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## NEWS-LETTER #154

## IDE'S OPENING GUN SCORES DIRECT HIT

In the early conference with Geo. P. Ide & Company, Inc., the collar situation did not possess a bright, encouraging outlook. Trade difficulties, pressing competition, limited resources - pointed to a hard fight for business.

When the first page appeared in the Saturday Evening Post, Mr. Day's idea of featuring the best-dressed men at important universities proved worthy ammunition. Although the client had been advised not to expect many inquiries for the style booklet offered in the advertisement, over 160 replies were received within three days of its appearance and they continue to roll in in every mail. Moreover, these requests appear to come from a high type of consumer, the stationery is smart, expensive-looking and in many cases engraved. In not a few instances, the writers have inquired at length and with some spirit why their particular Alma Mater is not represented.

In the trade, where sales efforts were carefully synchronised with the appearance of the advertisements, the results have been better than could have been expected. In the first three weeks the New York branch salesmen sold over 5,000 dozen of the new line of IdeluxeCollars, getting the line in over 170 of the best stores, - John David, Weber and Heilbroner, etc. In Chicago, accounts like Marshall Field, Maurice Rothschild's, The Hub and Washington Shirt Shops were opened for the 4-type-of collars line. The same success attended the attack on Kansas City, Boston, San Francisco, Troy, Seattle and Portland. In the town of New Haven, the line was placed in 7 stores in one day. A Chicago store placed a re-order of 29- $\frac{1}{2}$  dozen within twenty-four hours of receipt of their initial order. In a town of 3000 people 15- $\frac{1}{2}$  dozen of these collars were sold in a single day to the best people in town. The cooperation of the retailers themselves has been secured by enlisting the support of the National Association of Retail Clothiers & Furnishers, Inc.

As final proof that the Ide campaign has made an excellent beginning, their chief competitors' trade advertising has given it no little attention.

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GENERAL WOMEN'S MAGAZINES LOSING GROUND IN TOWNS UNDER  
2500 POPULATION

A statement appeared in a recent issue of the News Letter showing that in the five year period 1920 to 1925 the six large general women's magazines increased 32% in total circulation.

In order to see if this increase was uniform in all types of city throughout the country - figures were secured showing the distribution of the circulation of these magazines broken down by city size groups for the years 1920 and 1925 with the following result:



Circulation Increase (6 general women's magazines)

<u>City Size Groups</u> <u>(Census of 1920)</u>	<u>Circulation</u> <u>1920</u>	<u>Circulation</u> <u>1925</u>	<u>Increase</u>	<u>% of in-</u> <u>crease</u>
500,000 and over	1,250,301	1,999,253	748,952	59.9
100,000 to 500,000	1,387,426	1,939,875	552,449	39.8
25,000 to 100,000	1,264,999	1,761,405	496,406	39.2
2,500 to 25,000	2,085,479	2,870,623	785,144	37.6
Under 2,500	2,513,127	2,461,478	51,649	2.0
	8,501,332	11,032,634	2,531,302	29.8

Note: There is a slight difference between these figures and those in the original statement because they are based on a single issue and show only U. S. Circulation.

These magazines have made their greatest percentage of increase in cities of 500,000 and over - although in actual number of copies the greatest gain was in towns of 2,500 to 25,000.

It will be seen that 1,300,000 or 51% of the total increase was secured in cities of 100,000 population or over; this would seem to indicate possibilities of considerable duplication except for the fact that 40% of the total increase in population of the country as a whole was in the same group of cities - i. e. 3,057,427 out of 7,905,127.

Since cities of 500,000 population and over are the main concern of many manufacturers - it is well to point out that, from a circulation and population standpoint, they have not progressed as rapidly as cities of 100,000 to 500,000 as the following will show - yet with the exception of the groups of cities of 2,500 to 25,000, made the largest gain in circulation.

POPULATION INCREASE

<u>City Size Groups</u> <u>(Census of 1920)</u>	<u>Population</u> <u>1920</u>	<u>Population</u> <u>1925</u>	<u>Increase</u>	<u>% of in-</u> <u>crease</u>
U. S. Total	105,710,620	113,616,747	7,906,127	7.4
Cities of				
500,000 and over	16,549,202	18,076,199	1,526,997	9.2
Cities of				
100,000 to 500,000	10,880,124	12,410,554	1,530,430	14.0

It will be noted that the second group of cities shows a percentage of increase nearly twice that for the country as a whole - 14% as against 7.4%. Furthermore with less than 10% of the total population they showed almost 20% of the total increase in population of the country.

