



NEWS LETTER

BON VOYAGE

Mr. and Mrs. Resor sail for Europe Saturday, July 2nd, on the *Ile de France*. They will go directly to Paris and there determine their further itinerary. Mr. Resor expects to visit all the foreign offices.

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News Letter No. 183

July 1, 1927

Confidential . . FOR J. WALTER THOMPSON COMPANY ONLY

July 1, 1927

NEWS-LETTER #183

The Editors: George S. Fowler, William Ricketts, Mildred Holmes for New York; Russell Pierce, Chicago; Howard Henderson, Cincinnati; Wallace R. Boren, San Francisco; Walter Resor, Boston.
Contributing Editors --- the managing head of each of the foreign offices.

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The NEWS-LETTER contains confidential information. If you do not keep a permanent file, please see that each issue is torn so it cannot be read when you are through with it.

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In the column Dr. CADMAN'S COUNSEL N. Y. Herald - Tribune June 18, the eminent clergyman and pioneer priest of "Ask me Another" answers for Advertising.

Philadelphia, Pa.

If good wine needs no bush, why do manufacturers spend untold sums of money to advertise their products?

Does not the purchaser have to pay for all this costly publicity?

Huge expenditures by hard-headed business men are usually essential or they would not make them. Certainly they do not advertise to reduce the price of newspapers and popular magazines, any more than to swell their own overhead expenses.

On the contrary, a survey of the situation shows that advertising is one of the major motive powers of trade, and as such a vital need of modern commerce. Those who have studied it assert that it insures increased production, higher wages, lower prices and better ways and means of living all round the circle.

Its methods may be crude, coarse, misleading or treacherous. Not a few fakes have been advantaged by it, and perhaps 10 per cent of the hundreds of millions of dollars annually invested in advertising is wasted. Yet its detrimental by-products are being exterminated by straight-forward publicity. Scientific advertising can no more afford to deceive the public than can highly placed officials of the state.

Brainy dissertations on health, hygiene, domestic furnishings, automobiles and similar utilities or luxuries are often embellished with artistic drawings. As compositions they are frequently models of point and brevity. As honest representations they improve daily.

"The London Spectator" makes the astounding assertion that the advertisements of the Metropolitan Life Insurance Company of New York have saved 52,000 policy holders from dying in one year and netted the company about eleven million dollars. This plan combines altruism and self-interest to good purpose.

Yet it is not exceptional. It has been claimed that if all advertising were obliterated the price of pretty much everything in common use would soar, and three-quarters of our luxuries and the magazines and newspapers would vanish. The claim may be exaggerated, but it has sufficient truth in it to command attention.

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OF INTEREST TO THOSE PREPARING MAGAZINE INSERTS

Extract from a letter of the Third Assistant Postmaster General on the subject of stock on which inserts are printed.

"Publishers of publications entered as second class matter are, of course, at liberty to use different kinds of paper for the various parts of their publications and accept inserts printed on stock which is different from that on which other pages are printed, when it is desired to prepare the publications in this way as a matter of convenience, or in order to improve their appearance, or for other similar reasons, so long as the particular paper is not in anyway a sample of merchandise and intended to serve as a physical exhibit thereof.

"However, when an advertisement is printed on paper of unusual weight and appearance so closely fitting the description in the advertisement as to make it obvious that the matter is a sample of material, it must be regarded as a sample of merchandise, and copies of the publication in which it is inclosed would not be mailable at the second class rate of postage."

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DECLARES NEWSPAPERS DO BILLION BUSINESS

The newspapers of the United States for the first time in their history, are doing a billion-dollar business this year, W. F. Beazell, assistant managing editor of the New York World, told members of the Pennsylvania Newspaper Publishers' Association at their annual banquet, held at Buena Vista. Income from sales, he said, will be \$250,000,000 and from advertising \$750,000,000, despite the setback reported from most sections of the country during the Spring. The increase over 1926 will be about \$20,000,000.

Daily newspaper circulation is growing at an unprecedented rate, Mr. Beazell said. Last year the numerical increase was 50 per cent greater than the growth in population. One newspaper is printed every day for every two persons over 10 years of age who are able to read. Every morning one newspaper is printed for every other family in the United States; every evening one newspaper is printed for every family.

Editor's note: The above estimate of advertising expenditures in newspapers is larger than many other estimates. It is interesting to note that the total expenditure for advertising in magazines during 1926 was \$177,447,949 in 92 leading magazines (Denny Publishing Company figures.).

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N.Y.U. COMPLETES A SURVEY OF NEWSPAPER READING HABITS

A study of the newspaper reading habits of the people of New York City----believed to be the first thorough analysis of this kind in a major market----has just been completed by the Bureau of Business Research of New York University and will be published in book form in about six weeks.

The study was undertaken by Dr. Lewis H. Haney, director of the bureau, and Frank Koch, his assistant, upon the initiative of the World. Twenty investigators interviewed typical residents in every block along the 3,800 miles of streets in the greater city. This job required ten months. After that three months were taken for analysis, tabulating and preparation of charts.

