

# NEWS BULLETIN

J. WALTER THOMPSON COMPANY

August 22nd, 1916.

NO. 12.

## CINCINNATI NOTES

On September 1st the Cincinnati office will start a local newspaper and mail campaign for The Union National Bank of Cleveland, Ohio. This bank is the second largest in Cleveland and the third largest in the state of Ohio. Its board of directors includes many of the most prominent business men in Cleveland.

This account was secured as a result of the work of the New York office for the Irving National Bank, of New York. The campaign will be handled on our regular minimum service charge for the first year.

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## Extension of Lippincott Campaign

In the spring of 1915 the Cincinnati office started the Lippincott Company, one of the oldest food concerns in Cincinnati, on a trial campaign in six medium sized Ohio, Indiana and Kentucky towns. In the fall of 1915 the work was extended to Louisville. Plans have just been settled for the extension of this work on Lippincott Apple Butter, to cover the northern half of Kentucky, the entire state of Indiana, the entire state of Ohio with the exception of Cleveland, and the city of Detroit. Street cars and newspapers will be the media used.

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## BOSTON NOTES

During the present epidemic of infantile paralysis, the New York sales of Sylpho-Nathol have shown several hundred per cent increase. How much of this increase in sales is due to the special advertising campaign in the Evening Journal and the Evening World, we cannot tell, since the sales of all disinfectants



# NEWS BULLETIN

J. WALTER THOMPSON COMPANY

-2-

and antiseptics have been greatly increased during the epidemic.

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## DETROIT NOTES

Lewis Manufacturing Company of Bay City, Mich.

For years the old methods of construction used in the building of the first frame house continued to be used in the building of all other frame houses. Then along came a man with the idea of applying factory efficiency methods to the work. By standardizing the plans on a number of typical and popular designs, by cutting each timber and piece of lumber to the exact dimensions required, and by numbering each piece in accordance with simple, accurate key-plans, this man was able to ship direct to the builder a ready-cut house.

By this method a number of savings are accomplished. The house builder need not employ an architect; the material passes through no middlemen's hands, with their attendant profits; comparatively unskilled labor can be employed. As there is very little sawing necessary, and no difficult mitering on the ground, the house goes up in remarkably quick time and with little opportunity for mistakes.

For several years the man who developed the ready-cut idea employed the Lewis Manufacturing Company to cut his houses; but eventually he established a mill of his own. The Lewis Company immediately entered the field on their own behalf, issued a catalog of ready-cut houses, and started a small national advertising campaign through a local agency. This campaign ran only about a year, and with very little success. In the fall of 1914, the Detroit office secured the account, placed a few thousand dollars worth of advertising immediately; and about twenty thousand dollars worth in the spring of 1915. The results of these campaigns have put the Lewis Company on their feet, both financially and in the public estimation, so that on January 1, 1916, their books showed a balance on the right side of the ledger.



# NEWS BULLETIN

J. WALTER THOMPSON COMPANY

-3-

The appropriation made by the advertiser for the spring of 1915 was spent in the months of January, February, March, April and May, in the following list of magazines:

American Magazine	Literary Digest
American Sunday	McCall's
Associated Sunday	McClure's
Century	Metropolitan
Collier's Weekly	Mother's
Cosmopolitan	National Sunday
Everybody's	Pictorial Review
Good Housekeeping	Saturday Evening Post
Harper's Magazine	Scribner's
Hearst's	Christian Herald
Illustrated Sunday	Country Gentleman
Ladies' Home Journal	Cleaner
	Popular Mechanics

This year the public was asked to send four cents postage for the catalog, and other attempts were made in the copy to avoid the curiosity-seeker and to make higher the quality of the inquiries. In spite of this, the inquiries have been about as heavy as they were the year before, and the cost per inquiry has been quite low.

The nature of this business requires quite an extended course of follow-ups, which the Detroit office has designed for the client. Many sales are made to people whose inquiries were received six months, one year, or even two years ago.

This season's sales have been quite beyond expectation. All summer the mill has been about 100 houses behind its orders, and the advertiser is well pleased with the part the agency has played in his success.

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## NEW YORK NOTES

### A Few Side Lights on Repetition

With this letter we are sending you full size copies in color of "A skin you love to touch", as illustrated by Graham Cootes, Alonzo Kimball, Clarence Underwood and Mrs. Blumenschein. The first illustration was done by Henry Hutt. We regret that we haven't copies of this to send you also. You will recall it, as the illustration was used for the cover of the Woodbury Book.



