

J. WALTER THOMPSON COMPANY

June 19, 1924.

NEWS LETTER NO. 32

SAN FRANCISCO OFFICE NEWS

We wish to congratulate Mr. Henry Stevens on his recent marriage. Mr. Stevens was married to Miss Stella Riggs of Portland, Oregon on May 28.

Our Sun-Maid Advertising Exhibit in Fresno

Acclaimed as the Most Original
and Interesting of the Exhibits

The San Francisco Office made an interesting exhibit of Sun-Maid advertising at the annual convention of the Pacific Coast Advertising Clubs in Fresno, May 25th to 28th. We split the exhibit into two parts:

1. The Bakery Campaign
2. The Grocery Campaign

In two series of booths which converged to a grocery store and a bakery, side by side, we showed the steps in each campaign by which the advertising operated on the prospective buyer of Raisin Bread, or by package raisins.

In the booth portraying the magazine advertising on package raisins, for instance, we showed a woman model reading a magazine advertisement. On the sides of the booth were proofs of the magazine campaign, the original art work, and an exhibit showing the various mechanical steps in producing a magazine color page.

Then there was the newspaper booth portraying the newspaper campaign in a similar way, and a third booth in which the poster advertising was displayed. A brief, running story in a large panel over these booths described the main idea of the campaign and showed how the various phases of it directed demand to the grocery which was represented by a window containing a Sun-Maid display, and through which could be seen another model making a purchase of Sun-Maid Raisins from the grocer.

The exhibit for the bakery campaign was handled in a similar way, with booths for the magazine advertising, the newspaper advertising and the posters, and showing as a result, a woman buying a loaf of Raisin Bread in a bakery.

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San Francisco Office (Continued)

Over the shelves in the grocery store was a card seen through the window which read, "In addition to Sun-Maid Raisins the J. Walter Thompson Company handles the advertising for the following grocery products." And then followed the impressive list of thirty-two other grocery products of our clients. Packages of all these products were displayed on the shelves.

The exhibit attracted a good deal of attention, and while there was no prize offered this year for the best agency display, the exhibit of the J. Walter Thompson Company was freely acknowledged the most original and interesting.

Since the Convention was held this year in Fresno, the home of Sun-Maid Raisins, it gave an opportunity to the officials of the Sun-Maid Raisin Growers Association to get a clearer understanding of the purpose of their advertising, and the mechanical steps in building advertising pages.

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Mr. Harlan Smith gave a talk before the Agency Departmental of the Convention on the subject, "Making Advertising Copy More Productive."

Mr. Ellis Goes to Chicago

Mr. Ellis left on June 3 for Chicago where he will work on the advertising plan for the Sperry Flour Company. He will also hold meetings in Chicago and in New York of Sun-Maid Division Managers, in which next year's advertising plans and the three new Sun-Maid portfolios will be discussed. Mr. Ellis plans to be gone about a month.

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Concerning Copy

Advertising Fortnightly makes reference to J. Walter Thompson pioneering as follows:

"Fleischmann introduced us to vitamins and everyone else took them up socially. Lux introduced us to flakes and there's a snowstorm of them."

Our imitators have paid us a tribute of flattery in its sincerest form.

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The Savage Double Spread Pulls Heavily

The Savage-Pest campaign, (News Letter No. 28) which opened with double spread in the Post, May 17th, has caused a very great amount of favorable comment among sportsmen and conservationists. Letters have come in from magazine editors, game commissions and authors, congratulating The Savage Arms Corporation on this piece of copy. One superintendent of schools wrote in asking for reprints to distribute to school children in connection with their study of natural history.

A large number of Savage dealers and jobbers have also written in, many of them stating that this is the best and most helpful advertising ever produced in the arms and ammunition field. Several thousand reprints have already been voluntarily requested. By the end of the second week, 1330 requests for the Savage and Stevens catalogues had been received from prospective purchasers as a result of this advertisement.

The British "Pop" Book

About 84 per cent of the population of England is within three hours' rail ride of either London or Manchester, and 86 per cent of the population of Scotland is within three hours' rail ride of Glasgow. Within five hours' ride of one of these three centers lie practically all the main towns of Great Britain.

