

August 29th, 1916.

NEWS BULLETIN

J. WALTER THOMPSON COMPANY

-13-

DETROIT NOTES

Fall Work on the Paterson Automobile

The Detroit office submits an attractive Rotogravure folder,-- an advance announcement of the 1917 model of the W. A. Paterson Company, Flint, Michigan.

The main interest of the folder lies in its illustrations, which are given with the purpose of creating in the public mind a definite image of the long, comfortable, roomy appearance of the car. Emphasis is also laid on the fact that, in comparison with the car's superior mechanical construction and beauty of line and finish, the price is very moderate.

This folder is the first step in the fall work on the Paterson automobile. A series of newspaper advertisements is being prepared by the Detroit office, which will be run in different localities.

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Michigan Crown Fender Company

The Detroit office has closed with the Michigan Crown Fender Company, of Ypsilanti, Michigan, for an advertising campaign to be run in the near future. The amount of the appropriation has not yet been decided upon, but will be based on a definite amount for each set of crown fenders manufactured. This will mean an advertising appropriation of \$30,000 to \$40,000.

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Standardizing the Continental Motor

Architects have learned that there are certain universal requirements of utility, convenience and service which all business buildings must meet. As a result, standard types of business architecture have been developed and are almost universally followed.

NEWS BULLETIN

J. WALTER THOMPSON COMPANY

-2-

In a full page advertisement the Detroit office has applied this principle of standardization to the Continental Motors, arguing that manufacturers of motor cars have recognized the fact that, as with business buildings, so with motors -- certain universal requirements must be met. The fact that more than 150 manufacturers now use one or more models of the Continental Motor would seem to indicate that this motor meets the universal requirements of utility, convenience and service, and so may be considered America's standard motor.

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NEW YORK NOTES

New Accounts

We have closed with the County Derry Linen Co., of New York, factories at Belfast, Ireland, to act as their advertising agents on a service basis. This company manufactures a general line of medium priced linens and sells through 500 department stores. Mr. Albert Adams, President of the company, was introduced to us by Mr. Lichtenberg of the Alexander Hamilton Institute.

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We have also secured the account of the Blackstone Institute, Chicago, a correspondence school of law. Mr. DeBower, Vice President of the Alexander Hamilton Institute, is President of this company. Their advertising has come to us from Mahin Company, Chicago, as a result of the returns we have brought to the Alexander Hamilton Institute.

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One More Manufacturer Realizes Public's Appreciation of Beauty in Merchandise.

The recognition which the Ford Company has given to the public's valuation of beauty in merchandise, is so conspicuous a one that we can all use it to advantage, for manufacturers apparently do not appreciate to the full the value of a good-looking package and good-looking advertising to carry the message of their packaged product to the consumer.

The changes in the Ford cars are not radical, but they are none the less eloquent testimony to the Ford Company's recognition of the pressure upon it for a car with

NEWS BULLETIN

J. WALTER THOMPSON COMPANY

-3-

more attractive lines.

On writing Mr. Brownell of the Ford Company, to find out the cost involved in making these changes, he tells us that it did not cost them anything to make the changes, that in fact they are saving money by incorporating the changes.

As a matter of fact, a further concrete evidence of the value placed upon beauty in merchandise by the public, is to be found in the sale of cars retailing for less than \$1,000. We appreciate, of course, no one car would ever get the entire business, no matter if it were as near perfection as it would be possible to come. A material portion of the sales of cars of less than \$1,000 is undoubtedly made up, however, of purchasers who realize that they are not getting a better engine, and really not getting a better - or probably not as good a vehicle -, so far as pure conveyance is concerned, as they would in a Ford at a considerably lower price. They are simply unwilling to drive a Ford on account of its looks. The number of these cars selling for less than \$1,000 reaches the amazing total of about 700,000 per annum.

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With best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY

Stanley Resor,

VICE PRESIDENT.

SBR-MP

NEWS BULLETIN

J. WALTER THOMPSON COMPANY

August 29th, 1916.

CONFIDENTIAL

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

Dear Jim and Henry:--

On August 21st, we became members of the National Outdoor Advertising Bureau by a subscription of \$250.00 to its capital stock.

This Association is formed to concentrate orders for bill posting coming through the agencies and to bring a real pressure to bear on the plant owners. This is the sole object of the Association and when this is accomplished it will be dissolved and orders will be placed by the agencies direct with the plant owners.

