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NEWS-LETTER #161

A SAD EXPERIENCE

Yesterday I promised the chairman of a committee to write the copy for a circular letter, and have it in his hands today.

I did the job the first thing after I reached my office, put it in an envelope and passed it to an outside desk for delivery by an errand boy.

All day I had a righteous feeling about this accomplishment. I felt certain that the chairman would be impressed by my promptness, my dependability.

But-----

At three o'clock I discovered the letter had not yet left my office. A boy was found and ordered to run.

At four o'clock the chairman asked me over the telephone if I had had time to write the letter!

Well, it seems it was lying on the desk of his secretary, and was located at half past four.

If this experience teaches anything, it seems to show how dependent we are on others these days, and how the reputation of ourselves and our companies are at the mercy of sixteen-year-old errand boys and twenty-year-old truck drivers.

Sometimes we think we can stop thinking and worrying about a job when our part of it is done. But no job is done until it is in the hands of the man who ordered it. In his mind, the inefficiency of a delivery system is just as annoying as incompetence in any other department.

An organization, like an automobile, must function as a unit. If any unit fails, the blame falls on the organization. In a business there are no unimportant jobs, just as there are no unimportant nuts and bolts in an automobile. (The Tindeco Magazine, William Feather, Editor.)

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WOOLWORTH STORES TO BE OPENED IN GERMANY

The F. W. Woolworth Company has organized a separate company in Germany for the purpose of operating a chain of stores similar to the five and ten cent stores in the United States.

The new business will be under the direction of R. H. Strongman who has been for more than 25 years with the Woolworth organization in the

United States.

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ENGLISH - A SMART LANGUAGE

In Holland, English is the smart language, and is used in advertising in almost exactly the same way as advertisers in this country use French phrases. The J. W. T. London office recently ran in Holland an advertisement for Elizabeth Arden which was printed in English. The Dutch Colman's Mustard advertising also contains such things as a logotype reading "By appointment to the Queen of Holland."

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THE PRESIDENT'S ADDRESS ON ADVERTISING AVAILABLE

The complete text of President Coolidge's address to the American Association of Advertising Agencies at their recent meeting at Washington has been reprinted by Printer's Ink. Copies may be obtained from Miss Bell.

In connection with the speech it is interesting to note that the members of the A.A.A.A. were so impressed with the president's address that Mr. Ernest Elmo Calkins was requested to draw up a resolution of thanks. Mr. Calkins wrote the letter and it was signed by the president, of the A.A.A.A. Mr. James W. Young.

This letter in part said, "Not merely ourselves, who earn our living by advertising but every upright manufacturer and merchant who uses advertising to call attention to what he has to sell, was benefitted by what you said, and thanks you greatly for saying it."

This letter was forwarded to the White House and was later acknowledged by the president's secretary.

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Note

The News Letter presents another article in its series about media by media.

McCALLS

This is a new thought.

The sales and advertising world has divided the population of the country two ways - large cities and small towns. It has said, "We have distribution only in the large cities" or "Our sales are not so good in the small towns."

In school we read Caesar "Gallia est omnis divisa in partes tres."

Now we should learn that the population of the United States is divided into three parts. Thus:

Cities 100,000 and over	25.9%
Communities 100,000 to 2000	26.8%
Towns and places under 2000	47.3%

This is much more satisfactory than the old two part system because the sheer numerics of the rural population throws out any other basis of figuring; the large city is apt to look like a far greater market percentage than it actually is. Divided these three ways a company's sales figures often take on an entirely new look. Certainly, at least, the country's vital statistics take on a new effect. For instance - wired homes. Under the old method of dividing, the cities had the larger number of wired homes per thousand population. But divided this new way (based on a study of Michigan) the intermediate communities show the largest private consumption of electricity per thousand population. The same thing is true for income tax payers and some other measurements of wealth or intelligence.

The communities between 100,000 and 2,000 are all just alike except for size. Each, except in a relatively few cases, has three or more dry goods stores, three or more hardware stores, and the full quota of convenience stores. They are market places or trading centers. But the striking thing about this intermediate group is that more of the people who live in the group under 2,000 trade into it than trade into the large city group. This means that if a manufacturer establishes his dealer set-up in the middle group he is exposed to more business than he would be were he to conquer the big cities over 100,000.

Now for the light, so to speak:

	<u>Population</u>	<u>McCall's Magazine</u>
Cities over 100,000	25.9%	27.9%
Communities 100,000 -2000	26.8%	41.1%
Under 2000	47.3%	31.0%
	<u>100.0%</u>	<u>100.0%</u>

So McCall's Magazine, in proportion to population, is strong in the intermediate group where lies the most satisfactory dealer situation, and where probably live the population most responsive to national advertising.

The above covers one mathematical phase of magazine analysis. The only other mathematical factors are rate and inquiry pulling record. McCall's for over two years has consistently had the lowest rate per thousand of any woman's magazine. On inquiries McCall's, it is said, now enjoys the peculiar distinction of being top, at, or near, on both high-priced toilet preparations and home-making advertising, cooking and sewing, such as flour, baking powder, thread and sewing machines. This unusual inquiry situation is partially due both to the middle group distribution of McCall's and to the slightly lower comparative age of McCall readers.

McCall's Magazine has about a million single copy sales each month - vitality.

The four largest duplication studies that have come to the attention of the McCall Company indicate that McCall's duplicates less with other large circulation women's magazines than does any other woman's magazine.

McCall's in 1926 had the greatest percentage of increase in advertising patronage of any woman's magazine, over 1925, and the second largest straight volume increase.

Making a magazine is like making an advertisement - to be successful the result must meet a need, be constructive, and above all it must be interesting to people either in what is said or the way it's said, or both. McCall's seems to have the spark of a good advertising campaign.

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