Some of the questions covered are the papers read by the family; the character of the family as to whether they are home owners or rent payers, and if the latter, the amount paid; whether or not they own a motor car, and what make of car; the age and occupation of the head of the family, and the principal store at which the family trades.

Vernon Brooks, director of research for the World, will have charge of the publication. The survey itself was under the direction of Dr. Haney. (From the New York Evening Post, June 22, 1927)

WORLD CENSUS SHOWS GAIN IN AUTOMOBILES DURING 1926

An increase of 3,176,638 passenger automobiles, trucks and busses were in operation in 1927 compared with 1926, according to a world census of motor vehicles just completed by the Automobile Division, Department of Commerce, and made public on June 13th.

The announcement in the United States Daily (June 20, 1927) states that a total of 27,650,267 passenger automobiles, trucks and busses were in operation throughout the world at the beginning of 1927 as compared with 24,473,629 at the beginning of 1926, an increase of 3,176,638.

Eighty Per Cent in U. S. Automobiles, trucks and busses operated in the United States at the beginning of 1927 totalled 22,137,334, about 80 per cent of world registrations. The United Kingdom ranked second with a total of 1,023,651 followed in order by France, 891,000; Canada, 828,918; Australia, 319,000; Argentine, 222,610; Italy, 138,177; Spain, 135,000; and New Zealand, 123,224, according to the census.

The growing use of automotive equipment outside the United States is revealed by the census showing registrations as of January 1, 1927, totalling 5,512,933 passenger automobiles, motor trucks and busses as compared with 2,931,407 on January 1, 1924.

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AUTOMOBILE OUTPUT LOWER IN 1927 THAN IN 1926

Automobile output is less for the first five months of 1927 than for the same period in 1926.

According to a statement made public by the Department of Commerce on June 18th (United States Daily, June 20, 1927), the automobile output in the United States for the first five months of the year was as follows:

	First five months 1926	First five months 1927	% of Change
Passenger cars	1,750,848	1,504,658	--18
Trucks	194,657	209,254	+ 7
Total	1,925,505	1,713,912	-11

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"ADVERTISING WITH A LIMITED VOLUME"

Paris, in season, has wild strawberries. They are never among that many-colored plenitude of fruits and vegetables which are forever being borne into New York by land and sea. To supply them would be a project too delicate, here, for they need pickers with vast patience and a dainty touch, and, no doubt, the profits would be very dainty, too. But not the mightiest of cultivated berries will ever take their place, for no other fruit offers the enchanted nose that Elysian bouquet of hayfields, wood-paths and sun after showers pouring on the grass.

No other fruit is so much like a blossom. It is to dine on asphodels, to share Ariel's breakfast. Wild strawberries brought in still warm and fragrant, uncrushed, in a quart tin pail and served instantly with cool, yellow cream! Some reddened slowly, hiding under the daisies and grassflowers or growing close by the fence; some were found in the shade, at the verge of woods, and are pale green or almost white, yet sweet; some, too tiny to hull, saw the sun all day long, growing on sandy banks, and these are darkest and most deliciously ripe of all. Yes, it was like sipping from flowers. But we shan't see them in town. They're wild strawberries--perhaps that matchless flavor is the taste of liberty. (From New York Herald, June 24th.)

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The LITTLE SCHOOLMASTER'S CLASSROOM offers this comment on telephone practice in PRINTER'S INK for June 16. The advice would be an act supererogation for any J. W. T. office.

The terse, inquisitorial "Who's Calling?" and similar ruffling demands from unknown individuals often irritate the Schoolmaster. He believes censorship of telephone callers is a disagreeable business practice and unless guarded against, will damage good-will.

He does not object to the courteous inquiry of an operator or a secretary acting as a buffer for an executive. The trouble begins when the caller finds a second person making the same demand, or he hears the voice of the executive asking who the caller is. The information given to the first line of defense too frequently is not passed on to the person who is to receive the call.

The Schoolmaster commends the quick action taken by C.R. Lindner, in charge of publication of the New York American. He sent out a house memorandum which stated:

The management hears much criticism from many directions, of difficulty and delay in reaching executives on the telephone. People on whose favor our business depends resent questioning as to their pedigree on the phone before they are permitted to give us business or information which we are anxious to receive.

We believe that New York American men can do few things that will bring quicker commendation of the spirit of our organization than to talk directly, without questioning by secretaries or assistants, with whomever does the favor of calling them.

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NEWS-LETTER --- CHALLENGE

One of the men in the studio - New York Office - in answering the questions about the News Letter says:

"It would be fine to know something about different campaigns, the whys and wherefores. A lot of us who are good, hard, J. W. T. workers are asked by our friends about different campaigns that are known to be those of our agency. It's pretty hard to have to say we don't know."

This is a challenge! What representative's answer shall we publish first?

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STATION N Y O BROADCASTING

WE FIND THE SILVER LINING

It would be merely selfish to regret the departure of Mr. Peirce Johnson to carry out a program as enticing as that which he outlines in this memorandum:

The details of my trip which you inquired about are few. I am resisting the inclination to see much of Europe and will concentrate on Southern England and Paris and its environs.

