

# NEW YORK OFFICE

J. WALTER THOMPSON CO.

44-60 EAST 23RD ST.

July 25th, 1916.

NEWS BULLETIN NO. 8.

## CINCINNATI NOTES

### June Report of Production System

The June record of the operation of the Production System in the Cincinnati office shows that 67 per cent of their work went off to the publications on office closing dates, which is ten days in advance of publication closing date.

This is an increase of four per cent over the month of May, and twelve per cent over the month of April. The increase is especially gratifying, since June is one of the hardest months of the year for Cincinnati, both because the volume of business is very great and because June is the starting month for many of their fall campaigns.

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### Additional Office Space

The Cincinnati office, impelled by the growth of the organization, has just signed a lease for the addition of about one-third of its present office space. In this new space, the arrangement of the entire office will be changed so as to improve its appearance and to bring it nearer the standard set by the Chicago and Detroit offices.

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### Model for Window Displays

The Cincinnati office has had a miniature drug store window built, to be used in constructing window displays. This window is built on a scale of one-third the size of the average drug store window, with a glass front and two glass sides, so that it can be used to represent different types of windows, such as the ones that simply have a glass front, and those that have a glass front and one glass side. This window has been found useful not only in actually arranging



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miniature displays in order to get an idea of their effect, but also in presenting these displays to prospective customers,-- thus giving them an idea of how the Cincinnati office works up window displays. The cost of constructing this window was \$15.75.

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## DETROIT NOTES

### How an Old Account Led to a New

The Detroit office last week acquired the advertising account of the Ideal Engine Company of Lansing, Mich., as a result of their work with the Ideal Power Lawn Mower Company of the same city. Both of these companies are under the same management.

In the past, their engine advertising has been handled by a semi-technical man in Chicago who free lances on this sort of work, and it has been due to the fact that this particular man knew engines so well, that it was a hard matter heretofore to get them even to consider handling their engine advertising in any other manner. However, the campaign which the Detroit office put out this year for the Ideal Power Lawn Mower was so successful, and the advertisers were so well pleased with the results, that a little salesmanship at just the opportune moment convinced them that their engine advertising could be just as satisfactorily taken care of by the same people.

The lawn mower for which this campaign was run is a power mower. Space was used in a limited list of class publications, such as Golfers' Magazine, Life, Country Life in America and National Geographic Magazine. The inquiries received were of an exceptionally high quality and before the season was half over they were something like 150 orders behind. A set of proofs, showing the type of advertising that has been put out for the Ideal Power Lawn Mower, is being sent to each of our offices.

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The Detroit office is rendering a service to a great many of its clients in preparing direct advertising matter. One of the undertakings is a large direct mail campaign for the Trus-Con Laboratories, the printing of which will amount to \$2500.

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## CHICAGO NOTES

On July 1st, Mr. E. H. Thielecke left the employ of our Chicago office. The following accounts have gone with him: A. M. Wilson Company; Moline Plow Company; The Carey Salt Company; The Lisle Mfg. Company; Cyclone Fence Company; Waterloo Gasoline Engine Company; Loudon Machinery Company.

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## BOSTON NOTES

### Sylpho-Nathol and the Present Epidemic

The Boston office presents an interesting example of reaction to recently developed conditions in its advertising for the Sulpho Napthol Company of that city.

Sylpho-Nathol, the disinfectant produced by this Company and the subject of an extensive campaign, is being even more forcibly brought to the attention of the public by a series of two advertisements especially adapted to the present epidemic of Infantile Paralysis in New York.

The copy presents simply and forcibly the following facts: that the nose and throat are most easily infected with the germ of Infantile Paralysis; that a powerful antiseptic is necessary to keep the nose and throat free from such germs; that Sylpho-Nathol is an antiseptic endorsed and used by doctors and hospitals. Simple instructions for the use of the antiseptic are then given.

There have been six insertions of these specially adapted advertisements:- three in the New York Evening World and three in the Evening Journal, two covering 135 lines over two columns and one 135 lines over three columns, in each paper.

We hope to be able to add in a future letter what the results of this special campaign have been.

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## NEW YORK NOTES

On Monday of this week, Mr. Richard E. Connell, formerly with the New York American, came with us in our New York office. Before being a reporter on the New York



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American, Mr. Connell was president of the Harvard Lampoon, and editorial chairman of the Harvard Crimson. Some of his editorials against Mr. Hearst, which appeared in the Crimson, attracted the attention of the publisher of the Boston American, who contended that if he could write against Mr. Hearst as forcefully as he did, he could write for him if he knew Mr. Hearst's real motives.

Mr. Connell will go through the regular course of training in the different departments, and eventually be a member of our Copy Department.