This point illustrating the compactness of the British market is brought out in the new Population Handbook of Great Britain and Ireland which has just been completed by the Research Department. It is to be ready for distribution in connection with the London Convention of the Associated Advertising Clubs of the World.

The new book is uniform in size of type page with the American "Population and Its Distribution". It is illustrated by nine maps and contains population figures for Great Britain and Ireland by counties and cities, and a table showing the number of wholesale and retail outlets in the main distributing trades for England, Scotland and Wales.

An interesting feature of the book is a brief description of Great Britain and Ireland showing the connection between their natural resources and their economic development.

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Chicago Personals

Miss Edda Morgan, our Chicago News Letter correspondent, paid the New York Office a visit last week.

Miss Williams, who has been Mr. Young's secretary for some years, has left the Chicago Office. Her place has been taken by Miss Hubsch of the San Francisco Office.

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Why Swift & Company Use Two Types of Advertising

Results from an institutional campaign
to combat prejudice
And from copy that sold company's products

The May issue of "Judicious Advertising" discusses at length how advertising widens the market and increases sales volume as told in Swift & Company's 1924 Year Book.

This copy of "Judicious Advertising" and the Swift Year Book may be secured from the Editor.

The "Breath of the Avenue" Organization

The Breath of the Avenue Organization has been in existence about two years. It is a group of stores that by concerted efforts are reducing the element of speculation in style merchandising.

Only one store in each city is eligible for membership in the organization, with the exception of greater New York, where several stores are members.

New York is the source of many valuable style and store ideas. And because New York is a laboratory where fashion trends and merchandising methods are watched and weighed, there is maintained for stores in The Breath of the Avenue Organization a New York news headquarters at 681 Fifth Avenue. The members of this staff are the New York eyes of member stores all over the country.

The Breath of the Avenue keeps members of the organization in constant contact with all the activities of New York that are of interest to stores, and twice each week The Breath of the Avenue bulletins go out to member stores.

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"Breath of the Avenue" (Continued)

How the News is Gathered

To cover all sources of news, the editorial staff the The Breath of the Avenue lays out New York by a system of beats or routes -- much as a newspaper operates.

Store Beats

There is a complete and continuous covering of advertised or un-advertised selling activities; the constant inspection of all departments of stores for style ideas; the watching of windows and interior arrangements for display suggestions. These store beats cover all the department stores of New York and Brooklyn; the popular priced and exclusive specialty shops; and the stores that specialize in furniture, rugs, house furnishings, etc.

The advertising of all these stores is carefully checked every morning. Reporters go out every day to cover special events, to gather information about best selling prices and style trends, to gather selling and display ideas from these promotions that may be helpful to all member stores.

Style Routes

The Breath of the Avenue covers all the important places where fashions are worn by the women that make Fashion, such as Fashionable restaurants and hotels, roof gardens and the smart dancing clubs; opera and theatre first-nights; social events and the incoming and outgoing of the ocean liners.

The organization maintains fashion correspondents in Princeton, Yale, Vassar and Smith, and exclusive country clubs. The fashionable winter and summer resorts are also covered.

Well-known authorities are interviewed, specialists in all phases of style, in merchandising, in display -- men like Paul Poiret, or Leon Bakst.

Specially trained reporters do research work in the museums and libraries, looking for material that will help stores tell their merchandising story.

A recent issue of "The Breath of the Avenue" is at the Editor's desk.

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Why Not Buy Some PyKrust?

Mr. Greer was in from the field for a day or two and in the course of conversation said he was sure that many members of the organization had not yet tried PyKrust.

Here is a chance for us to earn the gratitude of the people at home and spread the glad tidings of something which is a real boon to the busy mothers, sisters or wives who keep house for us.

If any of our people in the branch offices will write to the Editor of the News Letter, she will be glad to send them a sample of PyKrust.

The PyKrust Sales Drive in New Haven

Mr. Greer announces that the sales drive in New Haven is nearing completion and that excellent distribution has been secured there.

This is, of course, only part of a sales drive which has been on since the middle of January in upper New York State and in New England.

The cities which have been opened up to the present time are Springfield, Hartford, Meriden and New Haven in New England and Syracuse and Rochester in New York State.

