
E d i t o r i a l

Prosperity—Strictly Limited

THE refiner of edible oils, the soapmaker, the oilseed crusher, the renderer of lard, tallow and greases; all alike are faced with the keenest competition in a market of slackened demand for raw materials and finished products. It is during such a time that the marginal producer lives in daily dread of being forced out of the picture, but such a period is the very one seized by the alert manufacturer so to strengthen his facilities of equipment and of *organization* that he will be fully prepared for the revival of business which must inevitably follow each period of recession.

While the pendulum of business was on its up-swing during our late much-lamented "boom times," many unqualified observers (and some who should have been better qualified) spoke resoundingly of the "New Era, in which no depression, no abatement of prosperity, can possibly recur." Knowing now how wrong they were, let us avoid a repetition of their error, which would make us fail to see that the curve of prosperity's path will surely mount again in the reasonably near future.

For the heedless business man, the most unfortunate course for the business revival to take will be a slow gradual one, (the most likely one to appear; in fact, the condition which already seems to have started). When the slow, steady growth of this business upturn has at last led us into the pleasant paths of plenty, the manufacturer of the thoughtless type will be found unready, still creeping along with inadequate equipment and curtailed staff, totally unprepared to produce and sell the superior quality or new type of product which will feature the demands of the new age.

Sweeter oils—lighter colored oils—longer-keeping oils—new hydrogenated specialties; purer, firmer, more freely-lathering, longer-lasting soaps; clearer, lighter raw oils, greases and tallows; all of these *will* be produced. They will be produced by those manufacturers who look *now* to the condition of their equipment and the ability of their personnel; who install the best in labor-saving devices, the latest in equipment fabricated from the new corrosion-resistant

metals; who determine to perfect their control of quality and of costs, and to man their plants with technical men possessing ability, education and creative imagination.

When the profits of our next prosperity are in course of distribution, manufacturers who have omitted these preparations need not apply for their share, for it will have been gained by others, their competitors.

Forward—with Purposeful Vigor

PRESIDENT HAMNER of the American Oil Chemists' Society has named the chairmen and members for the coming year of the important committees of the society. The great majority of the names appearing on the membership lists of these committees are names which have been found on such lists year after year. The chief, in fact the only reason for this recurrence of names, is that these are the names of the willing workers, the old faithful standbys who have given freely and willingly of their time and effort for the advancement of the work of the Society.

Heartily welcomed, however, by all who have the best interests of the organization at heart, are those newer and younger members who have signified their willingness to join in the committee work. The greatest strength of any organization must undoubtedly be found in ability for self-perpetuation. The older members must eventually leave the ranks, for at least one of various possible reasons. Failure on the part of newcomers to take that serious interest in the work which is expressed only by active participation, will result in rapid disintegration and ultimate oblivion.

Each member, young or old, can do his part to strengthen and perpetuate the Society's work; by serving on at least one committee, by inviting everyone qualified among his acquaintance to become a member, and by being an enthusiast for the work and the growth of the organization.

Such devotion to the cause will maintain and enlarge the usefulness and prestige of the American Oil Chemists' Society, ensuring that its future progress will compare favorably with the positive accomplishments of its past.
