

NEWS BULLETIN

J. WALTER THOMPSON COMPANY

August 1st, 1916.

NEWS BULLETIN NO. 9.

CINCINNATI NOTES

Changes in Office Personnel

Miss A. M. Simpson, who has been office manager, and in charge of estimating, contracts, and forwarding for several years, has been transferred to the New York office to a position in the rate department.

Miss Louise Stapleford, who has been Miss Simpson's assistant, has been transferred to a state of matrimony.

Mr. Robert Crockett, who came to the Cincinnati office the first of the year from Procter & Collier Company, and who has been in charge of mechanical detail, has been appointed to the position of office manager, and will have charge of both mechanical detail and office detail, including rates, contracts, forwarding, etc.

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Art Service

The Detroit and Chicago offices may be interested to know that the Cincinnati office has secured some very satisfactory art work, and very good service in connection with it, from the Charles Daniel Frey Company, Chicago. This company has handled orders for the Cincinnati office very intelligently from the advertising standpoint, has given excellent service in regard to time, and is reported to put out work considerably above the average of ordinary commercial artist's work.

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DETROIT NOTES

Another Report on the Production System

Cincinnati's report on the production system, which appeared in last week's News Bulletin, has inspired

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Detroit to get up a similar report, which will come out in next week's letter.

Although this efficiency record has not yet been figured out, the Detroit office believes that the system is thoroughly efficient and, with a few minor improvements made to suit Detroit's special needs, is ideally arranged for handling the work of an office of that general size and capacity.

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Biographies of the Office Staff

Following the example of the New York office, the Detroit office has decided to write up short biographical sketches of the members of the office staff. The main object of these sketches will be to give each individual some definite knowledge of the experience and particular abilities of other responsible people in the organization.

A sketch will appear in each weekly letter. The series begins this week with a brief biography of Mr. Austin, the newest member of the Detroit office, and will work back in order of seniority of service.

Mr. W. L. Austin

Mr. Austin, who has charge of the Copy and Production Department in the Detroit office, came to them from the Detroit Lubricator Company, where he was Advertising Manager for a little over two years. Before that time he was Advertising Manager of the Gray Motor Company for about four years, and before that was connected with the O. J. Mulford Advertising Company. This latter connection was preceded by several years experience on a country newspaper at Tecumseh, Michigan.

Mr. Austin is particularly well trained in handling technical subjects, especially anything that has to do with a gas engine. He is not only able to write intelligently and comprehensively on this subject, but has a thorough knowledge of merchandising methods in this field. The Detroit office has a number of accounts on which his peculiar ability is greatly appreciated, and states that Mr. Austin's experience is open to our other offices when questions relating to gas engines arise.

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Cartoons for Air Rifle Account

One of the most interesting of Detroit's fall campaigns is that for the Markham Air Rifle, which will consist of a series of half a dozen cartoons by C. A. Briggs, the well known cartoonist of the New York Tribune. The first of the series will be a back cover page in two colors in the September issue of The American Boy. Permission has been secured from Mr. Briggs to use his copyrighted titles, - "Days of Real Sport" and "When a Feller Needs a Friend". As soon as the entire series is ready, a set will be sent to each of the offices, and in the meantime the Detroit office is furnishing each office with an advance proof of the first of the series.

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Promotion Committee

Detroit's Promotion Committee is meeting regularly once a week, and is at present engaged in a closer analysis of prospects than has ever before been made. Definite standardized information is being gathered on every prospect in the field, and written reports are made, so that the information gained may be filed in permanent form and not kept merely in the heads of the contact men.

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NEW YORK NOTES

On Wednesday, July 26th, Mr. Louis H. Clarey, of Madison, New Jersey, came with us in the New York office. Mr. Clarey was one of the six Cornell men of the class of 1916, selected by the National City Bank to be taken on by them. Mr. Clarey, after weighing their offer, finally decided that he could not avail himself of it, as he was unwilling to commit himself to permanent residence abroad. Mr. Clarey has spent all of his summer vacations while attending Cornell in working with his father and brother on the Madison Eagle, which they own. Mr. Clarey starts in the Statistical Department.

