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SELLING BEAUTY TO BRITAIN

Elizabeth Arden illustrates American method in England

"Women in England and on the Continent are from five to ten years behind the women of America in the care of the skin," declares an advertising manager quoted by Fernand A. Marteau in the April 10th issue of the Advertiser's Weekly.

In his article, "How Beauty is Sold to British Women," Mr. Marteau discusses the advertising methods of French, American, and English manufacturers of beauty products. As an example of the American method, he cites the Elizabeth Arden advertising, handled by the London office of the J. Walter Thompson Company.

After stating that the advertising of French products, with few exceptions, is very poor, Mr. Marteau continues:

"The American toilet preparations are certainly better introduced to the prospect. They take their task much more seriously, as will be seen from a statement made to me by the advertising manager of an American toilet preparation manufacturer.

"The great need today in successfully advertising and selling toilet preparations," he told me, "is the necessity of properly educating women in their correct use. There is no doubt whatever that women in England and on the Continent are from five to ten years behind the women of America in the care of the skin and the use of good toilet preparations. Unfortunately, the vast majority of our papers do nothing whatever to educate their readers in this respect; indeed, many of them actually belittle toilet preparations and deal with the whole subject in a flippant manner. These preparations are no longer a luxury - they are a necessity."

"A bold statement, indeed, but after reading the copy published in the British Press by American toilet requisite manufacturers, one is forced to give them credit for practising this belief. There are no superficial 'chats' or pleasant 'gossips.' Headings are not in the simple 'look your best' vein. They are far more earnest than that. Here are some captions from the Elizabeth Arden advertising:

"Cleanliness - the real basis of skin improvement."

"Elizabeth Arden has a scientific treatment for your every skin fault."

"For wrinkles, for coarseness, for every fault of the skin. . ."

"All advertisements are most artistically laid out and convey the impression of a first-class preparation, but I feel that British women are not so far from being 'cream-wise' as is represented."

The British method, Mr. Marteau states, is to stress the sentimental appeals rather than the scientific and hygienic principles.



## FINNS FOND OF RAISIN SOUP

Dutch don't know a currant from a raisin

New light is thrown on the eating habits of Europe by the Sun-Maid Raisin investigations in Belgium, Holland, Denmark, Norway, Sweden and Finland, as well as in England. These investigations are now being conducted by the London office of the J. Walter Thompson Company.

The Company representative for each European country (in each case a native of the country concerned) comes to London for instructions as to the conduct of the investigation, its purpose, etc., and then returns to his country to carry out the investigation. All the European representatives later go to the London office to assist in the tabulation of results.

As the tabulations progress, interesting facts come to light:

The most important use for raisins in Finland, it appears, is for raisin soup. Bread is second among the dishes for which raisins are used, and liver pudding is third.

In both Finland and Holland, as in the United States, the distinction between raisins and sultanas, so familiar to the British housewife, is not generally known. In Holland, raisins, sultanas, and currants are all called raisins.

The housewives of Finland, Denmark, and Holland who reported that they used Sun-Maid raisins gave, as the principal reason for preferring them, the fact that they are clean. In England, this reason does not hold such an important place in people's minds. This may be explained by the fact that raisins are practically always cleaned before being used in the British household.

A co-operative wholesale center in Helsingfors, Finland, with 1,040 branches throughout the country, reported that until 1923 various brands of packaged raisins had been carried in its member-stores, but that the effective Sun-Maid advertising had driven them all off the market.

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## BRITONS MAY STILL DROP "H", BUT NOT KEYS

With the close of the first Buxton Keytainer campaign in the British Isles, it is possible to prophecy as brilliant a career for the Keytainer there as in America. The so-called conservative Briton is seizing upon this attractive new method of carrying keys quite as eagerly as the so-called progressive American.

Attractive display material is something new to the British stationer. The well-designed Keytainer displays brighten up his window so effectively that he is eager to use them for that purpose, as well as for helping him to sell Keytainers.

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## GETTING BY THE ONE AND ONLY HOME OFFICE

by Harold Stansbury

London office

(In the summer of 1924 Mr. Harold Stansbury was transferred from the New York to the London office of the J. Walter Thompson Company. The British Ministry of Labor proved reluctant to admit Mr. Stansbury to the country, due to the unemployment situation there and the desire to prevent a foreigner from taking a job away from some British subject. At the request of the News-Letter, Mr. Stansbury writes of his international trials and tribulations.)

Referring to certain difficulties which I, by blood a 99 44/100% Sassenach, encountered in trying to enter the country of my pre-Revolutionary forbears, the editor of the News-Letter has written me: "It seems to me that your communications with the Ministry of Labor should be very interesting to all the organization, but I do not know just how to handle it."

The feeling expressed in the first part of his sentence I cannot share. But I can quite appreciate the perplexity revealed in the second part. I didn't know just how to handle it myself.

