

J. WALTER THOMPSON COMPANY

May 29, 1924

NEWS LETTER NO. 29

POPULAR SCIENCE INSTITUTE OF STANDARDS MAKES ITS BOW TO THE PUBLIC VIA A J.W.T. FULL PAGE

On May 12 the first advertisement prepared by the J. Walter Thompson Company for Popular Science Monthly appeared in the New York Times and the Chicago Tribune.

This was a page announcing the formation of the new "Popular Science Institute of Standards."

The Popular Science Institute of Standards represents a new and interesting development of the idea with which we are all familiar in Good Housekeeping Institute, The Tribune Institute, etc.

The aim of the Popular Science Institute of Standards is to test mechanical and electrical equipment and products in similar fields. Radio equipment and hand tools were selected for the first series of tests, as these are articles in which a large part of the readers of Popular Science Monthly are interested. The scope of the work will be broadened as rapidly as the careful and complicated nature of these tests permits.

Beginning in the June issue of Popular Science Monthly, all advertisements of products which already have passed the tests made by the Institute will carry the sign of the approval of the Institute. Advertisements of products which fail to pass these tests will not be accepted by Popular Science Monthly.

The Popular Science Institute of Standards is under the direction of Professor Collins P. Bliss, Head of the Mechanical Engineering Department of New York University. More than \$350,000 worth of laboratory equipment is available for the making of the tests which Professor Bliss and his staff are conducting.

There will be further page newspaper advertisements for Popular Science Institute this Fall.

OUR ENGLISH ADVERTISING ON FILE

The April and May Good Housekeeping, as well as April, May and June issues of Weldon's Ladies Home Journal are on hand at the editor's desk. The J. W. T. advertisements in them are on Libby Fruits, Libby Milk, Lysol, Elizabeth Arden, Sun Maid and Cutex.

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THE ORGANIZATION IS EXTENDING CONGRATULATIONS TO TWO PROSPECTIVE BENEDICTS

Mr. David Walker's marriage to Miss Dorothy Gale Jackson will take place at Miss Jackson's home in Greeley, Colorado, on June 5th. Miss Jackson has been with the organization for three years and Mr. Walker for five years.

After a brief honeymoon in the Rocky Mountains, Mr. and Mrs. Walker will go to Chicago where Mr. Walker will do some sales work on Sun-Maid. On July 5th they will sail for a few months' tour of Europe.

* * * * *

Mr. Stansbury will be married to Miss Helen McMullen on the 2nd of June in Chicago. Mr. Stansbury has been with the organization for two and one half years.

* * * * *

We congratulate Mr. and Mrs. Hutchison on the birth of a daughter, Deborah Hutchison.

"ADVERTISING COPY" A NEW BOOK BY GEORGE BURTON HOTCHKISS
ILLUSTRATES ITS PRINCIPLES AND PRACTICE BY MANY REFERENCES
TO J. WALTER THOMPSON ADVERTISEMENTS

The following comments appear on the book jacket:

"Here is a book that really shows how to write advertising messages that combine literary merit and business utility; how to increase their effectiveness by better diction and other technical details of expression.

"Its presentation of principles is systematic and thorough. Its style is clear-cut and interesting. Every point is illustrated by representative examples of modern, successful advertising.

"The author is unusually well equipped for his task by his experience as a copy-writer in a leading advertising agency and as a teacher of business English and advertising. Every page of the present book bears evidence that he not only knows his subject but has the rare gift of communicating his knowledge to others.

"The expert will find 'Advertising Copy' stimulating and helpful; the novice will find it almost indispensable."

This book is now in our library.

(For references made to J. Walter Thompson advertising, see Thompsoniana page.)

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PLANS ARE DEVELOPING ON OUR NEW SUSPENDER ACCOUNT

Two investigations have been conducted by the Copy and Statistical Departments in the interests of President Suspenders.

The first of these was a combined Consumer-Dealer-Jobber investigation. Consumers were investigated in New York, Paterson, N.J. and Bloomfield, N.J. Dealers and Jobbers were interviewed in manufacturing and farming centers of Ohio, Pennsylvania and Delaware.

The investigation confirms the following facts: That today suspenders are worn principally by men of 35 years of age and over; that all suspender manufacturers have great trouble in inducing retail dealers to display suspenders; that in the territory visited, the 50¢ number is the best seller, not only in the President but in competing lines.

An important point brought out by the investigation was that not only consumers, but retailers, imagined that the President Suspender with the cord back feature was the only type manufactured by the President Suspender Company. There was practically no brand consciousness on the part of dealer or consumer for other styles of suspenders made by the President Suspender Company but sold under special trade names.

