

# J. Walter Thompson Company News

CONFIDENTIAL BULLETIN FOR STAFF MEMBERS ONLY

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## THE PARKER PEN CO. (Chi.) Famous People Again Endorse World's Most Wanted Pen.

During 1947 and 1948, a brilliant procession of world-famous men and women of art, science and letters associated their names with the Parker "51" Pen in the pages of national magazines. However, after the first phase of Parker's introduction of the New "51," which included direct endorsements by 3 American notables, personalities were temporarily displaced by special emphasis on product features.

This year's campaign brings people and product features together. Pictured here is first color-page, Jan. 27, SatEvePost. The attention value of such significant names as Robert Gibbings, Carl Sandburg, and Betty MacDonald support challenging and (for Parker) unusually competitive headlines pointed directly at potential New "51" customers — people who already own fountain pens. To build positive identification for the New "51," feature is made of the inner "silvery sheath," the pen's most important visual evidence of being new. Parker's exclusive Aero-metric Ink System is highlighted.



## COMMON COUNCIL OF AMERICAN UNITY (NY) Another Volunteer Job.

J. Walter Thompson Company has agreed to assist the Common Council of American Unity in its program known as "Letters from America." The Council, a 30-year-old non-profit organization with headquarters in NY City, works for national unity and integration of newer population groups into American life. The "Letters from America" campaign attempts to encourage 35 million first and second generation Americans to use their letters to relatives and friends abroad as a means for spreading truth about America and to correct the distortion and lies of Communist propaganda.

## DOUGLAS AIRCRAFT CO. (LA) Announces Advertising Plans For 1951.

Last week, Douglas announced plans for an intensified domestic and international advertising program for 1951. The domestic program calls for 2 separate campaigns, the first a general consumer campaign which will appear in two, or possibly three, of the leading mass circulation magazines, and the second, an institutional campaign which will be carried in the domestic aviation trade and Service press and business type consumer magazines. The campaigns will get under way in the early part of February. The international campaign will continue much the same as in the past.

## THE SEVEN-UP CO. (Chi.) Hard Year For Soft Drinks, But Seven-Up Sales Continue Up.

1950, generally speaking, was a hard year for the soft-drink business from a competitive standpoint. Some unwisely retrenched their advertising appropriations because of a narrowing profit margin. Others with faith in their product expanded their promotional activities. Seven-Up was one of the latter and, as a result, showed its 20th consecutive annual sales gain. Advertising activities for 1951 continue in the leading national magazines and 169 Sunday newspaper comic sections, plus a selective list of trade publications.

## WINE ADVISORY BOARD (SF) 3 Leading Cheese Producers Back WAB's Wine-And-Cheese Promotion.

Kraft, Swift and Borden's have pledged all-out support of this year's wine-and-cheese drive, to start in mid-January and continue through the Lenten season. Branch managers, district salesmen and merchandising experts of cooperating companies will work with wine salesmen and WAB's field staff in securing nationwide store displays and merchandising support. Point-of-sale material ties in with WAB's current advertising theme — the California way of entertaining. Merchandising will be supplemented by WAB newspaper advertising in 145 metropolitan newspapers throughout the country.





J. WALTER THOMPSON CO. Newspaper Advertising Breaks Today--Fortunate Positioning In Fortune. For the second consecutive year, the J. Walter Thompson Co. is taking newspaper space, in addition to its usual business paper advertising, to present Arno Johnson's annual booklet analyzing the American economy and market potentials. Today, 1,505-line advertisements will appear in leading morning newspapers in New York City, Chicago, Detroit, San Francisco and Los Angeles, (signed by local J. Walter Thompson office in each city) as well as in Eastern and Pacific Coast editions of the Wall Street Journal. Headlined, "The Strength of Our Civilian Economy May Well Determine Our Military Strength," the advertisement features the booklet, "Marketing in a Defense Economy," and points out the market opportunities despite certain materials shortages. A second newspaper advertisement will appear in the same newspapers on Feb. 5. This advertisement will carry a coupon offering the booklet.

