

J. Walter Thompson Company News

CONFIDENTIAL BULLETIN FOR STAFF MEMBERS ONLY

Vol. VI, No. 2

January 8, 1951

NEW BUSINESS

Now, for the first time, there will be a single advertising agency for the PAN AMERICAN WORLD AIRWAYS SYSTEM everywhere in the world. Last week the J. Walter Thompson Company was appointed agency for the LATIN AMERICAN DIVISION of Pan American. Since 1942 the company has served as agency for Pan American World Airways in the U.S., and later for the Atlantic and Pacific-Alaska divisions. The Latin American Division is the largest of the three Pan American divisions. The J. Walter Thompson Company will establish a unit in Miami to serve the Latin American Division.

The J. Walter Thompson Company (NY) has been appointed to serve as the advertising agency for THE COLUMBIA MILLS, INC., Syracuse, N.Y., effective immediately. The Columbia Mills is America's leading manufacturer of window shades and venetian blinds.

Lever Brothers, Toronto, has appointed the J. Walter Thompson Company as its advertising agency for RAYVE SHAMPOO in Canada, effective immediately.

FORD TRUCKS (Det. & NY) 1951 New Model Announcement Campaign.

This year Ford production difficulties led to a decision not to announce the new model Truck everywhere on the same date. Except for a platform advertisement (fourth cover



spread in Jan. 20 SatEvePost) release dates were controlled by districts, with media emphasis on newspapers. ... Feature copy spot is given to the "Power Pilot" (a simplified and more accurate carburetor-distributor system) as a lead to the story of Ford Truck ECONOMY, which will dominate the campaign. Because present conditions make it still more appropriate, the theme "Ford Trucks Last Longer" will also be continued.

Trade paper pages are built around a coupon offering a Power Pilot leaflet. Radio commercials are used extensively on FDAF-purchased local programs. 1951 Ford Trucks are presented on TV (Jack Haley show and local programs) through unusual series of personal appearances of Ford Truck engineers, each of whom presents features, including the Power Pilot, from his own special angle. Plans for follow-up campaigns dramatizing consumer money-saving case histories are now pending.

RCA VICTOR (NY) Announce New TV Line In February — Halt Successful 45 RPM Bonus Promotion.

RCA Victor's new line of 14 TV sets featuring 14-, 17- and 19-inch picture tubes will be presented in Life (Feb. 12) via a double spread; followed by individual advertisements for the various sets in magazines and newspapers. ... Demand for 45 RPM instruments has been so heavy since RCA offered a 6-record bonus with each set purchased that a merchandise shortage is now forcing RCA to discontinue the promotion.

BORG-WARNER CORP. (Chi.) Increases Advertising Budget For New Year.

Boosting its appropriation by 50%, Borg-Warner will invest close to \$1,000,000 in advertising during 1951. This amount is ear-marked solely for the Corporation's institutional advertising. (The 24 Borg-Warner subsidiaries and divisions, including Norge, budget and plan their advertising individually and apart from corporation's advertising of itself.) B-W's famous "Ripley" institutional advertisements (see right) will appear in an expanded list of publications. A supporting campaign of color pages, featuring the new Automatic Transmission and B-W's association with outstanding manufacturers, will keep Borg-Warner before the public every month of the year.



**Big Life Magazine Campaign Gets Underway.**

J. Walter Thompson and Ballantine advertising executives recently conducted a series of large scale meetings all over the country at which they presented plans for a special Life Magazine promotion for Ballantine Ale. First advertisement in the new campaign appeared in the December 25 issue of Life. (Newspaper adaptations of the new magazine campaign had started to appear last October -- see JWT News, Sept. 25.) ...A special Thompson-prepared sound film told the story of the new Life promotion which calls for 26 advertisements in 1951, plus point-of-sale advertising, newspaper campaigns, 24-sheet posters and spot radio. ... The magazine advertisements show striking 4-color layouts featuring "top drawer" people smartly dressed in smart surroundings.

Departments**RADIO & TELEVISION** News On Radio-TV Front.

