

# NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

June 27th, 1916.

## NEWS BULLETIN NO. 4.

### Helping Not to Get Discouraged

We have had a number of instances in the past ten days that speak volumes for the necessity for us not to get discouraged because advertisers do not get the vision (that we sometimes cannot understand that they apparently fail to grasp) of the possibilities for real promotion of the product that they own.

We have all doubtless many times felt, on one product after another, that the road was so long it apparently had no turning. In a meeting here last week with the General Manager of one of our large clients, about whom we often have had that feeling, we were delighted to see that phases of the work that we had discussed with him time and time again without making any apparent headway whatsoever, had really taken hold, and that the point of view he now has about them is very much more advanced than that he had a few years ago.

One of the very definite phases of our work is to be educators. There undoubtedly are some products that lend themselves so readily to advertising promotion that results will speak for themselves. On others, especially old established lines, where to get anything like the full benefit of the advertising, changes must be made in the line itself, results cannot be pointed to as self evident proof. In lines of this kind, we must gradually, by working with the advertiser, get him to grasp the conditions that confront him so clearly that he will have the courage to make whatever changes are necessary, and the courage to persevere in expenditures that may take on a form of investment for a time.

It is slow work, takes a lot of time a lot of patience and all the resourcefulness at our command. By the application of all, it does



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yield, and we believe that nowhere are we more strongly entrenched than where we have gone through just such a development hand in hand with the client. Such a relationship certainly takes on some of the bonds that exist between any people who have fought and bled together in any cause.

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## DETROIT NOTES

Mr. Farnsworth writes as follows:

The middle of the year finds Old General Prosperity apparently a permanent resident with many of our clients. The Lewis Mfg. Company, manufacturers of ready-cut houses, although they have increased their capacity by 50 percent, are a hundred houses behind on their orders.

Business derived by the Detroit Graphite Company from their current advertising campaign has been doubling and redoubling.

Within the past few months, the common stock of both the Continental Motors Company, the largest exclusive builders of engines for automobiles, and the Trussed Concrete Steel Company, has increased by over 50 percent.

The Lockwood-Ash Motor Company, manufacturers of marine motors, report that they sold their quota one month earlier than usual.

The Daisy Mfg. Company, manufacturer of air rifles, in the first five months of the year, exceeded the record of the first eight months of last year.

The Ideal Power Lawn Mower Company report that they are 120 power lawn mowers behind on orders, and have a market for all they could possibly make.

The "New Way" Motor Company last fall decided to establish direct connections with their dealers instead of selling through jobbers as formerly. We understand that they have so far secured over 1,000 new dealers. They are planning to put



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a new kerosene engine on the market and to increase their advertising appropriation accordingly.

## Solicitation

Having adopted the Cincinnati Production System, which is now working smoothly and expediting their work, our Detroit Office is planning to take another step in advance and establish an organized Solicitation System.

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## CINCINNATI NOTES

The Davey Tree Expert Co., client of our Cincinnati office, reports an increase of about 60% in May of this year over May of last year, with fine prospects for the summer season, which is their big period.

The Davey business has been growing substantially for the last two years, due largely to the younger Mr. Davey's progressive management, and the general good business conditions, which make men of large wealth willing to buy service of this kind. We feel, however, that some of the credit for the increase can be taken by the advertising.

The advertising has always been done in an attractive way, and has been devoted almost exclusively to talking about the merits of Davey Tree Surgery, as compared to the work of other concerns in the same business. Mr. Davey believed in advertising, although he said he had never seen enough direct results from it to pay for his plates. Our Cincinnati office induced him to let them try a form of copy that was essentially patent medicine copy, being aimed at making the tree owner realize first, that he had a sick tree, and then telling him that Davey could cure it. The advertising immediately began to produce valuable direct returns. For instance, last season one order, amounting to \$14,000, was secured from one magazine inquiry. The requests for inspection of trees began to come in with magazine keys from some of the biggest business men in the country. Scores of



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smaller orders were secured, traceable directly to the magazines.

The total expenditure of the Tree surgery branch of the business when we got it was \$5,000. This increase in returns was so gratifying to the Davey Company that they doubled the appropriation of this branch of the business this year. Proof of one of the most successful advertisements run is being sent to each office.

## CHICAGO NOTES

Mr. Raymond writes as follows:--

A short time ago, a writer on business topics expressed the hope that he would like to see the day when everything would be advertised, including grand opera.

Recent developments incline us to believe that this millennial condition may perhaps be reached sooner than the author anticipated, and through the efforts of our own organization.

It is a matter of public knowledge that the Chicago Opera Association is obliged to absorb practically all of a \$100,000 guarantee fund, subscribed by a number of wealthy Chicagoans, in order to continue its existence. We have been invited to submit a plan, based upon modern advertising methods, with the purpose of placing Grand Opera in Chicago upon a self-supporting basis.

