
E d i t o r i a l

Beginning Again

ANOTHER New Year is before us. A great many industries at the present time are taking stock of the materials they have on hand and the tools available for future production. Chronologically the beginning of a New Year is the proper time for a check up of this kind. While such a procedure is a necessity required for the proper conduct of business it should likewise apply to individuals and groups of persons organized together as a society.

We hear a good deal at this time of the year about taking stock of ourselves and we fear that along with the subject of good resolutions we agree that the principle is right and pass it by without further thought. It is very easy to be self-satisfied and non-critical of ourselves, while appraising the other man with less charity. It is the old story of the "mote" vs. the "beam." For our own best interest as individuals we should look back upon the past year with a critical eye in an attempt to determine wherein we have fallen short, and with a determination to correct our mistakes and do a better job during 1933. Now is the proper time to put the past behind us and begin again.

Have we as a society measured up to our possibilities and functioned to the best interests of our entire membership? The membership committee is struggling to keep our loss of members at a minimum. We must, however, admit that we are facing a depleted membership roll. Doubtlessly present economic conditions are largely instrumental in this situation and other societies are likewise affected. As a man's income is lowered he surveys his expenses and focuses his attention on what might be termed non-essentials. It must be our endeavor to so conduct our society that it will not be classed in this category. How this may be accomplished is a problem confronting each individual member. Ours is not a society organized for the benefit of any special group. Each of us should

feel that success is dependent upon the part we take in its activities. We are sure that our president will welcome any suggestions of a constructive character and we would urge you all to lay before him any ideas you may have, whether they apply to new analytical methods or policies of the society.

This is 1933! Let's "begin again."

Your Society--A Real Personal Asset

IT seems to us that OUR Society is especially rich in personal friendships. One has only to observe the warmth of the personal greetings as the members gather together from far and wide at New Orleans and Chicago, and the intimate groups that spontaneously exchange confidences and cast aside all care and restraint on the golf course or at the bowling alleys. It's a real Society of genuine good fellows, without sham or pretense. Long may it endure!

And it's YOUR Society, my friend, fighting gallantly for YOUR profession and YOUR particular part of that profession! Hold fast to your membership in that Society. So long as you hold an American Oil Chemists' Society membership, so long shall your morale endure. Hold it and fight for it, shoulder to shoulder, with that fine band of good fellows in its ranks, who are strengthened by your support. And if you've never enjoyed the pleasure and privilege of such association, or have let your membership lapse, don't delay, write for an application blank today, and be active in the Society; and when another New Year dawns, you, too, will list that membership as one of your REAL assets.

Notice of Application—(First Publication)

Neil F. Amsler, chemist, Brenham Laboratories, Brenham, Texas, has applied for a Referee Chemist Certificate of the American Oil Chemists' Society.