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## An Observation

**I**N contrast to the A. C. S. exhibit of chemical progress entitled "Children of the Depression," it may be of interest to call attention to the trend in soap products during the last several years. Much progress *had* been made during boom times toward marketing soap products with low moistures and high real soap contents. The more popular brands of soap chips contained upwards of 85 per cent real soap and good grades of bar laundry soap contained a minimum of filler and upwards of 60 per cent real soap. From a consumer viewpoint these products were highly satisfactory and were a credit to the soap-maker.

As the price scale began to slip this highly competitive business, like many others, saw a persistent decline in selling price. To meet the drastic decline of soap prices there came into being the large package of filled white chips. The huge bars of highly filled yellow laundry soap became more numerous and the white laundry bar, already on the wane, was bolstered up with more filler and sold at a lower price. While the appetites for volume may have been satisfied, we have the ludicrous picture of soap freight rates being paid on an increasing number of carloads of water.

While the consumer may be blamed for creating a demand for large packages containing a constantly decreasing percentage of soap, it must be conceded that consumer demand is an artificial creature sired by advertising and merchandising practice and, in this case, ultimately damned by all. For now we see efforts being made to retrieve the market for higher grade products. While the end may justify the means, some of the advertising for this purpose is rather amusing and even pathetic when observed from a technical viewpoint.

Perhaps the normal business era that we seem to be approaching will again right the position of soap and allow it to proceed on a direct course that would justify the opinion that soap-making has progressed as a science. For a few years the clock stood still and even moved back. While the soap chemist cannot be blamed for the backward steps in his industry, he should make an effort to emphasize progressive forward steps that would prevent the recurrence of the unfortunate events cited.

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## **28th Annual Meeting of the American Oil Chemists' Society New Orleans, La., May 31-June 1**

New Orleans beckons you for this meeting, gayer and more festive than ever. Many of the places of great historical interest, like the Old Absinthe House, are open and restored to all their early glory and romance.

And no finer program has ever been presented than that which awaits you at this meeting. Committee reports of unusual interest reflect the functions of an active and aggressive society, and original papers covering technical and practical subjects of great interest are being prepared for presentation. Among the authors of these papers will be George S. Jamieson of the United States Oil, Fat and Wax Laboratory—too long missing from our speakers' rostrum—and Dr. Coats and Mr. Vick of the University of Louisiana, as well as Ralph Fash of the Fort Worth Laboratories, Dr. Royce of the Southern Cotton Oil Co., Savannah, Arthur Schroeder of Chicago, James of Philadelphia—long awaited to detail continuous refining—and Ben. H. Thurman of the Durkee Famous Foods Co., Long Island City, New York.

This program is so well balanced as to prove attractive to every one in the industry, and considering the Society's very considerable net membership gain, an unusually large attendance is anticipated.

The lowest rail and other transportation costs in history, as well as moderate hotel rates at New Orleans, insure you the trip at a minimum of expense. So don't fail to meet the "old guard" and the "younger guard" too, at the meeting. Year by year these associations become more precious to us.

Ed. G. Williams has again been appointed chairman of the local convention committee, which includes:

J. M. Burmaster  
J. J. Ganuchau  
J. C. P. Helm  
E. F. Saint Pé  
L. J. Savana  
C. S. Williamson, Jr.  
A. F. Sanchez  
John B. Geiger  
H. M. Shilstone  
W. R. Stryker  
M. D. Sanders

Those acquainted with Mr. Williams and the other members of the committee will realize that every oil chemist attending is assured of the last word in hospitality and enjoyment.

Mrs. W. F. Stryker has been appointed chairman of the ladies' committee, which is another good reason for bringing Mrs. Oil Chemist along with you this year.

Albert Sanchez will again act as the genial impresario of the Golf Tournament, which means that it will be handled perfectly. Albert's efficiency is exemplified by the fact that even the president-elect won a prize last year with a score which sounded as if it was taken from a bowling contest.