The English part of the trip will extend over a period of several weeks only. With one or two artists living in England we plan to explore the countryside in Somerset and Devon. Afoot. Before or after this excursion, C. O. Woodbury of the London Office and I will "do" the London art museums systematically.

The rest of the time will be spent in Paris - a Paradise for those whose hobbies are history and art. In Paris the program calls for a study of modernist art as exhibited in the smaller galleries with some reference to its adaptation to commercial uses, and Gothic and Renaissance architecture. Mr. Alon Bement, Director of the Art Center, will be in Paris, in August and I shall join him in an investigation of the work of French workers in applied arts.

I shant be able to stay abroad for as long as a year but will stretch out the time as much as possible. My one regret is that I have not be able to persuade Mr. Resor to move the entire New York Office staff to the French capital.

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PEIRCE JOHNSON TAKES OFF FOR EUROPE!

On Tuesday, June 7th a social and dramatic event of the first water burst upon the startled population of New York City. The occasion was a farewell dinner to Peirce Johnson. Cheering thousands lined the subterranean passages between the Graybar Building and the small ballroom of the Hotel Roosevelt. When the news finally came out that Peirce had landed, seething crowds of humanity went wild with joy.

He was officially welcomed by Mr. Stanley Resor, prominent New York advertising man, in behalf of the J. Walter Thompson Company, and decorated with a Gruen Verithin Watch.

About sixty people neatly arranged in tables of seven each, surrounded the blushing hero at dinner. The guest of honor, after his thirteen year ordeal appeared to be in excellent shape. Telegrams and letters of congratulations poured in from the rulers of adjacent offices - Chicago, Cincinnati, and Boston. As Peirce was an Art Director by profession and had therefore frequently been crowned, this particular ceremony was omitted.

Assembled to greet our "Ambassador of the Arts" was a great galaxy of histrionic and lyric stars who put on a special performance in his honor. Mr. George Fowler first recited a poem entitled "If". Many people said it was so good that it reminded them of Kipling. The men's copy department and the representatives, assisted by Miss Huntington as a guest player, appeared in person in a whimsical, Barryesque fantasy from the pen of none other than Peregrine Acland, the Wise Man of the Yeast.

Tragic relief was furnished by G. Aymar and B. Hoogland in the form of what they claimed to be a song, and A. Deerson and G. Fowler kept the audience at fever pitch while the last play was being prepared.

As the final piece-de-resistance - the celebrated Copy-Cats presented the one-act play, "Peirce-d to the Heart", profound in its depth and insight. The play was well executed. Some felt that the actors should have been also.

Peirce's friends felt that he had gone through enough for one evening and now deserved a long rest so he was reluctantly allowed to depart for the warm welcome that awaits him in Europe.

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Mrs. Kathleen Bowker, a graduate of the Women's Editorial Department of the New York Office, is now Vice-President of Brief English Systems, Inc., engaged in introducing Speedwriting, the new system of shorthand, in England. Her address is 17 Cowley Street, Westminster, S. W. I, London. She would like to hear from J. W. T. friends.

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Note: So many of the people who answered the News Letter Questionnaire expressed lack of interest in the series of articles written by various publications, that it has been decided to discontinue this series without including the statement by National Geographic announced in the last issue of the News Letter. Anyone interested in reading this statement, or one from Holland's Magazine which has just been received, may have a copy upon application to the News Letter editors.

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New Business - Beginning July 1, 1927 the company will serve the Robeson-Rochester Corporation as its advertising agency. This new client is the leading manufacturer of kitchen cutlery, pocket knives, electric appliances, household wares, etc.

Mr. Lloyd Baillie will have charge of the contact work and Mr. Day of production.

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Mr. Cherington addressed the New York Food Marketing Research Council on Tuesday afternoon, June 22, on the subject: Adapting the Methods of Marketing Manufactured Products to the Marketing of Perishable Food Products.

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The Media Department of the New York Office
has made a study recently (May 20) of the -

Relative Standing of the Four Important Weekly Magazines

In view of the many changes in the rates of publications in the weekly field during 1926 and 1927 the attached comparison of lineage, circulation and revenue of four important magazines - Saturday Evening Post, Literary Digest, Liberty and Colliers - is of interest.

Lineage All magazines reported by Printer's Ink show an increase in total lineage for the first quarter of 1927 of 6.03 per cent over a similar period last year. The seventeen weekly magazines show an increase for the same period of 9.75 per cent. Thus, the general trend of magazine advertising is upward and weekly magazines are above average. The four weekly magazines listed show a total decrease for the period of less than one per cent. It is evident, therefore, that any

changes constitute a shift from one publication to another. The decreases in Saturday Evening Post and the Literary Digest of 53,000 and 15,000 lines, respectively, are almost offset by increases in Liberty (47,000) and Colliers (9,000). Liberty has moved up to second place while Colliers is still fourth.

Circulation All four publications show substantial increase in circulation for the year 1926. Only annual figures are available for the Literary Digest. The Saturday Evening Post showed the great numerical increase for the year 1926 and still has twice as much circulation as any of the others. Liberty showed the largest percentage of increase (15.41%).

