

J. WALTER THOMPSON COMPANY

December 27, 1923

NEWS LETTER NO. 7

SAN FRANCISCO OFFICE NEWS

A NEW ACCOUNT

Mr. Ellis announces the Sperry Flour Company as the latest new account.

This is the third largest miller in the United States, although doing business West of Salt Lake City only.

Their business is divided into three parts, the biggest one being, of course, flour, second, proprietary feeds and third, cereals.

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Mr. Henry Stevens who has just arrived from the Chicago Office will continue to do research work in San Francisco and will also help out on media.

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Mr. Henry Stanton of the Chicago Office spent two weeks in San Francisco, when various meetings were held with the Sun Maid Raisin Growers, Sperry Flour Company and Buckingham and Hecht.

We have just completed a consumer investigation on high top shoes for Buckingham and Hecht, the results of which will be announced in a future letter.

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RATE INCREASES ANTICIPATED BY THE MEDIA DEPARTMENT

Important savings are effected for clients when the Media Department is able to place space contracts ahead of increases in rates. This was exemplified in the recent Ladies' Home Journal increase of \$1,000 a page in black and white and color. We saved \$68,723 for our clients by placing contracts for 1924 business prior to the announcement of increased rates in this publication.

On one account alone there was a saving of almost \$20,000.

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CINCINNATI OFFICE NEWS

On November 10th we had Orange Judd Farmer mail out under their letterhead a message to the hardware and implement dealers in Illinois. This letter discussed the question of whether or not quality goods, both for the dealer and his customer really pay in the long run. The specific article used as an illustration was rope, although no brand was mentioned.

More than 140 replies were received, overwhelmingly supporting the principle that quality merchandise pays best, both for the dealer and his customer. Following is a typical letter:

"As we have handled and sold the same make of first grade manila rope for years, we are very glad to give you our views in regard to selling same.

"We have always felt when we sold a piece of rope that our customer will be and has been satisfied with the purchase. On numerous occasions we have been asked by farmers to give them the same kind of rope they had purchased five or six years ago, as it had stood the wear. Handling the same quality rope, as we do, the sale is quickly made and the farmer is once more satisfied.

"Everything we sell is first grade and when it is sold we know that our firm, as well as our goods, are long remembered.

"We congratulate you on the stand you are taking in advising your readers to buy from their dealers goods which are made and sold by reliable people."

Yours truly,

HOFFERKAMP BROS.

Springfield, Ill.

The ideas contained in these letters will form the basis for the campaign on H. & A. "Blue Heart" Manila Rope both to the consumer and to the trade.

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The November 3d issue of Advertiser's Weekly, published in England, makes the following comment:

"We hear that the American advertisers and agents in our midst are in no way perturbed at the protection proposals before the country, their attitude being one of 'wait and see.'

"Also, that the J. Walter Thompson Company, of Bush House, are looking far ahead on behalf of several of their American clients, and have been placing substantial series orders with the reservation of special positions."



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## NEW FARM PAPER FOUR COLOR INSERT

Seventeen state and sectional farm papers have formed the Associated Farm Papers - 4 Color Insert Service. These seventeen publications include the Associated Farm Papers and several independent papers.

The insert service becomes effective with the December 1st issues of these publications. Their combined aggregate circulation is 1,735,194. The cost of each 4-color insert page is \$14,000. The rate per page per M of circulation, therefore, is \$8.04.

This is the second group of sectional and state farm papers to establish a 4-color insert service. The first group, the Standard Farm Papers 4-Color insert, was established in 1921.

The total circulation of this group is 1,235,910, and the rate per single page color insert is \$11,000. The rate per page per M of circulation, therefore, in this group is \$8.81.

The cost of each of these inserts is considerably higher than the cost of 4-color advertising in the important national farm papers. To those advertisers who find 4-color advertising in the state and sectional farm papers particularly to their interests, however, the establishment of the Associated Farm Papers 4-Color Insert Service is a distinct forward step.

