THE NEW MACARONI JOURNAL

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April 15, 1922

The New Macaroni Journal

NATIONAL MACARONI ASSOCIATION

A Monthly Publication Devoted to the Interests of Manufacturers of Macaroni

Minneapolis, Minn.
April 15, 1922

Volume III Number 12

A Fighter's Reward

The TIME to HUSTLE, to ADVERTISE and to GO after new business is WHEN orders fail to COME IN of their own accord.

That condition exists today.

He who succeeds now must appreciate these conditions, plan deliberately, strike timely and forcefully.

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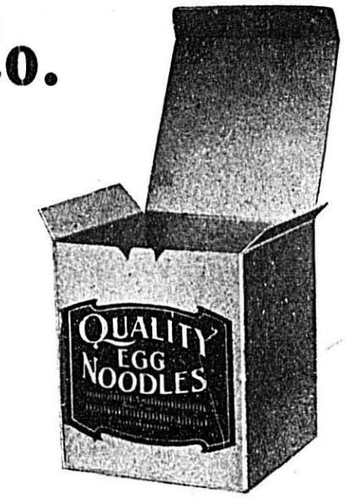

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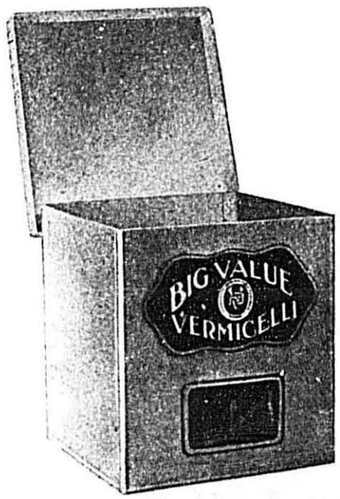

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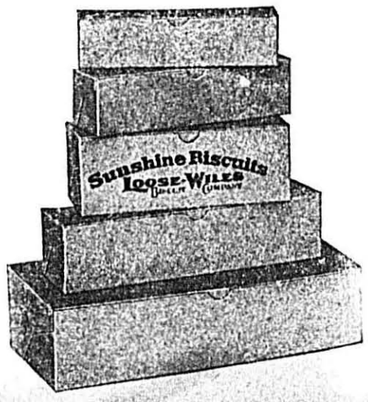

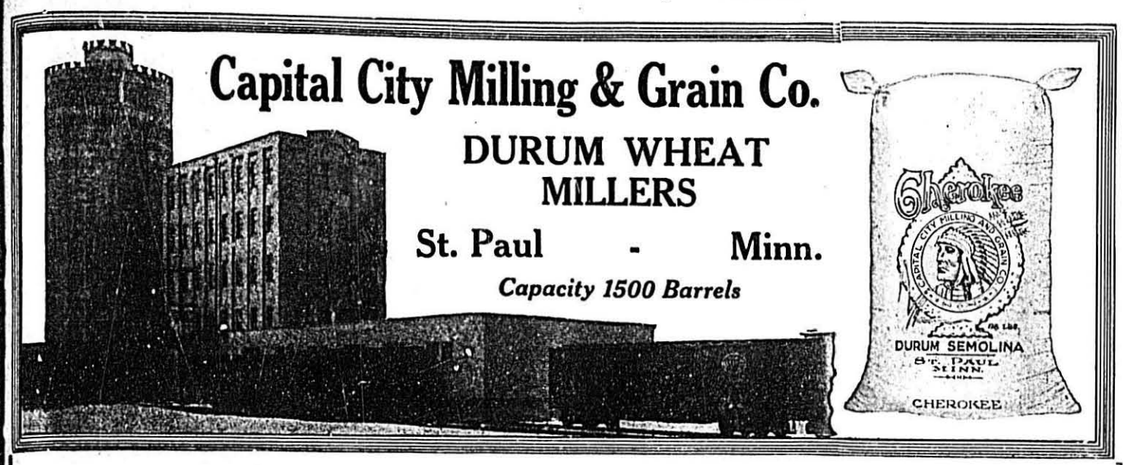

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DURUM FANCY PATENT

from

DURUM WHEAT

Quality Guaranteed

Ask for Samples and Delivered Prices

Capital City Milling & Grain Company

ST. PAUL, MINNESOTA

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H & D Boxes for Macaroni Shipments

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Tell us your requirements and specifications and let us quote you prices. A trial order will convince you of our ability to save you money and to serve you best.

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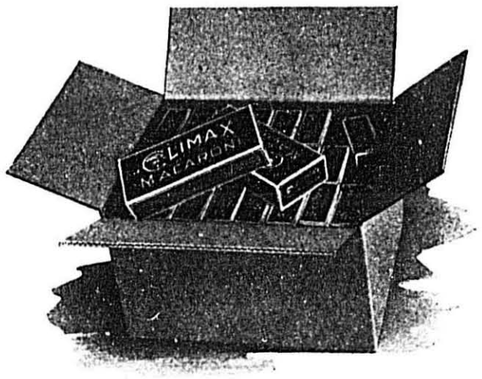

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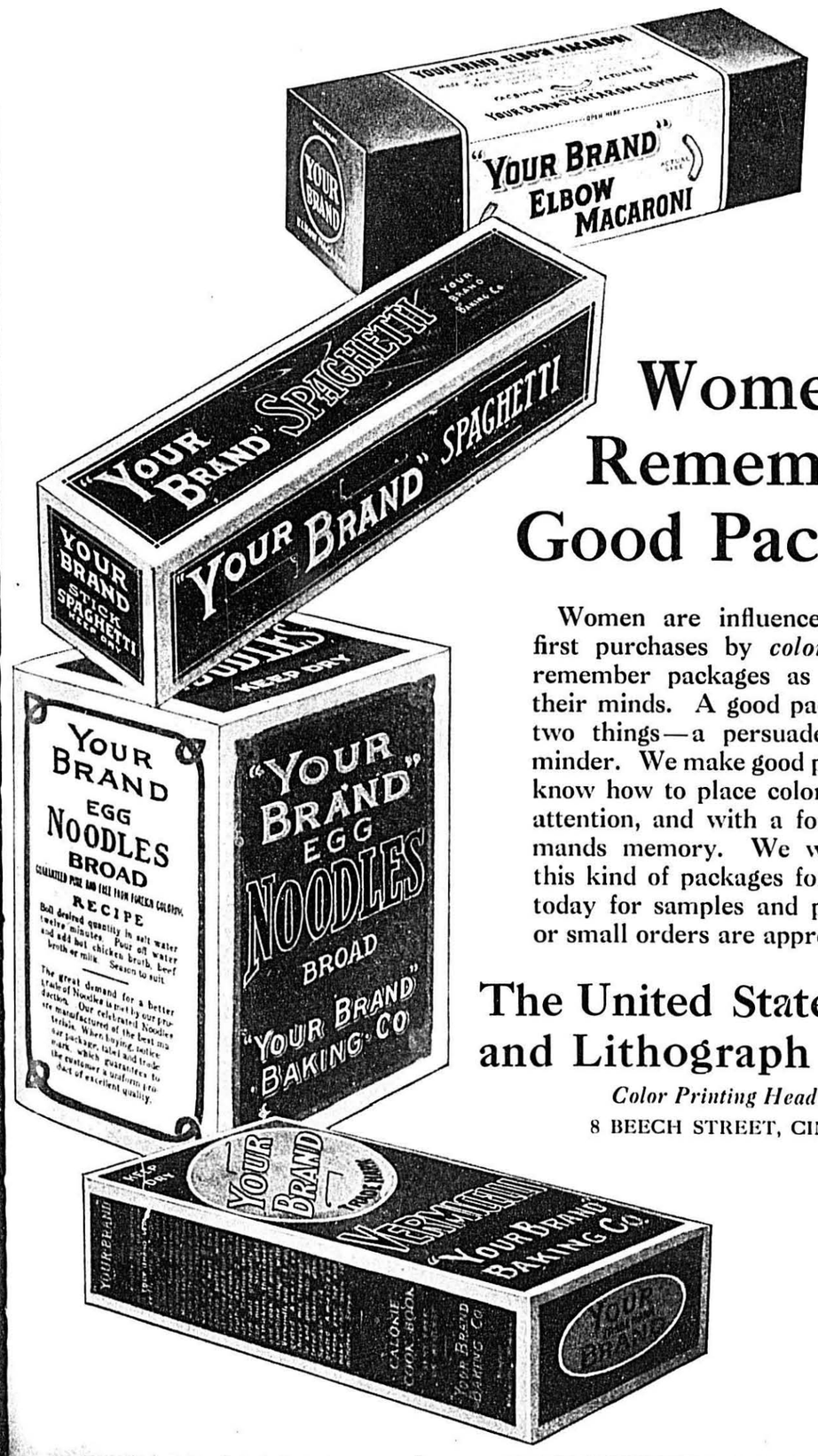


Women Remember Good Packages

Women are influenced in making first purchases by *color.* And they remember packages as a picture in their minds. A good package then, is two things—a persuader and a reminder. We make good packages. We know how to place color so it arrests attention, and with a force that commands memory. We want to make this kind of packages for you. Write today for samples and prices. Large or small orders are appreciated.

The United States Printing and Lithograph Company

Color Printing Headquarters

8 BEECH STREET, CINCINNATI

THE NEW

MACARONI JOURNAL

Volume III APRIL 15, 1922 Number 12

A Practical Plan

Leaders in the alimentary paste industry are agreed that there is a general need for cooperative advertising of macaroni products if consumption is to keep pace with production. It's no longer a question of "Should it be done?" but "How?"

The wonderful success attending the efforts of the fruit growers, the rice millers and the cereal food manufacturers has convinced even the most skeptical that something along this line could be done profitably.

Quite naturally the burden will fall to a few unselfish leaders who are thoroughly "sold" on this advertising policy and who will be willing to expend a certain amount per case to finance a campaign of publicity from which the entire industry will benefit.

After studying various suggestions, the following practical plan is recommended for the principal reason that it provides for starting in a modest way, well within the prospective income, and the gradual extension of the campaign as the funds available for this purpose increase.

1. Store Cards.
2. Trade Journal Advertising.
3. Pamphlets, Inserts, Wrappers, etc.

The plan should appeal to the industry in that it would tie up educational advertising to the grocer with direct-to-consumer advertising by manufacturers through him, in a manner both economical and effective.

Store Cards: Merchants, even though preferring a particular brand, must of necessity carry several. Objections are frequently made to a conglomeration of signs extolling the virtues of particular brands. Offer him one or two attractive, readable and convincing signs calling general attention to macaroni, spaghetti and noodles as a food, and he will willingly give them a favored position in his store because they advertise equally all the various brands that his trade demands him to stock.

To be most effective these cards should carry a convincing message in plain, easily understood language, augmented by cuts and designs, capable of attracting the eye of the shopper. In short they should be the work of an artist and should extol, not unduly, the value of these products as an economical, nutritious and wasteless food.

In this way the product gets economical, effective and almost constant advertising with a very small expenditure. Such cards could be procured for only a few thousand dollars in quantities sufficient to supply every grocery store in the country. These may be mailed direct to grocers and grocery departments, inclosed with shipments, or proportioned to the contributing firms for distribution by their salesmen, who could then personally supervise the proper displaying of these attractive messages.

Prestige would be given this card advertising campaign if each bore the name of the National Macaroni Manufacturers association, similar to advertising being done by the rice growers, fruit producers and canners.

Trade Journal Advertising: The second step would be to get the cooperation of the retailers of the country, without which the whole plan fails. This can best be accomplished through consistent, conservative advertising in the leading grocer journals of the country with the sole thought in mind of convincing the retailer that "macaroni, spaghetti and noodles are the greatest trade producers on his shelves."

Retailers as a class are live, wideawake fellows, ever anxious to take advantage of anything legitimate that will increase sales and resultant profits. Show them that the sale of macaroni or spaghetti will also bring about a sale of such things as cheese, tomatoes, sauces, crackers and similar accompanying foods and you will not only have made them your friends but boosters for your product.

Teach them to recommend macaroni or spaghetti to the hesitating housewife and thus automatically create a sale for accompanying foods. The housewife will be pleased to get this suggestion because it will provide her household the variety that is always welcomed. Prove to them that every time they can induce a customer to buy macaroni as the basis of a meal they reap the benefits that usually accrues to the butchers when meat is the piece de resistance.

Again we have the advantage of tieing this up with the national macaroni manufacturers association as industrial advertising rather than an individual effort, something that will appeal to the grocers, who approve of this plan to boost the food rather than the brand.

Pamphlets, Inserts, Wrappers, etc.: To complete this publicity scheme, to drive it home to the consumer and to educate the housewives of the country as to the best ways to prepare this food in a form of tasty, appetizing and satisfying dishes, a liberal use of recipes and other informative matter is recommended in booklet or poster form.

Pamphlets or booklets containing an interesting account of the manufacture of macaroni products, together with numerous tested and approved recipes for the preparation of a variety of dishes, may be distributed through grocers or sent direct by mail to addresses of customers supplied by him. A comparative value of macaroni with other more expensive and more wasteful foods will prove a convincing argument in its favor. All recipes and instructions should be in a language easily understood and should be accompanied by attractive displays of the food in a finished form, tastily and attractively arranged, with other foods with which they blend naturally. The possibilities of this kind of advertising are unlimited, the amount available alone being the deciding factor.

Inserts may be either cards or dodgers suitable for plac-

ing in packages or boxes and should carry a convincing message in brief form. They might be used to introduce the consumer to the advertiser or manufacturer who placed on these inserts a request coupon for a large recipe book offered by the manufacturer to those asking for it.

