



NEWS LETTER

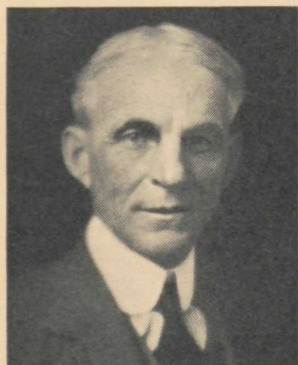
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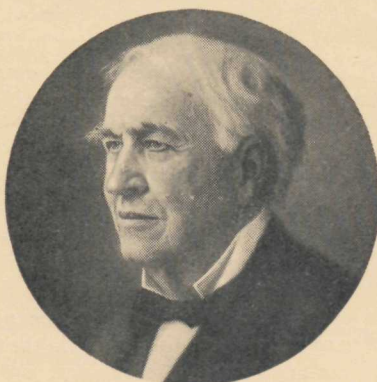
December 1, 1929

Making the World "Sleep Conscious"

*Fifteen famous men talk on sleep through
Simmons Advertising*



HENRY FORD



THOMAS A. EDISON



H. G. WELLS

"FRÈRE JACQUES, Frère Jacques, dormez-vous, dormez-vous?" So runs the old song that all French children sing. For the past two years, in behalf of the Simmons Company, we have asked this question of some of the world's most celebrated men.

They have allowed their answers to be published in Simmons advertising.

Here are the distinguished sleepers we talked to:

Henry Ford	Cyrus H. K. Curtis
Alfred E. Smith	Frank G. Lowden
Gordon Selfridge	W. E. Boeing
Harvey S. Firestone	Thomas A. Edison
Glenn H. Curtiss	Bernard Shaw
H. G. Wells	Julius Rosenwald
Com. Richard Byrd	Guglielmo Marconi
General James G. Harbord	

Since 1927 the women's magazines have carried the message that bedrooms should be beautiful as well as comfortable, and that, furnished with the luxury of Simmons Beds and Beautyrest Mattresses, they will be both! Simmons-equipped bedrooms of distinguished women have been shown to prove it.

But in 1928 we felt we could, with profit, through the pages of *The Saturday Evening Post*



RICHARD E. BYRD



ALFRED E. SMITH

and *Time*, also address the men of the country with "sermons on sleep" preached by men outstandingly successful.

Our aim was to make modern American men, most of whom will tell you "they can sleep as well on a board as on a bed," conscious that there is *quality* in sleep, that it's the *kind*, as well as the *quantity*, that matters! And that *quality* has much to do with achievement in one's chosen field of action.

Not merely important men, but world-famous men, were chosen to deliver these sermons—titans of industry, scientists, writers, publicists, politicians, inventors.

The sermons are in the form of brief articles or sketches by the great men themselves, or of interviews by well-known journalists or writers, and, more recently, our own Rebecca Hourwich. Just before she sailed for Europe, she snatched an hour to ply no less a personage than the great financier and philanthropist, Julius Rosenwald, with questions on his sleeping habits.

In this series of advertisements our distinguished men do not endorse Simmons products. They tell how important a factor sleep has been in maintaining their health, poise, and vitality, and in attaining success and even wealth!

(Continued on Page 3)

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
Eleanor Taylor, *Managing*
Henry C. Miner, Jr.

CONTRIBUTING EDITORS

<i>Alexandria</i>	Chester Du Cloe
<i>Antwerp</i>	Edward E. Pratt
<i>Berlin</i>	Peter de Peterson
<i>Bombay</i>	Frank R. J. Gerard
<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>	William Hinks
<i>Madrid</i>	Arthur E. Hartzell
<i>Montreal</i>	Robert J. Flood
<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.

C. O. Woodbury, *Art Advisor*

NEW YORK STAFF REPORTERS

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

Einstein Says:

"I believe in intuitions and inspirations. I sometimes feel that I am right. I do not know that I am. When two expeditions of scientists, financed by the Royal Academy, went forth to test my theory of relativity, I was convinced that their conclusions would tally with my hypothesis. I was not surprised when the eclipse of May 29, 1919, confirmed my intuitions. I would have been surprised if I had been wrong."

"Then you trust more to your imagination than to your knowledge?"

"I am enough of the artist to draw freely upon my imagination. Imagination is more important than knowledge. Knowledge is limited. Imagination encircles the world."

Copywriters—Heed!

