

Report of the Journal Advertising Committee, 1959-60

TO BEGIN WITH, it should be pointed out that the primary solicitation of advertising for the Society's Journal during the past year was exerted through efforts of the Society's two contract advertising salesmen, namely W. T. Mohrman of New York and Davis and Sons of Chicago, who covered the east coast and midcontinent areas, respectively. After the Advertising Committee meeting last fall in Los Angeles, Advertising Committee chairman, A. E. MacGee, and the Journal Committee chairman, A. R. Baldwin, made contacts at the Los Angeles and San Francisco offices of Duncan Scott and Company, and, following their favorable report to the Society's president and to the Governing Board, this firm was appointed as a contract advertising salesman for the Journal in the west coast area. Thus, for the first time, the Society has contract advertising salesmen covering the entire United States and, as the pace of their selling efforts has been stepped up during recent months, along with continued sales assists by the Chicago staff as well as by collaboration in this work by members of the Advertising Committee, it seems as though a solid base has been laid for maintaining and even increasing advertising in the Journal during the coming year. Having contract advertising salesmen in the three large industrial areas of the country, along with anticipated collaboration which it is expected will be given by the members of the regional advertising committees, as well as by the members of the national Advertising Committee, it is thought that the Society now has an arrangement which will enable a more personal and specific contacting of advertisers and advertising prospects within the respective areas than was formerly possible.

As was pointed out in the report at the New Orleans meeting in 1959, the decline in advertising which had in part been in sympathy with the industrial recession that

had begun in 1956 and continued through 1957 had just about run its course. There was a slight increase in advertising dollars because of an increase in advertising rates of about 6%, which had gone into effect on July 1, 1958. Advertising space had decreased from only about 259 pages in 1957 to about 256 pages in 1958. At that time it was predicted that 1959 would present a picture of sustained improvement of about 288 pages of advertising or about \$51,000 of revenue. This prediction was predicated upon general improvement in the national industrial picture as well as upon continuation of the hard-hitting advertising sales efforts that had been put under way in 1958.

Therefore it is a pleasure to report that an assay of the Journal's advertising situation through December 1959 showed that advertising revenue amounted to about \$49,600 from an average of about 23.1 pages of advertising space per issue of the Journal. This performance was the result of about 54 companies running advertisements in the Journal in 1959. Thus the Journal's advertising actually increased about one page per month in 1959 as compared to 1958, and this gave a net increase of about \$4,870 or a gain of 10.9% over the previous year. Incidentally this approximate advertising revenue of \$49,526 amounted to approximately 53.9% of the total income of the Society's Journal, again making it perfectly obvious that if the Society's financial health is to be maintained, it behooves all of the members to lend a hand whenever practical in behalf of obtaining advertising for the Journal.

In this connection, too, it is interesting to note that advertising promotion expenses in 1959 were approximately \$1,300 or only slightly more than the approximately \$1,000 in 1958 while advertising commissions in 1959 were about \$7,990 as compared to about \$9,620 in 1958, thereby highlighting the fact that the increased advertising resulted primarily from the continuous sales pressure exerted by the members of the Chicago office staff and the members of the Advertising Committees as well as indicating some reaping of profits on the sales promotional work done in 1957 and 1958. Therefore if enthusiasm can be maintained during the coming year as a supplement to the expected better coverage that will be forthcoming from the three contract advertising salesmen, the Journal should at least be able to hold its own in advertising if not actually to show an increase during 1960 over 1959.

AS A RESULT of discussions at both the Advertising Committee and Governing Board meetings in New Orleans last spring it was decided to sell advertising space in the A.O.C.S. Membership Directory for 1960. Therefore the chairman of the Advertising Committee appointed a sub-committee to collaborate with the Chicago office staff, to have as chairman, J. E. Slaughter Jr. Other members were R. L. Edwards, J. C. Harris, F. L. Jackson, G. M. Kreutzer, F. M. Yeiser, R. C. Christiansen, R. L. Terrill, and N. T. Joyner. It is indeed a pleasure to report that both this committee and the Chicago office staff have performed beautifully in this connection with the result that there already has been sold advertising space for three covers, 10 full pages, and four half pages, giving a gross income to the Society of about \$1,700.