Coast-to-coast television in 1951 appears certain with ABC's recent announcement that it had placed an order for relaying equipment to the West Coast. ... Television networks will be able to trade their red ink for black by this time next year, says an NBC-TV veepee, who maintains that program costs, which skyrocketed to new heights in 1950, will level off during the coming year. ... NBC has launched a \$100,000 specialized research campaign on radio audiences. Aim is to study Saturday A.M. and P.M. and Sunday afternoon listening habits. ... Some NBC affiliate stations indicate that they plan to fight NBC's lower night-time radio rate plan. ... Radio broadcasting had an estimated gross revenue in 1950 of \$448,200,000, an increase of 5.4% over the 1949 revenue figure of \$425,400,000 (according to NAB estimates). ... National radio spot business was up 11.4% in 1950 over 1949. ... Local retail revenue (radio) increased 7.8% over 1949. ... Radio network revenues are expected to be slightly lower when the final figures are in. ... Television's gross revenue is expected to be between \$70,000,000 and \$80,000,000. ... Advertising Age's estimate of radio network billings for 1950 places J. Walter Thompson fourth with \$7,467,085 -- Dancer-Fitzgerald-Sample was first with \$19 million. ... Shell Oil is renewing its radio spot newscasts in 57 markets. Libby, Elgin, Swift and Bowman Dairy are currently running a total of 30 TV spots over the four Chicago channels every week. All of these clients are running on a national basis except the Bowman Dairy Co. which is local in sales scope.

PUBLIC RELATIONS Washington, D.C. Office Ready To Help.

With the declaration of a national emergency the J. Walter Thompson Company Office in Washington, D.C., is expecting a quick pick-up in correspondence. The Federal Government will play an even larger role in determining how business is to be conducted, and according to past experience the Washington Office will be asked to get the answers to many questions. For such information write Mr. Loy Baxter, J. Walter Thompson Co., Evening Star Bldg., 11th Street and Pennsylvania Ave., N.W., Washington, D.C.

LEGAL Responsibility For A Product's Wholesomeness.

Lawyers in the food and drug field have expressed grave concern over the possible impact of the proposed Uniform Commercial Code on any food or drug manufacturer involved in a product liability suit.

It has been said that the warranty sections of the Code will hold the manufacturer or processor fully responsible for his product right up to the time of consumption, even though the product did not become contaminated until after it left the manufacturer's or processor's control and even though the contamination was due to the negligence of some subsequent independent handler of the product.

MEDIA RESEARCH Effect Of Television On Other Advertising Media.

A comprehensive survey made in June by Stewart, Dougall and Associates for the Macfadden Publications, Inc. sets forth these findings:

