

Dr. Walter A. Taylor is again your Treasurer.

Dr. Paul G. I. Lauffer and Dr. Sophie L. Plechner are your new directors.

Ladies and Gentlemen consider yourselves officially installed in your respective offices as of tomorrow morning.

And now may I present your new President for 1958 who will take over completely after tonight's affair—James H. Baker.

President's Luncheon Address*

By James H. Baker

I AM GRATEFUL to all those who elected me president of this still growing and imposing society. The honor carries with it a trust and a duty. I am thankful to you for the honor; and conscious of both trust and duty.

With your indulgence, I would like to present a few comments on what has been accomplished up to now and to tell you what I hope to do during the next year.

May I go back and refresh your memories, for a few moments, as to why this SOCIETY was born. There must have been sound reasons or else we would not have prospered in all directions as we have in the relatively short period of thirteen years.

The primary and paramount reason was: To elevate and promote the professional stature of the cosmetic chemist. I believe that all other reasons are subordinate to this.

The dissemination of scientific work pertinent to our field by means of papers at our semiannual gatherings, seminars, chapter meetings and through the JOURNAL, together with the opportunity to exchange personal ideas and fraternize, are merely means of elevating and promoting our stature in the scientific world.

Those of us who worked in this industry during the nineteen thirties and early forties, know that the professional stature of a cosmetic chemist was well-nigh nil. We were more or less frowned upon by the learned chemical groups, even though our chemical education and training was parallel to other chemists.

In fact, we are called upon to broaden our scope of scientific knowledge to such an extent that we must today understand and discuss intelligently additional fields, such as: Dermatology, Toxicology, Skin Allergies,

* Presented at the December 10, 1957, Meeting, New York City.

Physiology of Skin and Hair, Bacteriology, Packaging, Production, Equipment and Labeling Laws—to name just a few!

Has the SOCIETY succeeded in its primary purpose? I think you will all agree that it has—but this must be a continuous job. Our membership is 633 at present; the scientific papers presented before our semiannual meetings and seminar are well publicized throughout the realm of science. Our JOURNAL, issued regularly six times a year, has dignity, distinction and respect. It is the only journal to my knowledge published in two different countries with consecutive pagination. The Medal Award, now ten years old, is a renowned and treasured prize in its field; the Special Award, although only three years old, has already taken on international aspects.

All these activities, honors and duties of the SOCIETY go to create, promote and elevate the professional stature of the cosmetic chemist. We must keep it on the same high plane and keep publicizing our activities to maintain the stature we now enjoy.

We tend to forget that these benefits are the result of careful planning, expenditure of untold time and energy, together with the exercising of wisdom akin to that of Solomon. Whenever the SOCIETY has been confronted with serious problems, or approaches the “crossroads,” the final decision has been beneficial to the members. This is due to the caliber of men, together with their committees, who have preceded me. I hope my efforts will be as successful as theirs because we still have a few problems to solve.

Now, we are confronted with international relations as related by President Strianse in his talk last month before both the Chicago and New York chapters. Just what the answer will be to this tough and important problem, I do not know. However, to allay any fears that a hasty or unwise action may result, I assure you that I will call upon that foresight, wisdom and guidance of all our former presidents, if necessary, to resolve this knotty problem. So, in relation to this matter, please do not be fearful that this regime will make any such weighty decision without much consultation with those who have been so instrumental in bringing success to the SOCIETY.

It is my hope to start an active group in California. Such a chapter would give us “national distribution”—so to speak—with the New York Chapter, Chicago Chapter and California Chapter. This would also serve as a means of increasing our membership considerably—as a means of further disseminating our scientific literature and to help the cosmetic chemist reach a higher professional status. Such a group cannot be formed “overnight,” but I plan to start the “ball rolling” and it will, most likely, be up to my capable successor to culminate this work. However, at our meeting next fall, I hope to be able to tell you that such a chapter does exist.

A membership directory or roster of the SOCIETY will be published in the JOURNAL. Such an up-to-date directory would add a personal touch and

enable one to contact members should—and when—the occasion arises.

It is thus my intention to further the interests of this SOCIETY in all directions, employing the procedures which have proved to be so effective in the past.

In a lighter vein, I do not intend to make a *faux-pas* as did the president of a large ketchup manufacturing house in Canada. His ketchup had been used only at restaurants and counters in the downtown areas of the large cities. He wanted to expand his sales so he appointed an advertising agency to help bring his product into the home. The agency prepared some large billboard displays showing a happy man eating a sizzling, juicy steak in a downtown restaurant with a beautiful waitress handing him a bottle of the ketchup. The caption read: "What Does *She* Know About Your Husband That You Don't Know?" Upon reading the ad, the president was aghast at the suggestiveness of the caption. After much careful and thorough consideration, he proudly rewrote the caption and forwarded it to the agency. It read as follows: "He Gets It Downtown—Why Don't You Give It To Him At Home?"

You can rest assured the SOCIETY problems will be solved more discretely than the ketchup advertisement. Thank you.

METHODS OF INCREASING SKIN PIGMENTATION*

By S. WILLIAM BECKER, JR.

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of Medicine, University of Illinois, Chicago, Ill.*

A brief review of the pigment forming cycle will help to clarify the problems of increasing skin pigmentation. Melanin (brown pigment) is formed by the enzyme tyrosinase in the melanocyte (dendritic cell) which lies in the basal portion of the epidermis. Following stimulation with the thorium X, (1) pigment formation begins on the third day and continues for about three weeks. The pigment passes through the dendrites of the melanocyte to the stratum corneum (horny layer) where it is cast off. The melanin content of the skin reaches a maximum two weeks after stimulation. At this time the melanocytes and their dendrites are filled with melanin and a large amount of melanin has been discharged into the horny layer. Pigment formation then slows and the melanocytes lose their pigment.

Maximum pigment formation is not seen after prolonged stimulation

* Presented at the September 19, 1957, Seminar, Chicago, Ill.