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NEWS-LETTER #81

COMPANY SECURES CORNING GLASS WORKS ACCOUNT

Pyrex Glass is unexcelled for ovenware and laboratory use

The largest glass-making firm of its type in the world, the Corning Glass Works of Corning, New York, is the most recent addition to the J. Walter Thompson Company's list of clients. This is especially appreciated by the company as it renews a relationship which had lapsed since 1918.

The Corning Glass Works has distinguished itself not only by its invention and manufacture of Pyrex ovenware, well-known to the general public from large space advertising in women's publications; but still more because of its success in manufacturing laboratory glassware and other scientific and industrial glassware of unusual durability.

In addition to making the Pyrex ovenware and Pyrex nursing bottles, the Corning Glass Works is America's largest manufacturer of electric light bulbs, signal lenses, and of the other lines on which it specializes.

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MEMBERS OF J.W.T. ACTIVE AT HOUSTON CONVENTION

Three members of the J. Walter Thompson Company, Mr. James W. Young of the Chicago Office, and Mr. S. Hunter Richey and Mr. Cherington of the New York Office, all attended the 21st Annual Convention of the Associated Advertising Clubs of the World held from May 9th to 14th at Houston, Texas.

Mr. Young addressed the General Session on "The Romance of Marketing." A brief report of his address is given elsewhere in this issue.

Mr. Cherington, who has been for three years chairman of the National Education Committee, one of the three chief divisions of the Executive Committee of the A.A.C.W., made the Annual Report of his Committee to the General Session. He also addressed the Club secretaries on the subject, "Your Educational Work", and the Agricultural Publishers Section on "Some Recent Changes in the Rural and Small Town Market."

Organization of A.A.C.W.

Even if members of the Company had not taken such an active part in this Convention, it should be of interest to all readers of the News-Letter to learn how the A.A.C.W. is organized.

Founded in Chicago in 1905 as the "Associated Advertising Clubs of America", the organization changed its name, at a convention held in Toronto, Canada, in 1914, to the "Associated Advertising Clubs of the World."

Last year the A.A.C.W. Convention was held in London and had a really im-



pressive international character. This year, about thirty delegates from England attended the convention in Houston.

The Associated Advertising Clubs have three forms of membership:

1. There are several hundred local advertising clubs in different parts of the United States and a few in England, Australia and on the continent which belong to the organization and share in its work.
2. The National Advertising Commission is a part of the structure of the Associated Clubs, and is made up of representatives of twenty-five different types of advertising activity known as departmental organizations. There is one departmental, for instance, representing the agencies, another representing magazine publishers, another newspaper publishers, another national advertisers, and the like.
3. Individual concerns known as Sustaining Members paying from \$25 to \$10,000 a year help support the work of the organization. Many of these are particularly interested in the Vigilance Work and the allied local Better Business Bureaus.

The chief governing board of the organization is the Executive Committee of seven members. Three of these are elected by the Convention, a fourth by the Board of Advertising Club Presidents, a fifth by the National Advertising Commission, a sixth by the Women's Advertising Clubs, and the seventh by the Sustaining Members.

The work of the Executive Committee is conducted in three divisions:

1. The National Educational Committee, operated under direction of the Secretary of the National Committee.
2. The National Vigilance Committee, under supervision of the Director of that work.
3. The Extension Division, designed to extend memberships and spread information about the work of the organization as a whole.

There are altogether, 315 Clubs in 14 countries associated in the organization. The total membership is about 28,000.

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#### MR. YOUNG DESCRIBES ROMANCE OF MARKETING

"There is power in words to work marvels, but there is also danger. Dr. Samuel Johnson said in the preface to his dictionary, 'I do not forget that though words are the daughters of the earth, things are the sons of heaven.' God help the advertising man who forgets that."

Such is a quotation in the New York Journal of Commerce from the speech made by Mr. James W. Young of the Chicago office before the General Session of the Associated Advertising Clubs of the World.

