

WESTWARD HO!

TO THE members of the American Oil Chemists' Society in San Francisco September 26 appears to be approaching with the speed of light. We feel most honored to have our Society set aside tradition and journey the long distance to the West Coast for a meeting. Although California with its 125 members on the roster ranks about fifth or sixth among the states, we are actually aware that the total for the West, including Washington, Oregon, Montana, Idaho, Colorado, Utah, Wyoming, New Mexico, Arizona, and Nevada, plus Western Canada, Alaska, Mexico, and the Hawaiian Islands, is less than 10% of the Society's enrollment. This is additional reason for feeling honored by the visit of the Society. It is likewise a challenge to make the San Francisco meeting outstanding in every particular.



E. B. Kester

Though we are small in numbers out here, the importance of the Pacific Coast to the oil and fat industry cannot be denied. Olive, linseed, cottonseed, castor, coconut, and fish oils are all in quantity production. It is probable that many of our visitors will never have seen a copra mill so this will be one of the attractions on the schedule of plant trips for Friday, September 29.

We have an energetic group handling the different departments and committees. The Sir Francis Drake hotel, which will be convention headquarters, is beautifully appointed. It is in the heart of San Francisco near the theatre and shopping district and within easy reach of famous eating spots, Fisherman's Wharf, Chinatown, International Settlement, War Memorial Opera House, Golden Gate park, and other attractions. The ancient but venerated cable cars run along Powell street in front of the Drake and take you up Nob hill where everyone likes to go at least once for a view from the "Top of the Mark."

Art lovers or others who welcome a day of quiet serenity should visit Carmel-by-the-Sea, which is about 130 miles south from San Francisco. On this trip you will also see Monterey, once a capital of California and famous in California history, and take the scenic "Seventeen-mile Drive."

The dates of the meeting were carefully selected to give the best prospects for fine weather. End of September is still vacation time so everyone who really wants to come to California for a visit will have a double reason for making the trip. Husbands are encouraged to bring wives, who are going to be royally entertained. Those who drive out will find the underground Union Square parking garage conveniently located about a block from the hotel.

WE WILL have a program of 40 or 50 papers covering a wide variety of topics, including symposia that will appeal to selected groups. Titles and abstracts should be mailed to H. S. Olcott, Western Regional Research Laboratory, Albany, California. A featured speaker will be Karl Brandt of the Stanford Research Institute, world famous economist and author of several books, who will speak on the subject of fats and oils in the world economy.

For the industrial exhibits we have arranged excellent accommodations in the mezzanine lobby and Franciscan room. Contract forms have already been mailed to a considerable number of firms, but if we have missed some who desire to display their products, please write to Albert Volkmuth, Best Foods, 1890 Bryant street, San Francisco.

Social events will include a shore dinner Tuesday at di Maggio's, followed by a moonlight boat ride around the bay with dancing. The banquet on Wednesday is to be a very fine affair with both dancing and professional entertainment. Thursday night will be free for any type of diversion our guests desire, but we have reserved 100 opera tickets for a performance by the San Francisco Opera Company of "Lucia" with Lily Pons. Should you wish to take advantage of this attraction, please send your check for reservations to Hugo de Bussieres, Curtis and Tompkins, 236 Front street, San Francisco. The price of the tickets, which are in the dress circle, is \$5.40.

Our visiting ladies have in prospect, for one day, a sight-seeing trip that will take them first through Golden Gate park to the Cliff House where lunch will be served in sight of the broad Pacific and the Seal rocks. In early afternoon buses will proceed across the Golden Gate bridge through Marin county where the countryside is extremely scenic, especially in the region around Mount Tamalpais; then, "on to Richmond" by ferry and up to Grizzly peak to get the panorama of the bay. The next point of call will be the beautiful University of California campus with its wealth of unusual trees and plants, and finally the party will cross the bay a third time by the spectacular Bay bridge and end the trip at the hotel.

All I have written so far is just a key-hole view of the coming meeting in San Francisco. To sum it in a few words, this is the convention you can't afford to miss.

ERNEST B. KESTER, Fall Meeting Chairman.