

# J. Walter Thompson Company News

CONFIDENTIAL BULLETIN FOR STAFF MEMBERS ONLY

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## LIBBY, McNEILL & LIBBY (Chi.) Offers Hawaiian Orchids By Air.

With a record pack of Hawaiian pineapple juice expected in 1951, Libby began an "Orchids-for-you" promotion in New York, Philadelphia and Chicago markets on Jan. 14. While florists are selling the popular Vanda-type orchids for as much as 3 for \$1.50, Libby is offering a corsage of 3 "Hawaiian Paradise Orchids", complete with water vials, for only 50¢ plus a Libby's Pineapple Juice label. Research among dealers has indicated real enthusiasm for this premium, offered in "celebration of Libby's 40 years in the Islands". Many experiments were conducted to find the best way to air express and protect the orchid corsages.



Beginning with a 4-color roto spread in the New York News and 4-color pages in Chicago Tribune and Philadelphia Inquirer, a full schedule of large b & w newspaper advertisements, plus extra 4-color insertions will continue through Feb. 24. Coverage in each market is heavy. This promotion immediately follows Libby's successful scissors offer for pineapple juice which closed 4 days prior to the orchid offer.

## THE PORT OF NEW YORK AUTHORITY (NY) Engages J. Walter Thompson Company For Special Job.

The New York Office will prepare a large Fortune-type book to commemorate the 30th anniversary of the founding of The Port of New York Authority. Twenty-five thousand copies will be distributed to leading users of the Port -- shippers, railroads, export company executives, manufacturing companies. Tentative title of the book is "30

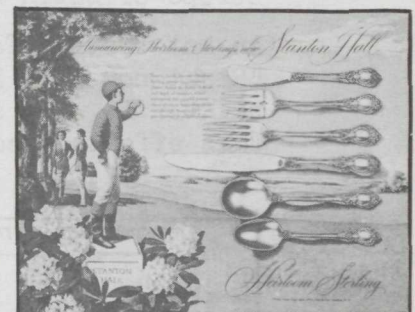
## NORTHERN TRUST CO. (Chi.) "Northerners" Pass 1,000th Broadcast Milestone.

Another milestone was observed by "The Northerners" recently when the 1,000th broadcast of this 19-year-old radio series was presented over WGN and WGNB, Chicago. Chicago radio's oldest continuously sponsored program was first presented by Northern Trust Co. in 1931 and has been on the air each week since. The program was saluted on WGN throughout the day and a special tribute was broadcast by WGN from 9 to 9:30 p.m.

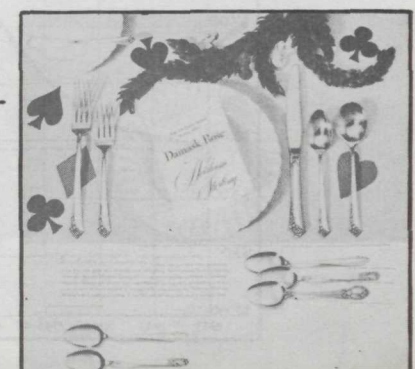
## ONEIDA LTD. (NY) New Feature In Heirloom Sterling Campaign And New Pattern Announcement.

At a 3-day sales meeting in NY last week, Heirloom Sterling advertising plans for early 1951 were presented. Plans called for a 45% increase in Heirloom advertising -- 11 magazines compared with 9 last year -- 26 insertions in all and 10 of the 26 to be cover positions.

A major portion of this advertising will introduce, in April and May, a new pattern "Stanton Hall" -- the first new Heirloom Sterling pattern since "Lasting Spring" was presented in 1949. Eleven of the 26 advertisements will be devoted to the introduction. (See advertisement top, right.)



The campaign on the entire Heirloom Sterling line will be a further step in the development of Heirloom's place-setting campaign which has been running for 3 years. The long-way-of-page layout and the single place-setting arrangement will be retained, but emphasis will be placed on party setting ideas rather than every-day settings. (See bridge supper setting, right.) Copy says "Nothing wins you such warm, spontaneous praise from your guests as a charming, fresh table-setting." The advertising was presented in a unique fashion at the sales meeting, one feature being a panel of J. Walter Thompson writers and artists, with the Account Representative as moderator, who told the reasoning behind the development of the new pattern announcement.





