

NEWS BULLETIN

J. WALTER THOMPSON COMPANY

August 8th, 1916.

NO. 10

CHICAGO NOTES

In the early part of the year the Chicago office launched a small advertising campaign for the Osgood Lens and Supply Company, featuring the Osgood Lens for automobile lamps.

The results have been more than satisfactory and today the Osgood Lens is on sale in practically all the larger cities. The Chicago office has taken advantage of the legislative activities wherever they have operated to affect the lighting of automobiles.

Early this year Boston passed a law of this kind and with an advertising expenditure of about \$800, over \$11,000 worth of Osgood lenses were sold in a very short period.

This Fall the campaign will be increased, beginning with a full page advertisement August 13th in the Saturday Evening Post. The same copy with space of 720 lines will be repeated simultaneously in a list of fifty newspapers in the larger cities throughout the country.

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CINCINNATI NOTES

Report on Production System

Under the operation of the Production System Cincinnati's record for the month of July shows that 72 per cent of all jobs for that month went off on office closing date, ten days in advance of publication closing date. This is an increase from 67 per cent in June, the previous high mark.

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A Return to the Fold

Cincinnati is glad to report that The Superior

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Underwear Company has returned to the fold. This account was lost about eight months ago to the Martin V. Kelly Co., of Toledo. Confidentially, the advertisers tell the Cincinnati office that they never used a single piece of advertising produced for them by Kelly. They went through their spring campaign with old material, and when the fall copy was submitted by Kelly they threw it in the waste basket, according to their statement, and telegraphed to our Cincinnati office.

The New York office has had a similar experience with the Corticelli Silk Mills. After they had been with us for years, they went over to the Federal Agency. However, they came back to us of their own accord, and when they had a second account to place -- the Silk Association of America -- they saw that it came to us.

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The Hooven & Allison Company

The Cincinnati office has closed with the Hooven & Allison Company, a \$1,000,000 cordage manufacturing concern at Xenia, Ohio, for an investigation, with the possibility of advertising binder twine and other lines of cordage, either to the trade or to the consumer -- the investigation to be paid for by them.

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DETROIT NOTES

The Detroit office reports that although July has been one of the hottest and driest months in the records of the Weather Bureau of that city, it has not affected their efficiency. Among other accomplishments, they prepared within a single week a complete mail order campaign for the Trus-Con Laboratories, and at the same time a general magazine campaign, all of which was accepted practically without change. The direct campaign includes 180,000 mailing pieces.

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One of the visitors to the Detroit office last week was Mr. Charles Darragh of the New-Way Motor Company. Mr. Darragh is the fifth advertising manager this company has had in less than three years, whereas they have had but one agency. The advertising manager who preceded Mr. Darragh, with the help of the Detroit office has been placed

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as assistant advertising manager of the Trussed Concrete Steel Company.

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Biography of Mr. Paul Seidenstricker, Art Director of the Detroit Office.

Mr. Seidenstricker has been Art Director of the Detroit office since the first of the year. He received his art education at the Buffalo Academy of Fine Arts and the Albright Art Gallery. For five years he was in charge of the art department of the Franklin Press. As that company makes a specialty of advertising printing, Mr. Seidenstricker is exceptionally capable in this direction. Personally he makes a preference of color work and landscape painting, but in his work in the art department he proves an exceptionally good all round man.

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Local Advertising for Liberty Automobile

Although the general advertising of the Liberty Motor Car Company is placed by the Porter Company of New York, the Strasburg-Miller Company (distributors in the state of Michigan of the Liberty Motor Car) have selected the Detroit branch of our company to handle their advertising. The Detroit office has prepared some announcements for insertion in the newspapers, with which the Strasburg-Miller Company were very much pleased.

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The Salesmanship Congress

The Detroit office has secured copies of the July and August issues of "Salesmanship", containing a complete report of the sessions of the Salesmanship Congress held in Detroit during the week of July 10th. These copies will be sent to each branch office. The Detroit office has kindly entered a subscription in the name of each of the branch offices for the rest of the year to the "Salesmanship" magazine. These copies will be sent direct.

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NEW YORK NOTES

Progress of Silk Association Advertising

The response from manufacturers and from buyers on the advertising for silk sewed seams has been so quick that we believe it indicates the power of quoting one manufacturer and holding him as a club over another manufacturer -- or one buyer over another. For example, we have received a letter from the Head of Stock for the Marshall Field Store for Men saying:

"From Larry Levy of New York, I am in receipt of one of your leaflets about silk sewed seams.

I would be glad to have a few dozen of these leaflets to take up with our various manufacturers."

We are having this letter from Marshall Field multigraphed and given to each of their 500 salesmen. We expect this to secure for us similar support from Altman, Jordan Marsh, etc.

