

REPORT ON THE PRESIDENT'S MESSAGE

Referee Chemists

We wish to emphasize the importance of checking the work being done regularly in the Referee Chemists' Laboratories in addition to the cooperative work of the Smalley Foundation as indicated in the Report of the Referee Board.

Constitution and By-Laws

We heartily recommend to our Society the proposed changes in our Charter and By-Laws.

Publication of Methods

We approve very heartily the scheme advanced by our President that will enable us to have our Official Methods printed in loose leaf form.

TILSON, *Chairman*, CLUFF AND PAQUIN

MANAGING EDITOR'S REPORT

BY FRED. H. SMITH

On Advertising Business, *Journal Oil and Fat Industries*, Volume I, 1924. July and October Issues

Part I. Regarding the Financial Report—time nor funds used in getting the *Journal of Oil and Fat Industries* started are by no means fully shown on the sheet. On the other hand, the difficulties incident to establishing a new journal's advertising clientele caused expense to be high and the work unusually demanding. The Editor mentioned in the April JOURNAL, the difficulty in securing suitable contributions of papers. Securing advertising, for a scientific journal particularly, also uncovers some unsuspected knots. Approximately 285 concerns or individuals involved in the selling side of oil and fat industries have been repeatedly approached, yet only 26 paying advertisers were secured in 1924. And one of these cost us the exchange of more than a dozen letters before the "capitulation." Others stood the shock better and haven't succumbed yet, under even heavier attacks. Advertising has been exchanged with the *American Journal of Botany*.

During the early months it was necessary to "feel out" in determining the appropriate rate card. Unfortunately, in the issues of those earlier months a rather heterogeneous scale-of-charge exists, though this will be almost entirely corrected with the July, 1925, issue, and following. Publishers insist that rates be increased. We hate to do this, in consideration of our loyal original advertisers who show promise of staying with us under