# POND'S (NY) Critics Unanimously Hail Initial Lilli Palmer TV Program.

Last Fall, the J. Walter Thompson Company recommended to Pond's a 15-minute TV program starring Lilli Palmer, internationally famous star of stage and screen. Thursday, January 4, at 6:45 p.m., the show made its debut in NYC over WCBS-TV. Rave notices by critics are eloquent testimony to Miss Palmer's effective performance. Noteworthy is the unanimity of the critics' approval.

NY Times: "Lilli Palmer is the new treat of TV...she was completely beguiling...(her) electric quality can be felt the moment she starts to speak...she reminisced over her friendship with George Bernard Shaw and read with both perception and feeling one of his favorite passages from Euripides. With a twinkle in her eye Miss Palmer describes Euripides as 'the local G.B. Shaw in Greece.'"

NY Daily News: "The beautiful Lilli Palmer in a tastefully designed gown, which did NOT have a plunging neckline...violated every rule of the TV female chatterers' union. This column hails Lilli Palmer...as the best chatter-interview-girl on television...the most fascinating and intelligent show of its kind on the air."

NY Journal-American: "...let's just say Lilli was a dilly...George Bernard Shaw, Euripides, a ghost who attends only the matinees at London's Drury Lane Theatre, and Pamela Brown, her in-person guest, gave the quarter-hour a pleasant, satisfying, literate and entirely superior flavor."

Time Magazine: "Lilli Palmer, 29, broke most of the rules laid down by TV's other success girls...Newcomer Palmer, in crediting her audience with enough intelligence to understand dialogue above comic-book level, was challenging a brand of entertainment that TV men thought just wonderful...At week's end, Lilli Palmer's gamble on decorum and literacy seemed to be paying off...Pond's was hurriedly lining up other stations to put her show on the CBS network."

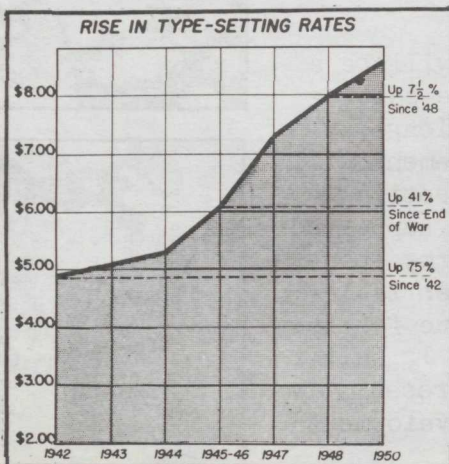
Quick: Put Lilli Palmer's picture on the cover and carried 4-page story. Refers to TV show as one "which critics took to their bosoms."

# PAN AMERICAN WORLD AIRWAYS (NY) Something Completely New In Magazine Advertising.

According to Time Magazine, no advertiser has ever before scheduled with them such an advertisement as will appear in their Jan. 22 issue. As shown here, it consists of 3 consecutive pages -- the first, editorial in character, is black-and-white -- head-lined: "Take Your Vacation Before You Need It...Doctors Urge." The next 2 pages in 4 colors feature 7 destinations including Rio de Janeiro, Paris and Hawaii.

The purpose of the advertisement is shown on the editorial black-and-white page...(1) to get reader to do some thinking early in 1951 about his annual vacation (2) to review what Americans did with their vacations in 1950. Finally, the color pages show that, by planning ahead, you can make real dollar savings by taking advantage of "off-season" fares to Europe or Latin America.

An interesting fact about the layout is that, with very little change, the second page, "Right now it's SUMMER in Romantic Rio!" becomes a single advertisement in its own right. It will so appear in the Jan. 20 issue of SatEvePost and New Yorker (Jan. 27). This effects a considerable saving in production costs.



## N.Y. Type-Setting Costs Up 75 Per Cent Since 1942

With only 2 exceptions, each year since 1942 has seen an increase in the rates for type-setting in NY City. As the chart at left shows, rates were \$4.90 per hour in 1942; \$8.00 in 1948. Now they have taken another jump -- a 7.5% increase, making the present rate \$8.60. This means that the final billing rate to clients for such hand composition is \$9.89 an hour. Charges for revisions, press and foundry lock-up and saw work are also billed at the new rates. .... In an effort to keep these costs down, a memorandum has been circulated in the NY Office suggesting ways of keeping type-setting charges at a minimum. Anyone desiring a copy of the memorandum may contact Frank E. Powers (NY).



