

# Report of the Advertising Committee, 1960-61

**A**LTHOUGH the year 1960 has gone down in history as a depression year, it is a pleasure to report that Journal advertising amounted to about \$52,015.91, a gain of about \$2,489.81 over that for 1959. Since the Journal's total income for 1960 was about \$98,784.96, it is seen that advertising gave about 52.6% of the total. Therefore it is obvious that all members should have a serious interest in furthering the holding of present advertisers and securing of new advertisers because, if the Journal had not received this advertising money, it is obvious that Journal and Society activities and services to the oil and fat industry necessarily would have been reduced or else money would had to have been raised by other means, such as increases in membership dues and donations or endowments. For those who enjoy statistics, it might be pointed out that, during 1960, there were approximately 294 pages of advertising, or a gain of about 15 over that for 1959. For the first four months of 1961, the pages of advertising were about 98 as compared to about 92 for the first four months of 1960.

In accordance with the recommendations made by the Advertising Committee to the Governing Board at the meeting in New Orleans the spring of 1959, it was decided to sell advertising space in the A.O.C.S. membership directory for 1960. Therefore a subcommittee of the Advertising Committee was appointed for this purpose: J.E. Slaughter, Jr., chairman, R.L. Edwards, J.C. Harris, F.L. Jackson, G.M. Kreutzer, F.M. Yeiser, R.C. Christiansen, R.L. Terrill, and N.T. Joyner. This committee, in collaboration with the Chicago office staff, began working on this project, and it is a pleasure to report that, by the time the membership directory was issued in June 1960, a total of about 33 pages of advertising were sold for a return to the Society of about \$3,500.

The advertising sales efforts for the Journal were spearheaded by Mrs. Lucy R. Hawkins and the Chicago office staff and by the Society's three contract advertising salesmen, namely, W.T. Mohrman representing the eastern territory, Davis and Sons representing the midwest territory, and Duncan Scott and Company representing the Pacific Coast territory. Their efforts were assisted by members of the Advertising Committee, members of the four sectional advertising committees, and, of course, by various other officials and members of the Society who took the time and trouble to put in some effort for the good of the cause. It might be mentioned that the traditionally good work done in the past by Miss Betty Jean Scott of the Chicago office is being continued by Miss Marjorie A. Meyers.

To supplement the four leaflets entitled "Readership and Buying Power," "To Cover the Oil and Fat Industry," "Big Business in the Field of Fats, Oils, Soaps, Detergents, Protective Coatings," and "3 Keys to Readership," a new advertising sales tool has been prepared largely through the efforts of the Chicago office staff; this is an attractive orange and light-brown four-page leaflet entitled "Time is Precious." This has been distributed to the contract advertising salesmen and the prospect list. This leaflet has a hard-hitting sales story about how those in the great oil and fat industry who must save time do so by reading the informative and authoritative editorials, original articles, and commentaries in the A.O.C.S. Journal, and there is no doubt that a member will be doing an allied trades salesman a favor by showing him this leaflet and emphasizing the various points that it makes. The cost of these selling tools is nominal, as is evidenced by the fact that advertising promotion expenses amounted to about \$777 last year, compared to about \$1,292 in 1959, about \$994 in 1958, and about \$2,219 in 1957.

**I**N ACCORDANCE with past recommendations of the Advertising Committee and action of the Governing Board, the chairman discussed with the chairman of the four sections the question of advertising, particularly from the viewpoint of liaison with the Advertising Committee and contacting advertisers and prospective advertisers in their area with the result that this phase of our advertising selling program has been implemented during the past year. It is a pleasure to report that Don S. Bolley, chairman of the Northeast Sec-

tion, has activated a local advertising committee under the chairmanship of Henry G. Salomon. In similar fashion D.B. Campbell Jr., chairman of the North Central Section, established an advertising committee under the chairmanship of Roy Stovall (since deceased) while Fred Palmer III, chairman of the Northern California Section, activated an advertising committee under the chairmanship of W.C. Wood, and J.B. Michaelson, chairman of the Southwest Section, established an advertising committee under the chairmanship of David C. Porter.