Partially as the result of this investigation, the sales policies of the President Suspender Company have been changed so as to make it perfectly apparent to jobbers, dealers and consumers alike, that all their products are President Suspender company goods, whether they bear the name "President" or a name descriptive of another type of suspender.

New boxes have been designed, which by their uniformity of color and style of lettering not only add an air of prestige to the client's products, but at once identify any suspender packed in them as part of the President line.

With the assistance of our Art Department, the client has worked out an ingenious system of counter display in which suspenders are shown packed in individual pocket packages. This is a revolutionary step in the merchandizing of what is usually a very slow retail line.

The second investigation was conducted by mail questionnaires sent to 569 Y.M.C.A. physical directors all over the United States. They were asked to give their views on the relative values of belts and suspenders from the standpoint of health. Of the 160 replies received, a very substantial majority was in favor of suspenders.

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THE NEW INFORMATION

To supply information about Merchandise, Organizations Have Been Developed Just as Press Associations Have Been Developed to Gather and Distribute News

This was the subject of Mr. Resor's talk at the University of Missouri, on May 15th. He addressed the visiting newspaper men, it being Journalism Week at the university.

THE FOLLOW UP SERVICE MAINTAINED BY OUR CLIENT THE DAVEY TREE EXPERT CO.

Mr. Resor had some work done on the trees on his property in Greenwich by the Davey Tree Expert Co. When the bill for that work was sent him, enclosed with it was a memorandum making recommendations for an annual inspection by the Davey experts and additional treatment needed on one tree. On the opposite side of the sheet there was a chart giving the location of the tree. Also attached was a multigraphed sheet headed "Further care of your trees."

Mr. Resor thinks that this is an excellent example of "follow-up." Anyone interested to see the leaflet "Further Care of Your Trees," please phone the editor.

MEDIA NOTES

The American Weekly expects to have 5,000,000 circulation within a very short time. A new rate will be announced effective July 1st. The line rate will probably be raised from \$7 to \$8. Back cover position, three colors and black and white will be increased from \$15,000 to \$16,000. The total circulation, as of April 1st, was 4,528,126.

MAKERS OF LUX AND RILSO REPRESENTED AT BRITISH EMPIRE EXHIBITION

Advertiser's Weekly announces that Messrs. Lever Bros., Ltd., are securing fine advertisement for many of their products by the exhibition of films at the Wembley Exhibition, and that the Sunlight Cinema is going to be one of the cheapest and best attractions.

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THE SPOTLIGHT IS AGAIN ON OUR CINCINNATI MEDIA INVESTIGATION

The following letter was sent out April 23rd to members of the Western Council, American Association of Advertising Agencies, from the office of the Secretary-Treasurer:

"The Cincinnati magazine investigation of the J. Walter Thompson Company has attracted widespread attention throughout the business during the past six months.

"It is said to cast more light on the quality of magazine circulation than any other piece of work that has been done and, what is perhaps even more important, to suggest a new basis for market investigations, which is extremely useful.

"The Thompson Company has offered to make the results of this investigation available to the members of the Four A's, and Mr. Groom, the manager of their Cincinnati Office, will deliver a chart talk on it at the Western Council luncheon next Tuesday, April 29th.

"In addition to Mr. Groom's talk, there will be brief reports from various committees engaged on the programs announced at the last quarterly meeting of the Council, and these reports will convey to you important information on plans of genuine interest to your business.

"This meeting of the Council will be held on Tuesday, April 29, at the Union League Club, promptly at 12:15.

Advance indications of interest in Mr. Groom's talk lead us to believe that the capacity of the private dining room available will be taxed to the limit. We must, therefore, have your reservation promptly if you are to be sure of getting a seat."

Yours very truly,

(Signed) Carl P. Johnson

Secretary, Western Council
A. A. of A. A.

The expectations of the secretary were met by an attendance of 76 members. The Chicago organization of the A. A. of A. A. is the third to hear Mr. Groom's address on the Cincinnati magazine investigation. It was presented to the Cleveland Chapter on March 10, 1924 and to the Cincinnati Chapter on March 21, 1924.

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THOMPSONIAN

In the following excerpts from Hotchkiss' book "Advertising Copy"
J. Walter Thompson advertising helps to illustrate the point at
issue:

Woodbury's
Soap

Vision: "The Copy-writer should not see a cake of soap merely as a solidified mass of vegetable fats, suitable for washing. He must be able to see it in the honorable career of its makers, the long line of beautiful women of the past who have used it, the fresh, clear complexion of those who will use it in the future. He must see it in 'Cleopatra's beauty secret,' or 'the skin you love to touch.'"

