

## Your Opportunity to Help in 1955

**C**HANGES are being made continually to improve the Journal so that it can better serve its thousands of readers throughout the world. A review of progress made in 1954 reveals areas for further work in 1955.

The past year has seen a continued development of the abstract section under the editorship of E. S. Lutton until the pressure of other duties forced him to resign. Ed contributed many good ideas to this department, and we all owe him a vote of thanks. R. A. Reiners took over this work with the August issue. We are assured of continuing the most complete and current compilation of abstracts that it is possible for us to get. We appreciate Bob's efforts toward this end.



A. R. Baldwin

A system of associate editors was inaugurated last fall after the Minneapolis convention. D. H. Wheeler, J. C. Cowan, R. T. O'Connor, W. C. Ault, and F. A. Kummerow have offered to assist the editor with the handling of manuscripts. It is hoped that this will provide better reviewing and editing of each paper. Last year the 50 books and almost 200 manuscripts submitted for review proved to be quite time-consuming for the editor. The help of these associate editors is greatly appreciated. There is still opportunity for more editorial work, and anyone interested in improving the Journal by helping authors to improve their papers in this way should contact the editor at once. "Compensation is high, and hours are short."

A word should be said about the November issue. Its 192 pages of news, informative advertising, original papers, abstracts, and short course proceedings make it the largest (and most expensive) single issue in the history of the Society. Certainly anyone interested in the subject of "Inedible Fats and Fatty Acids" needs this "book" for almost daily use. Does your neighbor have a copy? If not, call it to his attention. He will thank you for it. The same is true for the previous short course volumes on "Engineering Aspects of Oilseed Processing" in 1953, "Soaps and Detergents" in 1952, "Drying

Oils" in 1950, and "Edible Fats and Oils" in 1949.

Along with a bigger and better Journal, there were some rate changes too. The persistent increase in publishing costs gave need for a moderate upward revision in advertising rates. Also it was found necessary to raise the non-member subscription rates by \$1.00 per year.

**S**O much for 1954. How about 1955! The Society and Journal have progressed a long way since their beginnings. However only a start has been made compared with the potential opportunity for service. Hundreds of possible advertisers, and thousands of chemists, engineers, plant managers, plant operators, and salesmen need the service which the Society and the Journal can give them. Some of these people have not been introduced to the American Oil Chemists' Society; others have not become well enough acquainted with its functions to take advantage of them. Here it is that each of us can get into the picture.

Do you know some one who could benefit through these associations and is not now a member of the Society, a subscriber to the Journal, or an advertiser in the Journal? If so, you will be doing him a big favor by telling him of the tremendous advertising possibilities (for details concerning the types of potential customers whom the Journal reaches, see the January 1954 editorial) which provide direct contact with all the leading academic, consulting, and industrial groups working in this country (and in many other parts of the world) with shortenings, salad oils, margarine, paints, drying oils, alkyds, varnishes, linoleums, detergents, soaps, fatty acids, fatty acid derivatives, and by-product oil meals. Or you might tell your friend of the original scientific and technical reports in the Journal on all these products and of the abstract section, which provides a current review of work reported in other journals throughout the world. Or you might describe the work of the many committees of the Society to develop faster and more reliable analytical methods. He may wish to participate in some of this committee work or to purchase a copy of the A.O.C.S. Book of Methods, which provides standard analytical procedures on which much of the oil and fat trading rules are based.

You can add many other reasons why your neighbor, whether he is at the desk next to you or is an acquaintance in Djakarta, Indonesia, should be better informed of the advantages of some means of association with the American Oil Chemists' Society. Who can do this job better than you? That's your opportunity to help in 1955.

Write today for extra membership blanks, sample copies of the Journal, author's style sheets, or advertising rate cards. If you prefer, send your friend's name to the National Headquarters at 35 E. Wacker Drive, Chicago 1, Illinois, and the material will be sent directly to him. Use the handy form on page 18.

A. R. BALDWIN  
Editor