

Report of the Advertising Committee

DURING the past year, 1949, revenue from advertising in the Journal of the American Oil Chemists' Society showed an increase of 2.5%, or approximately \$800 over 1948. This increase, while not large, shows definite progress, particularly in view of the fact that during 1949 industrial advertising in general was off from 8% to 10% as indicated by various industrial and trade publications.

Advertising space sales during 1949 were practically the same as 1948 while the number of advertisers dropped from 65 in 1948 to 53 in 1949. Increased advertising revenue was due to a slight increase in rates. During 1949 a total of 12 new advertisers were obtained, of whom seven used full pages, one a half page, and four, card advertisements.

For the first three months of 1950 our backlog of business on the books indicates 298½ pages of advertising as compared with 335¾ pages for the entire year of 1949, a difference of 37 pages. The 1950 figures represent contracts on our books for the entire year, and in order to hold our own with last year we must make up this 37-page difference between now and the time we close the December issue. Actual comparison of the advertising space bookings for the first three months of 1950 show that we are off only 7½ pages from the same period of 1949. It is the opinion of Harley Ward, our advertising manager, that from a comparative standpoint with general business and other media our record is good.

In order to show the remarkable progress which has been made in the Journal advertising, the following statistics will be of interest. The figures show the growth in advertising revenue, space, and number of advertisers from 1944 through 1949.

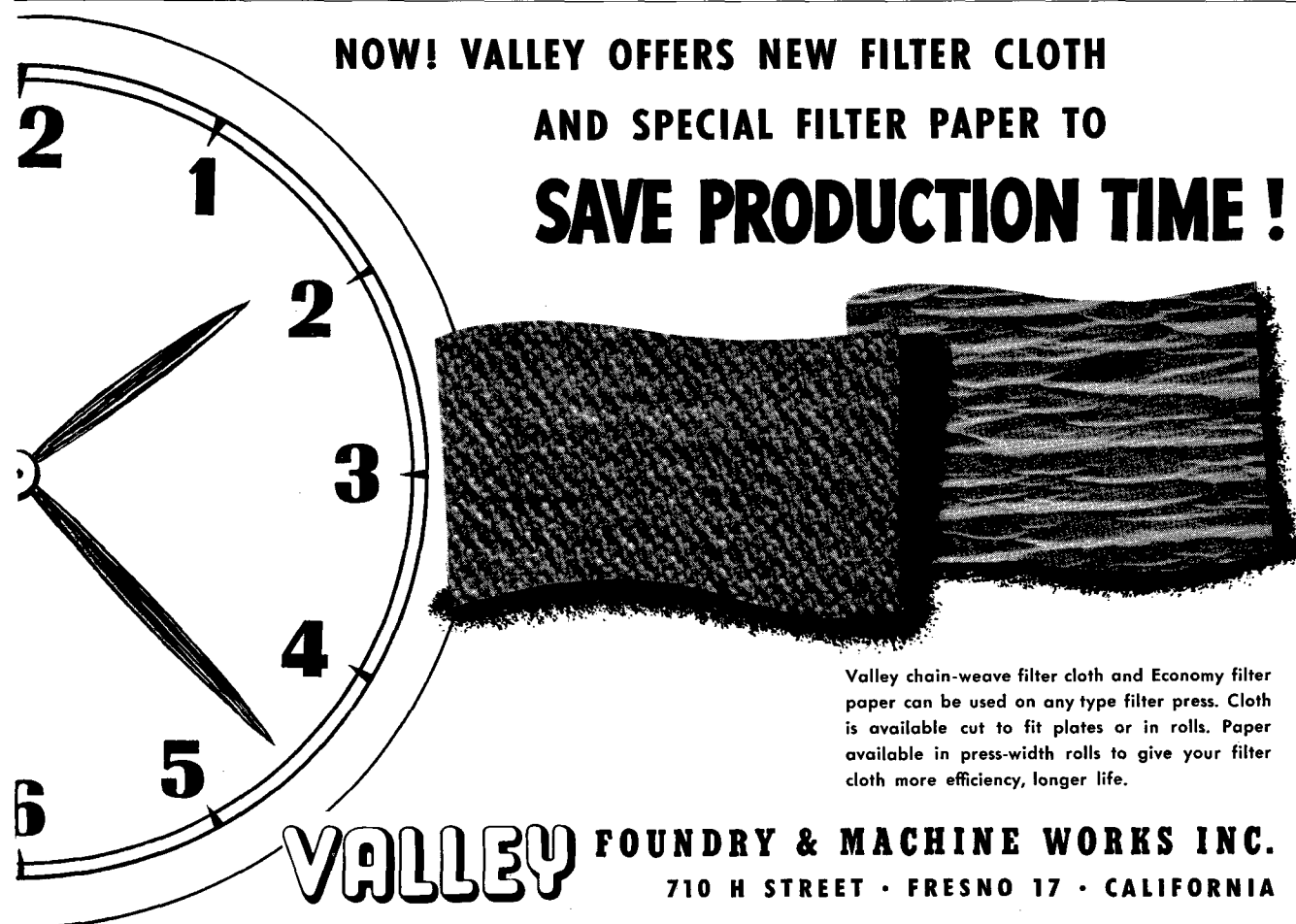
	Revenue	Space	No. of Advertisers
1944.....	\$ 8,067.98	114½	25
1945.....	12,578.60	170½	33
1946.....	17,309.00	201½	39
1947.....	26,133.74	307	59
1948.....	32,961.21	335	65
1949.....	33,779.14	335¾	53

It is interesting to note that in a period of six years advertising revenue has increased over 400%, space about 300%, and number of advertisers over 200%.

We hope that the leveling-off period which we have been going through is about over and that before 1950 is done, we shall have reached a new high in our advertising revenue, space, and number of advertisers.

Your Advertising Committee appeals to every member of the American Oil Chemists' Society to help in obtaining new advertisers for the Journal. Please consider that the Journal is not only the official publication of the American Oil Chemists' Society but it is also your publication. The principal source of revenue for maintaining the fine publication we have comes from the sale of advertising space. As we progress and continue to improve the Journal, we must obtain more advertising revenue.

Practically every company represented by our almost 2,000 members, has a story to tell about their products, services, and equipment; and the place for the right people to see it is in the Journal. In addi-



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