

J. WALTER THOMPSON COMPANY

February 7, 1924

NEWS LETTER NO. 13

AWARDS IN THE ESSAY CONTEST ANNOUNCED

Professor Robert E. Chaddock, Chairman of the Board of Judges, announced on February 5th, the following awards of prizes in connection with the J. Walter Thompson Prize Essay Contest on the subject, "A Statistical Index of the Purchasing Power of Consumers in the United States."

First Prize - \$1,500

Professor William A. Berridge
Brown University
Providence, R. I.

With the assistance of the staff of the
"Brown Bureau of Business Research."

Second Prize - \$800

Emma A. Winslow
West View Park
Riverside, Conn.

Third Prize - \$500

Richard A. Flinn
Chief of the Division of Employment
New York Department of Labor
124 E. 28th Street, New York

CHICAGO OFFICE NEWS

GARDENERS' CHRONICLE LAUDS WORK OF THE LATE JOHN DAVEY

The Gardeners' Chronicle for January contains an interesting article on the work of the late John Davey. This article points out that the tree surgery industry, which he founded, has developed since 1900, to the place where American tree owners now spend more than \$5,000,000 annually in tree surgery. This industry furnishes a livelihood to several thousand workers.

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Mr. Young presided at the first quarterly meeting of the Western Council of the American Association of Advertising Agencies here on Friday, January 25.

He presented to the members the plan of work and list of committees for the new year.

J. WALTER THOMPSON COMPANY

- 2 -

Advertising Fortnightly of January 30 criticizes the copy of 15 national advertisers appearing in the Saturday Evening Post of January 5th for the too frequent use of "that poor battered old word 'quality.'"

The critic goes on to say of the J. Walter Thompson Klearflax copy: "Klearflax discusses its 'qualities,' but had the good sense to translate them into terms of use, abuse and practical wear."

DR. FREYD OF THE NEW YORK OFFICE HAS WRITTEN A PAPER ON "MEASUREMENT IN VOCATIONAL SELECTION."

It was published in three parts in the October, November and December issues of "The Journal of Personnel Research."

Reprints of the first two parts are now available for those who may be interested in securing copies. Reprints of the third part will be ready shortly.

CORPORATION XV - AN UNUSUAL STUDENT ENTERPRISE FOR ACQUIRING BUSINESS EXPERIENCE

Corporation XV was formed in 1917 by the students of the Massachusetts Institute of Technology to give the undergraduates practical experience in the organization and conduct of business. Each member buys \$10 worth of stock which he retains after graduation. The officers' duties and responsibilities are those of an actual business organization.

One Senior Director selects investments, handles them just as if they were actually bought and sold and reports to the Corporation the amount of money made or lost under his supervision.

The other Senior Director's work is to see that industrial films are exhibited once a week.

One Junior Director has charge of publicity and the other plans and directs trips to various industrial plants. The 1923 spring trip took 40 members to the Rolls Royce Plant at Springfield, the Underwood Typewriter Plant at Hartford, and The Batten Agency and The Stock Exchange in New York. In each case they were given a talk by the chief executive, after which they were taken through the plant or organization to study the details of manufacture and operation.

Mr. Perrin spoke to the members at their annual meeting last spring on the present methods of advertising and selling.

One feature of the 1924 spring trip will be the visit of 35 members of Corporation XV to the New York Office of the J. Walter Thompson Company on Saturday morning, March 15, to learn something about our activities and organization.

J. WALTER THOMPSON COMPANY

- 3 -

TAXICAB ADVERTISING IN NEW YORK AND PHILADELPHIA

The taxicab is to be utilized for advertising. The plan of the promoter of this scheme is to install cards in a rack across the width of the cab. They will be near the ceiling on the glass partition between the chauffeur's seat and the interior of the cab.

The rack will accommodate four cards each 6 x 10 $\frac{1}{2}$ " in size - a proportionate reduction of the standard car or bus card. "End Space" in other conveyances are sold at a high premium, but in taxicabs every card will be an End Space - on a direct line with every passenger's vision - visible at all hours and attractively framed in a metal container.