"The public is romantic. It makes no difference if this is classed by the pedants as the age of realism. We are an incorrigibly quixotic race. In moments of excitement we actually enjoy giving till it hurts. We sob over sentimental movies and novels. We are touched by the sight of a mother with her baby. Here is a fact. Do we capitalize it? I hardly need answer."—*Kenneth Collins, Publicity Director, R. H. Macy & Co.*

Three Uses of Good Photography

Selected by GORDON C. AYMAR



Baron DeMeyer

BEAUTY: There are two phases of photography that are quite comparable to the requirements of painting. The first is an intuitive and trained sense of composition, and the second—and one that is generally underestimated—is a knowledge of one's tools. All the beautiful arrangements in the world are of little value unless backed by technical experience in lighting, exposure and focus. The effect of the posed nature on the eye and the results in the final print are two very different things.



Steichen

REALISM: Realism of such a high order as this picture by Steichen has its own empiric test. The salivary glands then become the most authoritative critics and set up a standard of excellence. Assuming that the picture must be reproduced in black and white, the photograph is the logical means of bringing us as nearly as possible a sense impression of the food itself.

NEWS: Clarence Welsh snapped the picture below on his flying trip for Curtiss. It has all the authenticity of the actual scene. It is unposed, natural. The sense of reality the camera achieves is produced not only by significant but by inconsequential detail.



Clarence Welsh

Face-Lifting for Farm and Fireside

The oldest farm journal under continuous ownership is surrendering a publication's largest invisible asset—its name. Effective February, 1930, *Farm and Fireside* becomes *The Country Home*, and appears with *Collier's* stock, four-color work, "new woman" appeal, and *Country Gentleman* fiction.

First of the Crowell publications, *Farm and Fireside*, née 1877, had frequently pulled *Woman's Home Companion* out of financial mud-holes. In the last ten years, the *Companion*, *Collier's* and *American Magazine* have subordinated the farm paper in the public eye; there has been advertising drought. Now, *The Country Home* tentatively re-aligns itself in purpose nearer *Country Gentleman*, while *Successful Farming*, *Capper's Farmer*, *Farm Journal* preach practical farming, and *Farmer's Wife* fosters domestic economics.

SIDNEY W. DEAN, JR.

Cutex in Russia!

"When I had my hands done on the Bremen, the German manicurist used Cutex Liquid Polish. Here in Russia where styles in clothes mean nothing—where there are probably two beggars to every square foot of territory—the girls have brilliant, glowing finger tips. Even when their shoes have long since given way, they cling to their manicure. Long live Cutex!"

REBECCA HOURWICH

BOOKS IN BRIEF

By F. T. KIMBALL

Problems in Advertising, by Neil H. Borden, M.B.A., A. W. Shaw Company. pp. 676—\$5.00.

The organization and the approach taken in this volume are believed to be quite radically different from those ordinarily taken in advertising texts. The approach is not from the standpoint of the advertising technician who prepares advertisements, but from that of the business executive who has to use advertising as one of numerous tools available to him in the conduct of his business.

The author, as Assistant Dean of the Harvard Graduate School of Business Administration, was able to tap the experience of many businesses in many branches of industry in compiling the series of specific case histories of which this book is mainly composed. It has, therefore, much the special value of any careful compilation of clinical records—as well as the same provocative effect on those who prefer to have all their answers plainly set down at the back of the book.

Those who would be interested in a case book detailing some hundred and a quarter widely diverse examples of unfinished business as they are actually encountered by, let us say, an agency's planning personnel, will find this book well worth their interest.

Market Data Book

The member newspapers of the "Hundred Thousand Group of American Cities" have just published a new edition of "A Study of American Markets," which is available without charge to advertising executives interested in newspaper advertising.

This book contains market surveys of every city of 100,000 population and over in the United States, together with a map of its trading area. Population statistics, income tax returns, and registrations of motor vehicles, as well as total bank deposits, are given for each city and for each town having a population of 1,000 or over in its trading area. The number of both independent and chain outlets for every class of merchandise is also given for each of these cities and for each town in the trading area. A marketing map of the United States, showing all the principal trading areas, is also included.

A limited number of these books has been allotted to J. Walter Thompson Company for distribution to our clients. Representatives may secure copies by application to Mr. Cummings. H. D. LAVERY

Murder in the Ads!

The Eberhard Faber people proudly report that S. S. Van Dine wrote THE BISHOP MURDER CASE with one of their pencils!

