

# J. WALTER THOMPSON COMPANY

November 15, 1923

## NEWS LETTER NO. 1

For some years we issued an office News Letter in which matters of common interest in connection with Company activities were discussed. It now seems an opportune time to revive the News Letter.

In our various offices things happen in one department which the members of other departments only hear of by accident, if at all. The activities of busy days will not permit all the interesting news to pass between us by word of mouth. Therefore we must look to the office News Letter to link us up more closely.

In addition, we want to know what is happening in all our branch offices from London to San Francisco and everything in between.

Don't be formal about it - send in the news in any form in which it may turn up and please remember that the News Letter will not be complete unless every office and every department are represented.

The News Letter will be issued on or about the 15th of each month but don't wait until the last week before sending in your contributions.

Mr. Resor has appointed a Committee to look after the compilation of the news. Please send all contributions to Miss Symington

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## A NEW CLIENT

A & M Kargheusian Incorporated, 295 Fifth Avenue, New York City, have just been added to our list of clients.

For years this company has been one of the most important factors in the importation of oriental rugs. They are also manufacturers of Wiltons and other domestic floor coverings, as well as sole selling agents for the Pennsylvania Axminster Carpet Corporation. The Wilton Mills are at Freehold, New Jersey.

Our work for this client is to be the advertising of Wiltons, in preparation for which investigations and plans are now under way.

## AN OLD CLIENT WELCOMED BACK

We are much pleased to announce the return of an old client, Peter Henderson & Co., of 35 Cortland Street, New York City.

This firm which is one of the largest seed houses in the country, first came to us twenty years ago and was with us from 1903 until 1917.

## FROM CALIFORNIA TO FINLAND

The law has its long arm but to advertising must be conceded the seven league boots when raisins in California are being enjoyed in Finland.

Our London Office is putting on a SUN MAID RAISIN campaign in Europe entirely independent of the American campaign as to copy angle. The production work on the campaign is being handled from London.

In addition to the English campaign special copy has been prepared and is now running in Holland, Denmark, Norway, Sweden and Finland.



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## RURAL AND SMALL TOWN INVESTIGATION

The rural and small town investigation took shape in a series of conferences between officers and members of the staff during the last week of July, 1923. Nearly one-half of the population of the United States (51,406,017) are classed as rural - i.e. living in unincorporated places or in such places with less than 2,500 population. It was the unanimous judgment that we ought to have first hand knowledge about these people, comparable to that which we have about the rest of the country.

On July 30, Mr. Resor, in a memo, announced the study and outlined its purposes as follows:

- (1) to determine the extent of the existing market for our varied products in these territories
- (2) possibilities for expanding these markets there
- (3) sales machinery to secure and maintain distribution
- (4) a complete study of all media reaching these people

A selection was made of 10 counties in New York State and a tentative plan of investigation including calls on local retailers and consumers was set up. The necessary questionnaires were given a preliminary testing and, after they had been revised, a trial investigation was made in Putnam County on August 14, 15, and 16, for the purpose of establishing working methods.

As a result of this Putnam County experience a program and schedule for covering other counties was laid out. In the meantime the questionnaires were subjected to a vigorous process of reconstruction. Over 20 members of the staff contributed ideas for their amendment and reconstruction.

The amended schedules covering consumers were ready for use early in October and it was decided to give them a further work-out in Putnam County by house to house visits before proceeding farther with the inquiry in more remote counties. A Ford car was bought for the purpose and during the past six weeks the eastern part of Putnam County has been covered in detail. The direct fruits of this preliminary phase of the inquiry are partly in the lessons which the staff have learned about the views of rural people concerning some of our clients' products, and partly in material about

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this market, and methods of reaching it, now in process of being cast into tabular form.

Lists of retailers in other selected New York counties are ready for use and during the next few weeks it is hoped that some of these can be covered. The corresponding consumer visits probably cannot be completed until after the winter is over.

An effort as comprehensive as this will naturally take a period of time to complete, but the progress of the work will be extremely interesting to follow, looking forward to a real contribution to a problem of great importance to advertising.

### THE J.W.T. STORY INTERESTINGLY TOLD IN BOSTON PAPER

Mr. Resor's election to the presidency of the Four A's was made the occasion for a very fine article on the history of the J. Walter Thompson Company and its president in the Boston Sunday Herald, November 11th.

