

oil & soap

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Product Development

New industries, new processes and new uses for present products—these, according to a well known business leader, are the cures for many present day industrial ills. Evidence that industrial trends support this statement is to be found in many places. An increasing number of manufacturers are turning to product development or product improvement as a means of stimulating sales and enlarging profits. Product development today is concerned not only with chemical excellence but also with potential markets and with qualities in the product that will meet the desires of consumers.

Sales or service men are found to be a fertile source of ideas for new products, probably because of their close contact with users. Other companies obtain suggestions from general employes which have been found useful in developing new ideas. A prominent manufacturer of automobiles goes direct to the consumer, on the theory that "there is only one person qualified to say just what the motorist prefers and that person is the motorist himself."

Surveys reveal that many companies, in the selection of ideas for development, give attention to such considerations as: (1) whether the product is suitable for marketing to established sales outlets, (2) whether it can be fabricated with existing plant and equipment, (3) whether it will overcome seasonal dullness, (4) whether the potential market is worth cultivating. Although the use of a technical research organization consisting of chemists and engineers are to be found common in larger organizations, surveys of smaller companies emphasize the need of organization and systematic procedure. Research and development work should be under the direction of an officer, often ranking with the executive in charge of production and sales.



Calcium Soap on Fibers

Dr. Bernard H. Gilmore, of Mellon Institute of Industrial Research, Pittsburgh, Pa., who recently concluded an investigation of the determination of calcium soap on textile fibers, has said that a critical survey of the literature of the subject coupled with the results of his experimental work showed that the common solvents for calcium soaps were not selective in differentiating between alkali soaps and alkaline-earth soaps. He has described a method that is based upon the complete extraction of the total soap by the appropriate solvent, followed by the actual determination of the calcium content of the soap extract. Benzene and carbon tetrachloride were found by him to be equally efficacious for the extraction of calcium oleate; he learned, however, that these solvents

were not efficient for calcium stearate. A mixture of benzene and absolute alcohol (advocated by Marcusson) was proved to be the most effective solvent for the extraction of calcium soaps of the saturated fatty acids and hence most suitable for general purposes, because most soaps contain mixtures of saturated and unsaturated fatty acids. Dr. Gilmore ascertained that, unless unusual precautions are taken to insure anhydrous conditions when alcohol is used as the extracting solvent, erroneous results will be obtained, owing to the interaction between the alcohol and the soap. His observations on the employment of alcohol as a solvent for soap cast considerable doubt on the reliability of the classical triple-extraction method, which was devised on the assumption that calcium soaps are not extractable by alcohol.

Crude Cottonseed Oil Samples for Collaborative Refining Tests

Because of the lack of funds to support an extensive series of crude cottonseed oil samples for collaborative refining and bleaching tests, also because of the feeling that referee chemists and other participants are entitled to a rest from the intensive programs of collaborative tests of the past two seasons, the A. O. C. S. Referee Board plans this season to distribute only two crude oil samples. These will be shipped in January and February without cost to the society or to the referee chemists. If any other members of the society wish to receive these samples, they will be furnished for a small fee covering only actual cost of the extra samples. Those wishing to receive crude oil samples (other than holders of referee certificates reading on analysis of oils) should promptly notify A. S. Richardson, Chairman, Referee Board, Ivorydale, Ohio.

Chicago Conference to Consider Flaxseed Marketing on Oil Basis

An informal conference to discuss the possibility of marketing flaxseed on the basis of oil content and quality was held November 22 and 23 at Chicago.

This conference, which representatives of flaxseed crushers, grain inspection departments, paint manufacturers, agricultural colleges, grain exchanges, and farmers' organizations attended, was arranged by Dr. Alva H. Benton, representative of the Secretary of Agriculture for the code of fair competition for the linseed oil manufacturing industry.

Golf Tournament

The Golf Tournament, which has become an enjoyable feature of the Fall Meeting of the American Oil Chemists' Society, was held on the afternoon of Friday, October 12, 1934. The facilities of the Edgewater Golf Club had been kindly offered to us and, through the courtesy of the Weather Bureau, an ideal autumn afternoon was secured. Together, these insured a perfect afternoon of sport.

Ten prizes were offered but, after they had been distributed, it was found that due to the excitement attending the scratching of several contestants who had over-handicapped themselves, one prize remained unclaimed. This prize, consisting of half a dozen golf balls, the golf committee divided among its members.

The winners were as follows:

First Low Gross, a leather zipper bag, won by E. J. Bennett, with 82; Second Low Gross, a sand iron, won by J. Wrench, with 85; First Low Net, a dozen golf balls, donated by the Laboratory Construction Co., won by L. M. Tolman, with 96-24-72; Second Low Net, a set of leather club head covers, won by J. Pelofsky, with 91-18-73; First Blind Bogey, a canvas zipper bag, won by G. W. Agee; Second Blind Bogey, a canvas zipper bag, won by R. C. Hatter; Third Blind Bogey, half dozen golf balls, won by A. Guillandau; Fourth Blind Bogey, half dozen golf balls, won by A. E. King.

Finally, a beautiful adjustable putter, designed by Rube Goldberg, was presented to H. C. Dormitzer for the largest number of putts—41. Dormi hopes that this putter will improve his game, on the theory that nothing could make it any worse.

Through the courtesy of the Peerless Clay Co., each contestant was supplied with a golf ball at the first tee.

This golf match, besides being a most enjoyable occasion, had the unique distinction of being the first one, in the history of the Society, in which Will Irwin did not win a prize. It speaks pretty well for a player, when the only way to keep him out of the prizes is to have him break his leg.

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