



William F. Tomlinson has been named director of research and development of the Stepan Chemical Company, Chicago, where he will head the company's newly expanded laboratory facilities on S. Kedzie Avenue. Mr. Tomlinson was formerly director of research and development for Fels and Company, Philadelphia. He joined the Stepan Chemical Company in 1952 and served as a technical representative in the field before assuming his new position.

## October Is A.B.C. Month

Forty years ago the Audit Bureau of Circulations was born. To many of our readers not familiar with the publishing business that event may not have much meaning. Yet the formation of A.B.C. began a new era of cooperation between advertisers and publishers. It is no secret that most publications find it difficult to exist on circulation revenue alone, with no advertising income to help cover publishing costs.

Indeed, without advertising, the editorial quality of our publications would be impaired, perhaps seriously. That's why sound business relations between advertisers and publishers are imperative if editorial quality is to be high. Such good re-

lations enable us to give you the latest news and information every month.

JUST where does the A.B.C. fit into this picture? The Audit Bureau of Circulations is the keystone of relations between the advertising buyer (the advertiser and his advertising agency), and the advertising seller (the publisher). A.B.C. is a nonprofit, cooperative service association with 3,575 publisher, advertiser, and advertising agency members. The Bureau has been charged by the advertising and publishing industry with the responsibility for establishing and maintaining known standards for paid circulation.

Each year one or more members of A.B.C.'s staff of 65 field auditors visit each publisher member's office. By checking every one of the publisher's books and records deemed necessary, Bureau auditors examine thoroughly the publisher's circulation. The resulting findings are then published by A.B.C. and sent to advertisers and advertising agencies, the buyers of advertising space.

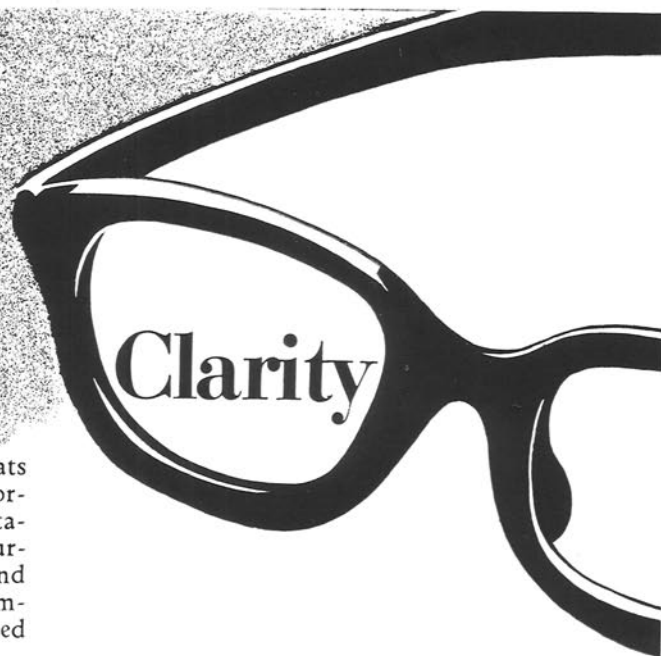
In these reports are factual answers to such questions as: how much paid circulation? how much unpaid distribution? what is the subscriber's business or occupation? how much do subscribers pay? where are they located? how many subscribers are in arrears? what's the renewal percentage? and a great deal more specific information. These are all questions which every advertiser must have answered in order to evaluate and measure the usefulness of any publication for his sales message. Advertisers must have facts about circulation to send the right message to the right people.

For 40 years the Bureau has guarded circulation integrity. It has faithfully fulfilled its purposes, to define net paid circulation standards, determine the facts about member publications circulations, and report these facts accurately.

On this, the Bureau's Fortieth Anniversary of service, the Journal of the American Oil Chemists' Society joins with fellow publisher, advertiser, and advertising agency members to salute our A.B.C.

Purity

means more  
than



Clarity alone is rarely proof of absolute purity. Fats and oils need more than simple decolorization and deodorization to insure complete removal of impurities and catalyst poisons. Nuchar's greater bulk means increased surface areas where these soluble soaps, resins, peroxides, and other unwanted compounds are adsorbed. Even trace impurities of 0.10% may be removed by Nuchar Activated Carbon's millions of particles.

It's important to use Nuchar before hydrogenation as an insurance against the harmful effects of catalyst poisons and inhibitors. From the economic viewpoint, use of Nuchar will often save at least  $\frac{1}{3}$  on costs, compared to other activated carbons.

Industrial's Nuchar technical staff has been working on purification problems for thirty years. Therefore, they are experienced in dealing with special requirements in the use of activated carbon. They are at your service. Call on them, whether your problems be large or small.

**NUCHAR**

**industrial**  
CHEMICAL SALES  
division west virginia pulp and paper company

New York Central Building  
230 Park Avenue  
New York 17, N. Y.

Lincoln-Liberty Bldg.  
Broad & Chestnut Sts.  
Philadelphia 7, Pa.

Pure Oil Bldg.  
35 E. Wacker Drive  
Chicago 1, Illinois

2775 S. Moreland Blvd.  
At Shaker Square  
Cleveland 20, Ohio