of these New York cases will doubtless be appealed to the Appellate Division and eventually to the Court of Appeals of New York.

On the broad constitutional questions raised by each of these Fair Trade Acts there will probably be an appeal sometime before 1937 to the Supreme Court of the United States, from the highest court of California, or New York, or some other state in which these Fair Trade Acts are now law.

FREEDOM AND GOVERNMENT

The men who wrote the constitution of the United States knew human nature in all of its angles.

They knew that human nature cannot be changed by man.

They knew that inborn in every man is the hope of bettering his condition.

They designed a government that would give all men equal chances to earn their way through life and protect them in doing it.

Freedom to work for a living—energy to provide a surplus over the daily needs—thrift to save it for his family—protection for his savings—can be found under no other government on earth than the government designed by the men who founded ours.

WHO SELLS IT? **BUYER'S GUIDE** WHERE TO BUY IT



Amber Milling Co.
Flour and Semolina
Barozzi Drying Machine Co.
Macaroni Noodle Dryers
Baur Flour Mills Co.
Flour
Capital Flour Mills, Inc.
Flour and Semolina
John J. Cavagnaro
Brakes, Cutters, Dies, Die Cleaners,
Folders, Kneaders, Mixers, Presses and
Pumps
Champion Machinery Co.
Brakes, Flour Blenders, Sifters and
Weighers, Mixers



Responsible Advertisers of Macaroni-Noodle Plant Service, Material, Machinery and other Equipment recommended by the Publishers.

Clermont Machine Co.
Brakes, Cutters, Driers, Folders, Stamp-
ing Machines
Commander Milling Co.
Flour and Semolina
Consolidated Macaroni Machinery Corp.
Brakes, Cutters, Die Cleaners, Driers,
Folders, Kneaders, Mixers, Presses and
Pumps
Creditors Service Trust Co.
Mercantile Collections
Crookston Milling Co.
Flour and Semolina
Duluth-Superior Milling Co.
Flour and Semolina
Charles F. Elmes Engineering Works
Brakes, Cutters, Die Cleaners, Driers,
Folders, Kneaders, Mixers, Presses and
Pumps
King Midas Mill Co.
Flour and Semolina
Frank Lombardi
Dies
F. Maldari & Bros. Inc.
Dies
Midland Chemical Laboratories, Inc.
Insecticides

Minneapolis Milling Co.
Flour and Semolina
National Carton Co.
Cartons
Frederick Penza
Bronze and Copper Dies
Peters Machinery Co.
Packaging Machines
Pillsbury Flour Mills Co.
Flour and Semolina
Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers
The Star Macaroni Dies Mfg. Co.
Dies
Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

Italy Orders Meatless Days

Spaghetti, the Italian National Dish Not Affected by the Economic Measures

The average Italian may be deprived of his meat without serious objection, but the wise Premier Mussolini will not even consider any restrictions on spaghetti consumption, that popular national dish.

Early last month, long before any of the much discussed sanctions of the League of Nations became effective, Fascist Italy put into effect self imposed economies to anticipate the need for such deprivations when these nations restrict their imports.

Under Mussolini's six months edict, meat stores will close every Tuesday and sell no pork, veal or beef on Wednesdays. During that period public dining will be limited to a single meat or fish course in a meal.

The average diet throughout the kingdom did not include, even during the balmy predepression days or the self ordered "sanctions," both fish and meat at the same meal.

Spaghetti and noodles, the old standbys for the middle and the lower class families, were unaffected by the edict. This is due it is stated, to the successful conclusion of Mussolini's "Battle of

the Wheat" whereby Italy has become practically self sustaining so far as its needs for this grain is concerned. Under the governmental supervision farmers are continually experimenting with new grades of wheat and have developed a grade that is well suited for macaroni making.

Boston Noodle Pie With Chicken

A noodle dish that should become more and more popular as it is sampled by patrons of restaurants and hotels, is one that is highly recommended by a contributor to the columns of *Club Management*. It is easily prepared and combines ingredients that are available in any home pantry or from the supply rooms of any purveyor of foods for the masses.

The dish is noodle and chicken, one that has been a favorite in the homes of Americans ever since the founding of the United States. Therefore it is one that you do not have to sell to consumers; merely serve it as suggested and consumers will do the rest. The recipe while reduced to quantities that tends toward profitable serving by restaurants and hotels may be used in serving large parties. The recipe that follows provides sufficient for 25. Individual noodle pies are recommended as the best and most profitable manner for serving this

tasty and satisfying combination of these two foods.

Ingredients for 25 Servings

Chicken, 12 lbs.
Noodles, 3 lbs.
Onions, chopped, 3
Salt, 2 tbs.
Flour, 1/4 cups
Milk, 3 cups

Method

Clean the fowl removing the pin feathers carefully (they give a "dark" flavor) cut it up and cover it with cold water—lots of water, and bring it slowly to the boiling point. Then cook it 3 to 4 hours below boiling—covered. An hour before it is done add the salt and onions. When done take out the fowl, add the flour and milk, mixed, and perfectly smooth—pour it through a sieve.

Break up the chicken meat.

Cook the noodles tender in salted, boiling water, and put one large cupful into each 12 oz. casserole. On the noodles lay 3 tbs. of the chicken and add the gravy.

Cover the casserole with foolproof pie crust, well pricked, and bake in a medium oven till the crust is a good brown.

I use *old cocks*—fresh—for this. They have more fragrance than younger chickens; and I use the foolproof pastry for the tops because it is the best pastry I ever ate.

Ethiopian War Spurs Italian Spaghetti Industry

Sanctions or no sanctions, the Italian soldiers and those left to guard the home firesides, must have their favorite spaghetti. War or no war, the patriotic macaroni makers have pledged to use every facility of their modern plants to see that production will always keep ahead of the demand from the front of the homeland.

That is the determination that permeates the whole industry of Italy according to Ing. Paolo Agnesi of Oneglia, one of the outstanding manufacturers of alimentary paste in that country, when asked by the editor of THE MACARONI JOURNAL to comment on the conditions confronting his trade as a result of what the Italians call their Colonial War.

"In the past," said this renowned spaghetti maker, "the Italian macaroni manufacturer always felt that it was impossible to produce good alimentary paste or 'pasta' without a proper mixture, at least, of Russian wheat (Tangarog) and durum wheat (Amber Durum)."

"Following 'Mussolini's Battle of the Wheat,' we foresaw what is now happening, to wit: that our country would be compelled to do without foreign imports,—Russian wheat. At first we manufacturers were much embarrassed by being compelled to use hard Italian wheat produced in Sicily, Sardegna, in Puglia and in the Roman fields, because

we were not fully acquainted with their proper handling in the macaroni manufacturing process.

"This Italian wheat is of exceptionally good quality, of good weight and a specific gravity of 0.85. The kernel is unusually large, 'cariossidi' as the Italian terms this dimension, almost three times as large as the common American durum. Hence the difficult problem of properly preparing them for macaroni making purposes.

"But the old Italian proverb says that 'Necessity gives the brain the necessary impetus.' Little by little the appropriate technical methods were discovered and developed with the result that the macaroni being produced today with the available Italian wheat and by the ingenuity of the progressive manufacturers certainly is not inferior to the goods produced in the pre-Colonial War days."

If we could only think of objectives with the same liveliness with which we think of objections!

Did you know that lettuce was used for salad by the ancient Greeks and Romans?

As vinegar to the teeth, and as smoke to the eyes, so is the sluggard to them that send him.

A soft answer turneth away wrath; but grievous words stir up anger.

World Wheat Supply Down; Quality Variable

The world supply of wheat outside Russia and China is estimated at 4,339,000 bus. by the Bureau of Agricultural Economics. This is 367,000,000 bus. less than a year ago and 535,000,000 bus. less than the 1928-32 5-year average.

Quality of this year's crop all over the world is variable—"good" in central Europe; "very good" in the British Isles, Scandinavian countries, and northern and central Italy; "not satisfactory" in southern Italy; much of it "unsuitable for milling" in France; "spotted" in Spain; "poor" in the Baltic countries.

The 1935 crops of hard red winter and hard red spring wheat in the Pacific northwest are of "exceptionally high quality but elsewhere in the United States, hard red winter is of lower quality than the 1934 crop and hard red spring of the poorest quality since 1916."

This year's crops of durum and soft red winter wheat in the United States are much below the quality of a year ago but white wheat is "somewhat superior" to the 1934 crop.

Little likelihood is seen of increased European imports from overseas countries this season compared with last. The increase in European requirements this season estimated at 40,000,000 bus., probably will be covered by increased exports from Russia and Danube Basin countries.

HUNDREDS of macaroni manufacturers call Commander Superior Semolina their "quality insurance."

These manufacturers know, after years of experience, that Commander Superior Semolina can be depended upon for color and protein strength day after day, month after month, year after year.

They know Commander Superior Semolina is dependable.

That's why over 75% of our orders are repeat orders from regular customers.



COMMANDER MILLING CO.
Minneapolis, Minnesota

You **COMMAND** the Best When You **DEMAND**



Noodles

By Mack SpagNoodle

The Law and the Profits



As long ago as when Ecclesiastes was written, the Preacher declared, "There is nothing new under the sun," and he has been admitted to be pretty nearly right about it.

There has always been a disposition on the part of man to seek to protect his business and his profits by appeals to legislation—to the law.

The statute books of the colonies were filled with acts intended to control one phase or another of the economic situation. In Massachusetts the butcher and the shoemaker were restrained from tanning hides. The tanner could not engage in butchering or shoemaking. The shoemaker was required to stick to his last.

As long ago as 1621 the Amsterdam Licensed Trading Co. was licensed by the States General of Holland and given exclusive rights to the trade in New Amsterdam for four successive voyages. This was typical of conditions under the four Dutch governors.

When England took over that colony in 1674, it granted New York a monopoly in bolting flour and exporting flour

and sea biscuit. This monopoly lasted until 1794 and gave New York a prestige it never lost.

In 1683 Philip England, a Pennsylvanian, had been granted a monopoly of the right to maintain an inn and ferry at Schuylkill. He maintained his right for about a decade and then a rude interloper named Nathaniel Mullinax crashed in and England complained that although he had spent much money in making landing places and in buying canoes Mullinax was ferrying people at cut prices.

Mullinax defended his actions with the statement that the people "hyred him to ferric them over and he knew no reason why he might not work for his living as well as others," but they jailed him just the same.

Let anyone who thinks the phases of 1934-35 are new phases of manufacture and distribution consider that there is nothing new in any of these so-called modern business methods, but only in their handling.

For the most part, however, a business that must be subsidized to succeed is a business not worth subsidizing. If profits cannot be acquired without special laws to hamper competition, no profits worth while can be acquired anyway.