J. Walter Thompson's advertisement in the Jan. issue of Fortune appeared, very appropriately, in the middle of Fortune's "Business Round Up" section. It discussed market potentials for 1951 and featured the new booklet. A Fortune editorial on the opposite page also discussed the country's economy and marketing opportunities. Many letters have been received from people who obviously thought the advertisement was a Fortune write-up of the J. Walter Thompson booklet.

## Departments

### MEDIA A Re-Appraisal Of The Story Of The Pulling Power Of A TV Commercial.

The January 1, 1951, issue of this publication (page 2) reported Kraft's offer of a Cheese Classics booklet in the SatEvePost, Life and on the Kraft TV Theater, which pulled 15,967 returns when offered free in the 2 magazines and 23,102 returns when offered for 10¢ a copy in one announcement on TV. For the benefit of those who may be re-telling the story these additional facts are important.

The magazine advertisement was a double-spread, as shown at right, with two major featured dishes, 6 spot-lighted food panels, plus 3 other separate product illustrations. In one of the copy panels there was a buried offer of the free booklet.

On the other hand, the TV commercial that offered the booklet was 4 minutes and 18 seconds in length. It featured visually two dishes that were included in the booklet, mentioned the booklet 5 times, showed a woman thumbing through the booklet, then the same woman addressing the envelope and enclosing the dime for the booklet. It concluded with a slide of the address to which requests should be sent.



### NEW YORK OFFICE More Departments Move To New Space On 12th Floor.

Last week, the NY Office Library, long ensconced on the 11th Floor, moved to temporary quarters on the 12th Floor. Over the weekend, the Public Relations-Publicity Department followed suit, moving into permanent space in the West wing, 12th Floor.

In addition to these two departments, other groups that are now permanently located on the 12th Floor include: part of the Media-Research group under Miss Booth's direction; International; Outdoor; Legal; Treasurer's Office; Payroll; Accounting and Tabulating.

### OTHER OFFICES Something New Has Been Added In Detroit Office.

An innovation, termed "The George Richardson 5-Year JWT Detroit Club," came about recently with the discovery that when George Richardson reported to Detroit, Jan. 21, 1946, there were 25 employees there who are still with the office, therefore have now completed 5 years or more on the Detroit staff. In recognition of his contributions to J. Walter Thompson, the Club was named for George, and the Charter Members held a luncheon Friday, at which time he was named permanent President and presented with a hand-embossed plaque. Charter Members include: Norman Strouse, Ralph Breeding, Henry Burdick, Marian Dyar, Julia Eike, Joseph Feist, Leonard Hyde, Evelyn Fox, Jack Keenan, I.H. MacKenzie, Mary McKinley, E.J. Reeser, J. Cliff Roberts, Mary Louise Rose, Evelyn Ann Rutledge, Mack Thompson, Gladys Vollmer, Marvin Weeks, Donald Weitzmann, Thomas Johnston, Bartram Lewis, Chan Simonds, Verna Kahler, Mary Ellen Tappan and President Richardson.



## How's Business?

This feature is based on reports from the Company's Research Department and information received from Representatives.

If we add up the contents of the newspapers, trade papers, "dope sheets" and speeches, the sum is uncertainty, confusion and disagreement on the economic outlook for 1951. ... One advertising agency executive forecast at least a 10% decrease in total advertising volume in 1951 and quoted a well known publisher who had a similar opinion. Talks with other advertising leaders in New York bring forecasts of an 8 to 10% increase in volume. ... Chances are that the advertising pattern will be spotty with durable goods, more adversely affected than soft goods.

