

NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

July 18th, 1916.

NEWS BULLETIN NO.7.

DETROIT NOTES

The Detroit office makes the following report on the World's Salesmanship Congress, which held its convention in Detroit last week.

" 'For the betterment of business through the betterment of salesmanship', is the slogan adopted by the World's Salesmanship Congress which has been meeting in Detroit this week. Mr. D. M. Barrett was the founder of the World's Salesmanship Congress and has been responsible for the success of this wonderful event at its first meeting.

President Wilson gave the opening address Monday morning. He came to Detroit on special invitation from the Congress. After President Wilson's talk he was taken to the Ford Motor Company as guest of Mr. Henry Ford. From there he was accompanied by Mr. Ford to his private car, in which he returned to Washington.

There were speeches for automobile salesmen, insurance salesmen, real estate salesmen, lumber salesmen, etc., each given by a prominent man in that particular line. One general talk was on the choosing of salesmen.

Norval A. Hawkins, Sales Manager of the Ford Motor Company, was elected President. The 1917 meeting place was not chosen. It will be decided on later by an executive committee."

We have asked the Detroit office to secure five copies of the original reports of this congress, giving the speeches, etc. If they are able to do so, we shall see that each office is furnished with a copy.

Trus-Con Laboratories

This client has recently O.K.d a schedule for this fall, the amount of which promises to be a considerable increase over last year. This comes from the fact that they were entirely satisfied with the trial campaign which the Detroit office made for them this spring.

FORM 80

NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

-2-

BOSTON NOTES

Simmons Folders

The Simmons folders mentioned in last week's letter are now in final form, and copies are being sent to each office, where they will be on file.

NEW YORK NOTES

We are glad to announce that the name "Kelvinator" that we suggested to the makers of this new device, as the right name for their machine, and the phrase "Refrigeration without ice" have both been adopted. Also, our suggestion to rename the Company as the Kelvinator Company, instead of the Electric Automatic Refrigerator Company.

We can now add the name "Kelvinator, Refrigeration without ice", to our list of coined names.

In this connection the Cincinnati office makes the following points, which we have added, as the difficulty of securing a "perfect" name is so great that we want to keep the dangers vividly in mind.

"Is it not possible, under some circumstances, for such a name as "Kelvinator" to become so good that it becomes a class name instead of the name of a specific brand, thereby working to the disadvantage of the actual owner of the name ?

Kodak seems to be a name of this sort. The public in general has to a very large extent applied it to all hand cameras, and especially to all hand film cameras. The Eastman Company has spent a good many thousands of dollars to say "If it isn't an Eastman it isn't a Kodak". The expenditure, apparently, was forced upon them by this confusion in the minds of the public.

Winchester Rifles, while not a generic name, has suffered the same misapprehension.

Where a generic name, such as "Kelvinator", seems to run into danger in this way is where the public cannot distinguish the original article by its appearance. Whether "Kelvinator" would be subject to this danger we do not know, but it seems to us to be a point to be kept in mind in choosing names.

NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

-3-

We have had a similar difficulty in the advertising of Guernseyware. All brown, white-lined ware of this kind looks practically alike, and the public has very largely come to call it all Guernseyware.

Thermos Bottles have suffered seriously from this handicap. The Victrola suffered from it until they made it the Victor-Victrola. Fels-Naphtha soap and the Pianola are similar cases."

The instances quoted by Mr. Young are due largely to the unintelligent way the name was handled in the copy after they had selected an intelligent name. In advertising Yuban we constantly guarded against referring to it as a blend, but always as a coffee. If care is used in the copy there should be no danger from a name such as "kelvinator".

Campaign for Libbey Cut Glass

Libbey cut glass is sold through only 230 dealers in cities of 25,000 and over. It is a "class" article and the business done is very limited.

We outlined for them the attached plan. (One copy of this plan is on file in each office). We are giving the outline of this campaign in full as it is one of the few distinctly "class" campaigns which we have prepared in the New York office for some time.

It immediately suggested a solution to Mr. Cowan of how to sell bonds for the third largest bond house in America. This bond house has a list of buyers of bonds which totals only 2000. We believe on our list of prospects there are many manufacturers making articles of interest only to the "income tax-paying American" and a campaign of this character will reach this class.

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 18th, 1916.

CONFIDENTIAL LETTER

Mr. J. W. Young,
Cincinnati Office.

Dear Jim:--

In our new business meeting here on last Thursday morning, our representatives made a plea for standardized solicitation on the part of the Company. This raised a question which we think is of real importance.

We are preparing in concrete form, with exhibits wherever exhibits are possible, biographies of small accounts, or accounts that started from small beginnings, histories of each account, our list of world's largest or greatest, our list of successful coined names, and how we coined them, and a definite outline of all our facilities. All of this material, however, we believe should be looked upon as corroborative detail.