In securing distribution for a new product, special effort or special arrangements often should be made to secure the support of the dominant retailers in the country - as their effect on the remaining retailers is so great. Julius Kayser & Company have a list of the retailers who buy \$50,000 worth of their silk gloves a year and their sales force use this list to get the dealer who wants his store to follow the lines of the big retailer as much as possible.

Libbey Cut Glass makes every effort to sell even a little of their product to Tiffany, in order to quote Tiffany to their other dealers.

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Packing House Campaigns

We learn that, commencing with this Fall, Armour & Company are to spend annually a million dollars in advertising. As we understand it, this million is not like the vaudeville or moving picture actors' salaries, nor even like some of the much vaunted advertising copywriters' salaries, but it is real money.

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A number of food products are to be covered, but no products from their toilet goods line.

Heavy schedules including pages in black and white and color will be used in magazines, the newspapers in 80 cities, 12 months' showing on billboards and a number of collateral forms of advertising. This advertising is being handled by Mallory, Mitchell & Faust of Chicago.

In the New York Times of July 29, the first advertisement of Wilson & Company, successor to Sulzberger & Sons, who in turn were successors to Schwarzschild & Sulzberger Company, appeared. As we understand it, this is the beginning of an extensive campaign on their part, which will be put out through the Mahin Advertising Agency of Chicago.

Nelson Morris & Company are also going to start an advertising campaign this Fall, through the Nicolas Finn Agency.

What strikes us as one of the most interesting side lights on the packing house campaigns is a report that Mr. J. Ogden Armour is more interested in the sale of his advertised products than in any of the rest of the line. This is undoubtedly due to the margin of profit that they represent, and to the stability of the business secured on them. It is said that for the first time, he personally had been interested in the advertising work of his company, and that he personally O.K.'d the appropriation.

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With best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY

Stanley Resor,

VICE PRESIDENT.

SBR-MP

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J. WALTER THOMPSON COMPANY

August 8th, 1916.

CONFIDENTIAL

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

Dear Jim and Henry:-

The question of the value of Rotogravure sections has come up, and the following gives our experience with them on some of our accounts. We will materially supplement this by complete data on the Rotogravure section when we handle Rotogravure as a unit and big cities as units, in our media and statistical department.

We give you these facts knowing, of course, that you will use them at your discretion, and of course we couldn't leave any written record of such facts in anyone's possession except our own.

On Woodbury we started Rotogravure work in Chicago, by the use of the Tribune and the Examiner. That advertising was all keyed very carefully. The Examiner, as you know, only circulates the Rotogravure section in the city and suburban part of the issue. The Tribune brought inquiries at less cost than even some of the magazines. We have always looked upon inquiries from daily and Sunday papers as costing much more than magazine inquiries.

On Cutex the first quarter page advertisement we ran was in the Tribune Rotogravure section and brought 2798 inquiries, which were accompanied by 10¢ each for the sample, bringing the cost per inquiry down to 6.3¢.

On Yuban we have used Rotogravure both in Chicago and in New York. We have no way of keying Yuban advertising, but as Rotogravure has been one of the very important factors in all the advertising we have done, and since, as the result of the advertising as a whole, the coffee is the biggest selling packaged coffee in the city, it looks as though the Rotogravure has done its share.

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On Odorono we used a page in the New York Times, which actually cleaned out the druggists in New York the day after it appeared. The owner of Odorono told us that she had not expected Saks to sell in one year what he sold the day after this advertisement appeared.

The reasons for this are not hard to define. In Chicago, for instance, you know the very general reading that the two big Sunday papers get. Certainly a very large percentage of the financially responsible families read one or the other, and of course a number of them both, of the Sunday papers. These papers are big papers, however.

Less than maximum space in the regular sections of these papers stands a great chance of being lost and with the exception of the main sheet itself, unless the section is particularly pertinent for the copy that it carries, you can have no assurance that anything like all of the readers will see your announcement. The Rotogravure section, on the other hand, has as nearly 100% reading or "seeing" as any circulation possibly can.

The maximum space here is a great advantage, but even less than maximum space, provided it is large enough to command attention on the page, is virtually assured of being seen. We are coming to the conclusion here that anything less than 200 lines is wasted, even on this perfect edition, and we would incline to even larger space than that. Double column copy, we also find, on the whole works much better than single column.

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We are sending you, under separate cover, copy of an O'Sullivan car card which is now running in the New York cars, also a one-sheet O'Sullivan poster and a canopy, both of which are now showing in the Subway and Elevated stations. This poster was very effectively printed by the wood block process, at half the cost if printed by lithography.

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With best wishes,
Sincerely,

J. WALTER THOMPSON COMPANY
Stanley Resor,
VICE PRESIDENT.

SBP-MP