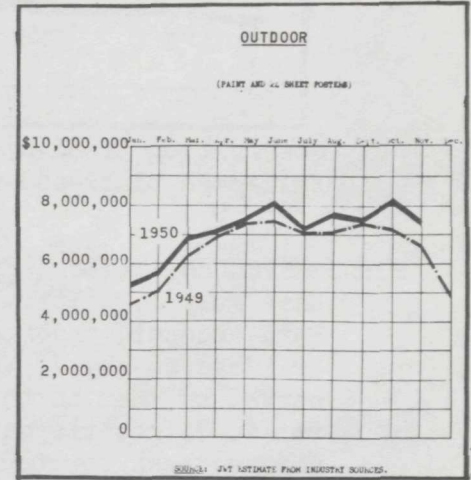
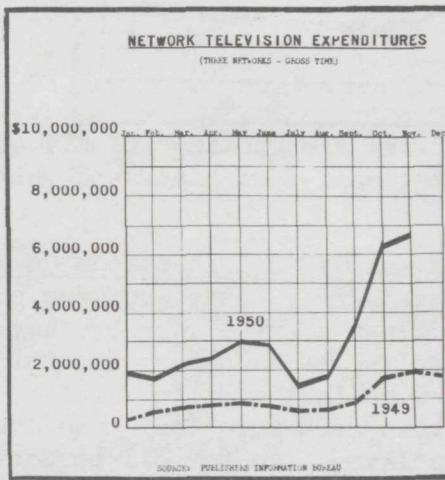
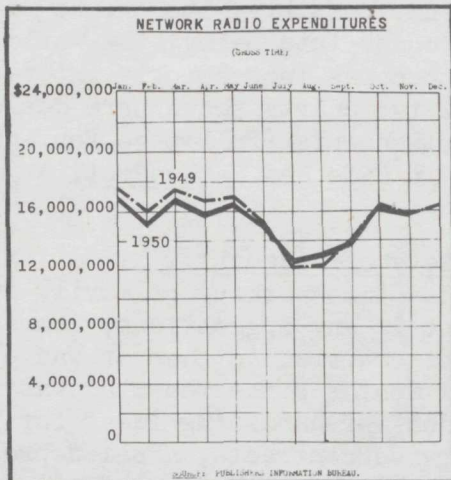
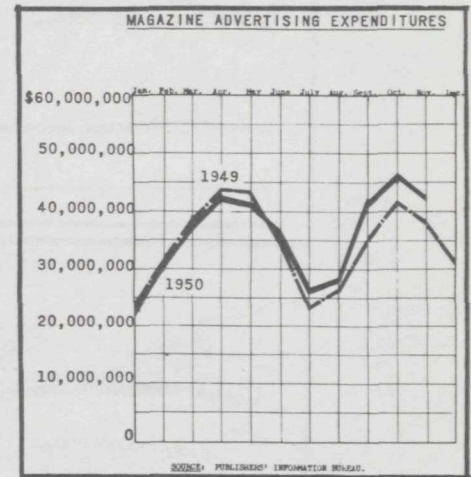
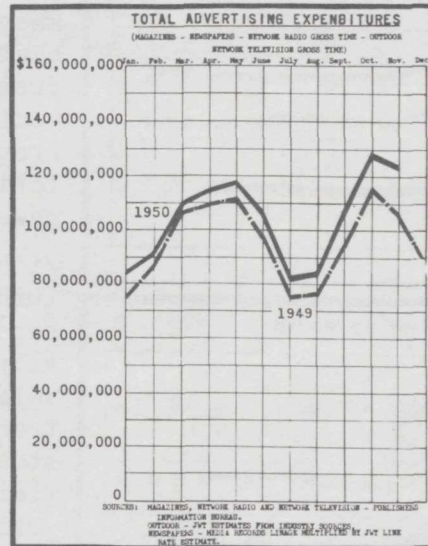
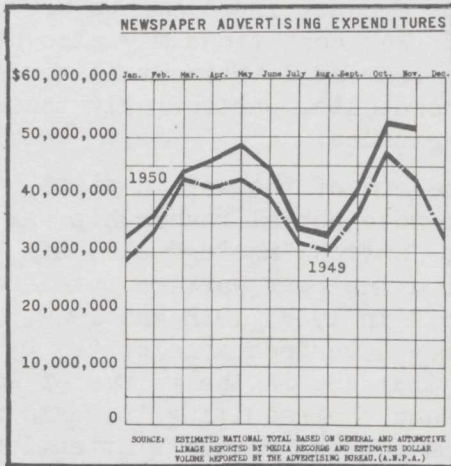
78.1% of TV-owning families are reading magazines as much, or more, than they did a year ago.

The average number of magazines read per television home is 2.0 compared with 1.8 for homes without TV.

Undoubtedly, television is keeping people home; and between shows or during uninteresting shows, they pick up their magazines and read them.

National Advertising Expenditures

Monthly Report - November

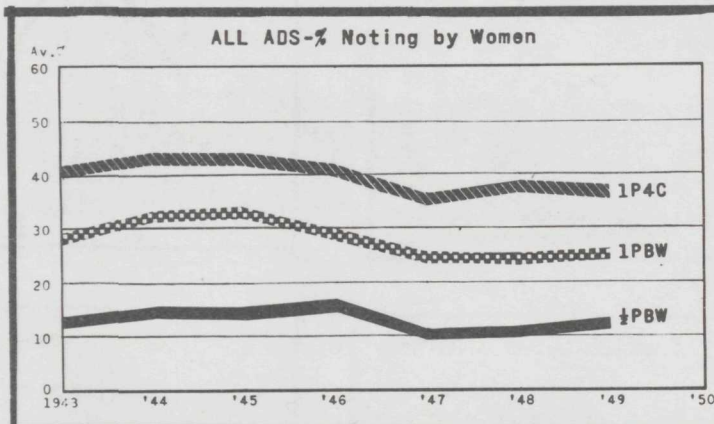
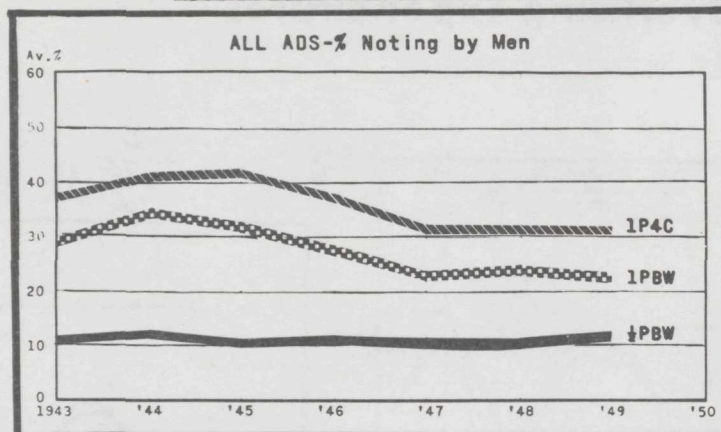


