

October 21, 1926

NEWS-LETTER #155

SEASONAL VARIATION OF SALES BY DEPARTMENTS

Representative New England Department and Specialty Stores

The Monthly Review of the Federal Reserve Bank of Boston, October 1st, 1926, contains figures which have been compiled by the Department of Information and Records, for the purpose of showing seasonal variation of sales, by departments, in 45 representative New England Department and Specialty Stores.

These figures offer some striking illustrations of seasonal variations, particularly in the matter of the importance of Christmas shopping in general business. The December business for all Departments is 14.9% of the year's business, whereas for some special items, such as toys, sporting goods and handkerchiefs, the one month of December sees close to 45% of the year's volume.

Below are listed a number of these departments with the figures for the year. In all, 56 different departments are listed in the complete figures which may be seen by applying to Miss Bell.

(figures on following page)

	Per cent of each month's sales to the year's total												*242 Total per cen
	Jan %	Feb. %	Mar. %	April %	May %	June %	July %	Aug. %	Sept. %	Oct. %	Nov. %	Dec. %	
Silks and Velvets.....	7.5	7.3	10.6	9.7	10.9	10.3	6.7	5.1	7.1	8.6	7.9	8.3	100%
Cotton Dress Good.....	7.6	7.9	10.0	9.6	11.5	14.7	10.6	6.0	4.9	5.6	5.2	6.4	100%
Linens.....	12.5	6.7	7.3	5.8	6.9	7.5	5.9	5.7	8.8	8.9	8.7	15.3	100%
Domestics.....	11.0	6.3	7.7	6.0	7.4	8.1	6.2	6.9	10.2	10.4	8.6	11.2	100%
Toilet Articles and Drugs.....	7.5	6.7	7.8	7.0	6.5	8.3	6.9	6.7	7.6	8.0	7.9	19.1	100%
Waists and Blouses.....	7.5	7.3	9.5	11.9	12.0	11.3	7.0	5.4	6.7	7.1	6.1	8.2	100%
Knit Underwear.....	10.3	5.6	5.6	6.4	7.8	8.6	5.3	4.2	5.8	10.2	12.7	17.5	100%
Knit Underwear Inc. Glove Silk	9.0	5.2	5.5	6.2	7.4	8.6	5.5	4.0	6.0	11.2	12.2	19.2	100%
Muslin Underwear.....	7.4	5.2	6.4	7.6	9.6	11.8	7.8	6.5	5.5	6.4	7.4	18.6	100%
Silk and Muslin Undwear Inc. Petticoats.....	7.8	5.8	6.3	7.8	8.8	11.4	7.7	5.6	5.5	6.5	7.9	18.9	100%
Infants Wear.....	5.7	5.1	7.4	9.1	8.4	7.2	5.1	5.4	8.7	11.3	10.0	16.6	100%
Furniture, Beds, Mattresses and Springs.....	8.8	9.9	6.6	6.8	7.3	6.9	6.6	14.2	8.6	9.5	6.9	7.8	100%
Floor Coverings.....	7.8	7.0	8.8	8.3	8.9	7.4	5.3	8.7	10.7	11.5	8.9	6.7	100%
China and Glassware.....	7.2	6.2	6.6	7.4	7.1	8.6	4.8	5.7	9.1	9.7	11.0	16.6	100%
Entire Store.....	7.3	6.0	7.8	8.2	8.1	8.3	7.3	6.9	7.4	9.0	8.8	14.9	100%

BOK ADVERTISING AWARDS

Last year Mr. Stanley Resor was a member of the jury which awarded the Bok prizes and, therefore, none of our material could be submitted.

As Mr. Resor is not a member of the jury this year our advertisements are acceptable and we are anxious steps be taken at once to preserve suitable material for this contest. It is requested that group heads start immediately to get together any advertisements they feel ought to be entered in the contest. In next week's issue of the News Letter further details will be announced, as to exact classification under which awards will be made.

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"THE USE AND MISUSE OF COUPONS"

In the October 7th issue of Printers Ink there is an article with the above title, written by E. T. Gundlach, President of the Gundlach Advertising Company. Mr. Gundlach has had a long and successful connection with mail order advertising and with other advertising in which coupons have been important factors and, therefore, the views which he expresses on coupons are not only interesting but are of decided value.

It is impossible to summarize in the News Letter this article, which covers five pages in Printers Ink, but it is worth the time of anyone in the organization to get this copy of Printers Ink and read the article in its entirety.

Mr. Gundlach classifies his ideas under several headings and he finds that there are five distinct purposes for which coupons may be used and seven principles to be observed using them. Boiled down to a few words, these seven principles are:

"Coupons should be:

1. attractive
easy
clear
2. attractive to none but genuine prospects
3. conspicuous
isolated and not ornamented
readily detachable
4. copy refers to coupon
5. complete statement
6. no needless questions
7. inquiry coupon must not resemble an order coupon"

It is interesting to note that Mr. Gundlach has found over a long period of tests that many things which are considered vital by some advertisers are absolutely inconsequential. Anyone who has had publication experience knows how insistent some advertisers are upon getting their coupons in right hand corners and how distressed they are when their coupon is backed by another.