When we docked at London and the immigration officers boarded the ship and made a mess of the lounge with their tables and papers and rubber stamps, I got into line without any qualms, clutching in my hand my passport with its British visa, bought in New York and all quite regular.

An official, taking my passport book, saw the American eagle on the cover and immediately assumed a 1776 expression. This didn't concern me; I was sure I was safe. The consul in New York had said nothing about possible objections being made to my landing in England after he had affixed his stamp. Such objections were forthcoming, however.

The usual questions were asked about what I was going to do in this country, etc., then:

"How long do you intend to stay?"

"I don't know," said I, glibly. "Indefinitely."

"About how long?"

"Perhaps five years."

A look of pain crossed his face.

"I cannot give you leave to land," he said.

This sounded extreme, but he explained that it meant I must remain on board - an hour or perhaps a week - until my case was considered by the Home Office.

"The home office of what?" asked one of our party.



"Madam," said the official, "there is only one Home Office." And he believed it, too.

I established communication with the J.W.T. office, which busied itself at once with saving me from being deported. Meanwhile I stayed on board, lunching in the big, empty dining-room and listening to the commiserations of the captain, who, being British, was able to tell me what I should have said to the aliens officer.

Four hours after my arrest, the immigration officer reappeared and gave me permission to land for one month, reminding me that if this were Ellis Island, instead of the island it is, and I were an Englishman, I should be sent back home at once. This I admitted, not feeling responsible for the imbecilities of the Congress at Washington.

"I expect," he said (all Englishmen say 'expect' for 'suspect'), "that you have a rather bad impression of England from this experience." His tone was gentler than it had been.

I assured him that I hoped I shouldn't have to rely on this experience for my impression of England, and walked down the gangway.

That's all, except the shouting. The firm of lawyers retained by the Company had a month in which to convince the Home Office that I was an expert, imported to fill a position that could not be filled by an Englishman. This sounds like a large order, but not when you have seen the general run of British advertising. Anyway, it was accomplished. The Home Office, recalling that the J. Walter Thompson Company employed a large number of English people and only three Americans, agreed to let me stay over there for ever, if I chose.

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#### CUTEX CAMPAIGN CAPITALIZES APPEAL TO WOMEN

##### Jergens advertisements also praised by English critics

The Advertising World, an English advertising magazine, conducts a department entitled, "A Sheaf of Current Advertising Winnowed by a Critic," in which a contributor passes judgment on advertising campaigns running in Great Britain and America. Two J. Walter Thompson campaigns are commented on in this department in the April issue.

The Cutex advertisement (English campaign) with the headline, "Do just two things - and your nails will look professionally manicured," is reproduced with the following comment:

"This campaign is one of the best released to-day. It sells an idea which apparently can be lived up to only by virtue of the articles which the advertising sells. What a tremendous appeal the headline in this advertisement has: 'Do just two things - and your nails will look professionally manicured.' That is the kind of idea that really appeals to women. The text carries on the thought by telling precisely how to do the work and the products that will best accomplish the all-desired result. The major illustration, which is exceptionally good, and the in-



cidental copy at the upper left-hand side of the advertisement convince the reader that people of note use this method. To use the testimonial in this manner is dignified - a point many advertisements with testimonials fail to achieve.

"Special attention might be drawn to other elements often seen in advertisements - elements that advertisers wonder how to use to the best advantage, and yet fail to present logically. These are pictured interpretations of the use of the products: selling a group of products rather than a single one of the line; and the urge to send for a trial package and the coupon to accomplish this purpose. This campaign might well be studied for these points alone, and worth-while knowledge obtained. The headlines are long, but in a case such as this, it is not questionable that they will be read, even by the hurried reader."

The Jergens Lotion advertisement headed, "A housekeeper doesn't have to have work-worn hands," is also reproduced. The comment is as follows:

"This advertisement is reproduced to show how an American advertiser of beauty preparations has departed from the beaten path to strike a true, yet new, appeal for this class of product. The women who constantly uses her hands, whether in this Island, or the North American continent, sees an understanding appeal to her needs in this. Illustrations in others of the series showed a woman's hands washing the baby, making bread, and accomplishing all the tasks that take up her day and spoil her hands. In other words, the advertising presents the problem and the answer. The former in illustration, the latter in the text, and this from the point of view of the user of the product."

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#### SAL HEPATICA SHIFT SHOWS IMMEDIATE RESULTS

The first Sal Hepatica campaign put on by the London office aimed to introduce this product only in London, and was conducted through the London daily newspapers. Soon the need for a wider attention was felt, and the advertisements were shifted to the London Sunday papers, which are distributed and read all over England. Although this necessitated a corresponding distribution throughout England, with a small sales force, the sales showed an immediate and gratifying jump. The satisfactory results already obtained leave little doubt as to the success of the change.

