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The New
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NATIONAL MACARONI ASSOCIATION

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Devoted to the Interests of
Manufacturers of Macaroni

Minneapolis, Minn.
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Volume IV Number 7

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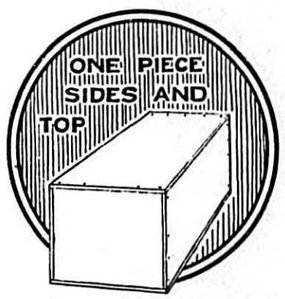

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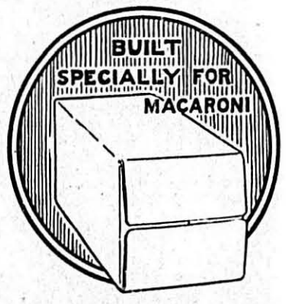

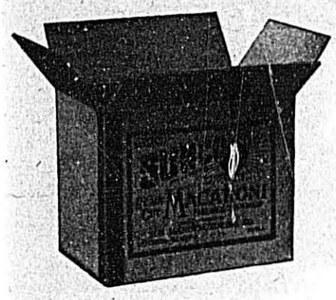

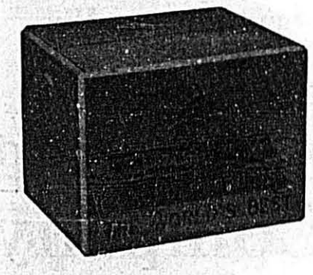

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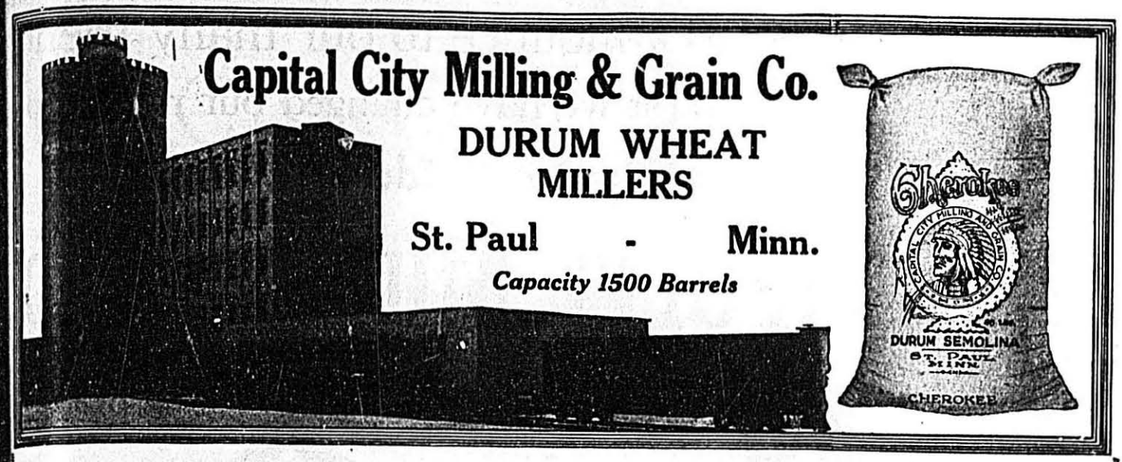

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THE NEW
MACARONI JOURNAL

Volume IV NOVEMBER 15, 1922 Number 7

Make Right! Sell Right! All's Right!

Now that business in the macaroni manufacturing industry is exceptionally good and that one need not worry too much about his own affairs, some attention may profitably be given the industry as a whole.

"What is the crying need in this industry today?"

This is a fair and opportune question that frequently arises in the minds of those broad minded fellows who are interested in the trade in general as well as in their own particular business.

Should a survey of the entire industry be possible it would probably be discovered that the practically unanimous opinion of the leading makers of this food is that what the industry needs most is "Education."

But that would be as far as the unanimity would go. The second and consequential question would bring an expected division, "What kind of education is most needed?"

A large group will answer that self education in the proper making of quality goods will work wonders for the industry. In justification of this opinion one needs only examine the various conglomerations offered in any particular market. One is sure to find, masking under the name of macaroni or spaghetti, a varied assortment ranging in consistency from that of rubber to flint; in color from a repulsive black to a starchy white and an unnatural yellowness; in odor from that of vinegar to the so essential nutty flavor; and in structure from that of a checked and broken product to a highly polished and glazed one. This opinion is readily substantiated.

Another large group will reply that education of the grocers and the housewives as to the relative food value of macaroni is the all essential element that must be developed. As evidence of the need of this kind of educational work they point out the relatively small per capita consumption of this food, particularly among the American households. There are none to deny the apparent need for education along this line.

It is conceded that education of the manufacturer that will insure both the production and marketing of a higher grade product now so much in demand and the popularizing of this foodstuff among grocers and ultimate consumers is a laudable and necessary movement certain to produce some welcomed good results, BUT—

Education as to what constitutes fair and honest business practices in the trade is by far the most pressing need of this industry at this time.

Granting that the big majority of manufacturers produce only the finest goods; suppose that every cook in the country knew many of the accepted ways in which macaroni and noodles dishes may be prepared to whet the jaded appetities of all classes of consumers, there still remains that spirit of fairness towards one another that seemingly has been and is still lacking and to which point many must be educated if this industry is to be rid of improper methods of distribution that even many of the otherwise better firms resort to at times.

Reference is made to that unfair, unethical and unbusinesslike practice of selling goods below cost. This is a practice that occurs all too often in some sections of the country at some time among a certain class. It's a disturbing, demoralizing and destructive practice that has been roundly condemned by the government and one which should have no standing in any line of business. Nelson B. Gaskill, chairman of the Federal Trade Commission, in an address last June handled this obnoxious practice without gloves when he said:

> Selling below cost constitutes an extremely unfair method of business competition. Because I believe that selling below cost is an unfair method of competition I believe that a group agreement not to practice this method of doing business is a lawful agreement. The application of the principle "no sales below cost" by each in his own business is simply the recognition and the adoption of the fundamental principle of the competitive system.

Here is enunciated a principle that every salesforce should vigorously adopt. Individuals and stockholders invest their money in the macaroni business not for the love of the industry but for the purpose of realizing fairly and honestly on their investments. Paper profits sound fine, but actual dollars and cents dividends, honestly earned, bring to them that satisfaction which all in the industry should enjoy.

Recall the recent price war that existed on the Atlantic coast. Cut followed cut till even the highest grade products were offered at a price so ridiculously low that buyers became suspicious. As a result the entire market became demoralized and buying almost ceased entirely. Each firm contributing to this condition justified its action on the ground that it was driven to taking that backward step because of the actions of competing firms. Lack of confidence resulted and the topsyturvy market will be months in undergoing adjustments, all because those involved were not educated as to what is recognized as fair and just business practices.

Naturally one sees not his own faults while those of others are to him most conspicuous. What we condemn in others we frequently condone in our own salesforce. Any fool can give macaroni away but it takes brains to sell it at a profit.

Greediness is usually at the bottom of all price wars, especially those brought about when business is good. Not

satisfied with a fair percentage of the business in any city or district an attempt is made to get it all on a price basis. The result is that the competitor starts a similar war in another quarter, causing the first firm a greater loss in that quarter than is gained in the center where the campaign was first launched.

Here is where education is most needed. No one firm or group of firms can sell ALL the macaroni in any one city, district or community. The best you can expect is your fair share of the prevailing business. Getting or having this you should be satisfied. Live and let live. Educate yourself and your salesforce to the fact that to disturb the natural equilibrium is merely to make trouble for others, who in turn will make trouble for you. You may win temporarily and to a small degree but at what cost!

Naturally you ask yourself: "What is a fair selling price?" and "How is it to be determined?". The answer is "Know your costs." Manufacturers who know their cost of doing bsiness rarely resort to the practice complained of. Sell your goods at a fair profit. The consumer will willingly pay a fair price, the government and business will approve of it and the industry and individual will reap a just reward.

The problem of cost of manufacture is being given the serious consideration of the leading minds of the industry this week at a special convention of the National Macaroni Manufacturers Association at Atlantic City. Macaroni manufacturers and distributing agencies desirous of being fair to themselves and to those whom they serve, are anxiously awaiting some understanding that will forever banish from the business code of the industry any and all practices that tend to disrupt, demoralize and destroy favorable business conditions in any market in the country.

Quality production and honest methods of distribution should bring the fair profits to which all are justly entitled. Obtain this through education.

Future of Wheat in America?

One of the outstanding facts facing the American wheat grower is that while population and per capita consumption of wheat in the United States have steadily increased, there has been a gradual decrease in per capita production, according to the United States Department of Agriculture. Wheat is a world commodity and the interplay of economic forces both of national and international character must be carefully considered to forecast the future.

The economic situation of the wheat crop, production and marketing, from seeding to international trade, is presented in the 1921 Yearbook of the Department of Agriculture. This discussion is the result of combined research and study by several of the nation's leading agronomists and agricultural economists connected with the department. It is illustrated with numerous maps and charts so that it is clear to those without special training in agricultural economics.

Among the significant facts presented it is shown that nearly a third of the farmers in the United States grow wheat. In some areas more than 80% of farmers are engaged in wheat growing. Only corn and hay exceed this bread crop in acreage occupied, and normally only these 2 crops and cotton exceed wheat in value. In leading wheat areas whatever affects yields, cost of production or the price, affects not only the welfare of all the farmers who grow the crop, but the whole community. Similarly the wheat crop as a whole has much to do with the prosperity of the nation, because the grain enters into foreign trade to a greater extent than any other crop except cotton.

This country has exported a surplus in every year of its history since colonial times with the exception of 1836, besides keeping pace with an ever increasing demand at home. During the past 20 years, however, the volume of exports has been decreasing, except under the artificial stimulation of the recent war period. Wheat production has been increasing less rapidly than population, and this tendency will probably continue, at least until we reach the point where we consume practically all we produce. Because of improvements in milling processes which make bread more attractive, because of increasing prosperity, and because of the increasing proportion of our population in cities, the per capita consumption of wheat has increased in the United States for the past 80 years.

It is certain that city dwellers eat more wheat per capita than those who live in villages and in the country. There are several reasons for this—the lack of gardens in cities, the comparative cheapness of bread, and the fact that no home cooking is required. The fact that the trend of population movement is toward the cities should have a bearing on the future consumption of bread.

How much wheat will we eat if we can get all we want? is asked. Before 1850, the per capita consumption in this country was 3.8 bus.; from 1875 to 1884 it was 4.9 bus.; and from 1895 to 1914 it was 5.6 bus. The rising trend was interrupted by the world war, but department authorities believe it has been resumed. How much longer will it continue? In Belgium and France consumption has reached 8 bus. per year per person.

If we are to increase our bread ration to any great extent we must grow more wheat, the department says. We did grow more during the war, but the increase was partly at the expense of well balanced rotations and other principles of sound farming. As wheat prices advance, concludes the department, "production may be increased through the use of more fertilizer and the farming of less productive land. As production and consumption tend to become equal new sources of supply must be sought in order to feed the increasing population. The needed supply may be grown at home or imported from Canada, Argentina, and other countries."

Have Less Wheat This Year

The wheat crop of France for 1922 is estimated at 235,380,000 bus., according to a cablegram received by the United States Department of Agriculture from the International Institute of Agriculture at Rome. This is a decrease of 88,090,000 bus. from the yield in 1921. The wheat yield of Germany is estimated at 69,670,000 bus., a reduction of 38,130,000 bus. from last year's crop. The rye crop of France is estimated at 37,600,000 bus. compared with 44,392,000 bus. last year; barley, 36,540,000 bus. compared with 38,318,000 bus. in 1921; oats, 288,250,000 bus. compared with 244,455,000 bus. In Germany the yield of rye is estimated at 210,580,000 bus. compared with 260,648,000 bus. last year; oats, 284,600,000 bus. compared with 344,812,000 bus.

Macaroni and the Durum Crop

By Carroll K. Michener

This is a remarkably readable article reprinted through courtesy of the Northwestern Miller of Minneapolis, recognized as a leading trade medium. Several of the photographs reproduced by means of cuts in the original article in the issue of the Northwestern Miller of November 1 are to be found on this and succeeding pages. These bear the stamp: "Copyright, 1922, by The Miller Publishing Co."

The Chinese, who lay claim to so many modern ideas, give themselves credit for inventing macaroni long before the beginning of the Christian era. They have historical evidences of the use of alimentary pastes, at any rate, in exceedingly early times. Probably these commodities, if they were not actually macaroni, differed from it only in form. They may not have had the characteristic longitudinal hole through the axis of the stick. In fact, they were probably the ancestors of the modern noodle.

