

Federal and State chemists are invited to participate, and will be furnished the samples and reports without charge.

All the members who wish to participate in this work and have not sent in their applications are requested to do so at once, mailing this to Mr. Thomas B. Caldwell, Sec., c/o Law and Co., Wilmington, N. C., accompanied by their check for \$15.00.

Any additional information relative to these samples and the work contemplated, will be cheerfully supplied upon request.

ARMOUR FERTILIZER WORKS,
CHICAGO, ILL.

READ THE ADVERTISEMENTS IN THIS ISSUE

The revenue from the advertising section of this JOURNAL will govern the expansion in the section set apart for editorial and original papers.

On the basis of the present membership and rate of growth the income from subscriptions will barely pay for the publication of a 32-page quarterly journal during the next few years. A 32-page quarterly is insufficient even for the publication of the reports and proceedings of the American Oil Chemists' Society. The JOURNAL has a more dignified purpose than that merely of recording the Society's transactions. As it gains in strength and the scientific people recognize it as THE REFERENCE periodical in the English Language covering glycerides chemistry, original work will be drawn to it in considerable volume.

It is not likely that any material changes can be made in the subscription charges. The rates for advertising space have been fixed much lower than experienced advertising people recommended to the Editors. Caution is exercised in extending the advertising privileges in O. & F. I. In presenting to the reader this line of advertising we exhibit the results of a strenuous campaign among worthy establishments having services to offer the oil and fat chemists' plant, library, and laboratory.

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Do you believe in the usefulness of this undertaking in scientific literature? You can render it a service, with little effort, that no other can give:

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If you are a commercial chemist run your lab card in the DIRECTORY SERVICE section.

The chemists in the American Oil Chemists' Society, by reputation, are the liveliest bunch among the specialized chemists' bodies. That reputation must be reflected by the JOURNAL. Attention to the little things will insure success in this as in any other establishment. And too, what looks like a little thing may not be, always, so little after all. A little thing can control a big undertaking! And a little help along the lines suggested, from every Chemist-Reader is required if we get the advertisers and build the circulation that furnishes the cash that makes possible the JOURNAL that builds up the Society that works among oil chemists for the better understanding that brings the success that *makes the game worth while!*

F. H. S.