The operating company that dominates the New York taxicab business (since the recent merger it is now the only operating company - as distinguished from sales companies - remaining in the field) has the exclusive control of the steamship, pier and railroad terminal taxi stands. On an average day its cabs answer 9,000 calls from the Grand Central and Pennsylvania Stations alone, and 4,200 telephone calls from private residences.

In one day over 64,000 passengers are transported by the Yellow Company taxicabs in New York and in Philadelphia, 28,000 per day.

The schedule of rates below is based upon the actual number of taxicabs in daily service in New York, 1,600, and in Philadelphia, 700, but the advertiser gets the benefit of "double days" when the traffic is especially heavy during which time one cab will average a 20-hour day, or two normal "cab days", in a 24-hour period.

SPECIAL INTRODUCTORY RATES FOR BOTH NEW YORK AND PHILADELPHIA

Contracts made now for the limited number of spaces available for TAXI CARD advertising will be accepted at the following rates: (This applies to space taken in either New York or Philadelphia, or divided between the two.)

100 Cabs - \$ 250 per month	800 Cabs - \$ 2,000 per month
200 " 500 " "	900 " 2,250 " "
300 " 750 " "	1,000 " 2,500 " "
400 " 1,000 " "	1,100 " 2,750 " "
500 " 1,250 " "	1,200 " 3,000 " "
600 " 1,500 " "	1,300 " 3,250 " "
700 " 1,750 " "	1,400 " 3,500 " "
	1,500 " 3,750 " "
	1,600 " 4,000 " "

700 is the maximum run for Philadelphia

1,600 maximum run for New York

At these rates this form of advertising in all likelihood will be restricted to certain class products and local retailers. Some opposition is evidently expected from the public which, it is reported, will be met by a reduction in fares. The increased revenue of course will make this reduction possible.

J. WALTER THOMPSON COMPANY

CITIES WITHIN A CITY - AND EACH ONE A WORTH-
WHILE MARKET

The publisher of the Italian Newspaper "Il Progresso Italo-Americano" makes the following interesting comments in an article entitled "The Italian City Larger Than Rome."

"The green grass on the other side of the fence always seems more desirable, but more often than not, there is more real nourishment to be obtained from the pasture right at our feet. We look longingly at the metropolitan city of Rome, with its hundreds of thousands of people and more than one fine American house keeps its regular representatives constantly in that market. Countless others look forward to the time when they may be able to take advantage of the business it offers.

"And yet right here in America, before our very eyes, within easy reach of many metropolitan sales forces, there is an Italian city larger than Rome. It is the Italian section of New York City. It is more than an Italian City because it combines all of the buying power and tastes of the Italian plus the greater average wealth and ability to spend money which favors the Italian in New York.

"Here is an entire city of over eight hundred thousand people. This is a city larger than Cleveland, which is the fifth largest city in the United States.

"In this city within a city there are 1966 grocery stores, purveying food supplies to these great groups of people. There are 204 drug stores.

"The Italian father is generally the father of a good sized family. He takes pride in his children. He and his family love music. They love nice things to wear. They take delight in a well set table. Their hospitality is proverbial. They not only live -- they live well. This is a splendid market; a market in which the necessities of life find a ready sale and in which the luxuries, too, find quick and ready sale. While the frugality of the Italian shopper is too well known to require discussion, that frugality only tends to make it possible for the Italian to spread out his purchases and acquire much more than the bare needs.

"The Italian city in New York is a tremendous consuming market. It is a market well segregated. It can be covered by a specialized sales force or it can be covered by the regular force covering the New York market."

This is the first of a series of articles on "Unrecognized Cities in the United States. Subsequent articles will be dealt with in the News Letter as they appear.

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We are sorry to announce that Mrs. Hutchison left the organization on February 1st. Her accounts have been taken over by Miss King, who will write on Pebeco, Miss Maule on Franklin Baker and Mr. Stansbury on Yuban Coffee.