To facilitate liaison with the efforts of the national committee and with the Chicago office staff, the chairmen of the several section committees are automatically members of the Advertising Committee. The committee is now composed of 29 members under the chairmanship of A. Ernest MacGee and vice chairmanship of John E. Slaughter Jr. The membership is distributed geographically as follows: 11 in the northeast area; 9 in the northern area; and 3 each in the central, southern, and western areas.

An Advertising Committee meeting was held at the Baker hotel the morning of April 5, 1960, during the Dallas meeting of the Society with the following present: A.E. MacGee, chairman; B.W. Beadle, H.D. Fincher, H.T. Spanuth, J.E. Slaughter, F.M. Yeiser, R.C. Christiansen, J.C. Harris, A.R. Baldwin, Journal editor; Mrs. Lucy Hawkins, managing editor; Miss Betty Jean Scott, production manager; and A.F. Kapecki, treasurer. A unanimous vote of approval was given Slaughter and the other members of his directory advertising subcommittee for the enthusiasm and energy which they demonstrated in obtaining the nice number of advertisers for the 1960 directory. Slaughter, Christiansen, Kapecki, Fincher, Beadle, and Spanuth agreed that the contract advertising salesmen, no doubt, could obtain valuable help by contacting key technical men as well as the advertising representatives of advertisers and prospective advertisers and pointed out that this information ordinarily could be obtained by communicating with some of the key members in the various oil and fat plants in their area.

Yeiser obtained practically unanimous agreement on the idea that equipment manufacturers and chemical distributors should be more fully represented in the Society's advertising pages and emphasized that continuity in advertising was essential for best results. In discussing the work of the contract advertising salesmen, A.R. Baldwin pointed out that with the limited calls being made on customers and prospects, the average cost per call was now about \$20.

**A** SECOND MEETING of the Advertising Committee was held the morning of October 18, 1960, at the New Yorker hotel during the fall meeting of the Society in New York with the following present: A.R. Baldwin, Journal editor, presiding in the absence of A.E. MacGee, chairman; J.C. Harris, H.D. Fincher, C.W. Hoerr, J.E. Slaughter, L.J. Weber, W.J. Beach; W.C. Ault, J.C. Cowan, Irving Rusoff, and Raymond Reiser, Journal Committee members; Mrs. Lucy Hawkins and Mrs. Vera E. Finnell of the Journal office staff; W.T. Mohrman, salesman. Mrs. Hawkins, in reviewing the past 10 years of advertising, reported that the total number of pages for 1960 would be in the neighborhood of 290 and that results in other years were:

	Pages		Pages
1950	307	1955	299 $\frac{3}{4}$
1951	301 $\frac{1}{2}$	1956	310 $\frac{3}{4}$
1952	317	1957	259 $\frac{3}{4}$
1953	265 $\frac{3}{4}$	1958	255 $\frac{1}{2}$
1954	285	1959	279 $\frac{3}{4}$

In discussing the drawing power of advertisements in the Journal, several of those present recited numerous instances of sizeable purchases for equipment, supplies, and services that unquestionably were directly traceable to advertisements in the Journal by the respective sellers. Slaughter, Baldwin, and Weber led a general discussion on the advisability of the Society hiring a full-time advertising solicitor to work out of the Chicago general office, and Beach said that he thought it would be practical to obtain and train a young man for this purpose.

Mohrman suggested that advertising rates should be raised some 20 to 25% and recommended that a survey of a number of competing journals be studied for the past five years in

this connection. Slaughter thought that the quality of the sales appeal which Journal advertisements offer justified higher rates but recommended about 5% at this time. Baldwin recommended that the matter be presented for final discussion at the forthcoming spring meeting in St. Louis. Baldwin also discussed cooperation with the Chemical Abstracts Service, Journal copyright renewals, and the problem of the old printing arrangement with MacNair-Dorland Publishing Company and reprinting by Johnson Reprint Company.

