

## **The Philippine Market For Oleomargarine**

**W**ITH the growing familiarity with the use of European foodstuffs in the Philippine Islands, the demand for oleomargarine has shown a constant increase. It is estimated that 90 per cent of the oleomargarine imported finds its demand in the provinces where refrigeration is practically nil and where the purchasing power of the people is usually quite low. The quality of the merchandise is only a secondary item if the product possesses satisfactory keeping qualities in this very warm climate. The demand for oleomargarine was not built upon this particular product's characteristics but upon its similarity to the Danish tinned butter which has been known in this country for many years. Fancy quality oleomargarine would find practically no demand since anyone wishing a better quality product than ordinary oleomargarine would purchase tinned butter.

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The many friends in the oil and soap industry of I. G. Priest, chief of the colorimetry division of the U. S. Bureau of Standards, will be pleased to learn that he is on the road to recovery from his recent severe illness.

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