Water wheel driven by a donkey on a farm near Naples.

In spite of this genealogical contention from the orient, it is Italy that enjoys the reputation of being the birthplace of macaroni and its near relatives. Spaghetti, indeed, has figured prominently in giving the Italian a caricature for the amusement of the rest of the world.

H. G. Wells no doubt would say that the history of alimentary pastes was as old as that of bread. Therefore, since it was not far from the Italian peninsula that wheat first began to be used for human food, probably it may be assumed that Italy, of all the European nations, has best claim to them. At any rate, so far as macaroni is concerned its reputation has long been that of the largest producing and consuming country.

However ancient the use of macaroni, to employ the term as a general name for this and all similar products, it was not universal until very recent times. Before 1875 there was no serious rival to the Italian product, and it had no appreciable market abroad. Within the past 40 years, however, it has made its way into the market basket of practically the entire world.

From Italy, macaroni first drifted into France, then to the Levant. By 1903 France was producing 330 thousand lbs. a day, one third of which was exported, chiefly to the United States, but also to Austria, Germany and Belgium. In Italy the industry has grown steadily.

China and Japan have experienced in the meantime something of a revival of the use of alimentary pastes. They rank with Italy as the greatest exporters of these products. It is estimated that a large proportion of the wheat flour used in China is consumed in the form of macaroni and its kindred commodities, and that of Japan's wheat consumption of 40 million bushels per year the paste industry accounts for three fourths.

The manufacture of macaroni in the United States began about 1880, but it was 10 years or more after that that the first factory with modern equipment was built. It is unlikely that the entire industry in the United States in 1880 represented an investment of more than a million dollars and consumed over 500 barrels of flour daily.

Except as an article of diet among the Italian immigrants, macaroni was little known in the United States at that time, and did not become popular rapidly. Furthermore, early attempts

A "spaghetti street" in Sunny Palermo.

of domestic manufacturers to popularize their product were not successful, for the reason that the pastes then produced did not compare favorably with the imported article. The pioneer makers of macaroni in the United States were without the proper equipment and more particularly lacked the right raw materials. The European manufacturer, through his longer experience, knew that a hard or so-called durum wheat was necessary in making satisfactory macaroni. This variety of wheat was not then grown in the United States, and domestic manufacturers were attempting to use bread flour.

Both these difficulties were gradually eliminated. Durum wheat seed was imported from Russia. The Russian durum, grown in the Black Sea districts, had proved especially adapted to macaroni making, and was extensively imported by both Italy and France. Among the other acceptable varieties of wheat were those grown in Algeria, southern Argentina, Italy and France. Canada's wild "goose" wheat, rejected as a bread wheat, found considerable use as a macaroni wheat, particularly in France. Indian and Turkish wheats were often mixed with those imported from Algeria.

The United States Department of Agriculture is credited with the introduction of durum wheat into this country. Through its experimental stations and agricultural colleges it had been endeavoring to get a wheat that would thrive on thin and sandy soil, and an agent was sent to Russia for the purpose of selecting new types.

Previous to this, however, durum wheat had been grown in fairly large volume by Russian settlers in North Dakota, and it was from them that the Department of Agriculture purchased its first samples of what is now the well known variety of arnautka.

Durum was found to be admirably adapted to the climate of the northwestern states, notably the northern section of South Dakota, the southern portion of North Dakota, and adjacent regions in Minnesota and Montana. It is said to thrive best on a soil where there is during the early growing season, a superfluous amount of moisture to draw upon. Later, when it attains its growth, it needs less moisture than other wheats. A northwestern agricultural expert is credited with the statement that the climatic and soil conditions of North Dakota make that state better suited for the raising of durum wheat than any other district in the world.

Durum, it is asserted, produces more bushel to the acre than other varieties of spring wheat, and flourishes on soil where blue stem and other spring wheats would not thrive. In addition it is declared to be rust resistant. These assertions, at first more or less controversial, have now been generally accepted.

The Department of Agriculture, in introducing durum, brought about an unexpected result. It had not anticipated the upbuilding of a large industry. Its first intention was merely to find a profitable wheat variety, and a great effort was made to convince millers and the consuming public that flour made from durum was just as good as, if not superior to, any other kind, for bread making.

This contention, however, was not supported by the facts. Little demand could be developed for durum wheat. Millers were unacquainted with it, and consumers looked askance at bread made from it. They liked neither its yellow tint not its sweetish taste. Millers found that special equipment for rolling, bolting and conditioning was necessary to grind durum, because of its hard, flinty character. It required more power to mill durum than it did ordinary spring wheat, and the yield of flour was somewhat less.

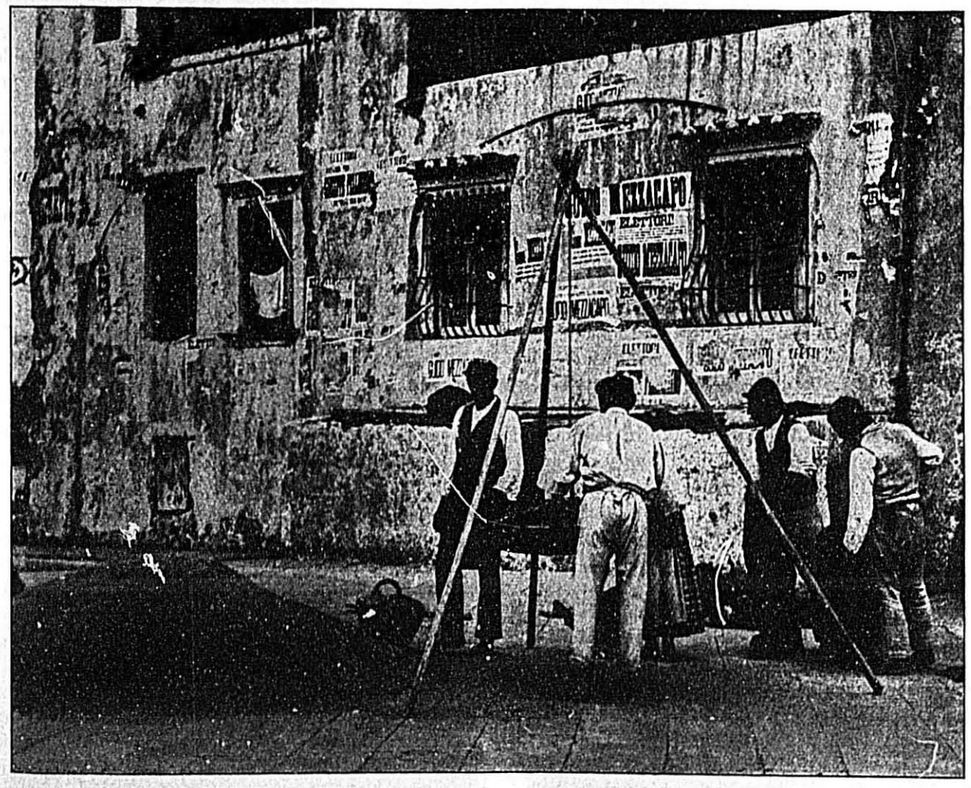
The milling industry, as a result, did not take kindly to the new wheat. Its price hung at a discouragingly low point below that of other varieties. The agricultural interests of North Dakota, not understanding the millers' position, took the stand that there was unjust discrimination against durum. In the spring of 1908 they held a memorable meeting at Grand Forks to protest against this treatment. Representatives of commercial clubs joined with them, and an association was formed to promote the interests of durum wheat.

One of the developments of this movement was an attempt to hold a "durum" day each year, somewhat similar to the California "raisin" day of that time. Each householder in North Dakota was asked to use durum flour on the appointed day, but there was no great response. The newspapers called the effort a failure. As a bread wheat, durum could not be made successful.

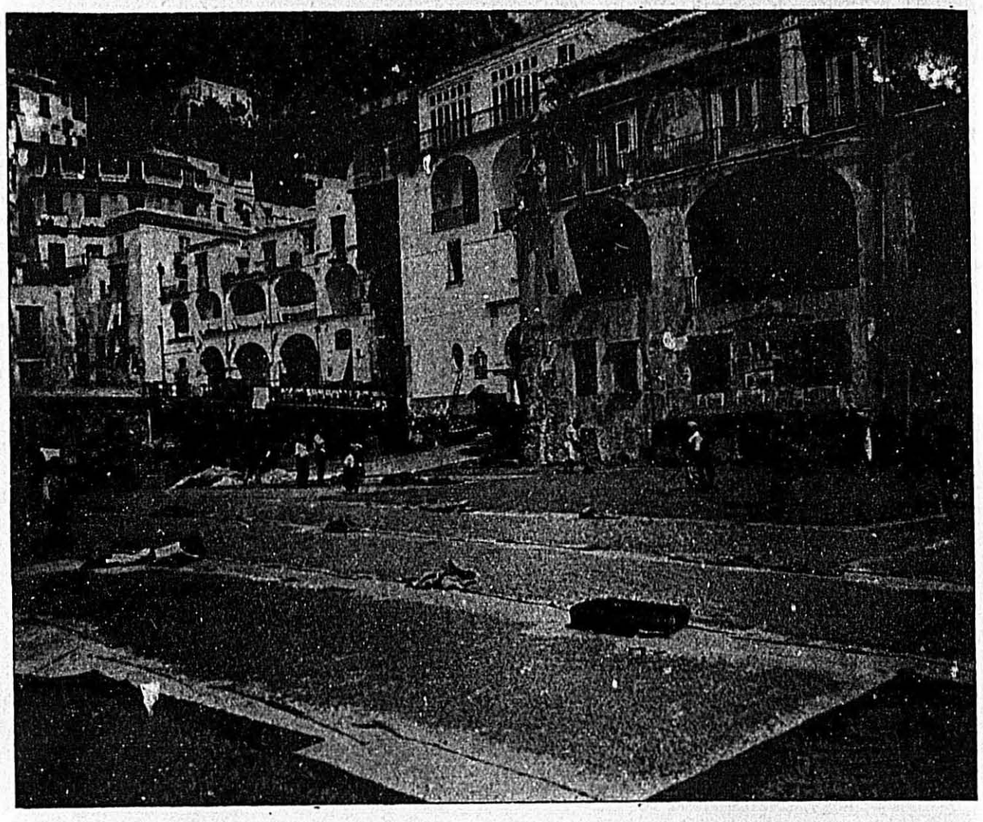
At this point the macaroni manufacturers emerged. They had welcomed the development of a macaroni wheat, and were quick to seize upon their opportunity. Durum found its appointed place, and the destiny of the domestic macaroni industry became simultaneously assured. It is estimated that more than 6000 barrels of durum wheat flour are now converted into macaroni in this country daily, and that there is an annual domestic consumption of more than 2 million barrels, after reduction to this form of food, chiefly supplied by home manufacture.

The macaroni industry in the United States was practically confronted with the necessity for creating its own market. It was exceedingly difficult to overcome the great reputation of the Italian product. Consumption in this country was confined largely to the southern European element in the population, and the Italian immigrant preferred the pastes of his native country.

It was the contention of the Italian manufacturers, in fact, that American makers of macaroni were doomed to failure. They said Italy was the only country in the world that could make



Sifting durum wheat for macaroni at Amalfi.



How southern Italy dries its macaroni wheat in the sun.

choice macaroni, chiefly because of a suitable quality in the climate that could be found nowhere else. The sweet airs of "sunny Italy," they maintained, were the only ones capable of bringing macaroni to the proper maturity.

Some of the pioneers among the American manufacturers had their difficulties, of course, in drying their product, but instead of depending upon climate they appealed to chemical science to create the required atmospheres within their own plants. Many of them knew a good deal about those "sweet airs" of Italy. They had seen the strings of macaroni, manufactured in small plants or even in household kitchens, hanging out in the mellow Italian sunlight, exposed to dust, flies and varied soiling contacts with human kind. Such a setting for macaroni drying was familiar to them, at least, through the pages of the innumerable writers of travel.

The chemists may have gone to Italy to analyze the Italian atmosphere. At any rate they set to work developing machinery for warming the air and blending it with the proper amount of moisture. The result was a process that they proclaimed as better than that of the Italians, since it cured macaroni perfectly in less than a third of the time required by the Italian sun.

Italy, of course, is not without its modern macaroni plants, comparable in method to those of the United States, but a large part of the national production is still in the hands of small shops devoted to the old fashioned ways. The streets and back alleys of Naples are as much cluttered today with drying poles strung with pennants of macaroni paste as they ever were.

In the small Italian community and family macaroni stalls, where from 2 to 5 persons, usually of the same family, mix and knead the dough, there is plenty of opportunity for incidents and accidents of an unsanitary character. The kneading is done by hand, and the dough is then forced through hand presses, into the long strings conventional to the macaroni industry.