Revenue Each publication shows a larger revenue for the year 1926 than for 1925. Although the Saturday Evening Post shows the smallest percentage of increase (6.14%) the amount of the increase is greater than that of any of the others. Liberty shows the highest percentage (110.98%) and the second largest amount of increase. In 1926 the revenue of the Saturday Evening Post was three times the total of the other three publications. The Literary Digest produced a revenue in excess of the total for Liberty and Colliers.

Rates On the basis of present rates and circulation, the Saturday Evening Post shows the lowest rate per page per thousand circulation, \$2.96. Colliers new rate, effective January 7, 1928 will be the same proportionately. However, the difference between any of these magazines is not large enough to be important. The Saturday Evening Post probably will remain well in line with the other publications. Liberty or Colliers may or may not become bargains during the year, depending on later developments. With the approach of a Presidential campaign, the Literary Digest probably will be more widely read.

Conclusions The Saturday Evening Post and the Literary Digest evidently are holding their own. Liberty and Colliers are making progress in both circulation and lineage. But the Saturday Evening Post still has twice as much circulation as any one of the others and three times as much revenue as the total for Liberty, Literary Digest and Colliers. Considering all the factors, the weeklies still rank: Saturday Evening Post, Literary Digest, Liberty and Colliers.

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On the New York Office accounts, \$184,104 was saved by automatic renewals in seven publications that raised their rates for 1927 advertising. In five where the rates become effective either in 1928 or would carry over into 1928, there has been a saving of \$77,449, or a total saving to date of \$261,553.

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F. P. A. in his "Tower" column suggests:

"Speaking of airplane slogans, there's
'Good to the Last Drop'"

Thanks for the ad. Frank.

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J. WALTER THOMPSON COMPANY

312 A
N. Y. Office
only

GRAYBAR BUILDING FACILITIES

Those in the New York Office will be interested in the following list of some of the facilities which are now or will be available in the Graybar Building:

Two women's emergency rest rooms situated on the 8th and 23rd floors, Rooms Nos. 831 and 2319, which are in charge of a registered nurse and assistant. These are now ready.

Barber shop - Main floor - to open soon

Savarin Restaurant - Main floor - to open August 1st.

Doubleday Page Book Shop - Main floor near entrance to Concourse - will open soon.

Menzel Flower Shop - Main floor near entrance to Concourse - will open soon.

Liggett's Drug Store - Main floor - will open soon.

J. WALTER THOMPSON COMPANY

Five copies of Lewis Mumford's book "The Golden Day" have been purchased for the New York Office Library by Mrs. Resor, who is a great admirer of Mr. Mumford. Mrs. Resor especially urges everyone to read this book some time during the summer months as Mr. Mumford will give a lecture here this fall.

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The library has always lived a busy life but during the last few weeks its circulation has almost doubled.

All the books are for all members at all times with only one restriction. It is essential that no one take out a book without having it recorded either by Miss Best in the Department of Information and Records or by Mrs. Cheevers at the desk in the reception room.

Books should be returned at the end of a week or the charge renewed.

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STATION S F O BROADCASTING

Now we need to hear only from the
Butcher and the Candlestick Maker

J. Walter Thompson Company
Kohl Bldg, San Francisco

Thanks for your congratulations. You did your part exceedingly well with master newspaper copy greatly contributing to our success.

S. S. Langendorf
President, Langendorf Baking Co.

Our congratulations were dispatched upon the receipt of news that Langendorf had sold, the first day it was offered, over 12,000 pounds of Long-Royal White -- had made the greatest coup in local bread history.

In that there may be something of interest for News-Letter readers, however satiated they may be with such sweet morsels as Mr. Langendorf served.

Langendorf has successful plants in San Francisco, Berkeley across the Bay and San Jose down on the Peninsula. On rye bread, Langendorf has always led. His other dark breads have been popular. In the last six months, with advertising, he has put over a 100% whole wheat loaf, the first all-whole-wheat-loaf to be offered here by a wholesale baker. And his sales of white bread have been growing faster than any other local baker's.

Only the San Jose plant, however, has the lion's share of its territory's white bread business. Berkeley, which serves Oakland and Alameda, has been doing nicely but the San Francisco plant, in white bread sales has been far outdistanced by competitors.

So Langendorf recently created a 1 1/2 lb. white loaf unlike anything on the market here -- a pan-baked loaf not so big around as the ordinary large loaf but nearly 14 inches long. The new shape offers many advantages -- neater slices, slices requiring no trimming for toasters, 30 to 40 slices from a loaf and so on.

Our client heartily agreed to the plan for a heavy six-weeks newspaper campaign to sell the new loaf to consumers before competition could step in and was especially enthusiastic about our plan for merchandising it in advance.

Roughly the merchandising plan was as follows:

Not a loaf of Long-Royal was to be delivered till Friday of the starting week. On the previous Monday morning drivers would leave with each grocer a copy of a telegram which, signed by S. S. Langendorf, told the driver that news of importance to every grocer would be given out later in the week.

Tuesday morning, drivers would leave a dodger with each grocer which, recalling other Langendorf offering (leading rye, fastest-growing white, first all-whole-wheat-loaf and advertising support,) promised something still more outstanding, yet not naming or describing it.

