



NEWS LETTER

Vol. XI. No. 48

Confidential—FOR J. WALTER THOMPSON COMPANY ONLY

December 15, 1929

Now a Complete World Service!

A New Division Covering Latin America and the Far East Gives Us World Organization

THE recent opening of our Montreal, Bombay and Sydney (Australia) Offices greatly extended the sphere of our world activities.

Now, in order to put the services which we can offer to our clients on a complete world basis, there has been established in New York the Latin American and Far Eastern Division of the J. Walter Thompson Company International Organization.

This Division will cover all parts of the world which are not covered by our offices already established.

The Latin American and Far Eastern Division will operate as a separate unit located in the New York Office and will bear the same relation and will report to the parent concern in exactly the same manner as any of the international branch offices. It is being organized under the management of William B. Fergusson, who before he joined the J. Walter Thompson Company last April, was the managing director of the McCall Advertising Agency—one of the leading agencies of South America. Mr. Fergusson has also had a number of years' experience in South America in advertising and sales promotion work on various American products.

While this Division as such has just been founded, it is worth noting that the functions which it will execute have actually been performed for more than five years for a number of our leading clients through the regular production, traffic, and media channels of our American organization. Consequently, the functioning of this Division is not to be considered in an experimental or commencing state: the Latin American and Far Eastern Division is an organization that is now actually equipped and active in the preparation and placing of advertising in the parts of the world which it covers.

The definite advantage to our clients in the operation of this new Division is that,



William B. Fergusson, New Division Head

instead of having a mere placing service with most of the media work done here in America, they will have a specialized export advertising organization equipped to supplement the domestic production groups in preparing and placing advertising campaigns, to undertake research and market analysis in these countries, and to make media recommendations based on the same type of contacts and studies made by our other International Offices. Mr. Fergusson has, within the past two months, covered certain of the countries of Latin America personally in this connection, and similar contacts and studies will be undertaken in the other countries as quickly as practical.

This service, while of somewhat the same character as that offered by the so-called "export agencies" operating in America, will be far more complete and similar to the full local service of our other branches for the following reasons:

1. It can concentrate on a limited area of the world, instead of the whole world, because of the existence of our other offices.
2. It will furnish a much more complete "service" than the usual export agency. As a unit which is a part of a large organization, it is interested in making universal the high type of service offered by our entire organization, not making profits for itself by doing the job as cheaply as possible.
3. It is backed by the research experience and knowledge of the agency which is outstanding in this type of work, and is conducting surveys of a type never before attempted in the countries which it covers.
4. As the business of this Division grows in a particular country, there will be established in the country one or more of the Division's own representatives, working locally, rather than working from long distance through the various means now employed by export agencies.
5. It solves the problem of the American client who may wish to make all of his payments in New York at the same time that he may desire to cover certain countries of the world through local advertising agencies (as represented by our branch offices in this case) while the rest of his territory may have to be covered by an agency of the export type.

This Division works on the same basis of terms as all of the other International Offices.

Naturally, the greatest significance of this new unit of our International Organization is the part which it plays in completing the world service which we can render.

HENRY C. MINER, JR.

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."

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Keep on Advertising!

The December 4th issue of *The Business Week* quotes Dr. Cherington as follows:

"There are comforts as well as warnings for the advertiser in the advice of Paul T. Cherington, Director of Research of the J. Walter Thompson Company, advertising agents. Mr. Cherington admits that 'there are thousands of small traders who, during the past few weeks, have found themselves suddenly deprived of a substantial source of supplementary income which had become so regular that they have been depending on it, at least for luxury purchases. Probably there never has been a stock flurry before which has resulted in the sudden curtailment of the luxury income of so many people.

"The wisemanager,' Mr. Cherington says, 'will conserve his production and prepare for sustained advertising.

"Manufacturers of advertised articles should bear in mind that this time more than ever before there are retailers with large capital and widely scattered outlets ready to take advantage of any slackening of manufacturers' appeals to consumers by winning them into new brand allegiances."



