DETROIT NOTES

Robeson Previso Products Company

The Detroit office is pleased to report that it has closed with the Robeson Previso Products Company of Port Huron, Michigan, to act as their advertising counsel on a service basis.

This company is the largest manufacturer in the United States of water-proof preservative for fabrics and wood, their principal specialty being water-proofing canvas and other fabrics that are used in outdoor work of various kinds.

The appropriation of this company for advertising is small and will not permit going into general magazines. The campaign will be confined largely to circular work direct from the office to a small and select list of prospects.

Mr. Lyman, the President of the company, has reached the conclusion that they would not be justified in spending on advertising even the small amount that they do spend, without having expert assistance.

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Biography of Mr. Gordon C. Eldredge

Mr. Eldredge joined the J. Walter Thompson Company two years ago August 1st, coming directly from the University of Michigan, where he was graduated the preceding June.

Before going to college, Mr. Eldredge served two years as Senior Reporter and Sporting Editor of the Daily Telegram of Adrian, Mich. In the University he continued his journalistic work, acting as Sporting Editor of the Michigan Daily and as Publicity Manager of the University.
Athletic Association. During the summers he acted as relief editor in the Detroit Bureau of the Associated Press.

In the Detroit office of the J. Walter Thompson Company, Mr. Eidredge has made good use of his newspaper experience in writing newspaper publicity for various clients. He also handles a number of accounts, among which are the Detroit Brewing Company, the Ideal Power Lawn Mower Company, Ideal Engine Company, the "New-Way" Motor Company, the western district of the Chevrolet Motor Company, and the Page Woven Wire Fence Company, and gives assistance in writing copy on several other accounts. Mr. Eidredge has given special attention to the automobile and automobile accessory field.

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A Successful Retail Account

The Detroit office has one retail account -- the Pringle Furniture Company. This company operates a large furniture store located in the central part of the city, and uses its entire appropriation in the local newspapers.

Work on this account has been particularly successful. Mr. Pringle just told the Detroit office that the business for the month of July was the largest in the history of the store. Occurring as it did during the most prolonged hot spell that the city has known in the last 25 years, this large amount of business is particularly worthy of mention. Every one was so obviously suffering from the heat, and business in general seemed to be moving at so much less than its normal pace, that the office was really doubtful of the efficacy of newspaper advertising at such a time.

In connection with this account it is interesting to know that, while the Detroit office spends from $1,000 to $1,500 a month on this account, the company leaves the matter of space, media and copy almost entirely in their hands. Submitting copy is a matter of form, and they often run copy which the advertiser does not see until it appears in the paper.

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Production Committee

The production work in the Detroit office has been greatly facilitated by the Production Committee which meets every
morning for half an hour, to plan and lay out the
day's work. During the half hour that the com-
mittee is in session, the service men bring in their
work, in order to discuss and explain details to the
heads of the Copy Department and the Art Department.
Job followers are made out and the work is planned
and routed to go through without any hitch or delay.

Having the meeting at a set time every morning
avoids, to a great extent, breaking in on the time of
the copy writers and artists during the day. These
latter departments appreciate the meeting because it
is possible at this time to have a brief but compre-
hensive discussion of every copy problem, so that the
work resolves itself into carrying out the plans de-
cided upon in this meeting.

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BOSTON NOTES

The Boston office submits a copy of the Simmons
jobber's salesman portfolio, which is now in finished
form. It was possible to furnish but one copy to
each office, which will be on file in the office of the
Manager.

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NEW YORK NOTES

On Monday, August 14th, Mr. Ewing Thurston Webb
became a member of our New York office. Mr. Webb is
a graduate of Yale College, where he took great inter-
est in literary work on the college magazine and was
elected class poet.

After leaving college, Mr. Webb taught in the Uni-
versity School, Cleveland, Ohio, for five months, when
illness compelled him to leave. After his recovery, his
work was at the Roxbury Tutoring School, in New Haven,
Conn.

Mr. Webb starts in the Statistical Department.

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The Armored Motor Battery of which Mr. Albert
Dupont of our office was a member, has disbanded. Mr.
Dupont has returned to business, but has taken up work
with another company.
NEWS BULLETIN
J. WALTER THOMPSON COMPANY

Change in Name of Essex Motor Company

Our clients, the Essex Motor Company, have, at our suggestion, changed the name of their Company to the Rainier Motor Company. We thought that the name "Essex" might be unpopular with German butchers and grocers, and we wanted to sell the trucks that they manufacture as a strictly American product and to avoid any hint of European origin.

We also wanted to get the benefit of the prestige of the name Rainier, which has a high standing with a large part of the trade and general public.

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With best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY

VICR PRESIDENT.