Paul S. Willis Still AGMA President

Paul S. Willis, president of the Associated Grocery Manufacturers of America the past few years was again elected to that office at the 27th annual convention of that organization last month at the Waldorf-Astoria hotel in New York city.

Among the other officers are: Ralph S. Stubbs of American Sugar Refining company, 1st vice president, Harry R. Drackett of the Drackett company, 2nd vice president, J. P. Spang, Jr. of Swift & Company, 3rd vice president and Charles Wesley Dunn, general counsel.

Three firms that are engaged in the manufacture of macaroni products have representatives on the large board of directors of this leading grocery organization, namely, James M. Hills of Grocery Store Products, W. C. Arkell of Beech-Nut Packing company and W. D. McKenzie of Quaker Oats company. Other directors are (newly elected): John H. Kraft, Kraft-Phenix Cheese Co.; R. L. James, Libby, McNeil & Libby; Lester W. Mitchell, Parsons Ammonia co. pany; W. F. Mahon, Scott Paper company; R. W. Moore, Canada Dry Ginger Ale, Inc.; D. F. Norton, Nestles Milk Products Co.; Clyde S. Stillwell, National Biscuit Co.

(Holdovers): W. R. Barry, Gold

Medal Foods, Inc. of General Mills, Inc.; C. F. Maumgart, Kellogg company; George H. Burnett, Joseph Burnett company; Clarence Francis, General Foods Corp.; Wm. Gamble, Corn Products Refining Co.; L. J. Gumpert, B. T. Babbitt, Inc.; E. H. Little, Colgate-Palmolive-Peet Co.; C. P. McCormick, McCormick & Co.; A. C. Monagle, Standard Brands, Inc.; T. J. Reynolds, Diamond Match Co.; W. L. Sweet, Rumford Chemical Works; Mark Upson, Procter & Gamble company and the three macaroni manufacturers previously mentioned.

Tariff Reduced

Macaroni-noodle manufacturers who are interested in the exportation of their products to Canadian customers, have been fully advised of the effect of the new United States Canadian trade pact that becomes effective on January first. Not knowing exactly who do business of this kind, B. R. Jacobs, Washington representative of the National Macaroni Manufacturers association chose to circularize the whole industry, thus assuring that no interested manufacturer will be missed. This action will be appreciated by all executives who do business in Canada, though this advisory service is usually given only to members of the

National Association. Mr. Jacobs' circular is in part as follows:

Nov. 19, 1935.

TO ALL MANUFACTURERS:

This circular is being sent to you because I believe that the trade agreement between the American and Canadian Governments which was signed last Friday and made public yesterday, has some items which will be of interest to you. The import duty into Canada from the United States has been reduced on the following items:

TARIFF ITEM 46. Prepared cereal food, not otherwise provided for. Present rate 20.0% ad val, after Jan. 1, 1936 17.5%. This is a reduction of 12%.

Item 46 includes egg noodles in packages exceeding 25 lbs. weight each. The rate on prepared cereal foods in packages not exceeding 25 lbs. weight each remains at 27.5%.

TARIFF ITEM 67. Macaroni and vermicelli, etc., containing no eggs or other added ingredients (when in packages weighing 10 lbs. each or less, the weight of such packages to be included in the weight for duty). Present rate \$1.50 per 100 lbs. and after January 1, 1936 \$1.25 per 100 lbs. A reduction of 17%.

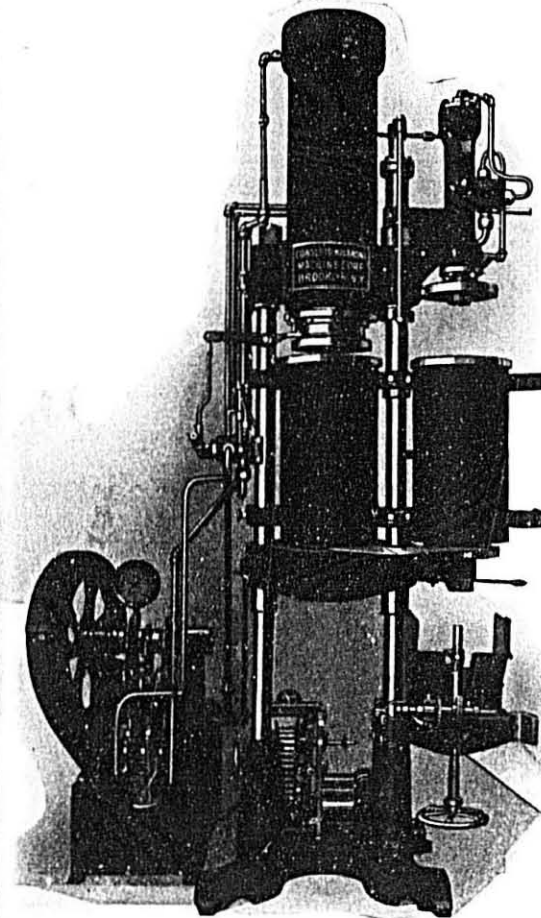
The above rates have the assurance of the extension of most-favored-foreign-nation treatment without the assurance that the rate may not be increased.

The agreement becomes effective Jan. 1, 1936 and may be terminated for various specified reasons on 30 days notice. However, unless at least 6 months notice is given before Dec. 31, 1938 it will continue in force thereafter until 6 months from the day on which such notice is given subject of course, to the 30 days notice for the special reasons provided in the agreement.

B. R. Jacobs,
Washington Representative, N.M.M.A.

Consolidated Macaroni Machine Corporation

Designers and Builders
of
High Grade Macaroni Machinery



The 1935 Streamlined Press.

The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

In these days of high speed, automobiles, aeroplanes, even railroad trains, are streamlined in order to eliminate air resistance. The result is increased speed with conservation of power and time.

Why do we call our press streamline? Because, by improving the design, we have been able to increase the production without any increase in power or any sacrifice in convenience of operation.

All this has been accomplished without complicating the construction. In fact, our new model is much simpler than any of our previous presses, and is unquestionably years in advance of any machine now on the market.

Built in various sizes and types.

Let us know your requirements and we will help you select the press best suited for your needs.

Send for illustrated and descriptive circular.

SPECIALISTS FOR TWENTY-FIVE YEARS

MIXERS
KNEADERS
PRESSES

DIE CLEANERS
DRYING MACHINES
MACARONI CUTTERS

We do not build all the Macaroni Machinery, but we build the best

156-166 Sixth Street

BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

Address all communications to 156 Sixth Street

Food Conference Favors Corrective Measures

Plans have been completed for a meeting of the Food and Grocery Conference Committee in Chicago next month in connection with the annual convention of the Cannery and Grocery Distributing Trades, according to an announcement made by Paul S. Willis, chairman.

A resolution of importance to all manufacturers and distributors of food products was unanimously adopted by this committee at its meeting in New York city on Dec. 11, 1935 at which discussions concerned themselves with major trade practices in distribution and in which further progress was made towards harmonizing the views of various elements upon said trade practice problems. The resolution:

The National Food and Grocery Conference Committee, recognizing the need of corrective measures that will advance the welfare of all the members of the food industry, and realizing the numerous difficulties involved and desiring to avail itself of all possible avenues in achieving practical and sound solution of the problem accordingly has adopted the following resolution:

RESOLVED, that the conference's views on advertising allowances, brokerage, loss leader selling and quantity discounts, be, in the first instance, formulated in the form of prospective trade practice rules, so that they may thus be available for use in any or all the following forms:

- a—The Conference's recommendations for prospective Trade Practice Conference Rules;
- b—The Conference's recommendations for prospective Congressional Legislation;
- c—The Conference's recommendations for prospective State Legislation

according as the Conference shall determine, after the Conference's views on advertising allowances, brokerage, loss leader selling and quantity discounts, have been formulated in the first instance.

It was the opinion of the committee that inasmuch as the food and grocery industry will be so largely represented in

Chicago during the week of Jan. 22 and in view of the widespread interest in the work of the Conference Committee, it was decided to hold an "open" meeting starting at 2 p. m. Wednesday, Jan. 22 at the Congress hotel. At that time the committee will openly discuss its activities to date and also its future plans of treating with the major trade practices in distribution.

Macaroni-noodle manufacturers in Chicago that week who are naturally interested in the trade practices to be discussed will be welcomed to the open forum on the subject. It is possible that the question will be considered at the midyear meeting of the Macaroni Industry scheduled for the preceding day in the Palmer House, Chicago.

The Right Spirit

During the friendly Christmas season, nearly everyone tries to show his Christmas spirit in his own way. But any day is proper for manifesting that true "business spirit" that is equally appreciated and which should be more prevalent.

One of our friendly advertisers in advising us of a contract for a good number of full page insertions in the 1936 issue of THE MACARONI JOURNAL, the official organ of the National Macaroni Manufacturers association, manifests that true "business spirit" not only in the business given but in the niceness and manner in which it was offered. The client says "We are very gratified with our advertising in THE MACARONI JOURNAL and feel that it reaches a class of business that we want to hear the good word of our products. Best wishes for the coming Holiday Season and we trust that everyone will have an enjoyable time. Let us look forward to 1936 as being a BIG YEAR."

More of that "business spirit" will make 1936 a truly BIG YEAR.

Equine Sagacity

A "horse laugh" on one who can "take it," contributed by a friend who feels that the story is too good to keep. Here it is in his own inimitable words:

Too long have I suppressed a burning desire to tell a true story on an old friend, but since it must be done sooner or later, I prefer to choose this happy Christmas season to spill it.

On the occasion of one of his many visits to our busy city (New York) our mutual good friend, G. G. Hoskins, chairman of the National Macaroni Manufacturers association and an all around good fellow, had one of his rare moments when all of his many friends in the metropolis were too busy with other affairs to give much attention to either code facts or code prospects. Unconsciously this proved to be a perfect setting for what was to happen,—one of those more than rare moments when this indefatigable worker could completely relax.

He mused, "What could be more restful than a quiet night at the opera? and why not do it in the proper style—in the old fashioned way." For Mr. Hoskins to think was to act.

From some place he obtained the

proper duds; next he hailed a cabbie—one of those rarities of which New York, after dark, alone can boast. Oldsters will remember the kind, an inclosed shay with the cabbie perched high on the driver's seat and a faithful old doberman providing the transmission power.

In that dignified style the cab and its happy fare wended their way through Gotham's busy thoroughfares, dodging skillfully and successfully the speedy taxis. So they reach the cab stand near the opera house, an old relic of a place still reserved for the fast disappearing horse cabs. Alighting from the cab with all the aplomb that one can muster, since there is so little opportunity for practicing this feat, our friend Hoskins handed the expectant cabbie the usual fare of a half dollar. Now fares are rather rare and the few remaining cabbies who continue to operate the now nearly obsolete horse carriages, frequently receive and always expect something in addition to the charge usually made for the trip, however uncomfortable the ride may be to the passenger.