As a summary of this article is inadequate to do it justice, we are mailing copies to all the branch offices and routing several copies through the New York Office for those who may be interested.

If this article does not reach your desk, Miss Synnington will be glad to route a copy to you.

Miss Agnes Campbell, who had been with the Company since 1919, is now assistant editor of "Sporting Goods Buyer."



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## A NEW GROUP HEAD

One of the most pleasant announcements we have to make in this first issue of the News Letter is the appointment of Mr. Posey to be a group head. Mr. Posey has been with the Company for four and a half years.

## BOSTON OFFICE NEWS

Mr. Walter Resor writes to say that Mr. Horace A. Carter, Treasurer of the Carter Knit Underwear Company, one of our clients, is Chairman of the Committee for the Boston University Drive from November 2nd to the 10th.

Mr. Carter wired Mr. Resor asking for any help the Boston Office could give and Mr. Costello was assigned to help Mr. Carter for a few hours each day.

This is a drive to raise \$4,500,000 for a Fiftieth Anniversary Endowment Fund. Boston University is non-sectarian and co-educational and is looking to the business men of New England for liberal support, for, to quote from a brochure which accompanied Mr. Resor's letter:

"The College of Business Administration combines the cultural ideals of the American college with the practical efficiency of the American business house. With that as its purpose, supported by a university insistent upon academic standards and by a representative board of active business men, it was organized in 1913, and in a decade became the largest college of its kind in New England and one of the most influential in the United States."

In addition to this there is the College of Secretarial Science maintained especially for women students. It was organized to meet the demand for a program of study to cover many subjects of a cultural nature and in addition a group of courses upon secretarial and editorial work, business methods and high school teaching in similar directions.

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## NEW DEVELOPMENT IN ROTOGRAVURE

The Chicago Tribune has announced a new development in connection with color rotogravure advertising.

Originally, the Chicago Tribune published a Tabloid Rotogravure Section printed in either sepia or green ink. Printing in colors was a later development.

This is the first publication to develop rotogravure printing to the point where it can be printed in four colors.

They have now reached the point where it is planned to publish this tabloid section as a separate weekly periodical, called the Coloroto Weekly, appearing on Wednesday of every week starting May 10, 1924. Our present information is that the price will be 5¢ a copy.

Details of the circulation effort are lacking at present except that it is thought that for the first few issues the Coloroto Weekly will be distributed with the Chicago Sunday Tribune and the New York Daily News, subscriptions being solicited through a coupon offer in these papers. It is expected that some circulation will be secured through the American and Union News Company.

The Chicago Tribune intends to replace its tabloid roto section with a full size Rotogravure Section commencing with the issue of April 6, 1924. It will be of the same general size as that of the New York Times, but there will be an additional feature of the back page of each section which can be printed in two or four colors. Rate for a page in two or four colors - \$4,500. For one color (sepia) \$3,500 a page.

Much of the advance information concerning the magazine is incomplete, so we will not attempt to pass an opinion on it at this time. However, the new size rotogravure will be worthy of our serious consideration because to start with the rate is equitable. It, of course, remains to be seen what the typographic and printing results will be.

The first advertising exposition is being held this week at the 71st Armory - 34th Street and Park Avenue.

Among the exhibits is one which was prepared by the A.A.A.A. Various members of our organization took part in the preparation of this exhibit.

In connection with the exhibit showing package design, it developed that the J. Walter Thompson Company had done more designing of packages than any other agency in New York.

The exhibition is on the whole worth seeing.



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### THE PRIZE CONTEST MAKES PROGRESS

The J. Walter Thompson Essay Contest for which the subject chosen is "A Statistical Index of the Purchasing Power of Consumers in the United States" closed September 30.

Mr. Cherington says that eleven papers were submitted and that there is some very good material among them.

The five judges appointed to read the papers are Professor Robert E. Chaddock of Columbia, Professor Allyn A. Young of Harvard, Mr. Henry S. Dennison of the Dennison Manufacturing Company, Framingham, Massachusetts, and Mr. A. Lincoln Filene of Wm. Filene's Sons Co., Boston, Massachusetts and Mr. Stanley Resor.