## JWT Campaign of the Week

STAZE, INCORPORATED  
(New York)

### UNIQUE COPY RESEARCH TECHNIQUE

When J. Walter Thompson Company was appointed, last May, to the Staze account, it was apparent that the major problem was the development of a "different" copy approach for this denture adhesive. Virtually every product in the field based its copy story on a narration of "Now eat corn, steak and apples."

Staze, a comparative newcomer to the field, had also used this theme and copy testing indicated it was the best approach. But sales records did not follow suit and copy lacked individuality or brand identification. What was said about Staze could be said about any of its competitors. A strong selling theme that would "belong" to Staze was needed.

### SURVEY MADE FOR THEME POSSIBILITIES

Unlike most products, a denture adhesive and products of similar nature are ones for which it is difficult to obtain user reactions. Therefore, a series of group interviews was made with denture wearers. These people were obtained through advertising in the Personal columns of several New York daily newspapers. A group of 7 or 8 users would meet in the Assembly Hall of the J. Walter Thompson Company New York Office for a round table discussion regarding denture problems with the Representative, the Group Head and Copywriters on the account.

### THEMES TESTED IN SPLIT RUNS

Out of these interviews came much worthwhile background information and attitudes regarding denture adhesives. Various copy themes were developed and tested through split runs in the New York Daily News and Mirror.

### RESULTING CAMPAIGN

The headline currently appearing once a month in the American Weekly, First 3 Markets Group, Parade, Good Housekeeping, Country Gentleman and Farm Journal, is "Do false teeth come loose after drinking hot coffee?" The personal interviews had indicated that denture wearers wanted information — they wanted to know why some adhesives did not last in their effect. The current advertisement, instead of just making a flat promise of a tight grip, also explains why the promise can be made and how Staze can make the promise. A coined name, "Aquatrol" was developed for that ingredient in the product which resists the breaking down effect of liquids, hot or cold. "Coffee" was put in the headline as a flag.

Copy research as well as product research is being continued paralleling the information derived from the group interviews. Split-run tests have indicated that the new copy approaches should be superior selling advertisements.

### SPACE AND MEDIA SELECTION

It has been customary for denture adhesives to use frequent small space insertions in newspapers — usually buried with other small space medical advertisements on back pages. It was decided that for the Staze campaign larger space would be used, and, until more funds were available, advertising would be concentrated in Sunday supplements, leading farm journals and Good Housekeeping. By using larger space, more copy story could be included and the product would appear more important. (See above, right.)

**Do false teeth come loose  
after drinking hot coffee?**



"Fluid-resistant" dental adhesive ends  
fear of slipping plates for thousands . . .  
lets them eat corn, steak and apples again!

How OFTEN IT HAPPENS! A flood of  
breakfast coffee softens and weakens  
your dental adhesive! By lunchtime,  
you have to pass up corn, steak,  
other foods you love.

This "melting" action of coffee and  
other liquids in the mouth is a reason  
why many dental adhesives fail.

But you can keep dentures in place,  
really tight — with Staze. It contains  
"Aquatrol," which helps prevent the  
penetration of moisture!

Staze is a homogeneous gel of a par-  
ticularly viscous, binding gum. It  
"takes hold" almost instantly . . .  
and thanks to "Aquatrol," holds your  
plates tighter and longer.

With Staze, thousands again chew  
favorite "hard-to-  
chew" foods. Staze  
is easy to apply,  
pleasant to taste.

Ask for Staze at  
any drugstore.



## **Presentation Explains How to Appeal to Women**

Last week, over 75 members of the New York Office witnessed a slide film presentation given by McCall's magazine. Based on 17 years of readership surveys of editorial material in all issues of the 4 women's service magazines, it illustrated and emphasized many points that were applicable to advertising. Typical comments: "It brought out so many things about women and their interests which I subconsciously knew, but didn't realize I knew" . . . "A lot of things I knew but had forgotten" . . . "Very helpful." The presentation will be repeated. Anyone interested may contact Henry Godfrey (NY).