We think it is a move in the right direction to standardize this corroborative detail. We further believe that we should standardize our conservatism, our general principles of doing business, and our basis of working from facts wherever the facts are available. Even these general principles, again, seem to us to be an additional form of corroboration.

An analysis of the accounts that make up our business shows that these accounts, almost without exception, have been secured by our ability to grasp the manufacturers' problems, and have him feel by our grasp of them, that we were the people that could best help him to solve those problems.

In other words, the only standardized solicitation for our Company that we see we ever want to put into effect is the basic principle of finding out what the man's problems are, get him to tell us about them, and by our intelligent grasp of them, have him want to do business with us.

These concrete exhibits of all the work we have done in a great variety of lines, will, we believe, be of inestimable value in driving home points we think that he is interested in.

The point we want to make is that we believe it is just as fundamentally right for us in our own solicitation to work on the basis of leading from the prospect's interest to

NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

-2-

our own as it is for the advertiser of any commodity to lead from the consumer's interest to the product, and not the other way around. We have certainly definitely proved this value on commodities.

We know that wherever we have a real message, we do not start in with the name of the product, and the picture of the factory, and a photograph of the president, and the usual old stereotype form of address.

The advertiser is in exactly the same category even when we have worked on this principle of helping a man diagnose his troubles. We have all had the experience of having such a man say, "Wherein does your agency differ from any other?"

We also all know we overcame that objection,- not by a citation of our number of feet of floor space, number of employees, and list of accounts, but by a further or a reiterated going over his own problems with him.

Our successes, our wide range of accounts, our number of the world's greatest, our financial standing, our specialized departments, then are all a tremendous help in confirming his own conviction that he has made a wise choice.

Biographies of Small Accounts

The Detroit office sends the following outline of two of their accounts which started with meager beginnings and have shown permanent increases. A more complete analysis of these accounts and of those we furnished last week will be included in the history of our accounts which we are now preparing.

Continental Motors Company

When we first secured the account of the Continental Motors Company they were spending about \$6,000.00 a year. This was all spent in the trade papers. For some time after they had started their advertising, they were not convinced that it would really pay them. It took considerable persuasion and salesmanship to overcome their reluctance regarding advertising in national mediums. Since that time, however, the account has shown a steady increase. They will spend this year about \$45,000.00.

NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

-3-

The Trus-Con Laboratories

This company started as the chemical department of the Trussed Concrete Steel Company. They started advertising Stone-Tex. They depended on mail orders for their sales. About two years ago their total annual expenditure was \$6,000.00. This year it will be over \$25,000.00. Although they still do a mail order business, their larger advertising campaign is rapidly making many dealer connections for them.

Curtis Investigations

The Cincinnati office recently had occasion to consult the Curtis Publishing Company's report of Mr. Parlin's investigation into the food trade. They found that the volume they had contains not only a good deal of valuable information, but has a direct bearing on the advertising of food products. It has also helped our Cincinnati office materially to get clearly before them the fundamentals relating to the merchandising of such products. Any one with a food product problem who does not consult this report is, in Cincinnati's opinion, passing by a very valuable tool.

In this connection the New York office believes that Mr. Parlin's outline of the thirteen points to be determined in case of each food product is incomplete - that the outline of a food campaign prepared by our own Copy Department is more thorough. The New York office has also found Mr. Parlin's information on coffee, on cooking fats and on molasses inaccurate and would check up his investigations before using them.

We have found our own investigations on specific foods practically the only basis for a campaign and believe Mr. Parlin's covers foods too generally to have his work really usable. Our own agency is placing so much advertising -- fully three-quarters of a million dollars worth -- for products handled through the grocery trade that we believe our combined experiences should be the real basis of food campaigns.

NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

-4-

Mr. Cowan reports that Mr. Parlin's statistics on the automobile industry are very valuable. He says, however, that he would not care to base a campaign solely on them -- that he would like to verify the information -- but that on the whole he thinks very favorably of Curtis statistics.

When Mr. Parlin interviews dealers on his trade investigations he makes notes in pencil on cards. These he sends from time to time to his secretary who has the information typewritten just as it is. Then the research department goes over the material, cutting it down and editing it. Mr. Parlin goes over the edited copy and makes any corrections or additions necessary. From this corrected copy and from information gathered by the research department while Mr. Parlin is out on the investigation, a final report is made.

Yuban-Mitchell Letters in Chicago

We enclose a tabulation of results of the Yuban-Mitchell letters in the Chicago territory.

Attached is a proof of the first advertisement prepared for the Silk Association of America.

With best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY,

Stanley Resor,

SBR-CER.

Vice-President.