The Italian immigrant to this country was familiar with this product, however, and he liked it. He found the early American varieties unsuited to his palate. The truth was that these, through the use of unsuitable wheats were mushy and lacked the proper consistency and flavor.

These objections, in recent years have been eliminated, and the Italian has slowly become reconciled to the American product. He has not wholly forgotten his prejudices, however, and should there be a falling off in quality of the domestic commodity, he would no doubt be quick to pay even a much higher price for macaroni direct from the old country. Imports from Italy have not yet been eliminated by home competition, although they have dwindled steadily during recent years, and practically ceased under the abnormal conditions of the war.

The early reputation of American macaroni led to one curious and unfortunate circumstance. Italy has been known to import large quantities of American durum wheat and flour for use in the manufacture of macaroni which later found their way back to this country in the finished product to supply the demand of that portion of the macaroni consuming population devoted to the theory that the Italian brand was superior. It is probable that

even today this practice continues to a certain extent, as Italy is an extensive market for American durum wheat and flour, particularly since Russia has ceased to be a factor in the world supply of wheat.

The Italian immigrant, however, is no longer the sole consumer of macaroni in the United States. It has become a common household article. The estimated consumption today is 4 lbs. per capita annually. Of the 440 million pounds eaten by the people of the United States in 1921, all but a negligible amount was of domestic manufacture, the imports for that year being only 1,586,225 lbs.

Machine manufacture and distribution in neat, attractive and sanitary packages have had a good deal to do with the elimination of foreign competition. The American who has seen Italian macaroni drying in Neapolitan streets is not difficult to win over to the American product, even though the epicurean excellence of the imported article be admitted.

The modern process of manufacture begins with the mixture of semolina, the durum flour, with boiling water. This is done in heavy kneading machines, after which the dough is run through a break. This flattens it out into sheets, which are pliable and soft, but much harder than bread dough.

The sheets are then placed in hydraulic or screw presses and forced through copper molds. Pressure of from 60 to 300 tons is required, depending on th size of the cylinder and the product that is being made, there being considerable variance in the case of vermicelli, spaghetti, etc. The cylinder presses hold from 60 to 140 pounds of dough, and it takes approximately 20 minutes to press the dough through. The hole in the macaroni is formed by a pin, or die, inserted in the copper mold.

After passing through the dies the "green" macaroni receives one of two treatments. In making stick macaroni, spaghetti, vermicelli, etc., the long strings of dough coming from the presses are hung on drying racks and carried into the mechanical driers. 10 to 30 hours later, when the moisture has evaporated and the "cure" is perfected, it is ready to go into the breaking and packing machines.

A considerable amount of macaroni is today being prepared in small lengths, however, for use in soups, puddings, etc. For this product there is a special process after the dough leaves the presses. A revolving, fanlike wheel cuts it into bits of the required length. Vacuum tubes carry it to roughing screens, from which it is raked into trays and conveyed to the driers.

The adaptability of durum wheat to the manufacture of macaroni is due, of course, to its very large gluten content. Without the proper amount of this element macaroni cannot be dried by suspending from sticks, its strength being insufficient to support its own weight. If dried by laying upon a flat surface it is easily detected, not only from the fact that it does not show the mark of the drying sticks, but because it is mushy, instead of firm, when cooked.

The development of durum wheats in this country has not been without vicissitude. This is declared by the macaroni manufacturers to be the result of a persistence, in the minds of government agronomists, in the idea that durum wheat is suitable for bread flour. Efforts, they say, have been directed toward the breeding of new types of wheat in the direction of rust resistance and better yields more with the view to bread making qualities than for macaroni purposes.

Speaking of the consequences of this policy, M. A. Gray, chief chemist of the Pillsbury Flour Mills company, in an address before the National Macaroni Manufacturers association at Niagara Falls, New York, said that the quality of durum grown in the early years after its introduction was excellent. It was frequently sown, however, on fields from which a crop of bread wheat had been harvested the previous year, with the result that it became mixed by the growth of volunteer wheat.

"Furthermore," he declared, "black seeds, such as cockle, wild peas, buckwheat and other grain, more or less inseparable, are proving a serious detriment, so that, although half of the North Dakota wheat crop is now durum, the selection for milling purposes is more difficult than ever.

"In view of the greatly increased production of this wheat, the agricultural colleges of Minnesota and North and South Dakota have for several years devoted a good deal of attention to breeding rust resistant and better yielding wheats. In this they have been very successful, but as the preliminary quality tests were all made for bread making value, without giving sufficient consideration to possibilities as regards the manufacture of macaroni, the result is that certain undesirable types have been grown in large volume before this has been realized. The feeling has seemed to prevail that the matter would adjust itself; that is, that the undesirable wheats would have such a low value that decreased production would be inevitable.

"Unfortunately it did not work out that way. As a rule there is no marked discrimination by the buyer at point of origin, for the reason that a large volume of any undesirable wheat can be absorbed by mixing; consequently, it is not brought home to the farmer by a marked reduction in price. The agronomist has done his work so well, though, that a decided increased yield per acre of heavy, plump wheat will usually offset a loss of a few cents per bushel, so that if we simply wait for the matter to adjust itself, the macaroni industry of this country will undoubtedly suffer material loss.

"Early last fall we succeeded in finding a way to determine from small samples of wheat the kind of semolina we could expect from each individual car. As this proved of immense value, we lost no time in demonstrating to R. C. Miller, supervisor of the federal grading in Minneapolis, that much of the durum wheat coming into this market was totally unfit for macaroni purposes.

"He displayed a great deal of interest, and shortly afterwards arranged a meeting which included J. T. Williams, Bert Ball, secretary of the Spring Wheat Improvement association, R. E. Johnston, agronomist, in charge of wheat investigations in South Dakota, and others. The meeting lasted nearly all afternoon and we made a real start. Later, Dr. P. F. Trowbridge, of North Dakota, and Professor A. C. Arny, of Minnesota, began to show keen interest, and from what we learn have started real constructive work in the direction of the betterment of durum wheat for macaroni purposes.

"This work is being done by men whose business it is to find or develop seed wheat that will prove profitable to the farmer. They realize that in order to accomplish this they must secure the types that will be in demand for some specific purpose, if the farmer is to get the highest return. In our correspondence and discussions we have not advocated any special type. We do not care what it is so long as it has the characteristics necessary for the production of a high class macaroni, but we do se

that, so far, the highest proportion of desirable wheat has been selected from kubanka, arnautka and minclum; while monad, acme, and red durum are absolutely useless for this purpose."

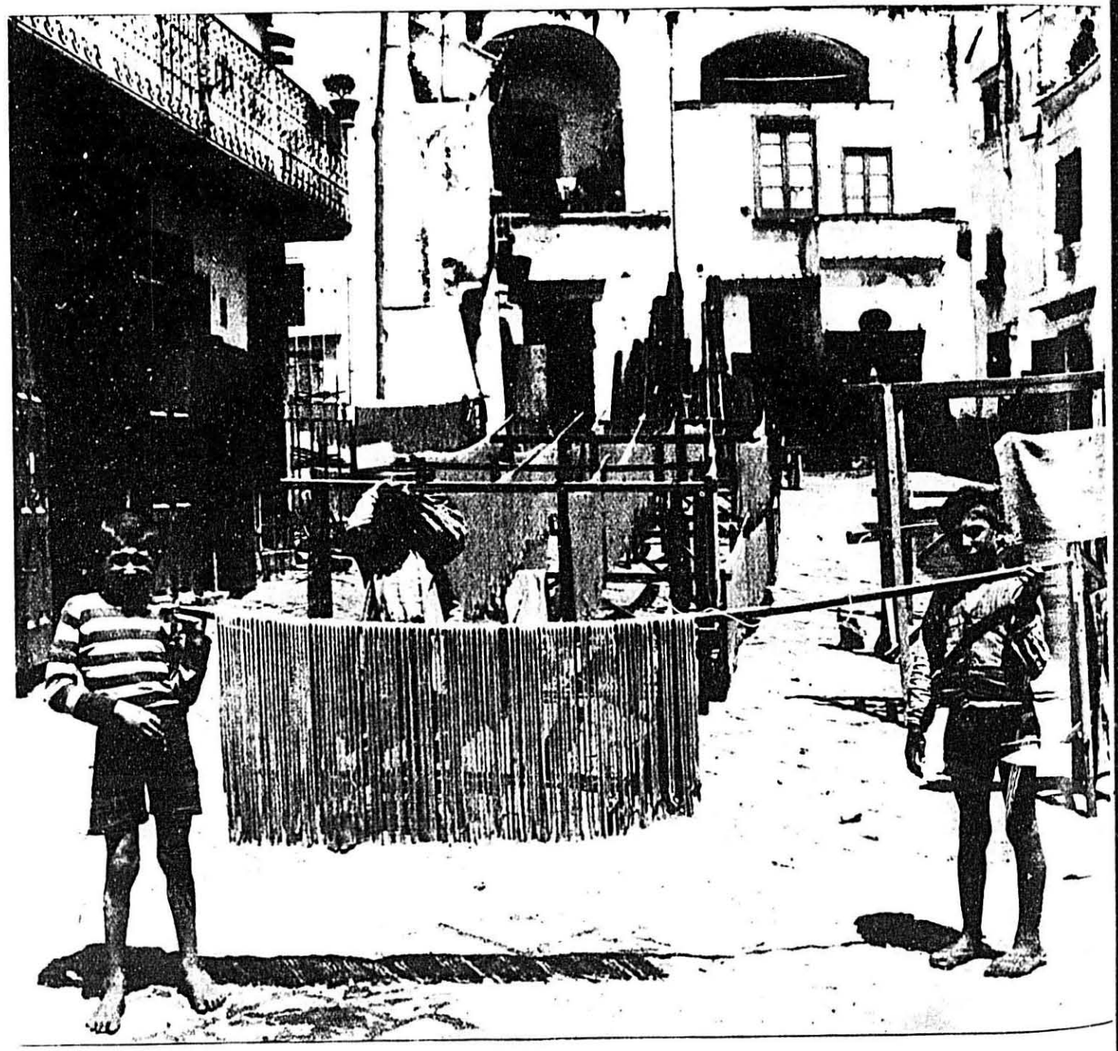
The spring wheat season of 1922 has brought the problem suggested by Mr. Gray to a more critical position. State and federal departments of agriculture have done their work of developing rust resistant wheat so well that there has been a tremendous increase in durum acreage. Unfortunately, less attention has been given to quality than to yield and the effect of rust. The result is that at least half of the 1922 durum crop, estimated at 80 million bushels, is said to be useless as macaroni wheat, and of little value, in fact, for any purpose whatever.

For the 8 years from 1914 through 1921, the average annual yield of durum wheat in the northwest was little more than 29 million bushels. The highest figure during that period was recorded in 1921, when the crop was 45,821,000 bushels. Each year, owing to careless choice of seed and wheat varieties, there has been an increasing percentage of durum unsuited to the making of macaroni. In 1921 this percentage was considered by some expert agronomists as about 15, leaving 38 million bushels of macaroni making quality. If it is true, therefore, that no more than half of the 1922 crop is of the requisite standard, only a slightly larger crop of good durum is on the market this year than in 1921.

Since the consumptive requirements of the United States are only a little more than 2200 thousand barrels of flour, in the form of macaroni, representing less than 10 million bushels of durum wheat, it will be seen that there is annually a large surplus that must go into other channels. Some of this is absorbed for blending purposes and put to varied other uses, but a large proportion is exported.

Increasing production and attention to quality have naturally complicated the durum grower's problem. His price troubles of the early days are being aggravated. Domestic consumption of macaroni shows no great rate of increase, and foreign markets, owing to financial conditions such as those of Italy, Finland and Germany, limit that outlet. Half the crop is being sold at a considerable discount under the better grades, and the rest is at an appreciable discount under spring bread wheat.

The durum grower, however, has become habituated to the drawback of



Simple methods of transporting macaroni in Amalfi.

price, and appears to prefer a good yield of durum to a doubtful yield of the bread wheats. This year he will need a new consolation, for there is a good deal of irony in the fact that in a season when the largest acreage of durum was sown other types of spring wheat came through with the minimum of damage from rust and are assured of a profitable market.

Rapidly increasing durum acreage, and the realization that this wheat is totally different from others, has led to a belated appreciation of the fact that government estimates of the spring wheat crop are more or less misleading. The result was a demand for separate estimates of the durum production. The Northwestern Miller requested such a change in the government's crop reporting service through an editorial published on March 29, 1922. On May 1, 1922, it received a letter from the associate chief of the bureau of markets and crop estimates of the Department of Agriculture, stating that "the bureau proposes to issue, in connection with its regular estimates of acreage in June and production in October, separate figures for durum wheat in Montana, Minnesota and the Dakotas."

