

FORM 80

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NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

July 11, 1916.

NEWS BULLETIN NO. 6.

Miss Helen Martin,
New York Office.

Dear Miss Martin:-

DETROIT NOTES

The Detroit office announces the new schedule for the coming six months, which has been approved by the Continental Motors Company. As we understand it, this schedule represents a material increase over the advertising of any past corresponding period.

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The Detroit office has recently acquired the advertising account of the Strasburg-Miller Company, of Detroit, the Detroit and Michigan distributors for the Liberty Motor Car Company, of which Mr. Percy Owen is president.

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BOSTON NOTES

Simmons 1916 Plan

Our Boston office is getting out three very exquisite holiday folders made up in five colors, for the R. F. Simmons Company of Attleboro, Mass., manufacturers of SIMMONS CHAINS for men and women. These folders each contain two pages on Simmons Chains and six pages on other jewelry.

The 1916 plan also includes three dealer folders, a page in the Saturday Evening Post, newspaper and trade paper advertising. Our Boston office will be very glad to send portfolios, showing the complete plan to each office when the work is all in shape.

Last year, Simmons used Mitchell Letters exclusively, for the reason that they were advertising only where Simmons Chains were properly stocked by the jeweler, and then advertised over the jeweler's own name.

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Simmons Chains are sold entirely through the jobber. Where the jobber was properly sold on the Mitchell Letter plan, the manufacturer received a sufficient number of lists from the retail jewelers sold by the jobber's salesmen to warrant the expense of the Mitchell Letters; but, taken as a whole, the average was not good.

This year the Simmons Company has tried to retain the good points of the Mitchell plan and is providing the retail jeweler with these three folders, and giving him the option of distributing them himself or sending in a list of names, and let Simmons do the distributing.

A jobber's salesman portfolio is also being made up. This portfolio shows the folders, which will be given with an order for SIMMONS CHAINS, and also shows the dealer's folders.

This plan, our Boston office thinks, will be much more satisfactory to the dealer, and will produce better results.

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National Advertising for New England's Greatest Disinfectant

For the Sulpho Nathol Company of Boston, our Boston office is now running a national campaign, for Sylpho Nathol, a disinfectant and antiseptic. Previous advertising has been confined practically to New England. This year, the manufacturer is reaching out for national distribution, and is using the Ladies' Home Journal, Ladies' World and Good Housekeeping Magazine, in addition to the Rotogravure sections of the newspapers in the six largest cities which are the big jobbing centers.

Sylpho-Nathol has the endorsement of Dr. Harvey W. Wiley, of the Good Housekeeping Institute, and Prof. L. D. Allyn, Director of the Westfield Laboratories. It is also interesting to note that Sylpho-Nathol is endorsed by, and used for the past 30 years, in a number of the leading hospitals in Boston, which city, as you know, is famous the world over for its hospitals.

We are sending each office proofs of a few of the advertisements which appeared in the Rotogravure sections of newspapers. While it is too early to give a definite

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report, the sales outside of New England are already becoming a factor, and the New England sales have increased as much as they ever did under local advertising.

If any new angles of presenting Sylpho-Nathol to the public should occur to you, our Boston office will be very glad to receive suggestions.

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CINCINNATI NOTES

An Interesting Merger

Mr. Young writes as follows:

"It is announced in the daily papers here today that our customers, the Krohn-Fechheimer Company, makers of the Red Cross Shoe, will merge with the Julian & Kokenge Company and the Val Duttonhofer Sons Company, of this city, to form a \$12,000,000 corporation for the manufacture of Ladies' shoes.

This new corporation will probably be the largest concern in this line, and will put new life into the shoe industry here. Details of the organization are not complete, but it is probable that separate sales organizations will be maintained, and we believe if our account with the Krohn-Fechheimer Company is affected in any way, it will be stimulated, and that in addition, we shall probably have an opportunity to create advertising for some new brands of shoes."