## How well do you know your JWT'sers?

Thumb-Nail Sketch

PETER CAVALLO

(Chicago)



Here's one for the girls! Handsome, talented Cadillac-driving Peter Cavallo, Jr. He's 45 years old, looks like 35 and is still a bachelor. But perhaps the only reason for this uninteresting marital status is that Peter has just been too busy with the theatre, music, radio and television to have any interests outside of his work. No marriage -- not even any hobbies -- this fellow has really been on the run.

In 1923, at the age of 18, "Pete" was playing the trumpet and piano in orchestra pits for such legitimate shows as "Up She Goes" with Gloria Foy and Skeets Gallagher and "I'll Say She Is" with the four Marx Brothers. When he was 21, he was musical director of the Erlanger Theatre in Chicago. But, of course, he would take annual leaves of absence from the Erlanger to troupe with the American Opera Co. (Whew!) And all during this he kept up his studies at Northwestern and the University of Chicago.

After practical experience as Musical Director, Recording Supervisor and composer and producer for radio and motion pictures, Peter Cavallo, Jr., rushed to J. Walter Thompson-Chicago in 1945. And, strangely enough, he's been in an even bigger rush there than before. As Production Director of radio and television in the Chicago Office and as assistant to Hal Rorke, manager of Chicago's Radio and Television Department, "Pete" is still running, not walking, in his work. What does he do? Visit Chicago's Radio and TV department sometime and see for yourself what makes "Pete" run.

### Radio & Television Notes

More people get their news via the radio than via newspapers -- 38% more, and AM Radio also has a 4 to 1 lead over TV as a news source, according to a survey by Pulse, Inc. ... Broadcasting will have adequate facilities to operate during national emergency, says FCC Chairman Coy. ... CBS reports record gross time sales for 1950. In the face of a general down-trend in industry, CBS chalked up \$71 million in billings, a 12.2% increase over previous year. ... Over 7 million TV sets produced in 1950 -- according to preliminary estimates by the Radio-Television Mfrs. Ass'n. ... TV cost picture is discussed in Ad. Age (Dec. 11). In a special feature on broadcast advertising picture, it says, "Lightning changes in the cost picture almost defy calculation." Total cost of Texaco "Star Theatre" is given as \$60,000 per week for the hour-long show. ... More news programs being sponsored in wake of Korean War crisis. ... GI's to see kinescopes of top TV shows -- will be screened at most Army camps.

### People

HENRY GODFREY (NY) in Detroit today for Ford. MAURICE HANSON (NY) to San Francisco Jan. 19 on Pan Am. DON WIDLUND (NY) to Chicago on Ford Jan. 17 & 18. ADRIAN HEAD (NY) in Detroit tomorrow for Ford. ED STEFENSON & PHIL MYGATT (NY) in Montreal for Canada Lever tomorrow. JACK AHERN who has been in Rio Office for last 3 years has returned to NY Office. ARNO JOHNSON (NY) in Chicago Jan. 22-23 speaking before Newspaper Advertising Executives Ass'n. JULIAN WATKINS (NY) in Miami and Lakeland this week for Florida Citrus Comm. ETHEL HOLM (NY) speaks tonight on Layout & Design before Advertising Women's Club Survey Course at the Waldorf. STANLEY RESOR (NY) is one of the 25 members of the non-partisan citizens' group called the Committee on the Present Danger. This group grew from a casual after-dinner conversation last summer into an active group who refused to ac-

cept the inevitability of World War III. In the minds of the Committee the best insurance against war is: for this country to be adequately prepared, and, to work with all the free peoples of the world to be prepared as well. Some other members are: Dr. James B. Conant, President of Harvard; Harold W. Dodds, Pres. of Princeton; Robert G. Sproul, Pres., Univ. of Calif.; Tracy S. Voorhees, former Under Secretary of the Army; Robert P. Patterson, former Sec'y. of War; Lewis H. Brown, Johns-Manville Chairman; Dr. Vannevar Bush, head of World War II scientific program. JACK HORAK (SF) has been elected Secretary of Public Relations Committee, San Francisco Junior Chamber of Commerce. WANTED: Second-hand television set at about \$50. Please call Extension 489.