Wallace Boren sends this Christmas greeting to us all

Zippers Step Out

Mr. Mims reports that clients and rival agencies have congratulated us on current Goodrich Zipper advertising.

The ad appearing in *The New York Times* for December 3 was characterized by one critic as the best footwear advertisement he ever saw." Another wrote to our client to praise the "Sketches at the Ritz" and "Sketches at the Yale Bowl" Zipper ads appearing in the magazines. The styling was excellent, said these praisers.

One of the interesting features of the Zipper newspaper campaign is a tie-up with the weather.

Reports of brewing storms and cold spells are secured in advance through Leslie Gillette and sent out to local dealers who arrange for the release of ads on the very day the populace wakes up with a shiver to face a cold, wet day. *The New York Times* advertisement mentioned above appeared on the first snowstorm of the year.

A. C.

New Publicity Feature

The Press Bureau has recently inaugurated a feature service which will be sent to a selected list of newspapers. This consists of short feature and news items about our clients for the science pages, women's pages, financial departments, automobile pages, movie pages. Publicity on as many as ten accounts is thus secured at a single mailing.

Personals

WILLIAM C. MCKEEHAN, JR., copywriter on Goodrich in the Trade Department of the New York Office, was born in Clarksburg, West Virginia, and was graduated from Princeton University in 1924. He was employed by the Firestone Tire & Rubber Company for five years, three of which were spent in field sales work. He was later in charge of Truck and Aeroplane Tire Advertising. Since joining the J. Walter Thompson Company in June of this year, Mr. McKeehan has been traveling with the Goodrich Silver Fleet.

R. A. SPENCER, new member of the New York Radio Department, was born in Ayer, Massachusetts. Graduating from Dartmouth, he taught English at New Hampshire College, Middlesex, and Hotchkiss Schools, was on the *Kansas City Star*, and saw foreign service during the War with the United States Navy. For the past four years he was Manager of the Foreign Department of the Old National Bank, Grand Rapids, Michigan.

KENNON JEWETT, copywriter on Pennsylvania Railroad in the New York Office, was born in Hartford, Conn., and was graduated from Harvard College. He has traveled and lived in France and other countries on the continent and in North Africa. Before joining us, Mr. Jewett was Copy Chief of the Geyer Company of Dayton, Ohio, and New York.

OTHER NEW MEMBERS of the New York Office: Charles Curts, Alfred Weeks, Eli Gordon (Traffic); Adolphine Lowinger (Accounting); Helen Cloughton (Auditing); Lauretta Connelly and Adele McCarthy (Checking).

MARY RUGER of the New York Checking Department recently became engaged to Walter Rugier of Jamaica.

SAM MEEK of the London Office arrived in New York on December 12, for a three-day visit.

GERTRUDE M. SHIELDS, of the New York Office, copywriter in Mr. Getchell's group, sailed on December 2, for a two months' visit to Africa and Italy.

BILL PETERS of the New York Traffic Department left for our Montreal Office to start work there on December 15.

MISS I. A. GOSHAWK, head of the Research Department of the London Office, recently married Mr. Norman Brook of London. She has been with the London Office for nearly six years, and has been responsible for building up the splendid Research Department, which functions so efficiently.

BOOKS IN BRIEF

"STEICHEN THE PHOTOGRAPHER," published by Harcourt Brace & Co., New York. (\$25.00). With a biographical study by Carl Sandburg.

Too often history is being made under our very eyes, and its making is so near at hand that we miss its real legacy and importance.

This beautiful volume of Steichen's photographs will do more than entertain the artist and the layman. It is truly an exciting record of the scientific and artistic development of a comparatively recent art—photography.

Here are photographs of flower pots in a wheelbarrow, a grasshopper, a match box and matches, a fire escape, an intimate study of a sunflower, and others glorifying the fair sex in smartest attire.

Despite this array or possibly because of the subject matter, Steichen has given to each one the wealth of his strong personality. They are beautiful without lacking in character and are completely free from any photographic trickery. A truly honest piece of realism enhanced by the artist's ability to design in perfect composition.

