

Report of the Advertising Committee 1958-1959

TO BEGIN WITH, perhaps it should be mentioned that during the past year the Society's president, James C. Konen, with the approval of the Governing Board, cancelled the advertising selling contract that had been in effect for a number of years with Harley L. Ward Inc. and signed new contracts with Davis and Sons of Chicago for the general mid-continent area and W. T. Mohrman of New York for the general east coast area. Representatives of these two advertising agencies met with the Journal Advertising Committee at last fall's meeting in Chicago, a time which served not only as a get-acquainted period but enabled the committee and the salesmen to exchange ideas of mutual interest. A significant fact is that the Society has contract salesmen assigned to a definite working area, such as the general east coast area, the general mid-continent area, or the general west coast area rather than the United States as a whole; it is thought this arrangement will enable a more personal and specific contact of advertisers and advertising prospects within the respective areas than was formerly possible.

For the year ending December 31, 1958, total revenue from advertising amounted to about \$44,654 or about \$427 more than for the similar period of 1957. As some perhaps will recall, it was mentioned in the Advertising Committee Report at the Memphis meeting of the Society last spring that it seemed as though the decline in advertising, which set in with the industrial recession the latter part of 1956 and early part of 1957, had just about run its course and probably would show a reversal by year-end. Therefore, small as the increase for 1958 is, it is a pleasure to report that because of the intensive selling effort initiated during 1957 and continued during 1958, plus a general improvement in industrial business, we again are showing an increase in both dollars of revenue for and pages of advertising in the Journal.

An increase of about 6% in advertising rates went into effect on July 1, 1958, and is responsible for the small increase in advertising revenue during 1958 as compared to 1957 because advertising space declined slightly from about 259 pages in 1957 to about 256 pages in 1958, the low point for a number of years. However pages of advertising since the first of the year have been running about 24 pages per issue and if this rate is maintained, the year 1959 should show about 288 pages of advertising or about \$51,000 of badly needed revenue. At any rate, it again should be emphasized that advertising revenue is one of the largest sources of income for the Journal, the approximately \$44,654 from this source in 1958 amounting to approximately 56% of total Journal income, so it behooves not only the officials of the Society but the membership as a whole to put in favorable comment for advertising in the Journal whenever it is practical for them to do so with those supplying materials and equipment for their use. This is clearly evident when it is recalled that in 1957 expenses in publishing the Journal amounted to about 2.1% more than income received by the Journal whereas, in spite of increased Journal income in 1958, expenses amounted to about 5.1% more than income because of increases in publishing, mailing, telephone, stationery, and other costs, all of which are necessary for maintaining the Journal and its services in the style to which the membership has become accustomed and undoubtedly desires to see maintained.

It is pleasant to report that some 35 firms which advertised in the Journal during 1957 continued their advertisements in 1958, also that three of these firms materially increased their space over the previous year. Some 10 firms which had advertised in 1956 or earlier and had dropped out during 1957 reinstated their advertisements during 1958 and these, plus five other firms that began advertising in the Journal for the first time, give a total of about 15 new advertising accounts for 1958.

Because of the preparation during 1957 of new-style stationery and of three advertising leaflets entitled "Big

Business," "3 Keys to Readership," and "To Cover the Oil and Fat Industry," which were designed to be used for a long time, it was not necessary to continue during 1958 the preparation of similar sales aids. However sales promotion efforts were continued in the aggressive fashion that characterized the 1957 efforts by the officers of the Society, and by the Journal's staff under Editor A. R. Baldwin and Managing Editor Lucy R. Hawkins, and the members of the Advertising Committee. These efforts of course have been supplemented since November 1, 1958 by personal calls and other sales contacts by the contract advertising salesmen. It is believed that the energy, imagination, and organized advertising sales effort that have been expended are even more intense than the effort shown during 1957, which no doubt set a high-water mark for the Society. The combined effect is beginning to pay off in increased revenue and pages of advertising. However this favorable turn of events should not be considered cause for resting on the oars because expenses not only of the Journal but of the Society are continually increasing.

As examples of direct selling effort, one might mention the completion of a special prospect list of about 160 firms to whom various sales promotional letters and leaflets have been sent. In addition to this, some 200 case histories for various advertising prospects have been worked out by the Journal's office staff and made available to the contract advertising salesmen, an effort that is considered highly worthwhile as a sales tool. Then the readership and buying power survey which was suggested by one of the advertising contract salesmen at the Advertising Committee meeting last fall has been completed and sums up the results which were obtained by the sending of a special letter and questionnaire to some 80 members of the Society. Subsequently this survey was sent to the Society's entire mailing list with a very good or about a 20% response. In addition to this, special sales promotional letters were sent to some 50 advertising prospects which are suppliers to the soap and detergent industry and to some 100 laboratories of a consulting nature; and of course new advertising rate cards and NIAA media data forms were sent to well over 1,000 advertising prospects.

As presently constituted, the Advertising Committee consists of 26 members, four of whom are in the southern territory, nine in the eastern territory, six in the north central territory, two in the midwest territory, and three in the far west territory. John P. Harris is vice chairman of the committee and, in line with the program gotten under way by former president H. C. Black, each of the Sections of the Society has been asked to establish as part of the official family an advertising committee, whose chairman is to be a member of the national Advertising Committee. E. F. Daly is chairman of the North Central Section's Advertising Committee, H. G. Salomon is chairman of the Northeast Section's Advertising Committee, Harold Gilmore is chairman of the Southwest Section's Advertising Committee, and R. H. Purdy is chairman of the Northern California Section's Advertising Committee. It is, of course, thought that these sectional advertising committee chairmen will be able to work more effectively with the Advertising Committee and, above all, will be able to collaborate more effectively with the national committee and the contract advertising salesmen in making contacts with advertisers and prospective advertisers in the respective areas. Although it has been too early for this sectional arrangement to bear the full crop of fruit that it logically can be expected to yield, the workers on the local level already have produced several accounts, and their enthusiasm augurs well for the future.

An Advertising Committee meeting was held at the Peabody hotel on April 22, 1958, in Memphis; and a second meeting was held at the Sherman hotel in Chicago on October 22. Four general letters have been sent by the chairman to the committee membership, pointing out that advertising capital can be made of such things as the safety symposium or short course articles.

A. E. MACGEE, chairman