When the additional tip was not forthcoming (though Hoskins is anything but a tightwad he was surely embarrassed by the attention he attracted from the gaping crowd at his mode of arrival), the witty cabman very discreetly made

known his feelings in the following dialogue:

Cabbie (with exaggerated politeness): "Would you mind walking the other way and not passing the 'orse, sir?"

Hoskins: "Why?"

Cabbie: "Because, if 'e sees wot 'e been carryin' for two bits, 'e'll 'ave 'im fit, sir!"

Glenn caught on. Grinning that wide genial grin that he essays so naturally he peeled off a dollar tip to the witty cabbie, tipped his high hat to assure the driver that he did not mean to high tail the old mode of travel that only the old fashioned New York still tolerates, hid himself into the opera house and thus away from the tittering crowd who had heard how these rare specimens earn their deserving tips.—(Continued)

Recipe Authority Joins Hall Company

Guy Robertson, well known authority on recipe and cookbooks formerly with Jahn & Ollier of Chicago, has joined the W. F. Hall Printing company of the city. He will organize a department of food products literature for his new connection.

Miss Meta Given, nationally known home economist and food specialist who conducted many of the Chicago Tribune cooking schools, has been retained as consultant.

American Can Company Official Dies

John Marshall Young, 63, assistant to the president of the American Can company, died of anemia December 1 at Mount Sinai hospital, New York, after an illness of several weeks. For 45 years Mr. Young had been specializing in research on the preserving, canning and packaging of food. Probably his greatest contribution to the canning industry was his development of a basis for vacuum packing coffee, in general use today. He was chiefly responsible for perfecting sanitary canning operations for salmon on the west coast. When faced with the problem of shipping cans for salmon packing in Alaska he perfected the collapsible can, which is in general use in that country today. Mr. Young also by bringing the then revolutionary sanitary can to the Hawaiian islands, contributed in large measure to the successful canning of pineapple.

Born in Staunton, Va., March 27, 1872 Mr. Young in the main was a self educated man. As a boy of 16 he went to work in the steel rolling mills at Iron Gate, Va. Later he entered the then infant can manufacturing business. At the beginning of the 20th century he was manager of Norton Brothers, of Whitestone, Queens, one of the earlier can manufacturers. Mr. Young came to the American Can company when it was formed in 1901. In 1903 he was made district superintendent of the Pacific coast division. Twelve years later he returned to the New York office to aid in speeding up overseas production resulting from war conditions. When this country entered the World war, Mr. Young devoted his time to the work the company was doing for the Federal government. Later he went to Russia to study canning problems in that country.

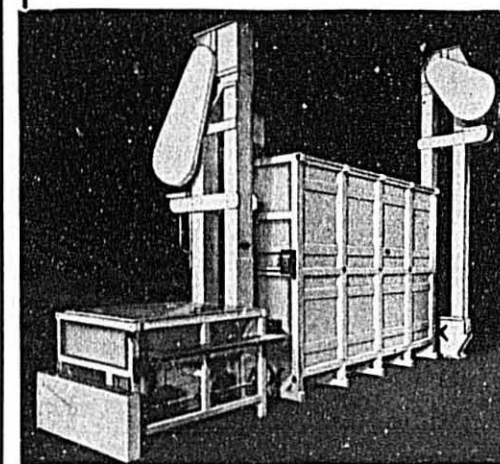
He is survived by a niece, Miss Isabel N. Young, with whom he lived in New York city, and by two sisters, the Misses Bessie and Rebecca Young, of Brooklyn, N. Y.



May the Christmas Bells Ring in for You an Era of Unalloyed Happiness and Constantly Increasing Prosperity.

The Star Macaroni Dies Mfg. Co.

Choose Champion Flour Handling Outfits



Bring your plant up-to-date, and your costs down to rock-bottom by modernizing your plant with Champion equipment. With Champion Flour Handling Outfits, you can automatically sift and blend the flour, insuring clean, uniform products that command the best prices. Clean flour also eliminates scorching the dies with less maintenance expense.

Champion Mixers, Weighing Hoppers, Water Weighing Scales—all automatic and accurate—save time and produce finer quality products without waste of ingredients. Scores of macaroni and noodle manufacturers are profiting by the efficiency of Champion machinery. Investigate the big values and low prices of Champion equipment... mail the coupon.

100% Satisfactory

"Concerning the machinery purchased from you, up to the present time we have never had any trouble with the machinery, and it has proven entirely satisfactory."

G. D'AMICO MACARONI CO., INC. Steger, Illinois.

NOTE: This customer has installed several Champion Flour Handling Outfits and Champion Mixers, and his experience shows the fine satisfaction you can expect.

Champion Machinery Co.

JOLIET ILLINOIS

Eastern Distributors:

JABURG BROS., INC.

Hudson & Leonard Streets, New York City

Champion Machinery Co., Joliet, Ill.

Please send me full particulars, prices and terms on your Flour Handling Equipment.

NAME

ADDRESS

CITY..... STATE.....

The Proper Spaghetti Combination

A good dish of spaghetti, according to an expert chef who knows his macaroni, is dependent on three important factors: real quality spaghetti, correct cooking and the proper sauce to complement it. He highly recommends Spaghetti with Braciolo. His suggested method of preparing the sauce and accompanying meat might well be passed on to old and new users of macaroni products by manufacturers concerned in widening their consumption market. Here is his recommendation that has been appearing with considerable regularity in many of the food pages of magazines and newspapers—told in his inimitable way:

"In preparing the spaghetti part of my favorite Italian dinner I begin with the sauce, because of course you have to prepare that long before you cook the spaghetti itself.

Braciolo

"Personally I do not care much for the ground meat which is usually considered such an important part of the sauce. Instead I prepare my meat this way:

"I have round steak sliced very thin, as thin as the butcher can cut it easily. I cut this steak into pieces about 4 by 6 inches square. Then on each square I lay a slice of bacon, a sprinkling of grated parmesan cheese, a couple slices of hard cooked egg (about 1/2 inch thick), a strip or two of green pepper, and 2 or 3 big, plump seeded raisins. Then I roll up the meat with these ingredients inside and tie the rolls together with string, or skewer them with toothpicks. These rolls are called braciolo.

Sauce Ingredients

"I brown the braciolo quickly in an iron kettle or skillet in olive oil to which a little finely chopped onion and garlic has been added. When they are brown I pour over them a couple cans of tomatoes (or an equivalent amount of fresh tomatoes, if available), and let the mixture simmer for 1/2 to 3/4 hour. At the end of that time I add a can of imported tomato paste and a couple of bay leaves, let the mixture come to a bubbling boil, and then turn the fire very low and let the sauce simmer for about 2 hours.

"When the sauce is about done, I prepare the spaghetti. The secret of good spaghetti is in cooking it in enormous quantities of boiling water. The largest kettle in your house is none too big.

"Fill your very largest kettle with water and let it come to a rapid boil. Then pour in a generous amount of salt, and let it come to a rapid boil again. Then put in the spaghetti—the very thin kind. There should be enough water and it should be boiling hard enough so that the spaghetti is constantly kept in motion, and never for an instant allowed to touch the bottom of the kettle. When



spaghetti is allowed to rest on the bottom of the kettle it is soggy and not fit to eat.

Quick Serving Vital

"The instant the spaghetti is cooked—it usually takes about 11 or 12 minutes—I dump it into a big colander to drain quickly and then immediately pile it on the plates for serving. An instant's delay is fatal to perfect spaghetti! In the meantime I have removed the meat balls from the sauce, and have covered the bottom of each of the plates with a generous layer of that sauce so that on each plate I have first a layer of sauce, then a layer of spaghetti, then another layer of sauce. Over all I sprinkle parmesan cheese, and serve generous dishes of cheese on the table from which the guests may help themselves to more. In putting the sauce under the spaghetti in this way, as well as on top, the flavor of the seasonings seems to rise and permeate the spaghetti much more fully than when the sauce is put merely on top. The meat rolls or braciolo, are served separately.



Wishing you all
A Merry Christmas
and
A Prosperous New Year

Price Fixing Ordered Stopped

Though a group of manufacturers of fire extinguishing apparatus contended that they were acting in conformity with practices set up by the code under the NRA, the Federal Trade Commission ruled recently that they must desist from price fixing and competitive agreements. The action of the Federal body prohibits the manufacturers from making combinations or agreements between themselves, or between or among any two or more of them in a manner whereby prices would be fixed and soliciting arrangements made restricting trade in certain territories.

Prearrangement of prices to be bid are prohibited, as well as refusal to sell to dealers who do not abide by agreements to hold prices to a fixed level, and many other practices looking toward stiffening of competition.

SUPPER OR LUNCHEON DISH

Chicken and Macaroni

Ingredients:

- 1 package macaroni
- 3 cups cooked chicken cut in small pieces
- 1/2 cup cooked pimento cut in small pieces
- 1 cup cooked celery cut in small pieces
- 1 cup milk
- 1/2 teaspoonful salt
- 2 tablespoonfuls butter
- Cracker crumbs

Method:

Boil the macaroni in salt water until tender. Drain and rinse under running water. Mix together the chicken, pimento and celery. Place alternate layers of macaroni and the chicken mixture in a buttered casserole. Pour over it the milk with salt added to it. Cover the top with fine cracker crumbs. Dot with butter and bake in a moderate oven until the milk has been absorbed and the top is a golden brown. This dish may be made entirely ready for the baking place in the refrigerator, and baked at a later time. For this reason it is especially good when one is having company since all of the preparation may be done beforehand.

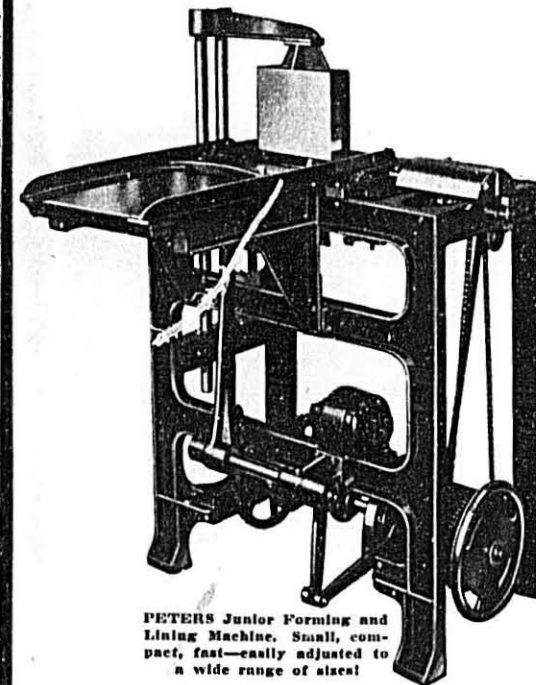
When a man who hasn't reached the position he should have attained claims to have a lot of good offers, it's too much like an old maid bragging about the proposals she turned down!

