

TEXTILES

VOL. XV

JULY, 1919

NO. 1

MISBRANDING OF MERCHANDISE.

The misbranding and misrepresentation of merchandise abuses that still bear heavily on the consumers and the honest merchants and manufacturers of the country. Some relief has been afforded by the Federal Trade Commission, but that Commission is already overburdened with work and furthermore lacks the power to apply the necessary remedies in the innumerable cases that are constantly arising in all parts of the country in connection with the misbranding and misrepresentation of merchandise, many of which involve small transactions which are nevertheless burdensome on the consumers.

What is needed is effective legislation that will protect the purchasers of all kinds of merchandise in all parts of the United States, whether at wholesale, at retail, between different States or within the boundaries of any one State. For the attainment of these objects uniform legislation is needed by Congress and all of the States, because United States laws of this kind cannot reach intrastate commerce. If the States took the lead in enacting laws against misbranding and misrepresentation the chances are that eventually there would be forty-eight kinds of legislation by the forty-eight States. If on the other hand a model law against misbranding and misrepresentation should be enacted by Congress, the great advantage of uniformity throughout the country would be secured at once so far as interstate commerce is concerned, and the United States law would exert a powerful influence in bringing about identical or similar legislation by the various States.

The bills to attain these objects that have been introduced in Congress and State Legislatures are of two kinds: (1) Those which, like the so-called "shoddy" bills, require certain classes of goods to be labeled to indicate the quality, composition or other feature of the merchandise; (2) Those which, like the British Merchandise Marks Act, forbid the false labeling of merchandise.

Although no bill of the first named class has ever become a law and been tested by experience, it has been proved repeatedly that this kind of legislation would not only be unworkable, but would place a burden on honesty and a premium on misrepresentation and fraud because of the impossibility of detecting violations. For example, the honest manufacturer selling goods made of 75 per cent. of wool and 25 per cent. of shoddy would so label them, while the dishonest manufacturer could place the label "All New Wool" on goods made of 25 per cent. of wool and 75 per cent. of shoddy without the possibility of having the deception exposed.

Legislation of the second named class, however, occupies a different footing. Its workability is not only evident to all who will study the question carefully, but has been demonstrated by an experience with the British Merchandise Marks Act, which for thirty-two years has prohibited under penalty of fine and imprisonment the false trade description of goods offered for sale in the United Kingdom, and which has been extended with equal success to most if not all of the British dominions and colonies.

The discussion of this question of misbranding during the past twenty years has made the merits of the British Act known in the United States, and as a result a bill patterned closely after the British law was introduced in the House in

1916, by Congressman A. W. Barkley, of Kentucky. Mr. Barkley has introduced this bill with an unimportant change at the present session and it is now pending before the House Committee on Interstate and Foreign Commerce. The main provisions of the Barkley Misbranding Act, as it is called, are summarized as follows:

1. Makes misbranding in interstate or foreign commerce a misdemeanor punishable by fine or imprisonment or both, unless goods are marked by order of a foreign purchaser in accordance with the laws of the foreign country to which it is shipped.
2. Rules and regulations for administering the law to be made by the Secretary of Agriculture. Examination of specimens of goods bearing suspected marks to be made by the Bureau of Standards.
3. Secretary of Commerce to refer the Bureau's findings of misbranding to the proper U. S. district attorney, who is required to prosecute the accused.
4. Goods are deemed misbranded under the Act:
 - (a) If an imitation of or under the name of another article.
 - (b) If contents of package have been removed and other contents substituted.
 - (c) If contents of package are not plainly and correctly stated in terms of weight, measure, numerical count or quality.
 - (d) If goods bear any false or misleading mark as to weight, measure, numerical count, State or country in which they are manufactured, materials of which they are composed, mode of production, patent or copyright, name of manufacturer, quality, trade name or other particular.
 - (e) If goods have been misrepresented in an advertisement.
5. No dealer to be prosecuted if he can establish a guaranty of the mark by the wholesaler, jobber, manufacturer or other party from whom goods were purchased.
6. Condemned goods to be sold and proceeds paid into Treasury of United States.
7. Misbranded goods when offered for import to be refused admission and to be destroyed if not reexported within three months.

There are defects of omission and commission in the Barkley bill which should be remedied by amendments, and to which we will call attention at another time. But it deserves favorable consideration, because based in the main on the right principle.

MORE IMPERATIVE THAN FOOD.

"Sixty-five tons of knitting yarn, originally purchased by the American Red Cross for the making of socks and sweaters for American soldiers, has been manufactured into 78,000 yards of cloth and 33,000 shawls, fifty inches square, and shipped abroad to help provide for the destitute war sufferers of Europe.

"The shawls are especially heavy. The cloth consists of 50,000 yards, all wool, for blankets and heavy garments, and 28,000 yards, eighty inches wide, with a cotton warp.