In June, acreage figures for durum wheat in the four states mentioned were published by the Department of Agriculture. Using them as a basis, private estimators were able to ascertain the total yield of durum with what proved to be great accuracy when the government estimates of the durum yield appeared in October. 19 million bushels come from South Dakota, or double last year's crop in that state, and 50 million from North Dakota, which shows an increase over 1921 of nearly 17 million bushels.

Department of Agriculture estimates of the durum wheat crop in Minnesota and the Dakotas, in bushels (last 3 ciphers omitted) are as follows:

	Minn.	N. D.	S. D.	Total, three states
1914	840	11,389	6,724	17,953
1916	586	7,314	2,999	10,899
1917	1,557	14,168	8,941	24,666
1918	2,460	30,856	12,403	45,719
1919	1,520	19,099	6,628	27,247
1920	1,446	24,898	7,140	33,484
1921	1,916	33,335	10,570	45,821
1922	4,365	50,494	19,285	74,144

Before the war a comparatively small amount of the wheat surplus of the United States went to Italy, and the same was true of American flour. In the fiscal year 1913-1914 only 1,840,000 bushels of wheat were sent to Italy from the United States, and 19 thousand barrels of flour. During the war years, of course, Italy imported a large amount of both, and still takes quantities comparatively great. Italian imports of American flour in 1920 were 1,410,000 barrels, and of wheat 32,110,000 bushels. It is impossible to say what portion of the shipments was of durum wheat and semolina, but these items were very large. That they can be increased this year is doubtful, owing to Italy's financial situation, but since the current crop of good macaroni durum in the United States is only slightly larger than last year, it is assumed that there will be no great difficulty in finding a market for it.

Concerning the disposal of the durum crop in the United States, E. G. Montgomery, chief of the foodstuffs division of the department of commerce, says in reply to an inquiry from The Northwestern Miller:

"Italy and France, through Genoa and Marseilles, should make considerable demands on our American durum wheat. In prewar days the source of the durum wheat used for the manufacture of macaroni in Italy and in France was Russia and North Africa, although Italy did produce a good proportion of this wheat; however, probably not over two thirds of its needs. Due to the shortage of the wheat crop in Italy and in North Africa this year, it is more than probable that there will be a larger demand for macaroni wheat grown in the United States than in former years, and with Russia still out of the export business the United States is practically the sole source of durum wheat. From this point of view the outlook for the disposal of a considerable portion of our large crop of durum wheat is encouraging."

Manufacture of semolina has kept pace with the increase in durum production, and the capacity of United States mills now equipped for grinding durum wheat is said to be 15 thousand barrels per day. Assuming 300 working days each year, the annual capacity would be four and a half million barrels, or approximately 900 million pounds. To this must be added the southwest's quota of macaroni flour, which would bring the total well above 1100 million pounds. Since the total consumption in the United States is estimated to be only 4 pounds per capita, or 440 million pounds per year, it will be seen that there is semolina capacity exceeding this country's requirements by 685 million pounds, not considering imports.

The following imports of macaroni, vermicelli and all similar preparations into the United States during the years 1920, 1919 and 1918, by countries of origin, in pounds are as reported to the Department of Commerce:

	1920	1919	1918
Italy	113,979	.....	.....
Spain	36,926	15,872	.....
Switzerland	11,023	.....	.....
Canada	1,638	17,369	711
Mexico	470	.....	.....
China	3,310	18,796	30,075
British India	400	.....	.....
Hongkong	259,372	255,790	67,371
Japan	377,668	594,724	303,656
Argentina	.....	.....	250
Others	222	.....	50
Totals	805,008	902,551	402,019

Imports of macaroni, vermicelli and all similar preparations into the United States, by fiscal years, ended June 30, in pounds, were as follows:

1922	1,991,933	1913	106,500,732
1921	1,297,365	1912	108,231,923
1920	800,210	1911	114,779,116
1919	591,804	1910	113,772,881
1918	669,524	1909	85,114,962
1917	3,472,503	1908	97,233,796
1916	21,789,602	1907	87,720,736
1915	56,542,480	1906	77,926,825
1914	126,128,621		

These figures, of course, tell the story of the development of the macaroni industry in the United States. There is a steady increase in the quantities imported from 1906 until 1914, due to the increasing Italian population of the United States and to the generally widening market for such products. Then the American industry, opportunely assisted by war conditions which temporarily eliminated European exporters of macaroni from the field, came into its own, with an immediate and steady decline in importations that has persisted up to the present, although there has of late been a slight increase in the volume of macaroni imports.

E. G. Montgomery, chief of the foodstuffs division of the Department of Commerce, states that, according to the best available information, the macaroni industry in the United States has gradually expanded from 343 factories in 1913 to over 550 in 1921.

"In 1914," he says, "the production of macaroni in this country was about 300 million pounds, whereas in 1921 it had increased to 450 million.

"According to a brief presented by the Associated Importers of Food Products in New York city in the hearings on the general tariff revision before the ways and means committee H. R. Part 3, domestic macaroni was selling in 1921 to the jobbers at 12½c per pound and retailed at about 18c, whereas at that particular time a shipment of French macaroni cost the importer duty paid (1c per pound), 17c per pound, and was intended to sell for 18½c to the jobber, to be subsequently

(Continued on page 22.)

Thoughts and Suggestions as to Cost Systems

Search for Workable Plan for General Run of Factories by Cost Committee Expedited by Review of Offerings From Several Macaroni Plants—Method for Finding Costs of Goods and What Factors Involved—Distribution of Factory Overhead.

Mr. Gartner, auditor of the C. F. Mueller company of Jersey City, to whom was submitted many of the cost systems in use by macaroni firms co-operating with the cost committee, submits the following general comments which contain some vital facts and valuable suggestions for the committee to consider in its final decision on what will constitute a workable cost system for the general run of plants in this industry.

Technically none of these statements is a cost system.

Each is an array or summary of the accounts in the respective establishments which may be used in a cost system to record the costs.

Some are outlines of the nature of costs entering into manufacturing, selling and the administration of a business. Others have gone deeply in detailing the accounts which are used in these distinct divisions of business operations.

The outstanding feature of a comparison of these statements is the nonuniformity of accounts in the industry which determine manufacturing costs; also the variance in classification of accounts, notably the inclusion in some cases of factory expenses among selling or administration divisions.

This may not be due to a lack of knowledge on the part of those rendering such statements but simply that in stating overhead, which embraces everything outside of material and labor, no special thought was given to arrangement.

The questionnaire, I believe, sought to bring out a system.

A system is a method of procedure and cost system is a bookkeeping method which should show the costs of production in its various stages at any time during the flow of operations.

Briefly such a system for continuous process operations, as in the macaroni industry, consists of a control of the costs of material entering into manufacture—a classified record of the labor paid in its manufacture, and a set or fixed overhead charge based on past experience, which includes all **manufacturing** expenses and charges.

To this point only is it a cost to manufacture.

Selling and the most of administrative expenses should not be included as a cost of manufacture as these expenses are incurred in marketing the product.

Therefore, a fixed amount or percentage established from the records of past selling and administrative experience should be added to the manufacturing cost. Adding a certain amount to the foregoing costs to cover the percentage of profits desired establishes the net selling price or the list price less the best trade discount.

It is particularly to be noted that production and sales can be very different, as in instances where a factory is producing to capacity while the sales fall off or where a large inventory of finished goods at the beginning of a period warrants the shutting down of a plant until the sales have brought the stock to normal.

Such conditions will clearly reveal the fallacy of figuring manufacturing costs and expenses as to sales, and that the proper and only way is to separate manufacturing and selling, charging to production, materials used—labor and manufacturing expense only, to determine the cost to manufacture.

The method of ascertaining the cost of goods used, in taking

the inventory at the beginning
plus the purchases during period
minus the inventory at the end

is really an analysis of the costs after the period is closed.

A shorter method and one which will give the costs at any time during the period is by perpetual inventory records.

This record, which is part of a cost system and is tied up with the books of account, is an account kept of each material.

It is charged with its inventory at the beginning and subsequent purchases and credited with goods requisitioned for manufacture at their cost. The credit side always shows the cost of goods used, and the difference between the debit and credit column is the inventory on hand.

Furthermore, the debit to this credit to material is the charge to the particular product being manufactured, which also shows the cost of materials used for that product.

The authority for these charges and credits is the factory foreman's requisition or order on stores for the materials wanted.

Payroll is likewise distributed over the products manufactured according to the labor reports submitted, classified as to direct, supervisory and other indirect labor. These can be further refined as to operations in the conversion from raw material to finished product, if desired.

Thus the knowledge of the costs of materials and labor at any time for the quantity produced is available.

There is but one other element in the cost of manufacture of an article to the time it is delivered to the shipping department as a finished product and that is its "factory overhead" expense.

From an inspection of the cost statements submitted, among them a number which have been eliminated as N. G., probably on account of their brevity, it appears that cost systems are in operation, or are at least well understood, for many separate this manufacturing overhead from their selling and administration overhead in their determination of selling price.

For the "factory overhead" certain expense accounts and capital charge accounts are set up and from the experience of former periods a percentage is arrived at based on the most constant element in manufacture under normal production conditions. Such accounts would be "maintenance of plant," "factory expenses," "local taxes," "insurance on plant and equipment," "royalty on machines," "depreciation" accounts and "supervision."

Whatever the selection upon which the percentage is based, whether it be "pounds manufactured," "direct labor," "operating hours" or so forth, the element should be uniform in the industry, otherwise there can be no proper comparisons between plants.

Also, whatever the element, the percentages will vary continually according to the fluctuations of business and, therefore, must be adjusted from time to time. A usual practice is to start on the percentage of the past 12 months experience and after each succeeding month to drop the first of the 12 and add the month just passed for a revised basis.

This predetermined percentage is distributed over the manufactured product as it is put into finished stock, man-

ufacturing account being credited and the special finished goods account charged.

Manufacturing account or factory costs is charged with the expenses actually incurred and charges accrued during the month and the difference between the amount incurred (charged) and that distributed (credited) in manufacturing account is the over, or under, which requires the readjustment of the percentages.

The distribution of factory overhead is somewhat complicated where a number of various products is manufactured.

A manufacturer of one kind of product should find no difficulty, even if he had several sizes of that kind. It is probable that the major part of his business is done on one size. In this case he can place an estimated burden on the smaller sellers eliminating that amount from his total overhead and the product would bear the balance. A comparison on a pound basis would show if the estimated burden on the lesser produced numbers was fair.

Selling and administration costs are then distributed. Where it is possible to make a direct charge to a product or size it is well to do so. Take in the case of advertising or promoting the sale of a particular product. A direct charge will show how much had been expended yet it might not be wise to add an exorbitant outlay to the cost and expect to realize it plus a profit in the selling price. The proper solution would be to include a normal amount of the expense and defer the balance in the hope that the increased sales of subsequent periods will absorb the outlay at a normal figure within the time that advertising should reasonably carry.

By this it will be seen that selling and administration expenses are distributed much in the same way as manufacturing overhead, based on the selling and administration costs of prior periods.

Production and sales rarely run alike.

A plant is built to produce a certain quantity in anticipation of an expansion of sales. Sales are more or less seasonable. It would be unwise to increase and reduce production in accordance with the many whimsical fluctuations of the market, therefore there is likely to be a greater deviation from fixed overhead percentages on sales than on production.

These deviations, causing the difference between "expense distributed" and "expense incurred," sometimes over, sometimes under, are carried in a suspense account and are written off to "surplus" account at the end of the fiscal period.

Macaroni and the Durum Crop

(Continued from page 18.)

retailed at 28c per pound. The new tariff places a duty of 2c per pound on all alimentary paste. This tax is considered quite satisfactory by the American manufacturers of macaroni, as it is an increase of 100% over the previous tariff rate.

"Before the war the imports of macaroni into this country amounted to 125 million pounds, mostly from Italy. During the war the imports ceased altogether. In 1920-21 about 1 million three hundred thousand pounds, and in 1921-22 nearly 2 million pounds, were imported. It is thus seen that less than 2% of the prewar imports are now brought into this country. It was during the war that the macaroni industry expanded to its present proportion. As it is now, practically all the macaroni consumed in this country is manufactured here. The per capita consumption of macaroni in the United States is about 4 pounds, compared to 50 pounds in Italy."

