

Report of the Journal Advertising Committee—1957-58

IN THINKING about Journal advertising and the work and results connected therewith during the past year, there came to mind the story about the optimist and the pessimist. It seems that the person pessimistically inclined was bemoaning the sad state of affairs to an optimistically minded friend of his who, by way of lending some encouragement, interrupted the gloomy discussion and said, "Well, cheer up, after all, things aren't as bad as they seem." To which the pessimist replied, "No, but they seem so."

So, even though it is unpleasant to report that the income derived from Journal advertising in 1957 was about \$44,227, or \$4,425 less than in the previous year of 1956, it at least is comforting to realize that, as was pointed out in this similar report made at the New Orleans meeting last spring, the income of \$48,652 in 1956 was an all-time high, exceeding the \$46,170 received in the previous year of 1955 which, up until then, had represented the high-water mark advertisingwise. Therefore it might be considered fortunate that advertising income remained as high as it did; this is especially true when consideration is given to the repressive effect caused by the decline in industrial and business activity that began during last year. It appears as though the tide again is beginning to run in the other direction with the result that there is the likelihood that advertising income for the Journal during 1958 will compare favorably with that of the preceding year. But even so, this should be no cause for complacency on the part of any members of the Society because part of this increase, if any, will result from the fact that advertising rates are being raised effective July 1, 1958.

To emphasize again the importance of advertising income to the Journal and the Society and their activities as a whole, it should be mentioned that this yield of \$44,227 during 1957 amounted to approximately 57.9% of total income, that is, advertising income for the Journal still exceeds that of all other sources of revenue that the Journal has. Therefore it behooves each and every member of the Society to recommend or otherwise make favorable comment in behalf of Journal advertising to representatives of firms who are now selling them or who may be interested in selling them laboratory equipment, plant processing equipment, and laboratory or plant processing materials. Any member can speak with an entirely clear conscience in behalf of our Journal because there isn't any question but that it is the most effective publication which can be used by any firm interested in getting across a story to the oil and fat industry as a whole. This is because our Journal and our Society's other activities cover all phases of the industry with the result that the Journal is diligently read by the active members and, after that, is quite frequently passed to other members within a firm for their perusal, after which it then is retained on desks, files, or other places for future reference because of the importance of its articles from an operating and technical standpoint.

IT INDEED is a pleasure to report that during the past year, as compared with previous years, there has been accomplished an exceptional amount of creative and sales promotional effort in behalf of Journal advertising, with the correspondingly greater clerical and routine work necessary for its execution, by the officers of the Society and by the members of the Advertising Committee and the members of the Society as a whole. Especially to be praised are H. C. Black, A. R. Baldwin, Mrs. Lucy R. Hawkins, Miss Betty Jean Scott, and others of the executive staff for the unflagging enthusiasm and tireless work for things that showed evidence of being worthwhile to our advertising activities. It is thought that Mrs. Hawkins and her staff showed a lot of imagination, energy, and work in the design and preparation of new and special stationery in three sizes of distinctive and attractive color, including a packet folder to be used for advertising leaflets or other enclosures. In this same connection three attractive leaflets

of distinctive design and layout, which outlined in hard-hitting, salesmanlike fashion the story of the American Oil Chemists' Society, its Journal and its broad field of activity, and the Journal's circulation, editorial connections, technical field coverage, advertising advantages, and so forth, were sent as attachments to promotion letters addressed to the latest list of nearly 500 different firms and prospective advertisers that the Advertising Committee and all concerned were able to produce.

In this connection it might be mentioned that some of these leaflets were sent to the entire membership in order that everyone would have the opportunity to learn, if they did not already know, of the magnitude and widespread nature of the Society's operations in the great oil and fat industry as well as to see some of the things being done to further the cause of Journal advertising. These three leaflets might be described, respectively, under the titles of "Three Keys to Readership of the Journal," "Big Business in the Oil and Fat Industry", and "To Cover the Oil and Fat Industry, Advertise in the AOCs Journal." Each is looked upon as a selling aid to be used as display and give-away pieces for the purpose of impressing prospective advertisers. And, by means of these leaflets, combined with a steady stream of sales promotional letters sent to a specially selected advertising prospect list, there has been instituted during the past year the hardest hitting advertising-seller program in the history of the Society. These sales keys of course can only be used with maximum advantage when they are followed by aggressive and continuous calls by advertising salesmen, and I am happy to report that there also has been renewed activity along this line which augurs well for the future. But we cannot rest on our oars in this matter as even more footwork or personal calls at the points of sale are necessary before full advantage can be taken of the good-will or favorable attitude that is created in the minds of prospective advertisers by the sales promotion letters and leaflets and the special letter or other personal appeals that are made by members of the Advertising Committee and others in the Society.

