

PARIS & PEART

*Advertising*

LEXINGTON TOWER  
41ST ST. & LEXINGTON AVE.  
NEW YORK



June 18, 1930.

Mr. W. M. Walker  
Ass't. Financial Editor  
The New York Telegram  
73 Dey Street  
New York City

Dear Mr. Walker:

Mr. E. J. Cogan, our space buyer, has written me a memorandum on the matter about which you wrote me last month. I do not hesitate to mail you the attached copy of this memorandum but, of course, would like to have you consider it confidential.

I would suggest that your father go first to the manager of his local stores and put his story very frankly and fully to that official. He could follow this up by addressing unit headquarters at Birmingham and later the South Division headquarters in Philadelphia.

If there is anything else I can do, do not hesitate to call on me.

Best personal regards.

Sincerely yours,

J. P. Yoder  
Public Relations Dept.

PARIS & PEART

JPY:DC

## MEMORANDUM

June 18, 1930.

To: Mr. J. P. Yoder

From: Mr. E. J. Cogan

We have read the letter which you received from Mr. W. M. Walker, assistant financial editor of the New York Telegram, with reference to obtaining the A&P advertising for his father's newspaper which is published in Athens, Ala., and regret to state that we do not see how we can do anything for Mr. Walker from this office.

The local newspaper advertising of the Atlantic & Pacific Tea Company is entirely in charge of the various division managers. In other words, the A&P is divided into six separate and distinct divisions, each of which is entirely responsible for the newspaper advertising in the cities within its boundaries. We act in the capacity of advertising agents of the A&P organization as a whole and prepare and place all their national advertising in addition to the local newspaper advertising for the Eastern Division which is in control of all stores within the radius of 50 miles of New York. However, as far as other divisions are concerned, we act simply as advertising counselors and have nothing to do with the selection of media or the preparation of copy to be placed in the newspapers in their territories.

We would suggest that Mr. Walker's father get in touch with the advertising headquarters of the Southern Division, located at 32nd and Chestnut Streets, Philadelphia, if he is unsuccessful in obtaining results from the advertising headquarters of the Birmingham unit of the Southern Division.

We should like very much to be of assistance to Mr. Walker but the writer is under the impression that if we stepped into the picture we are liable to upset things since the advertising managers are probably somewhat jealous of their authority of selecting the media which they will use and would not approve of an outsider trying to tell them to use a certain newspaper.

Mr. Walker's correspondence is attached.