



"John Howard Payne, the sixth child of William Payne, was born in the city of New York, (old number) 33 Broad street, near to the corner of Pearl street, on the 9th day of June, 1791. It is a singular fact that the date and place of his birth have, on every occasion of a notice of him in the encyclopædias, and even on his tombstone at Tunis, hitherto been wrongly stated. Although he was born in the city of New York, yet the larger part of his early childhood was spent at the old homestead, East Hampton, Long Island. It was there his young heart drank its first inspirations from the beautiful nature that surrounded him, and where *the lowly cottage, and the birds singing gayly, that came at his call*, made the lasting impression which recurred in after years when, *An exile from Home*, he wrote the song that will live forever."

The Life and Writings of John Howard Payne
by Gabriel Harrison, published 1875

JOHN HOWARD PAYNE was a giant among the American literary figures of his day. Yet of all his astonishing production—dramas, operas, poems, criticisms, editorials—only one simple song is known to the world today.

One hundred and twelve years after it was written, "*Home, Sweet Home*" lives in every heart because it is the emotional expression of a basic idea.

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SALES FIGURES look like a cold proposition. For instance, "*Home, Sweet Home*" sold 100,000 copies during the first year, with a net return to the publishers of 2000 guineas.

But analyze this. What was the impulse behind each purchase? *A heart moved by a basic emotional urge.*

Consider the motive behind the purchase of a lipstick, a new car, a new hat. Is it so different?

Sales figures, taken apart, are fascinating pictures of individual human beings—loving, competing, seeking better health, larger incomes, more fun in life.

That's what the manufacturer and his sales force may forget, in the press of other matters. That's what the advertising agency is paid to remember.

J. Walter Thompson Company, in presenting a product to the world, believes in moving through the open door to the human mind and heart that this agency calls a *basic idea*. This is the line of least resistance through sales channels and into the consumer's hands. But it is a line not easy to find, and how to, in the preparation of advertising copy. Otherwise there would be few worthy products in distress.

The success of this agency in finding the line, is shown by the success and growth of products advertised; and by the leadership of the agency itself.

J. WALTER THOMPSON COMPANY

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