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The Cincinnati office is preparing a series of advertisements for the Union Central Life Insurance Company of Cincinnati, which are attracting considerable attention, and which contain an idea that might well be applied elsewhere. Each advertisement is simply a plain statement of what it has cost one of the prominent citizens of Cincinnati to carry an insurance policy in the Union Central. The series started with the Mayor of the town, and is to be followed by advertisements on eight or ten of the most prominent business men of the city. Permission to use the information was secured by the local general agent. Proofs of two of this interesting series are being sent to each office

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One of the customers of the Cincinnati office, manufacturer of a style article, has asked the Cincinnati office to find for him some kind of a specialty, or proprietary article, that can be sold largely through advertising, and with little or no sales organization. He is willing to back such a proposition with a considerable amount of money if we recommend it. Our Cincinnati office would be glad to be put in touch with anything of the sort that may be known to any members of the organization.

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New York Office Notes

New Account in the Motor Field

We are glad to announce that we last week closed an agreement with the Essex Motor Company, to become their advertising agents. The headquarters of this Company are at 299 Madison Avenue, this City. They are making a 1/2 ton truck (delivery wagon style) with body complete, to retail at \$850.00. One chassis will be made for a variety of bodies.

Their first cars will be ready for delivery October 1st of this year. We are to start the advertising for dealers in the August issues of the trade papers. The only competition which the Essex Company admits is the Vim truck.

The Company is very strong financially, and its management is experienced in the motor field, so that we are very optimistic about this account being a real factor in the light truck market. As soon as we get further into this account, we shall ask all the branches to have it in mind, so they can call on their local grocery bakers and candlestick makers, to have their kitchen door merchandise delivered in Essex trucks.

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Silk Association Campaign

On April 17, we announced in a letter to the different branch office managers, that we had been appointed the advertising agents for the Silk Twist Division of the Silk Association of America. We are glad to add that their campaign is now all planned, and our relations with the Association have been most satisfactory, and in fact, most enjoyable. As soon as the work is in proof form, we shall send proofs to all the offices, with notes on the purpose of the campaign.

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It is interesting to note in this connection that the Federal Advertising Agency whose slogan is "Put It Up to Men Who Know Your Market", was at first looked upon by the majority of the committee as the logical company to do the work, because of their claimed specialization in the textile and department store field.

As it was, the Federal Agency offered the Root Syndicate News Service, which is a commodity just as advertising space is a commodity, and this they did sell to the Association. So far, they have done nothing on this. The Root people also undertook to prepare the copy for the Dry Goods Economist. The committee yesterday expressed itself as being very much dissatisfied with the copy so prepared. It is perfectly obvious that they have not made any study of the situation. Our copy will more than probably be used in the Economist. This is not said with any malice, but simply to let us realize that we can make a good account of ourselves wherever we undertake it and go at it in the right way. ✓

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We are trying out a mimeographing machine for getting out the news bulletin in our own office. There are a few imperfections this week, due to the fact that we are not entirely familiar with the machine, but we hope to have the work perfect very shortly.

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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.

July 11th, 1916.

CONFIDENTIAL LETTER

Mr. J. W. Young,
Cincinnati Office.

Dear Jim:--

We often lately have run against the feeling on the part of the prospective advertiser -- either real or instigated by some small agency -- that as a small advertiser, his business receives short shrift in a large agency. We therefore prepared the attached little biographies of some of the company accounts that started from very meagre beginnings, and by careful handling, have shown very healthy and permanent growth.

We wish that each office would write a similar history of its small accounts which we can add to this.

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Mr. Young writes:

"We keep getting from various sources, opinions from women about their favorite magazines that seem to indicate that the Ladies' Home Journal is not nearly so well liked by some classes of women as it used to be. We hear of its stories being described as mushy and unreal, and its general attitude towards things in general as being old maidish. Of late, we have heard so many statements of this kind from some many different women that it seems to us worth asking ourselves whether the Journal is keeping abreast of the modern woman's needs."

We agree that we all want to detect any such tendency if it exists. If everyone will send us any evidence they have in the matter, we will issue the consensus in a future letter.

We want to be sure, of course, that this complaint is not limited to people who have just grown tired of the publication temporarily, as the yearly change in the subscription list of any magazine shows they always do in time. If it is wider than just this annual crop of malcontents, we certainly want to get a line on it.

