

Your Journal—Oil & Soap

By H. L. ROSCHEN

PERHAPS the most important single activity of the American Oil Chemists' Society is its publication of proceedings and papers through the medium of its official journal. This activity serves



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to bring before the members and their fellow oil chemists the results of investigations and the progress of science and technology in the field. This is always an indispensable activity in any Society in that it brings together, for the benefit of a group, information which cannot easily be made available in any other way.

It is hoped to bring you in this brief article a descriptive outline of the history of the Society's publishing activity and to tell you something of the way in which your journal Oil & Soap is managed, edited, and distributed.

Historical Development

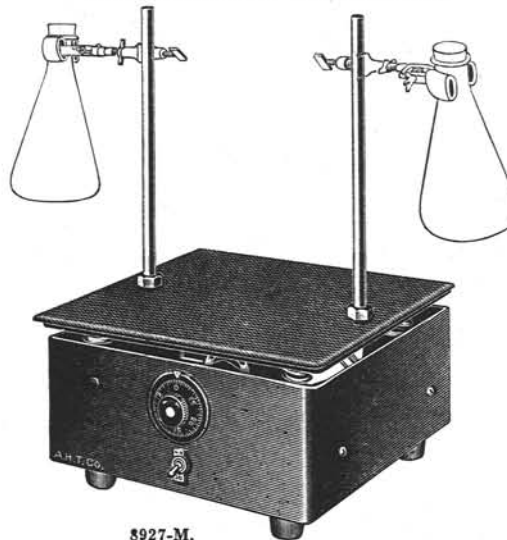
The publishing activity of the Society is now about 22 years old. It was in 1924, under the editorship of Herbert S. Bailey, that the Society first undertook the publication of a journal of its own. Previous to this time the proceedings and papers were published in The Cotton Oil Press under what was then termed the "Chemist's Section." At the annual meeting in 1924 an arrangement was made with the Eschenbach Printing Company of Easton, Pa., for the printing of a journal. Herbert S. Bailey was appointed editor, and in July of 1924 there appeared the first issue of The Journal of Oil and Fat Industries. This pioneer journal was planned as a quarterly publication and during 1924 and 1925 it appeared regularly each three months.

By October, 1925, the Society found that it could not continue to publish its own journal, largely because the editor and the advertising manager were contributing their time from other activity and the work of solicitation of papers and advertising was quite burdensome. It was desired also to expand the size of the publication and increase the frequency of its appearance. Accordingly, an arrangement was made with a publishing firm to assume responsibility for advertising solicitation, finances, and publication of the journal, the Society to control the quality and type of papers through a board of editors. In effect, ownership of the journal was transferred to the publishing concern. The Journal of Oil & Fat Industries appeared as a monthly publication during 1926, being copyrighted by the new publisher, Russell Palmer. During the next year or two the publication appeared at regular monthly intervals, during the course of which Allen P. Lee was named editor. In November, 1928, Russell Palmer disposed of his inter-

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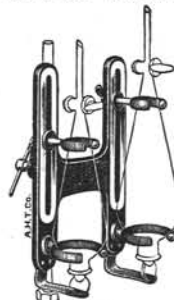
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est in the journal to the MacNair-Dorland Company of New York. Publication continued under this arrangement until 1932.

In October, 1931, MacNair-Dorland advised the officers of the Society of a plan for merging The Journal of Oil & Fat Industries with their trade publication Soap, making it a section of the latter magazine. The Society, after due consideration, fearing the loss of identity of the publication, decided it did not approve of this plan and sought to make other arrangements for publication of its papers.

The present Journal Committee originated at this time, being appointed by A. S. Richardson, then president of the Society, to investigate a new publishing arrangement. W. H. Irwin was named chairman of this committee. MacNair-Dorland agreed to publish the remaining issues of the 1931 volume of The Journal of Oil & Fat Industries. Meantime the new Journal Committee under Mr. Irwin's leadership made an arrangement with the Gillette Publishing Company of Chicago for publication of the Society's journal under the name Oil & Soap. This publishing arrangement was similar to the one under which the journal had previously operated, with publication, printing, finances, and business management handled by the Gillette organization. A contract was written covering a period of 10 years under which the Gillette organization assumed financial responsibility and the Society on its part agreed to furnish papers and material for publication and to assist in the promotion and solicitation of advertising.

