

OIL & FAT INDUSTRIES

The Editor's Page

The Times — and Business

WHENEVER there appears upon the business horizon the slightest cloud of a temporary recession from "Boom Times," the Harpies of the business world are ever ready to spread gloomy tidings and to predict calamity and disaster for the future. To a certain extent American business has been passing through such a period since the stock market debacle of last October.

In the course of some recent travel about the country, however, it has seemed to us that the United States is still in existence. In conversation with many manufacturers, we have been most impressed by the fact that those who are attending to the business of producing and selling, without lost motion or calamity howling, are still doing business at the same addresses. It is true that periods such as the present are most difficult for the "marginal producers." Those who have soared on the crest of the wave and overextended their facilities on a rising market find themselves confronted by the necessity of stern retrenchment. Those who have overlooked the paramount importance of keeping their manufacturing processes abreast of the times, in order that they may meet the keenest competition in the markets without sacrifice of their fair manufacturing profits, are in the unfortunate situation of selling their products at a loss, or of not selling at all.

How different is the position of the well-intrenched manufacturer who has foreseen such situations: who knows his costs and who by the application of scientific study to his processes has kept those costs within the bounds of his industry's best: who has maintained the quality of his products uniformly at such a high level that his customers insist upon his products and are willing to pay a fair price for them: who, by consistent well-planned advertising has created and fostered a steady demand for his goods in every market that he can reach with his deliveries, without attempting to "blanket the earth" or to get *all* the business, whether profitable business for him or the reverse: who, by fair treatment of his employees in good times and bad, has so

strengthened their morale that they, because of their confidence in him and their affection for him, work just a little harder to increase business and to reduce costs and improve quality: who has so ordered his financial affairs that his liquid capital is working for him instead of being "frozen" in top-heavy inventories of slow-moving materials and products: who, in short, has just been "paying attention to his business" at all times. Surely such a one is "blessed of the gods" and will keep right on doing business on an upward-sloping line that plows steadily through the peaks and valleys of all statistical condition charts.

Scientific Seed Grading

AT THE recent conventions of the American Oil Chemists' Society and the National Cottonseed Products Association held in New Orleans last month the outstanding achievement was the adoption by both bodies of new rules for the grading of cottonseed for purchase by the oil millers.

Throughout the past history of the cotton oil milling industry the miller has purchased seed at the market price or at whatever premium a scarcity of seed in his particular territory might impose upon him, with little or no regard to the quality of the product which he received in exchange for his money.

When, on the other hand, he came to market *his* products, the oil, the cake and the linters produced from the seed, he found himself subject to a well-developed and established series of rules governing quality, weights, terms and all other considerations affecting the sale contract. In addition, in the course of his operations it became apparent that the actual yield of oil varied in amount from different lots of seed, as well as the quality of the oil and the other products. Since the oil is by far the most valuable product produced from the seed, a slight reduction in the normal yield of oil from any particular lot of seed may well mean the difference between profit and loss for the miller on the handling of that lot.