

Texture

—that's what
makes the difference

It makes the difference where it counts the most—in sales. For texture can make the housewife reach for one brand rather than another of peanut butter, or cake mix, or margarine, or shortening, or ice cream—or any product where texture depends on how well the fats and non-fats stay together.

We make a texture-improving emulsifier that's like nothing else you can get. It's a monoglyceride with a difference because of the extra step represented by our unique molecular distillation. Our customer gets a product with an exceptionally high mono content. The waste burner gets the catalysts and other substances which would otherwise remain to downgrade taste, odor, and color. This high purity results in more effective emulsification and thereby saves money because so little goes such a long way.

If you make a product that needs a wholesome emulsifier and could benefit from the sales advantage of improved texture, let's get together. Our product is Myverol® Distilled Monoglycerides. The place to write is *Distillation Products Industries*, Rochester 3, N. Y. Sales offices: New York, Chicago and Memphis • W. M. Gillies, Inc., West Coast • Charles Albert Smith Limited, Montreal and Toronto.

**distillers of monoglycerides
made from natural fats and oils**

Also . . . vitamin A in bulk
for foods
and pharmaceuticals



Distillation Products Industries
is a division of **Eastman Kodak Company**

Names in the News . . .

Appointments at the A. E. Staley Manufacturing Company, Decatur, Ill., include Nat Kessler, chief chemical engineer; George N. Cornell, director of the newly created operations research department; and Mrs. Crowell O. Dean, librarian in charge of technical information service.

A. M. Altschul and F. G. Dollear, Southern Regional Research Laboratory, New Orleans, were members of a task group on Fat Emulsions for Intravenous Alimentation, under the auspices of the Surgeon General of the U. S. Army, during a meeting in New Orleans recently.

Henry A. Schuette, professor emeritus of the University of Wisconsin and former president of the American Oil Chemists' Society, was the subject of a biographical sketch in a recent issue of the "Badger Chemist."

Joseph W. Tomecko, of Canadian Industries Ltd., Montreal, was installed as the 36th president of the Federation of Paint and Varnish Production Clubs during the Federation's 35th annual meeting in Philadelphia in October. Howard G. Sholl was named president-elect, and Raymond C. Adams treasurer. The newly established Room Foundation Awards for outstanding technical papers on the protective coatings industry were presented for the first time.

Wilson-Martin, division of Wilson and Company, Philadelphia, has appointed Roger L. Logan as new products development manager, and Norman V. Feldpush as sales manager.

New members of the technical staff at Evans Research and Development Corporation, New York City, are Walter Scharf and Ralph J. Adesso.

Malcolm M. Renfrew, research director at Spencer Kellogg and Sons Inc., Buffalo, N. Y., has been named chairman-elect of the American Chemical Society's Chemical Marketing and Economics Division.

Darling and Company, Chicago, Ill., has announced the appointment of R. P. Trauth as manager of the Chemical Division.

A.O.C.S. Commentary

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we may re-establish our warm friendships made through the years. These personal relationships, which we sometimes take for granted, are some of the highlights in our lives. The wives look forward to attendance at the social functions with the warmest anticipation.

As the Society continues to grow in numbers, I hope that the basic ideals that have been in force from our beginning will be continued in the future, and I strongly urge that those who will guide our activities will ever keep these thoughts in mind.

S. O. SORENSEN
Mt. Dora, Fla.

Offers Lectures on Food Technology

Lectures conducted by Habil R. Heiss at the Institute of Food Technology and Packing, Munich, Germany, have been published under the title "Grundlagen der Verfahrenstechnik in der Lebensmittel-Industrie." Copies of the publication are available at DM 16 each from Fette-Seifen-Anstrichmittel, Rödingsmarkt 24, Hamburg 11, Germany.