

NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

June 13th, 1916.

no

- 2 -

Mr. Raymond has made two suggestions about future issues of the news letter, which we think are going to improve it very materially, and we are acting on both suggestions commencing with this number:

1st. (We don't know how much flattery there is in this) that the letters be written on sheets already perforated, so they can be put in a binder.

2nd. That we have an additional sheet from time to time with these letters, of vital statistics of interest on different accounts, to be kept in the hands of the manager of each of the offices, to be there for reference, but of such a confidential nature that they be for reference only, and never to be allowed out of the office, or any transcripts to be made therefrom.

Mr. Pratt makes a third suggestion which we are also adopting. He says that any notes on such campaigns as Lux or O'Sullivan, will be of very much greater value if we give enough details of the entire problem and status of the account to inform any of us who are not in close touch with it thoroughly, just what the resistance is and just how it is being met and overcome.

In our confidential letter today, we are giving an outline of the Cutex campaign. Cutex, the liquid cuticle remover, is one of our new accounts.

Notes from Detroit

Mr. Farnsworth, the air rifle king, has solved one of the problems that we all have to face from time to time, and has done it in a way that we hope we can follow in a number of instances.

We do not want to handle competitive accounts except on a basis where there will be no conflicts, and where we can offer both clients (as in the case of the air rifle companies all three of

NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

-2-

them) the very best that we have to offer.

It not infrequently happens that the bulk competition is the only real competition that manufacturers in given lines face, and that if two or more manufacturers of branded articles in that line can fight this bulk competition, both will be the gainers. At times, there do arise conditions where we could serve both to their best advantage. Mr. Farnsworth has proven it in the case of air rifles.

We are sending to each office, as exhibits, proofs of the advertising of the Daisy Mfg. Company and C. J. Hamilton & Son. The advertising for the Markham Air Rifle Company has not yet appeared.

Boston Notes

Mr. Cowan of this office asked for Lux in a grocery store at Hackensack, N. J. The grocer said he didn't have it -- had had four or five calls, but hadn't put it in. Through friends there, they made the grocer order it. A week later, inquiry developed the fact that the grocer not only had it, but had a center aisle display of it and his clerks were voluntarily asking customers to buy Lux, advocating it as the greatest product in existence for washing fine linens.

News from Cincinnati

Mr. Young gives us a very interesting bit of news. Mrs. Alberts, the owner of Odorono, has just discovered a by-product, which can be sold at a rate that she estimates would have yielded her \$7,000 up to date.

At the regular Tuesday company luncheon at the Hotel Imperial, on May 23rd, Mr. Young favored us with a few sarcastic introductory remarks, and then did unbend and beamed upon us. After cracking upon us the time honored joke, "The best thing in New York is the first train out of it", he did tell us that, like all good handlers of valuable traffic, the Cincinnati office has established regular train schedule, and have an office closing date ten days advance of the publication closing dates. In a

NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

-3-

future letter, we will get Mr. Young to tell us just how the Cincinnati office works this, and a point system on personal efficiency which they have also worked out there.

Mr. Eiswald, the President of the Charles William Stores, told us that he had had his chauffeur start to use Veedol in his car. Whether that was the reason or not, he couldn't say, but he was now able to take the Riverdale hill at 28 miles an hour when he had never been able to make more than 21 miles. The chauffeur was skeptical at first, but is now completely sold on Veedol.

The Veedol campaign is very interesting. Three years ago, we were told by another client that the Tidewater Oil Company, one of the largest, if not the largest, of the independent producers, were considering putting out a motor oil under their own brand. This Company had their own pipe lines all the way from the Pennsylvania fields to Tidewater at Bayonne, New Jersey, and, up to that date, had been selling entirely through jobbers, so that their identity was not known to the trade or to the consumer. Owing to a large existing business through jobbers, the company decided to put this motor oil out through the name of one of their subsidiaries, the Platt & Washburn Refining Company.