On Wednesday morning, drivers would spill the news with a four-page newspaper size broadside featuring the selling points of the new shape long loaf and reproducing the first two newspaper advertisements.

Thursday was left for the taking of orders for Friday delivery. The drivers (we checked it) followed the plan.

In Thursday evening papers (two in San Francisco, one in Oakland) and the Thursday morning paper in San Jose, the campaign broke with a 1764-line advertisement headed: "From Langendorf ovens tomorrow -- a new 1 1/2 lb. loaf in a wonderful convenient shape."

Friday there was a 1,000 line follow up. Tuesday of the following week and again Thursday, 1000 lines. Single insertions of 1,000 lines or 420 lines were scheduled for the next four weeks.

The campaign isn't over and Langendorf's possible volume on the Long-Royal loaf is still undertermined. The daily bake dropped somewhat the latter part of the second week but is picking up again steadily.

It was something of an achievement to bring out a brand new loaf here and sell over 18 tons of it in three days -- to increase the total bake of white bread over 21% in a period of a week.

The Langendorf Baking Company did it and -- you read the wire, didn't you?

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Says Kenneth Hinks about the News Letter:

There is need for a personal tone throughout the letter. The San Francisco office, for example, is so far from New York. We like to feel that we are very close to the organization and to the individuals in it.

It is extremely helpful for us to get to know various members of the New York Office when they come to the Coast. This is of necessity, infrequent. We hope that the News-Letter can help us to know more of the personalities in the Eastern organization.

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With 22 runs safely chalked up in the first six innings, the San Francisco Office nine weathered a vicious ten run rally in the last period by a slugging Lord & Thomas and Logan team and won both the contest, 22 to 15, and the right to play H. K. McCann for the local agency championship.

The game was one of those old-time hit fests that we've all enjoyed in younger sand lot days. Thirty-six safeties were garnered against Dwight Jennings, Lord & Thomas and Logan pitcher, and, incidentally, San Francisco Advertising Club president.

To Ted Jardine, Thompson third sacker, belong the laurels of the day. Three times he clouted the ball so far that he circled the bases before it could be relayed in.

Bronson hurled commendable ball until that nearly disastrous final inning. Then Mammion replaced him, and struck out two to save the contest.

Art Director Ingwersen, at the risk of ostracism, umpired and came through unscathed.

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STATION C O BROADCASTING

Winning a heroic battle for his life after he underwent a triple operation at the Mayo Brothers' hospital in Rochester, Minnesota, Mr. James D. Woolf returned to his home in Evanston early this month (June). It is expected that he will spend the remaining weeks of convalescence in the Kentucky mountains where he will regain strength and health enough to return to his work next autumn.

A testimony to the esteem in which Mr. Woolf is held by those with whom he has come in contact were the telegrams, letters and other messages of best wishes that poured into his room following the operation. His remarkable vitality has materially aided his recovery enabling him to leave the hospital much sooner than was expected. The fact that he has returned home is a source of great relief and gratification to his associates in the Chicago Office.

During his convalescence, it is learned, Mr. Woolf has developed a new hobby from reading Paul De Kreuf's book, "The Microbe Hunters!" He has ordered a microscope and will spend some of his leisure hours examining the micro-organisms that continuously threaten man's well-being.

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HOOSIER FIND "BEAUTY IN THE KITCHEN" STRONGEST APPEAL

The idea of "beauty in the kitchen" appeals more to the American housewife than that of saving a thousand steps a day" it would seem from an inquiry analysis of Hoosier advertising in the Saturday Evening Post for the past year prepared by the Chicago Office. The results confirm Mr. Woolf's original judgement on the copy slant of this account.

A Hoosier advertisement appearing in the Saturday Evening Post of April 16, with illustrations showing the attractiveness of the new Hoosier unit and breakfast sets, and with headline "New Hoosier Designs for Kitchen and Breakfast Room" brought 1369 inquiries in only seven weeks at a cost per inquiry of \$5.84.

This is considerably lower than the inquiry cost for any advertisement that has appeared in the Post during the last six months. All of the Hoosier Post advertisements in this period have featured the energy-saving appeal. The first of these displaying an illustration of the Hoosier, brought 1014 inquiries over a period of twenty-two weeks. In subsequent advertisements of this type where the idea of relief from drudgery was strongly emphasized the number of inquiries fell off to as low as 281 and the cost per inquiry mounted to as high as \$32.02.

The 1926 campaign started out to tell the story of the Hoosier's attractive design and harmony of color but this story was changed in August at the request of the client to one of time and effort saving. However the beauty appeal was resumed when it was found that it returned the greatest number of inquiries. The Hoosier campaign will therefore continue to feature the note of beauty for the kitchen during the remainder of 1927.

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PLAUDITS

"Gulbransen Good Copy" - A Britisher

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Zerozone unique

-

Laurels for Libby

-

Shooting "heard 'round the world"

-

A Britisher, Gilbert Russell, in his new book, "Advertisement Writing," published by Ernest Benn. Ltd., cites a piece of copy fashioned in the Chicago Office for Gulbransen as "an extremely informative advertisement" with "a touch of emotion here and there,

"Songs

"The beautiful old ones...the infectious new ones...sing them to the music of your Gulbrandsen.

