
EDITORIAL



From the editor

Watch for *INFORM* next month!

In January 1990 The American Oil Chemists' Society will publish a new journal. *INFORM* (International News on Fats, Oils and Related Materials) will become the official source of news and information for all of the AOCS around the world. The establishment of *INFORM* and the continuation of *The Journal of the American Oil Chemists' Society* as an AOCS technical journal result from several years of study, debate and planning.

These changes are designed to do several things: First, our entire membership now will receive the official news publication *INFORM*. Second, those members who are interested in the technical side of the society's activities will have the option of subscribing to either or both of the technical journals: *JAOCS* or *Lipids*. Third, we anticipate that the immediate savings in publishing and distributing *JAOCS* will be significant to both the society and its membership. In the publications' area we have seen costs soar. And, as we have been publishing and mailing approximately 7,000 copies of *JAOCS* each month to all members and subscribers, we have had to restrict the number of

pages published to hold costs in line. Now, with a smaller journal (*INFORM*) going to all these people, our continuing monthly costs will be cut dramatically and we will publish and mail only the numbers of *JAOCS* and *Lipids* that members subscribe to. Additionally, this will allow us to publish all acceptable technical material in a timely manner. The subscribers to *JAOCS* and *Lipids* will pay for the costs of their respective journals. All of us will pay for *INFORM* through our dues. To be certain that everyone has access to the technical material in *JAOCS* and *Lipids*, *INFORM* will publish the abstracts from the two technical journals. Thus, managers and others reading *INFORM* will be able to keep abreast of their interests in specific technical and scientific areas.

INFORM will continue to improve on the very successful format we have developed in the news section of *JAOCS* during the past several years. The strengthened news staff, working under the general guidance of the Editor, the Publications Director, and the Publishing Activities Coordinating Committee, has developed a strong team

of volunteer Associated Editors for *INFORM* and has ambitious plans for an outstanding editorial calendar. Technical news features, current events, developments around the world and all of the excellent material you have found in *JAOCS News* will be continued and improved upon. In addition, you will find advertisements from the suppliers of equipment and services that are vital to our industries.

Our team of volunteers and paid staff are all enthusiastic about the prospects for this new publication format for it permits us to stop worrying about the costs that shackled all of our activities and allows us to put our creative energies into improving the quality and content of all the publications of the American Oil Chemists' Society. This, we believe, will enable us to serve the total membership in the best possible way at the lowest cost well into the next century.

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