The first issue of Oil & Soap appeared in January of 1932. It has continued to appear each month under this name until the present time. The Journal Committee continued to function as a supervisory body, headed by Mr. Irwin. Mr. Lee continued as editor until February, 1933, when his leaving resulted in Mr. Irwin's assumption of the editorial duties. Upon Mr. Irwin's untimely death in June, 1937, H. L. Roschen became editor and chairman of the Journal Committee and has continued in this post up to the present time.

It was in 1937 that a group of Chicago members, including R. C. Newton, J. P. Harris, J. J. Vollertsen, and others, became convinced that the Society should have more share in the financial benefits derived from its journal. After some negotiation with E. S. Gillette of the Gillette Publishing Company a modification of the publishing contract was arranged, under which the Society received a proportion of revenues above a given level. This arrangement was maintained until October, 1941, the expiration date of the contract. The new agreement gave impetus to the active promotion of advertising on the part of the Society since it meant that the Society would now share in the results. It was during this period that the Advertising Committee was organized.

The work of this committee was discussed by Henry Odeen, chairman, in the November, 1945, issue of Oil & Soap. The gradual growth of advertising accounts as a result of this committee's efforts led unmistakably to the conclusion that at the expiration of the Gillette contract the Society would assume full and complete management of its own journal.

In preparation for this move the Society in October, 1940, employed John J. Haney as a part-time associate editor. Mr. Haney worked under the supervision of the Journal Committee and was initially given office

space in Swift and Company's research laboratories. He was familiarized with the editorial duties then handled by the writer and was trained for the Gillette contract expiration, at which time he was to take over these duties along with all other business details, such as advertising and circulation management, make-up, and so on.

Early in 1941 the Journal Committee began a search for a new printer to handle the necessary shop work. After investigating a number of firms the committee decided that it would let out the printing of its journal to the Garrard Press in Champaign. This organization was found to have had considerable experience in the printing of scientific books and periodicals. A contract was arranged for a period of three years. Meantime, an office was established for the journal at 35 E. Wacker Drive, Chicago, from which the business of the publication was to be handled principally by the associate editor, Mr. Haney, now employed on a full-time basis. J. P. Harris made possible the establishment of this office by offering the journal an opportunity to share his office space. At the time the success of the venture in managing our own journal was, of course, not assured, and Mr. Harris' making this space available at reasonable cost was an action which helped to make the transfer from the Gillette management to our own an easy one.

The November, 1941, number of Oil & Soap marked a milestone in the journal's history. It was the first issue to appear under the Society's own management since those early days in 1924 when Editor Bailey

published the first quarterly issue of the Journal of Oil & Fat Industries. The Society was again embarked upon a venture of publishing a journal under its own auspices. In 1925 it had been found impractical for the Society to do this. Now it was being tried again.

More than four years have elapsed since that time. In the meantime the journal has grown from an average of about 30 pages a month to 48 pages. Advertising and subscription revenues have grown sufficiently to pay the costs of this expansion and the office and salary expenses of the associate editor. The revenue from sources outside the Society has been just sufficient to maintain the journal on its new expanded level. Current advertising schedules indicate that this situation can be maintained during the present fiscal year and may even permit some further expansion if the necessary editorial material is available.

During the last four years a number of changes have occurred in the journal office. John Haney was called to the service of his country in September, 1942, and was succeeded by Isabel Cumming Seimer. Mrs. Seimer resigned in April, 1944, and was succeeded by Lucy Rogers Hawkins, who currently manages the journal's affairs under the supervision of the Journal Committee. In the meantime, the Governing Board has added duties of the secretary-treasurer's office to journal office routine; these included the sale of supplies for a time and more recently the maintenance of membership records and collection of dues. As a result of this added burden of work a new employee has been added. The present office staff was

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the subject of a brief article in the issue of January, 1945.

