

August 11th, 1916.

Mr. William Churchill,
Sales Manager,
Corning Glass Works,
Corning, New York.

My dear Mr. Churchill:--

The problem of getting the great body of motorists -- not just the cream of them -- to buy the better article at a slightly higher price, is one where really good work tells in a conspicuous way.

With a lens as good as yours, you will undoubtedly meet with a great measure of success on any campaign you put out, but we believe that we can be of some material help in working with you to get the maximum results from whatever work you do.

We faced just such a problem on Veedol, and it was complicated by having the strongest competition -- the Standard Oil Company -- already entrenched in the field, and having a very definite resistance to overcome in the ease with which substitution could be made. Just presenting this product as another motor oil, would have been a very costly process. By working out a definite test and presenting it graphically and in a very serious way as "The New Lubricant That Resists Heat", Veedol was made to stand out as something different -- something in which a great number of motorists have been interested enough to insist upon securing and adopt.

We would be very much interested to work with you in getting everyone to realize that your lens is basically different, with advantages that it is to every motorist's interest to insist upon.

If you are not to be in New York this coming week, can't we come to Corning and go into this matter thoroughly with you?

We are very glad to enclose a list of some of the corporations whose advertising we handle. It certainly does, as you say, add to the interest in work when you know something of its history. We are, therefore, in addition to giving the list, adding a word about their experience.

Yours very truly,

J. WALTER THOMPSON COMPANY

VICE PRESIDENT.

Arbuckle Bros., the largest coffee merchants in the world.

Four years ago, we coined the name "Yuban" for a high grade coffee for Arbuckle Bros., and designed their package for them. We started the advertising in November, 1913. In ten weeks, it was the leading selling packaged coffee in New York. In January of this year, the advertising was started in Chicago, and in seven weeks it became the leading selling packaged brand there. A year after starting Yuban, we began work with them on Ariosa, which was already the largest selling cheaper coffee in the United States.

Swift & Company, the largest meat packers in the world.

The business done by them last year amounted to over \$500,000,000. We have done the advertising for this company for 24 years.

Libby, McNeil & Libby, canners.

This company puts out a very fine line of some 300 varieties of canned goods. We have handled their advertising for 15 years.

Horlick's Malted Milk Company.

We have been doing the advertising for this company since 1903. We believe that they have admittedly the finest malted milk on the market, and enjoy by far the largest sale of any brand, and have, in reality, been the pioneers in creating the consumption of malted milk in America.

Aunt Jemima Mills Company, makers of Aunt Jemima Pancake Flour.

Commencing with local campaigns, this has now become a nationally advertised product.

Seaboard Rice Milling Company, Comet Rice.

After studying the advertising and merchandising problems of this company for some time, the owner agreed with our suggestion that the package then in use failed to make as favorable an impression as was possible. We were able to simplify the package without any loss in continuity, and to add materially to its appearance.

The Lippincott Company, canners and preservers.

The local campaigns we have prepared for this company have been so successful that this fall they have decided to include three additional new states for intensive work.

Lever Bros. of Port Sunlight, England, the largest soap manufacturers in the world.

We have always handled their American advertising. We now handle campaigns on three brands of soap for them here -- Lifebuoy, Welcome and Lux.

Andrew Jergens Company, the largest exclusive toilet soap manufacturers in the world.

In 1911, we began doing the first work for the Jergens Company on Woodbury's Facial Soap. The proposition presented so many difficulties that it was something over three months after making our arrangements with them before any advertising was done. During that time, we made an exhaustive study as time would permit of the skin and its needs. It was apparent that if the soap was ever to enjoy a really large sale, the results that it accomplished for its users must be shown to its future users, as naturally, the sale of a 25-cent soap would be very limited. As a result, a definite series of treatments for skin troubles was worked out. The response to this advertising was immediate.

Pond's Extract Company.

This agency has handled the advertising for Pond's Vanishing Cream since the very beginning of the product seven years ago. It is now the leading Vanishing Cream (dry cream -- not grease cream) sold in America. When the advertising was started, the sales amounted to less than \$50,000 a year. They now run into hundreds of thousands.

Odorono Company.

The most important consideration in working out this advertising has been to educate women on the intrinsic value of the product itself, and also avoid any unpleasant effect from what might be considered a disagreeable product. To do this, the advertising must contain warmth that will bring a reaction from the readers. The increase in sales of this company has been remarkable. It is interesting to note that returns are coming as economically from large space as from small space.

O'Sullivan Rubber Company, O'Sullivan Rubber Heels.

For fourteen years, we have done the advertising for the O'Sullivan Rubber Company. In fact, we originated the first advertising ever done for rubber heels. The success of their work has depended always upon creating new wearers for rubber heels. The ratio of their increase this year is even greater than general business conditions would warrant.

Charles W. Breneman Company, makers of the Brenlin Window Shades.

Last March, Mr. Breneman spent with us the tenth anniversary

of our connection with him. The Brenlin window shade was the first window shade to be sold on trademark value, and the first window shade to be advertised. We worked out the idea of stamping the name "Brenlin" on the selvage along the side of the curtain at yard intervals. During our work with this company, their output has more than doubled.

The Krohm, Fechheimer Company, makers of Red Cross Shoes.

Prior to 1904, the Krohm, Fechheimer Company did about 10% of their business on a nurse's shoe, which they called the Red Cross Shoe. Today, 85% of their entire output is on this shoe, which they now make on a more stylish last, without detracting in any way from the comfort of the shoe.

Charles William Stores, the third largest mail order house.

This company has been in business about three years. Today, they sell their merchandise to 1,800,000 families throughout all parts of the United States. When we became interested in their advertising in June, 1914, the thought which we emphasized was that in addition to selling merchandise, this company must make friends with its customers, and also that this was most important because the sole means of contact was through the printed page of magazines, catalogs, or by letter. The advertisements which we prepared for this company are an excellent example of institutional value in mail order copy.