Mr. Young, who spoke on "The Romance of Marketing," told how a toilet goods manufacturer had been pulled out of the slough of business by advertising;



how the raisin industry in California had become prosperous after a manager, who had begun to sell raisin bread, added three words; "Special on Wednesday". He told further of how a watch-maker had dreamed of marketing a thinner watch, and how to-day, through the power of advertising, no concern in the watch industry is in a position more enviable.

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## MODERN ADVERTISING IS HANDMAIDEN OF MASS PRODUCTION

### Secretary Hoover tells Convention

The parts played by advertising in bettering the standards of living for all classes, in making possible large scale production, in aiding the development of fine newspapers and magazines, were all stressed by Mr. Herbert Hoover, Secretary of Commerce, in his address before the Associated Advertising Clubs of the World on May 11th at Houston, Texas.

"No matter how fine an addition to human comfort or pleasure a given article may be," said Mr. Hoover as reported in The New York Times of May 12th, "unless there is a diffusion of knowledge and information with respect to it, it will not itself become quickly accepted and incorporated into our standards of living. Our standards of living are much higher to-day than they would have been were it not for the part played by advertising.

"One profound economic effect of advertising is oftentimes overlooked - its influence upon production. The general knowledge and rapid distribution of an article, which can only be accomplished through advertising, creates large production, and thus lower costs and prices. Modern advertising is the handmaiden of mass production.

"There is still another phase of advertising that has always interested me, and that is the impulse advertising has given to the distribution of news, information, good cheer and educational material to our people.

"Obviously, were it not for the vast extension of national advertising, we should never have had the fine development of our periodical magazines, and were it not for the growth of local newspaper advertising, our publishers would not be able to produce the great journals which are of such incalculable value.

"The notion that advertising in its broad sense is an economic waste has been long since abandoned. \* \* \* It is an economical form of distribution. \* \* \* But there are some economic wastes which can be eliminated by the advertising managers. One of these you are already attacking through your development of research activities. \* \* \* You have already gone a long way in this direction.

"It is not too much to say that from all the many inventions and the multitude of ideas that are poured forth daily in the preparation of advertising there is emerging a science and a profession. It is becoming a science in its search for a method and a profession in its skill of management.

"But the milestone which will mark the passage from a trade to a profession is the establishment of group ethics. \* \* \* The group characteristic of law and medicine and engineering is not alone the training of



skill required, it is the elevated code of relations with fellowmen, the incorporation of responsibility to the community into the daily task, the insistence upon a high sense of service given, that marks their distinction.

"The use of the slogan 'truth in advertising' and the vigilance agencies which you have set up to protect the consumer are themselves the finest proof that this business is evolving toward highly ethical standards.

"And just so far as those ethical principles are embodied in practice, just that far will the public grow in confidence in advertising and just that far have you progressed into a profession."

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#### FRAUD ORDER AGAINST UNSCRUPULOUS ADVERTISER

"Fraudulent: mail to this address returned by order of Postmaster General." That stamp, imprinted by the Post Office authorities on all the mail addressed to a certain unscrupulous advertiser in Chicago, is one evidence of the drastic action taken when necessary by the National Vigilance Committee of the Associated Advertising Clubs of the World.

A full report of the circumstances which led to the securing of this fraud order is given in the Committee's bulletin for May 1st.

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#### SECRETARY OF LABOR DAVIS VISITS NEW YORK OFFICE

##### Impresses all with his warm-hearted sincerity

"Now is the time to buy next winter's coal. The price won't go lower and it may go higher," said Secretary of Labor John J. Davis when he visited the New York office on May 18th.

The above was one of a number of answers to inquiries which Secretary Davis courteously gave after he had addressed a number of the staff in the Exhibition Room.

Mr. Stanley Resor, in introducing Mr. Davis, said it was an astonishing fact, and highly creditable to Mr. Davis, that a man who had come as a child to the United States from a foreign land should have risen at a comparatively early age to be Secretary of Labor. He spoke also of the splendid work done by Mr. Davis in building up his Department.

Mr. Davis' main talk was on the work of his vast fraternal and benevolent organization "The Loyal Order of the Moose" and of its publication "Mooseheart Magazine." Sprinkling his discourse with many unusual anecdotes, he gave an address that was entertaining in its style and impressive in its sincerity.

