

OIL & FAT INDUSTRIES

The Editor's Page

Margarine—A Pure Food

THE reports of the Internal Revenue Bureau, which has control of the taxation of margarine, as well as those of the Census of Manufactures, show a steady healthy growth in the production of this food product throughout the past several years. This growth is particularly notable because it is being accomplished in the face of the most virulent, bitter and venomous warfare ever waged against a clean, wholesome food by prejudiced and fanatical competitors. Margarine is *clean*, is prepared in modern factories under the strict sanitary regulations of two departments of our Federal government, the Department of Agriculture and the Treasury Department, who dictate relentlessly what materials may be used in its production.

There is a steady demand in this country for a cooking and table fat of good quality and flavor, at a price somewhat lower than the very fancy figure commanded by butter. The consumer knows that clean margarine is pure, sweet, wholesome and healthy. The producers of butter know that the population of this country is increasing at a rate more than double the rate of increase of the dairy herds on the farms. They know, too that their own efforts to increase the consumption of milk, condensed milk, cream, cheese, milk chocolate and other milk products have been so successful that the farmer is able to obtain much higher prices for his milk than ever before. They know that thousands of ice-cream manufacturers will pay fancy prices for all the butter they can obtain in June for storage against their summer and Autumn requirements. Despite these facts the organized dairy interests are constantly endeavoring to obtain additional class legislation against margarine from the legislatures of all the states and from the Congress.

The avowed purpose of these fanatical adherents of the dairy cow is to legislate margarine out of existence, thus depriving many working men and their families of a clean, healthy food fat, moderately priced. The butter people know that they themselves color all butter, except the choicest June butter, with

harmless artificial coloring, yet the legislation which they have succeeded in obtaining from Congress places a prohibitive tax upon the margarine manufacturer who desires to follow the same procedure. At every meeting of every state legislature many measures are introduced which are designed to impede even further the manufacture and distribution of this food product. Yet we know of many, many instances in which dairy farmers have regularly taken their butter to market and taken home margarine for their own and their families' use.

There is only one recourse open to the margarine manufacturers, but this remedy stands clearly defined. It is to be found in a campaign of cooperative educational advertising directed to the housewives of America, who, once they know the true facts, will demonstrate the inherent fairness of our people by giving margarine even greater support than in the past. Such a campaign, to be effective, must be national in scope, but the expenditure will be well repaid by increased sales. We understand that the Institute of Margarine Manufacturers has taken the first steps in this direction. Let the good work go on!

The Era of Distribution

AMERICAN industries, during the past twenty years, have been passing through a period of production adjustment. The inventive genius of the nation has been directed toward the solution of problems of production, the elimination of needless waste, the bulwarking of man power with machine effort, the improvement of quality and the reduction of manufacturing costs. How well these objectives have been reached is shown by the fact that in all lines where quantity production is a factor, American products lead the world in quality, in low production cost, and in volume. This efficiency in production has made the United States the wealthiest nation ever known in the history of the world, and as a direct result, the happiest, for in our country the average man of today enjoys comforts and luxuries which were beyond the reach of the

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?