

J. WALTER THOMPSON COMPANY

December 13, 1923

NEWS LETTER NO. 5

OUR CLIENT GOES OVER THE TOP WITH A WINNING BOOKLET

We prepared a booklet this Fall on "The Decorative Possibilities of Cretonne" for Elms & Sellon. It was offered free in the Standish color pages in the Ladies Home Journal that ran in September, October and November.

We prepared an edition of 20,000 booklets as a general estimate of what would be sufficient to take care of the inquiries this Fall. The September and October insertions within a period of seven weeks brought in over 17,000 requests and we have ordered a second edition of 30,000 booklets. The returns have been averaging 500 a day.

A letter is sent out with each booklet and the names are carefully organized and sent to the stores in the area that can supply Standish Fabrics. A response from the stores receiving these names as leads has been the means of not only increasing the volume of business this Fall and the stocking of a more representative line of Standish Fabrics, but the opening of a large number of new accounts.

Practically all of the distribution on Standish Fabrics is in department stores throughout the United States.

In illustrating interiors done in Standish Fabrics the leading department stores have cooperated with us in developing the sketches. Stores used this Fall were Lord & Taylor, New York; Carson, Pirie & Scott, Chicago, and Strawbridge and Clothier, Philadelphia.

In each instance the stores themselves duplicated the sketch in actual effect in the Drapery Department and in some instances in the windows.

It developed that Lord & Taylor broke away from an established rule and permitted their name to be used in the advertising of a branded product. With their acceptance of the idea, it was possible to secure similar cooperation from the large and important department stores throughout the country whose decorative ideas will appear in forthcoming advertisements.

If you are interested to see this booklet Miss Symington will route it to you.

CREATE A COMPANY MARKET FOR OUR PRODUCTS

It is obvious that every demand for a product by name gives such a product that much more standing with the dealer. There are something like 350 people employed in the New York and branch offices of our company. Assuming that each one of us is a member of a family of four persons whose buying we can influence, we have a company market of 1400 people at the very least. We can all very readily see that this market amounts to quite a volume in the course of a year's buying.

We hope, therefore, that the family shopping list includes Yuban Coffee, Phenix Cheese, Royal Baking Powder, the Libby and Swift products, to mention only a few of our clients. And that we are walking on O'Sullivan heels, washing ourselves with Woodbury's soap, and our clothes in Lux and Rinso.

Let us all bear this in mind when our families discuss what to buy.

SETH THOMAS CLOCKS ARE ADVERTISED IN A DANERSK FURNITURE SETTING

Distinctive advertising of a quality product makes such a product and its manufacturer, in the course of time, the standard of quality in its field. As, for instance, the association of the name of Tiffany with highest quality in jewelry and artistic goldsmith and silversmith work; the name of Gruen with fine watches; Haviland with fine china and Danersk with fine furniture.

A series of advertisements in color of Seth Thomas clocks are appearing in the Saturday Evening Post, Quality Group and other publications in which they credit "Furniture by Danersk, New York." This manufacturer evidently feels that he can in no way better set off the beauty and establish the prestige of the Seth Thomas clock than by surrounding it with such articles of reputation as Danersk Furniture, which has, like these clocks "attained a perfection by faithful adherence to old New England craft tradition." Danersk Furniture, by reason of this recognition, is receiving the benefit of the large circulation enjoyed by another advertiser's campaign.

SOUTHERN STYLE COCONUT IN YELLOW CAN INCREASES SALES VOLUME

Until the J. Walter Thompson Company became associated as advertising counsel with the Franklin Baker Company, this company was featuring the Blue Can--coconut with the milk. We investigated the coconut market and the standing of the Blue Can in that market and found that while distribution was fairly general, the people of the north and west were bothered by the excess milk. Featured on the can was a method by which the milk should be strained out. Most people were used to dried coconut, either in packages or in bulk and their use of the Blue Can therefore meant a triple change in habits - opening the tin can, straining out the milk, and making allowance for the greater moisture of the coconut in their cake recipes. Sales turn-overs on the Blue Can were low except in the South, where people were used to handling grated coconut with the milk.

