

oil & soap

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Join the Association

If you are a chemist and are engaged in any way with the oil and soap or allied industries, you should belong to the American Oil Chemists' Society. You need the society more than the society needs you! "No man," it has been said, "is worthy of the profession of which he claims to be a member unless he takes an active and responsible part in the association with which his profession is identified."

The American Oil Chemists' Society has much to offer you. Among the many benefits must be mentioned the fact that the association affords an economical and efficient pooling of individual genius into one common fund available to all within the organization. Such an arrangement makes possible the omission of costly duplication of effort. Then, again, research work can be correlated, and the fruits of which placed under the direction of the most talented men in that branch of the industry to which the research work pertains. (How often you have wished you might avail yourself, without charge, of this feature!)

Wherever a group of men focus their undivided attention and pour forth their specialized talent on a specific problem, important results invariably follow. The expense of belonging to an organization such as the American Oil Chemists' Society, manifestly, is mere drivel compared to the cash values to be derived from such membership. If you feel that the association has nothing to offer you (a self-assumption difficult to conceive of as being true), join the association for the goodfellowship you will find there. Join the society NOW.

On Discoveries

If you should make some scientific discovery in your profession or business that would revolutionize your industry, the chances are about a thousand to one that you would finish your natural life with no more of a fortune than you have now. It is not until about the third or fourth generation that the members of the family of the man who makes the discovery reap any monetary reward for that discovery. Why does Fate deal so cruelly with those men who give their very lives in order to present an unappreciative world with some boon?

In the first, second, and third place, Fate has nothing to do with this seeming injustice. Cold-blooded, twentieth century business economics determine the rules

of reward, and the first tenet is that Inventive Genius be truly married to Merchandising Ability. Take, for example, the two men, one a chemist and the other a merchandising-minded man, who conceived of the idea of mixing a certain dirt-cheap sublimate with water at a cost of a few cents a barrel, and then selling it as the world's greatest dentifrice, deodorant, germicide, disinfectant, in 8-ounce bottles at about one dollar a copy. Both the chemist and the merchant were richly rewarded. Contrast this with the poor man who discovered illuminating gas. Great though his discovery was, and great though his brain; he lacked ability to realize that his monumental discovery required a merchant to popularize and market gas. He died poor, but many have made fortunes out of the gas business.

Paradoxical though it may be, it is nevertheless true that those who have the least desire to make a fortune over night by means of some discovery or invention are the very ones who reap colossal rewards for their genius. Their genius includes the ability to appreciate the value of the merchandising-minded man.

The Need of a Competent Weather Research Department

Up to a year ago our Weather Bureau had an annual budget of more than \$4,000,000. This has been reduced to about \$3,000,000. Most of this is spent gathering and publishing weather data, and the balance in forecasting weather. A negligible amount has been spent annually in analyzing the data and in other forms of research aimed at forecasting.

A few years ago the chief of the Weather Bureau published the statement that at least one researcher had been employed. One weather researcher where the budget was \$4,000,000.

A century ago Sir John Herschel deplored the fact that a very small percentage of the time and money spent in meteorological work was spent in research. He said that basic weather problems would never be solved merely by gathering weather data. He was a researcher himself and he saw clearly the greatest defect of European meteorological investigations as they then existed. The same defect exists today not only in Europe but universally.

It has been argued that until weather data covering several more centuries have been gathered, it will be futile to attempt to find weather cycles that can be used successfully in making long-range forecasts. If this were true, still it would not prevent the finding of short cycles by using the data already available. Yet when in 1927 a researcher like Brunt announced the discovery of 30 short cycles in Europe, ranging from 11.33 to 66 months, not to mention 14 longer ones, where was the weather bureau that put a single man to work to verify Brunt's alleged cycles? Brunt pointed out that many of his cycles had been discovered previously, and that several of them were probably not different cycles. Thus his cycles of 48 and 49 months might really be a cycle of either 48 or 49 years or intermediate length.