*History of
Veedol*

The problem presented was not an easy one. All lubricating oils looked about as much alike as six peas in a pod. (We are having proofs made of a drawing we got up of the six peas to illustrate this idea, which will be sent you as soon as they are finished. We will use this illustration again and again to demonstrate the great value of individuality.) The Standard Oil Company, already strongly entrenched in the field, and with an organization for distribution that had great advantages over any other organization, put any independent refiner who entered the field at a very serious handicap at the start. Every dollar spent by Standard under these conditions, all other things being equal, would be of greater value than a dollar spent by any other producer.

NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

-4-

To overcome this by selling quality, we felt that a distinct individuality must be conveyed to the public for the product itself. The Tidewater Company has an unusually fine oil. As a matter of fact, it did have merits that no other oil on the market possessed. It remained then to package it and name it in such an individual way, that the name and package could be made a symbol of these advantages and be so conveyed to motorists everywhere.

We therefore coined the name "Veedol" for this product. We started with the end "ol" as the letters in it were suggestive of a lubricant. We then started the name with the initial letter "V" as being one of the most unusual initial letters in the alphabet and of marked incisiveness. The balance of the word was then constructed to get a short euphonious word that would have marked eye value on the can, the purpose being to make this word stand for a new lubricant, not just an oil.

The promotion work the first year was restricted to a limited Eastern territory most easily worked from the headquarters here in New York and most easily supplied from the refinery at Bayonne. Care was taken to avoid trying to break into the big cities where the percentage of car owners who drove their own cars was lower and where resistance was hardest.

Mitchell Illustrated Letters were sent out, over the garage owners own names, to a selected list of owners who were his customers, or whom he wanted to have as customers. The best of the trade papers and garage signs were also used.

The second year, the same general plan was followed as before and a wider territory was covered. Two Mitchell Letters with enclosures and return cards were used, as well as the full complement of dealer advertising material.

The sales during the first eight months of the year were so encouraging that a national campaign was decided upon, and in the fall of the year, a sales force of fifty-five salesmen began the work of securing national distribution.

This year, the advertising started in March, in the Saturday Evening Post, Collier's Weekly, Literary Digest, Christian Herald, Scientific

Veedol

*Coined
Name*

NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

-5-

American and Country Gentleman. We are sending a proof of the double page spread used in the campaign to each office.

The business in 1915 was fully three times the business of 1914, and it seems that this year's business will show a 250% increase over 1915.

The argument for the lubricant was: "Resists heat -- prevents rapid formation of black solid matter in your automobile engine". The bottle showing that 50% of ordinary oil turns into black sediment, whereas only 6 or 7% of Veedol turns into black sediment has helped the text to secure a reading and carry conviction at once. In addition to this central idea, the copy has suggested a road test which any car owner could make himself.

Practically the entire text of the advertising has been repeated as a news item in the daily newspapers of a number of cities, including Detroit, as an item of interest to their readers, and was also used in the three prize winning answers to motor lubricant contests, almost verbatim. All this additional circulation has been done voluntarily and not at our instigation.

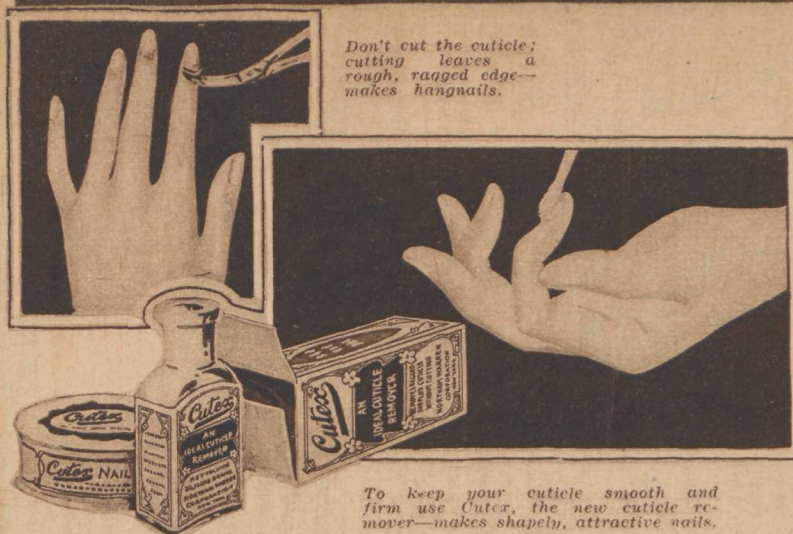
Mr. Lewis, the head of our Rate and Statistical Departments, arrived back yesterday from the Audit Bureau of Circulations' meeting in Chicago and his trip through Nebraska with the Nebraska State Publishers Association. In a future letter, he will give us the high points both of the meeting and the trip through Nebraska.