Need of Food Control Laws

To emphasize the need of food control laws, the United States Department of Agriculture calls attention to the great growth of food preparation in factories. Not many decades ago much of the food consumed was prepared in the home or obtained in the immediate neighborhood, and since the consumer knew about the conditions of its preparation there was little need for food laws. Today much of the food is produced and prepared a long way from those who consume it, and as a consequence some sort of government control is necessary.

The great volume of commerce in foods is indicated in the last census report, for 1919, which shows that the food manufacturing industry as a whole is more than 4 times larger in value than the next largest manufacturing industry, which is iron and steel. Meat packing alone represents a greater value. The total value of manufactured food products for 1919 was $13,391,914,000, while automobiles produced in the same year were valued at $2,387,833,000, boots and shoes at $1,149,560,000, clothing at $2,343,196,0 and foundry and machine shop pr uets at $2,321,129,000.

Among the food products that ca up the grand total, flour mill produ stand next to packing house produ the figures for the year being $2,19 007,000, as compared with $3,995,97 000. Bakery products amounted nearly $1,500,000,000 and sugar alm to $1,000,000,000.

Union Specialization Bunk That Costs 10

Union specialization can be made run wild if union labor leaders a given their own will, as came to lig during recent railroad trouble. Wh a locomotive with a broken stayb is repaired in the railway shops, t rules require conformity to the follo ing ritual:

1. The cab carpenter and his help remove the running board.
2. The sheet metal worker and he er take off the jacket.
3. The pipemen remove the pipe.
4. The machinist and helper remo the running board bracket.
5. The oxwelder and helper burn o the staybolt.
6. The boilermaker and helper ta out the staybolt.

And then in reverse order the boil maker and helper put in the new b the machinist and helper replace bracket for the running board, the c penter and his helper fasten the bo again, the sheet metal worker and helper put the jacket back into pla and the pipefitter and helper rest the pipes to normalcy.

This is the process, according to president of the Pere Marquette r road. It is prescribed by the natio shopcrafts agreements drawn up representatives of the railway work in war time, taken over by the rail labor board when it began to funct abrogated by the board more tha year ago, but still in use on roads wh have not reached separate agreeme with their men, because on the date signed for the abrogation to take fect no new system of rules had b drawn up and the old ones theref were continued to avoid what was scribed at the time as "chaos."

There are 186 of these working ru They are national in scope. A that affects one road affects them If a question has to be adjudicated

r the rules for a road in the east, the ljudication will be of authority for a ad in Montana, a road in Texas, or a ad in Michigan, and for all the roads the country.

The president of the Pere Marquette of the opinion that rules producing ch conditions as he illustrates—where crafts have to do what a boilermaker d his helper might do alone and in ss time, if the rules would let them—st the company and the public a huge m. **He says the roads could afford to y their shopmen 10% more if these les did not stand in the way of effi- ency and economy.**

But still the workers lean to the be- f that the radical leaders of labor ho are the authors of such wasteful gulations are actually looking out for eir interests!

As a matter of fact, such labor lead- s are feeding their followers with stly bunk—price 10%.—The Manu- eturer.

HIS HASTE

Waiter—All right, sir, all right. ou'll get served in time.

Diner—I dare say I shall; but I'm xious to get through this meal before e prices rise again.—London Tit-Bits.

Grain, Trade and Food Notes

World to Have Less Wheat

Total world wheat production, excluding Russia and Mexico, is now estimated at3,012,293,000 bus, by the United States Department of Agriculture, based on official and unofficial estimates from reporting countries. The revised estimate for the same countries last year was 3,049,074,000 bus. The previous estimate for this year was 3,093,870,000 bus.

Adding to the world production figures the stocks on hand insofar as they have been obtained, a total available supply of 3,192,037,000 bus. for use the coming year is indicated, compared with 3,723,588,000 bus. during the past year.

The yield of wheat in France is estimated at 235,380,000 bus. as compared with 323,467,000 bus. in 1921; in Germany 69,670,000 bus. compared with 107,798,000 bus.; in the United States 810,123,000 bus. compared with 794,893,000 bus. A late unofficial estimate places production in Jugoslavia at 47,800,000 bus., a decrease of 12,200,000 bus. from the previous estimate and 4,068,000 bus. from the yield last year.

The total yield for Europe, including revised estimates, is placed at 985,650,000 bus. compared with the previously published estimate of 1,100,991,000 bus., and the revised estimate for last year of 1,215,084,000 bus. Latest reports continue to predict a yield in Russia sufficient to supply domestic requirements. Increased acreages have been sown in Argentina and Australia.

Larger World Production

Production of rye, barley, and potatoes for all countries reporting is larger than for the same countries last year, the United States Department of Agriculture reports. Rye production for 16 countries is placed at 101% of production for the same countries in 1921, but only 91% of the average yield for 1909-13. Production in the United States and Canada is 163% of the 1921 crop; production in European countries is only 93%. Production of barley this year in 24 countries is placed at 104% of the 1921 harvest, but only 96% of the average yield for 1909-13. The barley crop of the United States and Canada this year is 129% of the 1921 crop, and for 15 European countries it is 103%. The potatoe crop is reported larger in nearly all countries, total production being placed at 128% of that for the same countries in 1921, and 101% of the 1909-13 average. Wheat production in 1922 according to latest estimates is 99% of the 1921 yield, being 109% in North America and 81% in Europe. Condition of the new wheat crop is reported good in Argentina, Australia and India, and about average in South Africa. Progress of the new crop is normal in Italy, Hungary, and Jugoslavia, while September rains retarded the work very much in England and Czechoslovakia, and also to some extent in France, a recent cablegram from the International Institute of Agriculture at Rome says. Better progress is reported in Germany. Germination of the newly sown wheat in Russia has been retarded by poor weather conditions, according to a commerical report.

America's Wealth in Corn

Consumed either directly or in the form of meat and other animal products, corn is the principal source of the nation's food supply. The vital importance of the corn crop and its relation to American prosperity has been reviewed by the United States Department of Agriculture in the 1921 Yearbook, just published. In a graphic survey the department has presented the story of corn in all its details. Of approximately 6½ million farms in the United States, nearly 5 million produce corn. Nearly 100 million acres of farm land is devoted to the production of this single crop, which in recent years has reached more than 3 billion bushels. During the war the value of the crop reached more than 3 billion dollars, or one eighth the present national debt. The 1920 crop, the largest ever produced, had a value of $2,150,000,000; the 1921 crop $1,303,000,000.

Heat Damaged Wheat on Farms

Many of the stocks and much of the early thrashed wheat on farms in sections of the hard winter wheat area contain heat damaged kernels, a recent investigation by the United States Department of Agriculture shows. Heat damage was found to occur more often in header stacks than in bundle stacks, because the bundle grain usually is more mature and drier, unless wet from recent rains, at the time of stacking. Heat damage is most likely to occur in header stacks when the grain is headed too green, or wet from dews or rains; or when there is an abundance of green weeds present at heading time, say the department. Wheat thrashed at harvest time or immediately afterward seldom is cured well enough to keep if stored immediately in the ordinary granaries or elevator bins, it was found. Such wheat needs first to be dried and cured sufficiently for safe storage, say the department. It is also pointed out that grain thrashed while damp from recent rains is not in a safe storage condition, though it may have stood in the shocks or stacks long enough to be well matured. Milling and baking investigations by the department show that heat damaged wheat is undesirable for milling purposes, inasmuch as flour made from it is discolored and has a bad odor, and the bread has a poor color and texture, and a disagreeable taste. For these reasons heat damaged wheat brings a lower price to the producer or dealer than sound wheat of good milling quality. As a result of its investigations the Department of Agriculture has reached the following conclusions:

"Heat damaged wheat should be marketed on its merits and then used for feed or such other purpose as may be fit. Heat damaged wheat is undesirable for bread making and should not be milled for that purpose. Sometimes an effort is made to cover the loss from heat damage by mixing it with sound wheat, but this is an ill advised practice and should be discouraged, because it breeds dissatisfaction and frequently causes financial loss. The quantity of heat damage allowed in the better grades of wheat is small, and it is likely to be exceeded in mixing which will be detected where careful grading is practiced."

Big Year for Manufacturers

American manufacturers are evidently preparing for an exceptionally busy season both in their domestic industries and the export trade. In fact, says the Trade Record of the National City Bank of New York, they are in many cases doubling their importation of raw material as compared with conditions a year ago, while on the export side manufactures are the one group of articles which shows an increase in exportation while other groups show a decline. Manufactures exported in the month of August, the latest month for which we have official figures in detail, showed an increase of 15% in value when compared with the same month of last year, while the other articles exported a reduction of over 33% in value in the same period. The few figures thus far received on September exports indicate that the record of that month will also show a heavy fall in exports of nonmanufactured material, and probably an increase in manufactures exported. The startling factor in the activities of the manufacturers at the present moment is in the tremendous increase in their importation of raw material. Practically every important article for which our manufacturers require foreign material shows a large increase in quantities imported in August 1922 when compared with those of August 1921.

Durum Receipts for August

A crowding of the durum market during August 1922 is noticeable from reports issued by the inspectors of the Department of Agriculture on the carload receipts of the various grades for that month. The harvesting of the durum crop, which usually begins about the middle of September and in anticipation of the price drop that attends the appearance of the first carload of the new crop to market, prompted this rush in August. As usual the northwest markets and the Atlantic port cities competed for this business, the former getting about 2 or 3 to 1 over the latter.

Durum

The various durum grades were equally plentiful during the month and indicated a similar trend to market. The total being 1146 carloads of all grades reported for August as compared to only 396 carloads in July. The No. 1 variety was exceptionally plentiful with 155 carloads reported for August as against 7 in July. Of these 92 went to Minneapolis, 42 to Duluth with the remainder scattering. Of the No. 2 variety 649 carloads were inspected in August while only 62 were inspected in July. Of these 304 went to Duluth, 291 to Minneapolis, 25 to Fort Worth and 9 to Galveston. The No. 3 durum receipts were about normal, 174 being reported during the month as compared with 151 the previous month. Of these 111 were reported from Duluth and 49 from Minneapolis. The receipts of this grain below the No. 3 grade were subnormal, being only 168 carloads as compared with 176 in July.

Amber Durum

Good quality amber durum was exceedingly plentiful in the market during that month. A total of 235 carloads of No. 1 variety was inspected as compared with only 40 in July. Minneapolis received 161 and Duluth 56 of the total. The No. 2 quality of amber durum led all grades in August, the total received being 934 carloads as compared with 664 carloads in July. Of these Minneapolis reported 300, Duluth 294, Philadelphia 171, and New York 115. The inferior grades had apparently all been marketed as the August receipts were considerably below those of the previous months. Only 138 carloads of No. 3 amber durum were reported as compared with 381 in July; of these 81 went to Duluth and 48 to Minneapolis. 75 carloads registered below grade and most of them went to the northwest markets, primarily for blending purposes. The total receipts of all grades was 1382 in August as compared with 1177 carloads in July.

WHAT SIZE SHOES?

An Illinois farmer sold the hide of a calf for $6, then went to town and paid $8 for a pair of shoes. Now he knows what a skin game is.—Los Angeles Times.

CHEESE MEN BOOM MACARONI

Advertising of Famous Western Milk Product Involves Publicity for Foods Allied in Menus—Illustrates Possibilities of Cooperative Work of This Order.

The possibilities of cooperative advertising by manufacturers of accompanying ingredients of prepared macaroni dishes are unlimited and are frequently resorted to by cheese manufacturers, tomato paste and sauce makers. Knowing how well cheese and tomatoes blend with macaroni products, the advertising of this combination has produced a popular demand for all these ingredients.

The Tillamook County Creamery association of Tillamook, Ore., recognized as the leading producer of quality cheese in the Pacific coast section is now carrying on an advertising campaign to popularize its "Tillamook" cheese; and macaroni, spaghetti and noodles take no small part in this advertising.

In a recent ad appearing in all of the leading papers in the western section of the country a cut is shown of a macaroni dish prepared to fill the requirements of an ordinary family and, according to a new receipe prepared by Prudence Penny director of home economics division of the Los Angeles Examiner. The ad is a most attractive one and evidently produced many inquiries and considerably increased the consumption of Tillamook cheese, and incidently of macaroni production. Publicity of this kind particularly when based on common sense articles and not on fanciful suppositions creates a good and lasting impression that cannot help but be beneficial to all of the manufacturers in the various parts of Tillamook valley, in the 25 cheese kitchens owned and operated by Tillamook dairy men. Its manufacturers claim for it that it was the first cheese produced in this country to be trade marked.

This cheese is both savory and palatable being made only of the highest grade of cream and every pound has the name "Tillamook" imprinted plainly on the rind so that the consumer will always be sure of the genuineness of this popular cheese.

The receipe carried in the advertisement is a very good one combining macaroni, ham and cheese in a palatable blend that is sure to please.