The total national advertising expenditure in the five major consumer media for the month of November 1950 was 16.8% above the November 1949 figure.

All five media increased in November 1950 over the comparable month of 1949. Newspapers led all other media in revenue, increasing 17.5% over November 1949 and topping the monthly revenue figure for Magazines by over \$7,500,000, even though Magazines showed an increase of 12.1% over the comparable month of last year. Network Radio was up 0.3% and Outdoor up 14.2%. The November 1950 total gross time billing for three leading Television networks, Columbia, National and American, increased 238.4% over the same month of 1949.

A comparison of November 1950 with the previous month, October 1950, shows a total seasonal decline for all major media of 4.0%. All media, except Network Television, which increased 2.4%, decreased in revenue in November 1950. Magazines were 6.4% below the previous month, Newspapers were down 2.5%, Network Radio was down 2.4% and Outdoor down 8.3%.

The eleven-month 1950 total for all media is 8.3% above the same period in 1949, with Magazines' 1950 figure 4.2% above 1949 revenue, Newspapers up 10.7%, Network Television up 254.7% and Outdoor up 7.8%. Network Radio showed a decline over the previous year's January-November period of 2.1%.



observation trend by showing the "noting" of all advertisements—(full-page four-color, full-page black-and-white, half-page black-and-white) in Life and SatEvePost.

During World War II and in the first post-war year of 1946, interest in advertisements in magazines boomed along at peak levels, with Starch "noting" percentages high. ... People apparently were keenly interested in learning what merchandise was available and what new products or product improvements were forthcoming. War conditions may also have brought increased interest in the editorial contents, particularly those of news magazines.

With the end of the war in sight, a return to more normal readership was apparent. Starch "noting" slid off gradually from the peak wartime rate and leveled off in 1947, 1948 and 1949. This trend may have been accelerated by the steady increase in the volume of advertising and the resulting increase in competition for the reader's attention.

As 1951 with its quasi-wartime stringencies (and, possibly, its own new developments) comes into being, the World War II record becomes increasingly interesting. ... The two charts shown here depict this

FIELD REPRESENTATIVES Field Men Offer Suggestions On Variety Of Accounts.

Last July J. Walter Thompson field men, who were at that time working primarily on the Ford account, undertook a new service whereby they sent in any suggestions, comments or ideas on any J. Walter Thompson Company account that occurred to them or was observed by them in their work in the field. In the six months since the plan was instituted, 35 reports have been sent in. They have included merchandising ideas for house paints, beer counter displays, plan for oil burner service contracts, a sales program suitable for a building materials company, suggested tie-ins for the grapefruit and salt industries, suggested methods for getting local dealers to do more local advertising for national brands, etc. These suggestions and ideas have been enthusiastically received by the Representatives on the various accounts to whom they have been submitted. The Field Representatives also approve of the plan and say that they have found that it broadens their interests and their feeling of service to the Company as a whole.