Half measures can hardly be expected to total up to full measure results.

Did you know that kapok, so much used for filling pillows, is a product of a tree grown in Java?

Machines That Help You Merchandise

By packaging your products so that their perfection and appeal is retained, Peters machines play an important part in your merchandising program

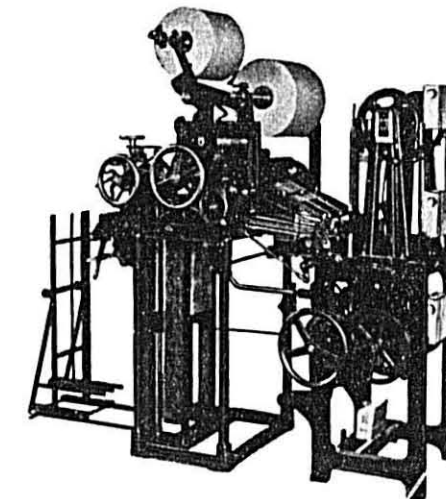


PETERS Junior Forming and Lining Machine. Small, compact, fast—easily adjusted to a wide range of sizes!

Packaging has a direct bearing on sales. Your cartons compete directly with all kinds of foods at the point of sale. And here Peters Packaging Machinery helps you gather the consumers' coins.

Accurately and attractively packaged by Peters Machines, your cartons are perfectly set up to carry your products to your customers' tables.

Where floor space is limited, Peters Junior Packaging Machines solve the problem of adequate packaging equipment. The Junior Forming and Lining Machine handles 35 to 40 cartons per minute and is adjustable for a variety of sizes.



Peters Senior Forming & Lining Machine with Automatic Carton & Liner Feed.

The Peters Senior Forming and Lining Machine with one operator will produce 40 to 45 cartons per minute. With the Automatic Carton and Liner Feeding Device this production can be increased 50%—or up to 60 to 70 cartons per minute.

The Peters Folding and Closing Machines operate at the same speed as the Senior Forming and Lining Machines—automatically or hand fed.

With Best Wishes for a Merry Christmas
and a Happy New Year to
Our Friends in the Macaroni Industry

PETERS MACHINERY COMPANY

General Office and Factory: 4700 RAVENSWOOD AVE.

CHICAGO, U. S. A.



Macaroni as Beauty Aid

Slimness of figure should not be desired at the expense of natural body beauty. A noted writer and world traveler Miss Kathleen Mary Quinlan, in a recent article appearing in the eastern press, takes issue with the extremists among the food faddists who contend that macaroni products and similar foods should be eaten sparingly by those who hope to retain that svelte figure apparently so desired by certain feminine groups. The article, in part, follows:

It has always been keenly interesting to me to compare the various national types of beauty with national foods. First, because I find there exists a natural affinity between the two, and then because these ultimate affinities work out along such interesting, surprising avenues of thought and study.

There is, for instance, Italy. Whether one strolls along the Via Cordora, or the little street of the Cortellari, everywhere one encounters brilliant, flashing eyes; hair that seems like a bit of night sparkling with the dust of the stars; exquisitely smooth, satiny skin radiant with color and health; gleaming teeth and features of classic perfection.

Yet one of the most important foods of Italy—one that is most universally consumed—is what we warringly refer to as "a starch." I speak of the pure Italian pastes . . . *spaghetti, macaroni, vermicelli, alphabets* and what-not which have developed, as the story goes, from the efforts of one Cicho—a reputed sorcerer who lived about 1220 and spent his life perfecting this food that he might "give happiness to all mankind" before he died.

Alas! a scheming woman who spied upon his work discovered his secret and gave it to the king, Frederick; and now, it is said, that on the Eve of Witches' Sabbath, strange noises are heard in the old building where Cicho labored, for there he comes to roll and cut his pastes, while Javanella, the wicked woman, stirs red sauce and Satan stands beside her grating "Lodi" cheese, until slowly the fire that is under the brew consumes the trio into another year's oblivion.

One naturally wonders how people who eat such vast amounts of starchy food can maintain such beautiful healthy skins. Upon investigation I found a simple explanation. First, the fares of Italy are well balanced. If much of macaroni or one of the other pastes is used there is also a sufficient amount of fruit included to balance the diet. Then, too, there is invariably the tomato sauce! But perhaps the best reason lies in the fact that the flour which is used in the best of these Italian products is richer in gluten than the ordinary wheat flours. It is called "grano duro" or "grana semolino," and is blended in Italy from importations that come from Russia, France and our own North Dakota.

Well do I recall the memorable ride



from high-cliffed Sorrento to Castellamare, along the Bay of Naples on the Gragnano, the center of the macaroni industry. Here the whole town was dressed in rows of ivory fringe. Along fences and in shaded nooks, in cottage yards . . . everywhere there were various forms of pastes drying in the balmy air.

The expert knows that the best macaroni only bears the marks of "polling"—a flattened down mark at the bend of the tubes, that it must be rough in texture, have a yellowish-white color and should snap like a piece of glass. When boiled it should become about twice its size, absorb two and a half times its weight in water and remain intact . . . never becomes soft or crumbly.

Although the Italian paste foods will not entirely take the place of meats, yet

The fates deal kindly with us if they keep us unknown until we are in a position to make good on acquired fame.

Good ideas have a difficult time getting to those who pride themselves on being skeptics.

We say what we like at the cost of being liked.

So generally when we say "business could be better," we might more fittingly say—"it could be bettered."

The trouble with those who are always telling the world is that they really have nothing to say.

The chap who longs for the good old days must love his discomfort.

they are high in protein value, and when combined with cheese and tomatoes, prove an almost ideally balanced ration. The most popular "spaghetti dinner" made in America is perhaps the following:

Cut three small onions into a pot containing several spoonfuls of bacon oil and a large spoonful of olive oil. Into this drop a pound of beef or chicken cut in squares. Add a quart of water, a pound of mushrooms, a can of tomatoes, a sweet pepper, salt, pepper and a pinch of allspice. When the meat is tender, boil in a separate pot two pounds of spaghetti, using plenty of salted water. Drain and arrange on a large platter, first a row of spaghetti; cover with the meat sauce and sprinkle with grated Parmesan or Lodi cheese; then arrange another layer in the same manner. Over the top scatter bits of butter. This really delicious and complete meal should be followed by a very light fruit salad or a fruit dessert, such as sliced fresh pineapple.

Well Known Spaghetti Facts

Spaghetti, in fact all macaroni products, is a hearty food and can be used to add nutriment to dishes and also to eke out meat. It can be combined with many other ingredients to lend zest to them, which is generally wanted.

Because macaroni has a neutral flavor is one of the reasons why it combines so well with other foods. It supplies texture and substance and a good foundation for various flavors.

WORLD TRADE

In 1929 the trade of the world, measured by total imports, amounted to 35 billion 600 million dollars.

In 1933 the trade of the world had dropped to a little less than 12 billion dollars—a decrease of $\frac{2}{3}$ of the 1929 volume.

If the annual rate of gain the world trade existing before the war had continued, world trade would have amounted to 50 billion dollars in 1933—38 billion dollars more than it was.

The reduction of 38 billion dollars in world trade means that production was cut off by that much.

Consumption was reduced by 38 billion dollars. Standards of living were lowered.

United States imports declined from 4 billion 339 million dollars in 1929 to 1 billion 122 million dollars in 1933—a decrease of nearly $\frac{3}{4}$ of the 1929 volume.

United States exports declined from a little more than 5 billion dollars in 1929 to a little more than 1 billion dollars in 1933—a decrease of $\frac{4}{5}$ of the 1929 volume.

THE ENERGY FOOD

Healthful
Delicious
Economical



Macaroni . . . a Famed Food

By G. HOUSTON GOUDISS

(National Authority on Nutrition; Publisher of Forecast, America's Leading Food and Health Magazine, and Author of "Eating Vitamins.")

If all the macaroni and spaghetti manufactured in the United States were laid end to end it would be of little interest to anyone except statisticians. But streaming through the honeycomb dies of powerful presses thousands of strands at a time, to be clipped off, dried, packed and shipped to all parts of this country—and abroad—macaroni represents one of America's important industries.

It reaffirms the now familiar story of how science and industry and American efficiency can transform an age-old industry, and wrest the glory of its progress from the land of its birth.

Italy has long been famous for her macaroni, spaghetti, noodles and vermicelli, in almost innumerable forms. In fact, it is the national food of this healthy, happy people. But while macaroni has been claimed by Italy for centuries, it really is an adopted food, since the credit for originating macaroni belongs to the Chinese.

Chinese Ate Macaroni

Chinese civilization flourished . . . and thrived on a form of macaroni for uncounted centuries, long before our western world was heard of. As the sailing vessels from this populous and prosperous land reached further and further into the then western world, they put in at Italian seaport towns . . . and so was macaroni introduced into the country that was later to make it a staple food.

Alarmed at Spaghetti Restrictions

The inhabitants of Malta, England's possession that lies in the Mediterranean just off the toe of Italy, became quite restive early last month fearing that the application of the threatened sanctions would deprive them of their favorite Italian spaghetti and olive oil. A grave shortage of these two staples is feared by nearly every one of the quarter of a million inhabitants of those small islands, people who consider spaghetti, Italy's national dish as their preferred food also.

The severance of commercial relations with a near and friendly neighbor is really serious because a considerable vol-

ume of Maltese imports from Italy, especially their beloved spaghetti and olive oil, cannot be replaced from other markets.

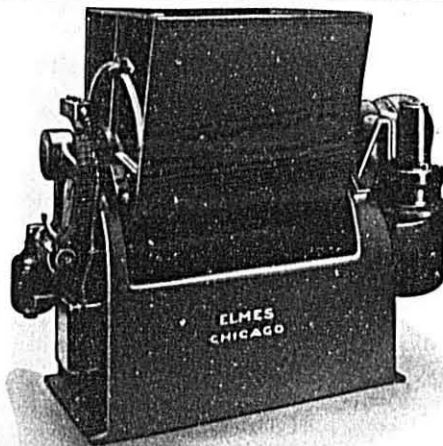
Durum Grower Crowned "Wheat King"

Canadian wheat growers carried away the chief honors awarded at the International Live Stock Exposition in Chicago early this month. A Canadian, W. Frelan Wilford of Stavely, Alta., was named as the "Wheat King for 1936." The reserve championship went to another Canadian, William Rogers of Tappen, B. C., who showed an excellent exhibit of durum wheat, a "mindum" type,

grown on his large farm not far from the United States border.

Wilford was the seventh consecutive Canadian to be crowned "Wheat King" at the world's largest hay and grain show held in connection with the live stock exposition. His sample of grain weighed 66.6 lb. to the bushel and was pronounced by the judges as "beautiful grain."

