

## NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

December 19th, 1916.

## NEWS BULLETIN NO. 29

## DETROIT NOTES

New Tire Account

On December 4th, the Detroit office closed arrangements with the General Tire & Rubber Company, of Akron, Ohio, for becoming their advertising agents. Detroit is now at work on a campaign for this advertiser, which will appear almost exclusively in the Saturday Evening Post this coming spring and summer. The space used will be pages alternating with half pages. The first page will appear in the Post of January 27th.

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Taking Electricity into Rural Districts

The immediate feature of the Detroit office's campaign for the Waterman Motor Company is a two-page announcement which will appear in the December 30th issue of the Country Gentleman. This advertisement, a copy of which we are sending with our weekly letter, it is hoped will awaken a very widespread interest among the readers of the Country Gentleman. It is also being sent to a list of 5,000 dealers in a specially prepared trade circular.

This campaign, just beginning this month, is already surpassing all expectation in the interest it is arousing among dealers everywhere. Quite by way of experiment, the Detroit office took several pages in some automobile trade publications to see if they could not interest garage men and automobile dealers in selling the Uni-Electric System. In these pages it was pointed out that practically every rural customer they had was a prospect for electric lights in his home. The machine is one which garage men know how to demonstrate and sell, and the price -- \$375.00 -- is a figure sufficiently large to interest them as the unit of a single sale.

The response to this advertising has been very gratifying indeed. In the last ten days hundreds of inquiries have come in from the automobile field, as well as a large number from implement and hardware dealers. All indications show that only the limited capacity of the Waterman Motor Company's factory will keep them from selling two or three times as many machines as they originally planned for.

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-2-

## NEW YORK NOTES

### Corning Conaphore Campaign Under Way

Corning Conaphore advertising is now running in the automobile trade papers. Pages are being used in Motor, Motor Age, Motor World, Automobile Topics, and Automobile Trade Journal.

The Corning Conaphore is an entirely new scientific automobile headlight glass. It is made by the Corning Glass Works, Corning, N.Y., the largest manufacturers of technical glass in the world. This company makes more than 99 % of all the signal glass used on all the American railroads. It also makes much of the highest grade laboratory and optical glass, as well as Pyrex glass baking dishes.

The Conaphore, a name originated by us, is made of Noviol Glass, a patented golden tint glass, which enables the beam from the headlight to pierce fog and dust. It has a smooth outer surface and a series of horizontal corrugations on the inner face. These corrugations bend down the light rays and shoot them out in a long low powerful beam. Tests have shown it to be far more efficient than any headlight "lens" on the market.

The five major advantages of the Corning Conaphore are stated in the advertisements as follows:

1. Gives headlight range of 500 feet when a standard bulb of 21 candle power or more is properly focused.
2. Cuts out all the glare yet uses all the light, thus complying with all city and state "no-glare" laws.
3. Penetrates fog, dust or smoke, so you can easily drive 25 miles an hour under adverse weather conditions.
4. Has strong side-light which illuminates the roadside; the Noviol Beam makes the green stand out so you can distinguish bushes and ditches.
5. Never clogs with dust or mud in summer, or with ice or snow in winter, and is easily put on any car.

The Conaphore costs from \$1.30 to \$6.00 a pair, depending on the size of the headlight. The name and year of a car must be given in ordering them.

In order to familiarize themselves thoroughly with the product, Mr. S. B. Resor, Mr. S. D. Cowan and Mr. R. E. Connell went to Corning and spent two days in the Corning Glass Works where they saw all the process of glass making.

In January the consumer campaign will start with a page

