

Report of the Journal Advertising Committee 1955-56

A MEETING of the Journal Advertising Committee was held April 20, 1955, at the Roosevelt hotel in New Orleans, presided over by A. E. MacGee, chairman. He also presided over a second meeting of the committee, held October 11, 1955, at the Bellevue-Stratford hotel in Philadelphia, in the absence of the new chairman.

In accordance with a suggestion made at the Philadelphia meeting of the committee, the North Central Section and the Northeast Section of the American Oil Chemists' Society have each appointed an advertising committee to serve as subcommittees of the main group.

At the New Orleans meeting of the Journal Advertising Committee Harley L. Ward, advertising manager, reported on plans for a new rate card based on the guaranteed present circulation of 4,000, or 250 more than the previous guarantee of 3,750. This new rate card was to call for the slight increase in advertising rates as approved at the Minneapolis meeting of the Society in 1954, and it became effective January 1, 1956, as rate card No. 9.

It is gratifying to report that advertising revenue for 1955 was \$46,035.59, an increase of about \$7,000 over the 1954 figure. The 1955 revenue represents 299 $\frac{3}{4}$ pages of advertising from 68 advertising accounts. Records for the year, May 1955 to April 1956, show 15 new and reinstated accounts. A list of laboratory equipment manufacturers who are current or recent advertisers in the Journal was prepared in May 1955 for use by the Journal Technical Correspondent, who receives many requests for such a list, and it is interesting to note that the names of 21 firms were included in this.

THE ACTIVITIES of the Journal Advertising Committee during the past year have been carried out with the idea of closely coordinating their efforts with the work of Mr. Ward, and for this reason the members were sent forms on which to report to him their individual activities on behalf of the committee. In addition, they were sent a geographical listing of some 330 advertising prospects, *i.e.*, the names of firms which we believe could be benefited by advertising in the Journal. Where possible, the chairman made a brief comment about the product of each firm, and committee members were invited to send their comments to him. The response to this request was such that an additional eight-page letter on the subject was sent to the committee, making a total of 20 pages of comment available to all members. All of this information has also been made available to Mr. Ward and to the Journal editor by the Chicago office of the Society. Continuing the work begun under the leadership of Dr. MacGee, numerous "thank-you" letters have been written by committee members and the chairman to new and reinstated advertisers throughout the year.

This opportunity is being taken to express appreciation to all of the members of the committee for the wonderful cooperation they have given the chairman in all of the activities undertaken. Actually, every member of the Society is a member of this committee for the Journal belongs to all of us. Therefore anyone who sees an opportunity to ad-

vance the cause of the Advertising Committee is invited to get in touch with a member, with the national headquarters, or with Mr. Ward.

F. C. BAILEY	A. A. MACGEE	F. G. SHEA
J. R. BAXLEY	KEATOR MCCUBBIN	FREDERICK H. SMITH
B. W. BEADLE	B. P. NEIL	C. J. SUTTER
H. C. BENNETT	R. E. NISBET	R. W. TERRILL
H. D. FINCHER	HENRY ODEEN	PROCTER THOMSON
C. H. HAURAND	F. P. OWENS	R. J. VANDER WAL
G. C. HENRY	M. A. PARTRIDGE	A. R. VOLKMUTH
A. A. KRAMER	R. H. ROGERS JR.	G. N. WALKER
G. M. KREUTZER	N. A. RUSTON	F. B. WHITE
W. D. LUMPKIN	M. K. SCHWITZER	J. P. HARRIS, chairman



A. S. Henick, research chemist in the food laboratories of the Quartermaster Food and Container Institute for the Armed Forces, Chicago, Ill., has been elected president of the Chicago Technical Societies Council, an affiliation of engineering, technical, and scientific societies of Greater Chicago.

Appointments

Howard O. McMahon, science director of ARTHUR D. LITTLE INC., Cambridge, Mass., has been elected a vice president of the company.

SPENCER KELLOGG AND SONS INC., Buffalo, N. Y., have named Alfred S. Cummin as manager of industrial products research at the company's new research center.

Frederick A. Gilbert has been elected president of BECCO CHEMICAL DIVISION of Food Machinery and Chemical Corporation, Buffalo, N. Y., succeeding Max E. Bretschger, who retired on May 1, 1956.

Two new staff members at the NORTHERN UTILIZATION RESEARCH BRANCH of the U. S. Department of Agriculture, Peoria, Ill., are Lawrence H. Mason, fundamental oils unit of the oilseeds section, and Edwin N. Frankel, edible oils unit.

Frank C. Hildebrand has been named a vice president at GENERAL MILLS INC., Minneapolis, Minn.

Atlas Powder Company, Wilmington, Del., has appointed IRA A. MACDONALD as a chemist in the product development department.

Myron W. Kiebler will be manager of the new chemical plant now under construction by THE GLIDDEN COMPANY at Port St. Joe, Fla.

ROBERTSOHAW-FULTON CONTROLS has named Charles D. Branson as assistant director of research. His office is at the company's eastern research center, Irwin, Pa.

Franklin Johnston is director of research for CARBIDE AND CARBON CHEMICALS COMPANY, New York, N. Y., a division of Union Carbide and Carbon Corporation.