

OIL & FAT INDUSTRIES

The Editor's Page

Dairy Interests Shoot Again

THE publicity broadcast by the Dairy Interests' lobby in Washington has recently given great prominence to a masterpiece of proposed legislation which, although favorably reported by the House Committee on Agriculture, failed of action in the Seventieth Congress. This proposed act was known as H. R. 10958, and provided an amendment to the definition of oleomargarine in the law imposing a tax on butter substitutes.

Greatly chagrined at the failure of Congress to enact the proposal into law at its last session, its proponents have inaugurated a drive to enforce its passage at the coming extra session, and are flooding the newspapers of the nation with carefully biased "news," which is so prepared as to make it apparent that the manufacturers of cooking compounds composed of well-refined, clean wholesome vegetable oils are guilty of all the crimes possible under the Pure Food Laws. Judging from the wording of this propaganda, the Congressmen from dairying regions are treading on each other's feet in a wild rush to be first to re-introduce this measure. In one day's release the champion of the desired enactment is Representative Selvig, (Rep.), of Crookston, Minn., who is quoted at length in the usual style of the dairy interests and reduces all opponents to pulp with an avalanche of "merely" and "simply."

We give here a few excerpts from Mr. Selvig's tirade:— "This proposal *merely* extends the definition of oleomargarine. It *simply* brings in under the scope of the Oleomargarine Act passed 43 years ago products colored in the semblance of butter. It *merely* includes such new products which scientific knowledge has invented which have been introduced into the markets of the country since the original oleomargarine law was passed." . . . "The deceptiveness of the product is obvious to all. This deceptiveness is such that even an expert can not determine from appearance, taste or odor the difference between butter, oleomargarine and the product under discussion". . . "The dairy industry of the United States must be safeguarded". . . "The welfare of our Nation depends upon safeguarding the dairy industry". . . "This bill will aid our

farmers. No one who has given it thought and study can deny that fact". . . etc., etc.

On another day Representative Haugen, (Rep.), of Northwood, Iowa, Chairman of the House Committee on Agriculture, and Co-author of the famous McNary-Haugen equalization fee, is represented as the sponsor of the bill. Mr. Haugen is quoted somewhat along the same lines as Mr. Selvig, with the exception of some very interesting statements as to the composition of butter, for example. . . . "These so-called cooking compounds are made by mixing these fats together in water or some other liquid, so they form an emulsion very nearly identical in its form to the emulsion of butter fat and water, which is butter." Mr. Haugen's statement is published elsewhere in this issue in full.

The Facts are as follows:— manufacturers of shortening have discovered that a product of superior quality and properties can be produced by mixing certain vegetable oils and a small percentage of water, and that the product so prepared can be satisfactorily distributed in one-pound cartons, similar to the one-pound carton of lard.

Their temerity in daring to sell their product in the shape of a print of butter has brought down upon their heads the wrath of the mighty dairy interests, whose evident intention and purpose is that no fat shall be sold in the United States except that produced from the lacteal fluid of the cow. No reasonable person would attempt to claim that a mixture of vegetable oils and water can by any stretch of the imagination be said to look, taste or smell like butter, and we assure the Honorable Messrs. Selvig and Haugen that any ten-year old farmer's boy or girl would be able to distinguish between these products and butter at the first taste, but. . . . "The welfare of our Nation depends upon safeguarding the Dairy Industry." It is to laugh.

Oil Chemists' Twentieth Anniversary

THE Annual Convention of the American Oil Chemists' Society, to be held at The Hotel Roosevelt in New Orleans, May 13 and 14, marks the rounding out of the first twenty years of the Society's existence. In retrospect,