

Report of the Advertising Committee

ACCORDING to Webster it is the purpose of advertising to arouse the desire to purchase or invest in your commodity. It was, therefore, our purpose to arouse the interest of the manufacturing and service companies in the oil, soap, and allied fields to purchase pages in our Journal, *Oil & Soap*, in order that they might arouse your desire to purchase their products and services.

This was accomplished by sending approximately 200 prospective advertisers copies of our Journal into which we had inserted a page of their own advertising clipped from some other journal. A letter accompanied the Journal, stating the advantage of an ad in our official organ. About a month later a follow-up letter was sent calling attention again to the assets of an ad in *Oil & Soap*.

The results of arousing the desires to purchase pages for advertising is indicated by the fact that 244 ads consisting of 103.25 pages of advertising were sold for the period, May 1, 1943, to May 1, 1944, an increase of 23 per cent over the previous year and 22.8 per cent increase over the best previous year.

The chairman wishes to thank Miss Cumming and all the members of the committee for the splendid cooperation received during the past year.

O. H. ALDERKS	N. F. KRUSE
G. A. CRAPPLE	RALPH MANLEY
NORRIS EMBREE	GEO. H. NELSON
G. G. GRANT	HAROLD ORY,
JOHN P. HARRIS	Chairman

New A. O. C. S. Members

Loyd V. Anderson, 2284 Highland Parkway, St. Paul 5, Minn.
 Robert W. Bartlett, 347 Patterson street, Memphis, Tenn.
 Mrs. Freda S. Benson, 970 Junipero Serra blvd., San Francisco, Calif.
 Robert G. Bentley, Canada Packers Ltd., Fort Trail, Edmonton, Alberta, Canada.
 Samuel M. Blakemore, director of research and development, Churngold corporation, Cincinnati, Ohio.
 Dr. Harry J. Deuel, Jr., professor of biochemistry and nutrition, University of Southern California, Los Angeles 9, Calif.
 John C. Duley, Ruxton road and Locust avenue, Ruxton 4, Md.
 Robert C. Edwards, 1523 Beaverton avenue, Roselawn, Cincinnati, Ohio.
 Ned S. Fox, 578 Woodbine avenue, Towson 4, Md.
 Dr. Kasson S. Gibson, chief, photometry and colorimetry section, National Bureau of Standards, Washington 25, D. C.
 Dr. H. Orin Halvorson, Medical school, University of Minnesota, Minneapolis 14, Minn.
 Benjamin F. Harper, Box 1618, Dallas 1, Texas.
 H. Kenneth Hawley, 4034 Paxton avenue, Cincinnati 9, Ohio.
 George W. Holman, 3057 Bracken road, Cincinnati, Ohio.
 John B. McKelvey, 3021 Daytona street, Cincinnati 11, Ohio.
 Robert L. McTavish, vice-president, the John J. Dupps company, Cincinnati, Ohio.
 Wilfred S. Martin, development department, Chemical division, Procter & Gamble company, Ivorydale, Ohio.
 Albert F. Pasutian, 7205 Parkdale avenue, Cincinnati 16, Ohio.
 Paul O. Powers, chief, Organic Research dept., Armstrong Cork company, Lancaster, Pa.
 Albert G. Thomson, Thomson's Soya Mill, Hiawatha, Kans.
 George M. Twieg, 3115 Bracken Wds. lane, Cincinnati, Ohio.

Corporation Associate
 Laucks Laboratories, Ltd., c/o N. L. Armstrong, 325 Howe street, Vancouver, B. C.

A. H. T. CO. SPECIFICATION

NEW TYPE PINCH CLAMPS

For quick, convenient and safe mounting and dismantling of apparatus with spherical ball-and-socket interchangeable ground glass joints

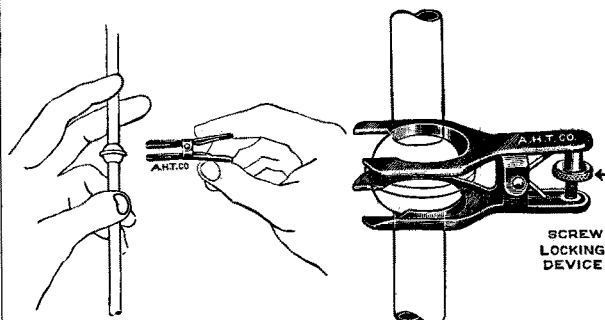


Fig. 1

Showing appearance of Sizes 12 and 18 and method of attaching to joints. Parts held securely by spring upon release of finger pressure.

Fig. 2

Showing appearance of Sizes 28 to 65, incl. After release of finger pressure, locking device is screwed into position.

PINCH CLAMPS, A.H.T. Co. Specification (Patent applied for), for use on spherical ball-and-socket glass joints. Of brass, with smooth, black, corrosion-resistant finish, and with strong, spring closed, forked jaws. With the two parts of the glass joint held in one hand, and the Clamp held between thumb and forefinger of the other hand, as shown in Fig. 1, the Clamp can be quickly slipped over the joint. When pressure is released, the two parts are held securely by the spring.

Sizes 28 to 65, inclusive, are provided with a screw locking device in addition to the spiral spring, so that a considerable load can be suspended from the joint without danger of leakage. However, the Clamps are designed primarily for securing the joint and are not intended to replace the usual clamps, rings, tripods, etc., as ordinarily used for supporting glassware assemblies.

The use of the Clamps adds greatly to the convenience and speed of mounting and dismantling glass apparatus with spherical interchangeable ground joints, and reduces possibility of breakage in handling.

3241. Pinch Clamps, A.H.T. Co. Specification (Patent applied for), as above described. The size number indicates the diameter in millimeters of the ball over which the Clamp fits.

Size number	12	18	28	35	50	65
Each	.55	.65	1.20	1.55	2.25	2.75

10% discount in carton containing 12 }
 15% discount in lots of 72 } one size only
 20% discount in lots of 144 }

Copy of pamphlet EE-125, giving more detailed information, sent upon request.

ARTHUR H. THOMAS CO.

RETAIL—WHOLESALE—EXPORT

LABORATORY APPARATUS AND REAGENTS

WEST WASHINGTON SQUARE

PHILADELPHIA 5, PA., U. S. A.

Cable Address, "BALANCE," Philadelphia