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#### UNABLE TO TABULATE SO MANY COUPONS

The coupon is being used this year for the first time in the advertising of the Wolverhampton Corrugated Iron Company, of Ellesmere Port, England. The London office is placing this campaign in the newspapers in English industrial centers. So many inquiries have resulted from these coupons the company's office force have been unable to tabulate them, and the sales have shown a decided increase over last year.

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## LETTERS OF FIRE TO FLASH OVER LONDON

Huck's Nightfliers furnish newest advertising medium

From England by way of the Advertising World comes a description of an entirely new method of aerial advertising. The device, originated by Mr. Edgar J. Hucks, brother of the late Captain B. C. Hucks, the celebrated airman, enables advertisers to cry their wares over London at night, not vocally, but in letters of fire. So large and so bright will the advertisements be that they will be clearly visible when the machine which carries them is flying a mile above the earth.

These advertisements are to be carried under the wings of a gigantic monoplane. The letters are eight and a half feet high by three and half feet wide, and are formed of 10-watt daylight-blue lamps upon a black background, which is treated with a special secret pigment, possessed of unique qualities for showing up the lights against it. This property in the pigment makes the advertising as effective on light summer nights as in the pitch darkness of winter.

The aeroplane which undertakes to do all this must indeed be something out of the ordinary. It possesses a wing span of 110 feet, and the length from nose to tail is 62 feet. Three immense engines of 240 h.p. each are needed to lift the plane's 8,930 pounds into the air. The monoplane carries its own electric light plant, an engine driving a dynamo with a capacity of 12,000 candle power. It can cruise for five hours without landing.

The first flight from Croyden Aerodrome is planned for the near future, and enterprising advertising managers are already booking dates for their advertisements to sparkle over London. The first of these messages from the clouds is to be, "Drink Ovaltine for Health." It is interesting to note that the Company has already several advance bookings for France and Belgium, the scheme having attracted considerable attention on the continent.

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## CUTEX RETURNS COST HALF OF LAST YEAR'S

The London office reports that the cost per inquiry on Cutex coupon returns has dropped to seven and a half pence this year, which is just one-half of the cost of last year's returns. This is due first to the fact that the copy used has gone back to the first principles of Cutex advertising, to concentrate on a particular group of women. This copy is aimed at women who are now taking care of their nails, and tells them not to cut the cuticle. A second reason is the use of a six-pence sample in place of the former nine-pence one.

When it came to introducing Cutex into Holland, the best agents there said that the Dutch people didn't read copy, and that what was needed was pictures and a few words of explanation. However, the J. Walter Thompson Company insisted on running regular Cutex copy, with modifications to fit the temperament of the people of the country. The resulting inquiries came in in such numbers that the cost per inquiry was five-pence - less than it had ever been in England or the United States.

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## LONDON OFFICE STAFF ADDITIONS IN 1925

In January Mr. Maurice Keating was transferred from the New York office to the London office of the Company.

Mr. Edward E. Knollys joined the staff of the London office in January, and is now working in the copy department. He took his B.A. degree in English Literature at Christ Church, Oxford, in 1923, and worked in the advertising department of Lever Brothers for a year before coming to the J. Walter Thompson Company.

Mr. A. E. Kemp also came to the London office in January, as assistant cashier. After preliminary schooling he received the certificate in book-keeping and accounts from the Chamber of Commerce and also from the Royal Society of Arts, and held positions with the Nitrogen Products & Carbide Company and Eldrid, Ottoway & Company.

Miss Frances M. A. Cook was added to the staff in February, and is engaged in secretarial and statistical work. She received her B. A. degree in English Literature at St. Hugh's College, Oxford, in 1923, and later studied shorthand and languages in London and did journalistic work at the Wembley Exhibition.

Mr. William Hinks joined the staff of the London office on March 30, 1925, and is engaged in work in the Media Department. He previously had held the position of work chemist for Richard Hill & Company, Middlesbrough.

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## PRAISE THAT IS BACKED BY FIGURES

In commenting on the report of the Sun-Maid Raisin Growers to the Department of Agriculture, in which the president of that organization said, "There never was a better advertising campaign than the one now running," an article in the Advertiser's Weekly, a British publication, says:

"The Sun-Maid Raisin Growers' Association searched hard for their best markets and then attacked them with clever advertising, carefully created and vigorously directed. Nor has their success been confined to the American market. The same gratifying results which form the basis of the report from California are also being achieved in Europe, where a similar policy is being pursued with outstanding success."

This success of the Sun-Maid European campaign, which is directed by the London office of the J. Walter Thompson Company, is amply demonstrated by the report from the London Company of the Association of an increase of 22.8% on its operations for the fiscal year to date over last year. February exports, the latest figures available, reached 1,955 tons against a four-year average of 1,386 tons. Imports gratifyingly reversed the tendency and dropped to 644 tons as against a four-year average of 832 tons.

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