

NEWS BULLETIN

J. WALTER THOMPSON COMPANY

May 28th, 1917.

FILED

Mr. J. W. Young,
NEW YORK OFFICE.

Dear Jim:

No. 49

NEW YORK NOTES

Poster Advertising

On all accounts where posting should be used, remember that, as members and stockholders of the National Outdoor Advertising Bureau, we are now able to handle this on a rock bottom basis.

We are in position to place posting anywhere and everywhere in the United States at the regular posting rates - that is, the regular listed rates of the plant owners.

For full details of this arrangement see the Confidential Bulletins of August 29th, 1916 and April 13th, 1917.

We now have this franchise back in agency hands and are glad to be able to use posting as a regular branch of our agency service.

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G-P Muffler Cut-Out Believed to Be the Only One on the Market Meeting Govern- ment Specifications.

The U. S. Government has asked for bids for 74,000 motor trucks for use in the Army.

As a result of exhaustive tests and wide experience with motor trucks, especially in Mexico, the government has specified that a muffler cut-out is a necessity. It is needed to cool the engine and to enable the driver to tell the condition of his motor.

Our client, the makers of the G-P Muffler Cut-Out, believe that their product is the only one on the market which meets all of the Government's specifications. They are announcing this fact in full pages in trade papers.

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Conaphore Sales Exceeding Quota

Sales of the Corning Conaphore are now exceeding the quota set. During the first half of May they were 50% greater than the total for April. On the whole, the sales every month have practically doubled

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those of the month before. We think this is largely due to the tone of the copy - human interest based on scientific facts, and to the realistic method of illustration. We offer the motorist two things he has always wanted - long range and a light that pierces fog and dust.

It is interesting to note the number of automobile lens advertisements that have adopted the method of art work used. The Conaphore was the first automobile lens to use realistic photographic illustrations. Since the advertising started, a number of its competitors, such as Legalite, Warner Lenz and Osgood Lens have also begun using artistic photography.

In some cases the color of the Conaphore has been a handicap. It is the only headlight glass on the market with a yellowish tint. We should like the opinions of the other offices on this and any comments they have heard their friends make.

We are sending proofs of the advertising, which has been running in the Post, Collier's, Literary Digest, and a number of automobile trade papers.

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Kovar Making Headway in Virginia

Kovar sales have been so gratifying since the opening of the campaign in Norfolk, Va. five weeks ago, that a ten weeks campaign, starting Sunday, May 20th, will be run in Richmond.

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Tydol, the New Gasoline

The Tide Water Oil Company, manufacturers of Veedol, are launching a new motor fuel. It is called "Tydol" - the new gasoline that vaporizes instantly.

Tydol will be introduced to New York motorists in a summer newspaper campaign which opens in June in the New York Times and the American. About 10,000 lines including a full page will be used in each.

So far most of the output has been sold at export. There is a market abroad for more than the company can supply at a better price than they can get here, but they are eager to get into the New York market and stabilize their business. This is the reason for the present campaign.

In order to get distribution, Tydol will give exclusive agencies where necessary. The manufacturer always gets 100% of the dealer's business on a motor fuel as he has only one tank and can therefore sell only one kind.

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The strongest appeal in the campaign is to the motorist's pocket book. Tydol is the economy gasoline that saves 25% to 45% on fuel. This economy appeal is based on two facts:

1. Tydol is different from all other fuels - it vaporizes instantly.
2. Therefore, it gives best results in an economical mixture. of 15 parts of air to 1 part of gasoline vapor.

We show that 15 parts air to 1 part gasoline vapor is the most efficient and scientifically correct mixture for all loads of all speeds.

Because low grade gasoline vaporizes slowly and won't work at 15 to 1, or because the carburetor is not properly adjusted, most motorists use too rich a mixture - 7, 8 or 9 parts air to 1 part gasoline vapor.

A graphic chart in each advertisement shows how an 8 to 1 mixture of air and ordinary gasoline uses almost twice as much fuel as the 15 to 1 mixture of air and Tydol. The Tydol mixture uses 45% less fuel.

Each advertisement also tells just how to adjust a carburetor to give 15 to 1. These instructions are quoted from the S. A. E. Bulletin.

Tydol's unique qualities are explained by describing the Edwards System of refining --- a series of exclusive processes named after Mr. S. H. Edwards, the production expert of the Platt & Washburn Refining Company.

The Yuban idea has been used in the opening of the first three advertisements; Tydol has heretofore been sold only in limited quantities as an "exhibition" gasoline. Now it is offered to all New York motorists.

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With best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY

Stanley Resor

PRESIDENT.

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