Macaroni, Minced Ham and Tillamook Cheese en Casserole

- 3 tablespoons grated Tillamook cheese
- 18 sticks macaroni
- ¾ cup minced ham
- 2 tablespoons butter
- 1 tablespoon flour
- 1 cup milk
- ¼ teaspoon pepper
- ½ cup stale bread crumbs
- 1 tablespoon butter

Break macaroni in short lengths and cook until tender (about 30 minutes). Make white sauce of butter, flour, milk and pepper. Alternate layers in greased baking dish of macaroni, ham, white sauce and Tillamook cheese. Cover with buttered crumbs and bake until brown. Caution: If ham is very salty, no additional salt required.

Macaroni Imports and Exports

Imports

According to the Monthly Summary of Foreign Commerce of the United States for August 1922 by the department of commerce, there was a slight increase in the quantity of macaroni, vermicelli and similar preparations imported that month, though there has been a decrease in the total value. During the month a total of 191,613 lbs. of all kinds of alimentary pastes was imported at a value of $13,728. This is compared to an importation of 152,605 lbs. worth $15,046 in August 1921.

The report for the year shows that the increase, though slight, was steady for the 8 months ending Aug. 31, 1922. A total of 1,687,550 lbs. worth $147,759 was imported. The small increase is apparent when compared with the importation of 990,115 lbs. worth $114,413 for the same period in 1921.

Exports

While there are no separate figures covering the amount of macaroni, spaghetti and noodles exported in 1921 available for purpose of comparison the Monthly Summary of Foreign Commerce for 1922 shows that a total of 459,292 lbs. of (American made) alimentary paste products worth $36,666 were exported from this country in August of this year. The government figures are available only since Jan. 1 of this year and show that the total exportation for the 8 months ending the last of August amounted to 5,550,397 lbs. worth $442,442. It will be noted that the exportation exceeds the importation of these products by almost 3 to 1.

Reexportation

During the month of August the were reexported 1755 lbs. of foreign made alimentary pastes worth $137 compared with 1430 lbs. worth $1 during the same month last year. T extent to which this business of r exportation has fallen off is shown b a comparison of the figures for the fir 8 months of 1922 and the similar perio of 1921. In 1921 a total of 64,539 lb worth $7,929 was reexported. In th year it had fallen to 10,433 lbs. wor $1,353. It is noticeable that the goo that entered into the reexportatio business had decreased in value fro about 13c per lb. in 1921 to less tha 8c per lb. in 1922, though the avera price for the 8-month period remai about the same, approximately 11c lb.

During August 1922 only 274 lbs. this foreign-made foodstuff worth $ that had remained in the various war houses of the country since the pr vious month were withdrawn for e trance into business channels, leavi 685 lbs. worth $38 uncalled for.

How They Do It in Switzerlan

Discussing the recognized method of d termination of eggs in alimentary past E. Vautier, Proffesen Mitt. Lebensm. Hy June 13, 1922, says :

The federal ordinance of Switzerlan May 8, 1914, calls for 150 grams of egg p kilogram (1000 grams) of semolina. Me ods now used are based on the yolk conte by determining the lecithin phospho acid. A method for determining the bumins is proposed. Mix 25 grams of fine ground paste with 250 cubic centimeters water (distilled water) in a large-neck flask until gummy, shake 30 minutes by m chine and filter, returning the first turi solution. When the filtrate is clear pi 200 cubic centimeters in an 800 cubic ce meter beaker and add about 220 grams magnesium sulphate. Stir and let sta one hour on the water-bath and then boi minutes. Filter with a pump on pa covered with calcined and washed infusor earth, dry, remove paper and transfer a platinum dish, dry at 100 degrees Ce grade and weigh. Loss in weight on ig tion is albumin. Commercial paste with egg gave 0.8-1.2%. Laboratory produ gave with no eggs (little milk) 1.1, 1 egg 2 eggs 1.7 and 3 eggs 2.1%. This meth should be useful in connection with lecit phosphoric acid to determine the whole e content.

Knowledge can be gained fr books, but action is the mash fr which experience is distilled.

Notes of the Macaroni Industry

New Tariff Rate Compared

While the import duty placed on macaroni, noodles and similar products by the recently adopted Fordney tariff act of 1922 establishes the rate of 2c per lb., the equivalent ad valorem rate of duty has decreased considerably. It is interesting to note the effects of the tariff on these products, produced by the various tariff bills since the Dingley tariff under the McKinley administration.

The Dingley bill of 1908 established the rate of 1½c per lb. being an equivalent ad valorem rate of duty of 36¼%. In the Payne bill of 1911, a Republican measure, the rate of 1½c per lb. was retained with an equivalent ad valorem duty of 35 4-10%. The democratic tariff of 1914 known as the Underwood bill reduced the tariff to 1c per lb. and the equivalent ad valorem rate to slightly above 22%. In the Fordney bill of 1922 a 2c per lb. duty was agreed upon with its equivalent ad valorem rate of duty at 19%.

While it has always been the contention of American manufacturers that a 3c differential would place the American manufacturers on a fair competition basis with importers of alimentary pastes, it has been difficult to so impress the lawmakers, though they did become somewhat liberal in the recent congress when a 2c per lb. rate was established.

Charter Bristol Concern

The Bristol Macaroni company of Bristol, R. I., has been granted a charter by the secretary of state authorizing the issuance of stock covering its increased authorized capital which is now 300 shares of non par stock. According to the charter the company will deal in foodstuffs, grain and feed. The incorporators follow: Angelo F. Panzarella, Alfred Clerico, Antonio Panzarella, Guiseppi Perroni, Francesco Pace and Angelo Panzarella.

Company Triples Stock

At a meeting of the stock owners of the Italian Macaroni company, 124 Guadalupe st., San Antonio, Texas, the capital stock was increased from $15,000 to $45,000 and officers were chosen to represent the enlarged company. Frank Pizzini was elected president; Herman Richter, 1st vice president; Frank Bianchi, 2nd vice president; John Obrotti, treasurer; Richard Mezzette, secretary, and S. M. Browne, manager. This company manufactures the "Crown" brand of macaroni and noodle products and, besides enjoying a very good business in San Antonio and Texas, ships large quantities of its products to Porrto Rico. The increased capital will be used in buying equipment to place the plant in position to fill the increasing demands for its products.

A New Spaghetti Product

A new compact "spaghetti Italian dinner" is being placed on the market by the Merolla, Ricciardi & Salomone corporation, with headquarters at 6722 New Utrecht av., Brooklyn. The new product is neatly packed in a carton containing 15 oz. of spaghetti, a small bottle of tomato sauce, and a small jar of grated Roman cheese, the whole making up a meal for 4. All that is needed for the preparation of the dinner is boiling water in which to cook the spaghetti. The new product is being stocked as a specialty by leading wholesale grocers in this market, who look for a large sale of the "spaghetti dinner" which will be sold at a price low enough to permit heavy consumption of the article.

Best Macaroni Is American Made

"The best macaroni in the world is now made in this country," is the opinion of a writer for the Kansas City Star who apparently is an expert on foods. Cooks no longer need rely on Italian products for a palatable dish of this nourishing food if attention is given to the proper making of the necessary palatable sauce which is no longer a secret. The article continues: "At the first intimation of cold weather people intuitively turn from the succulent vegetables as a standby to the more substantial potatoes, rice and pastes for their substantial meal, as an accompaniment to meat or as a substitute for meat. In selecting these we were wont, at one time, to insist on an imported macaroni. Why? Goodness only knows! Since the Italians so largely depended upon macaroni as a staple, we came to think that they were "par excellent" in its manufacture. It was what we called "strong," meaning that it had good taste and would not ravel in cooking, and with proper treatment it became tender and held its shape. We said it had a good color due to the eggs supposed to be in it or a quality in the wheat which was th not prevalent in our domestic flour. W have changed our minds very much i the last few years in regard to the im ported products, and realize that th domestic products manufactured i sanitary, well equipped factories hav all chances in their favor.

Prince Macaroni at Boston Fair

The display of the various kinds o macaroni products manufactured b the Prince Macaroni Manufacturin company of Boston at the Boston foo fair in the horticultural hall of that cit was voted one of the most attractiv interesting and educational among th hundreds of the exhibitors there. Th Prince Macaroni company booth wa made all the more attractive to th thousands who attended the food sho by the company's liberality in awar ing a high grade ladies' wrist wate daily. Aside from its regular alimen tary paste products the Prince com pany made a special effort to popula ize the macaroni and spaghetti sauc which it offered to the public for th first time at the fair. The compan terms it "a supreme sauce," a delicious preparation of mushrooms, tomatoes chicken, spices and other delicious in gredients properly blended so as t produce a sauce that will give maca roni and spaghetti the fine flavor s much desired by the American house wife but so often lacking through fai ure to make the proper sauce.

Shreveport Business Booming

The plant of Shreveport Macaron Factory at Shreveport, La., is runnin day and night to take care of the bus ness, according to Manager Sam Gull who attributes the success of this com pany to the high grade of goods manu factured. This company was founde less than a year ago and now employ 12 men in the production and 25 wom en in the packing department with salesmen covering Louisiana, Texa Arkansas and Tennessee.

Sells Macaroni to Institutions

The Iowa Macaroni Manufacturin company of Des Moines has been award ed the contract for 6 months supply o macaroni products for the state insti tutions by the state board of contro according to announcements by the concern. This business was obtained i competition against numerous bidder Macaroni and spaghetti form a co derable part of the diet of the in ates of the various institutions and any thousands of pounds of these prod cts are consumed monthly.

Macaroni Campaign a Success

The educational work which is be g carried out by the American Packa ge Macaroni association in an effort to opularize package goods among the onsumers has met with considerable uccess, according to those who are in erested in this beneficial movement. iss Mable E. Merrick has been placed charge of the educational and dem nstration work which opened auspi iously in Rochester, N. Y., in Septem er and later at Louisville, about the iddle of October. The centers select d for this publicity work were chosen ecause of the possibilities for increased usiness which they offered and the sult of the campaign proves that the romoters made a wise selection. Daily emonstrations were carried out under e supervision of this expert dietitian nd to the women's clubs and civic or anizations were explained the high od value of macaroni and similar roducts and the advantages offered by tting clean selected goods, in dust roof packages. Particular attention was paid to the value of this food product to a growing child and to the aged whose teeth prevent proper mastication of hard or sinewy foods. The work of this demonstrator has met with success and as a result the popularity and consumption of macaroni, spaghetti and noodles increased in these different sections where the campaign has been in progress.

New Mill for Pillsbury

Owing to the fact that a more advantageous rate can be had on shipments of grain over flour several of the leading millers of Minnesota have found it profitable to own mills near the large centers of distribution. The Pillsbury Flour Mills company of Minneapolis, realizing the existing conditions, is planning to erect a flour mill at Buffalo, which will cost an estimated amount of 2 to 3 million dollars according to announcement by President A. C. Loring of that company in October. The proposed mill is to have a capacity of 7000 bbls. of flour a day and will be of modern construction, combining all of the new improvements of an up-to-the-minute plant. In addition to the mill proper there will be erected elevators with storage capacity of about 3 million bushels of wheat. Bids will soon be asked for these erections and it is hoped that everything will be in readiness for the building early in the spring.

Nationality of Macaroni—Again!

The question as to the nation that first made use of what is commonly known as macaroni will always remain in doubt because of the many diversified claims put forth by Europeans and Asiatics. Even though it may be difficult to determine exactly the country of origin, the various stories told by food experts and students of ancient history are interesting and entertaining, and serve the very good purpose of creating interest in the food among the readers of the various publications carrying the stories. The authorities in the office of the experimental station of the Department of Agriculture in its Bulletin No. 156 give Greece as the probable origin in the quotation that follows: "Macaroni and similar foods are commonly said to be of Italian origin but there is reason for believing that these products were brought into Sicily and Calabria by the early Greek settlers and that the invention of these products is to be ascribed to the

Greeks." As nearly every day some old tradition or fallacy is being overthrown there is nothing surprising in this claim on the part of this department. There are undoubtedly grounds for this statement, yet it should be remembered that similar food products have been known since early times in China and Japan, where they are still manufactured in large quantities.

And now the Jews are claiming credit for having introduced similar foods into the land of Egypt. It is known that both in Egypt and China wheat was grown 2700 years B. C. The Jews, however, do not lay claim to a very ancient use of macaroni with the hole in it, but the ancient Israelites were certainly keen on wheat foods. Incidently, when the Almighty fed them in the desert He gave them manna which, if it was not a wheat food, resembled wheat food very much, according to historians. To this day the Jews are large consumers of noodles. One student of Hebrew history informs the writer that in all probability macaroni or noodles were introduced to the table of Pharaoh by Joseph, the Israelite. This student declared that very probably it was Pharaoh and not the king of Italy who gave the food a name which meant the Divine Dish.