Wrappers may be made of cheap and ordinary wrapping paper to be furnished in large quantities to grocers for use in inclosing parcels carried out of the store. Here is some advertising space that can be made good use of, carrying a variety of messages to thousands of homes daily.

Naturally the interested firm would see to it that the grocers in its particular territory are amply supplied with cards, pamphlets, recipe books, etc., and later tie up its individual advertising to this general publicity scheme, thus enabling it to reap benefits for its particular brand for the general advertising that it helps to put over for the product in general.

Advertising carried on along the lines suggested should double macaroni consumption within a year and should then enable the progressive group in the industry to take up other forms of advertising found so profitable by others. It should not be overlooked, however, that this publicity will be most effective if it goes before the public backed by the National Macoroni Manufacturers association, an unselfish, public spirited body of recognized high standing among the food organizations of the country.

February Durum Inspections

Reports of cars of all grades of durum inspected at the various inspection points by licensed men representing the government, as provided by the United States grain inspection act, show a considerable falling off in the movement of this kind of wheat to the primary markets in February 1922. The total reported is less than half January returns, the decrease being most noticeable in the amber durum grades. Exporters dealt largely in this grain judging from the large receipts at the various Atlantic ports, particularly Philadelphia.

Amber Durum

In February only 50 carloads of amber durum graded No. 1, the greatest percentage of the cars going to Minneapolis, which reported 38 cars to 5 in Chicago, second on the list. No. 2 Amber was proportionally plentiful, 482 carloads being reported. Of these 202 went to Philadelphia, 190 to Minneapolis, and 68 to Duluth. The total of this grade, however, was only about a third of the amount inspected the previous month. The proportion of No. 3 Amber was the greatest in many months, 115 cars being inspected, 63 to Minneapolis, 39 to Duluth and 13 to Philadelphia. The total carloads of all grades of amber durum inspected in February were only 773 as compared with 1691 carloads under supervision of the government in January. The total for the crop year July 1921 to and including February 1922 was 15,904 carloads as compared with 9869 carloads for the same period last crop year.

Durum

While there was also a falling off in the receipts of ordinary durum, this grade held its own fairly well, particularly in the No. 1 grade when 9 carloads were reported, or exactly the number inspected in January. Omaha led all cities with 4 cars out of the small total. No. 2 Durum was also scarce, being only half that shipped in January. Of 48 carloads grading No. 2, 11 went to New Orleans, 10 to Minneapolis, 6 to Duluth and 6 to Omaha. The No. 3 grade was more plentiful, 68 cars being reported, 16 from Duluth, 13 from Minneapolis and 6 from East St. Louis. Of this grade 118 carloads went below No. 3 class. Some idea of the immensity of this crop may be gained by comparing receipts for the crop year July 1, 1921, to March 1, 1922, when a total of 5459 carloads was inspected as compared with 4,35[illegible] cars for the similar period in the previous crop year.

Annual Convention

The National Macaroni Manufacturers association will hold its annual convention at Hotel Clifton, Niagara Falls, June 22, 23 and 24.

This will be the 19th annual meeting of the alimentary paste industry's leading organization and every effort will be made to make it the most successful, the most elevating and the most largely attended convention ever held.

A program of intense interest is being prepared carrying several new and outstanding features that should attract members from far and near.

The 1922 session is to be a "Members' Convention" as at the closed session matters purely of interest to members and manufacturers will be discussed. In addition, men of national repute, leaders in government activity and in the industry will help to make a program of great constructive value to all who attend.

Every member of the association planning a business trip east should arrange his affairs so as to make this trip either before or after the Niagara convention and, by killing two birds with one stone, make the convention attendance this year the largest ever.

Conditions in the industry for the past year or so have been such as to suggest that never before in our history has it been so necessary that the combined thought and combined action of like manufacturers should be manifested.

Important Dates
June 22, 23, 24

These are Convention dates that every macaroni manufacturer should remember. These are the dates for the 1922 Convention at Hotel Clifton, Niagara Falls. Reserve these dates for this convention and make your arrangements accordingly.

Yolanda

A mold capable of producing an attractive and pleasing spiral shape alimentary paste product has been perfected by G. Tanzi of the Modern Macaroni Moulds Manufacturing Co. of Long Island City, and products made from it have been submitted to various critics who see in this new form something that will please those interested in fancy style macaroni.

This fancy product is called "Yolanda" after the reigning princess of Italy, the beautiful eldest daughter of the king and queen. The inventor is loud in his praise of the new die and is pleased with the interest taken in it by those interested in the manufacture of fancy shape pastes. Samples submitted to this office appear well formed and have a distinctiveness about them that should make them popular.

Seeing It Right

The best business men is not always the one who is quickest to see through a proposition; it's the one who is quickest to see a proposition through.

Present Status of Durum Wheat Varieties

By L. R. Waldron, Plant Breeder, North Dakota Agricultural Experiment Station

Varieties of durum wheat now grown in the United States are not mutually entirely satisfactory to the grower and to the manufacturer, so perhaps a brief statement regarding them at the present time will not be out of place. As the bulk of durum wheat in this country is grown in North Dakota, my remarks will be confined largely to the conditions as they exist in that state.

T. N. Oium, Pioneer

The United States Department of Agriculture has received the credit, and rightly so, for the introduction and exploitation of durum wheat into the U. S. The influential introductions began about 1900. The work has been ably seconded by various state experiment stations, notably those of North and South Dakota. But it is worth remarking that the bulk of the durum wheat grown in North Dakota, until a few years ago, was not obtained originally through the United States Department of Agriculture. T. N. Oium of Lisbon, N. D., is said to have procured some wheat from a Canadian source in 1894, which had been introduced by Russian immigrants. By 1900 this wheat had increased probably to something like 100,000 bus. The wheat grown by Mr. Oium was recognized as the Arnautka variety. Because of its preoccupation and because of its success in the years before severe rust epidemics the Arnautka variety, until a few years ago, was grown almost to the exclusion of other varieties.

Two Brands Seesaw

Professor J. H. Shepherd of the South Dakota experiment station experimented with durum wheats especially from a milling viewpoint, and pronounced the Kubanka variety to be superior. The experiment station in North Dakota grew Kubanka in its trials and made distributions of it to some extent, but such introductions had but little influence on the general durum acreage, which was devoted mainly to Arnautka.

The Arnautka and Kubanka varieties of durum wheat are sufficiently distinct so that ordinarily one knowing the two varieties has no difficulty in distinguishing them by means of head characters. Trials made in the western part of North Dakota showed that Kubanka outyielded Arnautka to a marked extent. Trials at Edgeley, N. D., made before the appearance of severe rust epidemics, indicated Arnautka wheat to be the better yielding of the two, while at Langdon in northeastern North Dakota, results of which were influenced by presence of rust, Kubanka outyielded Arnautka.

Sturdier Variety Sought

It is a well known fact that Kubanka wheat is more resistant to attacks of stem rust than Arnautka. In fact stem rust attacks Arnautka wheat so severely that one is inclined to regard it as a susceptible rather than as a resistant wheat. The virtues of Kubanka wheat relative to Arnautka were not generally recognized until about 1918. Since then efforts have been made to increase this variety.

It is important to recognize that the Arnautka wheat is too susceptible to stem rust to be considered valuable for North Dakota conditions, and as a matter of fact the Kubanka variety is likewise so susceptible to rust that experimental workers are thoroughly justified in taking vigorous action to get a variety better suited to North Dakota conditions than Kubanka has proved itself to be.

RUST RESISTANT DURUMS

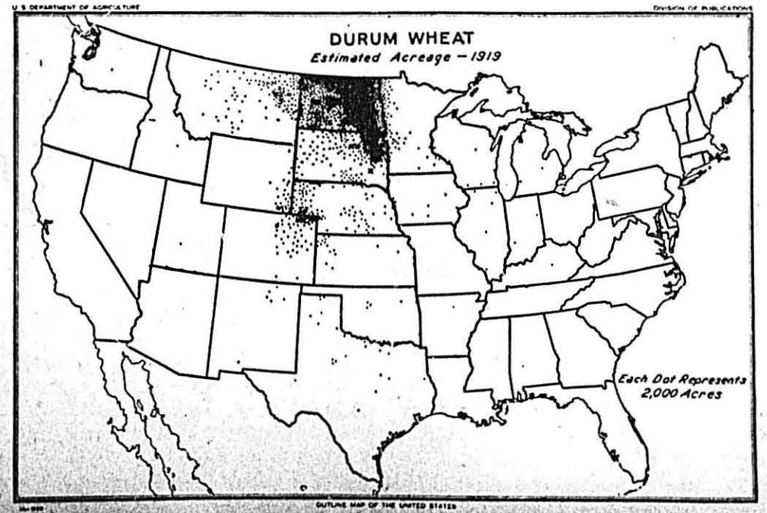
In 1903 a representative from the North Dakota Agricultural college was detailed by the United States Department of Agriculture to visit Russia in the interests of certain crops. Among the seeds introduced at that time were those of certain durum wheats which in later years proved to be resistant to stem rust. Two of these wheats known as D-5 and Monad (D-1) have been increased and distributed so that now there are considerable acreages of these wheats grown in North Dakota.

The wheat known as D-5 is distinguished from other common durum wheats particularly by the red color of its berry and by the fact that its chaff is white. The introduction of this wheat has met with severe opposition because of its inferior technical value.

Monad wheat is similar to Kubanka in that it is an amber wheat, and the threshed grain can be distinguished from the Kubanka only with some difficulty. Monad wheat is extremely resistant to stem rust, and it has shown a yielding capacity equal to that of D-5.

Monad and Acme Delinquent

Some years ago the South Dakota experiment station made selections from a Kubanka field and one of these selections, when increased, proved to be resistant to rust and capable of giving good yields. This variety was named Acme. It was hoped that the introduction of the two wheats, Monad and Acme, had gone far to solve the farmers' problem in that good yielding rust resistant durum wheats had been obtained, and it was further believed that the technical problems would be solved at the same time. It was rather taken for granted that wheats had not been developed which had sufficiently high technical value to



make them esteemed by the manufacturers of alimentary pastes. They, of course, are under the necessity of catering to a critical public.

It was soon found that the Monad and Acme varieties were not as good for bread making as the Kubanka, and now reports are at hand from the macaroni manufacturers that these two varieties are unsatisfactory for making alimentary pastes.

NECESSITY OF COOPERATION

It may not be out of place at this point to call attention to the difficulties which have existed, and which have prevented the experiment stations from getting information relative to the comparative merits of different wheats for use in making alimentary pastes. The North Dakota experiment station is equipped with a complete mill and bake shop so that so far as bread wheats are concerned it is possible to get definite results upon the comparative value of a new variety. Not so with durum wheats to be used for semolina for the reason that experiment stations have not been equipped to manufacture macaroni and other semolina products. The experiment station must be considered as the logical intermediary between the farmers who grow the wheats on the one hand, and the durum millers and macaroni manufacturers upon the other. The experiment station realizes that it is unwise to recommend to the farmer the growing of wheats of low technical value, even though they may be high yielding, because such low quality wheats have a detrimental effect upon the farmer's welfare in the long run.

Technical Suitability

It would have been decidedly worth while if arrangements could have been made several years ago for the continued testing out of different varieties of durum wheat to determine their suitability for technical purposes. To grow a large acreage of an inferior durum wheat, such as the D-5 variety, must mean a great loss to the trade, which no doubt could have been averted in a considerable measure had there existed suitable means of testing out the technical value of new varieties of durum as they appeared from time to time. An arrangement of this kind would naturally have led toward a closer cooperation between the mills and the experiment station than has existed.

The Minnesota experiment station a few years ago introduced a variety of durum wheat known as Mindum. This wheat, according to the manufacturers, makes a satisfactory quality of macaroni. Unfortunately up to the present this variety has not been found very suitable to North Dakota conditions. It has not yielded so well as the Monad. This is due mainly, no doubt, to the fact that it is less resistant to the attacks of stem rust in North Dakota than the Monad wheat.

The present state of affairs is that the Kubanka variety is the only durum wheat now grown in North Dakota which meets the approval of the manufacturers, but, as I have pointed out, is not entirely satisfactory to the farmers of North Dakota.

SOLUTION OF PROBLEM

What, then, is to be the solution of our problem? I think the solution is indicated if the Kubanka variety be studied more critically. Kubanka wheat, as a matter of fact, is not a uniform variety, but rather is a biological hodge podge. By this I mean that within the Kubanka variety one may find strains which are more unlike each other than are certain well recognized varieties of wheat. These differences have to do with the structure of the plant, when closely examined, the resistance to rust, and the technical value.

The North Dakota experiment station has been studying different strains of Kubanka wheat during the last few years, and at present it is experimenting with something like 20 strains, some of which show decided superiority to others. The knowledge gained in regard to their technical value has been from the quality of bread made from the different selections. It is fair to presume that these strains will also show differences in quality of macaroni.

Satisfactory Variety Due

It is rather disconcerting to find that the three durum wheats which have shown such strong resistance to rust, Acme, Monad and D-5, have all been declared by the manufacturers to be inferior in a technical way. There is no known reason why a wheat resistant to rust should necessarily be of inferior technical value. Mindum wheat, resistant to rust in Minnesota, is said by the macaroni people to be satisfactory in this respect. It can be said with full confidence that certain of our selected strains of Kubanka wheat will prove to be entirely satisfactory from a technical viewpoint when they are given a comparative trial. Certain of these strains are being increased at the present time. If care is taken to use a valuable new wheat only for seed purposes, until a good acreage is secured, the wheat increases with astonishing rapidity.

As soon as the proper strain or mixture of strains from the Kubanka variety is obtained, it will be a matter of only a comparative short time until a new variety will be available, which will be satisfactory to both the growers and to the trade.

