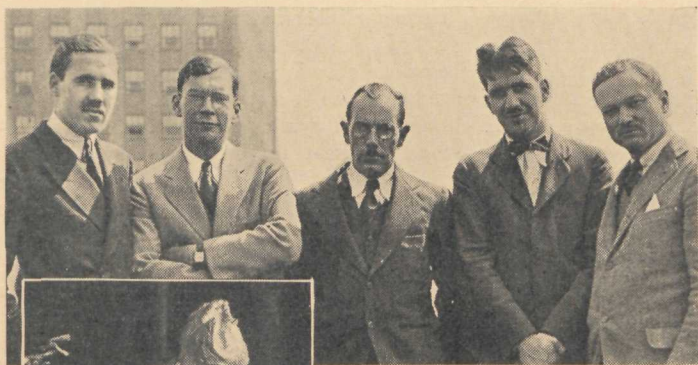


# NEWS LETTER

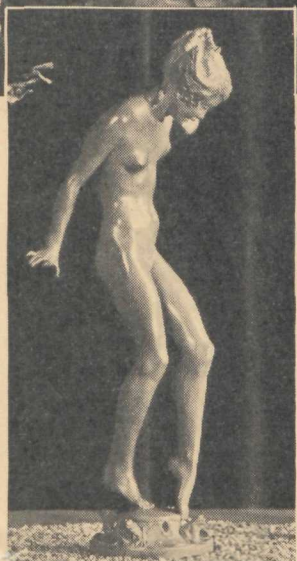
Vol. XI. No. 40

Confidential—FOR J. WALTER THOMPSON COMPANY ONLY

August 1, 1929

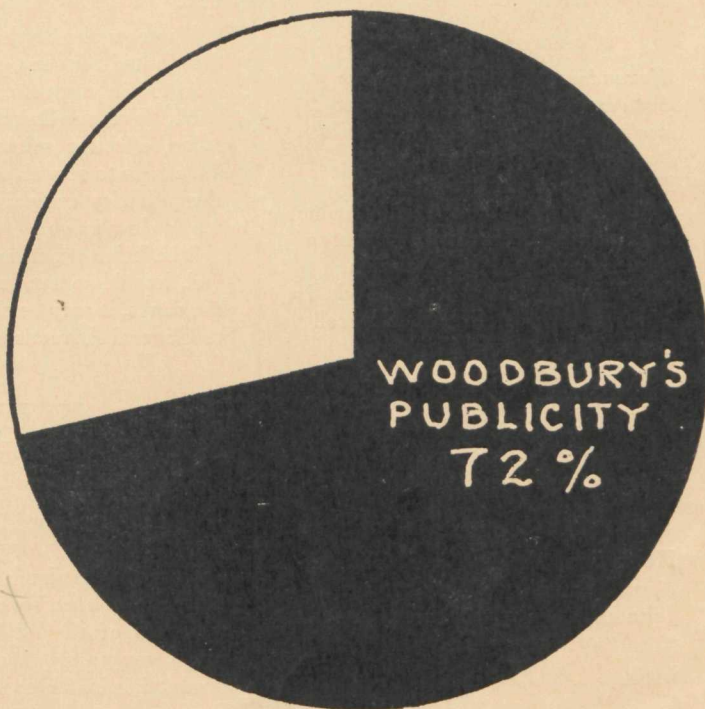


The New York Staff of the Press Bureau, left to right: Ingram Plunkett Fraser, John C. Gourlie, Hubert Malkus, Carl M. Baumhart, W. W. Moss, Jr.



## Publicity Accounts

Goodrich Silver Fleet  
Goodrich Airplane Flight  
Gorham Company (Silver Division)  
Gorham Company (Bronze Division)  
Woodbury Soap Campaign  
The Simmons Company  
Fleischmann Company  
Fleischmann Bakers' Extension Service  
The Industrial Alcohol Institute, Inc.  
Hanovia Chemical Company  
Libby, McNeill and Libby (Radio)  
Calsodent (Radio)  
Crosley Radio Corporation



Woodbury publicity appeared in 602 newspapers with an aggregate circulation of 30,919,274, or 72% of the combined circulation of all U. S. dailies.

