

Report of the Journal Committee, 1946-47

THIS report will be brief and general in nature and assumes that detailed information on Journal activities will come before you through the report of the Society's National Office. There are a few outstanding points, however, which should receive emphasis before you at this time. They concern



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principally general questions of cost and income. Our contract with the printer of our Journal was renewed in November of last year for a three-year interval. At that time an 8% increase was made in the cost to us for the printing work. In February of this year an additional cost increase of 10% was added. Your familiarity with recent increases in the costs of labor and materials will no doubt lead you to agree that these advances were unavoidable. They make it necessary for us, however, to carefully consider our income picture so that we may be in a position to meet these cost increases, which thus far have been operative over only a short time.

It is therefore fortunate that we are able to report that our advertising sales effort has been sufficiently effective to result in a good profit for journal activities in spite of added costs. In making this optimistic statement, we should of course remember that the added costs have been applied only over a limited time and that our good profit position has been due to this and to expansion in volume of advertising carried. It has not been due to any upward revision in advertising rates since no such increase has been made for two years. It is in fact altogether likely that without our advertising sales program our profit might easily have been at the vanishing point.

This sales program has been carried out by Harley L. Ward and his associates, with whom we contracted about a year and a half ago. Mr. Ward and his organization have done and continue to do an effective job in selling advertising for the Journal of the American Oil Chemists' Society.

We cannot fail to mention in this report the outstanding event of the Journal year, which occurred with the January 1947 issue. At that time we assumed the new name, Journal of the American Oil Chemists Society and dropped the name of Oil & Soap which the publication had carried for 15 years. Our redesigned cover, accommodating the new name and containing more color than the older covers, has brought us many complimentary comments both in the mail and from people with whom we have spoken. We hope that it pleases the whole membership.

In closing, we would like to say that we believe we have progressed generally in our journal effort not

only in editorial and advertising pages carried and in financial profit, but more particularly in the quality and scope of editorial content. This is a most important fact since the publication of useful scientific and technological material is the basic reason for the Journal's existence.

A. E. BAILEY	J. P. HARRIS
A. R. BALDWIN	T. C. LAW
E. R. BARROW	L. M. TOLMAN
N. C. HAMNER	J. J. VOLLERTSEN
	H. L. ROSCHEN, chairman

New Book

REACTIONS AT CARBON-CARBON DOUBLE BONDS, by Charles C. Price. Interscience Publishers, 215 Fourth Avenue, New York 3, N. Y.—120 pages (\$2.50). This volume contains a series of lectures presented in 1945 before the Institute of Polymer Research at the Polytechnic Institute of Brooklyn. It is the first volume of a series entitled "Lectures on Progress in Chemistry" which the Polytechnic Institute plans to publish. The primary purpose of the book is to discuss the mechanisms by which unsaturated organic molecules are polymerized.

Of the seven chapters included in the volume the first three are devoted to background material. Under the headings of Electronic Structure of Unsaturated Organic Molecules, Ionic Reactions Involving Double Bonds, and Free Radical Reactions Involving Double Bonds, they contain a review and discussion of the modern concepts of electronic structure, and of the mechanisms of various simple reactions which occur at the carbon-carbon double bond. These reactions bear a close resemblance to the mechanisms of addition polymerization. Without these introductory chapters the remainder of the book would be much less readily understandable by chemists not accustomed to the concepts discussed in them. It would have been desirable to make them more elementary. Even so, they are sufficiently instructive to make the work another link between the organic chemist and the physical chemist.

The remaining four chapters are concerned with the mechanics of the polymerization reactions themselves under the titles of Free Radical Addition Polymerization, Copolymerization, Emulsion and Suspension Polymerization, and Polar Polymerization. The chapter on Emulsion and Suspension Polymerization will be especially enlightening to the chemist not expert in the field of polymerization. Fats and oils chemists may find the discussion of the role of soap in polymerization reactions of particular interest.

The author, the Polytechnic Institute of Brooklyn, and the publishers are to be congratulated on the presentation of a useful book.

R. J. VANDER WAL

More than 100 technical papers and committee reports were presented in 19 sessions at the 50th annual meeting of the AMERICAN SOCIETY FOR TESTING MATERIALS held in Atlantic City during the week of June 16, 1947.

A 2-page chart (R-1066) titled "Basic Characteristics of Useful Industrial Laboratory Instruments," has been announced by North American Philips Company, Inc., 100 East 42nd Street, New York. Data is presented in a convenient form in order to facilitate hanging on the wall for ready reference.