Making the World "Sleep Conscious"

(Continued from Page 1)

In the advertisements, however, appear small captioned illustrations of Simmons famous Beautyrest Mattress and Ace Box Spring. A paragraph of Simmons institutional matter is inserted, but disassociated from the interview, and the Simmons logo-type is used.

In each interview of the series, we have tried to paint a vivid picture of the personality of the man by placing under or near his photograph a caption which plays up his individuality and accomplishments and stresses any of his habits which are unusual and interesting. Further, we have tried to incorporate in the interviews or sketches phrases expressive of the interests of our man, such as:

HENRY FORD: "The physical body is a machine. The greatest machinist in the world is taking good care of the most valuable machinery he owns."

THOMAS A. EDISON: "Always alert at the switch—master of a well-rested, fully-charged mind and body."

GUGLIELMO MARCONI: "Many of my best ideas have come to me while I lay idle. Rest inspires me. Rest and sleep!"

COMMANDER BYRD: "Get enough proper sleep ahead of time!"

GLENN H. CURTISS: "The faster we go the better must we sleep."

Bernard Shaw himself wrote of his sleep habits and his beautiful dreams.

After a goodly number of pages has run, we have put a whole group of our celebrities together in a double-page spread, which cannot fail to make our busy American men "sleep conscious" and therefore more fastidious as to what they sleep on!

Widespread interest in the "Simmons' men's campaign on sleep" has been noted throughout the country, and it has been especially popular among Simmons' dealers. The ads have been hung in offices and stores, the dealers taking great pride in the connection of "big" men with their product.

ESTHER EATON

How These Famous Men Were Interviewed

By HELEN THOMPSON

All the men on the Simmons campaign are well known to everyone—they are established and significant names which have been printed repeatedly in all the papers of the country and talked about over the breakfast tables. They are leaders in industry or in science or in the world of creative ideas. Securing their views on sleep has been done in a dignified and business-like way.

The interviews have been short—two hundred and fifty words—giving the high

points in the man's career, his accomplishments and hobbies, his personal views on fitness and sleep.

The interviewers themselves are interesting. Fitzhugh Green, who wrote most of the Byrd books and stories and is an arctic explorer of note—George Horne of *The New York Times*—Audrey Scott, the daughter of E. V. Lucas—Charles Caldwell Dobie, eminent author—Eimar O'Duffy, young English novelist. Cornelius Vanderbilt, Jr., has written and secured several interviews.

Some amusing things have happened in the course of securing these interviews. Full-page advertisements giving Shaw's and Wells' reasons for not writing for advertisement appeared in *The New York Times*, at the same time their Simmons interviews appeared in *The Saturday Evening Post*. Edison's page was printed at a time when the country was honoring his achievements. Even the Henry Ford advertisement appeared at the time his new model was receiving attention!

Madrid Office Expands

For the second time, the Madrid Office has had to move into larger quarters. We are now installed on the ninth floor of the fifteen-story Press Association Building in the Plaza del Callao, 4. Plenty of light and air, with a fine view of the city and almost every evening a perfectly gorgeous sunset to watch if one has the time.

Eight rooms instead of four, two office boys instead of one, inter-office telephones to save steps—and a total of twenty employees. It is a far cry from the early days three years ago when, known as the Casa Don Arturo, our staff of two was located in a small back room at Pi y Margall, 5.

To add dignity both in the eyes of clients and the publications, we celebrated the change of address by a change of name. We have now been officially christened the Agencia Thompson, Correspondents of the J. Walter Thompson Company. The same management, but a much bigger personnel.

To the traveling executives from New York we issue this challenge:—

We just dare you to come to Madrid to see a real office. But sew your vest buttons on tight before you come because if you don't they'll surely burst with pride.

ARTHUR HARTZELL

German Vogue Discontinues

The German *Vogue*, which was started in April, 1928, has ceased publication with the October, 1929, issue.

The Dorland advertising agency, which has acted as the business manager for *Vogue*, is also discontinuing its Berlin office.

P. DE PETERSON

Yo, Ho, Ho—And a Case of Electros!

Catching dates is half the normal worry of a traffic man's life, but catching mail boats is a fresh experience, and a trifle more worrying, when one realizes that extensions are impossible.

Recently the London Traffic Department was requested to prepare at short notice, a batch of electros for the New Zealand agent of Horlick's, to be delivered by November 1.

The electros were ready for export by September 26. The only boat due in New Zealand by November 1 was leaving London's docks at two o'clock that afternoon.

The head office of the shipping company could not then accept any cargo for this boat, as the cargo shipments aboard had ceased the previous midday. They suggested we might take the case down ourselves and see what we could do about getting it aboard. Reginald White was accordingly dispatched in a taxi with the case of electros down to the dock district.