One Who Holds On

The greatest men in the world have not been without reverses. But they have come up again strengthened by the struggle.

Take General U. S. Grant for one striking instance. He was a dismal failure for half his life. But he never gave up his high ideals or his efforts to attain them.

When the crucial time came he was ready for it. His opportunity had been created within him.

At the close of the first day of the battle of Shiloh, a day of severe Union reverses, General Grant received from his chief of staff, McPherson, the report: "Things look bad, general. We have lost half our artillery and a third of the infantry. Our line is broken and we are pushed back almost to the river. What can we do?"

"Reform the lines," said Grant "and attack at daybreak. And won't they be surprised?"

Surprised, indeed, they were, and routed before 9 o'clock.

Even the strongest hearted must fail, not only once but again and again. But what of that? Life is a campaign, not a single day's battle.

Every one who succeeds must meet such crises, and must avert disaster by a prompt reforming of lines and a surprising early attack.

There is no real defeat for the one who holds on courageously in a right cause.

The only permanent and hopeless failure comes through a soul surrender. —Chicago Herald-Examiner.

Quality First

"Talk" will do wonders in salesmanship, BUT it will not put quality into a product.

Manufacturing Processes Kill Weevils

Belief That Weevils Live Through Milling of Semolina and Manufacturing of Macaroni Disproven by Scientific Experiments—Neither Insects Nor Insects' Eggs Survive These Two Processes.

By Royal N. Chapman, Ph. D., University of Minnesota Agricultural Experiment Station

The experiments described in this paper were performed at the Agricultural Experiment Station of the University of Minnesota to determine whether it is possible for the granary weevil (Calandra granaria) to survive the process of milling durum wheat into semolina and also the process of manufacturing semolina into macaroni and other allied pastes.

There has been no question that the weevils which attack macaroni are the same ones which attack wheat, but it has never before been determined whether these weevils pass through the processes of manufacture and thus infest the macaroni, or whether the weevils must enter the macaroni in the the same way as they enter the wheat, namely by laying eggs in it. The fact that the weevils do lay eggs in macaroni is well known, but their ability to survive the milling of semolina and the processes of manufacturing macaroni has been the object of these experiments.

The adult weevils ordinarily lay their eggs in holes which they make in wheat berries or in other hard substances. These eggs hatch and the little "grubs" or larvae eat out the inside of the wheat and then transform into pupae from which the adult weevils emerge. The length of time from the lying of the eggs may be as short as a month or longer depending upon the temperature, moisture, and other conditions. These weevils are known to develop in other hard substances such as macaroni, hard biscuit and similar substances. They do not develop in flour or semolina unless it has been dampened and thus formed a hard cake.

The possibility of the weevils surviving the milling process is dependent upon the ability of the eggs to remain unbroken. Since these eggs are slightly smaller than granules of No. 2 semolina it is a question as to whether the wheat would break in such a way as to leave the egg in the center of a granule. This is a matter of the chance of a granule breaking off without the line of breakage following the hole in which the egg was laid.

The matter of the weevils passing through the macaroni press depends upon how much pressure the egg could withstand while in the dough. Further than this the egg must of course have remained unhatched from the time when the wheat was milled until the semolina was made into macaroni unless the weevils were in the semolina and laid their eggs there.

All of these questions were taken into consideration in the following experiments.

Part of the work was done at the North Dakota agricultural experiment station because of its facilities for milling semolina. The making of the macaroni was done at a factory in Minneapolis. The rest of the work was done in the laboratories of the division of entomology at the Minnesota agricultural experiment station. Every step in these experiments was under the personal supervision of the author from the time the wheat was first obtained until the macaroni had been made and given careful examination. This supervision included transportation of the wheat to Fargo, milling, return of the semolina to Minneapolis, and manufacture of the macaroni as well as all the work done at the university

EXPERIMENTS WITH THE MILLING

Two sets of experiments were made to determine the possibility of the granary weevils or their eggs surviving the process of milling. The first set was conducted with the ordinary methods used in milling semolina on a commercial basis. Twenty bushels of wheat were obtained, which was inspected by the North Dakota state grain inspection laboratory and graded as mixed durum, containing 83% amber durum, 6% red durum, and 11% hard red spring wheat.

The wheat was tempered on Jan. 25, 1922, to bring its moisture content up to 14%. On the following days adult granary weevils (Calandra granaria) were added as rapidly as they could be obtained until the wheat contained an average of 2 weevils to the ounce. The wheat was then kept in 3 covered galvanized iron tanks at a temperature of about 75°F. On Jan. 28 all the weevils had been added and on Jan. 30 many of the weevils were mating.

Samples of wheat were examined daily from this time on and feeding punctures and eggs were found in increasing numbers as time passed. Examinations to detect the eggs were made with a binocular microscope, as it is difficult to locate the position of eggs with certainty any other way.

By Feb. 12, 1922, the percentage of wheat berries infested with eggs had risen to about 4. Some of the eggs had hatched but the majority had been laid recently. The wheat was then sacked and shipped from the Minnesota Agricultural college to the North Dakota Agricultural college at Fargo where the experimental mill was equipped for the milling of semolina. A sample of one half bushel of the wheat was kept out for a check on the experiment. The wheat was carefully guarded during transit to prevent it from being chilled and when it arrived at the mill the temperature in all of the sacks averaged 59.9°F. and the weevils were alive and active.

A check sample of wheat was taken out and the remainder was tempered to 15% of moisture and milled on the following day. The adult weevils were removed by screening the wheat and about 300 lbs. of No. 2 semolina and about 50 lbs. of No. 1 semolina were obtained. The finer granulations were disregarded because they would be finer than the weevil eggs, consequently the only chance for the eggs to survive would be in the coarser granulations.

The semolina together with the unmilled sample was returned to the Minnesota Agricultural college. The same precautions for protecting the material from the cold were observed as before and the average temperature of the semolina was 61.2°F. when it arrived. The weevils in the check samples of unmilled wheat were alive and active.

On Feb. 17, 1922, 150 lbs. of the semolina were made into macaroni as will be described later.

For the second milling experiment a peck of the sample of wheat which had been retained at Minnesota was infested with more weevils from time to time until March 30. At this time the wheat contained all stages of the weevil; eggs, larvae, pupae, and adults

ready to emerge. Ten wheat berries were selected, each of which. contained eggs, and these were milled separately in the milling laboratory at the University of Minnesota.

The peck of wheat was milled first and small samples of material were removed after each grinding to determine to what extent the various stages of the weevils survived. Later the 10 infested berries were run through the first break rolls only. In the large sample it was found that over 50% of the adult weevils survived. An examination of the material from the 10 berries showed that only 2 of the egg cavities could be located and these were in the bran. In one case it could be seen that the inner part of the wheat berry had broken along the egg cavity and the egg could not be found.

No living stages of the weevils were found in the middlings from the first separation although there were many broken parts of legs and other structures of the adult beetles. After the second break a few living weevils were found but after the third break there were no survivors to be found. Samples of material were kept and examined from time to time, but there was no evidence of living eggs.

WEEVIL EGGS NOT LAID IN SEMOLINA

Three samples of No. 1 and No. 2 semolina were placed in jars and infested with 100 weevils in each case. The samples were then examined every other day for a month, but there was no evidence of any eggs having been laid and the adults died without leaving progeny. Another 15 lb. sample of No. 1 semolina was infested and left to be made into macaroni as will be described later.

In order to determine whether larvae might develop in small granules in case eggs did pass through the mill or the adults did at times lay eggs in granules, particles of wheat were chipped out by hand in such a way that eggs were left in small granules. In these cases the larvae soon broke out of the granules when the inside of them had been consumed. These larvae died due to the fact that they have no legs and were not fitted for life outside of a hard substance.

From the above it is shown that no stages of the weevil survived the process of milling semolina in these experiments, although the wheat was heavily infested. Furthermore adult beetles could not be induced to lay eggs in the semolina. In addition to this it was found that the larvae could not develop in granules like those of semolina even when experimentally placed in such a situation.

DO NOT SURVIVE MACARONI PROCESSES

A macaroni press of the ordinary hydraulic type was used in these experiments and the pressure was set to remain between 1 and 3 thousand lbs. per square inch. The first experiment was performed on Feb. 17, 1922, 3 days after the semolina was milled. During the time between the milling and making the macaroni the semolina was kept at a temperature of about 75°F. The dough was mixed in an ordinary dough mixer. The temperature of the water used was 145°F and after 10 minutes of mixing the temperature of the dough was 102°F.

The dough was then kneaded, rolled and pressed. Samples were taken after each operation for examination. In one lot the eggs of the confused flour beetle (Tribolium confusum) were placed in the dough just before it was put into the press to determine what effect the pressure would have on these eggs. It was not possible to use the eggs of the granary weevil in this case because they are difficult to obtain free from the wheat. The eggs of the confused flour beetle are of more regular shape than those of the weevil and consequently should withstand greater pressure.

The macaroni was made into short goods about an inch and a third long. Part of it had a wall thickness of 1/16 inch and the rest about 1/24 of an inch. The drying was done on trays along with other macaroni in the factory. The air in the drying room was 80°F and the process required 20 hours.

As stated before samples of dough were taken after each operation and undried macaroni was taken out after each lot had been pressed. These fresh samples were examined the same day but no evidence was found of live eggs of either the confused flour beetle or the granary weevil. The dried macaroni was then examined microscopically and carefully broken apart. The remains of the confused flour beetle eggs were found broken and drawn out of shape and embedded in the walls of the macaroni.

The entire amount of macaroni was kept in carefully sealed cans under the same conditions as the check samples of wheat one of which had been kept at Minnesota and the other of which had been shipped to Fargo and back. During the last week in March adult beetles were emerging from these samples of wheat showing that the eggs which had been laid in the wheat had developed and that nothing connected with the experiment had affected them. At this same time the entire amount of macaroni was carefully examined but there was no evidence of weevil in any of it.

The second lot of macaroni was made March 31 in the same way as the first with the following exceptions: The No. 1 semolina which had been infested with adult weevils was sifted to remove the adult beetles but to leave in any of the eggs which might have been laid. This and the small amount of semolina which had been milled at the University of Minnesota the previous day from wheat which was known to contain many eggs, was mixed with the remainder of the semolina from the first milling.

When the last lot of dough was about to be put into the press a large number of eggs, larvae, pupae, and adults of the confused flour beetle were placed in it. Some of this macaroni was collected and examined within a few hours. The rest was dried as before. Upon examination parts of the flour beetles were found, but all were very small and no eggs or other stages were found to be intact. Furthermore the parts of the beetles were distributed throughout this lot of macaroni showing that the dough surges about in the press.

All of the macaroni was examined after drying but no evidence of live insects has been found even though the macaroni has been kept under observation and carefully examined from time to time.

CONCLUSION

In the above experiments no stages of the granary weevil (Calandra granaria) survived the process of milling semolina even though the wheat was very heavily infested.

The adult beetles did not lay eggs in the semolina even though left in it until they died.

When parts of the wheat were cut away experimentally leaving the eggs in granules similar to those of semolina the larvae were unable to develop. This is the condition which would arise if eggs did pass through the mill in such granules.

None of the macaroni made from the infested semolina was infested with any insects or eggs even though all the semolina came from badly infested wheat. Part of the semolina had con-

(Continued on page 28.)

WANT DURUM FIGURES

Spring Wheat Estimates Misleading Without Separation of Macaroni Grain—To Interest of Miller and Farmer to Know Exact Proportions in Annual Crop.

The heavy inroads made in the production of spring wheat in the northwestern states by the durum types is causing the bread-wheat growers and millers considerable anxiety and there appears to be a concerted effort on the part of those interested to get the government to segregate the durum acreage and production from the estimates of the bread making spring wheats.

Because of their rust resisting qualities durums are being preferred in many localities of this section with the result that the bread wheats are frequently neglected. The natural attitude of the bread-wheat millers is explained in an editorial appearing in The Northwestern Miller, which pleads for a separate report on durum conditions and production by the bureau of estimates:

Estimating Durum Wheat

"Only a few years ago the percentage of durum wheat grown in the spring wheat states was sufficiently small so that there was no real need for reporting it separately in the government crop estimates. In both North and South Dakota, however, the situation has changed materially, with the result that the government spring wheat figures have become distinctly misleading, owing to the inclusion of durum with the varieties of bread wheat.

"In 1916 only 18.6% of the spring wheat grown in North Dakota was of the durum type, but for the 1921 crop in that state the percentage of durum wheat was 45.5. The increase in South Dakota has been even more marked, durum accounting for 42.4% of the 1921 spring wheat crop, whereas 5 years before it had represented only 13.6% of the total. There has likewise been an increase in the proportion of durum wheat in Minnesota, but in this case the maximum is still small.

46,000,000 Bushels Durum

"Translating percentages into bushels, the total production of durum wheat in Minnesota and the Dakotas in 1921 was nearly 46,000,000 bushels, whereas in 1916 it was under 11,000,000. These estimates are made by the Department of Agriculture, and undoubtedly are approximately correct. So far as is known, however, they have not been published in any of the department's current crop bulletins, and certainly the estimates of acreage and yield issued monthly have contained no references to this important division of the spring wheat crop.

"The extraordinary increase in the amount of durum wheat raised in the Dakotas is easily explained as the result of rust disasters in recent years. Durum wheat is practically rust resistant, and farmers who had seen their crops destroyed in 2 weeks of wheat pestilence naturally turned to varieties of wheat not subject to this peril. At the same time an overproduction of durum wheat is absolutely sure to bring retribution, for there is a definite limit to the possible demand for wheat of this type. Meanwhile the supply of spring wheat available for bread flour is being cut down more and more by the inroads of durum.