We have secured some very good editorial co-operation recently which we would like to tell you about in this letter, but it has become so long that we will have to put it over until next week.

With best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY,



What specialists say about cutting

Shoemaker, the famous skin specialist, says:

"Some persons are so obtuse to the beauty of the delicate edge of skin at the base of the nail that they actually *trim* it away, leaving an ugly, red rim like the edge of an inflamed eyelid."

Over and over other specialists repeat the advice: "Do not trim the cuticle." "Under no circumstances should scissors or knife touch the cuticle." "Cutting is ruinous."

To meet the use for a *harmless* Cuticle Remover, the Cutex formula has been especially worked out. Cutex does away with cutting, makes it possible for you to keep a perfect cuticle and shapely nails.

Surplus cuticle vanishes at once!

Use Cutex just once on your nails. Open the Cutex package and you will find orange stick and absorbent cotton. Wrap cotton around the end of the stick and dip it into the Cutex bottle. Then gently work the stick around the base of the nail, pushing back the cuticle. Wipe off the dead surplus skin and rinse the hands in clear water.

Until you try it, you cannot know how successful a Cutex manicure is; you cannot realize what a great improvement even one application makes.

After using it a few times, Cutex makes even abused nails shapely and symmetrical. Even where the cuticle has been mutilated and broken by cutting, Cutex restores the firm, smooth outline at the base of the nail; gives your nails the lovely finish that every one admires.

**Learn what it means to you—
start today.**

Ask for Cutex, the new Cuticle Re-

mover, wherever toilet preparations are sold. Cutex comes in 50c. and \$1.00 bottles. Introductory size 25c. Cutex Nail White, the cream which removes discolorations and leaves the nails immaculately clean, is only 25c. Cutex Nail Polish gives you a most delightful polish. In cake, paste, or powder form. It is also 25c. If your favorite shop has not secured a stock, write direct.

Send for sample.

Send 14c. for complete Cutex Manicure Outfit—10c. for Manicure Set and 4c. for packing and postage. Enough to last for at least six applications—Cutex Cuticle Remover, Cutex Nail White, Cutex Comfort, Cutex Nail Rouge, and Cutex Nail Polish, even including cotton, orange stick and emery paper. Write **Northam Warren, 16V, West Broadway, New York.**

If you live in Canada, address **McLean, Benn & Nelson, Ltd., 489V, St. Paul St., West Montreal, Canada.**

NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

June 13th, 1916.

Mr. J. W. Young,
Cincinnati Office.

Dear Jim:--

CONFIDENTIAL LETTER

The Cutex campaign has opened very encouragingly. The first advertisement (a quarter page) appeared in the Chicago Tribune Rotogravure Section of June 4th. We are enclosing a proof of this advertisement.

Cutex is a liquid cuticle remover, which makes cutting of the cuticle unnecessary. It is the first product of its kind on the market, and while there are two or three competitors now in the field, they have never been equal to Cutex.

It was put on the market in 1912, and for the first two years, no attention was paid to advertising. In 1914 and 1915, they used small space in Harper's Bazar, Vogue and Ladies' Home Journal, also newspapers in New York and Chicago in a small way. By the beginning of 1916, by good sales work, a representative distribution had been secured in cities of 25,000 and up throughout the country.

