

that any of the new ads received resulted wholly from its work since Mr. Roschen and various members of the society have been working on some of these prospects for a long time. However, the committee does feel that continued solicitation on prospects who have shown some interest will result in more advertising as time goes on.

It should be understood by the members of the society that the handling of the large amount of correspondence necessary to do this job is spare time work for members of the committee and cannot proceed as rapidly as if there were no other duties to perform. The big part of the work is weeding out our lists and concentrating on the

most likely prospects. The program is one that should be continued actively, and also is one that needs the support of every member of the society. This support can be given by urging company representatives who are selling us to recommend that their companies use OIL & SOAP as one of their advertising journals.

The wide distribution of the members of the committee makes it difficult to have meetings at a central point, but everyone on the committee has cooperated in a very fine manner.

Respectfully submitted,  
V. CONQUEST, Chairman,  
Journal Advertising Committee.

*Committee Roster:*

- M. L. Sheeley,
- W. L. Taylor,
- P. E. Ronzone,
- G. G. Grant,
- B. S. Van Zile,
- L. Kishlar,
- R. C. Brett,
- R. C. Newton,
- A. S. Richardson,
- J. P. Harris,
- E. H. Harvey,
- J. D. Craig,
- H. L. Roschen,
- J. J. Ganuchau,
- C. S. Boruff,
- A. E. MacGee, Sec'y,
- V. Conquest, Chairman.

## REPORT OF THE JOURNAL COMMITTEE

**D**URING the past year, the official journal of the Society has been published at the usual monthly intervals. There have been no major changes in size of the publication, in editorial content, or in editorial policy during this interval.

As in the past, the journal has been in a large measure dependent upon the two meetings of the Society for its editorial material. While this condition has improved somewhat, and more unsolicited papers have been received separately, the situation still leaves much to be desired.

The Journal Committee and the Editorial Advisory Board have made an effort to examine each manuscript critically, with a view toward rejection of such manuscripts as were definitely sub-standard or lacking in scientific value. This is a difficult task when the volume of material is low and when, as a result, standards of scientific excellence as high as desired cannot very well be adopted. The chairman desires, at this point, to express his thanks to all those who have assisted him in this work.

The journal has been fortunate in securing for publication during the year, some papers presented at the Rochester meeting of the American Chemical Society. At this meeting, a symposium on the Chemistry and Metabolism of Fats was held. Feeling that our journal was a logical place for publication of some of the papers, the Division of Agricultural and Food Chemistry released seven (7) manuscripts to OIL & SOAP. A group of these papers appeared in the March issue, one paper appeared in the April

issue, and the final one appeared in the May issue.

During the Summer of last year, several of our Chicago members took occasion to examine the publication contract in force between the society and the Gillette Publishing Company. It was concluded that mutual advantages both to the society and to the publishers might be gained if the contract were rewritten. Accordingly, a committee called on Mr. E. S. Gillette and found him agreeable to modifying the present contract.

A modified contract was therefore drawn up and approved by the Journal Committee. This document was subsequently submitted to the Governing Board and met with the approval of that body. It was signed by officers of the Gillette Publishing Company and the society in October and went into effect with the November issue.

The principal effect of this new agreement is to give the society a share in the gross income of the journal above a certain level. The society previously had no share in such return, and as a matter of fact has been obliged to subsidize the journal to a considerable extent.

If the society is to gain by the new arrangement it will be necessary to obtain new advertising accounts or to obtain new subscriptions to the journal in rather large volume. Once obtained, the advertising volume or subscriptions volume will need to be *maintained* on a higher level.

New advertising is obviously the better of the two sources. A journal Advertising Committee has been appointed under the leadership of Victor Conquest of Armour & Com-

pany Research Laboratories, with A. E. MacGee of Skelly Oil Company as secretary. Other members of this committee are the following:

- |                |                  |
|----------------|------------------|
| M. L. Sheely   | R. C. Newton     |
| W. L. Taylor   | A. S. Richardson |
| P. E. Ronzone  | J. P. Harris     |
| G. G. Grant    | J. D. Craig      |
| B. S. Van Zile | H. L. Roschen    |
| H. A. Moore    | J. J. Ganuchau   |
| L. Kishlar     | C. S. Boruff     |
| R. C. Brett    | E. H. Harvey     |

A list of prospects for advertising has been prepared. The individuals on these lists are being sent a general letter from the editor of the Journal, calling attention to the advantages of advertising in OIL & SOAP. This letter is to be followed by a more specific letter from the Advertising Committee. Members of this committee are then to follow prospects individually by letter, telephone, or personal contact where possible. A report of the Advertising Committee will probably add more details.

It is hoped that this program will eventually eliminate the subsidies which the society is now obliged to give the Journal and result ultimately in a modest net profit.

The aid of all members is enlisted in this program.

- T. C. LAW,
- E. R. BARROW,
- A. F. SANCHEZ,
- J. P. HARRIS,
- L. M. TOLMAN,
- H. P. TREVITHICK,
- N. C. HAMNER,
- J. J. VOLLERTSEN,
- H. L. ROSCHEN, Chairman.