Steps Toward Limitation

"The first and most important step in this connection is to get publicity of the facts. The government agents have ample data covering the varieties of wheat sown and harvested and it would require no great change of policy to include separate estimates of the durum wheat crop in the Department of Agriculture reports. With the facts regarding the extent of durum production clearly and widely known it would be possible to take effective steps toward limiting the durum acreage to an amount really proportionate to the demand for the special product of this type of wheat.

"Some of the farm journals of the northwest already have suggested the desirability of having the Department of Agriculture segregate durum wheat estimates in preparing its figures for the spring wheat crop, and the need for such a change of method ought to be apparent to the spring wheat millers. As things now stand the government estimates give no real idea of the quantity of spring wheat available for the manufacture of bread flour and, as the proportion of durum wheat has increased progressively and steadily for the past 5 years, there is reason to believe that the estimates of future crops may be even more misleading than those of recent ones have been.

Entitled to Information

"The farmers, of course, will decide for themselves to what extent they want to substitute durum for other varieties of spring wheat, but in making this decision they are certainly entitled to whatever accurate information the Department of Agriculture can give them regarding the amount of durum wheat actually grown."

Smile

If you are not particularly in need of exercise, keep this in mind—it takes 16 muscles to make a smile and 68 to make a frown.

Advantages in Uniform Cost System

Ten Cardinal Features Enumerated—Plan Must Meet Particular Problems of Each Industry—Aid in Preparing Scheme for Any Industry Offered by National Body—Methods Outlined for Adoption.

Progressive industries within the past few years have found it most profitable to install uniform cost systems that will guarantee to the manufacturers therein comparative results. It will give each an assurance that the other manufacturers in his line have included and excluded the same items in costs, that their enterprises have been substantially departmentized in the same way as his own, that there exists a common treatment of overhead, a tieing up of the financial and cost records, and a control of raw materials. Thus are the advantages of a uniform cost system in a given industry summed up by the fabricated production department of the Chamber of Commerce of the United States.

Basis of Cost Comparison

This department has carried on an extensive survey in the various manufacturing lines and concludes that a uniform cost system that will fit all industry is not possible at this time because each industry has problems and conditions peculiar to itself. It is not maintained that a uniform cost system will equalize cost productions, but it will point out to the individual his own manufacturing costs and give him a basis on which to compare his costs with those of his competitor, the difference therein being probably due to superior efficiency in one plant over that of another.

Ten Advantages

The department lists the following advantages to be derived from uniform cost accounting, which it urges all industries to establish through their trade organization:

1. Strengthens position of industry in dealing with governmental or regulatory bodies.
2. Inspires confidence that selling prices are determined upon a fair and equitable basis.
3. Solves disputed points of accounting within the industry authoritatively.
4. Makes possible a more intelligent competition.
5. Reveals lines within the industry which have been marketed on an unprofitable basis.
6. Shows the danger line below which goods cannot be sold at a profit; thus serving as an insurer of profits.
7. Acts as a common guide to the value, efficiency and waste of workers, machines, methods, operations and plants.
8. Becomes a reliable guide and basis for estimating prospective business; thus acting as a forerunner for comprehensive production statistics.
9. Furnishes current reports for comparing major cost items with standards, which are predetermined, and thereby measuring and increasing operating efficiency.
10. Establishes a standard code of accounting practice, so that if your clerk or bookkeeper leaves you, his successor will step into a system whose operation has been fully and completely formulated.

Ready Made System?

The fabricated production department recommends that trade associations desirous of establishing uniform cost systems first appoint an efficient cost committee and that the particular problems of the trade be given every consideration before recommending any particular system. Haste is to be avoided and a special system particularly applicable to a given industry should be adopted only after a wide and thorough interchange of cost experiences and cost methods and of elements in which all manufacturers, large and small, must participate and cooperate in devising. "A ready made cost system hurts worse than a ready made shoe," and on this rock alone have many systems been wrecked.

The department offers to cooperate with any industry in order that a uniform cost system may be planned that will be productive of the greatest good to the greatest number therein. Its bulletin on the subject reads:

Methods Which Make for Success

"The conception of the commission is that the effort of a trade association to educate the individual member in the application of sound principles of cost accounting in his individual business is proper—a group may not attempt to substitute a group average or standard either of cost or margin (profit) for the individual's figures. * * * * The individual must fix his own cost and his own margin'."—From letter of Mr. Gaskill, Federal Trade Commissioner.

This clears doubt from the atmosphere—are you ready to go ahead? More than 80 industries have—is yours one? We're talking now of a Uniform Cost System for each trade line, which is the only kind of system that can be called uniform.

How to Obtain It

FIRST: The work of standardizing cost principles for an industry can be best accomplished through the trade association representative of the industry. If no such trade organization exists for any given commodity one should be formed.

SECOND: Before a trade association undertakes to standardize cost practices it must be assured of the active and enthusiastic support of a preponderance of the manufacturers.

THIRD: Where this interest does not exist it can and should be created by a carefully organized and sustained campaign of cost education in which direction the Fabricated Production Department can offer practical suggestions.

FOURTH: A cost committee should be appointed, selected from those members possessing individually the best cost systems.

FIFTH: After the cost committee has ascertained the status of cost accounting in the industry a cost expert should be employed who will provide the structure of the proposed uniform systems for which the cost committee will supply the practical details. This cooperation between the expert and the committee will insure the practicality of the cost system; and the committee, thoroughly familiar with the working of the standard cost system, can explain its operation to the manufacturers in each locality.

SIXTH: It is of the utmost importance that provision be made for the installation of the cost system once formulated, since a cost system, however admirable in theory, is of no great practical service unless widely installed.

SEVENTH: An important use of a uniform cost system is derived from the exchange of cost information. In this manner each manufacturer may discover the weak points in his organization. This discussion should take up item by item all costs; material, labor, fac

tory overhead, administration and selling expenses, for commodities as well as departments and processes.

The entire range of cost rather than averages should be shown and the cost discussion kept absolutely free of a discussion of prices or the effect on production. Cost information per se must be the object sought.

EIGHTH: In all plans and procedure for and under uniform cost accounting the goal aimed at is uniformity of cost methods but each individual manufacturer must know his own costs and fix his own margins.

Why Some Efforts Failed

Because, cost accounting has not been taken seriously; it cannot be accomplished by "resolutions";

Because, "ready made" systems have been tried; discouragement followed;

Because, the industry has not been "sold" on the great need of a Uniform System before developing the system;

Because, the "sale" and "installation" of systems has not been handled right.

Some Things Right System Will Do

It will definitely aid in the control of a business—show the profitable and unprofitable lines—present clearly the state of the overhead or burden;

It will stimulate production and inspire greater interest in workmen when understood;

It will check costly variations from standard shop practices;

It will eliminate "guessing" by your employes because it demands facts;

It will promote intelligent competition without contravening the law.

Government Prosecutions

9918. Adulteration and misbranding of egg noodles. U. S. * * * v. 4 Boxes * * * and 18 Boxes * * * of Egg Noodles, So Called. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 15008. I. S. Nos. 8738-t, 8739-t, S. No. E-3367.)

On May 28, 1921, the United States attorney for the District of Columbia, acting upon a report by the Secretary of Agriculture, filed in the Supreme Court of the District aforesaid, holding a district court, a libel for the seizure and condemnation of 4 boxes, each containing 24 six-ounce packages, and 18 boxes, each containing 48 three-ounce packages, of egg noodles, remaining in the original unbroken packages at Washington, D. C., alleging that the article was being offered for sale in the District of Columbia, and charging adulteration and misbranding in violation of the Food and Drugs Act.

Adulteration of the article was alleged in the libel for the reason that a substance, to wit, plain noodles containing little or no egg solids, had been mixed and packed therewith so as to reduce and lower and injuriously affect its quality and strength and had been substituted wholly or in part for egg noodles, which the said article purported to be. Adulteration was alleged for the further reason that a substance, to wit, plain noodles containing little, if any, egg solids, had been prepared and mixed with the said article in a way whereby its inferiority to egg noodles was concealed.

Misbranding was alleged for the reason that the cartons containing the said article were labeled as to the article and the ingredients contained therein as follows, "Kerr's * * * Home Made Style Medium Egg Noodles * * * Guaranteed Pure And Free From Artificial Coloring * * * Kerr's Egg Noodles," which statements were false and misleading in that they represented the said article to be genuine egg noodles requiring no coloring other than that which the necessary egg solids which it purported to contain would give the same, and for the further reason that the statement, to wit, "Guaranteed Pure And Free From Artificial Coloring," borne on the said cartons, was misleading in that it represented the said article to be colored naturally by egg yolk, therefore requiring and containing no artificial coloring. Misbranding was alleged for the further reason that the article was labeled as aforesaid so as to deceive and mislead the purchaser into the belief that it was egg noodles, whereas, in truth and in fact, it was not egg noodles but was a product composed of plain noodles, containing little, if any, egg solids and containing an insufficient amount of egg solids, if any. Misbranding was alleged for the further reason that the article was a product composed practically wholly of plain noodles prepared in imitation of and offered for sale under the distinctive name of, another article, to wit, egg noodles.

On October 3, 1921, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

—C. W. Pugsley,
Acting Secretary of Agriculture.

9946. Adulteration and misbranding of egg noodle sticks. U. S. * * * v. Lee Lan, Lee Ching Hong, Lee Tung Long Pon, Leong Kong, Fong Jung, Lee Kow, Lee Pong, Lee Fook, Lee Dat Chow, Lee Wing, Mark Chung Mong, One Wah, Lee Leong, and Lee Young Lew (Yat Gaw Min Co.). Pleas of guilty. Fine, $25. (F. & D. No. 14540. I. S. No. 15216-r.)

On May 21, 1921, the United States attorney for the Southern District of New York, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against Lee Lan, Lee Ching Hong, Lee Tung, Long Pon, Leong Kong, Fong Jung, Lee Kow, Lee Pong, Lee Fook, Lee Dat Chow, Lee Wing, Mark Chung Mong, One Wah, Lee Leong, and Lee Young Lew, trading as the Yat Gaw Min Co., New York, N. Y., alleging shipment by said defendants, in violation of the Food and Drugs Act, on or about January 21, 1920, from the State of New York into the State of Pennsylvania, of a quality of egg noodle sticks which were adulterated and misbranded.

Analysis of a sample of the article by the Bureau of Chemistry of this department showed that it contained a small amount of coloring matter, probably saffron, and that it contained little, if any, egg.

Adulteration of the article was alleged in the information for the reason that a substance, to wit, plain water noodles, had been mixed and packed therewith so as to reduce and lower and injuriously affect its quality and strength; for the further reason that ordinary plain water noodles, containing little or no egg, had been substituted wholly or in part for "Egg Noodle Sticks," which the article purported to be; and for the further reason that it had been artifically colored in a manner whereby its inferiority to the article it purported to be, to wit, "Egg Noodle Sticks," was concealed.

Misbranding was alleged for the reason that the said article was labeled "Egg Noodle Sticks," so as to deceive and mislead the purchaser into the belief that it was "Egg Noodle Sticks," whereas, in truth and in fact, it was not egg noodle sticks but was a product composed of plain noodles, having therein an insufficient amount, if any, of egg. Misbranding was alleged for the further reason that the article was a product composed of plain water noodles, artificially colored and prepared in imitation of, and was offered for sale under the distinctive name of, another article, to wit, "Egg Noodle Sticks."

On May 23, 1921, the defendants entered pleas of guilty to the information, and the court imposed a fine of $25.

—C. W. Pugsley,
Acting Secretary of Agriculture.

Creed of Busy Man

I believe in the stuff I am handing out, in the firm I am working for and in my ability to get results. I believe that honest stuff can be passed out to honest men by honest methods.

I believe in working, not weeping; in boosting, not knocking, and in the pleasure of my job.

I believe a man gets what he goes after, that one deed done today is worth two deeds tomorrow, and that no man is down and out until he has lost faith in himself.

I believe in today and the work I am doing, in tomorrow and the work I hope to do and in the sure reward which the future holds.

I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and in honest competition. I believe there is something doing, somewhere, for every man ready to do it.

I believe I'm ready—right now!—Traffic Adjustment Company.

How Holes Are Put in Macaroni

Press Articles Reveal Secret to Laymen—Although Written for Nontechnical Readers Well Worth Perusal by Manufacturer as Exact Theses on Making and Value of Durum Wheat Semolina Foods.

The Sunday issue of the Cleveland Plain Dealer, dated March 12, carried an interesting story of macaroni manufacture and quoted well known writers and dietitians as proponents of greater use of macaroni in the regular meals throughout the year. Part of the article deals with the mode of manufacture in use in the Pfaffmann egg noodle factory in that city. It reads:

HEALTHFUL AND TASTY FOOD

An important part of the manufacture of macaroni is the thorough blending of the flour and water into a dough which is then worked under immense fluted rollers until of the desired consistency.

Recent years have seen vast improvements in the methods applied to the manufacture of macaroni and allied products in the United States. Proper drying has come in for its share of attention, and a very interesting drier is in use at the Pfaffmann Egg Noodle Co. factory on the West Side.

In this drier the cut macaroni travels upward 4 stories into the drying drums. There are 23 of these, each 45 feet in length with a capacity of a carload of goods at one time.

Use of this drier and other appliances throughout the factory make it possible to manufacture a product which is not touched by human hands, setting a standard of cleanliness that could not be met even by the most careful of workers.

Macaroni will keep in nearly any climate for months, if properly made under sanitary conditions and carefully packed. The ease with which the homemaker may open a package of macaroni and drop it into the boiling water, where it is kept for about half an hour and then drained and blended with her seasonings, make it a most satisfactory food with which every home should be supplied.