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The Alexander Hamilton Institute

We will send out for the Alexander Hamilton Institute in addition to the national advertising campaign, a series of 6 direct mailing pieces to 30,000 executives of

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big corporations, calling their attention to the need of developing material within their organizations, the idea being to interest the executives in having the young men in their organizations take the Alexander Hamilton Institute Course.

Many corporation heads are not only encouraging their men to enroll in the modern business course of the Alexander Hamilton Institute, but are, in many cases, actually establishing scholarships for free enrollment in the course. The following list gives the number of men that are enrolled in each company to date:

| | |
|------------------------|-----|
| U. S. Steel | 450 |
| Standard Oil | 215 |
| Ford Motor | 185 |
| Westinghouse | 225 |
| General Electric | 240 |
| National City Bank | 63 |
| Penna. R.R. | 76 |
| National Cash Reg. Co. | 173 |
| Goodyear Tires | 150 |
| Western Union Tel. | 95 |
| Equitable Life | |
| Assurance Society | 65 |

In the past many executive heads have been so interested in this course which the men in their employ were taking, that they have themselves enrolled, and have written strong testimonials telling how the course has helped them.

This coming fall, the Institute will meet competition from the Business Training Corporation, who have a course in general business, with emphasis on the foreign business.

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Intrinsic Beauty vs. "Human Interest"

For those of us who think that so-called "human interest" is essential to attract people to pictures, it is interesting to note that, according to Mr. Carton Moorepark, the painter of the handsome bird covers for the Ladies' Home Journal, several of which have already run, the Journal has commissioned this same artist to paint similar covers every three months for three years to come.

Also that this cover in their ten-cent offers for chromos in color was exhausted so soon that they could not

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supply the demand.

Such a record has not been equalled since 1911, when one other out-sold itself.

The publishers are at a loss to explain. Is it not that our old time-worn theories about "human interest" have been exploded and we are blind to recognize it, and that the great reading public is interested in the sheer, intrinsic beauty of a thing?

When Mr. Moorepark first came to America from England, where he was celebrated for his paintings of animals, particularly cats and kittens, he painted a picture for Corticelli which they rejected.

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Referring again to Mr. Young's plea in his contribution to the weekly letter of July 4th for more advertising, let us contribute a few concrete examples:

It was with great difficulty that we persuaded the O'Sullivan Rubber Company to let us use at least one full page in each newspaper each season, in advertising O'Sullivan's Heels.

With the combination of the copy that tried to bring before the public the wear and tear that should and can be relieved by the use of rubber heels, and the presentation of this in full space, supported by smaller spaces, sales have shown an increase out of all proportion to increases secured in any time previous to them. The percentage of increase this year, based on the largest volume of sales in the history, was larger than any percentage of increase ever enjoyed by the company.

In New York City, where they have advertised continuously for fifteen years, gradually adding more media or more space each year, the advertising cost per dollar of sale on this product is being actually decreased.

In this district, we now use the Subways and Elevateds; the cars in Brooklyn; and posters along the stations of both systems; the risers on the steps of the elevated, and the canopies on the roof of these steps; the commuting service of the Erie Railroad, the New York, New Haven and Hartford, and New York Central; the New York Evening Journal, the Sunday World, Sunday Times, Brooklyn Eagle, and Brooklyn Standard Union.

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Mr. Countway, the head of the Lever Bros. Soap Company in this country, was very loath to use any full pages in the Lux campaign. He would be just as unwilling to give up the use of pages now as he was to take them on six months ago.

We believe that the history of Yuban would have been entirely different had we not used double pages and full pages in presenting it to the public of New York and Chicago.

In every medium on Woodbury now, both daily papers and magazines, the schedule calls for a minimum of two full pages within the year and supporting schedule.

On Veedol, full pages and double page spreads were used in the Saturday Evening Post, Literary Digest, Colliers, Scientific American, Christian Herald and Country Gentleman this year, which was their first general magazine campaign.

On Pond's Extract Vanishing Cream, we now use a full page in black and white and color in every medium used.

On Charles William Stores, by actual tests, full pages brought inquiries for the catalog at less cost than smaller space. Even double page spreads in color brought inquiries at only a slight increase over single pages in black and white, and it must be remembered, of course, that the double pages in color brought more than twice the volume of single pages in black and white.

