

compare the open tub in the grocery store with the cartoned product or with the sealed can free from contamination and retaining all original characteristics of color and flavor. The same comparison holds throughout the entire list.

The consumer likes to receive foodstuffs above all other products in the most attractive form. Appearance is either a tremendous asset in sales or it is a distinct liability. An attractive can or pail, clean-looking, which reveals the product in its original snowy whiteness when opened, is demanded. Bad looking containers are being replaced and improved. Closures are being improved. They must seal and reseal with the minimum of effort. Trick closures, closures with sharp cutting edges, leaky closures, pouring spouts which spill—they too are being eliminated.

Among the packagers of fatty food products, a few have adopted the most modern refinements. The majority however, are still far in the rear in the parade of packages. To this subject, a lot more thought will have to be given over the next year or two by those who would keep their products up in the front line in retail competition. In this issue of *Oil & Fat Industries*, there is a discussion of lard packaging which is well worth reading for it bears on a subject which has become vitally important in the present day sale of foodstuffs through retail channels.

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### Fellowships for Oil Mill Students

For the purpose of furthering scientific study in cotton oil milling, graduate work is offered by the Department of Chemistry and Chemical Engineering of the Texas Agricultural and Mechanical College. At a recent meeting in Memphis, Tennessee, the executive committee of the Interstate Cotton Seed Crushers' Association granted to the A. & M. College of Texas, two graduate fellowships. J. Campbell Jones of the Abilene Cotton Oil Company, Abilene, Texas, also granted one and S. W. Wilbor, of the Southland Cotton Oil Company, Paris, Texas, granted one.

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### Industrial Donates Golf Trophy

The Golf Tournament Committee of the American Oil Chemist's Society announces the donation of a beautiful Challenge Trophy, in the form of a 31 inch silver loving cup, by the Industrial Chemical Sales Company, of New York and Chicago. The cup will be awarded to the winner of the 1929 annual golf tournament.

to be held at the time of the New Orleans convention, May 13th and 14th, and will be presented with appropriate ceremonies by President Putland at the annual banquet on May 14th. The name of the winner and the year will be engraved upon the cup, which will be held as the champion's property until the 1930 tournament, when it will become the property of the new champion whose name will be engraved upon it also. Any member winning the cup three times (not necessarily consecutively) will become the permanent possessor of this beautiful trophy.



*American Oil Chemists' Society golf championship challenge trophy cup to be competed for the first time at New Orleans May 13th and 14th*