Topics for Conversation

McCALL'S DECEMBER COVER TIES IN WITH UNIQUE SERVICE FEATURE -- A gingerbread house to be made from Gingerbread House Dough featured in the food section and using a McCall paper pattern sold for 25¢ at retail pattern counters was used for the cover art of December McCall's. The sale of 68,560 patterns and the thousands of enthusiastic letters from readers from Nov. 25 to Christmas far exceeded all expectations. 60 MILLION MORE BOXES OF ORANGES WILL BE REQUIRED ANNUALLY if JWT and Florida Citrus Comm. can raise per capita orange juice consumption from present 1.43 oz. to 2 oz. per day. J. WALTER THOMPSON CONSUMER PANEL FEATURED in Advertising Agency & Advertising & Selling (Dec. issue) -- devotes 3 pages to the story. Same issue also carried

an article entitled, "Principles of Effective Advertising from JWT and McCall's," -- is based on talk by Wallace W. Elton (NY). MARKET POSITION OF VARIOUS THOMPSON CLIENTS REVEALED. Dec. 15 Printers' Ink gives highlights of Milwaukee Journal study -- RCA first in 4 of the 14 markets; Rayve Shampoo leads in St. Paul but trails in others; Swift and Libby also mentioned. ... Same issue carried article on media expenditures of the 25 largest advertisers from 1936 to 1949 -- covers food and auto manufacturers among others. OPERA STAR, PATRICE MUNSEL TO BE HONOR GUEST at Tuesday RCA concert in Assembly Hall (NY), 12:45; to play "Die Fledermaus" starring Miss Munsel.

JWT Campaign of the Week

INSTITUTE OF LIFE INSURANCE
(New York)

BACKGROUND AND CAMPAIGN OBJECTIVE

The Institute of Life Insurance, a J. Walter Thompson client since 1939, conducted the most extensive newspaper campaign in its history in 1950. Objective was to further extend the leadership of the Life Insurance business by rendering a public service. In order to shape public sentiment and support vital current issues it was necessary to develop 3 different appeals during the year 1950.

HOW CAMPAIGN KEPT PACE WITH CHANGING TIMES

I. At the beginning of 1950 it was felt advisable to continue the 1949 "Do It Yourself American" Campaign which emphasized that opportunities still existed abundantly in America and that individual initiative was still freely rewarded. The campaign had definite self-interest appeal and created considerable good will. Each advertisement told the story of an American who had made his own way. The logo read, "Life Insurance Is Helping American Families To Help Themselves." (See illustration above, right.)

II. Late in the Spring of 1950 there was an increasing feeling, both within business itself and on the part of the Institute's Planning Committee, that the important and essential role played by Savers and policy holders in expanding America's productivity needed to be fully explained. For this reason the Institute launched into a Savers Campaign, which pointed out that the Saver was the "most important person in America ... He has helped make this country the best fed, best housed and educated nation in the world ... has helped raise our standard of living." Specifically, the campaign advocated three principles: (1) Help lessen the pressures on Government for more spending. (2) Back up all efforts to balance the budget. (3) Support economy -- elimination of waste. (See middle illustration.)

III. War broke out in Korea, making a change in appeal absolutely essential. It was more urgent than ever that the national economy be kept sound and the purchasing power of the dollar be protected. This led to the Institute's Anti-Inflation Campaign. The theme was simple and direct, explaining that the country had two battles to win; two jobs to do -- the job of defense and the job of maintaining a sound internal economy with every possible check on inflation. ... Copy points out that the enemy's sixth column is inflation and to lick inflation the American people must: (1) Increase production. (2) Support increased taxes to put our Government as nearly as possible on a "pay-as-you-go" basis. (3) Cut non-military expenses to the bone. (4) Accept curbs on credit. (5) Increase savings. (6) Buy only what is needed. (See third illustration.)

The Institute's messages have been kept rigidly in tune with current events. Frequently, advertisements have been prepared practically overnight and rushed to the newspapers so that the message could tie in directly with the day's news.

MEDIA AND SCHEDULE

The campaign for 1950 appeared in approximately 425 newspapers, reaching a circulation of nearly 40 million people. The importance of frequency was also carefully considered and the first three advertisements of the Inflation Campaign were run on successive weeks to obtain greater impact and register the message forcibly.

Meet Glenn Graber—Another
"Do-it-yourself" American
He's made his own way!



It's the American Spirit!

Life Insurance—Helping American Families to Help Themselves

The most
important person in America



Remember... it is **Your** money!

The Enemy's
SIXTH Column is INFLATION

Keeping America Strong is **Everybody's Job**

How well do you know your JWT'sers?