The papers are now in the hands of the second judge, and the awards will be announced as soon as all five judges have read the essays.

### WHAT IS AMERICA'S FAVORITE CAKE?

Is it chocolate, orange, sponge, coconut, or what? Fortunately this important question is going to be settled at last by the contest announced in advertising appearing in the November magazines by the Royal Baking Powder Company.

It seems a certain Miss Virginia Olds wrote them an appealing letter asking for help. "I'm giving my first party in my own home --- which kind of cake do most people like best? --- Just what do I do to make it a success?" --- so runs her letter.

"\$1050 in prizes for the most helpful answers to Virginia Olds' letter," offers the Royal Baking Powder Co. in an arresting 4-color double track in leading women's magazines. "Talk to her in your letter just as if she were in the kitchen with you and you were telling her how to make cake for the first time," the copy reads. This human appeal is bringing in thousands of informal, personal letters each week.

The Royal Baking Powder Co. expects to find in them a great deal of valuable information which will influence future editions of their famous cook book.

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### MISS MARTIN RETURNS

Three members of the New York Office staff have made "the grand tour" within the last two years, the last wanderer to return being Helen Martin who left for Europe on November 7, 1922. She was welcomed back a few weeks ago after an extended visit to England, France, the Riviera, Italy, Switzerland and Algiers. Miss Martin spent July, August and September in the London Office from which she made trips to Holland and Scotland.

Alice Boughton and Margaret King left together for a trip which took them very far afield. They travelled together through Japan and made an investigation on the toilet goods market in China after which Miss King sailed from Shanghai leaving Miss Boughton to take a 1600 mile trip up the Yang-tse River.

Miss Boughton then travelled through Egypt, India and Burma, returning home by way of London. She remained in the London Office five weeks to make a study of the grocery and drug fields.

### SCOTT PARADISE RETURNS FROM LONDON

Mr. Paradise left to take charge of the London Office in February, 1921 and returned to the New York Office in September, 1923 after an absence of two and a half years. (During this time Mr. Paradise spent some time on the continent on behalf of several of our clients.) Mr. J. U. Reber of the New York Office succeeded Mr. Paradise as manager of the London Office.

A well rounded organization has been developed in London - contact, copy, art and media, and we now occupy quarters in the Bush House, the finest office building in London, situated at the foot of one of London's important thoroughfares, Kingsway, and backing on the Strand.

The personnel of our London Office are not strangers to us here for in addition to Mr. Reber there are Ruth Waldo, Arthur Deerson and Marguerite Walls, all from the New York Office.



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## ART DIRECTORS' EXHIBIT AT ART CENTER

Mr. Aymar says that one of the most interesting features of the recent exhibition, held at Art Center, 65 East 56th Street, New York City, was furnished by the Art Directors.

Various stages in the preparation of six different forms of advertising were shown, from the first rough sketch to the final proof of the advertisement.

The George Batten Company exhibited a rotogravure page advertising the Hampton Shops.

Street & Fimney showed a Comet Rice twenty four sheet poster, with one of the wood blocks used to reproduce it.

Galkins & Holden had two magazine color pages on Wesson Oil and Heinz products, with a wood engraving of the latter for use in black and white magazine advertising.

Edwin Bird Wilson showed, in every stage of progress, a booklet for the Bankers' Trust Company, the original art of which was cut on linoleum.

Newell Emmett exhibited a twenty four sheet Fatima poster with the first sketch and finished painting.

Frank Seaman was represented by a Fab car card and the J. Walter Thompson Company by a Massachusetts Baking Company full page newspaper advertisement, the latter illustrating the use of line and half tone on the same page.

It was the purpose of these exhibitors to acquaint the public with the various technical problems involved in producing work for different forms of advertising and to demonstrate, step by step, the means whereby these results were obtained.

This exhibition is not to be confused with the regular annual exhibition to be held the first part of next year.

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## RADIO PUBLICITY

In the fall of 1922 a new development in the progress of advertising and publicity was inaugurated by the introduction of the radio for commercial purposes. The American Telegraph and Telephone Co. has the exclusive rights to general commercial broadcasting and all future developments will therefore be in their hands.

Evening talks, ten minutes in length, are given over station W E A F to an audience who are listening in for entertainment and relaxation, so that the problem of approaching such auditors without antagonizing them is one which calls for considerable subtlety of treatment.