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## LEVER BROS. PAYROLL STOLEN - INSURANCE COMPANY LOSES

Hold-up occurs outside East Cambridge plant

Boston - May 19th. "Since the bank messenger was held up outside Lever Bros.' plant, the bank's insurance company is the loser, not the bank or Lever Bros."

This telegram to the News-Letter from the Boston office of the J. Walter Thompson Company, refers to the spectacular robbery which occurred at the door of Lever Bros.' plant in East Cambridge about nine o'clock on the morning of May 14th.

Five gunmen in a touring car, reports the Boston Globe, surprised and overpowered the two armed bank messengers as well as the chauffeur and guard of the First National Bank of Boston just as these were arriving at Lever Bros.' plant with the weekly payroll. The robbers escaped with \$23,000.

One of the bandits shot at and narrowly missed the plant engineer of Lever Bros. Company, who arrived on the scene while the hold-up was in progress.

The bank officials have offered a reward of \$1,000 for the arrest and conviction of the bandits.

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## GREAT BRITAIN RETURNS TO GOLD STANDARD

This should favorably affect business of American exporters there

Winston Churchill, Chancellor of the Exchequer in the British Cabinet, announced on April 28th the withdrawal of restrictions upon exports of gold from Great Britain. With this announcement the English resume the gold standard from which they reluctantly departed in the years immediately following the war.

The action is significant both as a record of achievement and as a breaking down of barriers to further economic progress. If the British had not balanced their budget, if they had not brought trade and industry to a favorable condition, they would not have been able to resume the gold standard at this time.

The return to a sound financial basis restores confidence everywhere. International commerce should be stimulated and benefited. And the authorities are agreed that the results will be favorable not only to British business but to many departments of American business.

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## YOUTH'S COMPANION REMAINS SEPARATE

A statement that the Youth's Companion had consolidated with the Atlantic Monthly Company, made in News-Letter #79, has caused some misapprehension because of the term "consolidated." The Youth's Companion was purchased by the Atlantic Monthly Company and will be continued as a separate publication.

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## BON VOYAGE!

The latest craft to venture on the stormy seas of advertising is that charted by Messrs. Olmstead, Perrin, Leffingwell and Posey of the New York Office. This galleon greets them as they put out and wishes them good fortune through all weathers.

The new agency, we understand, is to be known as Olmstead, Perrin and Leffingwell, and will have offices in the Postum Cereal Building.

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## MISS WALDO RETURNS

Miss Ruth Waldo of the London office has returned to New York. She will resume her duties in the New York office as a group head with an office on the fifth floor. Miss Waldo's group will concentrate on textiles and other articles sold through the department stores.

This marks another step forward in the Company's plan to specialize wherever the volume permits of further specialization.

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## TRANSFERRED FROM CHICAGO TO SAN FRANCISCO

Mr. Wallace Boren and Mr. T. P. Jardine have been transferred from the Chicago Office to the San Francisco Office of this Company. Mr. Boren will be in the Media Department and Mr. Jardine in the Production Department.

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## TELEPHOTOGRAPHY NOT YET OF PRACTICAL VALUE

Production class discusses it and other subjects

"Until telephotography is so developed that advertisements may be transmitted without blurring of half-tones and type edges, it can be of little practical value in advertising," said Mr. Kohl of the New York Office this week to the class which meets every Thursday in the Production Department.

In addition to Mr. Kohl's explanation of the method employed in transmitting advertisements by telephotography, the class had a talk on paper-making from Mr. Watts of the Traffic Department, New York Office. Mr. Watts had just returned from a two day visit to the plant of the Warren Paper Company, Cumberland, Maine, and gave a vivid account of his observations there.

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## FILE OR DESTROY OLD NEWS LETTERS

Those who do not wish to preserve their copies of the News-Letter will please see that their old copies are not simply tossed in a waste-paper basket but are completely destroyed. It should be remembered that these News Letters are for use of members of the staff only, and that much of the information contained in them is confidential.

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