R. F. Simmons & Co., makers of Simmons Chafins.

American Hard Rubber Company, the largest manufacturer of hard rubber combs in the United States.

John Wanamaker, the largest retail merchant in the world.

For the Wanamaker Stores, we do all their national advertising, not their retail.

Julius Kayser & Company, largest manufacturers of silk gloves in the world.

This company manufactures more silk gloves than all other companies combined. They were successful before we handled their advertising, but their sales have shown a very healthy increase since then. A comparison of the old advertising and the new shows what we have done to improve the standing of their product with the women who buy their gloves and in so doing to make friends for Kayser & Company.

The William Carter Company, Carter's Underwear.

When we began work with the Carter Company in 1913, they were selling only about 1500 dealers and a large number of these dealers were in the habit of selling the underwear without the Carter label. The advertising campaigns which we have prepared were so worked out as to change the attitude of the consumers and of the trade toward the Carter Company. Today over 6000 dealers throughout the country are selling Carter Underwear, and the old habit of taking the label off has been stamped out.

Superior Underwear Company, makers of men's athletic underwear.

After being with us for a period of four years, this company left us to go with another agency. When this fall's campaign was submitted to them, they threw it in the wastebasket and wired us to get up their campaign as usual.

Corticelli Silk Mills.

We have handled the advertising account of this company for over thirty years. Our connection with them resulted, this year, in the securing of the business of the Silk Twist Division of the Silk Association of America.

Alexander Hamilton Institute, Modern Business Course.

On the campaign we have worked out for the Alexander Hamilton Institute this year, they are receiving seven times the number of replies, and are closing a larger percentage of the inquiries than ever before. In our copy we have maintained a very dignified tone that has built confidence and helped make friends for the Institute. Many corporation heads are not only encouraging their men to enroll in this business course, but are, in many cases, actually establishing scholarships for free enrollment in the course.

Davey Tree Expert Co.- Tree Surgery.

Irving National Bank, now one of the largest strictly commercial banks in New York City.

To the general public, a bank has a chill aspect. That the Irving National Bank is not cold and distant you fully appreciate when you have met the officials. The aim of this institution is to combine efficient work with warm personal interest in the welfare of its clients. This thought we have aimed to bring out by a series of simple, concrete facts, well presented by carefully chosen illustrations and typography. The idea of an alert personal bank is so new that these specific facts have been

necessary to establish the idea with the public.

Union National Bank, Cleveland, Ohio.

We have just started work with this bank, which is the second largest in Cleveland, and the third largest in the State of Ohio.

Union Central Life Insurance Company, Cincinnati, Ohio.

American Ring Company, manufacturers of "Kleverkraft" Silverware.

Peter Henderson Company, largest mail order seed house in the United States.

We started the advertising for this company in 1897, and have continued ever since then to handle their business.

Elliott Nursery Company, selling seeds and bulbs by mail.

We have handled this account for over a period of twenty years.

Chicago, Burlington & Quincy Railroad.

Central Railroad of New Jersey, for whom we coined the phrase, "Your Watch is Your Time Table".

Baltimore & Ohio Railroad.

Witt Cornice Company.

The only ash can advertised. We have done their work for fifteen years.

U. S. Gutta Percha Paint Company, Rice's Mill White.

Some years ago the salesmen of this company found it very difficult to gain an entrance and get a hearing. They were looked upon simply as paint salesmen. Since the advertising has made itself felt, this situation has been thoroughly changed. The company has been established as a leader in this line and the salesmen have a high standing and a cordial reception wherever they call. The entire subject has been so handled that the idea of improved production conditions has been conveyed into the minds of factory men with the barrel of paint as the means to an end.

Trus-Con Laboratories, largest makers of waterproof and technical paints in the world.

Trus-Concrete Steel Company.

In addition to the advertising of the trussed concrete

steel, which we started the advertising for in 1908, we are now advertising Stone-Tex, a finish for cement floors that has shown very satisfactory results.

Detroit Graphite Company, the largest makers of graphite and paint in the United States.

McCray Refrigerator Company, largest makers of high grade refrigerators in the United States.

The cost of these refrigerators runs into such figures that it has been found advisable to sell them only through their own branches. This has been done with great success.

Daisy Manufacturing Company, largest makers of air rifles in the United States.

We secured this account in 1910, and after doing their work since that time, we, this year, at their request, became the advertising agents for the Markham Air Rifle Company and the King Rifle Company.

New Way Motor Company, largest manufacturers of air cooled stationary gas engines.

Continental Motors Company, the largest exclusive builders of motors for automobiles.

Tidewater Oil Company, one of the largest, if not the largest, independent refiners in the world.

Republic Rubber Company, makers of Staggard Tread Tires.

The recent advertising we have done for them featuring Prodiun Process Rubber Tires has created wide interest among owners of automobiles, and among even manufacturers.

Rainier Motor Corporation.

We have just succeeded in concluding arrangements with this company for advertising a one-ton delivery truck, which we believe has great possibilities.

Arnold Autoport Company.

This is another concern with whom we have just completed arrangements to do the advertising on a six-wheeled machine suitable both for passengers and for freight. It is a new suspension system which makes it very economical of power and of less tire expense.

Platt & Washburn Refining Company, making Veedol, a motor lubricant.

We coined the name "Veedol" for a very fine motor oil put out by this company. This company aims to show the difference between ordinary oil and Veedol, and to show why it is important for you as a car owner to use this lubricant that resists heat. A road test is suggested, by which you can determine the value of the new lubricant over ordinary oil.

Remy Electric Company - Starting Lighting Ignition.

This company is one of the United Motors Corporation.