Difficulty was experienced with the Dock Police right away, as the case was entering the dock without any shipping orders, and bluffing had to be resorted to. From that moment the case of electros became the personal baggage of a member of the shipping company!

In due course, White pulled up by the side of the ship, but not a sign of life was to be seen either on board the boat or at the dock. Taking his courage in both hands, White boarded the boat and a strange sight met his eyes. The whole crew had donned lifebelts and were standing at their lifeboat stations! No one else was to be seen—no sound of any sort arose from the ship. White felt that perhaps the women and children had already gone, but stifling these thoughts he wandered around the boat deck and in a corner came upon the ship's officers having a quiet smoke, with the thoughts of shipwreck far from their minds!

Neither the first nor second officer knew anything about a case coming aboard, but a minor official who was standing by "thought he had heard someone say something about it at sometime or other." He suggested White should go to the company's dock office about a mile away from the boat. On arrival there, it was discovered that the people were at lunch. When they did arrive (late, of course) several men appeared with long rules and books of forms, etc., and to the horror of all the officials it was discovered that the Port of London Authority knew nothing about this case. This was serious, but after a few minutes—with the aid of a few spare shillings—White convinced the officials that the Port of London Authority was not likely to lose sleep even if they knew nothing about it.

Questions of customs duties, shipping orders, bills of lading and other weird termin-



Lieutenant Col. D. Pedro Zanni, famous Argentine birdman, first to fly across the Andes, was the first Argentine personality to be featured by our Buenos Aires Office.

ology of the shipping business were next brought to surface, but by a stroke of genius one of the company's officials classed the case as baggage.

With twenty minutes to go, the electros were rushed back to the boat. Of course swing bridges were opened and caissons removed en route for ships to pass in and out, but eventually the boat was reached and the case snugly tucked aboard within a few minutes of sailing.

But White doesn't know even now how it comes about that he is not well on the way to the South Seas, too!

FRED C. STILLMAN

General Motors Commends Argentine Report

After his examination of the report and recommendations for General Motors Argentina, prepared by the Buenos Aires Office, Mr. C. C. de Tonnay, Managing Director, declared that he had read the report three times and wrote us as follows:

"I have just finished reading over your 'Survey and Analysis of the Argentine Market' made for General Motors Argentine S. A., and I wish to take this opportunity to extend to you my heartiest congratulations over the excellence of this work."

The report has been mimeographed by the client and copies have been distributed to the department heads for study. As a result of this report, Mr. de Tonnay has requested that the Buenos Aires Office conduct a complete survey of the truck market. This is now being undertaken.

RUSSELL PIERCE

Eckener's Daughter Assists Berlin Office

Miss Lotte Eckener, the daughter of Commander Eckener of Zeppelin fame, is studying photography with a firm of photographers with whom we are working very closely.

She takes a special interest in advertising and in this connection has done a good deal of work for our Berlin Office.

P. DE PETERSON

German Quaker Oats Campaign

With the exception of one metropolitan newspaper and a few high-class magazines of small circulation, Gothic type face is the standard for German publications, periodicals, and books. The publishers contend that Germans educated before the war read this characteristic type more easily than Latin type.

In spite of this, practically all advertising in Germany is set with Latin faces.

The new Quaker Oats campaign produced by the Berlin Office is appearing in illustrated weeklies and is patterned in layout form after the editorial pages of these publications, a practice which is new to Germany.

In order to make these advertising pages resemble the editorial pages even more closely, we are using the Gothic type faces for the first time on any account in this Office.

When the first proof came through, we knew that we were pleased. Up to the time of writing, two of these full pages have appeared and the sales have shown a marked increase.

Along with this full-page illustrated weekly campaign, we are running a tie-up campaign in newspapers. In all, six full pages have been prepared for this fall, and together with some dealer advice, these have been bound into an attractive magazine, called "Quaker Illustrierte" which the Quaker Oats Company is distributing to their dealers.

P. DE PETERSON

Praise for Media

Our Media Department was asked to comment upon paper used in *The Nation's Business*. Just one bit of service to a manufacturer, but it called forth the following praise:

"The nature of your report very definitely shows how thoroughly the J. Walter Thompson Company handles any problem that is put up to them for analysis. It is very impressive to me because it confirms the feeling that I have always had about the efficiency of your organization."
—A. C. G. Hammesfahr, Oxford Paper Company.