Appreciation is hereby acknowledged for the continuing support of and interest in the work of the Advertising Committee by President R.W. Bates; Past Presidents N.D. Embree, J.C. Konen, and H.C. Black; President-elect A.R. Baldwin, Managing Editor Mrs. Lucy Hawkins, and other members of the Governing Board and a host of other members of the Society.

A. ERNEST MACGEE, chairman

## Treasurer's Report—1960

THE American Oil Chemists' Society's financial status for 1960 continued to follow the 1959 trend, and I am pleased to report that we again remained in the black and showed a gain of \$8,874.65. Due to this excess of income over expenses, the members' equity or net worth has just hurdled the \$100,000 mark for the first time in the Society's history. As of December 31, 1960, the net worth stood at \$100,402.41. Though it is too early to make any firm predictions for 1961, I am quite confident that unless something unforeseen should arise later on this year, 1961 should also be a successful year for our Society.

The auditor's annual report for the year of 1960 is condensed as follows:

Assets	
Cash on hand.....	\$ 43,397.36
U.S. government securities.....	68,325.00
Accounts receivable.....	4,771.49
Inventories .....	13,824.61
Office equipment (at cost less depreciation).....	846.52
Other miscellaneous assets.....	956.94
<b>Total assets.....</b>	<b>\$132,121.92</b>

### Liabilities, Deferred Income, and Accountabilities

Liabilities .....	\$ 2,519.36
Deferred income.....	28,648.90
Felix Paquin Fund.....	551.25
Members' equity.....	100,402.41
<b>Total liabilities.....</b>	<b>\$132,121.92</b>

The combined income for the Society and the Journal for the year of 1960 came to a sum of \$125,049.54, while the operating expenses were \$116,174.89, leaving us with the previously-mentioned gain of \$8,874.65.

In summation, the members' equity or net worth for the year ending December 31, 1960, is as follows:

Net worth January 1, 1960	
Society account.....	\$33,557.52
Journal account.....	57,970.24
<b>Total .....</b>	<b>\$ 91,527.76</b>
Excess of income over expenses for the year of 1960.....	8,874.65
<b>Net worth, December 31, 1960.....</b>	<b>\$100,402.41</b>

A. F. KAPECKI

## Offers Manuals

"Radioisotope Experiments for the Chemistry Curriculum" (TID-6374) and "Instructor Notes" (TID-6375) are available from the Atomic Energy Commission, Office of Technical Services, Business and Defense Services Administration, U. S. Department of Commerce, Washington 25, D.C., and are designed to teach undergraduate chemists and physicists the role of radioactivity in chemistry.

# New Improved Crystal Inhibitor CLARICOL

TO USE AS A WINTERIZING AID IN  
PRODUCING EDIBLE AND NON-EDIBLE OILS --  
FOR IMPROVING THE COLD TEST IN  
EDIBLE AND NON-EDIBLE OIL PRODUCTS

NOW! SALAD OILS, COOKING OILS,  
MAYONNAISE, SALAD DRESSINGS  
REMAIN CRYSTAL-FREE LONGER  
UNDER COLDER CONDITIONS!

with **CLARICOL**

Dramatic test results show CLARICOL has amazing crystal inhibiting powers. As little as 0.03 to 0.04% CLARICOL added to cottonseed salad oil quadruples the AOCS Cold Test on a typical oil. Cold tests of 50 to 100 hours are common when CLARICOL is used.

Even more dramatic than the extension of the AOCS Cold Test is the fact that CLARICOL'S inhibiting power limits eventual crystals to imperceptible size -- no heavy floc.

Adding as little as 0.02 to 0.04% CLARICOL to refined cottonseed oil prior to winterizing, speeds up crystal precipitation and overall production.

Very economical, CLARICOL is semi-fluid and easy to handle.

A food additive  
(21 CFR, Subpart D,  
Section 121.1016)

Detailed literature on  
CLARICOL is available



## BEACON

Chemical Industries, Inc.

33 RICHDALE AVENUE, CAMBRIDGE 40, MASS.