

NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

July 4th, 1916.

NEWS BULLETIN NO. 5.

We take great pleasure in starting off the second half of the year with the following announcement:-

Mr. H. T. Stanton, Joint Manager
of the Cincinnati Office.

Mr. Stanton was for twelve years with the Proctor & Gamble Company, and during the last year in the capacity of Assistant Eastern Sales Manager.

Mr. Young encloses copy of a letter received from Mr. Van Tassel, Business Manager of Harper's Bazaar, which we quote in full:

"I don't know who is responsible for the Odor-O-No copy -- "When Seven Ribbons Were Tied to Seven Bottles" -- which appears on the back cover of our July issue. But it is so unusual and so very interesting that I want to take this opportunity to congratulate you on it.

I showed it to one of our editors and she said that it was the most interesting piece of toilet preparation copy that she had ever read.

I thought you might be interested to know this."

The next paragraph in Mr. Young's contribution to the weekly letter we are sure is in no wise a reaction from the compliment of the preceding paragraph, but at that, may have been suggested by it. His next thought is so important that we would like to print it in all caps and red ink:

Advertising -- Just Sheer Weight of Money and
Being There Big and Often

Mr. Young says:

"Since I have been in the agency business, I have always spent most of my efforts in telling customers of

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this office how to advertise, where to advertise, and what to advertise. The what, where and how of the business are important, but, after all, they are secondary to just the plain act of Advertising. It seemed to me that there would never be a better time than this fall to talk to our customers on the importance of advertising itself, upon what can be accomplished with the sheer weight of money, and the plain, brute fact of Being There — big and often.

This is the sermon we began preaching when the time came to get contracts for this fall. The results so far have been eminently satisfactory, resulting in material increases in five accounts, three of which had not increased at all for several years. We get so involved ourselves in thinking how to make advertising pay that we do not give enough thought to how to get the advertiser to advertise, when, as a matter of fact, that is often the biggest service we can render."

* * * * *

The relation of the how's and where's to the bald fact of advertising is like the relation of efficiency to production. Efficiency, yes, let's have all we can of it, but for Heaven's sake, let's have the production first, because without production, the child of efficiency will never see the light of day.

There are undoubtedly lots of tombstones in the advertising graveyard because the how's and where's were not rightly done. There are lots of anaemic advertising accounts that might better be dead than encumbering the earth with their pale visages and tottering forms.

The brilliant salesman may make a wonderful impression by his one call. The man of lesser ability who calls again and again, and yet again, is the one that will make the most rings of the cash register bell. It is the same old story of the tortoise and the hare.

We know Mr. Young does not mean less efficiency, but more advertising. The combination is one that cannot be beaten.

Of the big successes attributable primarily to sheer weight of money, Royal Baking Powder, Baker's Chocolate, Overland Automobile, National Biscuit, Pear's Soap, Douglas Shoes, Colgate's, Campbell's Soup and Gold Medal Flour suggest themselves as being most conspicuous.

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May we start this second half of the year by adding to the number who combine the right way with lots of it?

One point it would pay us to have in mind in this greater advertising is to be sure that we single out one point in each case and concentrate largely on that, so that it will be great advertising, and even though large, not spread out so thin in such a variety of points that the product does not make any real impression.

Convention News

We were represented at the Philadelphia Convention of Advertising Clubs, by Breitenbach of the Detroit office, Mr. Hatch of the Chicago office, Mr. Elson Hill, Mr. Pratt and Miss Martin of the New York office. Several of our clients also attended the Convention, among them Mrs. Alberts of the Odor-O-No Company, Mr. Olds of Julius Kayser & Co., Mr. Lichtenburg of the Alexander Hamilton Institute, and representatives of the Trus-Con Laboratories and the Central Railroad of New Jersey.

Nebraska Publishers' Tour

Mr. Lewis, head of our Media Departments, makes the following report of his trip to Nebraska:

"The tour of Nebraska conducted by the Nebraska Publishers' Bureau was enlightening, chiefly, in the realization it gave of conditions which have been described to all of us, but which need to be seen to be appreciated.