"The songs you sang when you were young--sing them again...the simple melodies so rich in memories.

"The catchy tunes your children hum--bring their music into your home. Make that home where the young people love to gather. Learn the greatest joy of music, the joy of singing to music you play yourselves."

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DIAGRAM PLUS ILLUSTRATION

An effective bit of photography combining the instructive features of a diagram and the interest element of a straight illustration has been done for Hassler by the Chicago office under the direction of Walter Stocklin, head of the art department.

The art department wanted an illustration with which to dramatize the copy story that at night you see why even "smooth roads cause galloping, a riding discomfort which a set of Hasslers can remedy. At night the steady, evenly distributed illumination of an automobile's headlights bring out clearly the little rises and depressions in the road ahead that cause this uneven riding. Every motorist has observed them.

It was felt that an ordinary black and white diagram would be too uninteresting. Efforts were ~~un~~successful to photograph, at night with powerful searchlights, a stretch of actual road long enough to make a good illustration. Sufficient candle power could not be mustered.

Faced by these two difficulties, Mr. Stocklin decided to photograph a "model" diagram which should look like a road and yet not "fake" it. He constructed a miniature road six feet long of modeling clay on a beaverboard base. The surface was corrugated as it had actually appeared on a cement road just outside of Chicago and the whole model was photographed at night under the illumination of searchlights totaling 300 candle power. The results were pronounced very satisfactory. This is the photograph now appearing in all Hassler advertising.

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400,000 INQUIRES FOR CROWELL

There has been an exceptional response from merchandisers to Crowell newspaper advertising prepared during the past year by the Chicago office, according to records in the business extension department of the Crowell publications. This advertising has been featuring the value of tie-ups through the sales force with national advertising in Crowell publications. It has employed the coupon system, offering the Vest Pocket Sales-Maker, a little manual for Salesmen, and free reprints of American and Woman's Home Companion advertisements.

Here are the figures to date.

West Pocket Sales-Makers.....	13,300
American Reprints.....	137,718
Woman's Home Companion.....	289,042

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GO WEST, YOUNG MAN (VIA THE BURLINGTON)

It is expected from present indications that 1927 will be the biggest year the Burlington has ever had in summer tourist business West. More bookings have been received for Burlington Escorted Tours than ever before. The number of inquiries from national magazine advertising of Summer Tourist travel exceeds by more than 4,000 the number received over the same period of time in 1926.

Analysis of comparative returns from different amounts of space used in the Saturday Evening Post so far this year show that a full page "pulled" more than twice as many inquiries as a half page. A page run on March 19 brought 1,468 responses. The highest return on a half page in the same medium has been around 600.

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A group of part time athletes representing nearly every department in the Chicago office have organized a playground ball team preparatory to inaugurating a playground ball league among advertising agencies in the Windy City.

This mild form of baseball is guaranteed not to bruise the petal-texture of a copy writer's hands nor to require overmuch exertion on the part of an art director. It is played with a ball as soft and round as a fifteen-cent grapefruit on a abridged baseball diamond. Underhand pitching is required as swift as the twirler can put it over. The game of playground ball has been in vogue for some time among American college students who pride themselves on being gentlemen. It is truly a gentleman's game and therefore readily acceptable to the Chicago office.

The team is captained by a gentleman named McBreen whose nationality we shall leave to the reader's imagination, and managed by Jack Lang, the hero-hurler of Antioch College.

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"Perhaps one of the best dealer contact making advertisements we have seen on refrigeration" is the way the Advertisers' Weekly (May 28) sizes up a recent newspaper advertisement prepared by the Chicago office for Zerozone.

"Zerozone is advertising its dealers in a unique and effective way", the item continues. "It displays well-printed half-tones of the principal dealers' store fronts with the address of each. 'These dealers', the advertisement says, 'make it easy for you to have Zerozone.....'

"The whole advertisement sums itself up in 'Waiting for you -- a special demonstration of the greatest housekeeping improvement in a generation.. ...Drop in soon.'"

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An advertisement prepared by the Chicago office for Libby, McNeil & Libby appearing in the March issue of Hotel Management, (food profits section) was judged the best food profit advertisement in that issue by General J. Leslie Kincaid, president of the American Hotels Corporation, and Emerson D. Owen, publicity director of the United Hotels Company.

The advertising in this publication is reviewed each month by General Kincaid and Mr. Owen to select copy, layout and practical appeal of greatest interest to hotel executives.

The judges stated that the Libby advertisement was "put up in good workmanly fashion" with the copy "a good example of attractive business appeal." Their announcement was made in the May issue of Institutional Merchandising.

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Proving himself an artist in more than one field, Walter Stocklin, head of the Chicago office's art department, broke two world's records in recent matches for the revolver championship of the United States.

Stocklin first broke the world's mark for 20 shots, scoring 195 out of possible 200, and then shattered the record for 30 shots with 280 out of a possible 300, for a total of 476. He shot against 150 of the best marksmen in the country.

The match was held under the auspices of the United States Revolver Association. Stocklin represented the Hamilton Club of Chicago.