The New Magazine - "Liberty" - Changes from Coloroto to 4-Color Process

We have advance information from our Chicago office to the effect that the Chicago Tribune is contemplating printing future issues of "Liberty" Magazine by both the coloroto process (with which they started) and the 4-color process as used in the regular magazines.

It is the confidential understanding of our Chicago office that from 200,000 to 300,000 copies will be printed in coloroto and approximately 500,000 by 4-color process in the Cuneo-Henneberry plant at Chicago. The coloroto edition will be for distribution in very small towns and for R.F.D. mail.

Under this arrangement it will be necessary for advertisers to give the publisher a set of 4-color process plates as well as a color drawing for the coloroto edition.

Official notice of this change is being withheld by the publication pending the working out of the details of manufacture and costs -- such as whether the advertisers or publishers will stand the cost for the extra set of 4-color engravings.

The publishers have promised additional information very shortly.

This change will go into effect with the issue of June 21st.

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To Whom We Are Selling!

The editor of the News Letter had occasion to call up one of New York's leading grocery stores to inquire about an English brand of custard powder.

The young woman who answered the call was telephone deaf for one thing!

"Do you keep Bird's Custard Powder?"

"No! not mustard - custard! Bird's CUSTARD POWDER - C - as in cuss!"

"Yeh - I get yeh now - Custard - but I don't get the foist woid"

"BIRD'S - B - I - R - D - S"

Then just as the party of the first part was due for an apoplectic seizure a great light broke over the talented saleswoman -

"Oh yeh - I get yeh now - Boid's Custard Powder. Naw, we don't keep it miss, only Boid's Seed and Boid Gravel!"

Notwithstanding the fact that this sounds too good to be true the editor of the News Letter is prepared to go before a notary public and swear to it.

Libby, McNeill Business in Orient Growing

"While general conditions in most foreign countries were unsatisfactory during the year, due to political disturbances, our business has shown a splendid increase in volume," states Edward G. McDougall, president of Libby, McNeill & Libby, Chicago, Libby's food products.

"This is true in Europe," he said, "where we have perfected a first-class organization as well as in other countries less affected by the war.

"The Orient, for example, is visited each year by an increasing number of American business men, and American manufactured goods are being consumed in all markets. Moving picture houses showing films of American life may be found in most of even the remote parts of the world. This closer contact and the better understanding between the Orientals and Americans is having its effect commercially, and as this relationship improves, our business in the Orient is growing, and will continue to grow.

"Products are moving freely into channels of consumption," he also said. "There are no large accumulations of stocks, and conditions are favorable for good business during 1924."

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Two Books Every Advertising Man and Woman
Should Read.

"My Life and Work" by Henry Ford
(in collaboration with Samuel Crowther)
"John H. Patterson", pioneer in industrial
welfare, by Samuel Crowther.

In "Associated Advertising" Mr. Cherington reviews these two books,
and says in part:

"In each of these books there is brought out the central thought about which these phenomenally successful lives have crystallized. But, perhaps more important is the skillful way in which the central ideas are woven into the records of the successive steps in achievement. Mr. Ford's declaration that he regards his cars as 'concrete evidence of the working out of a theory of business'-- 'making this world a better place in which to live'-- would have nothing like the weight it does if it were not worked out in details of car design, production plans, factory organization, selling mechanism, relations with agents, advertising policies. It is the skill with which this principle of living is expressed in concrete business problems that makes the book so full of suggestion for any business man.

"Similarly in the case of Mr. Patterson, the dynamic creator of the cash register business, one is made to feel not only the forceful activity of the man, but the astonishing way in which the consistent working out of a central idea made it possible to tone up the retailing methods of a large part of Christendom by putting a counting machine over the cash drawer. 'If you want an order you must first put things in order' may be said to be a concrete statement of Mr. Patterson's underlying motive. It enabled him to see the possibilities of the device both as a thing to use and as a product to sell; it prompted him to school his salesman and to organize his whole marketing problem; it underlay the whole group of activities which made his plant an acknowledged pioneer in the organization of production and in the social aspects of the relations of employees to employer. Throughout the book there is a vivid impression of the immense practical value of orderly energy.

"The two books together will give any intelligent business man enough food for practical constructive thought to affect his thinking habits the rest of his life--and they are both intensely interesting reading in the bargain."