Because of the experience we have had in the toilet goods field, such as on Woodbury, Odorono and Pond's, there was absolutely no lost motion in planning the Cutex campaign. This is a kind of product that we understand so well that no experimenting is necessary -- we know just what will bring results. The results of this first advertisement have pleased us very much as an example of the advantage to us of getting new business in fields where we are very much at home because of the work we have done on similar products.

The problem we had to face was telling the story of Cutex to the women in towns of 15,000 and over. To do this, we are using the Chicago Tribune, New York Times, Hearst's Colored Supple-

NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

- 2 -

ment, quarter pages in the Tribune and Hearst's, and 120 lines in the Times, and Vogue, Harper's Bazar and the Butterick and Pictorial Quarterlies, quarter pages in Vogue and Harper's Bazar, and pages in color in the Quarterlies.

We have selected these media because we believe that the sale of an article like this will work down from the large cities to the smaller places. A large percentage of inquiries received on the Chicago Tribune advertisement were from the smaller places in Illinois and Indiana. This would indicate that there is a market for this product (we don't know how intensive) even in small places.

We had to present the story of Cutex to women in such a way that they would be made to realize how valuable it was to them, and that it was a new product that they had never before been able to secure.

We think we have done this pretty well in this first advertisement, because in his mail Tuesday morning, the advertiser received 350 requests for samples, each with 10 cents enclosed. By Monday of this week, he had received 1800, which brought the cost per inquiry down to 9 cents. This is a remarkable figure, and is the lowest cost we have ever had on newspaper advertising.

You will note that this was not primarily a sample getting advertisement. No mention is made of the sample until in the fourth subhead. This is an interesting answer to the contention that the public will not read an advertisement all the way through and will not read fine type.

In addition to the campaign, we are working on new designs of bottles and cartons for the entire line, which consists of eight different preparations.

Yours very truly,

J. WALTER THOMPSON COMPANY,

Stanley Resor

VICE PRESIDENT.

SIR-CER



WHY CUTTING RUINS THE CUTICLE

How you can keep the cuticle smooth and firm with the new liquid Cuticle Remover

All specialists say that in caring for the nails, one's whole effort should be to keep the cuticle **unbroken**.

When the cuticle is trimmed or cut away, the skin about the base of the nail becomes dry and ragged. It constantly roughs up, forms hangnails, and makes the hands hideously unattractive.

To meet the need for a harmless cuticle remover a formula has been especially worked out. Cutex, the liquid cuticle remover, now makes it possible for you to have shapely, symmetrical nails without clipping or cutting. This cuticle remover is scientifically correct, is easy to use, and takes half the time required for the old-fashioned cutting method. The moment you use Cutex, you realize that you have found, at last, the one simple, successful way to take care of the cuticle.

One application makes a decided improvement.

Test Cutex on your nails. You will find orange stick and absorbent cotton in the package. Apply Cutex to the base of the nail, gently pushing back the cuticle. Almost at once you can wipe off the dead surplus skin with a soft towel. Rinse the hands in clear water. A little Cutex Nail White—a soft, white cream—thoroughly

cleanses and removes discolorations. Cutex Nail Polish gives just the quick, waterproof polish you want.

After one Cutex manicure examine your nails. You will be amazed at the improvement. Use the Cutex method regularly and, no matter how the cuticle may have been mutilated by cutting, no matter how ugly and inflamed cutting has made the skin around the base of your nails, they will soon take on the nice, smooth outline, the well-kept shapeliness that makes any hand lovely.

Start today to make this improvement.

Ask for the Cutex Manicure Specialties wherever high class toilet articles are sold. Cutex Cuticle Remover is 50c, with an introductory size at 25c; Cutex Nail White is 25c; and Cutex Nail Polish, in cake, paste or powder form, is also 25c. If they have not secured a stock at your favorite shop, write direct.

Send for sample.

Send 6c for generous sample of Cutex Cuticle Remover—enough for several treatments. For 10c we will send you complete manicuring outfit of Cutex Specialties—Cutex Cuticle Remover, Nail White, Nail Polish, Rouge, and Cuticle Comfort, even including cotton, orange stick and emery paper—enough for at least six applications. Write Northam Warren, 9X West Broadway, New York.