

J. WALTER THOMPSON COMPANY

January 3, 1924

SUPPLEMENT TO NEWS LETTER NO. 8

"HE AVAILED HIMSELF OF OUR SERVICES WHEN HE LEARNED
WHAT THOSE SERVICES WERE"

"A business man," says a recent trust company advertisement, "whose contact with banking service had been confined to depositing and drawing funds, opened an account with the Equitable. Several days later he received a letter inviting him to use other services of the Company. As a result this man is now using the facilities of three other departments which before he had only known by name. His business, his investments and his estate are benefiting through contact with the offices of these departments."

Inspired by this example and urged on by the Editor of the News Letter the Department of Records and Information herewith submits for your convenience a list of the services which can be put at your disposal.

Current trade data and conditions in the rural market

The Department furnishes a monthly memorandum containing pertinent and authoritative data on current retail and wholesale trade conditions and conditions in the rural market. This memorandum is typed and routed about the 25th of every month to executives, representatives, group heads, and branch offices.

Information service

The information service of the Department can best be indicated by a list of typical recent memoranda:

- (1) Trend of retail and wholesale prices, 1870 - date
- (2) Estimated per capita income in the United States, 1870 - date
- (3) Cost of advertising per unit sold
- (4) Statistics showing how in certain industries the number of establishments tends to decrease while the actual amount of production increases both in volume and value.
- (5) Statistics showing the increase in the number of drug and grocery outlets in the United States during the quarter of a century.
- (6) Statistics appropriate to use as a business barometer of New York City.

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Record of returns on keyed advertising

All records of returns on keyed advertising (including those of branch offices) are filed in this Department, and periodical reports on these returns are made twice yearly to the representative and group head connected with the accounts. Copies of all reports are sent to the Media Department and to such branch offices as are interested.

In addition to preparing the regular semi-annual and annual reports the department cooperates with the representative, group head and Media Department in making special studies.

A standardized form of record has been worked out making it possible to compare reports of returns on various accounts, and consequently to be able to arrive at definite conclusions as to Company experience along such lines as couponing, sampling, etc.

Analysis of products

The Department is able at any time to arrange for the test of any product or group of products. This test may either take the form of a chemical analysis, or it may be simply a practical "Performance test" under certain specified conditions.

Legal data

The Department takes charge of the filing of all consents and releases and also of all legal correspondence connected with the subject of consents. It is thus equipped to draw up a form of release to cover any case.

Application for copyright

The Department takes charge of all copyrighting of booklets, campaigns, etc.

Receipts

The Department is in a position to supply all sorts of first class receipts as well as receipts for various dishes having beside their food value some additional interest of timeliness, historic association, etc.

Government documents

The Department subscribes to the United States Monthly List of Public Documents and to the United States Monthly Check List of State Documents. These two publications between them list nearly all material published by the State and Federal Governments. Each of these lists is checked every month in the Department, and any publication of special interest to us or to our clients is written for.

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The Department can also in almost every case locate any state or federal document here in town without having to wait to send to Washington for it.

It should be remembered, however, that in most of these cases such documents are regarded as "reference material" and have to be consulted at the Library which owns them.

The Department will be glad to supply government coupons for anyone wishing to purchase government documents, to supply a list of available material of this type on any given subject, and to quote prices.

Bibliographies

The Department can make up short bibliographies of authoritative books, articles, etc. on almost any subject, and can usually do so within twentyfour hours.

Competitor advertising

The Department can supply within a short time magazine checking on any competitor, the name of his advertising agent and a collection of his advertising frequently dating back for a long period. For this purpose 118 magazines are clipped as well as the leading newspapers of Boston, Chicago, Cleveland, Detroit, New York, Philadelphia, St. Louis and San Francisco.

The Department supplies monthly to representatives and group heads a collection of advertisements of interest to them in connection with the account which each handles.

Data about towns

The Department can furnish at short notice considerable data about most towns - leading industries, character of town, principal hotels, leading newspapers etc. Maps and route lists can be supplied or secured when necessary.

Library service

The Department has a library of about 750 books including for the most part trade directories, books on advertising, periodical indices, standard reference books, dictionaries, encyclopaedia, almanacs, cook books, census reports, etc. a set of Printers' Ink (bound) from May 1909 to date and bound volumes of the Saturday Evening Post (1922) Vogue (1922) etc.

We have also borrower's privileges at the Russell Sage Library, the New York Public Library, Columbia University Library, Teacher's College Library, etc. Requests for books from these libraries should be made before 12:30 o'clock if they are wanted for use in the same day.

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Portfolios

The Department keeps complete record portfolios with schedules of all campaigns and supplies the Chicago Office with proofs of the New York Office accounts.

We also make up special portfolios for solicitation, etc.

Periodical file

The Department has a file of the leading trade papers, advertising periodicals and bank bulletins, many of which are routed before filing.

Lists

The Department can always supply Boyd's lists and has also excellent special lists of leading grocery jobbers, county agents, home economics, instructors, etc.

Accounts list

The Department is responsible for keeping an up-to-date list of our clients. This list, with revisions, is circulated quarterly to a limited list of Company Officials including the Editor of the News Bulletin.

Clippings

The Department subscribes to a clipping bureau whenever occasion requires and can secure clippings on short notice on assigned subjects for five cents a piece with a minimum monthly charge of one dollar. It should be remembered, however, that clippings from back numbers of papers are hard to secure, and that advertisements as a rule can only be secured from current papers.

Back numbers of periodicals

Back numbers of periodicals can often be obtained. This takes, as a rule, several days and nearly always at a cost of much more than the original price of the magazine.

Data on industrials

The Department can always supply Dun and Bradstreet rating and reports on most competitors or prospective clients. Additional information regarding net earnings, officials, etc. can sometimes be secured from Moody's Manual, the Wall Street Journal and the Commercial and Financial Chronicle. More detailed information, where it is required, can be supplied by our Treasurer's office.

Routing

The Department examines all pamphlets, trade papers etc. before filing, and those of any special interest to any group or individual are routed before filing.

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Display material

The Department has charge of storing and indexing all display material such as car cards, dealer helps, products etc. when such material has been turned over to us by the Production Department.

Contact file

The Department has an excellent contact file of jobbers, chain store buyers, chemists, specialists of various sorts, editors etc. which we are always glad to make use of on behalf of anyone wanting any information not available through printed sources.

Service to secretaries

The Department is always glad to give any cooperation to the Secretaries and to explain to any of the new Secretaries the operation of the Company files, records and other methods of procedure.

Investigations

All investigations are, of course, conducted by the Department of Research, but this Department is usually in a position to cooperate in this work by making brief checkings such as jobber interviews, etc. which do not necessitate extensive tabulation or statistical analysis. We have on file considerable valuable data about merchandising centers in New York City and the Metropolitan District.

Pictures and portraits

The Department frequently can locate portraits and pictures of all sorts of subjects needed for layouts, the studio, etc.