Inasmuch as the three advertising leaflets entitled "Big Business," "3 Keys to Readership," and "To Cover the Oil and Fat Industry" that were prepared during 1957 were intended for long-time use, it was not considered necessary to prepare any similar leaflets during 1958 or 1959 although it is planned to prepare a new leaflet in the coming year to bring together in one place a hard-hitting sales story summarizing the results of several surveys made during the past year. The extensive Readership and Buying Power survey of the Society's membership was completed last year and reduced to a question-answer summary in the only leaflet of a sales promotion nature that was prepared since the three original advertising leaflets in 1957. The membership collaborated very well in this survey, and this hard-

TURN RESIDUE INTO PROFIT

CVC Molecular Vacuum Stills

Ever stop to think that the residue material from your commercial separation process might contain profitable by-products—*extra* profits that can be recovered when you distill in high vacuum with CVC Centrifugal Molecular Stills?

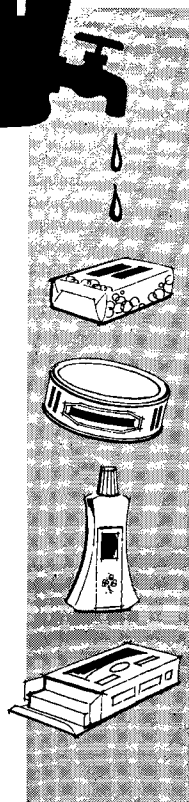
Here's what some industries have recovered:

- Rosin (Abietic Acid) from tall oil pitch
- Fatty acids from vegetable oil residues
- Lanolin from wool grease
- Oils and waxes from petroleum residues

And operating costs of CVC high vacuum stills are less than 1/10¢ per pound because of lowered heat input, higher yield.

WRITE for Bulletin 3-1 on CVC high vacuum stills. Ask us about the possibility of additional profits from your separation process, and about test runs of your samples.

Consolidated Vacuum
ROCHESTER 3, NEW YORK



hitting sales story in booklet form has been distributed to the membership and is being utilized by the contract advertising salesmen in pin-pointing the *Journal's* strong selling arguments that customers and prospects raise from time to time. In like manner another buying power survey was made of a selected list of some 130 members of the Society who are in an engineering or production category, to which the response was very gratifying. The information uncovered therein has been made available to the contract advertising salesmen, and it is thought that good advertising selling results can be obtained.

As presently constituted, the Advertising Committee consists of 25 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 four in the far west territory. J. P. Harris is vice chairman of the committee and each of the Sections of the Society was asked to establish as part of the official family an advertising committee, the chairman of which was also to be a member of the national Advertising Committee.

AN ADVERTISING COMMITTEE MEETING was held at the Roosevelt hotel on April 21, 1959, at New Orleans with the following present: A. E. MacGee, chairman; R. C. Christiansen, J. E. Slaughter Jr., C. W. Hoerr, R. H. Purdy, and J. C. Harris; A. R. Baldwin, *Journal* editor; W. C. Ault, associate editor; Mrs. Lucy R. Hawkins, managing editor; and Miss Betty Jean Scott, production manager. Miss Scott, in reporting on the Readership and Buying Power Survey, pointed out that altogether some 4,600 forms had been mailed and that the answers had been well over 20% or generally good for this type of direct-mail appeal. Then a letter from G. E. Mees, president of Distillation Products Industries, was read, and his comments along with those of the others summarized various selling arguments that were considered especially applicable to the *Journal* and gave answers to some of the standard objections that advertising prospects frequently voice to the contract advertising salesmen.