Whether Terry Druggan and Scarface Al Caponi, Chicago gangsters, are negotiating for Stocklin's contract could not be ascertained at the time this contribution was submitted.

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AMERICAN ADVERTISING INFLUENCE ON EUROPE

Two items from abroad suggesting the extent to which American advertising is now being felt in England and in Denmark have been contributed by Mr. Young.

One comes in Adrian Head's letter from Copenhagen to Mr. Young.

"There is one point, though, I know will be interesting: Pirate-ing is very common here -- both of art work and of ideas. We found Buick art reappearing in soap advertisements, and miscellaneous American art from newspapers and

magazines turns up on every hand. One young man in charge of an agency operated as a subsidiary of Uusi Suomi (the largest Helsingfors daily in the Finnish language) has even shown me a proof of a coffee client of his which contained twin thumbnail cuts of the Maxwell House cup-and-drop -- with the Finnish equivalent of "Good to the last drop" as a caption under each! Some news spreads far and turns up in odd places."

The second item was clipped by Mr. Young from the London Daily Express. The "movie" writer for that paper, A. G. Atkinson, complaining that Sir Philip Cunliffe-Lister's attempt to "impose a quota of British films on the British cinema owner" is unwise, declares that his decision will not meet with the approval of the movie-going public and analyses the situation as follows:

"The plain truth about the British film situation is that the bulk of our picture-goers are Americanised to an extent that makes them regard the British film as a foreign film, and an interesting but more frequently irritating interlude in their favourite entertainment.

"They go to see American stars. THEY HAVE BEEN BROUGHT UP ON AMERICAN PUBLICITY. They talk America, think America, and dream America. We have several million people, mostly women, who, to all intent and purpose, are temporary American citizens."

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From Helsingfors on the Baltic coast, Adrian Head, formerly of the Chicago office, sends this letter to Mr. Young. Adrian is now with the J. Walter Thompson foreign legion engaged in carrying on the General Motors campaign in the land of the Vikings.

Dear Mr. Young:

Nine o'clock of a dandy day, and I'm still writing by natural light - which proves that J.W.T. is spread rather far afield. In fact the Legion's northern wing has been campaigning by forced marches of late. Last week in Oslo - now in Helsingfors - saving 40 hours travelling time by going by air both ways from Stockholm. When my work is done here on Saturday we'll have the G.M. investigations in hand in all these countries except the three small Baltic States. Bruce did Poland and Danzig in a scatter-gun fashion about ten days ago. So we are rapidly getting ready for real production on G.M. with other little bits of business such as Royal in Sweden coming in now and then.

I saw Bill Maugey in Stockholm on Saturday and found G. M. Nordiska making rapid strides. The plant is to be ready for production on December 1. Have not had time yet to go into the matter with Sam, but it seems likely that we will comply with Bill's wishes and get the office going in Stockholm soon after October 1. We are to begin actual placing under Nordiska's separate budget as of January 1, 1928. I think we are going to have a very pleasant relationship there - Bill is fine to work with.

Deborah has often asked me when we might expect to lay a place for you at our board.... When shall I say? There is still a great deal to be done on your English language campaign. Just think what a grand tactical opportunity here in Helsingfors, where the natives themselves can't decide what language to speak! But whatever the excuse you find, we'll try to keep a glass of our 1862 Amontillado if you're not too long.

Sincerely,
Adrian

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BURLINGTON AND THE "NEWS"

Another national advertiser has benefited from the events that cast the "news of the day." This time it is the Burlington Railroad, whose service to the Black Hills will derive increased patronage from the columns and columns of publicity written about the Black Hills because of President Coolidge's summer vacation in the West.

For some time, Burlington officials have been considering plans for developing or helping to develop the resort facilities in the Black Hills in the same way that the Burlington has encouraged, through its travel advertising and service, the building of hotels and resorts in Glacier, Yellowstone, and Colorado. When the 1927 advertising campaign was planned, it was decided to insert a paragraph about the exclusive Burlington side-trip feature to the Black Hills, thus beginning to arouse interest in that section of the country and build up Burlington service to it.

However the vacation travel season this year had hardly begun when the President announced his plans for the summer, and automatically the news columns opened to advertising, entirely gratis, that a budget of millions could never have purchased.

Two weeks later, at the request of the client the Chicago office prepared a new 600-line newspaper advertisement emphasizing the exclusive Burlington side-trip to the Black Hills on the way to the National Parks. The copy of this Black Hills advertisement was in good taste, of course, omitting reference to the President's vacation.

Now, daily, through the summer months, stories, sent to the papers from press headquarters in the Black Hills, continue to advertise the Black Hills vacation-lands in very vivid and romantic fashion.

Incidentally, the Chicago office has suggested to the Burlington that this railroad employ a man well versed in the lore and history of the Hills and at the same time able to mix with the newspaper correspondents and anticipate their needs. This representative, it is urged, could create no end of good will between the Burlington Railroad and the press by standing ready to accommodate newspaper correspondents "covering" the President's vacation when his advice or service is required.

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STATION C I N O BROADCASTING

Says Bill Groom:

"The enclosed reprint of a letter sent out recently by Westheimer & Company, stock brokers of Cincinnati, may possibly contain something of interest to readers of the News-Letter.