In this connection the following is of interest as showing the percent of the total distribution of the six magazines above mentioned against



the percentage of population in the various sized groups of cities and towns for the years 1920 and 1925.

PERCENTAGE OF TOTAL FOR UNITED STATES

City Size Groups (Census of 1920)	<u>Population</u>		<u>Circulation of 6 Magazines</u>	
	<u>1920</u>	<u>1925</u>	<u>1920</u>	<u>1925</u>
500,000 and over	15.5	15.9	14.7	18.1
100,000 to 500,000	10.5	10.9	16.3	17.6
25,000 to 100,000	9.8	11.	15.0	16.0
2,500 to 25,000	15.6	72.2	24.7	26.0
Under 2,500	48.6		29.3	22.3
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

These figures indicate that the weakest coverage is in groups 1 and 5 and points the necessity of two very definite considerations in connection with the use of magazines.

1. The use of supplementary media such as newspapers in conjunction with magazines in cities of 500,000 and over.

2. The realization that the women's magazines cannot be counted upon for increasing assistance in opening up and developing the very small towns and rural market. This leads to definite considerations of small town and farm publications rather than depending entirely upon the seepage from the women's magazines to reach this market.

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The fifteenth of the News Letter series of articles about media from the publisher's viewpoint.

NEW YORK THEATRE PROGRAMS

The legitimate theatres of New York, of which at present there are 65, equal the total number in the next 18 largest cities of the country. These houses, on their own account, and as a part of the process of selection which they exercise, advertise in a much more comprehensive manner than could possibly be done by an individual advertiser selling any one product. These theatres use space running from one-quarter to pages in every newspaper in New York and Brooklyn every day in the year. In addition to this they receive from all newspapers and magazines a tremendous amount of publicity for which they do not pay because it comes under an editorial head. This advertising which now amounts to \$3,000,000. a year has been continuous over a period of years. This advertising, combined with the character of the plays, constitutes a process of selecting, from the total population of the metropolitan area, that part which can afford the purchase of their commodity, namely a theatre ticket, ranging in price from \$2.00 up.

The result of this selective process has been the securing of a sufficient number of the residents of the metropolitan area with a real taste for the theatre to supply an audience, aggregating 450,000 people weekly, continuously throughout the theatrical season of about ten months.



The New York Theatre Program confines itself to this selected audience. The circulation of the program is in direct proportion to the results of this selection, and it is possible if it is considered economical, for the individual advertiser to concentrate on this selected audience, just as it is possible for him to use the same methods of selecting his own audience.

Because the selected audience is much smaller than the total circulation of the combined newspapers of New York, the cost of advertising is much lower per effective consumer reached. \$30,000. annually provides complete coverage in page space in programs of the entire theatre-going public of New York. One-half page space costs \$15,000. and one-quarter page space costs \$8,000. Inasmuch as the theatre in New York is an established institution, it is possible for the publishers of the programs to guarantee, on this blanket contract, a minimum service of 2500 theatre weeks.

It is a fact of more than passing significance that once used on the right basis, New York Theatre Programs are never discarded by an advertiser. The 86% renewal of contracts proves an advertising strength, confirmed by the continuous use of the medium over a long number of years. For instance, Djer Kiss have used programs continuously 14 years; Cluett Peabody, 5 years; Muhlens & Kropf, 30 years; Corn Exchange Bank, 5 years; Wimpfheimer & Bros., 10 years; Kelly Springfield Tires, 16 years, Övington, 15 years; Horton Ice Cream, 30 years; H. Milgrim, 5 years; Onyx Hosiery, 15 years; Cantilever Shoe, 4 years; Gotham Hosiery, 15 years; I. Miller & Sons, 6 years; Coty, 7 years; Oppenheim Collins, 25 years; Lorrillard, 15 years; Steinway Pianos, 20 years.

A careful analysis would seem to indicate the economy of directing advertising expenditure first to those people who have already demonstrated their ability, from a financial standpoint, to buy a product which exactly parallels any quality product which is offered to the public.

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