The sample of durum wheat shown by the "Durum Wheat King" weighed 65.4 lbs. to the bushel. Mr. Rogers was not on hand to receive personally his reward. Much of the better grade of Canadian durum has found its way into good United States semolina in recent years.



NEW --HERE IT IS-- NOW
NOW ← 1936 → NOW
---MIXER---

Smoother and Quieter
Push Button Control
Tilting Automatic--Separate Motor
Enclosed Drives Protect Working Parts
and Prevent Flour and Dough Accumulation
on Base. Direct Drive to Paddle Shaft.

MAXIMUM OUTPUT-MINIMUM EFFORT

EST. THE CHARLES F. ELMES HYDRAULIC MACHINERY ENGINEERING WORKS INC.
1851-213 N. Morgan St. SPECIAL 25 Years MACHINERY Chicago 1895

A Tribute to Will Rogers

By Herbert L. Davis, Former Insurance Commissioner of the District of Columbia

Having spent some of the happiest hours of my life with Will Rogers, in southern California, I know that he was preeminently our Ambassador of Good Will and Cheerfulness.

Will Rogers once said: "When I die, my epitaph, or whatever you call those signs on gravestones, is going to read: 'I joke about every prominent man of my time, but I never met a man I didn't like.' I am proud of that. I can hardly wait to die so it can be carved, and when you come around to my grave you'll probably find me sitting there proudly reading it."

A true lover of God's out-of-doors, in the eyes of Will Rogers the world seemed ever fresh and cheerful. His eyes always perceived that which:

"Gives to seas and sunset skies,
The unspent beauty of surprise."

The ability to think clearly is inherent in most of us. It was wonderfully developed in Will Rogers. At this point it seems worthwhile to say such talent becomes atrophied only when we accept things without question. His writings and portrayal of admirable characters reveal a timeless quality that plainly evidence a lasting appeal and a generous understanding of humanity.

In view of what has been said let me state that my understanding of "A True Sportsman" is one, who in clean sports and games and in every other undertaking, is eminently fair; equitable in his judgments; just in his dealings; faithful in all his engagements of life; one who has recourse to nothing underhanded or illegitimate. In other, and more exact words, a good loser, and an honest, graceful winner. It is the consensus of those who best knew our beloved Will Rogers that he fully met all of the foregoing specifications.

Let me live, O Mighty Teacher,
Such a life as man should know;
Stressing loyalty as a feature,
With joy—not too much of woe.
Let me run the gamut over,
Let me fight and love and laugh;
And when I'm beneath the clover,
Let this be my epitaph—

Here lies one who took his chances,
In the busy world of men;
Battled luck and circumstances,
Fought and fell and fought again;
Won sometimes, but did not crowing,
Lost sometimes, but did not wail,
Took his beating, kept on going,
Never let his courage fail.

He was fallible and very human,
Therefore, he loved and understood,
Both his fellow men and women,
Whether good or not so good.
Kept his spirits undiminished;
Never false to any friend;
Played the game until it finished,
Lived a True Sportsman to the end.



I may disapprove of what you say,
but still defend to the death your right to say it.

Let's apply the golden rule as against just admiring it.

Having a good boss is entirely a matter of making good with one's boss.

Meditation on how to begin right too often is a ruse by which we avoid getting started.

To have a paying business have a business with which it pays others to trade.

How far a man has gone in the world is easily determined by the number of people who wonder what his middle initial stands for.

The danger isn't in too much living but in trying to crowd too many kinds of living into life.

A man is on the way to getting somewhere when he runs out of excuses for having failed to do so.



Macaroni Slightly Lower

While the general market prices of most foods showed a fair increase in November macaroni products sold at a slightly lower price than that which prevailed in October. In a compilation of the prevailing market prices on Nov. 19, as compared with those for Nov. 5 and Oct. 2, the Bureau of Labor Statistics, U. S. Department of Labor shows that while there was little or no change in the November quotations they were approximately 0.1% less than the prices quoted on Oct. 22.

The index of retail food costs rose 1.4% during the two weeks ending Nov. 19, states this same authority. The increase was due chiefly to advances of 3.2% in prices of dairy products and of 7% for fresh fruits and vegetables. The rise was general throughout the country but was most marked in the middle Atlantic and north central states.

"Cereals and bakery products increased .1 of 1%. Of the 13 items in the group 8 decreased (macaroni products being one of the 8), or showed no change. The price of flour fell off .2 of 1%, with decreases in 7 cities and no price change in 35 cities. White bread rose .2 of 1% as the result of increases in 11 cities, Kansas City reporting the greatest increase, 10%. Meat prices rose .2 of 1%."

Soy Bean Hazards

The extraction of oil from soya beans is a very hazardous operation according to Dr. David J. Price of the U. S. Department of Chemistry and Soils, who has issued a bulletin describing safety measures and devices for reducing the danger from explosions such as the recent disastrous experience in a Chicago plant.

Vapors produced by using hexane and similar inflammable solvents are easily ignited and cause disastrous explosions. In the opinion of this authority soy bean dust is equally as much an explosive hazard as is dust from grain.

Montana Earthquake Loss

Property damage estimated at more than \$3,000,000 was caused by the series of earthquakes that rocked sections of Montana last month. The successive tremors caused chimneys to topple but left unharmed the gas mains of the larger cities.

Interesting stories are told about the effects of the quake. One old settler who had boasted for years about a well that contained ice cold water reported that it suddenly overflowed during the tremors, and gave his entire property a hot water bath. He said that it was too early to determine whether his well was a hot water or cold water well in the future. An aviator found a cloud of yellow dust over Helena to a height of nearly 2000 feet.

Secrets of Successful Trade Marking

Shipping Cases as Trade Mark Carriers

By WALDON FAWCETT

Written Expressly for
the Macaroni Journal

★

Opportunity for further glorification of his trade mark is staring in the face every marketer of branded macaroni and kindred products. One might almost describe as an obligation this additional facility for trade mark expression and emphasis, seeing as how it affords the chance to make the macaroni-consuming public brand-conscious to an increased degree, at almost no increase of expense other than a modest increase in the producer's budget for printing.

The fresh chance to capitalize a macaroni-mark for all it is worth comes from no special effort on the part of macaroni promoters but in consequence of a new pattern in the merchandising picture. Bluntly, the blessing has befallen simply because the shipping case is at last coming into its own as a medium of advertising and identification, especially the latter. Needless to say this boon is not confined to the macaroni man. But it is a change in the fashions of dressing goods that is particularly beneficial to food specialties such as macaroni, noodles, etc. which have considerable class prestige and require only the individualistic touch to hold fast the habitual users and make new converts on recommendation.

As our readers are doubtless fully aware, the shipping case, or wholesale receptacle for retail units, has not until very recently shared in the packaging revolution. While consumer packages were being restyled and redesigned to put punch in impulse buying nothing was done to doll up the fiber boxes. Largely because it was assumed that the average householder never saw the consolidating packages. The producer who packed his "family size" cartons in multiples of a dozen, or maybe as many as a gross, was for a long time serene in the confidence that so long as his dealer-customers knew his brand and were sold on it there was no need to indulge in extensive or conspicuous labeling on boxes that presumably went to the dump so soon as the household packages had been transferred to store shelf.

Lately there has come a sharp change of policy and practice which is bringing important consequences to trade marks which must be kept before the public. The net result is that the erstwhile matter-of-fact utilitarian shipping case has blossomed as a "parade" vehicle. And that in turn has promoted the shipping case to the position of a major trade mark carrier and brand display device. This exaltation of the lowly shipping case has come about rather suddenly and didn't just happen. That is to say there are four or five separate and distinct influences that (aside from the new enthusiasm over packaging in general) have combined to increase the merchandising dignity of the shipping case.

The fifth and final uplift that has given the shipping case a full time job as a trade mark carrier is in some respects the most important of the lot. It grows out of the latter day employment of the shipping case as a display container. Meaning a conversion of the parcel shell into a self selling bin, tray or stand, from which customers may serve themselves if no clerk is at hand. For members of the macaroni-noodle group there is a little special extra boon in this drafting of the shipping case as the basis of a floor or counter display.

Up to now macaroni marketers have not found it any too easy to obtain the benefit of the display container formula which has caught on hard in some other food lines. The reason is that the display containers have for the most part been designed for placement in limited counter, shelf or store window space. That has meant that the display containers themselves must needs be modest in size. And that in turn qualified the conventional display container for massed items, provided the individual units were small (encycloses, one- or two-ounce bottles or trial size cartons) but raised difficulties when it came to rearing a pyramid of full dimension macaroni packages. Some macaroni marketers have at that found means to horn in on the display container party, but it has not been too easy.

The more ample accommodations of the shipping case, which at destination is turned into a self constituted, open face show case, has changed all this. To be sure the case may have to take its stand on the floor or an "island" table instead of on the crowded store counter, but it gets into the public eye, which is the main point. With that role in prospect it is plain that the macaroni shipping case should carry a full quota of advertising copy. And most important of all, should be spattered over with the trade mark which is the key to the whole sermon.

Fortunately the entry on the merchandising scene of the shipping case as a trade mark parader does not involve any new kinks in trade mark policy for the average macaroni marketer. Rather it is merely a case of enlarged execution. The same recipes for trade mark capitalization which he has been using should hold good under the new arrangements with an extension to grasp the opportunities of the larger surfaces—the more ample bill-board space on the container structure.

The very circumstance of the bigger area for trade mark display is however welcome luck in that it permits trade mark reproduction on a larger scale. And that permits the brand to be seen and recognized at longer distances. Also the ample elbow room allows the mark to be shown in its entirety which is helpful about the house.

ful when it is a case of impressing upon the consumer mind the exact appearance of a macaroni badge or nickname. The any macaroni marketer will debate with himself realistically the question of using color in placarding his shipping case. It costs a bit more but most of the experts seem to think the game is worth the candle.

Manufacturer Mysteriously Killed

Sam Incandela, aged 31, a member of Joseph Incandela and Sons, Chicago, Ill., was shot and killed by an unknown assassin last month. He was busy in the retail section of the plant late in the afternoon, while 8 employees were attending to their duties in the plant proper in the rear. The murderer entered quietly and without provocation shot Mr. Incandela, escaping without detection. As he was leaving the store the assassin collided with a passing pedestrian and dropped his gun to the sidewalk where it was found by police. It gave no clue to the identity of the murderer.

On hearing the shot employees rushed to the front of the store to find the unfortunate man lying unconscious behind the counter. Taken to the living rooms over the plant he died before medical aid could be summoned.

Sam Incandela, the victim's father cannot account for the killing, though he is of the opinion that it was the work of "terrorists" who have openly threatened to kill business men who failed to contribute to their "racket."

Mr. Incandela is survived by his wife Grace and three children, Robert 5, Joseph 8 and Charles 3.