## News Publicity Now Available Through J. W. T. Press Bureau

In operation less than six months, the Press Bureau is now doing publicity on thirteen accounts. Its New Business Department is hopeful of doubling this number before the end of the year. In the first six months of its existence, the department staff grew from two to seven members. It also uses the services of several free-lance publicity writers, and its form of organization is such that it can undertake projects of any size on short notice.

The staff members function somewhat as representatives on advertising accounts, each handling several accounts. Wherever possible, free-lance workers are used, their efforts being supervised by the Press Bureau.

Actual preparation of material is not the most important job of the department. Ideas behind publicity campaigns, planning

of complete programs, contacts with editors and clients, and proper distribution are the factors that make the success or failure of a news publicity campaign.

The Press Bureau tries to offer publicity programs that will help sales and build good will. Mere mention of the name of the client is publicity, of course, but not always effective. With this in mind, we rejected the suggestion of a publicity concern to have an airplane fly from New York to Albany to drop a package of Fleischmann's yeast on the Mayor. Aside from the danger to the Mayor, there was no point to such an idea, nor was it spectacular enough to merit much attention. The quality of publicity, as of mercy, must not be strained.

At the outset it was understood that the Press Bureau was to be self-sustaining and the staff increased only as the demand and

income justified. This policy has been adhered to, and has been proved feasible and practical.

With one exception, the clients have been satisfied with the services of the department and the results; in some cases they are pleased, and in two instances enthusiastic.

The Andrew Jergens Company, the first publicity account, had received, up to the end of June, 113,112 lines of publicity in 602 newspapers with an aggregate circulation of 30,919,274. Population of the towns in which this publicity appeared totaled 57,623,935. These figures are based on clippings received. The exact totals are somewhat higher as most publicity agencies estimate that not more than 50 to 70 per-cent. of published articles are gleaned by the clipping services. The publicity space is valued,

(Continued on page 2)



## The News Letter

Issued at the New York office on the first and fifteenth of each month. Final closing date ten days before each issue. Address all communications to "Editor of News Letter."

### EDITORS

Mildred Holmes  
Rebecca Hourwich, *Managing*  
Henry C. Miner, Jr.

### CONTRIBUTING EDITORS

<i>Alexandria</i>	Chester Du Cloe
<i>Antwerp</i>	Edward E. Pratt
<i>Berlin</i>	Kennett W. Hinks
<i>Boston</i>	Walter Resor
<i>Buenos Aires</i>	Russell Pierce
<i>Chicago</i>	Edward H. Gardner
<i>Cincinnati</i>	Howard Henderson
<i>Copenhagen</i>	Phil Richardson
<i>London</i>	Samuel W. Meek, Jr.
<i>Madrid</i>	Arthur E. Hartzell
<i>Paris</i>	Karl Knipe
<i>Port Elizabeth</i>	Francis J. McArdle
<i>San Francisco</i>	Wallace Boren
<i>Sao Paulo</i>	John Kennard
<i>Stockholm</i>	Adrian Head
<i>Warsaw</i>	George Richardson, Jr.

### NEW YORK STAFF REPORTERS

Helen Brown	Leslie S. Gillette
Anne Carter	Henry Legler
John Esty	Elizabeth McLean
	Mary Edith Stahl

## Make the United States Electricity-Conscious

Henry Ford's remarks urging one big power trust for public utilities were quoted in the *New York Times* July 7. Of special interest to advertisers is this paragraph:

"The biggest job before the utilities of the United States is to get electricity into the minds of the people. The people always see when they are shown. Get electricity across to the people by the same way that automobiles have been got across to them. Create a desire for what electricity will do for them. They do not understand the technology phase of the industry. They need only to be shown how tremendously much more electricity can do for them if they will only let it."

## Our Mistake

Due to a typographical error in the July 15, NEWS LETTER, Mr. Howard Henderson's name was placed at the end of the item announcing Mr. Yates' joining the New York Office, instead of at the end of the aeroplane story on Crosley.