IN ADDITION to the foregoing, it should be mentioned that Mrs. Lucy Hawkins' staff sent about 50 individually typed letters to advertisers in regard to their renewals of advertisements in the Journal and, along this same general line, the Chicago office also sent out some 30 individually typed letters to advertising prospects that were specially selected because of their manufacture or sale of items of a safety nature which tied in directly with the work of the Society's Technical Safety Committee. Likewise it might be mentioned that the Chicago office sent out a number of mailing pieces to the airlines with reference to their advertising their ability to transport members to various meeting headquarters, and special mailings were sent to a large number of prospects in three different fields, namely, those who manufacture plant processing chemicals, those who manufacture plant processing equipment, and those who manufacture laboratory equipment and supplies.

These things are simply being mentioned to give the membership as a whole an idea of the tremendous amount of effort that the Journal staff and others have found it desirable to make in behalf of getting more advertising revenue for the Journal. Just as in the case of an iceberg, it is only fair to point out that the part of the work which meets the eye represents the small though more glamorous portion of the effort that is expended; for example, before there could be prepared the attractive "Big Business" leaflet, which many of you have seen and no doubt admired, the idea for the project had to be germinated and, after that, many hours were spent by a half dozen or more people in making a market survey that was designed to produce the data and information which the "Big Business" leaflet, after many more hours of editorial and art work, was designed to show. I don't think it would be belaboring this matter too much to emphasize that the attractive leaf-

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Catalog

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EXPELLERS

for vegetable oil extraction

THE V. D. ANDERSON CO.
Division of International Basic Economy Corporation
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Your Complete
Guide
on the World's
Finest
Oil Extraction
Machines

Every vegetable oil milling superintendent, manager and executive can use or will want a copy of Anderson's new 1958 Expeller Catalog. In it, you find up-to-date information on the four newest models of Anderson Twin Motor Super Duo Expellers. Also information on mechanical extraction processes. Learn under what conditions each machine should

be used and the correct application for a smooth operating plant. Find out how the Anderson twin motor principle and the unique Anderson screening tank and group oil cooling system result in more efficient operation. Be sure you have a copy of this important catalog in your library. Mail coupon for your complimentary copy today!



THE V. D. ANDERSON COMPANY
division of International Basic Economy Corporation
1970 West 96th Street Cleveland 2, Ohio

Please send copy of your new booklet "Anderson Twin Motor Super Duo Expellers".

Name _____
Company _____
Address _____
City _____ Zone _____ State _____



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Success in marketing food products often depends on the time lag between manufacture and consumption, particularly when oxygen-sensitive fats and oils are involved.

Fortunately this is one risk you can do something about. For by the intelligent use of antioxidants, shelf-life problems due to limited stability can be virtually eliminated.

We say—intelligent use. Having long manufactured the widest range of food-grade antioxidants available, Eastman is in the best possible position to suggest the most effective antioxidant and the most practical method of addition.

Our staff of food technologists welcome the opportunity of working with you in attaining maximum shelf-life for your product—new or old. Assisting other food processors we have helped save the reputation of many older and well-known food products and have aided in the successful marketing of many a new one.

For information about Tenox antioxidants, write to EASTMAN CHEMICAL PRODUCTS, INC., subsidiary of Eastman Kodak Company, KINGSPORT, TENNESSEE.

Tenox Eastman
food-grade
antioxidants.

lets, letters, or other sales promotional items should not be lightly dismissed by a member or others looking them over with the comment, after a cursory examination of the item, that "it's a nice leaflet," "this attractive leaflet has in it a lot of interesting information," or something like that. These leaflets and letters ordinarily are these things, but the recipient who finds them attractive and can look over and derive from them interesting and worthwhile information because of the clear, concise, and salesmanlike manner in which they are produced, should at the same time bear in mind that the simple-appearing leaflet or sales letter which is in his hands is there because of a tremendous amount of creative thinking, initiative, and just plain hard work and eye strain on the part of perhaps a dozen or more members of the Society whose work is vitally necessary but in large part, as in the case of the iceberg, is "under the water" or unseen.