Cutex

The Service Viewpoint: "Women may not be interested in Cutex, but they do want to know how to have beautiful nails; they may not be interested in Lux, but they welcome a new and easy way to wash dishes" "Everything that is worth advertising renders some service in the lives of those who use it, and the copy-writer who begins his message by talking about this service has a chance of reaching a point of contact in the minds of all prospective users."

Lux

Concentration on One Model or One Use: "For several years advertising for Lux concentrated on its merits for fine laundry. Only after this message was impressed on the public mind was its value for washing dishes mentioned, and when it was mentioned, it became the keynote of a new copy series."

Brenlin

Barreled
Sunlight

The Deadly Parallel: "Such copy concentrates on the contrast between the advertised article and competing articles which lack some of its essential merits. The campaign for Brenlin window shades hammered insistently upon the difference between Brenlin and 'filled' window shades. The U. S. Gutta Porcha Paint Company showed graphically the difference between 'Barreled Sunlight' and ordinary flat-finish white paint as viewed under the microscope. The reader's attention is focused upon the choice between the advertiser's article and something else; he is not permitted to think of alternatives beyond these."

Illustrated by Barreled Sunlight full page - "Will you paint with this --- or with this"

Test Evidence:

This is illustrated by a Hooven & Allison full page, "A rope 1000 pounds stronger than government standard."

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Thompsoniana (Continued)

The Dramatized-fact Style: "The scientific construction of the article, as embodied in the history of its manufacturer, may be put in story form....."A chocolate advertiser has narrated his early experiences when 'the neighbors laughed at him'."

Peter's
Choc-
olate

Narrative Description: "To get enough action in the copy it is often well to write it as narrative description, in which some one character observes the article and tells us his sensations and experiences."

....."In the Sun-Maid advertisement on page 125, the purpose is to make the reader desire raisins, rather than to renew his interest in Robinson Crusoe."

Sun-maid

Illustrated by Sun-maid full page "Yet Robinson Crusoe had no 'raisins of the sun' like these!"

Fact Stories and Fiction Stories: "Both fact stories and fiction stories may be used in many ways. The early struggle of the inventor or manufacturer may be narrated, as in the advertising of Peter's Chocolate."

Peter's
Choc-
olate

Story and Dramatic Copy:

Aunt "Romance in pancakes," -- Illustration of Aunt Jemima page
Jemima "Gray Morn."

Rhythm: Some subjects require a crisp, brisk style. Others demand a slower, more languorous movement. Note in each of the following examples how well suited the rhythm is to its purpose."

"Call back again those careless, carefree childhood days -- with Libby's Apple Butter You'll linger long over the fragrance of its Orient-grown spices, its tang of sparkling cider, its subtle cane sugar sweetness."

Libby's

Action Copy:

Above all, the newspaper is the place to tell the news about a company and its products. Illustrated by a Lux page - "And now -- relief from that in-the-dishpan look." "Something new here" says the author.

Lux

The Feminine Slant; Forms of Service Copy: "Recipe copy is by no means confined to foods and food ingredients. The advertiser of yarn gives directions for knitting a sweater or muffler."

Peacedale
Yarns

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Thompsoniana (Continued)

....."The manufacturer of soap flakes tells how to wash fine
Lux laundry or how to wash dishes without roughening the hands."

....."In some instances, these bits of service information
are expressed in the same direct command form that is used for
the recipe."

Cutex Directions for using Cutex are quoted.

....."There are other kinds of copy giving service information
that are only a shade less effective than recipe copy. A meat
Swift packer shows a large chart with the beef carcass divided up
& Co. into the different cuts, accompanied by suggestions for their use."

Car and Outdoor Advertising:

Illustrated by Lux car card.

Emotional and Reason Appeals: "Association appeals of all sorts
are commonly used, but particularly the association with the
Yuban picture of a typical user smiling with satisfaction." "Asso-
ciation of a different and better kind is likewise found in the
copy for the Yuban that says 'Serve the coffee the greatest
coffee merchant selected to offer his guests.'"

O'Sullivan's "Simple kinds of construction evidence, like the elasticity
of O'Sullivan's heels of new live rubber, may also be pictured
graphically."

....."The series of Lux car cards has been notable for its use
of both desire-arousing and convincing copy. In the former
LUX class are those which point out some particular use of Lux, as:
'Perspiration ruins silk stockings
Wash them after every wearing
LUX'"

"The convincing cards have made use of testimonials from well-
known manufacturers of fine fabrics or garments. These manu-
facturers, incidentally, have reaped some benefit from the
publicity. Example:

Betty Wales Dressmakers say:.

'Lux preserves the fine texture and color
of the most delicate lingerie dresses."
LUX

"Occasionally a reminder card is also used, showing a large
picture of the package and summing up the argument. Example:

Won't shrink woollens
Won't turn silks yellow
Won't injure even chiffon
LUX"