

Mayonnaise Institute Created

IMMEDIATE creation of The Mayonnaise Institute, with headquarters at 114 East 32nd St., New York City, in which the mayonnaise industry's research and educational work will be centered, was announced at the eighth annual convention of the Mayonnaise Manufacturers' Association held last week in Chicago.

Inauguration of the Mayonnaise Institute and of a new and unified program for the promotion of constructive trade practices, under the supervision of Wylie F. L. Tuttle of New York, executive vice-president, and addresses by leaders in the grocery business, were the chief business before the convention.

Announcement was made that Miss Mary Griffin of New York had been selected as the Institute's Director of Home Economics, and that R. J. Dustman, also of New York, had been named Director of Consumer Service.

In announcing the new activities, Mr. Tuttle said that for the first time in the history of the industry, the leading mayonnaise manufacturers of the country are now a unit in the carrying out of the Association's program.

The country, Mr. Tuttle said, will be divided into logical geographical market areas, and frequent trade conferences will be held in each area to promote greater

confidence between manufacturers and between manufacturers and distributors, and to aid in the carrying out of the educational program.

Educational work of the Institute will be conducted through member advertising, and in direct contact with colleges and universities, agricultural extension departments, home economic heads of allied industries, lecturers and home demonstration agents.

Paul S. Willis, president of the Associated Grocery Manufacturers of America, told the convention that consumers are taking an increasingly greater interest in firmly established and advertised manufacturers' brands, and advised the manufacturers to stop price cutting and pay more attention to quality.

Low prices always cause losses and unemployment, while prosperity is based on rising prices, J. Frank Grimes, president of the Independent Grocers' Alliance, told the convention. He declared that agriculture must have a profit before prosperity can return.

Other speakers on the convention program included F. H. Massmann, president of the National Chain Store Association, who brought to the industry the viewpoint of the chain stores; C. P. McCormick, president of the Association; E. W. Rosenheim, president of the National Distributors' Association; Mr. Tuttle; L. M. Barton, managing director of Major Markets, Inc., and W. F. Lochridge of the J. Walter Thompson Advertising Company of Chicago.

TABLE OF COMPARISON

For Rose Gardens in Dekars, Crops, Yield of Roses Per Dekar, Price of the Roses for the Years 1927-1928-1929-1930-1931-1932, According to the Official Statistics

Edited by E. Bontcheff & Co.

County of	1914		1927			1928				1929				
	Rose gardens in dekar ^s *	Price of the roses per kilo	Rose gardens in dekar ^s	Amount of rose flowers in kilos	Yield of roses per dekar in kilo	Price of the roses in levas per kilo	Rose gardens in dekar ^s	Amount of rose flowers in kilos	Yield of roses per dekar in kilo	Price of the roses in levas per kilo	Rose gardens in dekar ^s	Amount of rose flowers in kilos	Yield of roses per dekar in kilo	Price of the roses in levas per kilo
Karlovo	32,163	†	30,025	5,707,340	190	12	30,977	3,129,877	101	12-15	35,448	4,567,854	129	20
Kazanlik	26,111	"	13,943	1,843,508	132	12	13,651	1,237,052	91	12-15	13,190	1,709,865	130	20-23
Plovdiv	11,157	"	6,145	1,021,700	166	12	6,759	306,310	45	12-15	7,536	799,535	107	20
Tchirpan	6,612	"	3,690	611,065	166	12	4,124	305,040	74	12-15	4,333	504,217	116	17-20
St.-Zagora	3,748	"	856	141,498	165	12	945	73,614	78	12-15	778	78,743	101	20-23
Nova-Zagora	2,263	"	1,922	186,942	97	12	1,648	133,209	81	12-15	1,655	152,646	92	20-21
	82,055		56,581	9,512,044	58,104	5,185,102	62,940	7,812,859
			1930			1931				1932				
Karlovo			36,606	4,702,487	128	22	38,928	4,695,334	121	7	38,750	4,688,410	121	7
Kazanlik			13,682	1,366,565	100	22	13,856	1,861,149	134	7	14,328	2,005,945	140	7
Plovdiv			8,026	640,266	80	22	6,674	442,161	66	7	6,708	824,962	123	7
Tchirpan			4,473	404,090	90	20-22	4,757	373,006	78	7	4,510	478,129	106	7
St.-Zagora			786	118,000	150	22	715	83,050	116	7	1,079	177,100	164	7
Nova-Zagora			1,631	199,720	120	22	1,610	196,104	122	7	1,625	219,037	127	7
			65,204	7,812,859	66,540	7,650,804	67,000	8,384,583

*1 dekar = 10 ares or 1,000² metres

**1 Engl. pound = 460 Leva
1 dollar = 138 Leva
100 francs frs. = 538 Leva
1 RM. = 32 Leva
100 francs S = 2,654 Leva

Notice: The total quantity of roses of the crop of 1932 has been distilled according to us as follows:

	Roses, in Kilos	Otto, Kilos	Yield, Kilos of Crop	Per Cent
Cooperatives	5,128,326	1,173,444	3,964	60
Distillers	2,123,420	541,460	3,753	26
Cultivators	1,132,827	323,—	3,500	14
	8,384,583	2,037,904

†0,20 stotnik "gold" or 5,35 paper levas.