Elizabeth Robins Pennell in her "Feasts of Autolycus" refers to macaroni as a "Dish of Sunshine." "Why despair," she adds, "when macaroni is always to be had, inestimable as a vegetable, unrivaled as an entree, a perfect meal, if you choose, in itself?

"But, one word of advice: If this dish you serve for luncheon, defy convention and make it the first and last and only course. It may seem menger in the telling. But to treat it with due respect and justice much must be eaten, and this makes more impossible, even to the hopeful."

Our writer further continues, "In puddings and pies macaroni is most excellent. But if you be not lost beyond redemption, never sweeten; the suggestion of such sacrilege alone is horrid.

"Into little croquettes it may by cunning hands be modeled 'en timbale,' in well shaped mold, it reveals new and welcome possibilities. With fish it assimilates admirably; with soup it is above criticism."

Thus our English writer of nearly half a century ago describes the pleasures derived from her "dish of sunshine" prepared in much the same manner as found upon the tables in our own country today.

With us it may be served as a breakfast food, with cream and sugar; in soups, in casserole with the addition of meat and accessories such as sweetbreads, etc., fish, vegetables, cheese, nuts and eggs.

With these same foods it may be blended into croquettes, dipped in egg and crumbs and fried to a crisp brown; peppers and tomatoes are admirable stuffed with it in combination with a small portion of one of the various items; while in salad it offers a unique surprise to the uninitiated, and it may also be used in dressings, rarebits and puddings.

Recipes

A few recipes followed, among them being "Macaroni Soup", Macaroni Salad", "Macaroni and Mushrooms", "Macaroni and Fish" and "Macaroni Croquettes."

The article was accompanied by a homelike picture in the tea rooms at the Western Reserve university, where proper methods of serving foods are taught in the household administration department of that college.

The cut suited admirably the text and the whole article created many favorable comments from macaroni manufacturers and from teachers in cookery schools in various sections of the country.

The Star, Washington, D. C., in its issue of March 12 gives a concise yet complete account of the manufacture of macaroni and spaghetti, laying particular stress on the need of high quality semolina in order to produce the highly approved quality that epicureans demand. The article follows:

MACARONI AND SPAGHETTI

In the modern macaroni factory when the dough is well mixed and kneaded in a powerful machine it is ready to be formed into macaroni, which is of tube shape about one fourth of an inch in diameter, or into spaghetti, which is a solid stick about one eighth of an inch in diameter.

The dough is forced by hydraulic pressure through a cylinder with a flat circular bronze die at the bottom. This macaroni die, or mold, contains many holes, each of a diameter of one fourth of an inch. Each hole has adjusted within it a small pin directly in the center. This pin divides the dough on one side as the mass starts through the hole. Before the dough arrives at the end of the hole, however, the divided sides come together, making a perfect tube.

In the case of the spaghetti tube, the die contains only plain holes about one eighth of an inch in diameter, arranged in groups. When macaroni and spaghetti emerge from the cylinders the next step is to cut them into certain lengths, these depending upon the mode of curing or drying to be pursued. Sometimes this curing or drying is done on trays, and sometimes over rods.

It is highly important to the macaroni industry that there should always be an adequate supply of freshly milled durum wheat semolina. For the most part chemical analysis is necessary to determine the percentage of gluten and starch, and whether they are present in the proper proportions, in order that there may be obtained a well balanced product of proteids and carbohydrates.

Macaroni made of fresh durum wheat semolina and pure water shows a golden color much like that of the semolina. Moreover, it is translucent. Imitations, while they may be colored to resemble the best macaroni, will not be translucent.

Association Movement Grows Stronger

Recognition of Need of Trade Associations in All Industries Recognized by Government—Big Increases Reported—Macaroni Manufacturers Urged to Take Advantage of Opportunity—National Association Welcomes All Leaders in Industry.

The friendly attitude of the government toward business as recently manifested by the correspondence between the department of commerce and the department of justice in an effort to outline the activities of trade associations, has encouraged great activity among these essential trade groups. As a result of this understanding, a conference was held last week at Washington, D. C., between Secretary Herbert Hoover and leading trade association heads, the purpose being to educate them as to just what work the government will look upon with favor. Knowing the limit to which they may now go, the officers, particularly the secretaries, are striving to develop along these approved lines rather than casting about for new activities that may or may not be recognized as just and lawful.

This understanding has already produced beneficial effects. Trade associations have greatly increased in the estimation of their particular industry and of the public. Being thus recognized by government agencies the opportunity for doing good to a particular industry or trade by its particular trade group has increased proportionally. Naturally the membership is on the gain and this addition in numerical strength makes possible the attainment of the objects for which that particular trade association exists.

The alimentary paste manufacturing industry in this country is ably represented by the National Macaroni Manufacturers association, an organization that has carried on the recognized but limited activities of trade promotion since its organization less than 20 years ago. Its possibilities under the changed conditions are amazing; its capabilities are equal to that of any similar trade group; its scope is limited only to the wish of its members and the understanding now arrived at with government bodies. All that is needed to attain the objects for which it is founded—**the welfare of its members**—is the united backing of a big majority of macaroni and noodle makers.

The National Macaroni Manufacturers association at present is composed of approximately 60 progressive manufacturers from 20 states in the union, together with several in Canada. In addition there are 15 associate members who cooperate most willingly in every activity tending to promote the interests of the industry.

This number should at least be doubled, and easily would be if the advantages offered by such a national association of this character could be brought to bear on those not yet affiliated.

That there is a crying need for uplift work among macaroni manufacturers none will dispute. That this work can best be carried on through a centralized representative body also goes without dispute.

The National Macaroni Manufacturers association, composed as it is now of the leading manufacturers of the country, is a vitalized nucleus that will grow in importance in the proportion that it grows in strength numerically and increase in its power for doing good in the same degree that it becomes more and more the spokesman of a determined, unified industry.

The National Macaroni Manufacturers association was conceived by a few of the more progressive spirits less than 20 years ago and during its short existence has accomplished much to bring attention to this neglected industry and to obtain for those directly interested therein just and fair treatment at the hands of the various lawmaking bodies of states and union. It has not performed wonders—very few of its members expected that much,—but it has succeeded in lifting the industry out of the shadows in which the earlier manufacturers wished to wrap themselves.

It has gained the confidence of the public by constantly standing for advancement in mode of manufacture, for cleanliness in manufacture, fairness in distribution and for carrying on its activities along the lines of recognized business ethics.

It has encouraged the production of a more uniform high grade product to be sold at a price within reach of all consumers, by encouraging invention of new machinery and new modes of manufacture and drying, so that most any alimentary paste made in a modern American plant will now keep indefinitely its nutlike flavor, natural color, its attractiveness and its recognized nutritious food qualities.

It has proposed and promoted favorable food legislation in state and nation, fought for adequate tariffs against ruinous competition, and has always been in the lead in any movement that would benefit the industry and the individuals affiliated with it.

It has always fought clear of objectionable features, has always striven to keep within the law, and with the new understanding in force is more willing than ever to promote the welfare of the industry along the recognized lines of legitimate association activities.

It has always been unselfish, recognizing no group nor clique nor section of the country, fighting as ardently and as fiercely for those manufacturers outside its membership, consistent with its policies, as it did for those who carried the burden of this organization. This spirit has made for it innumerable friends among the leaders in the trade and word of commendation from friends in the allied industries and from government officials.

* * *

But why should this burden be only on the shoulders of a few willing ones, when all in the industry benefit from its activities?

SURELY YOU DO NOT WISH IT TO BE SAID THAT YOU ARE UNWILLING TO "TOTE YOUR SHARE OF THE LOAD?"

The association may not have done exactly what you expected of it, but that's your fault. Join it and fight from the inside—not from the outside. Your ideas will always be given heed and much more can be accomplished by inside constructive work than by fault finding from without.

Don't you like the way things are run? Then get in and help change them. Ours is a democratic organization and you will find therein others who may agree with you if you are right. Don't criticise and at the same time refuse to help along this good work.

Have you no time to attend its meetings and conventions? Then give it your financial and moral support if you can give it none of your time. Remember that its meetings and conventions are attended by the leading and most successful men in the industry. They find it profitable to meet their fellow business men, so why not you? Help create the opportunity for meeting and promoting common interests.

Have we enough without you? No, that is selfish. Because your fellow manufacturers are willing to pull the load up the hill is no reason why you should hold back or ride on behind. You share in the benefits accruing from the activities of this national association,—why not hold up your share of the responsibilities? The more members enrolled in our national association the greater our strength and the more thoroughly representative of the industry it becomes. Don't be an "anchor,"—be a "sail."

Does it cost you too much? It's a poor manufacturer indeed who cannot afford the sum of TWO DOLLARS a month toward supporting a national organization of the character and scope of our National Macaroni Manufacturers association. Our dues are only $25 a year. If it did nothing less than to provide you the opportunity of annually meeting and knowing your fellow manufacturers, it will have amply compensated you for the small dues annually paid for membership therein.

What is there in it for me? Now you do not ask this question when you join a lodge, club or political party. Those who join this association do so with the sole intention of contributing to the welfare of the industry, knowing that indirectly they will reap in benefits many times the amount paid into it. Remember, as the industry progresses the individuals profit. Trade associations will help you indirectly as members in them will cheerfully testify.

Don't you like the men who are running the association? Then join and help drive them out if after closer association with them you find that your first impressions are verified. However, men whom we once thought cold and unfriendly often become mightly good fellows on closer acquaintance. Judge them from the inside and from personal observation.

Why should I join when a few others do not? Some men always shirk their duties, do you? Don't hide behind the failure of others, but be an example to the industry, rather than one of its problems.

* * *

The National Macaroni Manufacturers association extends all in the industry a cordial invitation to affiliate themselves with this national group—to help it carry on its good intentions.

If YOU are NOT a member at present, consider this as a direct appeal to your sense of justice to the industry and fairness to your fellow manufacturers. Make up your mind to "Be one of the Boys" and JOIN NOW. Use the Inquiry Blank and get from the secretary all the information obtainable on the association purposes.

We want your cooperation. We need your help. Don't disappoint us!

INFORMATION BLANK

National Macaroni Manufacturers Association,
M. J. Donna, Secretary,
Braidwood, Illinois.

Appreciating the great need for a strong, representative association to act as spokesman for the Macaroni Industry in this country, we are particularly interested in knowing exactly its aims and purposes and would appreciate getting from you a copy of its Constitution and By-laws, together with such other informative matter that will help us decide intelligently on this important matter.

Signed.....

Address.....

February Macaroni Imports

February 1922 recorded quite an increase in the quantity of macaroni and similar alimentary pastes imported, the increase approximating 30% over that of the previous month, according to figures issued by the department of commerce for February. The total quantity of all kinds of alimentary pastes reaching our shores that month was 142,049 pounds valued at $12,348 as compared with 112,247 pounds worth 11,205, the importations in January. The February imports commanded a little lower per pound value, the average price on goods imported that month being slightly under 9 cents a pound while the goods that came in January brought 10 cents.

The totals for the 8 months of the fiscal year, beginning July 1, 1921, show that foreigners are making a strong fight for the lucrative American market, the increase in importations being small but regular, averaging 35% over the 1920-21 receipts. During the 8 months ending Feb. 28, the total importation was 1,130,571 pounds valued at $102,276 as against 837,843 pounds worth $109,235 in the same period the previous year. The figures show a noticeable decrease in the per pound values, the general tendency being downward.

Proposed Change in Standard

Due to pressure from a group of macaroni manufacturers who feel that the present requirements for macaroni, spaghetti, vermicelli, etc., are so harsh as to be almost impossible of enforcement and for the further reason that through some agency powerful enough to interest government officials the Department of Agriculture, according to word received from Dr. B. R. Jacobs of the National Cereal Products Laboratories of Washington, D. C., will soon reopen this question of standards with the idea of lowering the bars somewhat.

The announcement has had a varied effect on the industry. Some favor the present standard and this stand has been assumed by the leaders for many years. Many others argue that since they are not enforcible they should be modified and then enforced on all alike. In announcing the proposed change Dr. Jacobs explains at length what the prospective new ruling will probably provide for.

"Word comes to me from the Department of Agriculture that it will soon rescind the present standard on macaroni which requires that it be made of pure semolina. It will, however, define macaroni as the product made from flour or semolina or a mixture of these, provided they are of a grade of 'straights' or better.

"No effort will be made to define a 'straight' grade of flour, but the Department of Agriculture is now working on standards of flour and will at some time through the committee on definitions and standards issue definites or standards on flours.

"Manufacturers of macaroni should not have in their possession flours of grades lower than 'straights,' such for example as 'clears,' unless they are for making products which are clearly labeled to show that the grades of flour used are inferior to 'straights.'

"When buying flour 'straights' or 'patents,' you should require the miller to state on the invoice and also on the bill of lading, if possible, the grade of flour he is selling you. If you are buying flour by brand the grade should also be on your invoice. This will, in a large measure, protect you against any chance of making your product out of grades inferior to 'straights'."

Even the friends of the change agree that the plan does not appear to be the most logical one, since it provides for definition of a standard after it is first established. It appears that the proper course would be to first define the different kinds of flours or semolinas before what may or may not be used in the manufacture of this foodstuff is agreed upon by the Department of Agriculture.

Macaroni Exports

In a tabulation of the exports of the country the department of commerce has finally been induced to tabulate macaroni, spaghetti and noodles as a separate item in its monthly reports. Before Jan. 1 all alimentary paste exportations were lumped and listed as breadstuffs which term included a variety of foods, the resulting figures failing to give anything like facts concerning the product in which this industry is vitally concerned.

