
E d i t o r i a l

Plumbers and Others

ONE of this country's most prominent real estate auctioneers, in advertising the results of a recent sale of seashore lots announced: "Also among the buyers were doctors, lawyers, merchants, plumbers, *chemists*, and many women. . . ." The italics are ours, and our thoughts on the public rating thus accorded *chemists* have been many and varied.

Is it the fault of chemistry as a science and profession that those who practice it are rated in the public mind *after* plumbers? Complete high school education, four years in a university, often followed by from two to four years of post-graduate study, are generally part of the equipment of the chemist for the practice of his profession. Do these entitle him to rank only *after* plumbers?

We have no quarrels with nor criticism of plumbers. A good plumber has a useful place in the economics of the modern scene. He can justly claim that the city as we know it would have been impossible without the service which he has rendered in construction and maintenance of sanitary facilities. But we believe that the chemist can make the same claim, with refer-

ence not alone to the field of sanitation of cities, but to every activity of present-day life upon the earth, in city and on farm.

The growth of crops to feed the earth's population is largely dependent upon fertilizers, developed or invented by chemists. The health of the population is maintained by means of the results of the researches of biological chemists in the fields of metabolism, vitamins and pathology. Those of these research workers who have had also medical degrees have certainly employed chemical methods and technique in their research work. Modern construction is based upon materials developed by chemical processes. The clothes we wear are dyed with materials which the chemist has wrested from industrial wastes. We could easily go on through every phase and activity of our life, to show the chemist's influence.

We believe every organized society of chemists in this country should exert especial effort so to raise the standards of their profession that the American public will not fail to recognize the true worth of the chemist to the nation. If this is realized, they will not ever be ranked in the public mind *after* plumbers.

To A. O. C. S. Membership:

With this number of our Journal we have completed one year of OIL AND SOAP. There undoubtedly have been many mistakes made, but we are correcting these, and we believe that on the whole we have the only up-to-date Journal in this field. The quality of the papers given at our meetings is extremely high. These papers are later published in our Journal and can be found in no other publication.

From an economic standpoint the Journal was started at the worst possible time in the history of our Society. It has been hard to secure advertising, and we must have advertising if we are to carry on and improve our Journal from month to month and from year to year.

Are you doing your full share? Do you mention the Journal when writing to advertisers for information? Are you using the catalogs of our advertisers in ordering your supplies? Are you recommending to your Purchasing Department, materials advertised in our Journal? When a salesman calls upon you, do you call his attention to the fact that OIL AND SOAP offers a good advertising medium?

If you are not doing all of these things you are not giving your Journal the support to which it is entitled.

This is the time of year advertising contracts are made. Will you not, each of you, make yourself a committee of one to help secure advertising? Do not regard this as a general appeal made to the other fellow. Take it as a direct appeal to you, and act accordingly.

JOURNAL COMMITTEE.