ATTENTION is invited to a number of favorable developments made by Dr. Baldwin and Mrs. Hawkins in the composition of the Journal that are advantageous in an advertising or sales promotional way, among which might be mentioned running a few pages of special items or a symposium on laboratory equipment, interspersing throughout the Journal a number of worthwhile industry news items, Society news items, or other things of general interest to the membership, and then running special news treatments of things of interest to sizeable groups of the Society, such as reports of Technical Safety Committee work with other national societies in the preparation of standards. All of these things are worthwhile from an advertising standpoint in that the advertisers know that they tend to cause the readers to peruse the entire Journal rather than just the part devoted to technical papers, thereby making it more likely that their advertisements will be seen.

Just by way of completing the work picture, it might be mentioned that seven letters were sent from the chairman to all members of the Advertising Committee, some of these being of a general nature and others dealing with some specific subject, such as a suggested letter to be sent to a list of manufacturers of safety equipment who should be prospective advertisers in the Journal. And, of course, numerous letters to individual companies pertaining to specific items were sent by the chairman and various members of the Advertising Committee.

During the past year Dr. Black recommended that the presidents of the several local sections of the Society include in their official family an Advertising Committee and chairman to handle and push advertising matters in their local area as well as to act in a liaison capacity with the national Advertising Committee. The thought was that at least the chairman of each of these local committees could serve on the national committee.

The Journal Advertising Committee has, as now constituted, 22 members distributed geographically as follows: five in the South; nine in the East; six in the North Central, and two in the Midwest.

AN ADVERTISING COMMITTEE meeting was held at the Roosevelt hotel the morning of May 1, 1957, during the New Orleans meetings of the Society with the following present: A. Ernest MacGee, chairman; B. W. Beadle, H. D. Fincher, S. P. Taylor, and D. E. Whyte, members; A. R. Baldwin, editor; H. C. Black, president; J. C. Konen, vice president; Mrs. Lucy R. Hawkins, executive secretary; Jean Scott, assistant editor; H. L. Ward, advertising representative; and W. C. Ault, Journal Committee. As a result of the meeting the following general lines of action were agreed upon.

1. The Society's headquarters office staff should assist the Journal Advertising Committee with promotional activities.
2. The Society's headquarters office should acknowledge advertising contracts and handle insertion orders.
3. The Society's headquarters office staff should handle billing and establish and interpret the various advertising rates as well as furnish a monthly statement of commissions to the advertising representative's office.
4. Likewise the Society's headquarters office should send copies of all advertising correspondence to the advertising representative's office.

5. It was further agreed that the advertising representative's office would concentrate on actually selling advertising space in the Journal by correspondence, telephone calls, and personal solicitation with elimination of as much detail work as practical.
6. Then, by way of taking detail work from the advertising representative's office, it was agreed that his office should send in triplicate copies of all contact reports and correspondence to the Society's headquarters office, which in turn would forward them to the Journal editor, the Journal Advertising Committee chairman, and others concerned. (Ward said that it was his desire that his office continue to acknowledge contracts and answer inquiries, and this was generally agreeable to those present. The thought was that his office could acknowledge contracts after such acknowledgement had been made by the headquarters office if in any case he desired to do so.)
7. The preparation of sales promotion pieces and the promulgation of sales promotion articles would be a function of the Journal Advertising Committee in cooperation with the Society's Journal and headquarters office. Mrs. Hawkins agreed to prepare a memorandum on advertising promotion for the next six months as promptly as her other duties would permit. Preliminary contacts with one or more advertising or sales promotion agencies would be initiated from Mrs. Hawkins' office with a view toward getting suggestions and information for possible lines of future action.
8. The revised rate card was agreed to as presented.