According to figures covering the month of February 1922 the total amount of this class of food exported from America was 689,355 pounds invoiced at $52,454 for that month. This indicates a slight falling off from the exports in January, which amounted to 729,750 pounds worth $58,637. This slight decrease is accounted for by the fact that February is usually a poor business month and for the further reason that, being a short month, with 3 fewer business days than January, the total would be lower.

The decision of the department of commerce to tabulate separately our line of products is most pleasing to an industry that has often been overlooked or neglected by the government bodies and the national association is getting much favorable praise for its share of the work in bringing about this recognition of the important and growing macaroni industry.

Advertising Encourages Quality

ADVERTISING, when conducted on a national scale, entails such a large investment that the necessity of having it backed up by the quality of the goods constitutes a perfect guarantee to the consumer.

The manufacturer knows that it turns a flood of light on his foods, his factory, his methods.

He knows that his competitors will allow no flaw, no condemnatory fact to escape.

The rigid observance of the highest standard of quality and purity is the only way to cope with scrutiny so penetrating and so persistent.—The Optimist.

Courtesy in Business

Courtesy is the salt of life.

It is the prop of self respect between the server and the served.

True courtesy tips the balance in favor of one who practices it.

A courteous persons always scores by the margin of a smile.

A business may advertise at great expense but throw money away in exact ratio to its want of personal courtesy.

As an advertisement, as a prop to self respect, as a lubricant for the machinery of business, courtesy is beyond the purchasing power of money.

Courtesy is cheap and can be had for the practicing. Use it freely and urge all your employes to overlook no opportunity to be civil and courteous. It pays big interest on a small investment.

Everything comes to him who waits, but he who doesn't advertise waits longest.

TEACH FOOD FACTS

Schools Educate Housewives in Foods Economics—Lectures on Foodstuffs Values —Public Food Forum Feature—Producer to Consumer Fallacy.

Professor May B. Van Arsdale of the Teachers college, Columbia university, New York, in a most interesting and instructive address to the New York Wholesale Grocers association told just what was being attempted by the schools of that state to educate the housewives not only to bring about more economical practices, but also a more equitable distribution of the proper foods. Lectures to students, to members of women's clubs, and to manufacturers and distributers of foodstuffs is the line of attack, having for its aim the diffusion of authentic information on the food value of some of the leading foodstuffs. The interesting paper in part follows:

"The intelligent housewife's big problem is how to get the most for her dollar. It used to be how to get the most of what her family liked best—now she has the further duty of guiding their likes toward their dietetic needs. With this added responsibility of turning dollars into calories and vitamines as well as into bread and cheese she is naturally more interested than formerly to know just what part of the dollar goes into the various links of the food distribution chain.

"We are becoming increasingly conscious that the high cost of living is due not only to the complexity of the system for handling food materials, but also in large part to the complexity of our demands for manifold present day necessities and we are admitting that for many of us part of the purchasing power of a dollar today must be in terms of comfort and luxury as well as food material. More and more are we coming to see that our recent demands for sanitation, package goods, labeling and inspections have inevitably increased costs. Nevertheless we believe that there are some remedies which, if properly applied, would reduce the price of food to the consumer. These we are seeking by systematic study and research.

"In connection with a food marketing course in the department of foods and cookery at Teachers college, and in cooperation with the New York state department of farms and markets, we have established a public food forum. The aim is to furnish authentic information about a better understanding of laws, market conditions and the duties of the consumer. Several successful meetings have been held and others are under way.

"Direct from producers to consumer is an alluring slogan, playing upon the natural desire of the purchaser for reduced prices. But investigation showed that it is as impossible to revert to the old order as to go back to the good old days when the home was the workshop for the making of everything from pies to plows."

Manufacturing Processes Kill Weevils

(Continued from page 16.)

tained adult weevils, and some of the dough had all of the stages of flour beetles placed in it just before it was pressed into macaroni.

This means that macaroni contains no living insects or eggs in any stage as it comes from the press. This is in spite of whether the wheat or flour or semolina may have contained weevils or flour beetles.

This will be followed in May with a valuable article by Doctor Chapman on keeping factory free of weevils.

Grain, Trade and Food Notes

Mixed Wheats Taboo

In the same degree that macaroni manufacturers are anxious to have the grain growers produce only the highest grades of durums and to deliver them to the elevators free of all mixtures with common wheat and rye, etc., just to that degree is the baker anxious that flour be made from wheats with little or no admixture of durum.

While apparently at odds or fighting against each other, the fact is that each group is fighting for purer grades alone. The macaroni manufacturer demands pure durums while the baker demands pure bread wheats. A combined educational campaign might have the desired effect on the various grain growers interested.

The millers of course have their worries and troubles. While to some extent different grades of wheat are purposely planted, it is the usual aim of scrupulous millers to give to the trade exactly what best suits their requirements. Thus while their intentions may be of the best the crop obtainable often frustrates their best laid plans.

In the opinion of L. R. Waldron, plant breeder of the North Dakota agricultural college, a closer study of the millers by the farmer and the manufacturers problems would result in the marketing of more pure samples of wheat. Consequently it would result in the production of a pure grade of wheat for a definite purpose.

"It is the farmer's business to market wheat, and the miller's to grind it," Mr. Waldron says. "In the past there has been little evidence of community interest between the two groups. The miller has looked at his problems too exclusively and the farmer has not had good opportunity to study the wheat problem in its general aspect. Often the farmer thinks the market grades work against his best interests and the miller feels that the farmer should deliver a better grade of wheat to the car and elevator.

"It is a fact from which no one can escape that wheat is raised to be ground into flour and semolina, which are further to be transformed into bread and macaroni products. Fashion rules the world more or less, even in the matter of foodstuffs, and a people educated to a certain type or quality of flour or macaroni feels safe in its ways. Argument does not seem to change its views very much. This being the case it is evident that there are certain tastes that makers of flour and semolina must cater to. Also the U. S. A. has an export flour trade and the product exported must stand up in quality in order to compete with flour from foreign mills.

"All this is preliminary to stating that when the miller receives a consignment of common wheat which contains an appreciable admixture of durum wheat the character of the flour produced is bound to be influenced in quality. It may be the miller has at hand enough pure common wheat so that the common-durum mixture can be sufficiently diluted with pure wheat to bring the resulting flour up to standard. At any rate a common-durum mixture is not a proposition that any miller likes to meet, so we are told. As a result such mixtures are discounted on the market and the farmer as usual, pays the freight.

"North Dakota will certainly raise both common and durum wheat in the future and a certain amount of mixture is bound to occur. But this should be kept to the minimum, for as long as the mills put out a standard of flour insisted upon by the consuming public, mixed common durum will sell at a discount. This is a cold, stern fact that the wheat grower of North Dakota should recognize and cash in on by marketing a pure sample of wheat."

Argentina Wheat Production

The latest official estimate of the production of wheat in Argentina for the 1921-1922 crop year as received from the American agricultural commissioner stationed in that country shows a total production of 154,000,873 bus. This is considerably below the crop estimate at the time of harvest and below the 5 year average, 1915-,1920, of 170,000,871 bus., and was also considerably below the 1920-1921 production which reached 169,756,000 bus.

Rumanian Fall Sown Wheat

Owing to the heavy planting in December the Russian government reports a substantial increase in the winter wheat acreage planted for this year's harvest. The total area now sown to winter wheat equals 4,000,527 acres, approximately a million acres more than the estimate made a month ago. Rumania also raises a large quantity of durum wheat, plantings of which are made in the spring. Government estimates of this crop acreage are not yet available.

Ladd Food Control Bill

Senator E. F. Ladd of North Dakota has introduced a bill defining commerce and to establish just when an article or commodity is in interstate commerce and when it becomes subject to the laws of a particular state. Business people in general and food associations in particular view this bill with alarm as its purpose would be to place foods at the mercy of the different states with the variety of laws existing therein. The bill is in opposition to the Calder bill, which has been endorsed generally by the business of the country and which would give protection to foods in original packages in every state, under the national food law. The purpose of the Calder bill would be to afford food manufacturers much needed relief from the lack of uniformity between the national food laws and the various state food laws. The Ladd bill provides that the moment a package is unloaded from the common carrier federal control immediately ceases and the food therein comes under the direct control of the state authorities, under that particular state's own food laws. This would tend to prevent seizure by the government under the present national food and drugs act for misrepresentation of misbranding which is often done after the goods reach destination. The bill comes as a surprise because Senator Ladd was formerly a leading federal food and drug official, which officers are now said to be behind the Calder bill.

Estimate Russia's Wheat

The Russian commisar of agriculture estimates that the 1922 production of bread grains, based on the known acreage seeded, should approximate 2,000,000,000 poods of about 36 lbs. each. This is considerably below the amount expected by the commisar, due principally to the failure to obtain seed in time because of inadequate transportation facilities and unexpected obstacles discovered when purchases were being made. Only about a third of the seed grain requirements figured on by the government could be obtained in time for distribution. The quantity to be used for this purpose was also greatly

reduced because of the poor quality of seed purchased through the government agencies. The estimated 1922 production of bread grains would give each inhabitant approximately 1½ lbs. of bread per day were facilities capable of properly distributing the crop to all sections of the country, which under the present demoralized railway conditions seems hardly possible.

Durum Gaining in Popularity

Although the marquis variety of spring wheat is the most popular in Minnesota, North Dakota, South Dakota, and Montana, in which states the bulk of the spring wheat is produced, both this variety and the less popular velvet chaff variety have since 1919 been gradually displaced by durum. As estimates made by the bureau of markets and crop estimates and assembled for publication in the Yearbook for 1921 will show, marquis rose from 47% of the spring wheat crop in these states in 1917 to 58% in 1919, then declined to 53% in 1921. Velvet chaff dropped from 18% in 1917 to 5% in 1921. During this period of 5 years the durum variety continuously rose from 16% of the spring crop in 1917 to 34% in 1921. Marquis and durum together now constitute 87% of the spring wheat of these states. Through no favoritism of flour millers durum wheat has persisted in this spring wheat area since its introduction there, and has become a crop of fair magnitude. The durum crop was estimated at 26,000,000 bus. for 1917, 50,000,000 bus. for 1918, 31,000,000 bus. for 1919, 42,000,000 bus. for 1920 and 50,000,000 bus. for 1921. The durum variety of wheat seems to have notable qualifications for meeting the severities of the climate of these spring-wheat states and its yield per acre is almost uniformly higher than that of the other varieties of spring wheat sown there.

Grind 15,000,000 Barrels Annually

During the somewhat unfavorable year ending Dec. 31, 1921, the Minneapolis mills fell slightly below the average of the past 3 years in number of barrels of flour produced. The figures show that 14,871,750 barrels of flour of all grades was ground last year, a quantity more than sufficient to feed the entire nation for a period of 6 weeks. The 26 mills in Minneapolis were run quite regularly throughout the year in spite of the business depression that seriously restricted demands. These mills are equipped with machinery sufficient to produce 546,000 barrels a week, and much of the power to run this wonderful array of machinery is obtained from the Falls of St. Anthony, near which most of the mills are situated. The 1921 flour production exceeded that of 1918 but was somewhat less than the production of 1919 and 1920. In 1918 a total of 14,413,830 barrels of flour was manufactured according to mill officials. In 1919 business became very brisk and as a result 17,500,890 barrels were produced. This fell off somewhat in 1920 when the total output was 15,003,195.

Buys New Liberty Plant

The 2500 barrel mill in the process of erection at Kansas City by the Liberty Mill Co. has been purchased by the Washburn-Crosby Co. of Minneapolis for the reported sum of $400,000. The Liberty Co. was successor to the Associated Mill and Elevator company, now in the hands of a receiver, and finding itself without sufficient funds to complete the erection sale was ordered by the stockholders. The Washburn-Crosby Co. plans to hasten completion of the first unit and has in contemplation erection of another unit of the same size later on. The Liberty mill building is one of the finest in the southwest, having been constructed at a cost of about three quarters of a million dollars.

Organize Fight on Barberry Bush

A whole hearted, thorough going fight against the barberry bush, a recognized breeder of rust spores, will be the result of a conference of leading representatives of grain growers, farm bureaus and millers, held in March in St. Paul at the suggestion of Governor J. A. O. Preus of Minnesota. As a result a barberry fighting brigade has been organized and soon will begin active operations in the northwest, particularly in those regions where spring wheat is most affected by rust. According to the plans outlined at the conference uniform state legislation will be proposed and fostered to prevent the planting of this obnoxious bush for ornamental purposes and to bring about a united effort for its eradication. To attain its end the newly organized group solicited the cooperation of the grain growers, farm bureaus and the agricultural press in its campaign of education. Experiments will be conducted in the various state experimental stations in the northwest under observation of trained men. Congress will be asked to set aside approximately $350,000 in addition to the present annual budget, the added amount being asked as an emergency appropriation. Governor Preus was elected president of the newly organized group, known as "The Barberry Eradication Conference", Franklin M. Crosby of Minneapolis was chosen vice president and Harrison Fuller of St. Paul was elected secretary-treasurer. It is planned to hold an annual conference each November in Minneapolis.

Meat Use Retains War Level

Beef steaks and pork chops would go sky high if the people in this country should suddenly return to normal prewar levels in the consumption of meat. That is the opinion of Professor M. D. Helser of the animal husbandry department, Iowa state college. The only factor preventing an acute shortage from becoming evident and operative on the market, he says, is the present low consumption of meat. Ordinarily the packers would have their cellars full at this time of the year, said Mr. Helser. The government report for February shows the packer holdings to be much less than they were a year ago. Holdings of frozen beef have been reduced from 119,965,000 to 61,501,000 pounds; there are similar reductions in pork holdings and frozen lamb, partly due to a waning of the latter's popularity. The government report shows that the per capita consumption of beef in this country has dropped a fraction more than 20 pounds since 1910. With such conditions prevailing and market prices of live stock advancing there is a natural tendency among farmers to increase the size of their breeding herds. H. H. Kildee of the Iowa college warns farmers that "feeders and breeders are too apt to rush from one extreme to another." He advises them to be conservative. He considers the step comparatively brief from a shortage to a disastrous surplus, especially with regard to pork production.

