

J. WALTER THOMPSON COMPANY

January 10, 1924

NEWS LETTER NO. 9

"FREE - A FULL SIZE CAN OF BAKER'S COCONUT."

We are making an unusual offer on Baker's Coconut about which the branch offices may be interested to hear in advance. In our April color page we are offering a regular trade size can of Baker's Coconut free. This will be mailed directly to the consumer and not distributed through dealers.

The advertisement is not on this offer exclusively but has in bold face type in the upper right hand corner, beside the can - "Free - a full sized can of this wonderful new coconut - A special offer to every Good Housekeeping reader. See details below." And a column of black face type gives the details with a coupon following.

As this can wholesales for 15 cents and retails for from 18-20 cents, this is quite a present, and it will cost from 6 cents up to mail it.

This offer is being made in Good Housekeeping only (the advertising is running in Good Housekeeping and Ladies Home Journal); partly because it was thought safer to try it out in smaller circulation and partly because the high price of Good Housekeeping (25¢) will prevent any chance for fraud and repeat orders. The 10¢ price of Ladies Home Journal would of course bring the cost of this can down to less than wholesale.

This free offer is being made for several reasons.

1. The Franklin Baker Company annually sets aside a considerable sum of money for sampling on the Southern Style can. Hitherto they have sampled the dealer enclosing with each case of the Blue Can two cans of Southern Style. They are strongly convinced now that they will make more rapid progress by sampling the consumers who actually read the Franklin Baker advertising in Ladies Home Journal and Good Housekeeping.
2. Because the public was not sufficiently acquainted with the merits of the Blue Can when first put on the market, considerable resistance has grown up about canned coconut. People think it is all like the Blue Can - that it contains milk. In the North and in the West people are not thoroughly acquainted with the fresh nut and look upon the milk as a nuisance. Southern Style (Yellow Can) being moist without the milk, would just suit them if they could be persuaded to try it. Sampling, together with advertising, would seem to be the most rapid way of breaking down this type of resistance.

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BAKER'S COCONUT FREE OFFER (Continued)

3. Grocers have a tremendous influence on the consumer public, especially if the product is relatively new. Many of the grocers over the United States do not sell the Southern Style Can. When a customer comes in and asks for the Southern Style can, the grocer insists that the Blue Can is Southern Style. The consumer gets fooled once more. Even if a few people in a community can once get Southern Style in front of them and try it, information about it will trickle out to their friends. It is hoped that sampling will help to keep the public from having the Blue Can sold to them when our advertising has sold them Southern Style.

As far as we know this is the first time any of our clients have ever offered a product in the regular trade size free. There is much speculation as to what returns we can expect.

NORTHAM-WARREN SALES CONVENTION

The annual Northam Warren (Cutex) Sales Convention was held January 2d, 3rd and 4th. Mr. Kinney spoke at the meeting on January 3rd and Mr. William Resor on January 4th.

The Northam Warren Corporation have had a good year and the sales force start out for 1924 with complete confidence of meeting their quotas - which have been established at a high point, well above last year.

The campaign for 1924 was received with enthusiasm and voted the best that Cutex has ever had.

Because of the investigation work which we have done in the past year in making contacts with department stores and chain stores, and helping the selling organization on what is their greatest problem today - the demonstrator in department stores - the sales organization have accepted J. Walter Thompson Company as real partners in their job.

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PHENIX CLUB CHEESE IS ONE OF THE PRODUCTS FEATURED IN STORE CARD ADVERTISING

Towards the middle of last September the Stores Advertising Company of New York began the installation of store cards in all the chain grocery stores throughout the New York Metropolitan District. To date approximately 3,000 stores have been fitted and are displaying these cards. By the end of February the installation will be completed -- some 5,000 cards in all.

The cards used are the same as car cards, 11" x 21" in size. They are placed in white enamelled metal frames, one card to the frame. The frames are about a foot apart, directly behind the counter and about eight feet from the floor. Because of this excellent location their attention value is extremely high. The following products are now being displayed:

Astor Coffee, CN Disinfectant, Wesson Oil, Hecker's Flour, Pancake Flour, Phenix Club Cheese, Malt Breakfast Food and Wheatsworth Biscuits.

The following advantages might be mentioned as being peculiar to this medium:

The cards are seen at a most opportune time. They are seen only by buyers or prospective buyers.

They are directly at the point of purchase.

They are the only advertising material in the chain stores aside from advertising prepared by the chain groceries on their own products.

The advertiser may contract for:

1. Any specified number of stores,
2. The stores of any one chain,
3. The stores of any group of chains,
4. The stores of any section of the Metropolitan District, such as the Bronx, Brooklyn and Queens or the New Jersey section.

The cards influence the clerk and focus his attention on specific products.

Miss Symington will be glad to furnish further details of this plan on request.

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CHICAGO OFFICE NEWS

CREAM OF WHEAT ADVERTISEMENTS MAKE STRONG APPEAL

When it is considered that Cream of Wheat is an old product and as our investigation has showed, a familiar one with about 95% of the people, it is interesting to note the number of inquiries that have been received from recent Cream of Wheat advertising.