On Kayser Gloves, the experience has been the same.

Other advertisers for whom we use full pages are:

| | |
|------------------------------|-----------------------|
| Brenlin Window Shades | Aunt Jemima |
| Red Cross Shoes | Libby, McNeil & Libby |
| Gruen Watches | Peter Henderson |
| Odorono | Schweizer |
| Old English Floor Wax | Cream of Barley |
| Alexander Hamilton Institute | Simmons Chains. |
| Swift | |

We look almost in amazement at schedules in the Saturday Evening Post that run a full page every issue, meaning an appropriation in that medium alone of \$260,000 a year.

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The Campbell Soup Company in its field does 70% of the total business of the industry and it takes the combined efforts of the seventeen other manufacturers in the field to do the remaining 30%. Sheer weight of money in advertising Campbell's Soup has certainly been a great factor.

What we must keep in mind, we believe, is that the market afforded by over one hundred millions of people is so great, and that the inertia in goading them into action makes the danger of using too little far greater than that of using too much.

The cost of using too few stones to build a dam that must keep the water out is obviously greater than that of using a few more than would be necessary, provided they do make a dam that will keep the waters back.

On every account we have, we are a very great distance from the point of diminishing returns. We look forward to the day when on a good article selling at a popular price, we can use not one full page a season, but a series of 26 full pages, in the daily paper.

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With best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY

Stanley B. Resor,

VICE PRESIDENT.

SBR-MP

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J. WALTER THOMPSON COMPANY

August 1st, 1916.

CONFIDENTIAL

Messrs. J. W. Young and H. T. Stanton,
Cincinnati Office.

Dear Jim and Henry:--

Standard Solicitation

Referring again to our notes in letter of July 18 on standard solicitation, we want to be sure that we do not convey the idea that we expect any diagnosis or prescription to be made right on the ground by our representatives, but what we do mean is for the representatives to get the facts and then when we get those back to the office, to go over them carefully and do the diagnosing there.

The modern physician's method of procedure as compared with the old-time general practitioner's is a case in point. With a few questions and request to say "ah" with your tongue stuck out, the physician used to give you a black pill or a white pill, or let a little blood.

Today, the physician of any standing gets pretty much your whole history before he rushes in to correct whatever it is that may be wrong.

The analogy from a patient's side bears out this point also, for what patient does not want to talk about his aches and pains?

We had a case in point in this office the other afternoon. The Vice President and Sales Manager of a manufacturing concern, and the owner of their New York distributing end, made a call on us here at the office. The immediate proposition was to advertise the retail distributing end of the business, which has a location on Fifth Avenue.

It developed during the conference that their problem was to get enough people into the Fifth Avenue store, and what they were trying to do was to get the shoppers from Sixth and Third Avenues over to the Fifth Avenue location.

This is the kind of water that we do not want to

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attempt to push uphill. It is quite within the realm of possibility for them to increase the number of people they can get into the Fifth Avenue store, but the increase will almost assuredly come from the regular Fifth Avenue shoppers, and not by changing the course of the river.

Had we rushed in and attempted to do this, on the general basis that they wanted to increase the number of people that came into their Fifth Avenue store, without any knowledge of where they expected to get them, we would certainly have gotten into an altercation with them, or simply failed to do what we set out to accomplish.

They were more interested in talking to us about definitely locating their backache than in listening to our claim that we could cure it because of what we have done for some one else, except as that incidentally applies to their system.

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Pond's Vanishing Cream

The schedule for the advertising of Pond's Vanishing Cream has been approved for the months of November and December and is attached herewith. It covers an expenditure of \$25,000 in two months.

Maximum space has proved so profitable on Vanishing Cream that we have concentrated the appropriation for Fall into the two months when cold weather may be expected, as we consider the chief use for a Vanishing Cream to be "for rough or chapped skin". Formerly the amount was distributed over September and October as well.

The Pond's full page advertisement in black and white in the April 1916 Woman's Home Companion brought the following returns:

379 sent in 4c for Vanishing Cream

23 sent in 4c for cold cream

714 sent in 8c for both

10,938 sent in for free samples of both

12,054 Total

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This advertisement will be repeated this Fall in all of the magazines on the schedule with the exception of the Companion where it was used in April. It has not been changed except for late photographs of the actresses and new poses of Justine Johnson, and will be used not only in black in magazines, but also in the four-color page scheduled for the December Ladies' Home Journal. A fresh advertisement based on identical lines will be made for Rotogravure in the Companion.