The office has continued at 35 E. Wacker Drive, Chicago, up to the present, sharing the office space of Mr. J. P. Harris until March 15, 1945. At the fall, 1944, convention the Governing Board voted the establishment of a new national headquarters for the Society and instructed President K. S. Markley to appoint a committee to locate new and independent quarters. This resulted in the establishment of a permanent national headquarters for the Society in March. At this meeting the Board also voted the establishment of the Office of Executive Secretary and named Mrs. Hawkins, the journal's associate editor, as acting executive secretary. Many of the Society's activities are therefore concentrated in a single office, and the staff handles not only the publication of the journal but the other office routine of the Society as well.

Any number of interesting details might be added to the above brief history of the journal but would make the recital too detailed for the purposes of the present article. Let it suffice to say that in the 22 years of the Society's publishing history its journal has grown and expanded consistently from its humble beginnings as a quarterly to its present stature. We believe it is still a growing youngster and that its past development is only a foreshadow of its future.

Current Handling of the Journal's Publication

There are a number of operations involved in getting our journal into published form. Chief among these are the handling and examination of editorial

material, the maintenance of the circulation lists, and the handling of advertising contracts.

Editorial Material

This is the principal material with which we have to work. Without it Oil & Soap would not exist. This editorial material comes to us in the form of manuscripts representing original scientific work, as review articles, or as abstracts of the literature, etc. The most important of these are the original papers. A substantial fraction of them come from the scientific programs presented at the two meetings of the Society each year, the remainder are sent in to the office as unsolicited contributions from scientific workers in the fat, oil, and soap fields.

For many years the journal has maintained an Editorial Advisory Board. The purpose and function of this Board has been the examination of these manuscripts to determine their suitability for publication. The names of current members appear in the masthead of each issue.

It has been a major concern of the journal to know that the material which appears in its columns is authentic and deals with work which is of permanent value in the chemistry and technology of the fats. The function of the Editorial Board in assessing the value of contributions has therefore been a very important one. The Board's membership has been selected to cover as wide a field of interests within the journal's scope as possible.

Every manuscript, whether it comes through one of the meetings or is submitted directly to the journal, is sent to one or more members of the Board for scrutiny. The Board member prepares a statement giving his opinion of the paper and in many instances suggesting revisions or changes for improvement. This statement is forwarded to the author with an editorial letter covering the acceptance or rejection of the paper.

Once a scientific paper has been accepted for publication, it passes through the customary editorial routine. Galley proofs are sent to the author for reading so that he has a second opportunity to check the manuscript before it is published.

Another feature of the scientific section of the Journal is the abstracts published under the supervision of M. M. Piskur. This feature has been published in three sections, one covering oils and fats, another on soaps, and recently a third on drying oils. It presents short abstracts of the most important articles from the world's technical and scientific literature in the field of fats, oils, and soaps.

Advertising Contracts

Advertisements in the journal are the Society's largest single source of income. Without this income the editorial material would fail of publication unless there was an extremely sharp increase in subscriptions paid over the current level. Promotion and sale of advertising has therefore been considered an indispensable function. During the two years just passed this has been handled largely through the Advertising Committee, which has corresponded with prospective accounts and made personal contacts where possible. This method has resulted in substantial increase in advertising revenue during recent years. The committee, however, has been limited in the number of personal sales contacts it can handle because

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its members must make them apart from their regular duties. Consequently on November 20, 1945, Harley L. Ward of Chicago was named publisher's representative by the Governing Board to develop personal follow-up contacts in cooperation with the committee.

Advertising contracts are handled by the journal office either direct with the manufacturers or with the agencies. Proofs are sent in all cases, according to the instructions provided in the insertion orders.

Circulation Lists

There are two types of subscriptions which the office is required to handle: those of the members of the Society on the one hand and of the non-members on the other. At the present time the latter list is nearly as large as the former, there being about 1,119 members and 800 non-member subscribers. Card files are maintained showing expiration dates, address, etc. Billing of non-members must be done in advance of the expiration date. In the case of Society members the billing for dues, which includes the journal subscriptions, is made annually at the close of the fiscal year in May.