When the Business Breaks

By JOHN I. LUTGE

With all our proud claims of the power of salesmanship, the fact is that nine tenths of the world's buying is done when the buyer is ready to buy. What determines most selling is meeting a prospect with his mind made up to buy. If a salesman calls on a prospect who has made up his mind to buy or who has even partly decided to buy, the salesman probably will make a sale. If he contacts a prospect who has given no thought to buying, the chances are that the best he will get is an "I'll think the matter over" decision.

Now what happens when the ordinary prospect comes to the place where because of need or because he is in a position to finance the purchase, he decides to buy? His mind automatically centers on those firms and those products he knows about. He thinks of those advertisers who month in and month out have said to him in a publication he reads: "When you are ready to buy, be sure to get in touch with us."

Mind you he could not have been sold a month earlier and a month later would be too late. There is just one way to be on the spot at the right time in selling and that is to be on the spot all the time, continuously, through an advertisement in a publication which the prospective buyer sees month after month. Practically everything that is done is first (and often for a long time), something that is thought about. The only way to insure that your firm and your product will be

thought of at the time when the prospect makes up his mind to buy is to be in his mind during those months when he thinks about buying. Being on the spot when the business breaks calls for spotlighting what you have for sale during that usually long period in which the prospect contemplates buying.

It is antiquated and ineffectual salesmanship which frequently finds itself on the job of trying to sell the prospect too late to get the order. Publication advertising by being on the sales job continuously is neither too early nor too late. The one system of expert timing in sales work is the all the time system of selling which publication advertising makes possible. Getting the prospect to consider what you offer when he is ready to buy calls for advertising which prompts him to consider it during the oftentimes long periods during which he plays with the thought of buying.

Being where the business breaks and being there when it breaks, calls for continually billboarding your prospect in a publication such as ours. Buying and selling have ceased to be operations which are arranged when buyer and seller meet personally. Today's selling is done through persistent publication advertising. It has come to be a step by step, month by month process. A business executive has two choices these days: One is to advertise and thereby contact prospects who are favorably disposed toward him; the other is to fail to advertise and to consistently find that the advertising of competitors has sold prospects on competitive offerings.

*From the Top-Cream
of 1935 Crop*

AMBER DURUM WHEAT



AMBER-BRIGHT

HOURGLASS

UNIFORM
SEMOLINA



a Duluth-SUPERIOR Product


 Merry & Mas 
&
Happy New Year
★ ★ ★
F. MALDARI & BROS., INC.

178-180 Grand Street



New York, New York

Weevil Eradication a Year Round Battle

Unfortunately too many users of flour products, and that includes many macaroni-noodle manufacturers, consider the weevil problem as purely a summer worry. They overlook the fact that most if not all of their summer weevil infestations might be entirely eliminated by continuous, unrelenting fighting against the entrance of the insects into their plant and the destruction of the insect, its eggs or larvae during the off months.

While it is the general contention of macaroni manufacturers that the weevil, its egg and larva will not live through the process of macaroni manufacture, a contention that is disputed in some quarters, there is no doubt that weevils do exist in storage places and that unless they are exterminated will expose all goods stored therein to the infestation.

The flour mills are being urged to wage continuous warfare against insects that commonly infest flour, semolina and similar products. They are being convinced that an all year around fight will prove less costly in the end and much less disastrous to their products and buyer good will. In a very readable, instructive article on the subject of "The Insect Problem" by B. Towlen in the Nov. 20, 1935 issue of the *Northwestern Miller*, suggestions directed to millers might well be studied and followed by macaroni makers. The article, in part, is as follows:

The insect problem, in large measure is intangible. As the miller goes about his work he does not usually see the tiny, elusive pests; while practically the only evidence of their damage which meets his eyes is equipment clogged by the webbing of the Mediterranean flour moth.

Aside from preventing the formation of moth webbing the principal problem which confronts the miller is how to avoid the shipment of infested flour and the attendant complaints, returned shipments and loss of trade. Brokers, retail grocers and the public at large usually blame the miller for the presence of insects in his products, and the only way in which he can assure himself that they leave his mill without insects and without unsterilized eggs is to practice adequate measures of control. While it is true that flour which is absolutely free from all insect life may become contaminated in the wholesaler's warehouse or the retailer's store, in the great majority of instances the source of infestation is the mill itself.

Losses resulting from returned shipments are often very substantial, and it is really surprising how many millers accept them as unavoidable. They would be concerned indeed, if they looked at a record showing the total amount of such losses for a period of, say one year.

The three insects of major importance in flour mills are the Mediterranean flour moth, confused flour beetle and Cadelle.

The spinning habits of the larvae make the Mediterranean flour moth the worst flour mill pest. Its silken threads, which

are spun wherever it crawls, cause infested flour to become matted together and lumpy enough to clog machinery. The latter condition at times becomes so serious as to actually stop machinery, thus necessitating prolonged shutdowns for cleanup purposes. Although preferring flour and meal as food, the larvae also infest bran, milled cereals and old grain.

The damage by the confused flour beetle is caused by both adult and larval stages. The baking qualities of flour are often seriously impaired, a pungent, disagreeable odor being imparted. Frequently flour assumes a pinkish tinge, which renders it unsalable. The confused flour beetle is probably the worst insect in prepared cereal foods.

The mere presence of the Cadelle beetle in a flour mill is an indication of infestation by other and more serious insects. The larva is very troublesome because of its habit of eating holes in paper sacks and other food containers. As it is among the largest of the insects infesting stored food products, these holes make it possible for many other insects to enter. The Cadelle beetle is the insect most frequently found in transoceanic shipments of grain and flour.

The most common sources of infestation of flour mills are returned sacks, products brought in for blending, returned infested products and grain.

The number of insecticides, fumigants and insect control measures which have been brought to the attention of millers is almost legion. Practically all possess merit to a greater or lesser extent, but most of them fall far short of the necessary degree of efficiency. Millers have so often been sorely deceived by glib-tongued, unscrupulous salesmen that they are very dubious whenever a new method or product is directed to their notice.

There is as much difference in the favoritism of millers for certain insect control measures as there are different brands of flour. Some for instance, prefer methods that are all-inclusive—methods that treat the entire building and equipment at one time—despite such shortcomings as high cost, marked inconvenience, enforced shutdowns and only temporary benefit. Between treatments they often suffer acutely and incur substantial monetary losses.

Other millers, reconciled to the erroneous belief that insect infestation is an inevitable evil proceed half-heartedly if at all, in their efforts to control it.

Still others, considering insect control an important branch of milling that requires intelligent execution, reduce to a negligible minimum the worries, inconveniences and losses caused by insects.

In attempting to select the best possible method of insect control the miller should be guided by the fact that a combination of procedures is in the end more economical, less burdensome and more certain to greatly reduce losses than a single method or practice. It should be

borne in mind that in average case about 90% of the insects in the mill are in the most inaccessible places—the machinery and equipment—and that the space in the open building and the space in the machinery each calls for the application of a different method of control if best results are to be enjoyed.

Exchange of Macaroni Products

The importation and exportation of macaroni products during September 1935 was on the increase according to the reports issued by the Bureau of Foreign & Domestic Commerce.

Imports

Macaroni products imported in September amounted to 109,695 lbs. with a value of \$8,616 as compared with August figures of 108,366 lbs. worth \$9,830 showing a decrease in value and an increase in pounds imported.

During the first nine months of 1935 there were 1,018,499 lbs. of this foodstuff imported costing \$87,403.

Exports

During September 1935 there was exported by American manufacturers 176,503 lbs. bringing to this country \$15,290 as compared with the August 1935 exports amounting to 127,491 lbs. with an income of \$8,745, showing the continued increase in export business during the past few months.

For the first nine months of 1935 the exports amounted to 1,465,339 lbs. worth \$124,217.

Listed below are the countries to which this foodstuff was exported in September 1935:

Countries	Pounds
United Kingdom	313
Canada	265
Br. Honduras	204
Costa Rica	67
Guatemala	33
Honduras	118
Nicaragua	218
Panama	21
Salvador	98
Mexico	98
Newfoundland and Labrador	77
Bermuda	23
Barbados	21
Other British West Indies	10
Cuba	188
Dom. Republic	42
Netherland West Indies	72
French West Indies	11
Haiti, Rep. of	11
Colombia	11
Ecuador	11
Peru	11
Venezuela	11
Saudi Arabia	11
Br. India	11
Br. Malaya	11
Ceylon	11
China	11
Netherland India	11
Hong Kong	11
Japan	11
Philippine Islands	11
French Oceania	11
New Zealand	11
Union of South Africa	11
Hawaii	11
Puerto Rico	11
Virgin Islands	11
Total	3457



To Our Friends in the Macaroni Industry

We Extend Our Sincere Wishes for a

Very Merry Christmas

and a

Happy, Prosperous New Year

King Midas Mill Co.
 Minneapolis, Minnesota



Rotarians Told Macaroni Romance

Authorities have frequently accused Americans of being rather careless about the foods they eat or the manner in which their favorite dishes are served. That they are becoming more and more "choosy" in this regard, was the opinion expressed recently in an address at a Rotary club and reported by a representative of the Daily Post-Tribune of La Salle, Ill. The reference to this changed trend in the eating habits of Americans and to their inclination to consume greater quantities of macaroni products, is of sufficient interest to American macaroni manufacturers, to warrant reproduction of the newspaper article, in part, at least.

The Romance

Romance in macaroni? Certainly. Members of the Spring Valley Rotary club heard about it Monday evening when they heard a talk on the macaroni products business by M. J. Donna of Braidwood, secretary of the National Association of Macaroni Manufacturers. Not a manufacturer himself, Mr. Donna is a former school man who has been secretary of the organization which he represents for 16 years. In a clear, concise manner he traced the origin of macaroni as a food from the time of Marco Polo, when it is reputed to have been invented by an accident in which a Chinese maid, straining leaves out of bread dough permitted the strainings to dry, also by accident, and form a dried paste which was later cooked by her Italian sailor-lover. The sailor took the discovery back to Italy to form the basis of what is now a thriving international industry.

He also told mythical stories of the food's introduction to the ancient Greeks and its spread during the Crusades when people were obliged to find a food which would keep for a long period of time.

Business Expands

Its introduction into the United States was traced back to the 16th century, the time of the exploits of Spanish explorers, but really became an important commodity and food with the influx of Italian immigrants following the Civil war.

Figures were quoted which revealed that from 1900, when United States importations of macaroni and associated products amounted to \$825,000, they grew to \$5,500,000 in 1914. With the World war importations were shut off, the speaker explained, providing the necessity and the opportunity for American industry to enter the field. Small industries in the United States increased production so effectively that by 1920 they were not only meeting all United States demands for the food but were exporting some of it. Exports increased until in 1929 this country shipped \$1,000,000 of the products to Europe.

