

Where on Earth Are We?

THE INTERNATIONAL GEOPHYSICAL YEAR is planned to help answer this exacting question. Satellites and polar stations, rockets and weather balloons, radar and electronic computers are new tools for man's charting the world of tomorrow. We may soon know precisely where San Francisco, Chicago, New York, London, Paris, Berlin, Moscow, Chung King, Tokyo, Rio, Cape Town, you, and I are. Physically the question seems soluble. We hope that the knowledge will be used for peaceful purposes.



A. R. Baldwin

"Where" is the American Oil Chemists' Society? "where" is the Journal in this promising new era? Are they, as scientific and technical media, prepared to grow and to serve as will be required to meet the progressive challenges of a) inspiration to young men and women around the world to enter scientific fields, especially those pertaining to fats and oils, b) expansion of technical committee work for the development of new and improved analytical methods, c) improvement in the professional and personal status of members, d) providing better Journal coverage of news which would be of interest to its readers, e) giving a "new look" to the Journal which could make it more appealing, easier to read, and generally more serviceable, and f) last, but not the least important, of serving more advertisers by acquainting them first-hand with the values of advertising in the Journal during these times when competition for available advertising dollars is keener than ever.

An inventory shows that we have a good base on which to build. The Society now has many activities intended to accept these challenges. Symposia or short courses, administration of the Fatty Acid Producers' Council Award, honorary memberships, emeritus memberships, and student memberships indicate an appreciation of the personal and professional status of the individual. Are they enough? Is there more that we can do to encourage and reward people working in this field? Who will pick up this challenge and point the way for new or expanded Society endeavor?

More than 60 technical committees or subcommittees, containing hundreds of active members, are working on the development and standardization of analytical methods to aid in research, quality control and trading of fats and allied products. Is this sufficient? What can be done in the establishment of international standards for fat analysis and trading? Expanding international trade, mutual-aid programs, and P.L. 480 make this an important service for the approaching astronautical era. The advantages of membership in the Society are shared by more than 2,700 in the United States and about 60 other countries. These members take an active part in the Society's social and technical meetings, share in the responsibilities and pleasures of contributing to the world's fund of knowledge through technical committee work, become well acquainted with many co-workers at home and abroad who are working in fields of mutual interest, receive an annual directory of members, and receive this Journal with its technical papers, industry news, economic reports, and literature reviews and abstracts.

Can't these same privileges be extended to hundreds and even thousands more? The membership is a bargain. What are you, the reader of this editorial, going to do about it in 1958? Will you join these endeavors? Will you tell your colleagues how they can become active too? This is an individual challenge just as important—probably even more important—to the man in Great Britain, Cuba, France, Germany, India, Japan, Mexico, Spain, or Venezuela as it is to the man in Chicago, New York, or Atlanta. Should new local sections be formed or encouraged to extend the Society work into areas such as Canada, England, or Mexico?

THIS JOURNAL itself should be re-evaluated to determine "where" it is in its growth pattern to serve its readers better. Carefully reviewed technical papers feature research work and pertinent symposia in the fields of edible and inedible fats and oils or related products such as fatty acids and derivatives, soaps, detergents, and protective coatings. Current news includes meeting announcements and reports newly available bulletins, brochures, and products, industry and personal items of interest. The abstracts and literature review sections are very comprehensive and especially serve the reader who either does not have the time to collect and read the original reports or does not have access to them. Letters to the editor provide a rapid means for disseminating technical information or constructive criticisms of previous reports. The Journal technical correspondent will try to answer questions or refer them to those who can answer them on nearly any subject related to the technical field served by the Journal.

The monthly editorial page is an attempt to give greater attention to Society activities and to international fat and oil activities. A recently instituted monthly report on the fats and oils situation will provide important statistical information which may be of particular interest to those living out-

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Reports on Fats and Oils

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the total demand in line with the supplies. In order to obtain some idea of the effect which changing prices have on the consumption of cottonseed oil in margarine and shortening, a chart has been constructed (Figure 1). Using the above figures but restricting the data to the 1956-57 crop year (to eliminate the effect of long-term trends), scatter diagrams can be constructed (Figure 2). (At present cottonseed oil is at a greater premium over soybean oil—about $5\frac{1}{2}\%$ per lb.—than it has been in recent years so that only later figures will show us what effect that will have.)

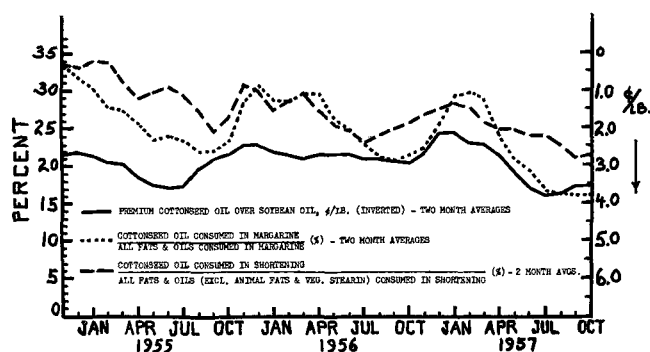


Fig. 1. Cottonseed oil^a premium over soybean oil^b and consumption of cottonseed oil in margarine and shortening as percentage of total fats and oils^c so consumed, November 1954 to October 1957 (two-month averages centered on second month).