Our preliminary report has already been submitted and practically approved in all its major points. Should this develop into an account, it will afford a striking opportunity to test the power of advertising, not only as an economic factor, but also as a sociological one.

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The Chicago office has added ten names to the list we are getting up of the "world's greatest" among our clients. As soon as the list is complete for all offices, it will be sent around.

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Fiske & Company, New York City, manufacturer of Tapestry Brick and fireplaces, report very good results from advertising in Everybody's Magazine. They used the March and April issues, and developed inquiries at 60¢ each. This, they say, is the lowest cost per inquiry of any advertising they have ever carried in any of the general magazines. Two actual orders were received as a result of the advertising, without any correspondence, the purchaser in each case, on receipt of catalog, send in his order for a "Tapestry" Brick Fireplace.

We are sending to each office proofs of the advertisements used in Everybody's. As you will note, these advertisements are in two colors, no extra charge being made for the color. These two pieces of copy are the background of the entire campaign, and are simply used over and over again. The results have proven that they are successful, and the advertiser wishes to run the same copy in more issues next year.

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Three young men in our office, members of the National Guard, have been called for service in Mexico. They are Mr. James Fitzpatrick and Mr. Richard Dunne, of the 71st Infantry, and Mr. Albert Dupont of the Armored Motor Battery. Mr. Fitzpatrick and Mr. Dunne were right hand men in our Rate Department, and Mr. Dupont in our Copy Department. We are exceedingly proud of these young men, but shall certainly miss them. The Company, as far as it can foresee the future now, will continue their salaries in full just as though they were here.

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## The Wide Market for a 5 cent Food Product

We have had occasion lately to watch packaged food products in the groceries closely, especially in the amount of display that such packages receive in the average store.

We have often silently criticized much of the Uneeda Biscuit work. We now want to pay a very definite tribute to the amount of shelf and window display that this article receives in groceries of



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every description. In Park & Tilford's store on Fifth Avenue at 25th Street, it is pyramided in the center aisle making a pile that rises four feet from the floor.

From this store, which is probably the highest priced grocery store in New York, all the way down to the cheapest type of grocery in the Italian section of Brooklyn, Uneeda Biscuit is almost universally displayed, not only from time to time, but with such regularity as to appear to be almost continuous.

In the Jewish and foreign-speaking sections of the city, it is not unusual at all to see Uneeda Biscuit packages through windows that are so dirty that were the color not good and strong, the packages would not be visible at all. We have also seen these packages in the windows of country stores in the Blue Ridge Mountains, miles from any Railroad.

We take it that this splendid display is due to the National Biscuit Company taking advantage of two very strong factors that form the incentive for the grocery and delicatessen people to give such prominence to this article:

1st. That it is a convenience purchase; that its sale is apt to constitute an additional sale over and above the usual necessities, and thereby an additional profit to the store keeper. If it is not kept continually in sight, just so many sales will be lost.

We know for a fact that the Taggart Baking Company of Indianapolis, for instance, makes great capital of this factor in the promotion of its product of a similar type. Their salesmen point out to the grocer the additional profit there is in it for him to give front of store space to a line of crackers as compared with giving it to mustard, cigars, or other articles which cannot possibly constitute the volume or the quick turnover that crackers represent. Owing to so large a percentage of the customers of any grocery being women or children, the



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line of crackers offers more than anything else, 100% sales possibilities.

2nd. The fact that it is a 5 cent article again adds much to the breadth of its appeal.

Won't we all keep an eye very wide open for similar products in which we can have a hand? There are many, we believe, as good as certain phases of certain articles already on the market, and much has been overlooked that could be taken advantage of.

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With very best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY,

Stanley Resor,

SBR-CER

VICE PRESIDENT.



# NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

June 27, 1916.

## CONFIDENTIAL LETTER

Mr. J. W. Young,  
Cincinnati Office.

Dear Jim:--

### Definite, Systematic and Continuous Promotion

For the past few years, we have been so busy in solving the problems of business we were already handling, and pioneering in many new fields, that our own promotion has been decidedly haphazard.

The economy and time that comes from having on record all of this preliminary work so that we do not have to commence all over again from the beginning in the big fields, such as toilet articles, grocery products, automobile and accessories, mail order, and from the economy of a closer organization, we have already started and shall continuously practice a very definite line of promotion of our own interests.

We have visualized our own promotion problem as follows:

1st: A dissemination of real facts about this Company and the service that it has rendered and is prepared to render in a general way to our public as a whole, wherever opportunity affords, among not only corporations, that are or may some day become clients of ours, but among corporations that we may never be in position to serve, but that we nevertheless want to have know about us. This also applies to individuals -- employees, directors, bankers and men everywhere that may be in a position so they could help us by knowing of us and of our work.