It illustrates how one of our J. Walter Thompson accounts has fared profit-wise since 1911, the year in which they commenced advertising through us."

DIVIDEND RECORD OF THE GRUEN WATCH COMPANY

For twenty-six consecutive years the Gruen Companies have paid regular dividends at a minimum of 7 per cent in cash on all outstanding stocks. The common and participating stocks have received substantial extra dividends as evidenced by the following data:

The first public offering of \$100 par value common stock was sold at par in January, 1909. Dividends at the rate of 7% were paid each year thereafter until May, 1915, when a stock dividend of 100 per cent was distributed. This new stock immediately paid 7%, together with the original stock, or the equivalent of 14% on the original investment. This rate was paid for the years 1915-16-17. During 1918 and 1919 a dividend of 8% was distributed, or 16% on the old stock.

During 1920 and 1921 the dividend paid was 9%, or 18% on the original investment. In January, 1922, each common share was exchanged for $7\frac{1}{2}$ shares of new no par value common. An original share of \$100 par value stock, therefore, became 15 shares of the present no par value stock on which \$1.75 per share is being paid annually, or the equivalent of \$26.25 on the original investment. This rate was paid throughout 1922-23-24 and 1925. In 1926 \$2.00 per share was paid.

J. WALTER THOMPSON COMPANY

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A Tabulated Yearly Dividend Record

Year	Dividend	Return on original Share of Stock
1909 to 1915.....	7%	\$49.00
*1915 a remarkable stock dividend occurred. See below.		
1916.....	7%	14.00
1917.....	7%	14.00
1918.....	8%	16.00
1919.....	8%	16.00
1920.....	9%	13.00
1921.....	9%	18.00
*1922.....	\$1.75.....See notation below.	26.25
1923.....	1.75.....	26.25
1924.....	1.75.....	26.25
1925.....	1.75.....	26.25
1926.....	2.00.....	30.00
Total.....		\$294.00

*100% stock dividend was paid, which stock immediately paid 7%, making a total on old stock of \$14.00 per share.

**In 1922 the stock was split up $7\frac{1}{2}$ shares new no par common for each share of old stock held. An original share, therefore, became 15 shares of new, on which \$2.00 per share annually is being paid.

From the above it can be seen that one share of Gruen common stock purchased in 1909 at \$100.00 now represents 15 shares of stock selling at \$50.00 or a market value of \$750.00. During this period dividends of \$294.00 per share have been paid. The stock, therefore, has paid itself out in dividends almost three times in a period of 18 years, and has enhanced in value from \$100.00 to \$750.00, or seven and one-half times.

The cash dividends paid average 16.33% for the 18 year period, or for entire period 7% annually on original \$100. investment plus cash \$168.00, and now the stock has a market value of about \$750.00

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Editor's Note: This statement for Gruen Watch recalls an editorial entitled "Good Management and Stock Prices" which appeared in the June 15th issue of Printers' Ink Weekly. In looking over an analysis, prepared by an officer in a large investment house, of 477 common stocks traded in on the New York Stock Exchange Tuesday, June 7th, the editor was struck by the number of national advertisers represented

in 45 per cent of the stocks which were within 10 per cent of their high prices for the year. They were: American Radiator, American Telephone & Telegraph, American Tobacco, Atlas Powder, Bayuk Cigar, Bon Ami, Burroughs Adding Machine, Byers Pipe, Canada Dry, Case Threshing Machine, Certainteed Products, Chandler, Chrysler, Coca-Cola, Collins and Aikman, Du Pont, Eastman Kodak, Fleischmann, General Motors, Gold Dust, Goodyear, Gotham, Hudson Motors, Indian Motorcycle, International Business Machine, International Harvester, International Silver, Kuppenheimer, Lambert Pharmacal, Lehn & Fink, Liggett & Myers, Long Bell Lumber, Miller Rubber, National Biscuit, National Cash Register, National Lead, Packard, Postum, Reynolds Tobacco, Simmons Co., Union Carbide, U. S. Hoffmann Machinery, Vic Chemical, Vivaudou, Westinghouse, White Rock, Wrigley.

"Evidently" says Printers' Ink, "there is a very close connection between good management and consistent advertising, and the good-will engendered by advertising for a product carries over also into the good-will of the investing public toward the securities of the corporation which advertises."

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LONDON OFFICE BROADCASTING S. O. S.

"Especially are we being worried by the Continental Offices for these News-Letters as apparently they regard the News-Letter as a message from home, and hunger for news which we are able to appease only at long intervals, and then en masse.

As there are now 52 people in the London Office in addition to the continental offices, and we want the new people to get the spirit of the Company - if these come regularly and in sufficient quantity it will help us tremendously. Especially if you can put some news in which will be appetizing to them and to the exiles abroad."

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NEW MINIMUM SPACE REQUIREMENTS IN HARPER'S BAZAR

Beginning with the September 1927 issue, Harper's Bazar will refuse to accept display advertising in sizes smaller than one-quarter page. Harper's Bazar feel that this ruling will improve the physical appearance of the magazine and in that way give an added advantage to advertisers.

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