

J. WALTER THOMPSON COMPANY

December 6, 1923

NEWS LETTER NO. 4

DR. WATSON ADDRESSES HARTFORD ADVERTISING CLUB

"How Advertising can help Insurance and its problem of Selling" was the subject of Dr. Watson's address before the Hartford Advertising Club on November 20th, at which several insurance executives were present.

Mr. Latshaw, advertising director of Butterick, spoke on the subject of "How the Women's Magazines can help insurance companies in their selling problems."

Mr. Philip Burnet, President of the Continental Life Insurance Company, then spoke on "How the Insurance Companies Feel About It."

The first part of his address took up the various difficulties in the way of advertising insurance; the last part was an eloquent appeal for the help of advertising.

A general discussion followed, which was participated in by insurance executives and by advertising men.

* * * * *

The Women's Copy Department is planning a series of luncheons to be given for the various people to whom they are indebted for much information and help on a variety of practical subjects.

The first of these was given on Friday, November 23rd, in our own kitchen, for Mrs. Mildred Maddocks Bentley, Director of Good House-keeping Institute, and her assistant, Miss Marsh; Miss Emma H. Gunther, Professor of Household Administration and Miss L. Ray Balderston, head of the Laundry Department at Teachers' College. Miss Fleming, Miss Anderson, Miss Casseres, Miss Dewey, Mrs. Hutchison, Miss Coit, Miss Olzendan and Miss Boughton represented the company.

Miss Gunther and Miss Balderston were very much impressed with the kitchen. They asked permission to bring the class in Housewifery to see it and perhaps also a group of Oriental students, most of whom get their ideas of American home life from either a hall bedroom or from the exhibits at the Metropolitan Museum.

Another luncheon is planned in January for Miss May B. Van Arsdale, Director of the Department of Foods and Cookery at Teachers' College; her assistant, Miss Monroe, who is head of the Marketing Class; Miss Bertha Shapleigh, and Miss Anna Barrows. The last two named are among the best known food demonstrators in the country.

J. WALTER THOMPSON COMPANY

- 2 -

CINCINNATI OFFICE NEWS

RICHARDSON SALES MEETING

Our client, The Richardson Roofing Company, held a sales meeting at its offices in Lockland last week. It was attended by the district sales managers and executives of The Richardson Company and by Mr. Stanton, Mr. Henderson and Mr. Groom of J. Walter Thompson Company.

The sales managers from the various territories reported that the advertising campaign in 1923 on Richardson Roofing had enabled them to secure big increases in their volume of sales. Everyone who attended the meeting was enthusiastic about the advertising and plans were agreed upon for a much larger campaign for 1924.

CINCINNATI MARKET AND MEDIA INVESTIGATION PRESENTED TO CLEVELAND CHAPTER OF THE TAYLOR SOCIETY*

Mr. Groom was the speaker at the regular monthly meeting of the Cleveland Chapter of the Taylor Society held this week in Cleveland. His subject was, "The Coordination of Production with Sales and Advertising."

There was a large attendance of the members of the Cleveland Chapter and the discussion which followed the presentation of our Cincinnati market and media investigation indicated a considerable interest in this subject by the audience.

* The Taylor Society is the National organization of production engineers engaged in considering the principles of Scientific management developed by the late Frederick W. Taylor

Miss Monroe, instructor in Marketing at Teachers' College, was so interested in Mr. Walker's article, "The Great American Cupboard" in the November News Bulletin, that she requested several extra copies to put on the required reading list of her class.

She wishes to receive the Bulletin regularly in the future as she considers it very good material for class reading.

J. WALTER THOMPSON COMPANY

- 3 -

CHICAGO NEWS

HOOSIER KITCHEN CABINET CAMPAIGN TO APPEAR EXCLUSIVELY IN WOMEN'S MAGAZINES

We took over the Hoosier Kitchen Cabinet account quite suddenly in June. We were required to fill the space for the fall months. We did this while we were making an investigation. We used the schedule that had already been outlined by the Hoosier Company, no changes were made.

Of outstanding interest on the Hoosier Kitchen Cabinet account are the two following facts: That the new schedule covers nothing but women's magazines and that for the first time, Hoosier copy is to make a direct appeal to women.

Kitchen cabinet manufacturers in the past have spent at least half of their appropriation, and sometimes more, in the Saturday Evening Post. This is the first time that any kitchen cabinet manufacturer has put his entire appropriation into women's publications. We believe that within a few months, other cabinet manufacturers will follow our lead. It is our opinion that a good many of them would like to concentrate more in women's publications, but are afraid to make the move, because they feel the dealers would think they were not among the big advertisers. Dealers will see less of the Hoosier advertising, but we believe that they will feel some of it, due to the pressure being exerted through the women's magazines.

Previous copy had all dealt entirely with statements to the effect that "this cabinet will save more steps than any other cabinet." The new Hoosier copy is planned on an entirely different basis. The first appearance will be in the February women's publications.

KLEARFLAX BUSINESS INCREASES 50% ANNUALLY

The Klearflax Linen Rug Company, whose advertising account we took over two years ago, has made a 50% increase in their business in each of those years. We are now planning a 50% increase for the third year and the chances seem even greater to make the third year successful.

SCHOLL

Indications are that in another year The Dr. Scholl Zinc Pad business will be as large, and perhaps larger, than the original Scholl Foot Appliance business. The advertising appropriation has more than tripled in eighteen months. This is interesting in view of the fact that the test campaign for these pads in the State of Wisconsin was started only on September 20, 1921. A few months later, we had National distribution and the investigation shows that we ranked at that time about third or fourth in the corn remedy field. It may be noted that Zinc Pads cannot be classed as medical. They have a distinct advantage over all other corn remedies in that they do not contain the caustic or corrosive acid.

J. WALTER THOMPSON COMPANY

- 4 -

CHICAGO OFFICE NEWS (Continued)

Mr. Young was Chairman at the meeting of the Western Council of the American Association of Advertising Agencies, which took place in Chicago, November 23rd. Mr. Resor made his initial speech as President of the A.A.A.A. This speech will appear in the December News Bulletin.

Mr. Young called attention to the fact that this meeting was the largest ever held.

About 200 attended the dinner, James O'Shaughnessy, Secretary of the Association, traced the growth of advertising and predicted that more than a billion dollars would be spent on advertising in 1924.

* * * * *

The Pollak Foundation for Economic Research has issued recently the second volume in its series of "Publications." This is a study of "Money" by William Trufant Foster and Waddill Catchings, Chapter XVIII on the Circuit Flow of Money has a footnote referring to our Prize Essay Contest. It says:

"The J. Walter Thompson Company, of New York City, is to be commended for its efforts to stimulate interest in the measurement of the flow of money into consumers' hands. The Company offered a prize for studies, submitted before September 30, 1923, of "A Statistical Index of the Purchasing Power of Consumers in the United States."

The announcement circular setting forth the purposes of the contest is then quoted to the extent of about a page, and this paragraph then follows:

"This announcement emphasizes the necessity of measurements of the buying capacity of consumers as a basis for intelligent market plans. Such measurements, in our view of the subject, have a much wider significance: they are essential to an understanding of all the major problems of economics. Yet, as we have said in Chapter XVIII, most of this region is virgin ground."