

# Report of the Journal Advertising Committee 1938-1939

**D**URING the past year the Journal Advertising Committee has continued its work in soliciting advertisements for OIL AND SOAP. Out of the original mailing list of about 1000 prospects all have received two general letters pointing out the advantages of advertising in our journal. The list was finally boiled down to about 100 of the most likely prospects. From these prospects a substantial amount of advertising has been contracted for.

It is quite noticeable that the space sold was very largely the result of personal contacts either by members of the committee or others in the Society who found the time and opportunity to talk to these prospects. Since selling advertising by mail is one of the least desirable ways to do the job it is felt that much better progress could be made if some arrangement were made so that likely prospects could be contacted personally by society members. Through some suitable means, possibly by way of a letter or general announcement, the members of the Society should be made to realize

the fact that it is highly desirable to have more income from advertising since in this way the activities of the Society as well as the journal can be enhanced. It is quite desirable that eventually the journal be self-supporting and that the routine work in connection with its advertising activities warrant the appointment of a permanent manager. This can only be done on the basis of selling more advertising space and all society members should actively get behind the advertising program. It is very desirable that the contacts be continued with the prospects that have been solicited and that the effect of this preliminary work not be lost through allowing advertising activities to lag.

As recommendations for the continuation of the work the present committee suggests:

1. That some degree of permanence be given to advertising selling by the appointment of a permanent advertising manager, possibly to act as assistant to the journal editor, and for the present, without pay.
2. That solicitation by mail be

continued so as not to lose contacts already made and to take advantage of the promise of future consideration by a large number of prospective advertisers.

3. That some plan be worked out whereby members of the Society in any given locality can be appointed to call upon prospects in that vicinity with a strong selling talk for our journal advertising.
4. That we do everything possible to sell our own members on talking up journal advertising at every opportunity. This can well be done when representatives of companies call on our members.

Respectfully submitted,

V. CONQUEST, Chairman

## COMMITTEE ROSTER

M. L. Sheeley, W. L. Taylor, P. E. Ronzone, G. G. Grant, B. S. VonZile, L. Kishlar, R. C. Brett, R. C. Newton, A. S. Richardson, J. P. Harris, E. H. Harvey, J. D. Craig, H. L. Roschen, J. J. Ganucheau, C. S. Boruff, A. E. MacGee, Secy., V. Conquest, Chairman.

## Report of the

## Membership Committee

**T**HE work of the Membership Committee has been rather difficult this year due to unsatisfactory conditions in the Fat and Oil industry. A surplus of fats has reduced both the prices and the tonnage of processed shortenings, and induced a contraction rather than expansion of personnel in the industry. Nevertheless an active campaign for new members was instituted especially in the

Soya Bean Oil and Margarine industries, with the result that 73 new members were signed up.

It was planned to put on an extensive campaign covering the Universities and State Experiment Stations and it is believed that this field is very promising. However, other demands for our time prevented carrying out these plans and we will have to leave this for the incoming committee.

In conclusion we wish to thank the membership for their wholehearted assistance and support in obtaining these new members.

Henry O'Deen  
A. E. MacGee  
R. T. Milner  
J. P. Harris  
L. M. Gill  
J. T. R. Andrews  
W. D. Hutchins  
H. C. Dormitzer, Chairman.