Our own accounts are represented by photographs used in the advertising of Pond's Cold Cream, Woodbury's Facial Soap, Cutex Nail Polish, Douglass Lighter, Lux Toilet Soap, all of which attest Steichen's ability to dramatize any object, making it not only a thing of beauty, but an admirable vehicle of commerce.

The book is not merely a record of beautiful photography, for the biographical notes by Carl Sandburg have the flavor of poetry and the fire of inspiration that hold one's attention until the last word. Steichen is unusually fortunate to have such a sympathetic writer and admirer of his work. This book is now in the Resor Library. Copies may be purchased by members of the J. Walter Thompson Company for \$18.00.

C. O. WOODBURY

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

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 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.

F. T. KIMBALL

Moss Turns Fisherman

Goes Out on the High Seas for News



A catch of cod and haddock on the deck of an Atlantic Coast Fisheries trawler

William W. Moss, of the Press Bureau, has recently returned from an exciting nine-day trip aboard the steam trawler "Kingfisher". He sailed from the Fulton Fish Market Pier to Georges Banks for the Portland Trawling Company, subsidiary of our clients, the Atlantic Coast Fisheries, producers of Nordic Fish.

On this trip Moss gathered press material and took 50 photographs for use in publicity and advertising.

Very heavy seas were encountered—so rough, in fact, that the captain was forced to lay anchor three times.

After sailing eastward from Fire Island Light on November 6, land was not again sighted until November 15, when the "Kingfisher" proudly cruised into Groton Harbor, Conn., returning with 70,000 pounds of fresh haddock in her holds.

All the fishermen on the ship are Newfoundlanders. A crew of fourteen in the forecabin, three stokers, chief engineer, captain, mate, radio operator, and Mr. Moss composed the ship's quota.

The fishermen had to endure many hardships. Their work is exceedingly strenuous—but they are able to fill their holds more quickly now than of old, for other fishing fleets flash the news of a great haul to less fortunate crews. In this way all the fishing crews are guided to better picking.

Moss reports that they enjoyed listening to the Libby, McNeill & Libby, and Crosley radio hours, while on the high seas.

A. C.

Results in England from Paris Broadcasting

The Revelation Suit Case Company of London is one of the first English firms to conduct radio advertising. As this is not allowed from the English stations, they recently began to provide a weekly radio concert from Paris. This station is heard quite well in England, and the manufacturers were careful to choose a Sunday evening period after the English stations had closed down.

They claim to be delighted with the results. The first concert brought several hundred postcards from England, and more than 1,000 from France (announcements were made in French and English). Their sales in September were considerably in excess of last year and although it is not possible to say how much the broadcasting contributed to them, the Revelation Company believes that the continuation of concerts throughout October will show definitely that the broadcasting has resulted in a considerable expansion of business.

The cost of an hour's concert is about £150—(all right, then, 750 dollars).

WILLIAM HINKS

Opening of New Australian Office

Arthur E. Hobbs informs us by cable of the opening of the first J. Walter Thompson Company Australian Office, at Sydney.

Already with Mr. Hobbs are Stanley Holt and A. M. Ross Smith, formerly of the New York Office. Frazia Childrey will go out from the New York Office early in January as Art Director. Edwin G. Rutt, formerly of the New York Office copy department and recently with Frank Seaman, has returned to the J. Walter Thompson Company, and will be associated with the Australian Office. Mrs. Rutt, a present member of the women's copy group in New York, is also joining the Sydney Office staff.

A good deal of interest has already been aroused in the advertising and newspaper world of Australia by the presence of Mr. Hobbs.

H. M.

Advertising Shows Business Prospects Good

Stanley Resor Reports to President Hoover's Conference that 1930 Advertising Will Show Gains

Stanley Resor was a delegate to the National Business Survey Conference called by direction of President Hoover on December 5.

At this conference he made a report on present conditions and immediate future prospects in the publishing, advertising and allied businesses.

Mr. Resor's report was one of about 30 made for similar groups and after these reports had been rendered Mr. Resor was appointed a member of the committee of 72 which will work during the next few months at the task of discovering weak spots in the business situation and devising measures for correcting them.