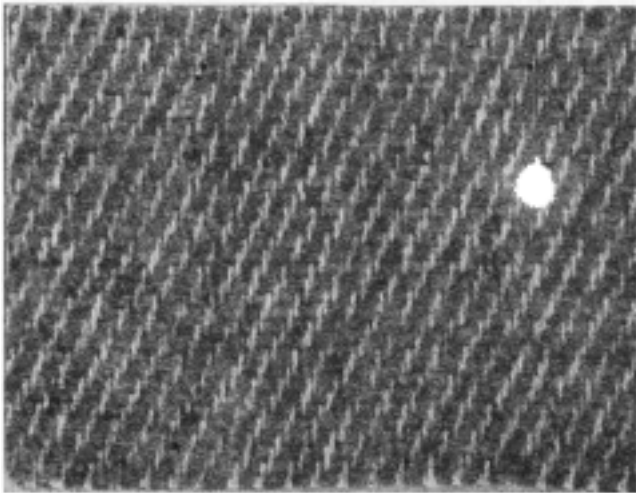
"In addition, the American Red Cross has since the first of the year shipped 1,060,617 pounds of yarn and more than 22,500,000 yards of material for the making of garments—textiles valued at \$11,295,141, and including dress goods, cotton flannel, outing flannel, bathrobing, bleached and unbleached cotton sateen, twill jeans and gingham. Large quantities of buttons, hooks and eyes, thread, needles and similar accessories have also been shipped.

"This material will be used in France or sent to Belgium, Poland and the Balkan States, where most needed, and will

be fashioned into garments by the people who are to receive it.

"It is estimated that the German invasion of France and Belgium alone made wanderers of 1,250,000 formerly happy country people, and Red Cross investigators have reported the need for clothing among these and other war sufferers as being more imperative than food."

The above item was sent to TEXTILES by the American Red Cross with a request to publish, evidently without the slightest realization that it was conclusive evidence of mismanagement of those in charge of that organization. The readers of TEXTILES will recall our exposure of the waste of hand-knitting when the craze assumed serious proportions in 1917. In spite of our private and public appeals to stop the waste, the head officials of the Red Cross refused to change their policy until compelled to do so by an order of the Government in



MORE IMPERATIVE THAN FOOD.

August, 1918, a few weeks after our exposure has been sent to every part of the United States by the Literary Digest.

The waste and extravagance in the hand-knitting of the yarn are also found in the disposal of the tons of odds and ends by their manufacture into cloth and blankets. We submitted samples of the Red Cross cloth and blankets to leading firms in the trade and were informed that the market values of goods to serve the same purposes were \$5 for the 4-pound blanket and \$3 per yard for the cloth. The blanket fabric is made of the 4-ply worsted yarn which was sold to hand-knitters at what was claimed to be cost, \$2.80 per pound. This makes the yarn alone cost \$11.20 per blanket, to which must be added the cost of weaving, finishing and waste in these processes, in order to reach the total cost of the Red Cross blanket of which the market value is \$5.00.

The 29-ounce cotton warp cloth, shown in the illustration, is composed of 28 per cent. of warp and 72 per cent. of worsted filling. At 60 cents per pound for the warp and \$2.80 per pound for the worsted the yarn alone costs \$3.97 per yard. To this must be added the cost of weaving, finishing and waste in order to reach the total cost of a fabric with a market value of \$3.00 a yard.

Great as is the loss in disposing of the tons of odds and ends by manufacturing these goods, it is far less than that involved in the original plan of knitting the yarn by hand, for the hand-knitted goods not only cost much more, but were of little or no use for the war service for which they were made.

Never in the history of the world has there been greater need of clothing to relieve human suffering than at the present time, and never so far as we can learn has there been more wasteful and inefficient methods of wool manufacturing than in the production of these knitted and woven fabrics of the Red Cross.

SYSTEM FOR THE REPAIR SHOP.

Waste and extravagance are sure to result if the mill manager does not keep close track of the repair work by the machinists and woodworkers in a textile mill. He should know, not only how many men are employed, their wages and the total pay roll in the repair shops, but also for what departments of the mill their work is done. In this way the manager can locate the cause of any excessive

REPAIR SHOP

WEEK ENDING Jan 17 19

PRICE .35, 40, .45, .70

NAME Pro. Born, W. Smith, J. M. Jones, R. S. Bell.

	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Total Hours	Rate	AMOUNT
Picking		2		3			2	7	40	2 80
Carding			2	1		1	3	7	40	2 80
Drawing		3	1		4	5	1	14	35	4 90
Slubbers				1		2		3	35	1 05
Intermediates					2		1	3	45	1 35
Fine Speeders			1	2		2	1	6	45	2 70
Warp Spinning		1	2	3		2	3	11	40	4 40
Filling Spinning		2		2	1			5	45	2 25
Twisting				1	3			4	45	1 80
Beaming		1	1				2	4	45	1 80
Spooling							3	3	45	1 35
Warping		2	3	1			2	8	40	3 20
Slashing							5	5	70	3 50
Web Drawing Mch.		3	1	2				6	40	2 40
Web Drawing Hand					3			3	45	1 35
Weaving		4	3	5	5	3	2	22	45	9 90
Cloth Room				3				3	40	1 20
Water Wheel	10			1			1	12	70	8 40
Power	9		1			2	1	13	70	9 10
Elec. Power	10	1		1	4		4	20	70	14
Mill Buildings	3		1					4	35	1 40
Village		5	4					9	40	3 60
										85 25

cost for repairs. Sometimes it is due to bad management in the repair shop itself. At other times it is the fault of the overseers who call on the repair shop to do work in the various departments.

The blank form shown this month is made out by the master mechanic and sent to the manager's office at the end of each week. It shows the number of hours spent on repair work each day for each department, the weekly total hours, rate of wages per hour, total wages for each department.