Grow Wheat by Electricity

Extensive experiments carried out by Dr. R. B. Marvey, associate professor in plant pathology and botany, forecasts electricity may supplant sunlight in the production of green crops, particularly in the experimental stations. In the unheated basements of the University of Minnesota several wheats were made to prorduce ripe seeds in 90 days of continuous lighting by an ordinary tungsten lamp burning 24 hours a day. At that rate Dr. Harvey said he believed it will be possible for plant breeders and agronomists to grow 3 generations from 1 cross of seeds within a year. Should general practice prove that this is the case a great impetus will be given to seed culture and materially shorten the time necessary for development of new breeds of wheat and similar plants. The progress made in one season in sunlight growing can be tripled by use of electricity.

Fire Loss at $1000

Sparks from electric motor set fire to the Metropolitan Macaroni company plant the morning of Oct. 9, causing a damage estimated at about $1000. Most of the damage was done to the lighter equipment and the raw materials and finished products by the water and smoke. The damage was immediately repaired and manufacturing was resumed within a few days after the fire.

Buckley Firm Bankrupt

Pressure brought about by the creditors of the Buckley Macaroni company of New Britain, Conn., caused that firm to file an involuntary petition of bankruptcy in the early part of October. When the petition was heard by Judge Edwin S. Thomas in the federal court, Attorney H. H. Milkowitz was appointed receiver for the bankrupt concern. While the various amounts collected by the creditors are not large the aggregate was sufficient to cause them uneasiness and prompted the action which forced the company into bankruptcy. The principal creditors were: Commercial Trust company, $200; Citizens Coal company, $76; The New Britain Sheet and Metal Works, 142.80; The Kulper Printing company, $35; Excelsior Oil and Grease company, $71.35. After a shut down of several weeks the creditors agreed to permit the owners to lease the plant to a Waterbury firm for a period of 6 months in an attempt to make the business pay. This move prompted a complete reorganization of the management and in the production, and it is hoped that before the expiration of the short term lease a successful business will be maintained to permit the buying of the establishment at a figure whereby 100% payment of all of the creditors will be effected.

Italy Cuts Macaroni Shipments

The importation of macaroni from Italy was one of the most important lines before the war, when Italy shipped to this country something like 5,000,000 boxes of 22 lbs. each, for an equivalent of 106,500,752 lbs., valued at $4,913,624, in the fiscal year 1913, says the Journal of Commerce of New York in its issue of Oct. 9, 1922. The chief sources of this supply were Naples and Genoa, the former supplying macaroni for the consumption at large and combining quality with convenient price, and the latter macaroni of a higher and more costly grade. The bulk came, however, from Naples, and especially from Gragnano, Nocera and Torre Annunziata, which are the principal manufacturing centers of macaroni. Some shipments had also begun from Sicily and especially from Catania, which produces a very good quality of paste. The war caused the suspension of this trade, due to the necessities of providing sufficient supply to home consumption during the difficult days of the conflict, so that macaroni was one of the first articles to be embargoed, such embargo having continued until recently. Shipments of macaroni from Italy to the United States dwindled from nearly 122,000,000 lbs. in the 1914 to 484 lbs. in the fiscal year 1918. Upon conditional permit for limited amounts, shipments were reestablished in a limited scale in 1919 when 113,979 lbs. were again shipped from Italy. The restrictions, however, under which this trade was allowed were not such as to stimulate recovery to any great extent, so that in the fiscal year ending June 30, 1921, only 1,285,365 lbs. of Italian macaroni were imported and 1,991,936 in the fiscal year just finished.

Plan Raise in Noodle Rates

The Southern Freight Rate commission at its meeting held the last week in September in Memphis gave serious consideration to the matter of raising the freights on noodles and macaroni products from the Ohio and Mississippi river crossings to the southern points other than gulf ports. It is proposed to cancel the commodity rates now in the tariff and allow class rates to apply. Effective April 1, 1922, under I. & S. docket 1301, the commodity rates from Ohio and Mississippi crossings to the gulf ports were canceled allowing class rates to apply. With the commodity rate still in force to points other than the gulf ports a discrimination was charged and in the appeal to the commission the railroad asked that the class rate be substituted for the commodity rate to all points in that district. The decision of the commission has not yet been made known.

New Plant at Youngstown

The Youngstown Macaroni plant which carries on an extensive wholesale grocery business in connection with the manufacture of ailmentary pastes, has completed plans for a large factory and office building on the site of the present plant, near the East Federal bridge at Youngstown, O. According to the plans by the architect, the building will be a modern construction and cost approximately a half million dollars. It provides for 15 store rooms on the north side of the building and the offices on the west end. It is proposed to start erection of the build-

immediately so the greater part of the exterior work may be completed before cold weather.

Banquet in Macaroni Plant

On Saturday evening Oct. 14, the Italian Macaroni Factory at 142 E. Guadalupe st., San Antonio, Texas, entertained more than 100 San Antonians at an elaborate banquet of Italian dishes in its plant. Mayor Black and many influential civic and business leaders of the community were the guests of honor. The banquet was the result of a plan conceived by the civic interests of San Antonio whereby the citizens of that community may be made acquainted with products and industries of that city. This get-together event has made it possible to acquaint the best class of people in that city with the delicious possibilities of macaroni products as manufactured by the local company, the host of the evening. The mayor addressed the committee in behalf of the city administration, Nat Washer represented the business interests of the community and Mr. Salidino, production manager, and S. N. Brown, salesmanager of the macaroni company, told the gathering of the method by which its excellent foodstuff is manufactured and distributed. A musical program of varied features served to entertain the diners during the banquet hour. The affair was voted as one of the most enjoyable events of the season and the chefs, who had done their work pleasingly well in serving tasty dishes with macaroni and spaghetti as a basis, won the admiration of the diners. As a result of this occasion much favorable publicity was given by this manufacturer in his community.

Sauce Furnishes Publicity

The Prince Macaroni Manufacturing Co. of Boston is obtaining some good publicity for its production through the marketing of a special sauce for use on spaghetti, macaroni and similar dishes. Not only the trade papers in that section but the press in general is carrying very interesting stories on the value of this sauce in preparation of tasty dishes of this food. In connection with the general story the publicity manager has succeeded in putting before the readers much of the value of macaroni and spagetti in its comparison with such food as beef and potatoes. Judicious use is made of a suggestion made by an eminent scientist, Sir Henry Thompson, that macaroni be considered a staple dish for the noonday lunch, as it sustains the power and nourishes the body without taxing the digestion too much and thus leaving the individual sleepy and inefficient afterward. This is good advertising and should be especially aimed at the business people in the large commercial centers whose noonday meal must necessarily be light and satisfying in order to permit them to apply all their energy and ability in the afternoon without fatigue resulting from the assimulation of other foods not so adaptable as macaroni. Food experts are quoted advising that America should eat less meat and more macaroni, and the most is made of the fact that the food value of a pound of macaroni or spaghetti is shown by the food calories to be almost twice that of a pound of sirloin steak though the cost is one third. Dietitians urge that macaroni be substituted for potatoes for the reason that potatoes are starchy, fattening and heat producing while macaroni contains much less starch and is the richest food in gluten. A pound of raw macaroni will expand into several times that quantity of food in cooking and will contain about 1660 calories while a pound of raw potatoes will cook into a little more than 1 pound containing only about 440 calories. This publicity is carried out in connection with the value of the prepared sauce to housewives who are unable to make a suitable sauce for macaroni and spaghetti through lack of either time or knowledge. This publicity is bringing good results to this progressive firm in particular, and to the industry in this section in general. More of it should be attempted by the manufacturers in different sections of the country.

Macaroni Site Sold

The property of the Oneida County Macaroni company at 721 Whitesboro st., Utica, N. Y., has been sold to the National Dairy Equipment company, which will immediately occupy the large structure. The macaroni concern will remove its equipment to the plant formerly occupied by the purchaser and production will be delayed only while the transfer is being made. As a result of this real estate transfer the dairy company and the macaroni company will merely exchange the scenes of their activity.

It is of great importance in business to be just right as well as right just.

Food Inspection Cost Low

Federal supervision of manufactu food products is carried on at a v low cost considering the great quant of food inspected. According to United States Department of Agri ture, this cost has been less than hundredth of 1% of the value of th products. That the job of looking ter the conditions of manufacture big one is indicated by census figu which show that in 1919 there were 453 establishments engaged in the m ufacture of food products, with an nu output valued at $13,391,914,0 These figures include manufactu foods only and do not take into count the great volume of commerce raw foods such as milk, fresh f wheat, corn, oats, fruits and vegetab To these large amounts must also added the food products import which in 1921 amounted to $672,9 000.

Food Law Enforcement

In the "Service and Regulatory A nouncements" of the bureau of che try, the Department of Agricult gives the following notice of judgm under the United States food act:

10399. Misbranding of alimentary pa macaroni, and spaghetti. U. S. • • S. Viviano Macaroni Mfg. Co., Inc., a C poration. Plea of guilty. Fine $20. (F D. No. 15597. I. S. Nos. 5302-t, 85 7101-t.)

On Feb. 4, 1922, the United States attor for the Western District of Pennsylva acting upon a report by the Secretary Agriculture, filed in the District Court the United States for said district an in mation against the S. Viviano Macaroni M Co., Inc., a corporation, trading at Carne Pa., alleging shipment by said company, violation of the Food and Drugs Act, amended, from the State of Pennsylva on or about June 21, 1920, into the state Massachusetts, of a quantity of alimenta paste on or about June 20, 1920, into State of West Virginia, of a quantity macaroni; and on or about Feb. 16, 19 into the State of New Jersey, of quanti of macaroni and spaghetti, all of wh were misbranded. The articles were la in part, respectively: "Alimentary Pa Pasco Brand • • • ;" "Lanapole Made in U. S. A. Maruca Brand Naples St Macaroni of Extra Quality • • • "Zitoni"; "Forati"; and "Spaghetti."

Misbranding of the articles was alle in the information for the reason that t were food in package form, and the quan of the contents was not plainly and c spicuously marked on the outside of packages.

On Feb. 8, 1922, a plea of guilty to the formation was entered on behalf of the fendant company, and the court impose fine of $20. —C. W. Pugsley, Acting Secretary of Agricultur

Business Depicted as Generally Improving

The general trade situation developed in an ordinary manner during the past month, without any exciting or disturbing features, says The National City Bank of New York. Read the statement.

The weak spot to which we alluded a month ago, to wit—the relatively low prices of most agricultural products—has been strengthened by advances in grain, dairy products and cotton, which sentimentally and practically are of great benefit. The railroads have been handling a volume of traffic closely approaching that of October 1920, and above that of any other month on record. Undoubtedly car loadings would be running above the 1920 figures if the railroads were able to handle the business offered. The movement of grain has been seriously hampered by lack of cars or motive power, with the result that spot grain in New York and Chicago has commanded a premium over the normal parity with country markets and over the future deliveries a situation which has not existed since the fall of 1920. Country elevators are full, and unable to take farmer deliveries. At the 12 leading western primary markets receipts of all grains since July 1 have been less than last year, but more than in the corresponding period of 1920. The production of coal has been below the capacity of the mines, partly from lack of cars and partly because of an indisposition of purchasers to accumulate stock on a falling market. The coal situation, however, is working easier, and consumers are so far getting what they need as fast as they require it.

The industries are generally active, with employment practically full and wages continuing to come into line on the higher level established last month. Retail trade in the industrial centres has improved and is now running well over last year figures.

More construction work of an industrial character is being planned, particularly with a view to economical production. In all lines of manufacturing raw materials have been advancing, and efforts are being made to make corresponding advances in finished products, but they meet with no little opposition.

Agricultural Products

The wheat production of the United States this year is estimated by the Department of Agriculture at 810,000,000 bus., which is about 15,000,000 bus. more than last year. The Canadian yield is established by the dominion authorities at 388,000,000 bus., which is about 88,000,000 bus. above last year, and within 5,000,000 bus. of the record yield of 1915. Exports of wheat, including flour, for the 17 weeks from the beginning of July to Oct. 26, from the United States and Canada, as reported by Bradstreet, were 154,120,354 bus., which compares with 168,279,531 in the corresponding period last year.

Production of the bread grains in Europe outside of Russia is approximately 200,000,000 bus. below that of last year, a situation which does not justify any falling off in the movement from North America, and would seem to give assurance that all of the surplus here will be needed. The Argentine and Australian crops are so far promising, but it is early for any definite calculations about them. The government of India has removed the embargo upon wheat exports from that country which, with the larger yield in North America, probably will be sufficient to cover the European shortage, if Argentina and Australia contribute as much as last year. Russia is counted on to have enough for its own needs.