For this end, in addition to the personal contact of all the members of our company everywhere, we shall take under serious consideration the question of pursuing a definite line of promotion in Printers' Ink, and possibly from time to time in the leading daily papers in cities where our offices are located.



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## Definite List of Prospects

2nd: In addition to this general promotion, we are preparing a list of not to exceed 2500 or 3000 firms making articles that are or should be advertised. We attach specimen card we have prepared for use in getting up this list.

To all the firms and individuals on this list, we shall send a series of direct letters or mailing pieces. All will be sent a letter asking if they wish to receive the new edition of "Population and Its Distribution".

As soon as we have gone over this entire list here, as carefully as we can from all sources of information at our command, we shall send the list for each territory to the manager of the branch office in that territory.

If these lists will be carefully and personally checked by the different offices for correctness in all details, including personnel and status in the industry, and returned to us, we will then send duplicate cards of the final list to each office for its own territory, and of course, send copies in advance of all promotion matter to each office.

If each office will then divide the list among the men in it, and just as soon as conditions will permit, start personally seeing every manufacturer on the list, we feel that we will have a very vital list of all the firms with whom we want to keep in continuous contact. We hope to have the list in shape to send to you by July 15th.

## New Edition of the Population Book

The new issue of the Population Book will comprise about 230 pages. In addition to all the information contained in the first edition, the new edition will list all towns down to 500 inhabitants. The county in which the town is located will be given after every town listed. Suburban towns and nearby towns reached by nearest big city newspapers will all be marked so that in considering intensive



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work in any section, you will be able to tell at a glance how much of the surrounding territory you will reach through the daily and Sunday papers published in the nearest big city.

We have had many evidences that this book has been of real service. It certainly has to us in our own company, and we have all had experiences where it has been of great help with owners and advertising and sales managers among our clients.

We want to make this book really an institution, developing and expanding it from time to time, and always, using great care so that it will really be the authoritative work of its kind in the field. It has already been placed in a number of the public libraries, and we shall take steps to have it so placed in the public libraries, at least in the cities in which we have offices.

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## Leyendecker Drawing

Our Art Department have a very beautiful drawing by F. X. Leyendecker, for which they would like to find a use. This drawing was made for the Charles William Stores to be used for their Fashion Catalog cover, but our client thought it a trifle too extreme for their trade. We attach a photograph of the drawing, which, however, does not do it justice. It looks very fine in color. This picture has never been used. If you know of anything it could be worked into, will you please communicate with Mr. Ross in our Art Department, who will be glad to give any further information regarding it.

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The Detroit Office submits the attached photograph of the members of their office who represented the company on the Board of Commerce cruise in Lake Superior. They report a very enjoyable trip.

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The Pond's advertisement on page 57 of the April issue of the Woman's Home Companion produced very remarkable results. The returns to June 15th are as follows:

Combination free offer of Vanishing and Cold Cream	10,938
Vanishing Cream, 4¢ offer	379
Cold Cream, 4¢ offer	23
Combination of Vanishing Cream and Cold Cream, 8¢ offer	<u>714</u>
A total of	12,054

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Pinapa Campaign

Under separate cover, we are sending you samples of work we have lately gotten out on Pinapa, which includes the label, two car cards, two window trims and a one-sheet poster. We have already sent you copies of the page advertisements which were run.

Pinapa is a soft drink made of absolutely pure pineapple juice with a little cane sugar added and carbonated. It sells in 6 oz. bottles, for 5¢ a bottle. The owners of the Company are located in Havana, Cuba, but the advertising is placed by their representative here in New York. Lamont, Corliss & Company are the American Sales Agent.

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With very best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY

Stanley Resor

VICE PRESIDENT

SBR/HR



J. WALTER THOMPSON CO.

NEW YORK - CHICAGO - BOSTON - CINCINNATI - DETROIT - TORONTO - LONDON

NEW YORK

Mr. E. J. Copeland -#5.

June 27th, 1916.

matter up with you?

I want to take this opportunity of thanking you for all the things you have done for both Stuart and Hunter.

With best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY

Vice-President.

SBR.ABA

P. S.

It may interest you to see grouped together the names of the leading freezers, refrigerators and thermos bottles now on the market:

FREEZERS

White Mountain  
Dana Peerless  
Peerless Iceland  
Auto Vacuum Freezer  
The Easy Freezer  
The Alaska  
Polar

REFRIGERATORS

McGray  
Rhinolander  
Bohm Syphon  
Leonard Cleanable  
Monroe  
Seeger  
Success all Steel  
Refrigerator  
Automatic Refrigerator

THERMOS BOTTLES

Icy Hot  
Thermos

MECHANICAL REFRIGERATORS

Frigidor

In the "Canned Heat" field you can see how the names have run to "clever" names, which do not wear well at all:

Rockburn  
Handiheat  
Readiheat  
Solikol  
Sterno Canned Heat