The guests were all agency men, and many of them had never before seen the country west of Chicago. You can understand that the sight of beautifully cultivated fields, mile after mile, and up-to-the-minute towns, instead of the traditional "wild and woolly" was somewhat of a revelation.

Of course, the chief purpose of the trip was to show the size and buying power of the Nebraska Mar-

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ket, a task which proved to be by no means difficult.

Those farmers do make a lot of money. They farm for profit, not just because they were born on the farm and are trying to make a living out of it. No doubt, the state agricultural college is largely responsible for this, since the farmers follow closely the valuable studies of agricultural problems made by the college.

I was particularly interested in the comprehensive way in which the problem of marketing was being taken up.

The matter of greatest surprise to me was the progressiveness of the retailers. They are of an entirely different species than the eastern retailer. We found the stores large and light, with good display windows; the clerks alert and intelligent and the proprietors as a class, really enlightened.

The merchandising done by those dealers convinced me that good art values are not appreciated in high-brow centers only. It was not at all unusual -- in fact, it was the common thing, to find, even in the small towns, stores with window displays having real artistic merit. Experience has proven there, as elsewhere, that good merchandising and good commercial art are synonymous, whether the appeal is to an Omaha millionaire or to a Platte County farmer.

The people out there have a wonderful spirit of co-operation. They are always boosting something or some one. You need go no further for an explanation of their prosperity.

They gave us a wonderfully instructive and entertaining time."

With best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY,

Stanley Resor,

SBR-CER

VICE PRESIDENT.

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CONFIDENTIAL LETTER

Mr. J. W. Young,
Cincinnati Office.

Dear Jim:--

We are glad to say that the first six months of the year are the largest in the history of the business. We hope that the second six will be even larger.

Comet Rice Car Cards

The New York office is getting up a series of five Comet Rice car cards, which give promise of being very good. Two of these have been finished up to date, and we are sending copies of each to the Branch offices.

It is interesting to note that these cards were made with one half tone and three line Ben Day's, which will result in a saving of over \$500.00 on the series. We had estimates from lithographers and found that it would cost us \$500.00 more to reproduce them by lithography.

Art Department Efficiency

We have succeeded in getting our Art Department on a very efficient basis, both in operation and organization, and have available a fund of information on artists and their work which we shall be very glad to have available to all our offices.

We now have samples representing the work of 590 artists, which are filed in folders arranged alphabetically under the artists' names. We also have clippings filed under the subject, treatment, etc., under 106 headings.

On the executive's desk is a visible file of

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300 artists whom we use often, and this file contains their names, addresses, prices and description of their work. We also have a dead file of about 400 artists' names and addresses that we call on too seldom to warrant taking room for them in the live file.

The cross file of artists -- also kept on the executive's desk -- contains the names of all available artists cross-filed under 50 headings. For example, our "Children" file shows the names of 25 artists who do work of this type. Our "Line Illustrations" file shows 32 artists' names. We will have copies made of the complete list of headings, and sent to you within a few days.

Whenever you require work coming under any of these headings, our Art Department will be very glad to give you the information in their files. If you have any suggestions of additional subjects, we shall be very glad to add them to the list.

You may be interested to know that even the large magazines haven't any tangible method of keeping in touch with the wide range of artists in this way. It is purely a personal matter with them, the information being practically entirely in the head of the art director, and his personal acquaintance.

A new order system is now working satisfactorily in the Art Department. The original order which goes to an outside artist is used also as his bill, on which he inserts the amount of his charge and returns to us. This makes checking of bills against orders unnecessary, which saves considerable time both in the Art and Billing Departments, and eliminates the possibility of a mistake. New forms will be printed to cover this change, and in the intervening time, the present order blanks are being stamped as shown by the attached form.

Choice of a Name

So often recently, in the New York office, our service to a client has started with originating the name

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for his product, as well as his package. This, we feel sure, will be true of the branch offices more and more in the future. The attached analysis of the type of name to use may be of value.

We are getting up a new form of stationery for the New York office, a sample of which will be sent you when completed. It seems to us that it would be a good plan to make the stationery of all the offices uniform as far as possible.

With best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY,

Stanley Resor,

SRB-CER

VICE PRESIDENT.