The situation in the bread grains is closely balanced, and European markets in recent weeks have indicated increased concern about supplies. They have led the advance, and advanced more than the markets on this side, probably because of transportation conditions here. The movement from Canada has been more important than from this country, the Montreal port facilities being taxed to the limit. The December delivery of wheat, which in September fell below $1 per bu., is now about $1.15.

Europe as a Factor

Conditions in this country are favorable to a continuing volume of business practically to the limit of our labor supply and transportation facilities, as long as foreign markets will take the quantities of our products, particularly farm products, that have been moving out in the past year. European conditions have been the cloud upon the horizon ever since the war, and 2 opinions have been held about the probable influence of Europe upon our prosperity. One has been that European purchases probably would decline, because of Europe's inability to make payments, and that we could not hope for normal conditions in this country without recovery in Europe; the other has be
that Europe must of necessity take o
principal agricultural products in
least approximately the amounts tak
before the war, because of Russi
disappearance as an exporter, and th
beyond this the United States was s
ficiently self contained to get alo
very well without Europe.

It was inevitable that our exports
agricultural products would decline
agriculture in Europe recovered,
though in the case of wheat they ha
been well maintained to the pres
time. On the whole they have be
well maintained in quantity above
prewar level.

Down to this time events appear
have fairly well sustained the view th
Europe would need to take at least
much of foodstuffs from us as in
prewar years, and the recovery of bu
ness activity this year, despite our se
ous strikes, has given support to
view that this country can have a go
degree of prosperity even thou
Europe does not overcome its troubl

WHAT THIS COUNTRY NEED

What this country needs is not
new birth of freedom, but the old
fashioned $2 lower berth, says th
St. Paul Crescent, and continues:

What this country needs isn
more liberty, but fewer people wh
take liberties with our liberty.

What this country needs is not
job for every man, but a real ma
for every job.

What this country needs isn't t
get more taxes from the people, bu
for the people to get more from th
taxes.

What this country needs is no
more miles of territory, but mor
miles to the gallon.

What this country needs is mor
tractors and fewer detractors.

What this country needs isn
more young men making speed, bu
more young men planting spuds.

What this country needs is mor
paint on the old place and less pain
on the young face.

What this country needs isn't
lower rate of interest on money, bu
a higher interest in work.

What this country needs is to fol
low the footsteps of the fathers in
stead of the footsteps of the dancing
master.

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
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VIOLATION OF ANTICOLOR LAW

Evidence of Pernicious Trade Action, Presumably to Conceal Inferiority of Raw Materials, Worthy of Presentation to Federal Bureau or Commission.

The law against use of coloring matter in all macaroni pastes, a practice which has been decried by macaroni manufacturers from one end of the land to the other for many years as most harmful and destructive and one which, if continued, was sure to bring the industry into disrepute, is being flagrantly violated in several sections by some manufacturers who pride themselves as producers of quality products.

Law Violation

It is agreed that coloring matter in macaroni can be used for one purpose and one purpose only—to hide the inferiority of the raw materials that enter into its manufacture. If this be what prompts the manufacturer to use "U. S. Certified Color" or any other coloring material then he is marketing foods in direct violation of the food and drugs act which the Department of Agriculture has been trying with more or less vigor to enforce since its adoption several years ago.

Copy of a card recently sent to the retail trade by a Pennsylvania firm and forwarded to the editor shows that this intentional coloring is being practiced by even some of the companies that supposedly have high standing in the industry, and that they are proud that the goods offered show such a fine uniform color. The postal card, which is evidently from a jobber or representative, reads as follows:

Exhibit "A"

Dear Mr. Grocer:

Competitors' salesmen say our goods are colored and that's why they look so nice.

Yes, we use U. S. Certified Color, which is absolutely pure, and more sanitary and healthful than dessicated eggs that come from China or some other foreign country.

Really, Mr. Grocer, there is no comparison between these knockers' line and ours when quality is at stake—and don't forget our products are not sold in chain stores."

Trade practices of this kind, particularly when used to make goods of inferior quality appear as made of the best raw materials, are to be regretted and should be strongly condemned by all those who like to see macaroni products sell on their merits and not on their appearance. Macaroni and spaghetti made of the recognized good flour or semolina needs no coloring to make it attractive to the eye and the addition of "U. S. Certified Color" or other similar ingredients is superfluous.

At Least Inethical

Macaroni manufacturers in the territory affected by this kind of publicity have recourse to the bureau of chemistry of the Department of Agriculture or to the federal trade commission which would undoubtedly look into such questionable practices if their attention was called to it.

In the face of an almost unanimous understanding that coloring in alimentary paste is harmful to the business of the industry, this open defiance of the recognized ethics of the industry would seem to call for definite and decisive action on the part of those directly interested. Here is a matter which a "police committee" of the National Macaroni Manufacturers association, acting with its secretary, should delve into, and the proper pressure be brought to bear on such firms or individuals who are guilty.

Experience owes a lot of money considering all that is charged up to it.

OUR PURPOSE:
Educate
Elevate
—
Organize
Harmonize

ASSOCIATION NEWS
National Macaroni Manufacturers Association
Local and Sectional Macaroni Clubs

OUR MOTTO:
First—
The Industry
—
Then—
The Manufacturer

Directors in Informal Meeting

The directors of the National Macaroni Manufacturers association together with several of the committee chairman having in hand some special activity of the organization hald an informal meeting at the Hotel La Salle, Chicago, Saturday morning, Oct. 28, 1922. Among those in attendance were:

President Henry Mueller of Jersey City;.

Second Vice President Lloyd M. Skinner of Omaha.

Directors Wm. A. Tharinger of Milwaukee, Henry D. Rossi of Braidwood, Robert B. Brown of Chicago.

Secretary M. J. Donna of Braidwood.

C. F. Yeager of Philadelphia, chairman of the committee on Association Financing, James T. Williams of Minneapolis, chairman of committee on Cooperation with Durum Millers, and Frank L. Zerega of Brooklyn representing the eastern group of manufacturers.

Special attention was given to the work now in the hands of the various special committees which are expected to report progressive action at the special fall convention at Atlantic City on Nov. 14, 1922.

Chairman Brown of the cost committee reported that his committee has made an exhaustive study of the leading cost systems in use among macaroni firms and that a recommendation of a simple, yet practical system will be made. Dr. B. R. Jacobs of the National Cereal Products Laboratories has been giving some materially good aid in this work.

Chairman Williams of the committee on cooperation with the durum millers reported that, while there was nothing of especial importance being done at this time, they were working with the millers along the lines suggested by the association at our last convention.

Chairman Yeager of the finance committee, who has done some thorough work in this line, reported that he has personally seen all the leading macaroni manufacturers enjoying membership in the National association and find them more than willing to contribute more for new activities that will widen the scope of the association. He was particularly gratified with the result of his efforts to bring peace among the eastern manufacturers whose trade practices were proving so detrimental to all concerned. He hoped that similar problems in all sections of the country will be solved along the same lines.

His plan for bringing increased revenue to the treasury of the National association calls for a classification of the plants on a production basis with sufficient spread between classes to permit a manufacturer to choose his own class without in any way divulging his capacity with any exactness.

The eastern situation was referred to by President Mueller and by Mr. Zerega, who reported that at no time was there as much enthusiasm for organized activity as now existing in that section.

As the meeting was an informal affair, no definite action was taken on any of the matters considered as all of them will be up for approval at the special convention this week.

Special Fall Convention

A special fall convention of the National Macaroni Manufacturers association is being held this week in Hotel Traymore, Atlantic City, N. J., in connection with the annual meeting of the American Specialty Manufacturers association, in which many of the leading macaroni firms hold membership. A complete report of the actions taken at this meeting will appear in the December issue of the New Macaroni Journal.

Secretary at Secretaries' Meeting

Secretary M. J. Donna of the National Macaroni Manufacturers association attended the annual convention of the American Trade Association Executives which was held Oct. 25-27, 1922, at The Inn, Buck Hills Falls, Pa.

This is an organization of secretaries of the various trade organizations of the country and its purpose is to study trade association problems, particularly from the secretary's point of view. About 75 secretaries and executives of that number of trade organizations were in attendance and the program was interesting and educational.

New Association Members

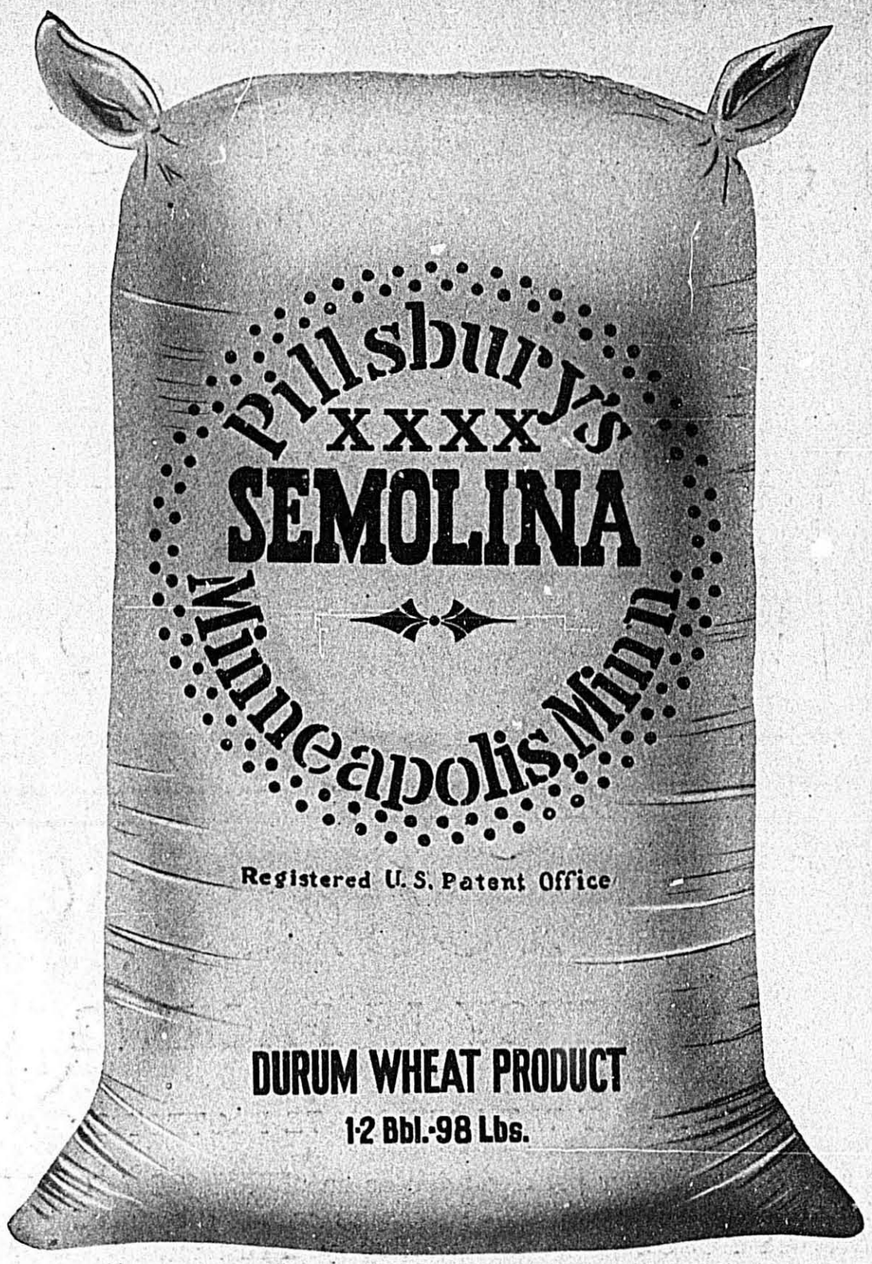
The following macaroni manufacturing firms have affiliated themselves with the National Macaroni Manufacturers association since the opening of the 1922 convention at Niagara Falls, N. Y.

Dominion Macaroni Company of St. Catherines, Ont., Canada, joined June 22, 1922, and is to be represented by J. Innies and E. E. Kidder.

American Macaroni Corporation of Buffalo, N. Y., joined June 29, 1922, and is to be represented by President William F. Lipp.

The Purity Bread Company of Pueblo, Colo., joined Sept. 20, 1922, and is to be represented by its general manager, L. S. Bressler.

The Keystone Macaroni Company of Lebanon, Pa., joined Oct. 28, and is to be represented by President Joseph Guerisi.



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