## J. W. T. Press Bureau

(Continued from page 1)

at open rates, at approximately \$32,000 and the cost to the client has been only a fraction of that sum.

Gorham publicity, to the end of June, totaled 41,000 lines of newspaper space and seven magazine articles. The short campaign on the flight of Lee Schoenhair in The B. F. Goodrich Rubber Company's plane Silvertown, yielded more than 3,000 clippings, totaling, at a rough estimate, 300,000 lines.

Photographs of the small bronze statue, distributed for the Gorham Company, have resulted in a number of inquiries for the book, "Famous Small Bronzes." This book is an effective salesman, and our efforts have been to stimulate requests for it. Until the publicity campaign was under way, it was a slow mover.

The brief experience with publicity, we feel, has demonstrated that as a private in the ranks, it may be an effective supplement to General Advertising.

HUBERT MALKUS.

## Special Showings of Industrial Films in Our Own Motion Picture Theatre

Since the last issue of the NEWS LETTER, there have been several opportunities for members of the JWT staff to see (and hear) examples of recent industrial film production in the comfort of our own new Hall.

DeFrenes & Co., gave a showing of several reels of Goodrich film, the new Industrial Alcohol film, and some samples of their other current work, including a considerable footage of ingeniously animated and dramatized statistical data.

Visugraphic Picture Corp., had not quite completed editing the first of the Pennsylvania Railroad films (which also required synchronizing for sound) but put on a parachute-jumping film and one made for the Edison Company in connection with tunnel construction under compressed air, both of which were highly dramatic.

Later, the Electric Research Products laboratories, representing Western Electric, put on the Fox-Case movietone picture made for Studebaker and another sound picture produced for the *Chicago Daily News*.

F. T. KIMBALL.

## A. M. Smith Sails for England

On July 3, Mr. A. M. Smith sailed from New York for London where he will continue the training for work in the foreign field which he has been receiving in the New York Office for the past half year.

## BOOKS IN BRIEF

By F. T. Kimball

*History and Development of Advertising*, by Frank Presbrey; Doubleday-Doran, New York. pp. 642—\$7.50.

This book is to the season's advertising books somewhat as the recent Woolworth insert was to the season's advertising inserts: over seven-by-ten and more than two inches thick, it must impress by virtue of sheer volume if for no other reason! And there are other reasons.

It has in the neighborhood of 400 illustrations showing graphically what the text tells of the history of advertising from Babylonian symbols to current advertisements on air-transport. Its story of the development of advertising, because, in the author's words, "advertising is a barometric indicator of a nation's commercial progress," is twined about some of the most interesting milestones of commercial progress in this country, also England, France and Germany. Whereas the volume "is not one of theories and does not seek to give instruction," it is enthrallingly replete with the facts and experiential findings on which today's advertising structures are built. It is rich in the lore of the advertising history-makers, from such elder giants as John E. Powers to (and why not?) our own Paul Cherington.

It pays tribute to J. Walter Thompson both as a pioneer "in the type of agency which analyzed and planned, and, instead of doing only what the advertiser proposed, made suggestions based on its own general experience and its own investigations into the advertiser's special problem" and also as the one to whom is due "much of the credit for the vast array of magazines we have in the twentieth century, with their incalculable benefit to education and business." And among many specific accounts and campaigns touched on, it mentions by name some fourteen or fifteen present Thompson clients.

## McCall's Buys Red Book

Effective with the October issue *McCall's* will take complete control of the *Red Book* and the *Blue Book*, the publications of the Consolidated Magazine Corporation. For the title to these publications *McCall's* will buy 25,603 shares of McCall corporation stock with a value at this date of \$2,483,491.

The twelve-acre plant in Akron, Ohio, of the McCall's Company will be increased in capacity to do the printing as soon as the present contract between *Red Book* and their Chicago printers expires.

It is expected that the editors of *Red Book* and *Blue Book* will continue in their present capacity, although the Advertising Departments will be consolidated at the end of this month.

The volume of advertising carried by *Red Book* in 1928 was \$1,310,000.

J. C.E.



## PERSONALS

## C. Frederick Bell

C. Frederick Bell, who joined the J. Walter Thompson Company on July 16, now with Mr. Kimball in the Trade Group, was born in New York and was educated in public and private schools in the United States and Europe, including Columbia University.

