

February 28, 1924

J. WALTER THOMPSON COMPANY

NEWS LETTER NO. 16

CHICAGO OFFICE NEWS

The New Hoosier Campaign pulls 3,159 inquiries weekly
or nearly 500% increase over the old campaign

From the article in News Letter No. 4 it will be remembered that we took over the Hoosier Kitchen Cabinet account in June 1923 and the schedule used in the fall of 1923, while we were investigating the market, was that which had already been outlined by the Hoosier Company.

The new schedule covers nothing but women's magazines and for the first time Hoosier copy is making a direct appeal to women.

Returns to date indicate that the new type of advertisement and the change in media are producing a very successful campaign. The full page which appeared for the first time in February magazines, has pulled an average of 3,159 inquiries a week, as opposed to 528 pulled by the page in the fall campaign -- an increase of nearly 500%.

This increase in the number of inquiries augurs a decrease in the cost per inquiry during the present campaign. In fact, such a decrease is already apparent.

The number of inquiries received from the February Woman's Home Companion and Pictorial Review fix the average cost per inquiry at \$1.76. These magazines had been out four weeks when this cost was computed. After the fall campaign had been under way for five months, the average cost per inquiry was found to be \$3.07 for the Ladies' Home Journal, Woman's Home Companion, Pictorial Review and Good Housekeeping.

For the Saturday Evening Post and the Country Gentleman during the same period, the average cost per inquiry was \$9.13.

On the basis of these figures, the two latter magazines have been dropped from the Hoosier schedule; and Butterick, House Beautiful and House and Garden have been added to the first four mentioned here.

"The completely equipped kitchen - attractive and convenient," is the idea to be featured throughout the new campaign. And "Hoosier Kitchen Cabinets" have given way to "Hoosier Kitchen Equipment," since the Hoosier Manufacturing Company is now making two double and two single storage units, in addition to cabinets, chairs and tables. The page is made up in editorial style, and written under the name of Lois M. Wyse, director of Hoosier Test Kitchens.

A new 32-page Hoosier catalogue, "Planning the Modern Kitchen," is now out. Besides picturing and describing Hoosier Kitchen Equipment, this booklet shows plans for model kitchens, and gives other suggestions for making the kitchen more attractive and convenient. We are mailing copies of this booklet to be routed to anyone who is interested.

J. WALTER THOMPSON COMPANY

- 2 -

PUBLICITY ON J. WALTER THOMPSON ESSAY CONTEST

(See News Letter No. 13)

On February 16 we released the result of the J. Walter Thompson Prize Essay Contest to a list of 84 newspapers and business magazines. Each medium received two releases, a short one containing the announcement of the purpose and result of the contest, and a long one containing biographical material on each of the three Prize Winners.

Each release was accompanied by a letter requesting a clipping of whatever use the publication made of the material submitted. A stamped, addressed envelope was enclosed for this purpose.

As a double check on the publicity given, the department of records requested a clipping bureau to send us clippings.

A DISCOUNT OFFERED ON GATES TOURS

Mr. William Resor asks us to repeat the following announcement in the News Letter for the benefit of our branch offices. This announcement has already been sent around the New York Office:

"Mr. H. R. Shurtleff, General Manager of Gates Tours, has very kindly offered to allow the members of the J. Walter Thompson Company and their friends a discount on Gates Tours to Europe this summer. These tours are very moderate in cost.

"For instance, you can take a 30 day Gates Tour to Europe for only \$425. This sum includes all traveling, living and sight-seeing expenses.

"You travel under the most competent guidance. Gates Tours are planned by skilled experts with over 30 years' successful experience.

"A number of persons who took Gates Tours last summer report that they are just like private tours. You avoid all the troublesome details of hotel arrangements, etc.

"Gates Tours sailings will be from April to September, with a range of tours from 30 to 80 days at a cost of \$425 to \$1,100.

"If you or any of your friends would like to get one of these tours free, you can do so by organizing a party of ten other persons to take one of these tours."

Will anyone who is interested write to Miss Cribbin of the New York Office for a copy of the preliminary booklet which describes the various tours, giving itineraries, prices, length of the various tours, etc.

J. WALTER THOMPSON COMPANY

- 3 -

CHICAGO OFFICE NEWS

A NEW RAISIN STOCK FEED

The Pacific Rural Press for February 9 has the following to say about a new raisin stock feed which the Sun-Maid Raisin Growers are putting on the market.

"The new feed is composed of raisins and raisin syrup, mixed with enough roughage to make a sufficient base. The raisins used are those not deemed fit for human consumption, and for which there has been no market in the past.

"The officers of the California Cattlemen's Association have interested themselves in the matter and have endorsed the feed, feeling that anything that promises a fattener at a living figure will be welcome to the cattleman. At the same time it will furnish an outlet for something that has been a burden to the raisin growers.

"Numerous chemical tests indicate that valuable feed has been produced which should fill a long felt want. This is a concentrated feed that will aid the stockman who wants to prepare his meat animals for the market at a cost which enables him to compete with the animals raised in the corn belt."

WHY DID THE SATURDAY EVENING POST INCREASE ITS RATE FROM \$11.00 TO \$12.00?

Mr. Dunne of the New York Office Media Department asked this question of the Curtis Publishing Company and received the following explanation:

"In the handling of space units less than a full column in size, there is considerable shrinkage or tare. This normally is about 10%; frequently it is more. Obviously, this decreases the amount of paid lineage that can be placed on a given page.

"Because of this fact, you will see that at a \$11.00 line rate, revenue from small space is less than the page rate at \$7,000. Because of this condition, we feel that a \$12.00 line rate is entirely justified."

