

Italy—Italian Export Institute to Check Purity of Olive Oil

The directing council of the Italian National Fascist Federation for the Wine and Olive Oil Trade voted last week that the Italian National Export Institute begin a check on the purity of domestic oils intended for export. At the start, however, the experiment will be limited solely to those oils intended for sale in the United States.

Furthermore, the Institute is asked to exact a fixed tax, such as Spanish oil exporters are already subject to, on every quintal of oil exported, the tax to be used for advertising purposes in the United States and to combat unfavorable statements made there by foreign competitors.

The above is from "Il Sole" of December 23, 1932, and was forwarded the Bureau by Assistant Trade Commissioner Kennedy at Rome, Italy.

John P. Harris of Chicago spoke before the Arkansas Water Works Conference at Little Rock, Ark., February 23rd. This conference is held annually under the auspices of the State Board of Health and the University of Arkansas Civil and Chemical Engineering Departments.

Continuous Research Pays

ANNOUNCEMENT of the National Oil Products Company, of Harrison, New Jersey, that it has increased its net income 15 per cent during 1932, calls attention to the fact that this company has increased both its volume of business and its net earnings uninterruptedly during the past three years, and has therefore placed itself in the "depression-proof" class of industries. Credit for this accomplishment is ascribed by C. P. Gulick, president of the company, to continuous scientific research which has made possible the diversification of the application of the company's products.

"We have had no pay-cuts or lay-offs during the past three years," said Mr. Gulick. "On the contrary, we have increased our forces by about 33 per cent during this period. Our sales volume has grown about this same percentage, and our dividends have risen from \$1 to \$4 annually.

"Scientific research in our own laboratories has been the key to this expansion," Mr. Gulick stated. "Much has been said in praise of commercial research, but many companies carrying on research drastically curtailed this work when the depression came on. We, however, have constantly extended our facilities.

"Starting originally with oil products for the tanning industry, we have through research developed special oils for the textile and other fields. Next we took advantage of some of the recent discoveries of nutritional science and developed a market for our vitamin-D-rich cod and cod-liver oils for poultry and general farm feeding purposes. More recently we were fortunate in securing a license under the Zucker-Columbia patents for extracting the vitamin D content of cod-liver oil in a highly concentrated form which is being used to fortify milk, bread and other foods with this universally needed nutritional factor. We have also been able to develop improvements in certain cosmetics."

The National Oil Products Company has been known for many years as the largest importers of cod and cod-liver oils in the United States and it still maintains this position. It is also the largest sulphonator of castor oil and olive oil for industrial uses.