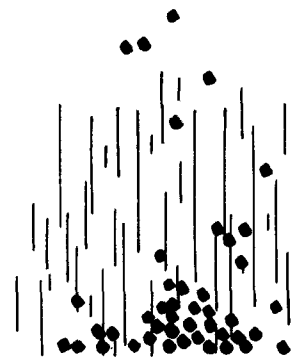
A second meeting of the Advertising Committee was held at the Netherland Hilton hotel the morning of October 1, 1957 during the Society's fall meeting in Cincinnati with the following present: A. Ernest MacGee, chairman; H. G. Salomon, H. D. Fincher, S. P. Taylor, R. L. Edwards, Ralph Christiansen, J. E. Slaughter, Nat Kessler for R. E. Nisbet, F. L. Jackson, and L. A. Schnurr, members; A. R. Baldwin, editor; H. C. Black, president, C. E. Morris; Mrs. Lucy R. Hawkins, executive secretary; Jean Scott, assistant editor; H. L. Ward, advertising representative; and Douglas Donoho, advertising office.

Dr. Black said that he was conscious of the value of

Journal advertising to the Society, both in creating prestige for the Society and in getting results of the Society's work to oil and fat people throughout the world as well as in raising money necessary for performing a large part of this work and other essential activities. He thanked the Committee and the Journal staff for the efforts that they had expended in behalf of this worthwhile activity. The meeting progressed with the usual amount of intense and enthusiastic discussion and came to the following conclusions.

1. It was vitally necessary not only to maintain present advertisers but to get new advertisers, and there would have to be greatly increased leg-work and personal contact on the part of the advertising salesmen.
2. An increase of 5% in advertising rates was considered justified and desirable.
3. Special promotion or sales campaigns should be directed towards certain classes of industry, such as the suppliers of laboratory equipment and reagents, the manufacturers and suppliers of pumps, valves, and similar equipment, the manufacturers of sprinklers, alarms, and other safety devices or equipment, and the manufacturers of processing chemicals such as sodium phosphate, salt, alkalies, and acids.
4. The preparation of advertising leaflets, sales promotional letters, and similar activities were recommended to be speeded up as much as possible because of their value as selling tools in holding old advertisers and in getting new advertisers for the Journal.

Since the attendance of members of a committee at meetings of the committee not only contributes new ideas and helps crystallize lines of action on other thoughts that have been presented for accomplishing the mission of the group, it is vitally important that at least a sizeable number of the members actually attend the meetings. In this connection, appreciation is expressed to those members of the committee and of the Society who either attended the two above-mentioned meetings or by letter transmitted suggestions for the work of the committee; as they attended both the spring and fall meetings of the committee, during



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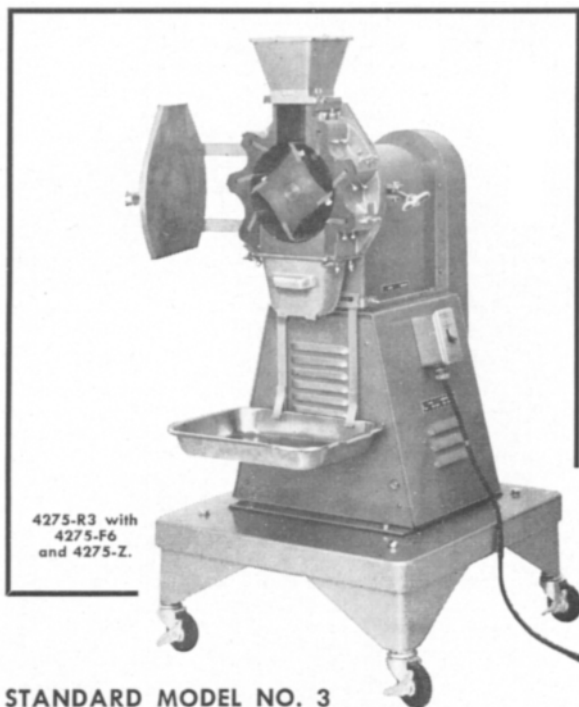
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- on new *Portable Stand*
and with *Spillage Tray*

For preparation, with minimal loss of moisture from heating, of a wide variety of materials for analysis. Principal advantages of new model: harder cutting edges permitting wider range of materials including Teflon, polyethylene resins, titanium scrap, etc.; quieter operation; and baked gray enamel and chromium plated finish, etc.