This shrinkage is due to the necessity for having a certain amount of white space around each small advertisement; also, to the difficulty of fitting several small advertisements into a given space. For instance, while one 20 line and three 50 line insertions total 170 lines, they cannot be disposed of in the space which one 170 line advertisement would occupy.

J. WALTER THOMPSON COMPANY
ONE OF THE FOREMOST FIGURES IN BRITISH INDUSTRY
DISCUSSES WOMEN IN ADVERTISING

A list of the companies on whose board of directors Viscountess Rhondda serves, reads like a list of "Who's Who in Industry." Her own career and that of her late distinguished father have made their name a power in British industrial circles. Lady Rhondda is in her early forties. She is chairman of the British Fire Insurance Co., Ltd., Vice-chairman of D. Davis & Sons Ltd., director of the Cambrian Collieries Ltd. to mention only a few.

Lady Rhondda recently delivered an address before the Women's Advertising Club of London. In an interview she gave to Advertiser's Weekly she said:

"It is certainly an excellent thing that women are taking their part in advertising. They should be represented in every profession, in my opinion, and I certainly should not except advertising.

"In every walk of life a fair chance should be given to persons of ability, regardless of whether they happen to be men or women.

"In this way a higher standard is maintained, because, although women, as such, are not more able than men, as such, a profession to which both are admitted draws its leaders from two sources instead of only one.

"It is probable that women will take an increasingly prominent place in marketing and merchandising in the future. Several of the largest American department stores have women advertising managers on large salaries. This is the first step towards the appointment of women merchandising managers. Already, of course, a great deal of the buying of both the big London and provincial stores is done by women. The time is not far distant, probably, when women will run their own department stores.

"We have already one woman advertising agent in Miss Anne Meerloo; while Mrs. A. J. Wilson is a director of a great agency; and there can be no doubt that the number of agencies owned or controlled by women will increase in the future, since so much advertising is aimed purely at women.

"It is, of course, easier for a woman in advertising to put the case for some commodities to the housewife than for a man, because she is, so to speak, born with a domestic instinct that the average man lacks, and can regard the product from the housewife's point of view.

"I have met a considerable number of advertising women, and have always found them to be most capable workers, upholding the professional ideals of which I have spoken, and I have a great admiration for them."

Lady Rhondda's final words were the reiteration of what is quite evidently her business idea: -- "The great thing is to get the best, whether they be men or women."

J. WALTER THOMPSON COMPANY

- 5 -

OUR CLIENT COOPERATES

Mr. Ellis of the San Francisco Office writes us:

"Regarding the Domestic Science Department out here, perhaps you do not know that the building refused to let us put in a kitchen in connection with our office and we have been using the Domestic Science Laboratory of the Sperry Flour Company for our testing work."

TEST OFFERS

The slogan of the National Vigilance Committee of the Associated Advertising Clubs of the World is "To create maximum public confidence in advertising." To this end they publish every now and then a leaflet to be added to their "Cumulative Reference Book." Each leaflet contains a number of short references to examples of unfair practise in advertising.

The current issue included notices on Telegraph blanks, Magazine Offers, Clothing, Vacuum Cleaners, Engraving, Toilet Preparations, Radio Blankets, and an interesting note on Test Offers, as follows:

"An advertiser who sells an assortment of his products in packages of reduced size for the purpose of affording a test of their merits, is entitled to refer to the price of the full-sized packages only in case the test is limited to one purchase. If repeat orders on the reduced size are permitted, the advertiser thus establishes a new price for the assortment of smaller sized packages. This price should stand on its own feet instead of being linked up with the regular prices of the larger sized packages in an effort to show a comparative value."

News Letter No. 5 contained an article dealing with the standardization of page size in the Economist Group.

Mr. Greer informs us that another publication in this field, The Dry Goods Merchants Trade Journal, has recently adopted the same page size. This publication is very frequently used in connection with the Dry Goods Economist.

- 6 -
J. WALTER THOMPSON COMPANY
INVESTIGATION IN CHICAGO ON YUBAN

Mr. Stansbury and Mr. Keating of the New York Office editorial department are investigating on Yuban in Chicago for about two weeks.

They are working with a member of the Chicago Office staff and a member of the Arbuckle organization on an investigation of the Chicago coffee market.

House to house consumer work is being done as well as house to house selling.

MORE NEWS ON COLORADO WEEKLY

(See News Letter No.1)

The \$25,000 prize contest for the best name for the new Chicago Tribune publication has elicited 300,000 names up to February 1st.

The advertising department of this new publication writes us as follows:

"The circulation plans have been completed and call for 750,000 circulation on May 10th instead of 500,000 as previously announced. The May 10th issue will contain the name selected for the new magazine and also the announcement of the first, or \$20,000 prize winner. It will also contain the announcement of another contest, which has very unusual features for attracting attention, which will extend over a period of ten or twelve weeks.

"The May 17th issue will contain the name of the second, or \$4,000 prize winner. Instead of issuing 500,000 for May 17th, we will issue 600,000, and this minimum will be maintained until October 1st.

"The May 24th issue will contain the third, or \$1,000-prize winner's name.

"According to the plans of our Circulation Department, we will have anywhere from 600,000 to 1,000,000 circulation during the last six months of this year. Both the advertising and circulation plans have been perfected to the point where we can guarantee considerably more circulation than that on which the rates are based.

"We expect to increase our present rate by taking off the 10% discount for six or more insertions, effective with the June 7th issue. The new rate card will be dated June 1st.

"The important changes in the circulation plans make the magazine an even more attractive buy than before. Any contracts received before June 1st, 1924 will secure space in any issue up to and including July 4th, 1925. This certainly is a most unusual offer for advertisers interested in securing space during 1924-5 at the present rates."