It was obvious that informative talks of general interest would have to be given rather than a bold and pointed selling talk on individual products if the public's interest was to be held and goodwill secured.

With this object in view an introduction to the talk is made by an official of the radio company and not by the representative of the firm giving the talk. This relieves the speaker from appearing in the role of an aggressive salesman. Then when the talk is concluded, the radio official announces that any of his hearers who are interested in the subject can write either to station W E A F for information or for an explanatory booklet the firm may have to offer - or the talk may be reprinted in the Radio Magazine. For instance, on September 6, 1923 a morning talk was given by Mr. Johns of Swift & Company which was prefaced and concluded as follows:

### Opening Announcement

Perhaps the biggest problem of the housewife who is trying to keep down food bills and still to serve three delicious meals daily is the problem of meat. It's an absolutely necessary part of her menu and often an expensive part. This morning Mr. William Johns of Swift & Company has some Practical Suggestions for Reducing Your Meat Bill. - Mr. Johns



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## RADIO PUBLICITY (CONT'D)

### Closing Announcement

Mr. Johns of Swift & Company has told me that I may offer a pamphlet of recipes to any of you who heard his Practical Suggestions for Reducing Your Meat Bill. He and his Company are interested in educating the meat-consuming public not merely to cook meat well, but quite as much to save money in buying meat, and then to avoid unnecessary waste of meat. If you want the economical, new and excellent recipes which Mr. Johns has offered, write a card to Mr. William Johns, care of Station W E A F, 195 Broadway, New York, N. Y.

The women who are listening in on these evening talks are naturally not particularly interested in household affairs after the day's work is over, so in order to reach the woman in her most approachable mood a series of Thursday morning talks were instituted. They are given at 11 o'clock and it is estimated that they reach 500,000 women within 100 miles of New York alone; and returns have been received from as far west as Chicago and Indiana. When other stations are added the publicity attained will be national. A ten minute morning talk costs \$50. One in the evening \$100. A ten minute talk represents approximately 1000 words.

The following list of some of the talks will furnish some idea of their scope and value:

- A. Marinello Beauty School talk on the Care of Your Skin
- H. W. Gossard Company - An intimate talk on every woman's corset problem
- Swift & Company - Practical Suggestions for reducing your meat bill
- Cheney Brothers - Latest News of Fashions and Fabrics
- Alvin Silver Company - Little things that beautify your home
- Swift & Company - Buying meat for two
- Walk-Over Shoe Store - Timely Shoes for the Modern Woman
- Foamite-Childs Corp. - What a match did
- Quaker Lace Co. - Curtaining a Window on two sides
- Dr. Watson of J. Walter Thompson Co. - Glands - the mysteries of the human body

Mr. Johns, speaking for Swift & Company, received 500 letters as a result of two ten minute talks; the Alvin Silver Co. 200 letters from one talk; Foamite-Childs Corp. about 250 letters.

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## TWO NEW COPY-WRITERS

Two newcomers on the distaff side of the copy department are Clarinda Garrison and Margaret W. Watson.

Miss Garrison graduated from Bryn Mawr in 1921. She spent last winter in Paris, studying at the Sorbonne and has tutored since her graduation.

Miss Watson graduated from Barnard in 1913 and took her Master's degree at Columbia in 1917. She taught English at Bryn Mawr and was assistant editor of "La France" magazine from 1919 to 1921, after which she taught French for a year at the University of California.

Miss Watson has written articles for Pictorial Review, Ladies' Home Journal, the Mentor and other magazines.

The November issue of House Beautiful is showing four beautiful photographs of our old Colonial kitchen. The photographs were taken by Charles Sheeler, an artist who has done some fine flower studies in crayon and pastel. The text is under the title of "A Bit of Old New England in a New York Office Building."

Mr. H. E. Woodsend, an architect, has written some brief but very interesting descriptive text below each photograph. He concludes by saying, "The carefully chosen furniture, the old pewter and painted tin, the fine collection of hooked rugs, glass and pitchers, all show that not a detail is missing that would help recreate the familiar room of our forebears."

Mr. John P. Dunne, who was with us for six years has become assistant production manager with the Blackman Agency.