Reprint Policy

For many years the journal has presented authors of papers with 50 complimentary copies of reprints of their papers. Additional reprints have been available to authors at cost plus a small handling charge.

Bookkeeping and Financial Reports

A system of bookkeeping for the journal was set up for us by Touche Niven and Company, a Chicago firm of accountants. Records were started with the opening of the 1944-5 fiscal year (April 1, 1944). Billings for advertising accounts, subscriptions, and for back issues and reprints are made each month.

Each month a balance sheet form of statement covering the current operations is supplied to members of the Governing Board and the Journal Committee.

Arrangement of Material

There are two features of arrangement which the journal has made a consistent policy during the past several years. One of these is the separation of the scientific papers and abstracts from the news material and advertising. The scientific section has its pages numbered consecutively for each volume, the pages of the news and advertising sections are re-numbered each month. The annual index is published in the December issue.

We have also made it a policy to present a uniform front cover. Except for changes in color the design of the cover has remained the same for some time.

Change of Name

For some time there has been agitation within the Society concerning the name of the journal. The Governing Board in 1944 by a vote of six to four approved the change to the Journal of the American Oil Chemists' Society, and this name was adopted in October at the business session of the meeting in Chicago by a vote of 28 to 22, to become effective in January, 1946. Later, however, the matter was reopened for further consideration at the request of a member of the Society, and at the November 4, 1945, meeting of the board in Chicago it was voted to postpone the effective date of the change for one year and to submit

the arguments for and against it to the membership for an expression of opinion. With the explanation and background information will be presented a motion to amend the by-laws so as to retain the name Oil & Soap, asking members to send their proxies to R. R. King, president, and H. L. Roschen, secretary, so that their votes may be cast at the annual meeting in New Orleans in May.

The Journal Committee

This report cannot be closed without some specific mention of the Journal Committee. Current members of the committee are T. C. Law, E. R. Barrow, J. J. Vollertsen, J. P. Harris, L. M. Tolman, H. P. Trevithick (recently deceased), Lamar Kishlar, and A. E. Bailey, with the writer as chairman. Messrs. Law, Barrow, Vollertsen, Harris, Tolman, and Trevithick have been members for many years, having been associated with the committee under the original chairman, Mr. Irwin. Messrs. Kishlar and Bailey have joined the committee recently. The committee has been responsible for the management of the journal since 1931 when the Gillette Publishing Company began publishing Oil & Soap. The committee's responsibilities were substantially increased in 1941 when the Society assumed full business management of the journal.

It is the hope of the committee that the progress which has been made by our journal can be continued in the future.

(EDITOR'S NOTE: This is the 12th article in the functional series describing the work of A.O.C.S. committees. Reprints are available.)

WANTED: BACK ISSUES

THE demand for back issues of Oil & Soap has been accelerated since the end of the war because European and Far East libraries, educational institutions, and former subscribers who have been cut off are now asking for replacement of copies during the past four and five years. Further, a Chinese in this country for the government would like to take with him on his return all issues of the journal since 1925.

Consequently the Chicago office at 35 E. Wacker drive is making a renewed request of readers and members of the Society for such issues as they do not intend to bind or keep permanently. Copies may be sent express collect, either as donations or for purchase. There is a special need for complete volumes in the war years, none of which the journal office can supply at present.

O. H. WURSTER DIES

Oscar H. Wurster, president of Wurster and Sanger inc., Chicago, and member of the American Oil Chemists' Society since 1924, died at his home on January 25, 1946. Tribute is paid to him by G. J. Stockmann, vice president, as follows: "We who have worked with him as his associates have lost a friend and a counselor; but with his ideals to guide us we will carry on his work, maintaining the highest of chemical engineering standards in the industry to which he devoted his life."

Jack Wolk has joined the research and development department of the EMULSOL CORPORATION of Chicago.