Thumb-Nail Sketch

ANNE HOPKINS

(New York)

When the entrance to the Graybar Building was just a double plank catwalk, the J. Walter Thompson personnel moved into their new quarters, which then consisted of half the eleventh floor. Anne Hopkins recalls this move and remembers she was then handling all phases of printed media estimates, including outdoor, newspaper, trade publications and magazines. Today, as Al Dreyer's very competent assistant, Anne takes over on magazine media only, the remaining work being equally distributed throughout the department. For such important estimating, Anne has an amazing record of accurate statistical reporting.

A real New Yorker, Anne was born in Manhattan and has lived here all her life with exception of one short stay in Jersey. This "single market concentration" may have a bearing on her roving spirit and desire to see every country in the world. Thus far she has vacation-travelled from the eastern shores of Canada to Mexico, the British Isles and, most recently, Guatemala.

How did she get into the advertising business and how did she become a media estimator? It was comparatively simple in Anne's case. First of all, the very minute that she, as a very young girl, got out of school, a friend recommended her to the J. Walter Thompson Company and offered her the sage advice that it was best to get in one place and stay put, rather than be the proverbial rolling stone. Anne did. And as she stayed put in one place, that place and that department grew. And as the function of media estimating developed, so did Anne.

Her seemingly limitless energy leads her into evening courses in the Arts and Sciences, Music and Interior Decoration at Columbia University. The Theatre is also important to Anne. She never misses a Broadway hit and attends all the premieres of the Ballet, Opera and Symphony Concerts. (She can spot a celebrity anywhere.) Her evenings find Anne, an accomplished pianist, playing the Classics on the tiny black piano which fits snugly into one corner of her apartment's living room.

People

MATTHEW HUFNAGEL (NY), head of the Outdoor Department for the past 7 years, is now making his home in Florida where he will represent, on a part-time basis, the J. Walter Thompson Company's Outdoor operations in the Southern market. He will also come to New York whenever his services are required. Mr. Hufnagel will make his headquarters in the Company's Lakeland Office. JOE BOYLE & C.G. COBURN (NY) in St. Louis today, Milwaukee Thurs. for U.S. Brewers Foundation. JOHN RUSSO (NY) in Chicago today and tomorrow on RCA. JOHN BIRGE (NY) on West Coast this week for RCA. JULIAN WATKINS (NY) in Syracuse, NY, Jan. 9 & 10 for Columbia Mills. PETER LOWRY (NY) in Omaha, Oklahoma City, Wichita, Tulsa for Playing Card Mfrs. this week. JULES GILBERT & FRANK ANTHON (NY) recently addressed an NYU advertising class on organization of an agency and production of an advertisement. ALEXANDER H. "SANDY" GUNN (Chi.) is Advertising Chairman for Nat'l Conference on Christians and Jews Brotherhood Week, Feb. 8-25. GEL HARDY (NY) leaves Jan. 12 for 2 weeks' vacation at Montego Bay, Jamaica. The JOE STONES (NY) invoked every known advertising medium, except possibly di-

rect mail, to find their unpedigreed pup who wandered off Christmas weekend. Results of campaign included story in World Telegram and eventual return of the dog. ROBERT BRETHAUER, formerly Sales Service Mgr. of ABC's central division offices, has joined Radio-TV Time Buying-Chicago. GORDON STEEDMAN (SF) will address the Marketing class of the Stanford University Graduate School of Business on "Copywriting" Jan. 15. WANTED: NAME OF PERSON in NY Office who wrote copy last year for advertisement now in finished art stage for volunteer Group Prejudice campaign. Headline reads: "Around this plant we judge a guy by what he does." Author please get in touch with Gel Hardy (NY), Ext. 425. FOR SALE: Mercury 1947, 2-door blue club coupe, 6-passenger, 5 good tires, 2 snow tires, heater, 24,500 miles, excellent condition. Available Feb. 15, 1951. Bargain price. Ext. 345 (NY). COMPLIMENTARY TICKETS available from Ruth Shaw (NY) for Museum of Modern Art series. Exhibits coming: New Talent Exhibition, Jan. 14; Abstract Painting & Sculpture in America, Jan. 23-Mar. 25.