We believe that this advertisement pulled exceptionally well because it had many appeals - it was not narrowed down to one. It is the first advertisement we have ever run where a cold cream is contrasted with a vanishing cream and a test to show the difference offered. We believe that both sales-through-the-dealer and inquiries based on copy as educational and as sincere as this will be extremely difficult to switch by such advertising as is being done by all other manufacturers of creams.

This copy has another advantage in that it also advertises Pond's Cold Cream which had not been mentioned in advertising previous to 1916.

Mr. Baker, the Sales Manager of the Pond's Extract Company, reports that for the first six months of 1916, the sales increased 27% on Pond's Cold Cream and 60% on Vanishing Cream. While both increases are exceptional, the increase on the Cold Cream was unexpected and much greater than they had anticipated for this year. Mr. Baker, as well as we, believes that it is due to the attention which has been given it by readers of the Vanishing Cream advertisements.

The expenditure for Pond's during the cold months of January, February and March we expect to be in proportion to November and December.

Pond's Vanishing Cream is the leading Vanishing Cream (dry cream - not grease cream) sold in America. Creme Elcaya

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and Creme de Meridor are the next best selling dry creams. The sales on Pond's Vanishing Cream have averaged an increase of \$35,000 every year. It was first advertised in 1909 at which time it had a sale of \$35,000. Their sales now run into hundreds of thousands.

80% of the sales are on the 25c size

20% " " " " " " 50c size

Of the 25c size, four jars to one tube are sold.

The 10c size is sold almost entirely through the 5c and 10c stores and meets with strong opposition from the druggist.

Pond's Vanishing Cream has been handled by this agency from the very beginning of the product seven years ago. It is controlled by Lamont Corliss & Co. It is an excellent product which repeats. We hope to make improvements in the package. We believe that we have solved the magazine advertising for it. We now hope to do more intensive work on it in the cities where we believe the big sales on a toilet preparation are. We have scheduled a page in the Chicago Tribune Rotogravure for December and a page in the Times Rotogravure for January to test out in a small way the response in the city.

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We are keeping a record of the exact cost of the Weekly News Bulletins. We want to decide definitely whether they are worth their cost or not.

We regret to report that in this office, only one representative availed himself of the opportunity to read the confidential letters. If there is a similar lack of interest displayed in the branch offices, please let us know, as the fault is either in the system or simply carelessness on the part of our representatives.

We shall either correct the fault, wherever it lies, or discontinue the series. Will you please let us have your opinion in the case.

A rough estimate shows that the mechanical and clerical cost of the News Bulletin (without any charge for the time in actually writing it) was about \$15.00, when the work of multi-

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graphing it was done by an outside printer. By the installation of a mimeograph machine in our office, we have reduced the cost to about \$4.00 a week.

If occasion for facsimile work arises in the branch offices, we shall be glad to take care of the work.

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With best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY

Stanley B. Resor,

VICE PRESIDENT.

SBR-MP

Copy and Plan Department

J. WALTER THOMPSON COMPANY

Pond's Extract Co.,
131 Hudson St.

44-60 East 23d St. New York

June 30, 1916.

Pond's Vanishing Cream

| <u>Publication</u> | <u>Issue</u> | <u>Space</u> | <u>Charge</u> |
|--------------------------|-------------------------|-----------------------|----------------|
| Women's Home Companion | November | 1 page Rotogravure | \$4,000 |
| Pictorial Review | November | 1 page 1 color | 4,500 |
| Ladie's Home Journal | December | 1 page 4 colors | 8,000 |
| American Sunday Magazine | December | 1 page | 4,200 |
| Butterick Quarterlies | Winter Issue | 1 page | 1,800 |
| Quarterly Fashion Book | Winter Issue | 1 page 3 colors | 2,000 |
| Chicago Tribune | November or December | 1 page Rotogravure | 700 |
| | | | <hr/> \$25,200 |
| | | Less Cash Discounts | <hr/> 625 |
| | | | <hr/> 24,575 |