

# oil & soap

DECEMBER, 1934

VOL. XI

NUMBER 12

## *Product Development*

New industries, new processes and new uses for present products—these, according to a well known business leader, are the cures for many present day industrial ills. Evidence that industrial trends support this statement is to be found in many places. An increasing number of manufacturers are turning to product development or product improvement as a means of stimulating sales and enlarging profits. Product development today is concerned not only with chemical excellence but also with potential markets and with qualities in the product that will meet the desires of consumers.

Sales or service men are found to be a fertile source of ideas for new products, probably because of their close contact with users. Other companies obtain suggestions from general employes which have been found useful in developing new ideas. A prominent manufacturer of automobiles goes direct to the consumer, on the theory that "there is only one person qualified to say just what the motorist prefers and that person is the motorist himself."

Surveys reveal that many companies, in the selection of ideas for development, give attention to such considerations as: (1) whether the product is suitable for marketing to established sales outlets, (2) whether it can be fabricated with existing plant and equipment, (3) whether it will overcome seasonal dullness, (4) whether the potential market is worth cultivating. Although the use of a technical research organization consisting of chemists and engineers are to be found common in larger organizations, surveys of smaller companies emphasize the need of organization and systematic procedure. Research and development work should be under the direction of an officer, often ranking with the executive in charge of production and sales.



## **Calcium Soap on Fibers**

Dr. Bernard H. Gilmore, of Mellon Institute of Industrial Research, Pittsburgh, Pa., who recently concluded an investigation of the determination of calcium soap on textile fibers, has said that a critical survey of the literature of the subject coupled with the results of his experimental work showed that the common solvents for calcium soaps were not selective in differentiating between alkali soaps and alkaline-earth soaps. He has described a method that is based upon the complete extraction of the total soap by the appropriate solvent, followed by the actual determination of the calcium content of the soap extract. Benzene and carbon tetrachloride were found by him to be equally efficacious for the extraction of calcium oleate; he learned, however, that these solvents