A second meeting of the committee was held on September 30, 1959, at the Statler-Hilton hotel at the fall meeting of the Society in Los Angeles with the following present: A. E. MacGee, chairman; Roslyn B. Alfin-Slater, R. C. Christiansen, R. L. Edwards, H. D. Fincher, H. V. Gilmore, J. C. Harris, C. H. Haurand, C. W. Hoerr, N. T. Joyner, A. F. Kapecki, Joseph Michaelson, R. H. Purdy, Ray Reiser, Irving Rusoff, H. G. Salomon, R. C. Stillman, S. P. Taylor; A. R. Baldwin, *Journal* editor; N. D. Embree, president; Mrs. Lucy R. Hawkins, managing editor; and Miss Betty Jean Scott, production manager. Among other things discussed were the advertisements in the new venture of obtaining advertising for the 1960 Membership Directory. H. V. Gilmore pointed out the desirability of having a tie-in of advertising with the exhibits at the various conventions, to which there was general agreement. After approval by President Embree and Editor Baldwin, it was agreed that several prospective contract advertising salesmen on the Pacific Coast would be contacted with a view toward selecting one of them to represent the *Journal's* advertising selling efforts in that area and it was further agreed that A. R. Baldwin, A. E. MacGee, R. L. Edwards, and Mrs. Lucy R. Hawkins would serve as an *ad hoc* committee for this purpose. Mrs. Hawkins then presented the idea of an Advertising Appreciation Club and, as this was considered to be a worthwhile venture by those present, it was recommended that she take steps to place this project into operation.

In addition to sending a buying power survey letter to a select mailing list of 130 engineering members of the Society, the chairman of the Advertising Committee sent to the members seven general letters, providing various kinds of information with reference to advertising capital that could be made out of such things as the buying power survey and the Society's highest percentage of engineering and managerial membership. And of course, numerous letters were sent by the chairman to the advertising contract salesmen, passing along various selling ideas and comments which he and others of the committee thought might be of assistance, to say nothing of numerous letters that the chairman and other members of the committee sent to firms that



BOND AWARD—This reproduction of the gold medal awarded to J. E. Coleman for 1958 and to H. M. Teeter for 1959 shows the design on the front. On the back is engraved the name of the winner and the year. It is given for the best manuscript presented at Society meetings during of the year and is administered by a special committee, of which A. R. Baldwin was the first chairman, W. O. Lundberg, the second, and D. H. Wheeler, the third.

are either advertising in the *Journal* or are considered prospects, all of which manifested a fine spirit of cooperation for the good of the cause.

Appreciation is hereby acknowledged for the continuing support of and interest in the work of the Advertising Committee by President Embree, Past Presidents J. C. Kouen and H. C. Black, President-Elect R. W. Bates, *Journal* Editor A. R. Baldwin, Managing Editor Mrs. Lucy R. Hawkins, and the officials of the Society and a host of other members of the Society.

A. E. MACGEE, chairman

Fatty Acids

MARCH PRODUCTION of fatty acids classified under Categories Nos. 1-12 totalled 43.5 million pounds, up 2.7 million pounds from February and up 3.1 million pounds from March 1959. Production of tall oil fatty acids as defined by Category No. 13 was 6.4 million pounds, compared with 6.6 million pounds in February.

Disposition of all fatty acids, except Category No. 13, totalled 46.6 million pounds, compared with 42.4 million pounds in February and 39.7 million pounds in March last year. For Category No. 13, disposition amounted to 5.9 million pounds. Disposition, as a total of all types now in the census, was 52.5 million pounds in March and 47.2 million pounds the previous month.

Finished goods inventories for Categories Nos. 1-12 were 38.7 million pounds on March 31, very close to the February 29 level. Work in process stocks, as a total for all categories, were 20.2 million pounds, down 1.0 million pounds from the end of February.

Reichhold Chemicals Inc., Elizabeth, N. J., has become the first producer to receive a license to use the *in-situ* epoxidation process for which U. S. Patent 2,919,283 was recently granted to Becco Chemical Division, Food Machinery and Chemical Corporation, Buffalo, N. Y. Reichhold is using the Becco process in the production of Peroxidol 780, an epoxidized soybean oil, and Peroxidol 781, an epoxidized fatty acid ester, both of which are used as secondary plasticizers for vinyl resins used in floor coverings, wall tile, etc.