# NEWS BULLETIN

J. WALTER THOMPSON COMPANY

-4-

These paintings for Woodbury show how the same idea can be kept fresh and vital by having it illustrated by different artists. The success of Woodbury would indicate the value of repeating an idea which has proven good, rather than using a fresh idea which is narrower in its appeal.

There is danger of course in repeating an identical advertisement in the same medium too often. An advertisement, however, which was re-illustrated and freshened up could be used as long as the appeal on which it was based held good.

The Pelton Publishing Company (advertisers of "Power of Will") found that their all-type advertisements could be repeated, as people could not remember all-type advertisements well enough to recall whether or not they had read them. They found, however, as soon as they began to illustrate their advertisements, they could not repeat an illustration and get the same returns as from the same type with a new headline and new illustration.

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When the fall 1916 campaign for Ariosa Coffee is sent you, you will notice that the newspaper campaign is based on one idea, illustrated by Orson Lowell, Keller, Schabelitz and Wilson Darter.

Each advertisement of the series will be run twice, making sixteen insertions in all, including one premium advertisement. We hope by the reiteration of the thought in these advertisements to make headway in changing an unfavorable impression that has surrounded this product in a large number of homes in the territory.

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## Another Account in the Motor Field

We are pleased to announce that we have just completed arrangements to handle the advertising of the Arnold Autoport Company, who are making a six-wheel machine suitable for passengers and freight. It is a new suspension system that makes it very economical of power and of less tire expense.

This account was secured through Mr. W. S. Benson of the Tidewater Oil Company and through Mr. C. W. Stratford of Platt and Washburn. Mr. Raymond Greene, one of the partners, is the agent for the northeastern part of New Jersey for the Locomobile and the Studebaker Cars. Mr. Arnold and



# NEWS BULLETIN

J. WALTER THOMPSON COMPANY

-5-

Mr. Fletcher are retired soup manufacturers.

The machine was patented by a man named Mackaye, who comes from Maine. About fifty machines in all have been constructed and tested in actual use. Two machines, owned by Mr. Burnhill of Orlando, Florida, have been tested for thirty thousand miles, and during this entire mileage the repair expense was only \$8.60. These two machines put all competition out of business on a twenty three-mile bus line, and netted Mr. Barnhill in three months \$2,000. During his first year in business Mr. Barnhill paid for both machines, supported his family, and put \$1200 in the bank.

The immediate reason for our securing the account was that Messrs. Greene, Arnold and Fletcher had no name for the machine and no name for the company. Mr. Stratford had suggested the name "The Arnold Transport" and a trademark of the diamond variety, using the words "Arnold Transport" with a large figure six.

On our first interview we pointed out to Mr. Greene that this machine should be introduced as a new development in commercial haulage, not simply as a four-attachment; that it should be given a name which would sound important and not trivial, and that it should be so named as to make the road hard for competitors, for we felt sure that a number of trailing competitors would spring up as in the case of the Smith Form-A-Truck. Mr. Greene was open-minded to the proposition, and at first was quite pleased with the name "Autoport" and O.K.'d it. Mr. Arnold was also satisfied with the words "Arnold Autoport" and O.K.'d them, but Mr. Fletcher reverted to his original idea of wanting the word "six" in the name. Mr. Greene then told us that they had decided not to use the word "Autoport", but to use the word "six" or "six-wheeler". However, he has just now informed us that they have decided to adopt our word, and will call the company the "Arnold Autoport Co."

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With best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY

Stanley Resor,

SBR-IP

VICE PRESIDENT.



NEWS BULLETIN  
J. WALTER THOMPSON COMPANY

August 22nd, 1916

CONFIDENTIAL

Mr. C. E. Raymond,  
Chicago Office.

Dear Mr. Raymond:--

Our connection as advertising agents for the Bankers' Trust Company, which also includes the "A.B.A." Cheques (American Bankers' Association travelling checks) was discontinued on August 18th, effective September 1st. Mr. Wilson, Advertising Manager of the Bankers' Trust Company, has formed a company styled Edwin Bird Wilson Inc., for national advertising. Mr. E. J. Byrnes, who has been with us twenty-five years, leaves us on the first of September to go with Mr. Wilson. We sincerely hope that Mr. Byrnes will meet with every measure of success.

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Two New Accounts

In addition to the Arnold Autoport Co., which we announced in the News Bulletin of today, we have closed with two other companies which we are not at liberty to announce yet; but we shall announce them in the very near future.

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Yuban Campaign

On page 19 of the July issue of Independent Advertising, a copy of which is attached, you will find an interesting article on the Yuban campaign.

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With very best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY

Stanley Resor

VICE PRESIDENT.