In Mr. Gundlach's opinion it makes no difference whether the coupon is rectangular or square, whether it is at the bottom of the page, the left or right hand side or whether it is on the inside or the outside of the page.

As to coupons being backed up, the author points out that if an advertiser has obtained 500 replies from a 100,000 circulation he is quite above the average. When he has done this there still remain 99,500 subscribers to whom the other advertiser may look for inquiries.

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ATTEMPT TO ROB GRUEN PLANT

On October 10th a group of yeggmen entered the plant of the Gruen Watch Company during the night and after handcuffing the night watchman, Jacob Karper, to a steam pipe, entered a washroom directly behind the vault in which gold and other valuables are kept. After drilling a hole in the wall, they set off a blast. The explosion, however, made so much noise that the thieves were frightened away and about an hour later the watchman was rescued. Nothing of any value stolen.

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LEADING ENGLISH MAGAZINE BARS LIQUOR ADVERTISING

Advertising circles in England have been greatly surprised by an announcement from the office of "Punch" that hereafter no advertisements of liquor of any sort will be accepted. Present contracts will be carried out, but after that no more of this advertising will be carried.

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Copy of a letter from UUSI AURA, Turku, Finland, dated August 18th, 1926.

J. Walter Thompson Company
Advertising,

London, W. C. 2
Bush House, Aldwych.

Dear Sirs:

With reference to our letter of July 30th and your esteemed favor of 6th inst. we are obliged to inform you that we cannot

accept your terms, although we otherwise should willingly like to publish your advertisements. The economical state and in connection with it the prices have changed and we wish to be solidarious to our colleagues. Your terms in these circumstances would bring our income to null.

We take the liberty of proposing to you the prices mentioned in our letter of July 30th, in addition to which we could allow you a discount of 5% on the matrices. Thus the prices would be Fmk. 1:10 per col. mm., less 25% commission and agency discounts and 5% on the matrices, or together 30% discount.

We think that no one of the newspapers of our country will undergo these prices. Hoping to the last that you will give attention to us, we promise you a fair service and beg to remain, dear Sirs,

Yours very truly,

UUSI AURA

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

FARM and FIRESIDE

Farmers are People

What is a farmer?

Simply a man who farms.

Not a very elaborate definition but plenty elaborate enough.

Remember only one word of it, the word man; that will be enough to save you from the mistake of thinking of farming people as a race apart, strange, alien, not subject to the same appeal that you and I are subject to when we read advertisements and select merchandise.

I assert of the farmer what the farmer asserted of the giraffe: "There ain't no such animal".

I contend that there is no such thing as a farmer any more than there is such a thing as a banker or a bricklayer or a lollypop manufacturer.

True, there are men who run farms, operate banks, lay bricks and make lollypops -- but these diverse and various occupations do not change in these men their common humanity.

The farmer is just the rest of us, farming. There are six million of him and, according to the last census, each one of these six million has at least one theoretical wife, and at least three theoretical

close blood relatives, presumed children.

The main concern of these thirty million is to make a living out of the land. A paper that entertains them and then stops will not hold them long.

Above all else, the farmer wants more money -- (even as you and I.) He does not want this money for its own sake, but to buy things with. The same things that you and I want to buy -- better homes, better clothes, better education, more conveniences, more opportunity of self development, more opportunity to enjoy life.

The farmer does not want to be pitied, patronized, preached at or censored, any more than you do. He does not want to be high-hatted or talked down to.

If he is intelligent, and he generally is, he looks upon his farming as an individual problem. He realizes that no amount of legislation, no amount of cooperation, no amount of easy credit, no amount of help from any outside agency, in fact, will ever absolve him from the task of working out his own problem, on his own farm, for his own salvation, with his own intelligence and his own labor, in his own way.

These are the principles on which we have built Farm and Fireside. It is the National Magazine for people who farm. The other publications can preach at him: we take it as our job to get down to cases with him on a man to man experience basis. The other publications can offer him theoretical ideas on how to do things; we take it as our job to give him the actual experience of others who have themselves worked out similar problems.

Above all, and finally we take it as our job to put out a paper written by human beings for human beings, not by "authorities" for "producers".

Farm and Fireside has worked along these lines not only with men on the farm but also with the women on the farm. When we talk to the farmer's wife we talk the business of home making as other farm women see it. Not in the conventionally clever phrases of the highly paid decorator or the free lance writer who has never scrubbed a splintered softwood floor or tried hanging the living-room paper.

But the fireside end doesn't stop with housework -- not with a woman on a farm. We talk to her as the business partner of her husband, and we know that she reads the magazine all the way through. Farm and home are one. In no other business in the world -- except perhaps lighthouse keeping -- are home and business interests so close together.

The woman on the farm is interested in better crops, better roads, better schools and better babies. They want to know how to play and how to keep the hump from their shoulders. They want to do more and have more. We let the neighbors tell them how.

When we established the present Farm and Fireside policy six years ago, the editorial department received less than 10,000 letters from readers in the year. In 1925, we received 130,000 letters. And in the same period of six years our circulation rose from 733,400 to over 1,200,000.

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