

## Advertising: The Sales Catalyst

A SEMI-TECHNICAL definition of a catalyst might read as follows: "A catalyst is something that accelerates a reaction but is not itself used up in the process." And so it is with technical advertising because it quickens the ordinary process of getting the Seller and the Buyer together and causes the prospective Buyer to move faster toward a decision favorable to the Seller's product or service; it is not used up in the process but remains to accelerate a favorable reaction by some other prospect. This is particularly true when a series of advertisements is run since advantage of the "mass action effect" can then be obtained.



A. E. MacGee

There is a popular saying attributed to Ralph Waldo Emerson, "If you build a better mousetrap, though you live in the woods, the world will beat a path to your door." This simply isn't true today, and even if it were, advertising would "pave" the path so that people could get to the door more quickly! Today you not only have to build a better product, but you have to tell the world about it, to advertise it. And that is where the Journal fits into the picture. The importance of advertising is so generally recognized by business executives, particularly those in a sales capacity, that it has become the most effective form of business insurance. We know that people are going to advertise; that is, they are if they intend to stay in business. But how are they going to advertise, and in which journals or publications are they going to run their advertisements?

In advertising a product or service, one may choose from a variety of means, such as an appeal sent direct to the prospect by mail, a sales appeal made in drama form over the radio, a personality approach by means of television, advertisements in the daily newspapers, and a series of advertisements in a technical periodical, which goes to and is read by the men in an industry it is desired to reach. Each of the various means has its advantages and may be used singly or in combination, depending upon the type of sales appeal to be put across, or the type of audience that is to be reached. However, because of the nature of our business, those of us in the American Oil Chemists' Society are primarily concerned with advertisements in technical periodicals.

OUR Journal is the medium "par excellence" for one to use who is interested in making an appeal to managers, superintendents, purchasing agents, chemists, and engineers in the oil and fat industry. As you know, the editorial contents of the Journal cover the edible and inedible oils, including vegetable and animal fats and oils, fat and oil derivatives and specialties, drying oils and soap. An advertisement in our Journal brings your sales story to the oil and fat industry with the direct, penetrating effect of a rifle shot. The value of advertising in the Journal and the benefits derived from using its pages cannot be measured in dollars and cents. That it pays to advertise in the Journal is proven by the fact that several of the firms who ran ads in the first issue back in 1931 have continued their ads uninterruptedly to this day as well as by the fact that new advertisers are continually being attracted to its pages. Since World War II, or during the past seven years, advertising in our Journal has increased over 162%.

Editorial space in the Journal is increasing all the time at no expense of quality of the reading matter, a fact which gives the Journal a wider appeal. This is reflected in the almost 120% increase in Journal circulation since 1944. And with greater circulation, which in a way ties into the increased membership of the Society, advertising space becomes even a better buy, thereby insuring more income from this source to help the Journal and the Society meet increased overhead and operating costs.

Every member of the Society should realize that advertising in our Journal is not a one-way street for the exclusive benefit of firms with a product or service to sell the oil and fat industry. It helps them, of course, but their advertisements also help the members of the oil and fat industry by bringing to them the story on materials, machinery, and processes designed to save them money and/or to improve their operations. It helps the members of the Society since income from advertising supplies the additional revenue essential for publication, mailing, office rent, salaries, stationery, abstracting, and other expenses inherent in making the Journal available to Society membership.

WITHOUT the Society's present income from its Journal advertisers we would be confronted with having either to reduce the Journal's quality and coverage or raise substantial sums by other means, such as by increasing membership dues. To give an idea of what that might mean, about three times as much revenue from Journal advertisements was obtained last year as from membership subscriptions to the Journal. In fact, income from advertising this past year was 64% of the total Journal income! Without a Journal, and a good one at that, we could hardly have a Society. Therefore income must be maintained.

Our Advertising Committee, comprised of 25 members from all over the country, is set up to aid our advertising manager in cementing relationships with present advertisers and obtaining new ones. It has been functioning with real effectiveness. In view of the foregoing however it behooves each and every member of the Society to cooperate and "lend a hand," as they say in the Navy, toward helping to maintain and increase the volume of our Journal advertising. At the same time such cooperation helps to insure the position of the Journal of the American Oil Chemists' Society as the outstanding publication in its field.

A. ERNEST MACGEE  
Chairman, Advertising Committee