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Miss Wiltsee, editor of the Delineator, told one of the members of the New York office that she knew that the Managing Editor of the Ladies' Home Journal -- Mr. Karl Edwin Harriman -- did not endorse Mr. Bok's policy of editing the magazine for the "stand-pat" woman in America. Miss Wiltsee says that Mr. Harriman feels that the Journal is not keeping step with American women, and that should Mr. Bok ever actually retire, the policy and spirit of the Journal would change. Mr. Harriman occasionally succeeds in getting in a few modern articles, but the editorial policy will remain stand-pat as long as Mr. Bok's ideal of the American woman remains the standard.

The appreciation of Pictorial Review by the newer type of woman is already acknowledged by other magazines and by contributors to magazines.

The crusades conducted by the Ladies' Home Journal within recent years -- Church movement, Women's Clubs, Sane Fourth of July, My Government and I, Civic Clean-up, More attractive homes vs. parlor, architectural plans, against common drinking cup and patent medicine evil, preservation of Niagara Falls, revival art movement -- are what is called in editorial circles "safe and sane" -- as much so as "Americanism" in politics.

The type of fiction and of special articles in Pictorial Review, which have been discussed so much by women are what are called "advance". Mr. Young should remember, however, that there is always a much larger stand-pat element among women than there is an "advance" element. The Journal is just about as strong as some women want to publicly endorse.

Miss Lane, the editor of the Woman's Home Companion, tells us that she now permits heroines in the stories in the Companion to smoke -- something no doubt Mr. Young himself would object to a woman's doing, and something which Miss Lane says, two years ago, she would not have dared allow in her magazine, but it is all part of the movement today toward "stronger" fiction which most publishers acknowledge. The Journal is still trying to combat it.

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Essex Motor Company

Supplementing the notes given in the general letter on this account, we wish to say that the account was closed on our regular terms of a minimum of \$10,000, or \$1500 commission to us.

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Alexander Hamilton Institute

We are glad to say that the fall campaign on the Alexander Hamilton Institute has just been approved. This schedule amounts to \$30,000. They will have spent by the end of the year nearly twice as much as they expected to spend during 1916 when we got the account.

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Promotion Plans

From the following paragraph in Detroit's letter, it is evident that we did not make clear all of our promotion plans in our confidential letter of June 27:

"As a side development of its analysis of the prospect field, the Detroit office promotion committee is planning to send out a special letter, or perhaps a series of two or three letters, to a selected list of men in Detroit and vicinity who occupy a special position in the financial class -- men who are directors of banks or who have been otherwise actively interested in promoting the larger financial operations of this city.

The purpose of this letter, or series of letters, is to set forth in plain, simple terms, just what an advertising agency is, with special reference to its broader functions in helping to plan a merchandising campaign for a new company. We believe there are many instances wherein men, who are otherwise well-informed, have a very hazy idea of the functions of an advertising agency."

Our idea is the same as that of Detroit. We know that there are men in positions of influence that are not directly or ostensibly connected with various prospects on which we shall work from time to time. We further agree with Detroit that in many instances, these men have a very hazy idea of what an advertising agency is. It is

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in view of doing something toward getting a real conception of agency work in their minds, and at the same time, bringing our own company to their favorable attention, that we propose to include a limited list of such men on our regular mailing list. All pieces of promotion matter will not be sent to them perhaps, but those that are appropriate will, and we may prepare one or two special pieces just for them.

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With best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY,

Stanley Resor,

SER-CER

VICE PRESIDENT.

[July 11, 1916]

J. WALTER THOMPSON CO.

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

NEW YORK

THE TYPE OF WORK WE DO ON SMALL ACCOUNTS
WHERE REAL POSSIBILITIES EXIST

ERMILL
ND

W

J. WALTER THOMPSON CO.

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

NEW YORK

Confidential Letter July 11, 1916

KROHN FECHHEIMER COMPANY.

The first piece of work we did for this company was a booklet at a cost of \$50.

Whereas, when they started, the sale of the Red Cross Flexible Sole Shoe represented less than 5% of their entire business, it today represents 80% of their entire sales, and the sale of unbranded shoes to jobbers on which there was no profit, but which were made simply to keep up the volume and keep down the overhead, have been almost entirely eliminated.

The educational advertising which we worked out for this shoe created such an impression with the women of the country that the majority of shoe manufacturers have been forced to add this kind of shoe to their lines.