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On Monday, July 31st, Mr. John C. Sherman, General Manager of the Paramount Pictures Corporation, is to come with us in our New York office.

Mr. Sherman has made a splendid record with the Paramount Company, rising to the General Managership in three months' time. He is a graduate of Cornell, where he took a Ph.D. in Economics. He has also been on the staff of Harrington Emerson, the Efficiency Engineer.

Prior to his connection with the Paramount Pictures Corporation, Mr. Sherman occupied the position of Superintendent of Markets of the District of Columbia.

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## Newspaper Files

The regular file for newspapers in the New York office is arranged geographically, according to State and City, then alphabetically according to name of paper and chronologically according to date.

We keep on file three months of each newspaper containing any advertising placed by us in small towns; three months of each paper -- regardless of whether we have an advertisement in it or not -- of medium sized towns, and about five months of each newspaper published in the big cities, such as Chicago, Philadelphia, Pittsburgh, Boston, Detroit, Cincinnati, Cleveland, San Francisco, Los Angeles and St. Louis. We endeavor to keep a complete file for one year of all New York City newspapers.



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There are approximately from 350,000 to 500,000 newspapers on hand at all times. There are about 2450 dailies - 68 Tri-Weeklies, 600 Semi-weeklies and 15,000 weeklies published in the United States.

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Mr. Richey of our office, when in Detroit last week, learned that there are 51 manufacturers in that city who spend annually for advertising \$50,000 and over. Of these 51 manufacturers, all but 14 are either automobile or automobile accessory manufacturers.

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With best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY

Stanley Resor,

VICE PRESIDENT.

SBR-MP



## NEW YORK OFFICE

J. WALTER THOMPSON CO.

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July 25th, 1916.

CONFIDENTIAL LETTER

Messrs. J. W. Young and H. T. Stanton,  
Cincinnati Office.

Dear Jim and Henry:

The question came up in one of our Western offices as to the value of the American Hebrew on a high grade toilet article.

We have carefully gone into this proposition with the following results. We give them here, as we believe this should be typical of the way of arriving at the value of a medium, and then making that record be company property that is available for consideration on all lists where a publication of that kind is to be considered. There is nothing to be added to this record, and hence there is no reason for having to give time for further solicitation on it until there is some definite change, either in its circulation, policy, rates or editorial make-up.

The American Hebrew has not quoted circulation. Commencing January 1st, it will have the regular A.B.C. audit.

Our estimation of the circulation was 10,000 copies, 80% in New York City, 1% in Chicago, and the balance chiefly in the large cities, in which Rochester, New York, is next in circulation.

The feature that commends the publication is its circulation among the financially well-to-do Jews, with the unique introduction that it would give any article advertised in it.

We have a special contract in it for 20,000 lines, to be used within two years, at the rate of fifteen cents per line, less agency commission 15% and cash discount of 5%. On this contract, we have used to date about 9,000 lines. The page is about the same size as Vogue, measuring 13" x 9".

For basis of comparison, this rate should be compared with Vogue as being class circulation most similar in character. On this basis, if our estimate of circulation is 10,000, comparison of rate would be as follows:



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	li.rate	Cost per li. per-M-	Page rate	Cost per page per-M-
American Hebrew	.25	.000025	\$70.65	.00706
Vogue	1.08	.0000108	*580.00	.0058

\* 3 pg. rate.

We have reason to believe that our estimate of the circulation is low -- that its circulation is nearer 12,500 or even 15,000.

We have apparently definitely established that class circulation like Vogue and Harper's Bazar justify their cost on certain articles. On the basis of circulation, the cost of the American Hebrew's circulation is a little out of line.

Does it justify the additional cost?

This question should be answered by the amount of reader interest. The purchasing power of the subscriber is beyond question. The real answer then is the amount of reader interest there is in its columns.

The evidence of that is as follows: A very live social items section, which receives the woman's first attention. A section of complete news on Jewish philanthropic activities. A "woman and her interests" section.

Experience of Other Advertisers

Lord & Taylor 52 insertions

They went in on our advice and when they changed agencies they dropped out. They then reconsidered and made new and larger contract,

Best & Co. 52 insertions

Dropped out for two years. They found there was a shrinkage in their Jewish trade, and made a new contract for 10,000 lines.

John Wanamaker 52 insertions

Walpole's Irish Linens

Black Starr & Frost

Every issue for 4 years.

Nurses' Outfitting Ass'n

2 replies a day from 42 li. ad. over a period of 4 weeks.



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We attach hereto a copy of this publication.

With best wishes,

Sincerely,

J. WALTER THOMPSON COMPANY

Stanley B. Resor,

VICE PRESIDENT.

SBR-MP