The following article appeared in December 20, 1923 Printers' Ink:

### AUNT JEMIMA GIVES CHICAGO COPY LOCAL FLAVOR

The Aunt Jemima Mills Company, St. Joseph, Mo., gave a local flavor to the newspaper advertising copy of Aunt Jemima Pancake Flour at Chicago, recently. A photograph of the Wrigley Building was reproduced. A cartoon portrayed Aunt Jemima carrying a toppling stack of pancakes, while about her gathered hungry Chicagoans catching them as they fell.

"Every day Chicagoans eat a stack of Aunt Jemima Pancakes more than four times as high as the Wrigley Building," declared the caption, while in large type followed the statement: "Chicago alone this year ate 28,000,000 Aunt Jemima Pancakes."

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## A PROPOSITION WHICH WILL UNDOUBTEDLY BE PUT UP TO CLIENTS IN THE DRUG TRADE

The Little Main Street Stores, Inc., of 50 Madison Ave., have presented to us their novel scheme for stimulation of sales, "The Kiddies' Drug Store." This consists of a model drug store (about 10 inches high), made of cardboard and stocked with non-competing nationally advertised American products. Small packages of the products appear on the shelves and in the windows. Cardboard figures of customers and clerks may be placed at will about the store. A set of toy money accompanies the outfit.

Only twenty firms will participate in this plan. Druggists will give away the game with each purchase of one dollar's worth of one or more of the products advertised in the toy store. It is planned to distribute one million of these stores through 2,500 dealers in New York and Philadelphia in the Spring of 1924. Ten thousand lines of newspaper advertising will give publicity to the game. The 2,500 dealers expect to sell one million dollars' worth of merchandise and will get the goodwill of their customers by giving something free. Each of the participating advertisers will theoretically sell \$50,000 worth of merchandise in this drive.

Each of the twenty firms is to pay \$10,000 for participation in this sales promotion plan.

The scheme seems quite attractive and well worked out. The problems it presents are as follows:

The cost of participation -- \$10,000 -- represents a very substantial appropriation for display work in 2 cities, so that perhaps \$10,000 put on a definite product would bring much better results for the amount expended.

Interest would be divided between the 20 participating products so that the publicity given to any one product in the store will be very small. If sales are equally divided among the twenty products, \$50,000 worth of each will be sold. Even granted that this sales volume were reached for any product it would put a charge against this business of 20%. It is open to question if much of this will be new business. People will probably buy larger quantities at a time of products they are accustomed to use, that is, they will simply anticipate their future wants.

The miniature drug store is not, strictly speaking, a game. There is nothing competitive about its use. It will probably have no appeal for anyone over ten years of age, and adults will certainly not spend much time with it.



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### THE LITTLE MAIN STREET STORES, INC. (Continued)

The material is fragile and probably will not last long in the hands of children.

Each product ought to be sold on a definite appeal and, if a scheme for sales stimulation is advised, it should be limited to the particular product. This undoubtedly will be brought up to clients selling through the drug trade.

Miss Symington has a portfolio of all the details of this scheme for those who may be interested.

### WINDOW TRIM INVESTIGATION

For the past three months Dr. Freyd of the New York Office has been making an investigation in New York City on window displays in the drug product field.

An attempt is being made to find out what a window display actually produces in increased sales; also in what drug stores these displays yield the best returns. Window displays will then be limited to such stores.

### SUN-MAID OUTDOOR ADVERTISING IN EUROPE WINS PRAISE

The December issue of The Advertising World, published in London, England, contains the following interesting paragraph on Sun-Maid Raisin outdoor advertising:

"The Sun-Maid Raisin poster is on the same lines as Fry's. The raisins are reproduced with remarkable fidelity, and look temptingly eatable. Apart from reminding the public of the existence of Sun Maids, this poster performs the useful function of emphasizing the existence of two varieties and explaining graphically and concisely the difference between the two. This is accomplished by two brief phrases. They appear quite simple phrases, and yet one imagines that they were only evolved after much thought. Condensing an explanation to these dimensions without loss of clarity is a fine art, and these two phrases are a fine example of the art."