Alaska Wheat Pastry Flour

Flour of good quality, especially for pastry and biscuits, has been produced in the Tanana valley in Alaska, under direction of the Fairbanks experiment station of the United States Depart-

ment of Agriculture. It has been the aim of the Alaska experiment stations to develop the production of home grown foodstuffs in sufficient quantity to take care of the needs of homesteaders and settlers now in Alaska, and a great deal of attention has been given to the growing of a satisfactory wheat. A cooperative mill of 25 barrel capacity has been erected at Fairbanks to grind the grain produced in the vicinity. It is the belief of the department that agricultural production can be extended in Alaska as rapidly as increasing population makes necessary, although it is not expected that there will be any considerable export of farm crops from Alaska for some time, owing to the cost of transportation. Samples of Alaska flour were sent to the department recently, and were tested by baking experts in the experimental kitchen of the office of home economics, states relation service, and by the food control laboratory of the bureau of chemistry. These samples, while less satisfactory for yeast risen breads than some of the flours produced in the United States, proved to be excellent for making baking powder biscuits, cake, and pastry products, when judged according to volume, texture, flavor, and general appearance. The color of the crumb in these bakings was creamy yellow, but not unattractive.

Italy's Wheat Crop

According to final estimates sent to the U. S. Department of Agriculture from the American commercial attache at Rome, the 1921 wheat crop exceeded the 5 year average of 1909-1913 by about 10,000,000 bus. and surpassed the 1920 crop by over 50,000,000 bus. The totals for other cereals such as oats, rye and barley also exceeded the 5 year prewar average. The 1921 wheat crop was 192,829,000 bus. as compared with 141,339,000 bus. in 1920 and with 183,260,000, the prewar average.

Small Stocks of Wheat

Stocks of wheat in country mills and elevators March 1 are estimated at 72,564,000 bus. by the United States Department of Agriculture. This is the smallest quantity in the record of reports made to the department for that date in the past 10 years, with the exception of March 1, 1918, when the abnormally low stocks of 66,000,000 bus. followed the small wheat crop 1917. Exports of wheat from the 19 crop have been heavy and country mi and elevators possess only 9 per cent that crop. This is the smallest pe centage for these stocks in the sa month in 10 years. The highest reco is 16 per cent. Average wheat stoc in country mills and elevators March during the past 5 years were about 9 000,000 bus. Stocks this year are per cent less than the 5 year averag Wheat stocks of this class were as mu as 155,000,000, bus. in 1916 or 112 p cent more than the 1922 figure.

HAVE YOU SEEN THE WIND?

One time Ernest D. Hastings, ma aging editor of the Drygoods Econ mist, asked a man, "Ever have yo hat blown off?"

"Yes" said the merchant.

"What blew it off?"

"The wind."

"Did you ever see the wind?"

"No."

"Well advertising is like the wind an invisible force. You can't see but you can and will see the resu just as you saw your hat go rollin down the street."—The Vagabond.

Can You Use This in Advertising?

Recent investigations by the United States public health service demonstrate that pellagra—the disease for a long time thought to be caused by eating spoiled corn—is a so-called "deficiency disease" caused primarily by living on an unbalanced food. Just as calcium and phosphorus are absolutely necessary to the building of strong teeth and bones in growing children, so proteins and energy producing foods are essential to adults to replace broken down tissue and to keep the body warm.

All this may sound technical to some people, but if you will ask your physician, you will learn that you cannot live long without giving your body the benefit of these essential substances.

Macaroni, especially when cooked with cheese, supplies all the essential elements which the body needs and is a remarkably well balanced food for every possible purpose.

Assuming that you know nothing about balanced foods, your PALATE does know about FLAVOR. The flow of digestive juices is greatly increased by eating palatable food. The tenderness and nutlike, sweet and satisfying flavor of MACARONI make it a most tempting food and increase its wholesomeness.

MACARONI is in the best homes, in every first class hotel and restaurant, and is sold by the leading grocers everywhere.—National Cereal Products Laboratories.

All the advertising you can pay for will be discounted by a cranky clerk, a careless delivery department, or a statement that is not true.

Notes of the Industry

2800 Rubles a Pound

Macaroni, if any were available, would sell in the Russian markets at about 50 rubles a stick at the prices now prevailing on meats, bread and similar simple foods, according to advices reaching this country the past few weeks. Bread prices in Moscow have been rising rapidly for 3 months and there seems to be no limit on the rise.

A Russian pound of white bread, a tid bit that only the richest can afford, has recently been selling at 28,000 rubles and the ordinary black bread, made out of any combination of floors that will bake, sells at about 9,000 rubles a pound.

Sugar is indeed a luxury, at 90,000 rubles for 12 oz. Meats sell at 30,000 rubles, and the grades are not the best either, while butter brings its weight in rubles, 100,000 of them being required to obtain a pound of this necessity. In northern and central Russia potatoes continue to be the main food staple and this is now the cheapest food, selling at 2,300 rubles for 12 oz., or about enough for an ordinary meal.

In March nearly 200,000 rubles were needed to equal the purchasing value of an American dollar.

Macaroni By Speed Truck

The United States Macaroni company of Los Angeles announces through the press that the needs of the wholesalers and retailers will be much better cared for in the future, now that it has installed direct service of all forms of pastes by truck. After various experiments it decided to put this plan into practice and a panel body truck, sufficient to carry speedily several tons of macaroni, spaghetti, vermicelli products to the distributers within trucking distance of the city, was put into operation. The panel sides are artistically painted with a design of the carton showing the brand manufactured and on the bottom of the panel appears the name of the macaroni company in large, easily read letters. The officials are of the opinion that the quick service plus the advertising that their product gets from this form of delivery will more than overcome the added cost that motor trucks has over wagon delivery.

Arizona Expects Macaroni Plant

The business interests of Douglas, Ariz., are quite enthused over the prospects of the erection of a macaroni plant, though the plans are still hazy, according to the press of that city. A macaroni manufacturer interested in a plant in Texas has been looking over the situation and expressed himself as pleased with the conditions and the opportunities offered. From another source it is learned that in all probability a plant now in operation in Texas will be moved to Arizona in the near future if the survey now under way warrants this move. The representative is particularly impressed with the favorable all year round climate that should make macaroni drying not only easy but uniform.

Another Concern For New Haven

The French-Italian Grocery and Macaroni company has been organized in New Haven, Conn., and given a charter by the state, according to an announcement by the incorporaters the middle of March. The new concern has an authorized capital of $100,000 of which $70,000 has already been paid i Whether a new plant will be erected an old one purchased and remodele is a matter still under consideration.

The incorporators are Victor Muss Valerio Tasinelli, Prospero Colosso.

Landmark Destroyed

Fire of unknown origin destroye the old plant of the Lorenz Brothe Macaroni company, 890 Twelfth s Milwaukee, one of the oldest manufa turing plants in that section. T building was the property of the Tha inger Macaroni company, successor the Lorenz company, and at the tim of its destruction was being used as candy factory.

The plant was erected in 1878 by R. Lorenz and at that time was th latest thing in a macaroni and nood plant in this country. It also served house one of the latest model baker plants, conducted by Mr. Lorenz in con nection with his macaroni manufactu ing business.

This plant replaced one used by M Lorenz' father since the early sixtie as a noodle factory, the increase i business compelling him to enlarge h plant. The older inhabitants can sti remember the factory with its powe plant composed of one old blind hors that patiently made its way around capstan from which power was trans mitted by shaftings and pulleys to th various machines.

The original building was a 2 stor wooden structure 20x50, but timely a ditions soon increased the size of th plant till it became a 3 story buildin occupying a plot 60 by 120 feet. 35 years Mr. Lorenz conducted t plant, selling out his interests there to William A. Tharinger & Brothers i

the fall of 1913. Under the aggressive management of the new owners the business soon outstripped the capacity of the old plant and a new one was erected on the outskirts of the manufacturing district of the city where suitable trackage facilities were obtainable. For years the old plant was used as a storehouse for raw materials and finished products manufactured at the new modern plant, and later was rented to a candy manufacturing concern, the occupant at the time fire demolished the old landmark.

Macaroni Seized In Maine

Charging that boxes containing macaroni were not properly labeled the U. S. marshal of Portland, Me., on March 16 seized 191 boxes of macaroni, worth about $600 retail. The goods were attached at the Portland Distributing company warehouse, 49 Middle st., on complaint by the pure food bureau of the Maine department of agriculture. No allegation of impurity attaches to the contents of the cases, weighing about 20 pounds each, but the whole consignment failed to conform to the facts and requirements, according to the agents. The goods were shipped to Portland from Milwaukee and are being held pending a decree from the district judge.

Viacava Company Incorporates

Bartholomeo Viacava, who has been conducting a macaroni manufacturing plant at 23 Johnson av., Brooklyn, several years, has arranged to refinance his business and incorporated on March 21 under the name B. Viacava & Co., Inc. The capital of the reorganized concern is $20,000 all sold to the incorporators. The directors of the company are Bartholomeo Viacava, Guiseppi San Fillippo and Gaspare San Fillippo. It is planned to enlarge the plant by adding a unit and to make corresponding increase in the working force.

Complete Altoona Plant

The Altoona Macaroni Manufacturing Co., Altoona, Pa., has completed erection of its alimentary paste manufacturing plant at Walnut av. and 27th st. in that city and manufactured its first batch of products the second week in March. The plant is fully equipped with modern machinery for manufacture of bulk goods and starts off with an equipment capable of producing about 150 20-lb. cases of finished products a day. The building is a 2 story structure with a serviceable cement basement 40x100, and is constructed so to permit addition of a story as business of the firm increases. The officers of the corporation are: President, Andrew Marchelle; vice president and treasurer, S. Santella; secretary and general manager, Louis Mangiacarne. C. S. Chiretta is macaroni expert in charge of manufacture.

Wins Macaroni Flour Suit

The Pillsbury Flour Mills company was awarded a court verdict against John Falcone, baker and macaroni manufacturer of Syracuse, N. Y., in a decision handed down March 10. The complaint against the macaroni manufacturer was that he had refused to take flour purchased by him and the decision in this case will be the basis for several other similar suits based on the validity of contracts. The Northwestern Miller gives the following facts concerning the Falcone case:

Mr. Falcone contracted for 3 cars of semolina. One car was shipped and was stored by Mr. Falcone in a public

warehouse. He later advised the mill that the flour was infested with weevils or bugs. Representatives of the milling company inspected the warehouse and reported that the infestation was caused by the unclean condition of the building, and that the flour was sound and wholesome upon its arrival at Syracuse. Mr. Falcone, however, refused to give the mill shipping instructions on the remaining 2 cars. The mill finally shipped the semolina which the buyer refused to accept and then sold it out for his account, the mill suing for the loss incurred. At the trial the mill representatives were able to prove conclusively that the bugs got into the flour after it was placed in the warehouse and the court decided in favor of the plaintiff.

Reexportation in January

With importation of all classes of alimentary pastes at a low ebb during January the amount reexported was insignificant, according to the report of the department of commerce covering January 1922. In that month only 40 pounds were reexported at a declared value of less than $5.00. It is pleasing to note the large falling off in this trade as compared with January 1921, when a total of 47,909 lbs. was reshipped at a declared value of $5942. A comparison of figures covering reexports of this foodstuff for the first 7 months of this fiscal year with that of last shows the decrease has been steady, indicating that goods are being sent direct rather than being resold through American importers. From July 1, 1921, to Jan. 31, 1922, only 14,845 lbs. were reexported at a value of $1803, as compared with 62,049 lbs., worth $8,082, the business for the same 7 months a year ago. A goodly amount of imported macaroni products remains in the various port warehouses of the country. On Jan. 1, 1922, there was a total of 20,059 lbs. valued at $1138, but during the month importers claimed 10,512 lbs. of these goods, worth $367, leaving on hand 9547 lbs, valued at $771.

January Macaroni Imports

Importation of all classes of alimentary pastes continues to be negligible owing to the prevailing exchange rates, particularly the Italian lira. The imports for January amounted to about 80% of the quantity imported the same month a year ago, though the value was slightly less than 50% of the invoice value of last year. In January this year a total of 159,936 lbs. of all grades and makes of alimentary pastes was reported at the various ports of entry in this country, the total invoice value thereof being $14,005, or approximately 8¾c a pound. In January last year a total of 187,109 lbs. was imported at an invoice value of $29,345, the per pound value being slightly more than 15c. For the 7 month period, July 1, 1921, to Jan. 31, 1922, a total of 988,552 lbs. was imported at a declared value of $89,928 as compared with 725,596 lbs. at a value of $98,030 for the same 7 months the previous year.

Flour Handling Outfit

Recognizing the demand on the part of the heavy flour users among bakers and macaroni manufacturers, the Champion Machinery Co. of Joliet, Ill., after years of experiments finally perfected a most practical flour handling outfit, adaptable alike to a large or a small plant. Several of these have been installed in different parts of the country, meeting the requirements of the particular manufacturer for several years past, in such cities as Chicago, New York and Rochester in several of the most up-to-date macaroni plants.

One of the latest and most complete installations was made at the plant of the Joliet Macaroni Co. Many improvements have been made. The outfit is automatic, taking the flour from the unloading platform, dumping it into a storage room or bin whence it is supplied to the mixers in desired quantities, after being thoroughly sifted to extract any foreign particles. This not only facilitates handling but insures cleanliness, an element that is becoming more and more important in food manufacturing plants.

