

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