

Your Society — and Its Growth

THE mouse looks admiringly at the elephant and wishes he could grow that big. The elephant is tired of hauling all his bulk around and thinks it would be much more fun to be a mouse. Nature says no, that's the way it is—you'll just have to take it and like it. As for the A.O.C.S., nature doesn't care. Our rate of growth and our size are ours to determine.

Are we reaching our levelling-off point? This question has perplexed your Membership Committee in recent years and still does. Let us look at the past five years:



W. A. Peterson

December 31	Total Members
1949	1948
1950	2024
1951	2106
1952	2104
1953	2110

By April 1, 1954, we were up to 2,159. This is encouraging, nevertheless we seem to have experienced a plateau. Must this be so? We think not. When we consider the growth and diversification of our industry and those allied to it, and the host of industries supplying our raw materials, process equipment, laboratory equipment, and other services, we are certain of a large potential remaining to be tapped.

Why should we want membership growth? For several reasons. First, our Society should embrace the largest possible cross-section of our industry if we are effectively to support and expand the work of our technical, educational, and other committees which carry on the work that has made our Society what it is and which will increase its prestige in the future.

Second, membership growth from our industry, which is fast becoming more diversified, will bring a broader scope of technical material to our Journal, thus enhancing its value to a larger group of readers.

Third, a very substantial part (about 45%) of our operating revenue is from Journal advertising, the rates being based upon circulation. In addition to increased advertising income resulting from increased Journal circulation, a larger and broader distribution to members and subscribers should attract more new advertisers. Then, too, membership dues yield about 22% of our income. As with everything else, our operating costs have increased and should be balanced by increased income.

IF we have by now made a clear case for continued growth, let us see what can be done. Your Membership Committee is working hard, and the results so far are heartening, but if a small group can do a good job, what would happen if we all joined in?

We would like to ask each and every member to consider himself or herself a committee member and help us prove that we should and will continue to grow. New people are coming into our industry daily, who should become aware of the American Oil Chemists' Society, not only for the tangible benefits of membership but also for the personal satisfaction of supporting and participating in the work of the Society that represents their professional field.

Talk to your associates and other business contacts. Lend them a few copies of your Journal to look over (and return!). Tell them about our "Fall Bonus." New members applying this fall may start membership as of November 1, and their dues will be credited to December 31, 1955 (two months free). Acquaint them with the make-up of our committees, all outstanding men of our field who are working for them. Tell them about our national meetings and of the growth of local sections: the Northeast Section and the Northern California Section already chartered; one forming in Chicago and very probably others to follow.

TO make this easy, an application blank, with its attached descriptive fly-sheet giving full information on membership qualifications, dues, etc., is being mailed to you. The back page of the A.O.C.S. directory carries a spare, too. Please call upon any of the Membership Committee, who will be more than glad to give you any help if you need it. (See A.O.C.S. directory or the July Journal issue for list).

Use the blank, we are counting on you to prove that our optimism is sound.

YOUR MEMBERSHIP COMMITTEE

W. A. PETERSON, chairman
Colgate-Palmolive Company, Jersey City, N. J.