The financial crash put an end to this market abroad but it was stated that this business is being regained and this year it is estimated the country's macaroni exports will value about \$300,000.

Ladies Night Next

Hard wheat, durum, is used in the

manufacture of macaroni and while many years ago this wheat had to be shipped in from Russia, it was found that Minnesota's soil and climate were perfect for the production of this type of grain and accordingly became the source of supply. Annually the United States macaroni industry consumes 20 million bushels of durum in 375 plants scattered over 37 states.

Mr. Donna explained the processes used in the manufacture of macaroni, spaghetti, noodles and the other forms of macaroni products and closed his interesting discourse with an open forum in which he answered many questions.

Endless Spaghetti Forms

Americans accustomed to have their macaroni products in a limited number of shapes will be interested in a dispatch from Rome, Italy, to the effect that the Italians, the world's heaviest consumers of spaghetti, must have their food in almost as many shapes and sizes as there are cities in that country operating spaghetti plants.

For instance Bologna likes its spaghetti to be flat, ribbonlike; the Romans prefer tubular variety; the Milanese dote on the finer stringlike pastes while the Sicilians enjoy the more fantastic shapes, a prime favorite being the spiral pastes, the original having actually been made by twirling the soft stringlike strands around knitting needles to produce the fine curled spirals.

Let's Welcome Competition!

We sometimes doubt that old adage "Competition is the life of trade." What we wish for ourselves is not more but less competition. We would like it if the competition in our line might be eliminated by some "act of God" or by other violent means. We firmly believe that with competition removed things would be easy for us. The fact is, instead of things being easy we would merely take things easy.

I challenge anyone to name a business man who with no competitors will work as hard, fight as hard for business as he would if confronted at every turn by red hot competition.

A man might have the same incentive to go after business if he were without competitors. He might have the same opportunity to get it. He might need the money just as much. His family might be making just as great demands upon his purse. He might have just as much ability.

Nevertheless a business man is stimulated by competition to such endeavors as he will not make if he has it all his own way. Fighting only against the apathy of customers does not arouse in a man the same aggressiveness he develops when he is fighting also against competition. No great things have been achieved by men who had nothing to fight in getting ahead. We can work as

hard without competition, but we don't.

The story is that Sam Rosen, New York contractor, when he started to build a certain 13 mile stretch of state highway through a hilly country put a steam shovel gang at each end of the road. He estimated the midway point on the contract, with the same number of cubic feet of excavation in each direction. He told the steam shovel gang there would be \$15,000 for the gang that finished first. And did the dirt fly!

When one business man competes with another he competes for something worth having. It is idle to say he will not work harder and faster to get the reward than he would if there were no competition for it.

Why all the salesmanship contests? Why all the dividing of business and other organizations into teams? Why all the added expense of awards and rewards? Obviously because competition is a stimulant to activity. And strange as it may seem we actually do develop greater ability under such conditions. We do greater and better things under stress—because we must do them.

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of application for registration of trade marks applying to macaroni products. In November 1935 the following were reported by the U. S. Patent Office.

Patents granted—None.

TRADE MARKS APPLIED FOR

Two applications for registration of macaroni trade marks were made in November 1935 and published by the Patent Office. The permit objections thereto within 30 days of publication.

Kahn's

The private brand trade mark of Jewel K. Kahn, doing business as Oriental Cafe, Omaha, Neb. for use on noodles. Application was filed Aug. 6, 1935 and published Nov. 5, 1935. Owner claims use since Aug. 1, 1934. The trade name is in black type.

Royal Arms

The private brand trade mark of Hill Brothers, Inc., Miami, Fla. for use on macaroni and other groceries. Application was filed Sept. 21, 1935 and published Nov. 19, 1935. Owner claims use since Aug. 11, 1934. The trade name is written in large black type.

LABELS

Rosa-Maria

The title "Rosa-Maria" was registered Nov. 5, 1935 by Hillman-Dorman Grocery Co., Inc., Paterson, N. J. for use on macaroni. Application was published Sept. 10, 1935 and given registration number 46686.

Ronco

The title "Ronco" was registered Nov. 5, 1935 by Kobilio & Cuneo, Memphis, Tenn. for use on pure egg noodles, macaroni and spaghetti. Application was published Sept. 1, 1934 for macaroni and spaghetti and March 1, 1934 for pure egg noodles, and given registration numbers 46700 for pure egg noodles, 46701 for macaroni and 46702 for spaghetti.

Schmidt's

The title "Schmidt's" was registered Nov. 12, 1935 by Theodore Schmidt, doing business as Schmidt Co., Detroit, Mich. for use on egg noodles. Application was published Oct. 1, 1935 and given registration number 46730.

Greetings:

To Our Friends in the Macaroni Industry



Kind and Sincere Wishes for a Most Merry Christmas
and a New Year Bringing Full Measure of
Happiness and Prosperity



Capital Flour Mills Incorporated

John J. Cavagnaro

Engineers
and Machinists

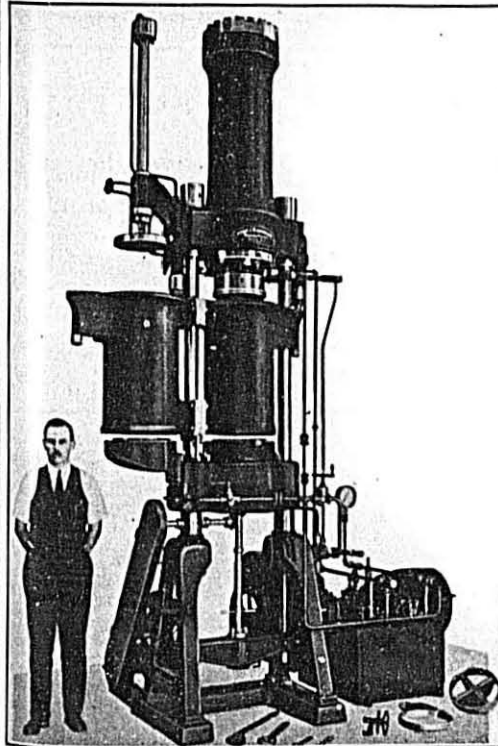
Harrison, N. J. - - U. S. A.

Specialty of
Macaroni Machinery
Since 1881

Presses
Kneaders
Mixers
Cutters
Blankets
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

N. Y. Office and Shop 255-57 Center St.
New York City



PRESS No. 222 (Special)

The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1903

Trade Mark Registered U. S. Patent Office
Founded in 1903
A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE

LOUIS S. VAGNINO.....President
G. G. HOSKINS.....Adviser
M. J. DONNA.....Editor

SUBSCRIPTION RATES

United States and Canada.....\$1.50 per year in advance
Foreign Countries.....\$3.00 per year, in advance
Single Copies.....15 Cents
Back Copies.....25 Cents

SPECIAL NOTICE

COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for 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.....50 Cents Per Line

Vol. XVI December 15, 1935 No. 8

An Exemplary Act

Macaroni and noodle manufacturers who for any good reason, real or fancied, have refrained from doing their full duty to their trade association and to themselves, will be interested in the example set by the Pfaffman Company, Cleveland, Ohio, whose president, Fred W. Becker on Nov. 21, 1935, wrote as follows to the Secretary of the National Macaroni Manufacturers Association. We quote:

Dear Mr. Donna:

We want to point out to you that it is our desire not alone to join the National Macaroni Manufacturers Association but to cooperate with it fully. Kindly send me another application form so that it can be properly executed and sent along as soon as we can take care of this, our duty.

Sincerely yours,
(Signed) FRED W. BECKER.

With few exceptions, the members of the Macaroni Industry have a friendly feeling for the National Association and for its service. With business improving throughout the trade and with the feeling that business men will be given a free hand at self regulation, the trek back to the organization of their own conception and management should find many members of this trade following the excellent example of The Pfaffman Company.

The cost of Association membership is very much within the reach of every firm in the industry. The dues classifications are such that small firms can do their duty for as low as 50c a week, the largest firms at not to exceed \$4 a week and the "in between" companies at intermediate small sums weekly. With the coming of the New Year it is the hope of the progressive element in the trade that many other progressive firms will realize and do their duty in this matter.

\$400 Fine for Coloring

Fines totaling nearly \$400 were imposed last month on an eastern manufacturer on several charges of violating state and Federal food laws regarding use of added coloring matter in egg noodles. The charges were brought by the health department whose officials submitted evidence of continued violations despite several warnings that artificial coloring materials had been found in products labeled "pure egg." It was further charged that analysis of the products showed the presence of noninjurious vegetable coloring known as "turmeric" and "annatto," classed as artificial coloring materials that are strictly prohibited in egg noodles under both state and Federal statutes.

The manufacturer's defense was that his firm was not responsible for the alleged violations since the alleged colorings were found in a special flour purchased from another company, against whom the manufacturer had filed suit on the ground that the firm that sold the flour had guaranteed it to contain no other coloring except that due to eggs.

If our customer's business isn't important, ours won't be for long.

Public to Inspect Plant

People in the vicinity of Wheeling, W. Va., will be given opportunity to see for themselves how macaroni products are manufactured under the most modern and approved methods in the spotless food processing plant. This is the treat that will be given them by the officials of the newly organized Wheeling Macaroni company whose plant began operation on Dec. 1.

Machinery and other equipment have been installed in the new factory at 841 National road, Leatherwood, sufficient to produce about 12,000 lbs. of finished goods daily, but since additional installations are being made, public reception will be deferred until after the New Year. That was the announcement made by David H. Weiner, president of the company. Lawrence Cuneo, former treasurer of the National Macaroni Manufacturers Association and formerly associated with the Connellsville Macaroni company of Connellsville, Pa. is vice president and plant superintendent.

The output of the factory will be sold under the brand name of "B. Monte Products."

What we need is more undownward spirit and less downing of spirits.

BUSINESS CARDS

LOMBARDI MACARONI DIES

REMEMBER: It's not as much the Semolina as it is the DIES that make the Best Macaroni.

Macaroni Die Service
All Work Guaranteed

FRANK LOMBARDI

2043 Sacramento Street

Los Angeles, Calif.

MERCANTILE COLLECTIONS

OFFICIAL REPRESENTATIVES FOR N. M. M. A.

WRITE—

For Bulletins of Claims Placed by the Industry.
For Pad of Service Forms and Information about our Procedures.

CREDITORS SERVICE TRUST CO.

McDowell Bldg.
LOUISVILLE KENTUCKY

CARTONS
QUALITY AND SERVICE
GIVE US A TRIAL

NATIONAL CARTON CO.
JOLIET, ILLINOIS

Paint Pencil for Marking

Macaroni-noodle manufacturers need no longer worry about their problems of properly and definitely marking their products or shipments if the claims of the manufacturers of a new marking pencil are found justifiable. The product is called "Markal," a new stick paint that has already won unusual acceptance wherever it has been tried or demonstrated.

