

wealthiest princes of the old world, even as little as a hundred years ago.

Distribution, however, has failed to keep pace with production, with the result that the savings in cost achieved by modern methods in the factory are frequently offset by the extreme cost of transporting and marketing the products of the ultimate consumer.

That this situation is attracting the notice of our industrial leaders is evidenced by the character of recent developments in the field of industry. Whereas in former mergers of large businesses invariably included companies making competitive products, and as invariably resulted in concentration of manufacturing operations for the purpose of increasing plant volumes and reducing unit costs of production; more recently mergers have been obviously designed to reduce distribution costs, by adding plants which are able to serve different sections of the country economically, or by combining businesses producing products quite dissimilar, but with allied distribution needs.

This trend has been particularly apparent in the food industry, where production problems for various lines are often widely unlike, but where marketing and distribution requirements are identical, or practically so, throughout the industry. Our country has undoubtedly grown to the stage where national distribution from a single manufacturing unit in the food industry is almost impossible, so that we may expect to see even more of these "distribution mergers" as population increases in numbers and density throughout America.

### Foreign Trade Opportunities

The Bureau of Foreign and Domestic Commerce of the Department of Commerce announces that its representatives in all parts of the world have forwarded the following trade inquiries of interest to our readers. In writing the Bureau in reference to any of these inquiries please mention that you saw it in *Oil & Fat Industries*.

No.	Location	Material	Purchase or Agency
42389	Switzerland	Cottonseed and linseed cake	Purchase
42377	England	Cottonseed and linseed cake	Agency
42391	Germany	Lard and bacon	Purchase
42215	Germany	Lard	Purchase
42221	Norway	Lard and oleo	Either
42205	Denmark	Tallow	Agency
42046	Germany	Fish oils	Purchase
42161	Germany	Neat's-foot oil	Purchase
42047	Canada	Salad oil	Purchase
42153	Denmark	Oleine	Purchase

### Oil Content of Straits Copra

A RECENT issue of the Malayan Agricultural Journal contains a report of a number of analyses undertaken to determine the oil content of copra exported from the Straits

It appears that importers in London have registered complaint that whereas formerly Straits' copra contained 66/67% of oil yielding 63/64%, it had been observed that of late the oil content had dropped to 63/64%, or an actual oil yield of 60/61%. This decided the government to conduct a series of tests based on samples from six estates drawn at monthly intervals and representing actual exports of copra, the samples being taken from the actual sacks in which the copra was to be shipped, before the sacks were stitched. One result of these analyses was the determination of an average moisture content of 7%, and as regards oil content, it was ascertained that copra calculated on a moisture free basis averaged approximately 66%. It became possible, as a result of these tests, to demonstrate that an increase of 1% in moisture content of the copra would mean a corresponding decrease of from 0.6 - 0.7% of oil and while these analyses may not be regarded as entirely conclusive, they did show that the oil content in most of the Straits' copra was higher than had been reported from London recently.

### Why a Cut ?

JUST at the time when the weekly bulletin service of the Meat, Oils and Fats Section of the Department of Commerce reaches its greatest value to American consumers of oils and fats, especially the soap industry, the service is suddenly cut about in half. The weekly reports on primary markets for oils, fats, and allied products had been expanded gradually over the past year and had supplied an ever increasing amount of valuable data to American industry. Then, recently, came a cut in the size of each individual bulletin and apparently a complete elimination of the service during some weeks. Governmental departments sometimes do things which are difficult to understand, and this seems to be one of them. This service in its previously expanded form gave a host of facts which could not but be of great help to consumers of oils and fats. Why cut it down just when its value becomes greatest?