Buys New Plant Site

The Ronzoni Macaroni company of Long Island City, N. Y., recently purchased a large tract of city property at Jackson av. and Hulst st., conveniently situated on a spur of the Long Island railroad. It is the plan to erect a 6 story plant on the eastern half of the plot and to sell the western half to another manufacturing concern. The new plant will be opposite the Pierce-Arrow automobile plant.

Who answers suddenly knows little.

The crooked path is longest.

Tested Macaroni Recipes

Spaghetti Sauce, L'Ancona

The most important ingredient in macaroni and spaghetti dishes is the sauce. It is also something that few American housewives have yet to learn to make well. Here is an excellent one, easily prepared. It will be sufficient to properly flavor about a pound of spaghetti or macaroni.

Place 3 tablespoonfuls of olive or salad oil in an iron frying pan. Cut into it 3 good size onions and a small flake or clove of garlic, and brown lightly in the oil. Add a can of "conserva" or tomato paste, working it well into the oil and onions, constantly stirring the mixture, which will dissolve slowly and which must be cooking continually. Add a large spoonful of mushrooms, 3 olives finely sliced, salt, pepper, a tiny pinch of ground cloves, 3 or 4 slices of green peppers and a good sized piece of bay leaf, the last being absolutely indispensable. Cook to a smooth taste and then add 3 tablespoonfuls of grated Roman or Parmesan cheese, though old and hard American cheese will do very nicely in the absence of the other. Pour over a two cupfuls of soup stock or water, t soup stock making by far a rich sauce. Last add a cupful of fine chopped meat, or the residuum of a p roast and its gravy. Some pref chicken livers or calf livers, whi should be chopped fine. Simmer th sauce slowly for about an hour, stirri often and adding water or stock as boils down. Mix with and pour ov cooked spaghetti or macaroni wh ready to serve.

Macaroni and Toast

One cup broken macaroni, 1 cup mato soup, ½ cup chopped cheese, s and pepper. Cook macaroni in boili salted water for 20 minutes. Drain a put in a buttered baking dish. Po over tomato soup cover with fine chopped cheese and bake in a hot ov until the cheese is melted and browne It will take about 15 minutes.

Cooking Pointers

Too much cooking or too little wat causes macaroni to become pasty.

Spaghetti and macaroni are prope ly cooked when easily cut with the si of a silver fork.

The New Macaroni Journal

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

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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 NEW 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 New Macaroni Journal reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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Vol. III April 15, 1922 No. 12

Quote Journal Editorial

Grocer journals throughout the country commented freely on the editorial in the February issue entitled "Macaroni and Lent," thus giving to the manufacturers of this food some appreciated publicity. Practically all agreed that Lent is an ideal macaroni season and suggested that through cooperative activity on the part of the manufacturer, the wholesaler, and the retailer, the use of this food during this season might be greatly increased. Some of the publications reproduced the editorial in full, others only in part adding comments, proving to the manufacturer that the distributers appreciate a "good thing" when they see it, and indicating their willingness to promote any movement that promises such common benefits.

Inasmuch as the article referred to appeals so forcibly to the grocery press it might be well for the macaroni manufacturer to again read this editorial and to put into practice the suggestions therein, not only during the limited Lenten season, but throughout the year.

Make and Sell

Your job is to SELL your PRODUCTS. Manufacture them with this thought uppermost in your mind and selling will be easy.

Timely Suggestion

It has been suggested by a manufacturer of repute that some cheap but needed publicity for macaroni products could be obtained by manufacturers if a simple but convincing message to the grocer would be printed on the cartons. The suggestion is timely and would serve as a constant reminder to the grocer to push macaroni for his own profit. He suggests a message along this line:

"Mr. Grocer:—

"Do you realize that macaroni products offer you practically your only opportunity, unless you sell meats, to sell the main dish for a full meal.

"Macaroni products also promote the sale of many other specialties, such as cheese, tomatoes, etc.

"Macaroni is really unleavened bread and with your support we can put it on a bread basis in your store."

Queries and Answers

Testing Semolina

Q. An "interested reader" of Pennsylvania writes: "Please publish in your next issue an article on the various ways of testing semolina flour, and advise where I may buy a book printed in English that will give me complete information as to the making and drying of spaghetti and macaroni."

A. The anonymous writer fails to state just what the test is to be for, whether semolina is to be tested for its moisture content, for its gluten qualities or for its granulation. Any of these would be chemical tests, for practical chemists only to make. Experienced manufacturers satisfy themselves as to the value of semolina for macaroni purposes by touch, smell, taste, or through actual tests. We know of no book on macaroni making published in the English language.

Q. An association of container manufacturers desirous of getting a line on the extent of the use of wood and fibre containers for shipping macaroni propounds the following questions, the replies being purely an estimate and based on no definite records other than the computed production of macaroni in this country.

1. Give an estimate on the amount of goods now shipped in wooden boxes?

A. Approximately 250,000,000 pounds in 20 pound boxes, or 12,500,000 cases. This makes slightly in excess of 1500 carloads of shooks, counting 8000 box shooks to the carload.

2. Estimate amount of goods now shipped in fibre?

A. Approximately 150,000,000 pounds or roughly 12,500,000 12 pound cases in cartons, though cases vary from 10 to 18 pounds according to the weight packed in each carton.

3. Your estimate for 5 years ago?

A. The same figures would apply for the years just prior to the war as the amount consumed in 1920 equaled the 1914 consumption, the only difference being that American goods replaced those formerly imported.

All the above figures are based on the estimated consumption of 450,000,000 pounds, which were the figures arrived at by the U. S. tariff commission in its survey of the industry. The 50,000,000 pounds not accounted for above cover the amount probably sold loose by the smaller manufacturers who sell direct to consumers, as well as the amount shipped in barrels and large boxes to large consumers.

Love laughs at locksmiths and ignores chaperones

WANT ADVERTISEMENTS

Five cents per word each insertion.

Wanted, a Kneader—Must be in good working condition. Give particulars and price in first letter. PEN, care Macaroni Journal, Braidwood, Illinois.

Patents and Trade Marks

TRADE MARKS APPLIED FOR
"Amberolls"

On Oct. 21, 1921, the Minnesota Macaroni Co. of St. Paul, Minn., filed with the patent office an application for the registration of its trade mark "Amberolls" for use on macaroni products. The company claims use of this trade mark since Oct. 6, 1921. The application was given serial No. 154,412 and was published on Feb. 28, 1922. All objections thereto must have been made within 30 days of publication. The trade mark consists of the letters forming the word, "Amberolls," in heavy type on the sides of a design resembling a package.

TRADE MARK GRANTED
"Matalone"

A very spectacular but almost undescribable trade mark filed with the patent office by G. Matalone of Chicago, on March 22, 1921, and published on Nov. 15, 1921, was duly registered therein on March 7, 1922. The owner claims use of the particular trade mark since 1919 on its variety of macaroni, spaghetti and other alimentary paste products. While no particular claim is made to the exclusive use of the words appearing on the trade mark such as "Italy Brand" and "Torre Annunziata Style," apart from the mark shown on the drawing submitted, claim is made to the arrangement of stars, angels and pictures of leading characters in Italy appearing on the left half of the mark. This registration is given No. 152,876.

"Palestine"

The trade mark "Palestine" filed with the patent office on July 14, 1919, was granted registration rights on March 21, 1922. Samuel D. Abrams of Boston, the applicant, signifies his intention to use this trade mark in connection with various foods, spices, sauces, macaroni, spaghetti, noodles, etc. Use of this trade mark is claimed since June 10, 1919. The trade mark consists of a colored circle in which appear two triangles, one upright and the other inverted in a position to form a six pointed star. At the right of this appears the word "Palestine."

PRINTS
"Beech-Nut Macaroni and Spaghetti"

The Beech-Nut Packing Co. of Canajoharie, N. Y., filed with the patent office on Jan. 23, 1922, an application for use of the print or type, "Beech-Nut Macaroni and Spaghetti," for advertising purposes for Beech-Nut brand macaroni. The title was given No. 5993 and was accorded registration rights on Feb. 28, 1922.

A word to the wise is sufficient, but an entire library would not convince the otherwise.

The Lion and the Bulls

Once upon a time there was a pretty valley in which there lived a lion and a large herd of bulls. The bulls were very jealous of one another and never met but they quarreled and fought. Early in the morning these bulls would wander off by themselves to the four corners of the valley, thus hoping each for himself to find a little finer grazing than would his brothers. Thus one at a time these fine young bulls offered a dainty tidbit for the lion, who waxed fat on bull meat and smiled with contentment.

This thing went on for some time until there were only four bulls left. Then the wisest and eldest of them, seeing the havoc wrought among his fellows, called the remaining bulls together. Said he; "If we stick together, we live; but if each one of us goes his own way, as we have been doing in the past we shall surely die."

The younger bulls saw at once the wisdom of their elder's counsel and from that time on they slept and grazed and lived together in concord. It was then their turn to laugh, for the lion being afraid to attack the four bulls as they grazed together could only gnash his teeth and grow lean on a meager diet of birds and flies.

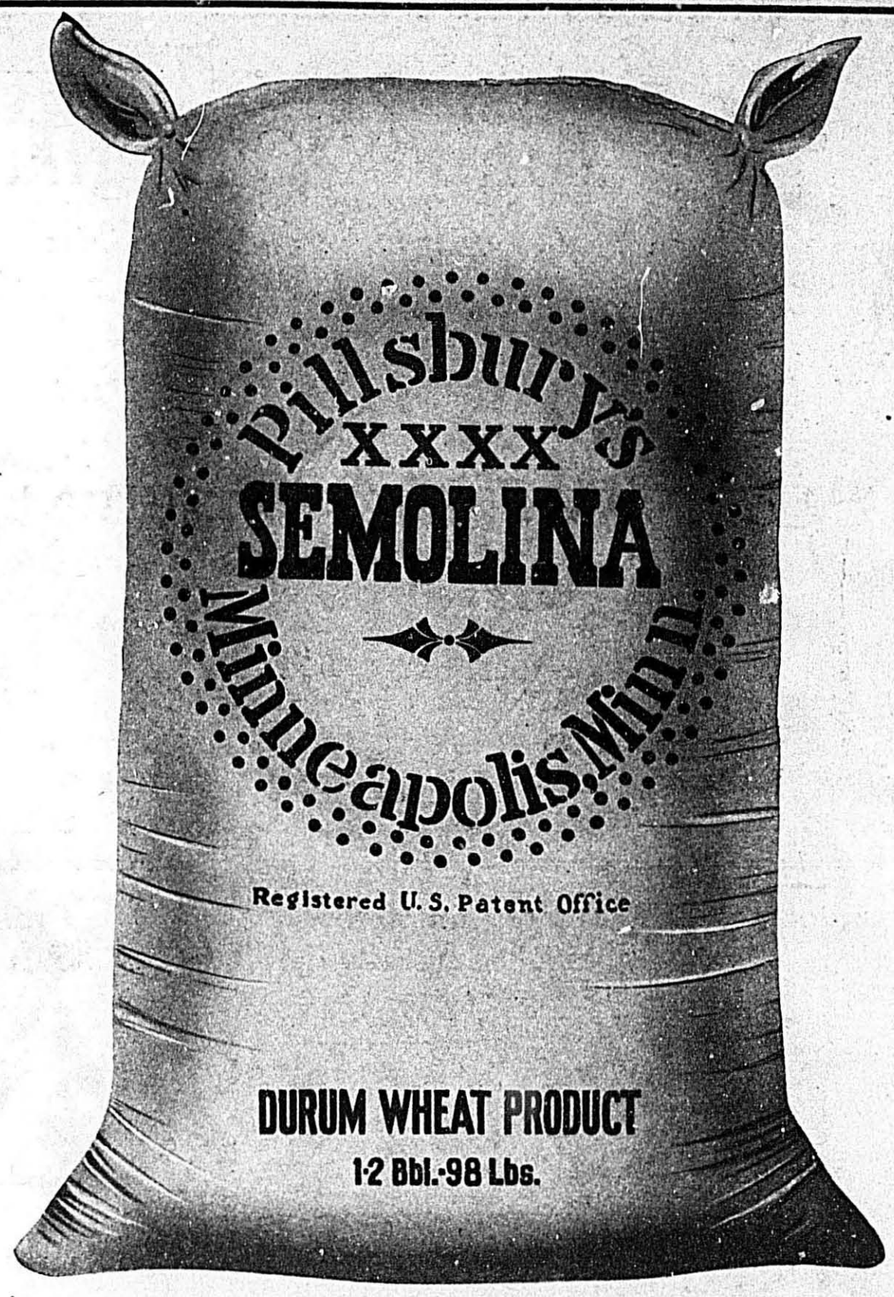
MORAL: There is many a trouble that both bulls and business interests may ward off if they will only stick together and help each other in the right way. For it is better to graze together than separately with a lion on your trail.—Glass Container.

Macaroni and Celery Salad

One pint boiled macaroni, 1 pint celery, ½ pint chopped nuts, ½ pint salad dressing, six lettuce leaves. Cut the macaroni and celery into ½ inch pieces and mix the two; add the salad dressing and sprinkle in the nuts. Line the salad dish with the lettuce leaves, place the salad on the lettuce in the dish. Chill and serve.

Life is just one day after another.

BUSINESS CARDS



Pillsbury's Semolinas - Pillsbury's Durum Fancy Patent—always insure macaroni of exceptional strength, finest amber color and desirable flavor.

Pillsbury Flour Mills Company

Minneapolis, Minn.

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