It is real paint in stick form which can easily be applied to any surface wet or dry, and which will not run when applied to hot metals. This new development for marking products with materials either for identification or shipping, can be used by anyone who can write.

"Markal" is an actual paint, not chalk or crayon. It can be carried in one's pocket as easily as a pencil. It dries quickly and remains as permanently as any other high quality paint. There is no messiness or waste as with paint and other brush markings. It is ideal for use on cardboard and wooden boxes or any other kind of shipping container.

Will Build Annex

Seeking more manufacturing and storage space, the Michigan Macaroni Manufacturing company of Detroit has awarded a contract for construction of a suitable annex to its plant at 2243 Mullett st. The new structure, according to Peter Cattaneo, will be built on an adjacent lot recently acquired to permit the required plant expansion.

140 LBS. DURAMBER
No. 1 ITALIAN STYLE
SEMOLINA
AMBER MILLING CO.

..... in the manufacture of your highest grade macaroni products

... we recommend
Duramber No. 1 Semolina
Italian Style
... uniform granulation
AMBER MILLING CO.
J. F. DIEFENBACH President Minneapolis E. J. THOMAS Vice Pres. & Gen'l Mgr.
... exclusive Durum Millers of
QUALITY SEMOLINA

BAROZZI DRYING MACHINE CO., INC.

NORTH BERGEN, N. J.

Renowned Manufacturers

OF

MACARONI—NOODLE DRYERS

ONLY!

The Only Firm Specializing In Alimentary Paste Dryers

THE ONLY SYSTEM KNOWN TO BE SPACE—TIME—LABOR SAVING AND GUARANTEED UNDER EVERY CLIMATIC CONDITION

<p>OUR PURPOSE: EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i></p>	<p>OUR MOTTO: First-- INDUSTRY — Then-- MANUFACTURER</p>
<p>OFFICERS AND DIRECTORS 1935-1936</p>		
<p>LOUIS S. VAGNINO, President.....1227 St. Louis Av., St. Louis, Mo. JOSEPH FRESCHI, Vice President.....1730 S. Kingshighway, St. Louis, Mo. G. G. HOSKINS, Adviser.....Libertyville, Ill.</p>		
<p>F. S. Bonno, Dallas, Tex. R. B. Brown, Chicago, Ill. M. De Mattel, San Jose, Cal. E. De Rocco, San Diego, Cal.</p>	<p>F. A. Ghiglione, Seattle, Wash. V. Glattli, Brooklyn, N. Y. A. Glota, Rochester, N. Y. R. V. Golden, Clarksburg, W. Va.</p>	<p>G. LaMarca, Boston, Mass. J. I. Maier, New York, N. Y. L. G. Tulague, New Orleans, La. W. P. Williams, St. Paul, Minn. P. R. Winebrenner, Philadelphia, Pa.</p>
<p>B. R. Jacobs, Washington Representative, 2026 "Eye" St. N. W., Washington, D. C.</p>		
<p>M. J. Donna, Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Illinois.</p>		

Your Own Santa Claus

It is peculiar but nevertheless true, that many men who years ago lost faith in the person called Santa Claus still cling to the idea back of him—the idea that somehow and sometime a miracle will clear up all their troubles.

While no outsider is going to play Santa Claus for you or for any other macaroni manufacturer that does not prevent you from giving yourself a year around Christmas present in the shape of improved profits. To be your own Santa Claus requires only courage to study the machinery in your plant and compare it with the latest machines to take care of each operation.

Then if your courage holds up until you make the changes that your survey indicates are needed you will soon realize how the extra profits really do look like an especially generous visit from the old man of reindeer and chimneys.

Recently a business article contained a sentence that might very well have been intended for the macaroni manufacturers of the country, though it was really aimed at business as a whole. It said, "Is is a rare factory that can't improve the quality of its output or increase its efficiency with the substitution of some new machinery for old."

Some folks are going to benefit by the truth of that suggestion, but most of us won't because we think it was intended for the "other fellow." Actually, it is a form of criticism for anyone to tell another that his machinery needs bringing up to date, but if you will take the suggestion and apply it to your own business and see just where it fits your own case you will long be glad for the time you spent at it.

Having an absolutely modern plant is not the result of a single move made at the time you purchased the original equipment. Rather does it depend on starting with the best available at the time, and then replacing this "best" when something more efficient comes along. It is a costly process of course, but far less costly than falling behind the developments in your field.

Few men in the macaroni business can pick up this issue of THE MACARONI JOURNAL, decide to buy all the new things advertised in it, and then tomorrow make out the orders for

the purchases. Manufacturers in that position do not leave stay in business: they retire.

On the other hand, no one will get very far unless he studies this new equipment and lays definite plans to add some of it just as quickly as possible. We speak of getting into a rut in such a way that we sometimes think only one rut is possible. In truth the road of business is full of ruts that hold us on the wrong way, and none is more treacherous nor less understood by the average manufacturer than the rut of believing the old machinery is good enough as long as it runs and that machinery has little to do with business success anyway.

Beware of that rut as you would of bankruptcy, for it sometimes leads there. Be awake to the new things offered to increase your profits, and add them to your plant with all possible speed once you are convinced of their worth. At least do not neglect a new piece of equipment just because the old one in your plant still runs. The horse was as good as ever when folks discovered the advantages of the automobile. The same principle applies in your business in the constant question of determining when your present machinery needs to be replaced.

New machinery costs money, but the cost doesn't look nearly so big when you learn that it should be charged up as an investment rather than an expense. Remember that an increase of even 5 or 10 per cent in efficiency over your present machinery soon pays for the cost of the more modern equipment.

This article does not advocate throwing out everything in the plant and replacing it with material bearing a 1935 or 1936 label. It does suggest you compare the new things brought to your attention by this magazine, with any old machinery you may be using. Do this with an open mind and let the results guide you. In some cases you may decide to go on as before.

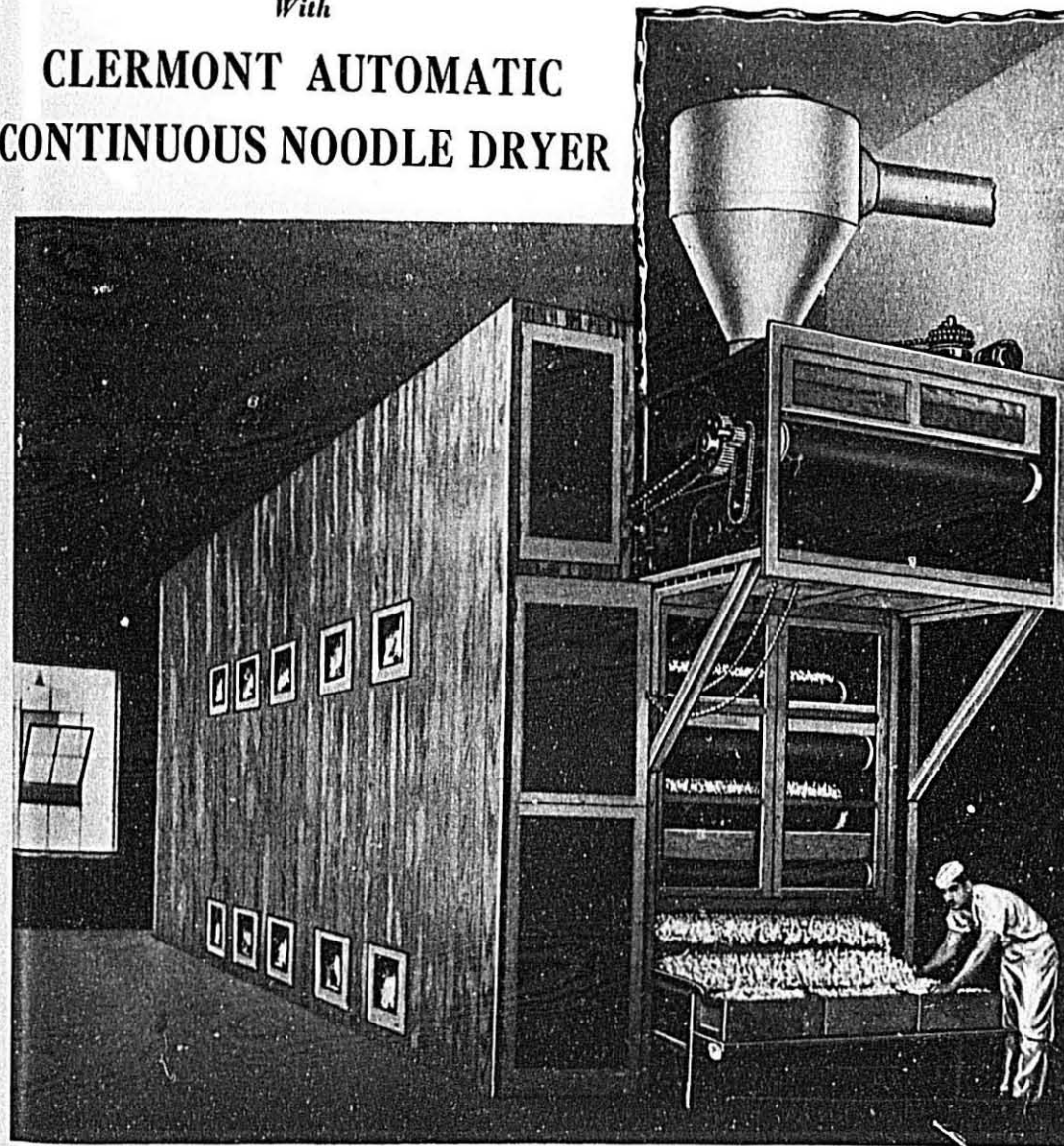
But in many other instances you will discover that such a survey and the purchases it points out as being wise will indeed teach you how to be your own Santa Claus. Start your plans now before you lay this magazine aside.

ANNOUNCING

Revolutionary Process of Noodle Drying

With

CLERMONT AUTOMATIC CONTINUOUS NOODLE DRYER



NO TRAYS

NO TRUCKS

NO HANDLING

From Noodle Cutter, to the Packing, in continuous operation, at rate of 1200 pounds per hour. Drying process 3 hours.

For Further Particulars, Write to

CLERMONT MACHINE COMPANY, Inc.

268 Wallabout Street

Brooklyn, N. Y.



PILLSBURY'S BEST SEMOLINA No. 1

PILLSBURY'S ROMA SEMOLINA

PILLSBURY'S SEMOLINA
NUMBER THREE

PILLSBURY'S BEST DURUM
FANCY PATENT

Desirable Color . . . In
Whatever Grade You Choose

PILLSBURY FLOUR MILLS COMPANY

MINNEAPOLIS, MINNESOTA