

# NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

June 6th, 1916

no.  
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This is the first of the weekly news letters which we have all talked about for so long. Here is looking forward to yours!

We hope that we will all find it a help to be in touch with the rest of the family, and know the interesting things going on in the other offices. When any one of us has a good idea or a better way of doing things, it will be passed on through these letters, and will aid in the development of all of us.

## Lux Conspicuous Success

Not only has distribution of Lux been secured, but now, just 12 weeks after the first announcement, the movement of it is steady and shows a continual increase. This was in the face of the greatest possible opposition on the part of the trade to take it. The sale is solely and absolutely a demand resulting from advertising. The resistance from the dealer is now thoroughly broken down.

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One out of every four persons in New York wears O'Sullivan Rubber Heels.

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Our newly organized Promotion Department is working on a list of about 3000 of the best firms in the country from the advertising point of view, so that we can intelligently pick out the best and go right after them.

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## The Potency of Facts vs. Generalities

Mr. Hawkins, General Manager of the Ford Motor Car Co., in a recent informal interview, gave a little sidelight as to one of the reasons for their tremendous sales success.



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He has his facts absolutely in hand, and will accept no alibis. New men in different territories would report that they couldn't make sales because the prospective customers said the car was too ugly. Mr. Hawkins admits very frankly that it is the worst looking car in America, but he says, "We have orders for 650,000 this year, and are only able to make 538,000, so it is obvious that that objection is not a valid one."

Another salesman offered as an excuse that it does not have a self starter. His answer was, "There are only 325,000 self starters made in the United States this year. We will have made and delivered 538,000 cars. We are not ready yet to make them ourselves. How could we get self starters to supply them?"

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## Bethlehem Steel Co. vs. Government Armor Plant

You have doubtless seen the first of the series of advertisements of the Bethlehem Steel Co., to try and raise the public opinion to defeat the bill in Congress for establishing a Government Armor Plant. We have in our files here, the complete series, twelve advertisements in all and two reading notices. Whether or not this series succeeds in forestalling the present policy of the Government, it is an interesting example of the use of the press by a large corporation as against lobbying or subsidizing the press.

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## Selling to the Multitude

The word advertising still has such an unfortunate connotation as a result of the many high crimes and misdemeanors that have been committed in its name over a long period of years, that we have often considered calling ourselves something other than advertising agents. All other labels, however, have had such shortcomings that we have never adopted a new one.



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We are glad, however, to say that we are making distinct progress in having one client after another look upon advertising as just as definite a factor in his business and his costs as material, labor, overhead, and personal selling.

Those who have developed so far as to look upon it in this light base their advertising appropriation on a perfectly definite ratio to sales, varying of course, with the nature of the commodity in question, and the margin of profit that there is on it.

Until we get all clients to look upon advertising in that same light, the advertising with them will never be on the sound basis that it is with others. If there is any question of that, just ask yourself which item will be ready for the blue pencil first with this latter class of manufacturers -- the budget that represents salesmen's salaries and traveling expenses, or the advertising appropriation.

The real name for advertising should be selling to the multitude. Every step that we can take that will bring the advertiser with us nearer to the realization that that is exactly what advertising is, and that it is simply selling to the thousands and millions, where the personal selling force can only reach tens, hundreds, or at the very outside thousands, we will have overcome the resistance that is in reality behind every objection to the new advertiser's starting or the old advertiser's increasing. When this point is settled, the whole problem then is a question of method, which will bring the greatest immediate and ultimate return on the dollar expended. ✓

With very best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY,

SBR-CER

VICE PRESIDENT.