We offer the booklet "30 new ways of serving Cream of Wheat." A coupon is used. A small caption over the coupon reads "Send for free booklet." Following is a report of the pages run and the inquiries received to date:

<u>Headline</u>	<u>On stand</u>	<u>No. of Inquiries to date</u>
"Serious business, now, for little brains"	August 15th	2253
"A baby specialist's advice about the first solid food"	September 10th	3582
"The 'Listless Age'"	October 15th	2865

Last August, a one thousand line newspaper advertisement was run in the Chicago Sunday Tribune women's section, in black and white. Five or six recipes were illustrated attractively, but the recipes were not given. The circulation of the Chicago Sunday Tribune is 900,000. Approximately 1500 inquiries were received.

The coupon had to be mailed to Minneapolis. We offered the booklet "30 new ways of serving Cream of Wheat," explaining that the recipes for the dishes illustrated were given in this booklet. About ten days after the recipe booklets had been mailed, we called fifty of the women who had requested it. None of them had used the book. About two weeks later, we called fifty other women. A very negative percentage had used the book. Four weeks later, we called again. The percentage that had used the book was still negative. Forty-five days after the booklets were mailed, it seemed that they must have been so unattractive that the women who had written for them had merely thrown them away. Sixty days after the books had been mailed, we found that thirty per cent of the women who had received them had made one or more recipes.

We are preparing to make another call on one hundred additional women ninety days after the booklet was mailed. A report of the number of women who have used it at that time will be in later.

The significance of this is that if we had judged the value of these books thirty days after mailing, we would have discontinued using them.

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CREAM OF WHEAT (Continued)

Mr. McQuinn is very anxious to get any other reports of inquiries that are available in any of the offices. Can any one equal this record? If so, please speak up.

TWO NEW CREAM OF WHEAT BOOKLETS IN PREPARATION

Miss Ardery, writer on the Cream of Wheat account, is now preparing a larger and more attractive Cream of Wheat recipe booklet and a Cream of Wheat Baby Booklet. The latter will contain diet schedules for children from 10 months to 10 years and the recipes for the Cream of Wheat dishes referred to in these schedules. These books will probably be out in a month or two.

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In a recent issue of Printers' Ink entitled "Building the Double Spread to Jump Intervening 'Gutter' Space" one of our Carter's Underwear advertisements is cited as follows:

"A series of two facing pages, in color, for Carter's underwear, works it all out by using the editorial form of make-up. The pictures and text formations are so arranged that the "gutter" makes no difference at all. It is "lost in the shuffle" of distributed illustrations and units of type."

ROYAL BAKING POWDER SALES CONVENTION

At the Royal Baking Powder Sales Convention, January 2d, 3rd and 4th, Mr. Kinney outlined advertising plans for 1924.

AUNT JEMIMA IN MAGAZINES AND IN A WEEKLY NEWSPAPER

How long does an advertisement in a magazine pull? In a weekly newspaper? In a daily newspaper?

These questions are being answered in part through the medium of a campaign on behalf of the Aunt Jemima Mills Company. During the early fall and winter full page 4 color space has been used in the Ladies' Home Journal, two column black and white space in Good Housekeeping, full page 4 color space in the Chicago Tribune Coloroto magazine and 100 line space in over 100 daily newspapers in the United States and 13 in Canada, and in Western Newspaper Union Lists comprising 1,773 country weeklies.

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AUNT JEMIMA IN MAGAZINES AND IN A WEEKLY NEWSPAPER (Continued)

From time to time this client has sent us a tabulation of the inquiries and from these tabulations we are able to get certain facts which have a bearing on the life of an advertisement. The following tabulations show the publication, the number of inquiries received on certain dates and the number of days which have elapsed in each case from the date the first inquiry was received:

	Inquiries Nov. 19	Elapsed days	Inquiries Nov. 30	Elapsed days	Inquiries Dec. 15	Elapsed days
Ladies' Home Journal						
October	1993	48	2155	59	2288	74
November	1163	29	1630	40	2033	55
December			59	10	1223	25
Good Housekeeping						
November	426	32	549	43	637	58
December	5	1	209	12	473	27
Chicago Tribune						
Oct. 7	534	43	538	54	543	69
Oct. 28	444	21	479	32	501	47
Nov. 18	2	1	390	12	464	27

In each of the above publications two offers were made, one to send a sample of Aunt Jemima Pancake Flour and Aunt Jemima Buckwheat Flour and a recipe folder upon receipt of 6¢ in stamps; the other to send these samples and the Aunt Jemima rag doll family upon receipt of 30¢ in stamps, -- i. e.

Special Offer

"In return for this coupon and 6¢ in stamps or coin (to cover cost of special packaging and mailing) we will send you a sample package of Aunt Jemima Prepared Buckwheat Flour, a sample package of Aunt Jemima Pancake Flour and an interesting folder telling how to use it in making fine waffles, muffins and special pancake treats. If you want the jolly Aunt Jemima family of 4 rag dolls, -too -- all in bright colors, ready to cut and stuff -- send 30¢ in stamps or coin."

It is interesting to note that the 30¢ offer outpulled the 6¢ offer by a considerable margin. A total of 3,309 inquiries were received under the 6¢ offer and 4,853 inquiries under the 30¢ offer.

In next week's News Letter the newspaper tabulation will be given.