

# NEWS BULLETIN

J. WALTER THOMPSON COMPANY

J. WALTER THOMPSON Co.  
STATISTICAL DEPT.

October 10th, 1918.

NO. 19.

Mr. P. S. Dodd,  
New York Office.

## DETROIT NOTES

Dear Mr. Dodd:

### New Account

The Solvay Process Company, one of the wealthiest institutions in Wayne County, Michigan, are now clients of our Detroit Office. They are doing several thousand dollars worth of farm paper advertising, featuring their pulverized limestone, a substance recommended for neutralizing acid soil. This is the first advertising this company has ever done, but Detroit believes they should be candidates for large space eventually, as they have both the capital and the opportunity to make large space pay.

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### Increases in Old Business

The "New-Way" Motor Company of Lansing have asked Detroit to present a plan for the expenditure of more than three times their 1916 appropriation for 1917.

The Ideal Power Lawn Mower business for next spring will nearly double the 1916 account.

The Lewis Manufacturing Company of Bay City advise that their magazine advertising has brought much more satisfactory returns this year than the campaigns that they have localized in certain building centers. From the sentiments expressed, the Detroit Office is let to believe that the 1917 magazine campaign will show a strong increase.

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## CINCINNATI NOTES

For several seasons the Cincinnati Office has gotten out for the Gruen Watch Manufacturing Company, a Christmas folder which is sold to retail jewelers at a price to cover the entire cost.

This year's folder, (copy of which is being sent to each office), has been unusually successful, orders having been received up to the present time for 90,000 copies, as against 35,000, a previous high mark, from practically the same list of dealers.

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Cincinnati attributes this increase to two things: First, a better folder; second, a reduced price. They started out this year with the idea that they could sell 100,000 and made the price upon the production of that number.

The Advantage to the Gruen Watch Manufacturing Company is, of course, that they get a double-page spread in this booklet, going into 90,000 homes at no cost to themselves, and in addition, aid their dealers in selling their Christmas stock.

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## CHICAGO NOTES

At luncheon with Mr. Hatch of the Chicago Office, Mr. Ellsworth Keith, Sales Manager of the Automatic Electric Company, paid a tribute to the advertising prepared by the Chicago Office for his client. He says that one of his New York salesmen asked him on his last visit:

"When are we going to have some more 'card grease?'"

"What do you mean?" asked Mr. Keith.

"Whatever that stuff is that is lubricating the way for our cards and enables them to get into the chief executive's office instead of being held up by some sub-secretary en route -- I think you call it advertising."

Mr. Keith began investigating the conditions which prompted this salesman's remark, and found that it was the universal experience that during the past few months, the salesman found it comparatively easy to get interviews with major executives, whereas they had previously been compelled to work up to them through repeated interviews with subordinates.

These results, Mr. Hatch says, have been accomplished through the use of Collier's, Literary Digest, System and Scientific American.

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