SBR-MP
August 15th, 1916

CONFIDENTIAL

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

Dear Jim & Henry:

On Thursday morning last at 10:30 Mr. Eiswald, President of the Charles Williams Stores, called us up to say that he had just returned from a motor trip through New England and was rather disturbed at the prominence with which infantile paralysis in New York was being referred to as a plague in the daily papers and bulletins in small towns. He said he wanted to establish at once just how wide-spread the matter was being referred to in that way, as it might have a distinct bearing on the feeling of the people in the country territory about receiving mail from New York.

He asked us if we could make a checking of the small town papers to determine just how much publicity was being given to conditions here in those papers.

At 10 o'clock on Friday morning, the following letter, with the 301 clippings and a schedule showing the population, name of city, county, publication, circulation, issue, the number of articles found in the papers of the four states, was delivered to Mr. Eiswald at his office.

"We attach sheets showing the results of the checking made for articles referring to Infantile Paralysis, in the papers of towns from 5,000 to 15,000 population in the states of New York, Illinois, and Pennsylvania, and towns from 5,000 to 25,000 in the state of Maine, with 5 towns below 5,000.

This represents two weeks' checking of daily newspapers, and three weeks of weekly newspapers in these towns.

In New York State, of the 43 towns from 5,000 to 15,000, the papers in 28 towns were checked. Of these papers 23 carried articles, ranging in number from 1 to 16; a total of 158 articles for the 23 papers.

In Illinois, there are 51 towns from 5,000 to 15,000. The papers in 21 towns were checked. Nine of these papers carried articles, ranging in number from 1 to 6, a total of 30 articles in the 9 papers."
"In Pennsylvania, there are 107 towns from 5,000 to 15,000. The papers in 23 towns were checked. Of these papers 18 carried articles, ranging in number from 1 to 11, a total of 84 articles for the 18 papers.

In Maine, of the 21 towns from 5,000 to 25,000 (5 below 5,000) the papers in 18 towns were checked. Of these papers, 6 carried articles, ranging in number from 1 to 18, a total of 29 articles in the 5 papers.

We enclose herewith the papers containing these articles."

Below is a copy of Mr. Biswald's letter in answer to our report:

"I thank you for your very comprehensive letter of the 11th showing publications referring to new items on Infantile Paralysis.

I am returning the newspapers by messenger."

No clipping bureau was in a position to do this work, as they only keep current files. To the best of our knowledge, there is no other agency in New York and probably only one in the United States, if any, that would have executed this order.

To establish a comparison of costs in this case is also interesting. We took up with one of the press clipping bureaus the exact nature of the work, without, of course, giving any names. Their estimate of the cost was $75. Our cost in actual time was $10. To this we added our percentage of overhead, executive work, etc.

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**Value of the News Bulletin**

Our News Letter of August 1st contained this paragraph:

"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."
News Bulletin
J. Walter Thompson Company

The reason for it was that we found that while there was apparently a great deal of enthusiasm on the surface about these letters, in some of the offices not enough genuine interest in them had been taken for the different members of the staff to take the trouble to read the confidential letters which are kept in the manager's office. We are glad to give the expressions from the different offices in answer to this paragraph.

Mr. Raymond, of Chicago, says:

"In the August 1st bulletin we note a reference to the cost of the new bulletins and the question on your part as to whether they are worth their cost or not. I would like to add my personal testimony in the matter. It is that in the bulletin of the date referred to there is information which gives me the inspiration and the definite particulars which will, I believe, be of very material benefit in my effort to secure a $50,000 order for the Saturday Evening Post."

Mr. Farnsworth of the Detroit office says:

"We of the Detroit office are glad to receive it, and feel that so far as we are concerned, it is well worth while. Our own share of work in connection with it, we minimize by passing the assignment around in turn to each of six of us here."

Mr. Walter Resor, of Boston, replies:

"As to whether the News Bulletin and Confidential Letter should be continued. Personally, I think they are most interesting. We read them here, and I have had one sent to Mr. O'Brien in Chicago, believing that it will give him the sort of information that he needs in an educational way.

If we are going to discontinue the News Bulletin there ought to be something to take its place in providing each office with 'news' on what is going on."

While we have not as yet received an expression from Cincinnati, the fact that they have sent in requests for additions to the list receiving it in their office seems to be sufficient evidence that it is appreciated there.

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Mr. Griffitts of the Chicago office writes us as follows:

"We are advising our clients to put in contracts for advertising space in newspapers and magazines as far ahead as possible, because we have reason to believe that there will be a sharp advance in rates -- in the newspapers at least -- within the next few months, owing to the probable advance in the cost of paper incident to the war."

This should be an incentive to our getting our clients to approve their schedules as soon as possible, to enable us to contract for advertising space before the advance in rates takes effect.

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With very best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY

Stanley Resor

VICE PRESIDENT

SBR.MP