At this time distribution on the Yellow Can, which was Southern Style coconut-fresh grated but without the milk, was very defective all over the United States, and the sales very backward. In September, 1922, we advised the Franklin Baker Company to begin to focalize its efforts upon the Southern Style can, and ultimately to sell people only one canned and one packaged coconut.

A Sales Convention was held in the first part of January in which plans were made for a whirlwind distribution campaign in over 100 of the more important cities of the United States, located principally in the North and Middle West. Mr. Walker of the New York office assisted Mr. Goodwin, the sales manager, in the training of the men at the sales convention and for nearly three months in the field. An advertising portfolio was prepared and a convincing selling story given to the salesmen.

As fast as distribution was obtained in any given city, a newspaper campaign was started where strategy demanded it. In all, over 60 cities ran this advertising.

In March of 1923 full page color advertisements were begun in Ladies' Home Journal and in Good Housekeeping. These advertisements ran in March, April, May, June, September, October, November and December, with a double page spread in October Good Housekeeping and November Ladies' Home Journal.

There was a slowing up on the sales of other items during the spring and summer. This was due to taking away the salesmen from their accustomed territories and their selling in small units, as necessarily must be the case in getting distribution. But the total volume picked up rapidly in the fall, and October and November were among the largest months in volume the Franklin Baker Company has ever had.

The result of this concentrated work on the Southern Style can has been very effective. In September -- the latest dates for which complete figures are available, the Southern Style Yellow Can is the leader over the Blue Can by nearly 1,000 cases.

"ECONOMIST GROUP" TAKES FORWARD STEP IN STANDARDIZING PAGE SIZE

One of the biggest problems we have to face in our trade paper advertising is caused by the wide variation in page size of the different trade papers. The problem exists with general magazines and farm papers, but is not so acute as in the case of the trade press, for two reasons:

- 1 - The agitation on the part of advertising agencies and advertisers has resulted in greater standardization among general magazines and agricultural papers than among business papers.
- 2 - The cost of space in business papers is so low relative to the cost in general and farm papers that when a number of plates of different size have to be prepared for a trade paper campaign the mechanical cost often nearly equals the cost of the space itself.

The Business Paper Committee of the American Association of Advertising Agencies has been working with the Associated Business Papers, Inc., in advancing the cause of standardization, not only of page size, but also of half-tone screen, column width, number of columns, etc., among the business papers. So far the agencies and business papers have not agreed in any standard of page size.

Definite progress towards such agreement and an advance in sentiment favoring it is reported by Mr. M. L. Wilson, Chairman of the Committee on Business Papers of the American Association of Advertising Agencies.

Probably the first important step which has resulted was that recently taken by the five publications of the "Economist Group."

The five publications adopted a single standard size, which became effective November 24th. This step by such an important group of publications ought to do much to advance the movement towards standardization.

THE CUSTOMER SEEN FROM THE OTHER
SIDE OF THE COUNTER

Ruth Field and Margaret Brown of the New York Office spent two weeks selling in the toilet goods department of two up-town department stores. Miss Field sold in a store that employs no demonstrators and this was the first time anyone had been permitted to come into the store to secure selling experience and to observe sales.

During an interview at the conclusion of the two weeks the employment manager said he would be glad to introduce other members of the J. Walter Thompson Company to this aspect of the science of retail merchandising.

Miss Brown sold in a store where demonstrators were allowed to work. To quote from her report: "Woman after woman came to the counter with phrases from advertisements on her lips and a firm determination to buy no other brand. In two weeks I heard but two ask simply for 'some cold cream.' One was an elderly woman buying cold cream for the first time, the other a foreigner whose English was a pointing forefinger and an expressive 'how much?'"

"They tell me there were eight thousand articles in the department where I worked. But the saleswoman's problem is greatly simplified when she has learned where to put her hands on the Ponds' Creams, Coty's face powder, Hind's Honey and Almond Cream, Woodbury, Palmolive and Cuticura Soaps, Cutex, Forhans, Kolynds and Pebeco, to say nothing of Lifebuoy, Lux and Rinso."

NEW YORK OFFICE PLEASE NOTE:

"A copy of the Cincinnati Investigation disappeared some time ago from Miss Stocking's desk. We believe that everybody appreciates the value of this book and the necessity for locating it.

"Won't you therefore please make a thorough search in your desk and in the desks in your department and see if it can be found and returned to the Media Department?"