As in earlier model, four hardened steel knives on revolving shaft work with shearing action against six knives bolted into frame. Shearing action of cutting edges, between which there is always clearance, minimizes loss of moisture, avoids temperature rise, liquefaction, contamination, etc., making this mill satisfactory for many materials which cannot be reduced by other mechanical means. Ground material must pass through a sieve dovetailed into frame above receiver.

Furnished with cast aluminum drawer, 28 oz. capacity, for collecting sample.

4275-R3. Wiley Laboratory Mill, Standard Model No. 3, motor driven, mounted on enclosed base, with drawer of cast aluminum. With ½ h.p. continuous duty motor, 1725 r.p.m.; starting switch with thermal overload cutout; V-belt, belt guard; three sieves with openings of ½ mm, 1 mm and 2 mm diameter. For 115 volts, 60 cycles, single phase, a.c. Without Stand or Tray **876.50**

4275-F6. Spillage Tray Attachment, for use with above, consisting of bracket and Stainless steel tray. **23.00**

4275-Z. Portable Stand, 10 inches high, for mounting above Mills. Consisting of rubber insulated platform 23½ inches square, mounted on ball-bearing, swivel casters with foot-operated wheel brakes. **119.00**

Copy of Bulletin 129 sent upon request.

ARTHUR H. THOMAS COMPANY

More and more laboratories rely on Thomas / Laboratory Apparatus and Reagents
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which many worthwhile subjects were discussed for the good of the Society, I want to take this opportunity to express special appreciation to H. D. Fincher, Ralph Christiansen, S. P. Taylor, A. R. Baldwin, H. C. Black, Mrs. Lucy R. Hawkins, Miss Betty Jean Scott, and Harley L. Ward.

In closing, it might be mentioned again that advertising income accounts for about 60% of all the money received by the Society's Journal, with which to defray expenses incident to its publication. It therefore is readily seen that it is necessary for the good of the Society for advertising volume to be maintained at its present level or increased if possible, and each member can lend a hand by putting in a plug for the Journal whenever possible with prospective advertisers.

A. ERNEST MACGEE, chairman

Treasurer's Report—1957

THE 1957 Treasurer's Report, I regret to advise, will not prove itself to be as favorable as the reports which I had the pleasure of presenting over the past years. As you know, in those years we have been consistently building up our reserves while in 1957 we are confronted with a loss of \$1,083.83. Looking into the future, if conditions do not improve in the next few months, there is no doubt that our 1958 report will not be any more promising. Our president, the Governing Board, and other Society members have been aware of the trend over the past year and are studying measures to remedy the situation.

The auditors' Final Condensed Balance Sheet for the year of 1957 is as follows:

ASSETS	
Cash on Hand	\$ 29,296.34
U. S. Government Savings Bonds	68,200.00
Accounts Receivable	2,856.08
Inventories	10,807.83
Office Equipment (at cost less depreciation)	1,026.58
Other Miscellaneous Assets	337.28
Total Assets	\$112,524.11
LIABILITIES, DEFERRED INCOME, AND ACCOUNTABILITIES	
Liabilities	\$ 2,914.27
Deferred Income	20,443.02
Fatty Acid Producers' Award	8.21
Felix Paquin Foundation	548.68
Convention Committee Surplus	5,000.00
Members Equity	83,609.93
Total Liabilities	\$112,524.11

The combined income for the Society and the Journal for the year 1957 came to a sum of \$96,698.16 while our operating expenses were \$97,781.99, which left us with the previously mentioned net loss of \$1,083.83. In comparing 1957 with 1956, we see that our income for 1957 decreased by a sum of \$5,436.85 while our expenses increased by a sum of \$5,977.41. Principal cause for the decrease in 1957 income compared with 1956 was a loss in advertising revenue while the increase in expenses was due to increases in publication costs and salaries.

In summation, the members' equity, or net worth, for the year ending December 31, 1957 is as follows:

Net Worth January 1, 1957	
American Oil Chemists' Society Account	\$26,756.34
Journal of A.O.C.S. Account	57,937.42
	\$84,693.76
Excess of Expenses over Income for the Year of 1957	1,083.83
Net Worth, December 31, 1957	\$83,609.93

A. F. KAPECKI