He has been with the import and export house of G. Amsinck & Co., for several years, serving in various capacities; with the Milwaukee Printing Co. of Milwaukee, and with the John M. Driver Co. of Philadelphia, both printing establishments, as Sales Manager, in addition to doing freelance copywriting, and direct mail and general printing selling.

## G. Alden Donham

G. Alden Donham was born in Seoul, Korea, where his father, B. C. Donham, a civil engineer, was engaged in working on the Seoul Reservoir, and the Queens Highway to the Kings Tomb.

Mr. Donham was graduated from Colgate University, where he was Editor-in-Chief of the "Colgate Banter," in '27, and from the Harvard Graduate School of Business Administration in '29.

His previous experience includes work in the Test Laboratory in the National Carbon Company, and in the Advertising Department of R. H. Macy & Co.

Mr. Donham is at present in the Proof-reading Department of the New York office.

## Foremost Ice Cream Advertising Campaign Meets with Enthusiastic Response

The Foremost Ice Cream advertising campaign which opened in June in Southern cities met with such an enthusiastic response that by three o'clock on Sunday afternoon of the first week of the advertising, plants in several cities were completely sold out.

One of the purposes of this campaign was to increase the sale of brick ice cream because this is more profitable than bulk ice cream. The usual ratio in Southern cities is 10 per cent. brick and 90 per cent. bulk. Already the sales of brick ice cream have increased to the point where the ratio is half brick and half bulk.

H. B.

## Dr. Nyland Sails for Antwerp

Dr. Williem Nyland sailed for Antwerp on July 16 to assist Mr. Pratt in the work of that office, and at the same time to get actual experience in the field as a complement of the training which he has already received in the New York Office.

## J. W. T. South African Office Pioneers in Business Methods

"South Africa is all you said it would be," writes F. J. McArdle to Rebecca Hourwich. "Winter is here, but the rains have come, and the hard, dry veld has suddenly gone quite daffy with flowers. Doctors report that the 'Karoo Eye' cases, caused by farmers' looking for rain, have dropped to below pre-war level. When you fall in a South African river, you usually pick yourself up and dust your clothes, but now little streams trickled madly about holding up motor cars for days and days. Had hand-picked radishes the size of turnips from our garden yesterday. Roses, hibiscus, poinsettias, make the driveway gay with spring-like beauty. A stray gray-faced monkey was caught stealing oranges in the yard last week. The sky today is all blue, empty, without a single lazy cloud. The girls continue to play tennis without socks. So if winter comes to Port Elizabeth—who cares?"

"We are beginning to make the J. W. T. a great force for cultural uplift in the sordid commercial world here. Mr. Reynolds, our Art Director, has used his charming personality on several well-known South African artists. They have agreed to leave off their mass production painting of mountains, and devote part of their time to raising the standards of advertising art. A few type faces have arrived, at last, too, and our advertisements begin to look less and less like a parchesi board.

"A director of a canning company congratulated us on our American way of doing business. He was astonished that one of our first deeds in South Africa was to contact with local agencies. He said that he couldn't get by the front doors of his brother canners and thought that this attitude was keeping South African industries fifty years behind the times.

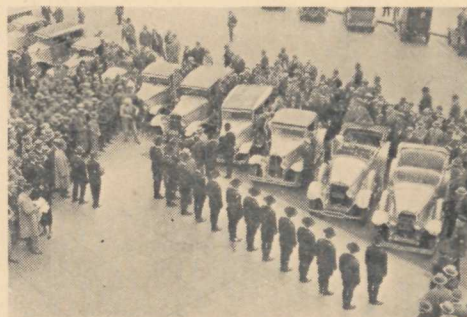
"We who have never sung in a choir feel goose fleshy all over at the thought that we may become an influence for good."

