

## Report of Journal Advertising Committee, 1953-1954

A committee meeting was held at the Sherman hotel on November 3, 1953, at the Chicago meeting of the Society with the following present: A. Ernest MacGee, chairman, R. H. Rogers Jr., W. D. Lumpkin, H. C. Bennett, J. P. Harris, A. A. Kramer, Procter Thomson, and C. E. Morris; also Lucy R. Hawkins, executive secretary, Harley L. Ward, advertising manager, A. B. Mills and Joan Goodwillie of the advertising office, and Betty E. Danfield of the Journal staff. The committee as now constituted is composed of 31 members distributed geographically as follows: 4 in the South, 9 in the North-Central, 3 in the Midwest, 7 in the East, and 4 in the Far West of the United States with 3 in Canada and 1 in England.

The meeting was opened by the chairman with a general discussion regarding present trends in the field of business-paper advertising as outlined in a letter from Mr. Ward, with the point being made that the Journal must carry sufficient advertising to provide ample "cushion" against the time when there may be a sharp leveling-off period. During the summer months there had been definite evidences of this leveling-off period already being under way with cancellations in advertising actually being greater than the new advertising we obtained. However it is a pleasure to report that as a result primarily of renewed activity on the part of our advertising agency and the executive officers of the Society and the renewed vigor with which the members of the Journal Advertising Committee have attacked the problem, we are finishing the past year with an increase over the year before in both money value and page volume of advertising in our Journal. As of April 1 the backlog of business on the books amounted to over 290 pages as against 266 pages for last year.

Although the general idea had been discussed from time to time by various members concerned with advertising and particularly by the members of the Advertising Committee, there was crystallized at the Chicago meeting of the committee the need of and a plan for more widespread advertising in our Journal on the part of that phase of manufacturing or service concerned principally with construction, plant engineering, maintenance, and processing elements in the oil and fat industry, namely, the manufacture and sale of such things represented by pumps, valves, screens, containers, electrical equipment, filters, soda ash, bleaching aids, salt, and solvents. Because the principal activities of the members were devoted to laboratory and analytical research during the early years of the Society, it was the consensus of the committee members that, as a first principle in getting more advertising from firms interested in the engineering or processing aspects of our industry, it was necessary to emphasize to all concerned that our Society as presently constituted has a large proportion of so-called engineering or operating personnel.

With the above in mind, Procter Thomson agreed to make an analysis of the general origin and development of an order for processing equipment in a large company, this being designed to illustrate ways wherein members of our Society or readers of our Journal would influence the purchase of an item even though the item's seller may not come in contact with them at all. By way of emphasizing the engineering aspects of our membership, the committee chairman checked the directory of members of the A.O.C.S. and classified them according to their principal responsibility within their companies. This breakdown served as the basis for an editorial, "The Journal—and Its Readers," which A. R. Baldwin so effectively presented in the January 1954 issue of the Journal. In this editorial it was brought out that approximately 41.5% of the Society's membership is in an engineering or managerial capacity and have a direct responsibility in the selection and installation of not only laboratory and operating equipment and materials but also of complete processes themselves. The detailed breakdown of the Society membership showed the following:

- 37.5%—Members whose work is of an analytical, research, or general chemical nature in the oil and fat industry including academic and government laboratories.
- 17.0%—Engineers or managers of manufacturing plants in the oil and fat industry.
- 14.0%—Chief chemists or technical directors of manufacturing plants in the oil and fat industry.
- 8.0%—Engineers or technical directors of manufacturing plants in allied industries.

7.5%—Non-U. S. members whose positions could not be identified.

6.8%—Proprietors or chief chemists of analytical laboratories in the oil and fat industry other than those of manufacturing plants.

6.7%—Allied tradesmen who are not engineers or managers.

2.5%—Chief chemists or technical directors of manufacturing plants in allied industries.

In other words, 41.5% of our total membership of approximately 1,950 are engineering or managerial personnel, to which might be added an additional 6.8% who are proprietors or chief chemists of analytical laboratories in the oil and fat industry. And in addition to this, it might be mentioned that the more than 4,000 copies of the Journal that are published each month are seen by the members of our Society and are also read and studied by several thousand additional men in the various plants, laboratories, and governmental research establishments. A supply of reprints of Baldwin's editorial "The Journal—and Its Readers" and of MacGee's editorial "Advertising: The Sales Catalyst," which appeared in the November 1952 issue of the Journal, were sent along with a general information letter to members of the Advertising Committee for use in contacting various advertising prospects.

In order to pinpoint a number of advertising prospects on which those concerned with obtaining new advertising for our Journal could concentrate their efforts, three general information letters that were sent to members of the committee had attached to them lists of some 80 firms advertising in related journals and which no doubt could, with advantage to themselves, be running advertisements in our Journal. Other communications outlined suggestions of the chairman or other members of the committee for solicitation of advertising from general classes of business such as transportation firms, good-will advertisers, firms making home items used by our membership, and so forth.

In an effort to personalize our Society membership and our Journal in the minds of advertisers and advertising prospects, the chairman of the committee has been sending a "thank-you" letter to an executive in each of the firms running an advertisement while various of the other committee members have been sending letters to one or more other people in the advertising firm. These letters not only express appreciation for the advertisement but bring out the thought that we of the committee are glad to cooperate with them in any way practicable to the end that they gain the satisfaction which their advertisement merits. This personalizing of our Society's efforts is appreciated, as is evidenced from a number of complimentary letters received from our advertisers in this connection. Also the chairman of the committee has been sending an appreciation letter to the advertising agency of the various firms, this being simply as a supplemental or follow-up letter to the "thank-you" letter that is always sent by the Society's executive secretary, Mrs. Lucy R. Hawkins, to the advertising agency. It is considered that this combined effort, although requiring a lot of extra time and effort on the part of the committee members, is a worthwhile thing from the standpoint of public relations or creation of customer good-will.

Reports that have been made to the Society in previous years have emphasized the desirability, if not the vital necessity, of obtaining additional advertisers not only to meet increased Journal production costs but also to provide for a cushion in the event of business decline so the point will not be belabored further than to say again that funds derived from advertising in our Journal provide more than half of the Society's entire annual income. Therefore it behooves all of us to support our Journal advertising efforts insofar as is at all practicable.

A. ERNEST MACGEE, CHAIRMAN  
Journal Advertising Committee

The National Soybean Processors Association and the American Soybean Association will hold a joint annual meeting on August 31 - September 2, 1954 at the Hotel Peabody, Memphis, Tenn. It will be the first time that the two groups have held their annual meetings jointly, and it is hoped that this will be the first step toward drawing the producer and processor associations closer together and bringing about closer cooperation for the benefit of the entire soybean industry.