

J. WALTER THOMPSON COMPANY

November 22, 1923

NEWS LETTER NO. 2

ADVERTISING OPPORTUNITIES IN ENGLAND NO LONGER POTENTIAL BUT IMMEDIATE

An interesting and timely amplification of the thesis of Scott Paradise's November News Bulletin article appears in the October issue of the Hulton News, published in England. They say:

".....it can be stated that the successful marketing and advertising of any product in Great Britain is governed by practically the same rules as prevail in the United States."

The article goes on to quote the success of several American products in England, notably, Palmolive Soap, the Rexall products, (United Drug Company of Boston) now the largest sellers of toilet articles in Great Britain. The O'Cedar people not only sold their mop in Great Britain but sold the idea to the English housewife, a feat which we duplicated with our introduction and popularization of raisin bread in England.

With the purchasing power of Great Britain stabilized by her diversity of industry, it will be evident that the opening of a London Office right in the heart of these opportunities was no long term investment but one on which immediate dividends are being declared.

ENGLISH PUBLISHER PRAISES OUR SUN MAID ENGLISH ADVERTISING

Sir Charles Higham says - "Sun Maid Raisins have become familiar in practically every English home in an incredibly short space of time. A few years ago raisin bread was never eaten in England. Now because of the efficient advertising of Sun Maid Raisins, bakers everywhere are baking raisin bread."

A very gratifying tribute to our London Office, who have complete charge of this campaign.

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LONDON OFFICE NEWS (Continued)

Some of the publications in these northern European countries are splendidly edited and printed. There is the incomparable "Femina" in Paris, "Vore Damer" in Copenhagen, and "Suomen Kuvalehti" in Helsingfors (this is rotogravure).

Because of the smallness of most of these countries the newspapers are particularly important and those in the capital cities are very well edited.

SUN-MAID RAISIN SCANDINAVIAN CAMPAIGN

When Mr. Resor was showing Mr. Hart, one of the Directors of Port Sunlight, through the offices, he told him that we were doing the Sun-Maid Raisin advertising in England. Mr. Hart replied that he had noticed this advertising both in England and in the Scandinavian countries, and that, in his judgment, it was the most outstanding advertising in Scandinavia.

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PROGRESS OF THE RURAL INVESTIGATION

Mr. Cherington reports the completion of the following sections of the preliminary Putnam County trial investigation of the rural and small town inquiry.

Section	I	-	Laundry Supplies.
"	II	-	Toilet Articles.
"	III	-	Drugs and Medicines.
"	IV	-	Food.
"	V	-	Clothing.
"	V - Quest.5	-	Knitting Yarns.

The Putnam County work involved calls on every general store, grocery store and drug store in the county and on 325 households.

These reports have been distributed to the representatives and others interested and have been put by them at the disposal of clients whose products are covered.

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CHICAGO OFFICE NEWS

CHICAGO OFFICE MAN GOES TO SAN FRANCISCO OFFICE

Henry M. Stevens, a member of the Research force in this office since June 1923, is leaving this week for San Francisco to enter our office there in the same capacity.

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Mr. P. C. Harper, who has been in the Chicago Research Department for the past year, is now working with Mr. McQuinn on the following accounts: Burlington, Cream of Wheat, Hoosier, Klearflax, Log Cabin, Morris, Mann & Reilly and Scholl.

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The last paragraph of a recent letter from the District Sales Manager of the Hoosier Kitchen Cabinet Company, reads as follows:

"It is mighty refreshing to have an advertising agency that takes enough interest in our affairs to actually discover something in our own territory that the fellows who are on the job did not know about. Keep up this good work, for we are becoming more thoroughly sold to the J. Walter Thompson service every day."

This is in reply to a letter from us, in which we called this man's attention to an Improved Kitchen Contest for Texas Housekeepers in the Dallas Weekly News.

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A NEW CLIENT

We have added to our list of accounts, effective December 1, 1923

The President Suspender Company
Shirley, Massachusetts

The President Suspender is the best known suspender on the market. The Company have been manufacturers of elastic webbing since 1700 and of suspenders since 1870.

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KEYED RETURNS ON PEBECO SAMPLING

The increasing rate at which Pebeco returns continue to come in would seem to bear out the previous evidence proving the advantage of the free offer with coupon as against the 10¢ offer with or without a coupon, which was referred to in the November 30 News Letter.

Here is the record, through November 30, of the advertising as it appeared in The Ladies Home Journal, a typical example of what has happened in other publications running the same copy.

SPRING CAMPAIGN

All page space, containing a ten-cent offer without coupon.

<u>Issue</u>	<u>Inquiries</u>
February	33
March	34
April	9
May	33
June	33

These returns represent a pull of at least six months for every insertion.

FALL CAMPAIGN

All page space, containing a free offer with coupon featuring tube.

<u>Issue</u>	<u>Inquiries</u>
September	6,598
October	7,192
November	4,437

The November figure represents only one month's pull. The October, two.

A careful study of keyed inquiries has shown that in the case of a magazine insertion 90 per cent of the total returns is reached only after three months' running. In view of this fact these Pebeco figures are all the more striking.

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THE MANUFACTURERS OF LUX AND RINSO, LEVER BROTHERS, LTD., MAKE HISTORY IN AFRICA

Lord Leverhulme, of Lever Brothers, Ltd., is president of the 1924 convention of the Associated Advertising Clubs of the World to be held in London in 1924.

On the occasion of the recent Sphinx Club dinner in New York City, at which he was the guest of honor, Lord Leverhulme said: "We advertisers have learned by experience and hard knocks that honesty in advertising pays. We know now to a certainty that to claim too much for any article in its advertising defeats the ends we have in view. Advertisers are not working for the day. We must lay deep foundations if our house is to be livable."

He is the subject of a most interesting article by Griffin Barry in December Hearst's, entitled "The Man Who Owns Africa."

This article opens with the stroke of industrial genius with which William Hesketh Lever (as he was then) in 1909 foresaw the necessity for the replacement of the scant supply of animal fats for soap making by the vegetable oil yielded by the palm trees on the west coast of Africa.

From eight companies in 1909 to one hundred forty today, all over the world, is the growth of this mammoth enterprise.

It was found that the purchase of palm oil from natives was uncertain so in 1911 a concession of more than a million acres of palm forest was secured from the Belgian Government and on this concession a colonization scheme was started. Since that time eight towns have been built near the Congo River and a new railway along the lower Congo is in project. The exigencies of the manufacture of soap have transferred the "darkest Africa" of the Belgian misrule and exploitation into a thriving modern industrial center, while in England the model town of Port Sunlight houses the workers who make Sunlight Soap and another model town is going up around the Lever factories in Scotland.

In his recent visit to New York in November, Lord Leverhulme was accompanied by his son, the Honorable W. Hulme Lever, Sir Herbert Morgan, one of the Lever Company Directors, and in addition, some of the other Lever officials who made up the party.

Lord Leverhulme, notwithstanding his advanced age, is making a trip around the world in the Lever interests.