F. J. McARDLE.

## Radio Becomes a Factor in Advertising

\$7,354,052 spent for radio advertising on all networks during the first five months of 1929 compared with \$3,838,501 for the same period in 1928 shows an interesting increase in the use of this medium. Estimating the rest of this year on this basis, and adding the cost of producing and the advertising done on local stations, you arrive at a total of something like \$35,000,000. The amount spent in magazines is about \$180,000,000 a year. So already radio has become a considerable factor in advertising.

JOHN U. REBER.



Silver Fleet continues to draw crowds on its transcontinental adventure.

## Greetings from Brazil!

The youngest member of the J. W. T. family sends greetings to its New York parent.

Your two standard bearers, one from New York and one from Buenos Aires, were met at the docks at Santos by a delegation from our well-known client and friend and escorted to a shrimp supper. After this repast we set out for the city of São Paulo, which is a distance of some 50 kilometres, but a climb of about 2,800 feet. We started on this ride about 10.30 p. m. and at no particular distance from anywhere we were blessed with a flat tire. Our good-natured chauffeur, after some ineffectual tamperings allowed as how the spare tire was not demountable (we carefully refrain from mentioning any car makes). Surrounded as we were by the Brazilian wilds, with a heavy fog closing in upon us, the immediate prospects were not inviting. One or two frogs croaked their condolences and retired to rest.

Eventually we adjusted matters with the flat tire, and arrived at this city about 1.30. Your two pioneers retired to their rooms and, of course, started to talk serious J. W. T. business, only to find that after some five minutes we were interrupted by a very irate gentleman, who told us in no uncertain manner that it was high time that two advertising men should be in bed.

We have established the firm in what is probably São Paulo's newest and best fitted office building. We have a suite of rooms in which every comfort has been provided, including a beautifully fitted bathroom. The view from our windows, whilst it cannot compare with the Chrysler building, is surely more verdant and variegated.

Some of the experiences already encountered would make humorous reading, but time will not permit any further reminiscing for the present. J. MAXWELL KENNARD

## Library Praised

Three members of the staff of the New York Public Library and of the Library Committee of the National Woman's Association recently visited our library.

They were particularly impressed with our portfolios showing all the advertisements we have run on all accounts. E. McL.



## ATLANTIC COAST FISHERIES ACCOUNT TO THOMPSON

*Largest Producers and Handlers of Fresh Fish on Atlantic Coast—  
Pioneers in Development of Quick Frozen Fish Fillets*

The Atlantic Coast Fisheries Company, not only one of the largest producers and handlers of fresh fish on the Atlantic Coast, but also pioneers in the development of quick-frozen fish fillets has selected us to produce an advertising campaign which will feature its "Nordic" brand of fillets.

The so-called "filleting" of fish (i. e. cutting the meat side or "steak" away from the backbone, skin and other parts of the fish) is a practice which is only a few years old—and the development of a quick-freezing process that will permit of the distribution of fillets in inland markets is even more recent.

Under the direction of Doctor Harden F. Taylor, who had started his scientific career with the U. S. Bureau of Fisheries and had eventually been put in charge of the U. S. Government Research Laboratory built at the outbreak of the war for the study of commercial processes relating to the capture, preservation and distribution of fish, research was conducted by the Atlantic Coast Fisheries to develop a method that would not only assure the retention of the flavor of the fresh fish but also the original fresh color as well—both "sealed in" by a quick freezing process that would permit the shipment and sale of fish fillets to inland markets.

"Nordic" fillets, Taylor processed, are quick-frozen in 36 to 40 minutes at a temperature of about 20 degrees below zero. They are then packaged individually by an automatic machine in an attractive, sanitary package—and from 18 to 24 such packages go into a shipping carton which weighs 15 pounds net.

They are shipped from the modern plant which Atlantic Coast Fisheries maintain at Groton, Connecticut, in iceless refrigerator cars (operated by an amazingly simple substance called silica gel) wherein the temperature can be maintained at almost any point within reason below freezing for days. Atlantic controls the use of these iceless cars exclusively for frozen fish products on the Atlantic Seaboard—which gives them still another big advantage over competition.

Commercial production on "Nordic" fillets started in a modest way about three years ago. In what might well be described as a test market, a large city in the Middle West, the consumption of "Nordic" fillets equals the total consumption of fish prior to the introduction of "Nordic."