The following agencies are members of the National Outdoor Advertising Bureau:

George Batten Company	Lyddon & Hanford Co.,
New York	Rochester, N.Y.
Blackman-Ross Co.,	Mahin Adv. Co.,
New York	Chicago
Chas. Blum Adv. Agency,	H.K. McCann Co.,
Philadelphia	New York
Calkins & Holden,	Eugene McGuckin Co.,
New York	Philadelphia
Cheltenham Adv. Agency,	Frank Presbrey Co.,
New York	New York
The Erickson Company,	Frank Seaman, Inc.,
New York	New York
The Richard A. Foley	Sherman & Bryan, Inc.,
Advertising Agency,	New York
Philadelphia	Taylor, Chritchfield, Clague
H. E. Loran Adv. Agency,	Co., Chicago
New York	The Van Cleve Company,
	New York
	J. Walter Thompson Company,
	New York.

Below is an outline of how the business of the Association will be conducted:

Contracts with the plant owners shall be signed both by the Bureau and the Agency which is placing

NEWS BULLETIN

J. WALTER THOMPSON COMPANY

-2-

the business, and in this capacity the Bureau simply acts as the agent of the Agency, a clause in the contract with the plant owner specifically setting forth the representative capacity of the Bureau.

Agencies placing business with the Bureau agree to pay for the same, five days in advance of the due date of the obligation to the plant owners.

The Bureau will furnish to the Agency duplicate vouchers showing prompt payment of the invoices by the Bureau to the plant owners.

The revenue from the business placed by the corporation is to be used as follows:

First - To paying five per cent to subscribers on their bill posting business placed, and ten per cent on painted display business placed.

Second - To financing the organization.

Third - To paying an additional five per cent to subscribers on their bill posting business placed. Maximum commission to advertising agents on business contracted for and executed before January 15th, 1917, to be ten per cent. The Board of Directors may reduce this amount at their discretion.

Fourth - Profits in excess of the amounts required as above, to be divided as dividends to the stockholders, or to be used to retire the stock issued to subscribing members or others, or to go to surplus, in the discretion of the Board of Directors.

Cash discounts allowed to the Bureau shall be in turn allowed to the Agency placing business, provided bills are paid by the Agency within the discount period.

After the first six months, a quarterly audit is to be made for the purpose of determining by the second year upon the proper amount of commissions to be paid by this corporation to the agencies placing business in it.

The Association is in position to handle bill posting in the following cities: Denver, Cold Springs, Pueblo, Cleveland, Toledo, Akron, Dayton, Providence, Pawtucket, Central Falls, New

NEWS BULLETIN

J. WALTER THOMPSON COMPANY

-3-

Orleans, Baton Rouge, Shreveport, Lake Charles, Alexandria, Los Angeles, San Diego, Sacramento, Minneapolis, St. Paul, Duluth, Baltimore, entire state of Maryland, Omaha, Council Bluffs, Des Moines, St. Louis, Detroit, Brooklyn, Milwaukee, in addition to 2500 towns. They have placed over \$100,000 worth of business so far this year.

We attach copy of a letter, the first of a series of letters gotten out by the Bureau to make all members realize that it is to their interest to place all of their bill posting orders through the Bureau.

posting

We are interested in securing back in agency hands on the regular franchise basis, not only for volume of business represented by the posting itself, which in our company might reasonably run into over a hundred thousand dollars a year, but also for the effect of our franchise with other media owners. As agents, we should be in a position to use all media without in any way militating against our own interests, or having to charge our advertisers what amounts to a double commission by so doing.

We are very much pleased at the headway we have made in the car situation in the past year. Today the only two media which we cannot do business with on a proper basis are the Posting, and Ward and Gow, controlling the subways and elevateds of New York. We have even heard vague intimations that Ward and Gow are beginning to see the light.

Will not every office arrange to have all future posting go through the Bureau? Complete information as to quality of stands, rates, and full data will be furnished promptly on request.

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J. Walter Thompson Company Accounts

With this letter we are sending a list of the active accounts in all our offices, and a separate list of the accounts divided according to trades. With our limited knowledge of the methods of selling of some of the companies on the list, it may be possible that some are not classified correctly. If so, won't you please let us know and we shall make corrections.

As the list of active accounts will change from time

NEWS BULLETIN

J. WALTER THOMPSON COMPANY

-4-

to time, we shall make all additions and eliminations through the Weekly News Bulletins.

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Canadian Pacific in Michigan

We enclose herewith proof of an advertisement of the Canadian Pacific Railroad on the Muskoka Lake district, prepared by the Detroit office. This advertisement has produced more than usually good results, which has greatly pleased the advertiser.

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With best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY

Stanley Resor,

VICE PRESIDENT.

SBR-MP