PAUL T. CHERINGTON

Mr. Resor's Speech

Publishing and advertising together are the tool of every industry and influence every home.

Figures covering advertising activity at present or for the next six months are

not a safe index to future business activity; but they do have value as a register of the attitude of business toward the future.

Reports received during the past week from 15 associations with nearly 9,000 members, covering a wide range of businesses, trades, and crafts, allied with advertising and publishing give a sanguine view of prospects for the next six months. Magazine, newspaper, agricultural and business paper publishers all report gains for the current quarter, compared with the closing quarter of 1928, and all which have received commitments for the next year, report prospects for a substantial increase in advertising during the first half of 1929.

Ninety-eight advertising agencies out of 134 members of the American Association of Advertising Agencies, representing over 4,000 national advertisers, have made a survey of their prospective business for the first half of 1930, compared with the first half of 1929. Less than 10 report declines in billings, the remaining 88 report gains, most of which were between 10 and

20 per cent.

Reports from the book publishing field indicate that there has been no recession in book sales during the past month. Several members report that November sales this year surpassed November sales in 1928. In the past, in years of financial straits, the book trade has not suffered but has gone ahead. All reports received indicate that book publishers are not curtailing their publishing or advertising programs for the next six months.

This is the attitude of the business toward the future as registered by contracts for advertising in the next six months.

One of the important objects to be kept in mind in a time of business disturbance is the minimizing of the shrinkage in buying due to rumors or fears.

The above figures show what aggressive business concerns think of the prospects in consumers' markets; and they are expressing their judgment in advertising commitments which they expect to get back from increased business.

New Sub-Office Opens in Vienna!

On November 4th, Mr. C. E. Sutter, head of the Media Department in Antwerp, left for Vienna to start a sub-office there.

This sub-office is being established for the particular purpose of maintaining contact with the Gillette and Gramophone accounts, which are centered there. It will also serve as a center for collecting market and media information. All planning and production will be carried on as at present from Antwerp.

Mr. Sutter, who will be the temporary manager of the sub-office in Vienna, has been with the J. Walter Thompson Company in London and Antwerp for more than two years. Before coming with our company, he was for four years with Publicitas, one of the largest European advertising agencies in their Madrid, Barcelona and London offices. Before entering the advertising business, he served an apprenticeship in banking in Switzerland, France and England.

His knowledge of media in Europe makes him a particularly valuable man for the immediate job which has to be done in Vienna.

E. E. PRATT

The Trade-in Problem in Sweden

In Sweden it has been common practice to mark-up the prices of certain American cars sold through distributors and to give away a large part of this mark-up in seemingly extra-generous trade-in allowances.

To combat this evil and to stabilize the trading value of used cars, the Swedish Association of Automobile Dealers recently published advertisements giving:

1. The Swedish standard price of American cars.
2. The decrease in value of used cars on account of age, by years.
3. The decrease in value of used cars on account of mileage.

It is expected that this will curb irregularities in motor sales procedure.

ADRIAN HEED



Edward J. Fielden, formerly Art Director of the Alexandria Office and recently transferred to Bombay, is a "motor bike" enthusiast.

More Foreign News

Under this heading a Copenhagen newspaper ran an advertisement for itself which read, in part:

"The Chevrolet factories used in 1929 in the three Copenhagen morning papers 97,400 mm. of advertising. The number of cars sold in Copenhagen and districts during that time was 1,282, which corresponds to an advertising expenditure per sold car of 75 mm.

"Another car in almost the same price class was advertising during the same period on 3,080 mm. The result was 4 cars sold. Thus every car of this make cost the said factory 770 mm. of advertising.

"The answer is simple: More advertising costs less, per unit sold."

Naturally, we feel that the question of quality might also be raised.

PHILIP RICHARDSON

Arrangements were made recently for the introduction into certain Woolworth's stores of a sixpenny Pyrex Custard Cup.

The results have been so satisfactory that the line is being extended to their other stores, and a Pie Plate will probably be introduced at the same price.

It is interesting that the Corning Company have experienced no difficulty with dealers on this account. WILLIAM HINK