And when you realize that the national consumption of all fish is between sixteen and seventeen pounds (versus thirty-four pounds within ten miles of the Atlantic Coast) you can readily appreciate the huge market that lies ahead of a product that can be delivered anywhere in the country in as perfect condition as it was just a few minutes out of the ocean.

Distribution on "Nordic" fillets is by no means national in its scope today, although great progress has been made during the past year, and our client has set out to double his present volume during the coming year.

The group assigned to "Nordic" is now working toward the production of a newspaper campaign to be run in those cities where distribution justifies it, starting this Fall.

ORRIN KILBOURN.

## Libby Makes the New Yorker

"Libby, McNeill & Libby, producers of the famous Libby, McNeill & Libby canned fruits, vegetables, and corned beef, have a radio hour. Not to be outdone by other hours, it also has an impressive name, being the 'Around the World with Libby Hour.' The company carefully censors all programs which its radio department gets up for this hour, and thus recently instructed that the song 'Honolulu Tomboy'—selected for a forthcoming hour—might be used instrumentally, but not sung. This is because the lyric contains the following lines:

She is my dear little, sweet little  
Honolulu tomboy;

She lives on fish and Poi Nui Nui Moe  
Moe Pe He A Oe.

"Libby, McNeill & Libby want people to live on fruits, vegetables, and corned beef, and have never canned fish or Poi Nui Nui, etc."

*The New Yorker*, July 13.

## First All Automatic Store At Rye, N. Y.

Playland Park, at Rye, N. Y., has offered the first all-automatic store in the United States. Salesmanship here is left entirely to advertising, for no attendant is necessary in the store. The machines are refilled daily by a man who makes the rounds of all the robots in the park in an automobile.

E. McL.

## Chase and Sanborn to J. Walter Thompson

Standard Brands, Inc., New York, the new Fleischmann-Royal combination, have appointed the J. Walter Thompson Company as advertising counsel for Chase & Sanborn coffee. This agency has also been appointed to direct the advertising of Dr. Price's Baking Powder, a member of the Standard Brand group. (Reprint from *Printer's Ink*.)

H. B.

## Mentor Embarks on New Career

Beginning with the September issue *The Mentor* will change its editorial plan. The new editor, Mr. Hugh Leamy, has written a resumé of the editorial policy for the *NEWS LETTER*:

"In planning a new *Mentor*, the Crowell Publishing Company was influenced by the knowledge that there has grown up since the war a vast audience of great wealth whose economic resources exceed its mental and social resources—an audience eager to learn more about the finer things of life, yet insistent that in learning them it be also entertained.

"For material, *The Mentor* will draw upon the whole world of Past, Present and Future. The articles will be by such skilled reporters of life as W. E. Woodward, Lowell Thomas, Walter Davenport, George Creel, Albert Payson Terhune, Margaret Widdemer, Konrad Bercovici, Will Durant, and others."

In view of the wider appeal, the circulation is expected to increase. The page rates will be increased \$100, effective with the December issue.

J. C. E.

## Smart Set Changes Editorial Policy

Since the acquisition of *Smart Set* by Mr. James R. Quirk, publisher of *Photoplay*, a little over a year ago, there have been changes in the editorial policy.

Last October, it was announced on the front cover that *Smart Set* was "The Young Woman's Magazine." In spite of the loss of whatever circulation among men there was with the old magazine as well as *McClure's*, it has made rapid gains in circulation. The six months' average circulation last December was 367,427 and they guarantee for the first six months of 1929, 400,000.

During the last six months *Smart Set* has secured 52 new advertising accounts. Among the new full-page advertisers in addition to Lux and Pond's are: Helena Rubenstein, Eastman Kodak, Tre-Jur, Linit, Frostilla.

On the basis of 400,000 circulation the rate per page per thousand black and white is \$2.13, which is less than all general monthlies with the exception of *True Story*.

J. C. E.

## Paris Office

At the request of several prominent American residents in Paris, a campaign was recently prepared to raise funds for a building for American art students in Paris. The campaign, which we conducted, brought in almost twice the amount of money asked for.

KARL KNIPE.