^a Nearby futures prices.

^b Prices crude, f.o.b. midwest.

^c Excludes lard, tallow, and vegetable stearine in case of shortening.

The Squeeze on Cottonseed Oil Supplies

Turning to the supply side again, if we optimistically assume that production of new crop cottonseed oil next August and September will not be reduced by adverse weather, as it was this year, we can estimate that production of crude cottonseed oil in October 1957 to September 1958 will be 1,400 million lbs. Of this we estimate that 350 million lbs. will be exported and 115 million lbs. will be lost in the refining process. Since we cannot expect stocks next October 1 to be any lower than they were when this crop year began, we will have only about 935 million lbs. of refined cottonseed oil available for domestic consumption. If we estimate the "fixed" domestic demand for cottonseed oil in winterizing at 640 million lbs. and that for "other edible" uses at 45 million lbs., making a total fixed demand of 685 million lbs., there will be 250 million lbs. of cottonseed oil left for consumption in

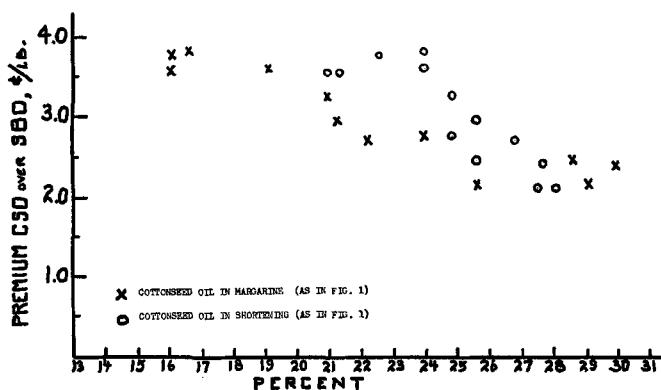


Fig. 2. Percentages of cottonseed oil in margarine and shortening (from Fig. 1) versus premium of cottonseed oil over soybean oil, based on October 1956-October 1957 statistics (two-month averages).

shortening and margarine, compared with a total of 547 million lbs. so used last year.

Present indications are that about 1,200 million lbs. of fats and oils will be consumed in the manufacture of margarine this year and about 1,000 million lbs. (excluding animal fats and vegetable stearine) in shortening. If the price of cottonseed oil relative to soybean oil should reduce its share of the former figure to about $7\frac{1}{2}\%$ (90 million lbs.) and its share of the latter to 16% (160 million lbs.), things would come out even. What price will accomplish this remains to be seen. One advantage in having cottonseed oil at its present large premium over soybean oil is that we can learn from the November, December, and January consumption figures (when they become available) what effect it had on the variable percentage of cottonseed oil consumed in margarine and shortening.

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side the U. S. as well as to those not generally acquainted with such data in the U. S. The Book Review section provides a critique of most new books in the field.

Journal coverage of the broad spectrum of the fat and allied industry is so extensive and complete in the United States and in several other countries that the advertising service available thereby is especially attractive to suppliers of services and products. The leading analytical and consulting laboratories are constant advertisers on the professional directory page. The classified ads for jobs or products wanted or available are a very low-cost service. Larger, specific ads for products or services are placed judiciously throughout the nontechnical portion of each issue. These ads are especially important as a means of informing the reader of available services, products, or equipment he may wish to buy or specify. A direct advertising approach is available on a very economical basis to our advertisers.

Is this "where" you want the Journal to be in 1958? or do you have suggestions for better news coverage? Will our members in Pakistan, Denmark, England, Japan, Germany, Canada, and Mexico submit newsworthy items? Should there be more critical reviewing of technical articles? Should we try to arrange for "staff reports" on current technical problems? Should the Journal cover be "modernized" to conform more nearly to the dynamic growth it is experiencing in order to make it more attractive to readers and advertisers? Will you help get more advertising as a service to the advertiser and as a means of revenue to the Journal? With expanded income many of the suggestions for "improving" the Journal can be met.

Let's make 1958 an IGY (intensely good year) for the Journal. We know "where" it is now. With all our suggestions as a guide we will know where it will be in 1960. The challenge is for all of us.

A. R. BALDWIN, editor

"The Acceleration of Change" is the theme of the convention of the Association of American Soap and Glycerine Producers Inc. to be held January 22-24, 1958, at the Waldorf-Astoria, New York, N. Y.

The national symposium on progress and trends in chemical and petroleum instrumentation, sponsored by the Instrument Society of America, will be held February 3-4, 1958, at the Hotel Du Pont, Wilmington, Del. The Society's analysis instrumentation division will hold its annual symposium May 12-14, 1958, at the Shamrock Hilton hotel, Houston, Tex.