J. WALTER THOMPSON CO.

NEW YORK - CHICAGO - BOSTON - CINCINNATI - DETROIT - TORONTO - LONDON
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Confidential Letter
July 11, 1916.

CHARLES W. BRENNAMAN COMPANY.

We worked with the Brenlin Co. three years before they were ready to spend a cent in advertising. We worked out with them a means of stamping the name along the edge of the shades. We also worked out a name for the material used.

At that time there were two distinct kinds of window shades on the market, opaques, which were made of a loose mesh muslin, coated with clay and then colored with lead and oil.

These opaque shades did very effectively keep out the light, but the clay filler and the lead and oil cracked very badly as the shade was subjected to flapping of the wind or to rumpling in any way, with the result that the muslin itself was cracked and the light came through in streaks and patches.

Holland shades, on the other hand, were made of linen and dye. They had no filler of any kind.

The light color did not effectively keep out the light, and in the darker shades, blue and dark green, the light came through the meshes of the cloth in pinholes, which made a very unattractive appearance.

The Breneman Co. had for years made a very fine window shade material of a fine mesh muslin, which was not coated at all, but which was simply colored by lead and oil right on the cloth, the absence of the clay filler overcoming to a remarkable extent the cracking of the old opaque.

The owners of the Company themselves were always able to sell this material to the trade. Their men, however, had difficulty in selling it. But no matter who sold it, it did not move. The dealers' clerks could never retain in their minds the advantages of this material and talk it with enough conviction to consumers to get the necessary increase in price over ordinary opaques.

It was obvious that if an entirely new kind of

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cloth could be put upon the market, it would be a great asset to the manufacturer who put it there and who identified that cloth under a name which he owned and controlled.

We coined the name "Brenlin" for the Breneman Company for this purpose, and under it the phrase, "The new window shade material." We selected the last syllable as most suggestive of a material, and used the first syllable of the manufacturer's name for ease in having it adopted, as this name conveyed no suggestion of a catchword, there was no objection to utilizing the first syllable of the manufacturer's name.

At that time, which was in 1906, 40% of the sales of the company were on cheap cloths on which they made no profit. Today, after having added an additional factory in 1914, which doubled their capacity, a very large percentage of their output is on this highest grade.

Their name is synonymous from coast to coast with the best window shades made.

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ODORONO

The first year's appropriation was approximately \$16,000. The increase in sales the first year we had the account, spending the same amount of money that was spent the preceding year, was about 66 percent.

The appropriation for the second year was \$36,000, and the increase in sales was 108 percent.

The appropriation this year will be a minimum of \$45,000. It is too early now to say what the increase this year will probably be.

BOND
HAWKSWELL

J. WALTER THOMPSON CO.

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

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Confidential Letter July 11, 1916

WITT CORNICE COMPANY

In 1899 or 1900, the Witt Cornice Company of Cincinnati, Ohio, began to market a corrugated ash and garbage can. Up to that time, all ash and garbage cans were simply made of plain galvanized iron. The corrugation in the Witt can gave it a strength and lasting quality that was not present at all in any of the other cans, even though they were provided with vertical wooden strips for reinforcement.

From simply a local galvanizing business, through the promotion of the sale of this corrugated ash can, the Witt Company has built up a national sale, with great profit to the owners.

We have always handled this advertising from its inception, and though the nature of the business makes the appropriation a very limited one, sales have steadily increased, year by year, from the beginning.

FEDERAL MIL
BOND

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PLATT & WASHBURN REFINING CO. -- VEEDOL

We worked with these people a year before they did any advertising. We worked out the name and the package.

We realized that the name would be very active competition in the oil business and would have very marked distributing advantages of the leading factors in it. It is obvious that if distinct individuality in the new product could be secured, it would be of very definite assistance in building up the sale on it, as distinguished from the other mass of other lubricating oils on the market.

The first campaign included trade papers and illustrated letters.

The second year's appropriation included trade papers, magazines and illustrated letters, and amounted to \$15,000 (1915).

The 1916 appropriation included illustrated letters and magazines, and amounted to \$75,000. Sales, from present appearances, will be two to two and one half times as large as 1915.

Next year, the appropriation, according to the President of the company, will be double the present appropriation, and they figure on doubling their sales again next year.