—Courtesy of Dodge & Olcott

Puerto Rico—Soap Manufacture

At one time or another during the past 35 years, the manufacture of soap on a commercial scale has been undertaken in Puerto Rico. These undertakings have invariably ended in economic failure. This has probably been due to the fact that suitable soap stocks are not procured in Puerto Rico at prices enabling local factories to compete with large scale producers in the United States. Local slaughter of animals for food is on a small scale, in numerous slaughter houses, mostly municipally owned, and the animals slaughtered here are not large producers of fat. Coconut oil is produced locally. Its production has never been on a large scale, however. Doubtless production can be greatly increased, but it is probable that oil from the Philippines could be bought in New York and delivered in Puerto Rico at prices below those at which it can be produced in the island.

Puerto Rico is a very large user of soap, particularly laundry soap, coming from the factories of the United States.

According to press reports, a factory has been started, which is manufacturing toilet and household soaps. Materials being used in these soaps are coconut oil and beef tallow produced on the island, and imported caustic soda and essential oils. This factory expects to produce about 10,000 cakes daily, and will start marketing the last of January.

United States—Production of Linseed Oil During the Fourth Quarter, 1932

The Bureau of the Census announces there were 23 mills in the United States which crushed flaxseed during the last quarter of 1932, reporting a crush of 139,934 tons of flaxseed and a production of 90,987,258 pounds of linseed oil. These figures compare (in tons of seeds crushed, and pounds of oil produced, respectively) with 199,149 tons and 130,478,580 pounds for the corresponding quarter in 1931; 206,944 tons and 131,256,804 pounds in 1930; 278,525 tons and 182,227,710 pounds in 1929; 313,346 tons and 206,273,130 pounds in 1928; and 355,571 tons and 238,046,103 pounds in 1927.

Stocks of flaxseed at the mills on December 31, 1932, amounted to 87,384 tons compared with 104,192 tons for the same date in 1931, 125,218 tons in 1930, 121,782 tons in 1929, 214,578 in 1928, and 252,554 tons in 1927.

Stocks of linseed oil reported by the crushers were 90,409,811 pounds on December 31, 1932, compared with 123,626,578 pounds for the same date in 1931, 83,035,584 pounds in 1930, 99,738,526 pounds in 1929.

A. P. Lee Resigns as Editor

We regret to announce the resignation of Mr. Alan Porter Lee as editor-in-chief of the American Oil Chemists' Society's Journal, OIL AND SOAP. Mr. Lee has long served the American Oil Chemists' Society in the capacity of editor of its publication. In his resignation he sincerely regrets that increasing demands of his engineering and consulting practice make it impossible for him to continue his service to the society.

It is also to be regretted that the managing editor, Mr. P. C. Connelley, has severed his connections with the Journal. Mr. Connelley is an old and experienced editor, although he has only served as managing editor of the American Oil Chemists' Society Journal for the past year.

Complete control of the editorial policies will be assumed by the Journal Committee, of which Mr. W. H. Irwin is the chairman. All manuscripts and correspondence should be addressed to him, care of OIL AND SOAP, 400 W. Madison St., Chicago, Illinois.

Essential Oil Association Elects Officers

The Essential Oil Association of U. S. A., at its annual meeting, held at the Hotel Astor, New York, on January 10th, elected the following officers:

President, Herman G. Weicker, vice-pres. Dodge & Olcott Co.

Vice President, Dr. Eric C. Kunz, treas. Givaudan Delawanna, Inc.

Secy.-Treasurer, Fredk. W. Stichweh, sec. James B. Horner, Inc.

The above officers, together with Mr. A. D. Armstrong, secretary of Fritzsche Bros., and Mr. Jos. B. Magnus, vice president of Magnus, Mabee & Reynard, Inc., comprise the executive committee of the Association.

Stratham Now Affiliated With Chicago Office of Industrial Chemical Sales Co.

Mr. Richard N. Statham has joined the staff at the Chicago office of the Industrial Chemical Sales Co., Inc.

Mr. Statham is a graduate of Dartmouth College and was employed at the company's laboratory at the Covington, Virginia, plant before becoming affiliated with the Chicago office.

Mr. Statham is the son of Mr. Noel Statham, president of the Industrial Chemical Sales Co., Inc., who has been known for many years as a pioneer in the field of electro chemistry. Mr. Noel Statham took out all of the patents covering the manufacture of the company's product, Nuchar, and also covering Snow Top Precipitated Chalk.