J. WALTER THOMPSON COMPANY
HOUSEHOLD DEPARTMENT OF CURTIS PUBLISHING COMPANY ESTABLISHES
A NEW TEST KITCHEN IN PHILADELPHIA

"A new high-water mark in the development of the Culinary Division of the Curtis Publishing Company at Philadelphia was attained recently when a testing kitchen was installed on the twelfth floor of the Curtis plant. This has been under consideration for a great many years.

"Strictly speaking, the establishment is not a "Model" kitchen, as it has a greater area and a larger equipment than the average; but the equipment, without exception, is precisely the same as may be found in any domestic household. The extra floor space was planned so that several persons could work simultaneously without hindering one another and so that a camera could be used from time to time.

"Virtually all photographs used in connection with the household articles now being published are posed in the kitchen.

"Actual experiments and investigations in the new kitchen form the basis for a series of articles on kitchen economics, labor-saving devices and related subjects. To make this phase of the work more practicable, the kitchen is furnished only with such apparatus and utensils as can be readily obtained in the open market.

"The kitchen has made possible recipe testing by a staff of experts and of late only recipes so tested and found practicable have appeared in the Journal. Every recipe must satisfy the three essential requirements of accuracy, feasibility and flavor. There is no haphazard guess-work as to the correct proportions of the ingredients to be used, for standardized measurements only are tolerated. Every effort is made to provide the housewife with a recipe on which she can implicitly rely.

"But those who have this work in charge are not content to call their work completed with the publication of a recipe. Occasionally it happens that unforeseen factors peculiar to a given kitchen or equipment confront the perplexed housewife. In such cases the Journal staff stands ready to smooth away the difficulties with constructive and pertinent suggestions.

"Thus the publication of recipes is made, not an impersonal and perfunctory task, but an intelligent endeavor to give authoritative suggestions to the readers as a whole, and to supplement these with painstaking solutions of individual problems which may arise. Already the testing kitchen has created a marked interest among our readers; and as a direct and spontaneous result, many of them have submitted their favorite original recipes. It has been suggested that, at intervals two columns be devoted to these readers' recipes, and it is not improbable that such a plan will materialize within the next few months.

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On January 30 Mr. Resor spoke at a dinner of the New York Council of the American Association of Advertising Agencies.

The subject of his talk was the need of making more and more people realize the complex technical nature of advertising as a profession, and the essential part it is playing in the development of the nation.

J. WALTER THOMPSON COMPANY

- 6 -

ADVERTISING FORTNIGHTLY REPRINTS MR. RESOR'S ADDRESS

The address made by Mr. Resor, as President of the American Association of Advertising Agencies, which formed the subject of our December News Bulletin, has been published in the January 16th issue of Advertising Fortnightly.

"PSYCHO-ANALYZING A REPRESENTATIVE AMERICAN CITY"

A two page brochure "Psycho-Analyzing a Representative American city" recently issued by Current Opinion devotes one page to the J. Walter Thompson media investigation in Cincinnati.

"FARM AND HOME" RUNS A NATIONAL CONTEST

Farm and Home is offering \$5,000 in cash prizes in its 1924 national contest, "How we made a better home this year."

The first prize is \$1,000 and there are 150 other cash prizes offered.

One of the judges is Dr. Louise Stanley, chief of the new Bureau of Home Economics of the U. S. Department of Agriculture in Washington. The four other judges are authorities in agriculture and home economics.

In the booklet which contains the details of this contest, a member of the U. S. Department of Agriculture gives some very interesting details of the ingenuity exhibited by women in making improvements in their homes at small cost.

Miss Symington will be glad to route this booklet to those who are interested.

COLGATE MAKES A DRIVE FOR THE JEWISH MARKET

"Recognizing the bigness of the Jewish market in America, Colgate and Company have perfected a Kosher soap powder which is known as Parveh Powder. This product will shortly be advertised in the Jewish newspapers."