But these predictions seem quite certain for 1951:

Less durable goods for consumers as military orders bite more deeply into available materials and finished goods. .... Continued inflation -- rising prices. .... Lower unemployment with many women, retired people and youngsters coming into the labor force to meet urgent demands as draftees are inducted and production demands increase. .... Demands on our raw materials and military goods by Europe will mean increased export volume, but our demands for other raw materials and certain types of manufactured goods will keep imports at least at the high levels of the last half of 1950. .... Higher taxes -- both corporate and individual income, perhaps with forced savings added. .... Retail sales volume at least as great as for 1950 -- and probably greater in spite of decreased output of durable goods. .... Vast new industrial facilities will be added -- many of which can be readily converted to civilian production after the emergency period ends. .... Steel production has reached 101.8% of rated capacity -- but there will be definite shortages for consumers even if this rate can be maintained. .... Agricultural production will continue to rise with increasing mechanization to replace losses of labor to industry and the military services.

On the optimistic side are these facts pointed out by the N.Y. Times in an editorial on Jan. 15 -- "We have already achieved miracles of production over a ten-year period. The contrasts between 1940 and 1951 are, of course, accentuated by the fact that in 1940 we were producing below capacity, following a long period of depression, and that in 1951 we would be in a phase of high production and prosperity even though there existed no international incentive to exert ourselves. Our total real output is 50 per cent higher than it was ten years ago. Industrial output is 70 per cent higher. Agricultural production is 25 per cent higher. Eight million more people are at work. The nation can, by exerting itself, spend somewhere between \$45 billion and \$55 billion a year on defense and still have enough left for a decent level of civilian life."

Charles E. Wilson, defense mobilization director, on January 18, said: "The last ten years have shattered any idea that ours is a matured, established, limited and satiated economy. We have discarded the idea that we must recognize a ceiling on production, distribution or living standards. Men of business are not reluctant to push expansion for military purposes. Based on recent experience, they are confident that they can turn these new facilities to the public good in the happier days ahead."

Speaking before the Newspaper Advertising Executives Association in Chicago today, Arno Johnson (JWT-NY) will refute any need for austerity or cutting the civilian economy to bed-rock. He will remind his audience that the same kind of talk existed at the beginning of World War II, but the opposite proved true. An increased productivity, according to Mr. Johnson, will provide an advancing standard of living which will also act as a very effective counter-offensive against Communist propaganda. He will also say:

"To have both a strong defense and an increasing rather than a lower standard of living we need only to step up our production to the per capita levels that we reached during World War II. With only a minimum increase of 8% in production in 1951, for example, we can have over \$40 billion for defense and increase our standard of living at the same time. This is not a prediction, but it is an analysis of the real opportunity that America faces.

"Military needs must have priority over civilian needs. The control of critical materials and manpower will cause adjustments in civilian supplies and changes within the standard of living, but not necessarily any over-all lowering of the standard of living, providing we recognize and utilize our proven productive ability."



## Departments

**MEDIA** J. Walter Thompson Also Tops In International Magazine Advertising -- And Outdoor  
According to the Export Trade and Shipper annual advertising edition, which lists the relative standings of U.S. agencies in terms of pages placed in international magazines, J. Walter Thompson Company is in first place for 1950 with 1,373 pages -- 50% more than placed by the second-ranking agency. Export Trade and Shipper does not give the standings of the various agencies in terms of dollar volume of advertising placed, which is the obvious measure of an agency's foreign business. J. Walter Thompson has been first by this yardstick for many years.

On Dec. 11, the J. Walter Thompson Company News reported that the company was tops in 3 out of 4 domestic media -- magazines, newspapers and television (4th in radio). It has just been reported that J. Walter Thompson, for the 9th consecutive year, is also first in outdoor volume for 1950 with estimated billings of between \$8 and \$8½ million. The runner-up agency had estimated billings of nearly \$6 million.

**OTHER OFFICES** New Radio Newscast Show Makes Debut In Mexico.

Walter Thompson de Mexico has been appointed by the U.S. Embassy to produce a weekly news commentary broadcast. The program, which started last week, gives news information à la March of Time style.

**MOTION PICTURES** 276 Million See Ford Films.

During 1950 J. Walter Thompson produced for the Ford Motor Company 26 theatre screen advertisements in color on the 1950 and 1951 Ford and six black-and-white Ford truck films. ... These films made available to the Ford Dealers played in 4,404 theatres for a total of 85,350 weeks of screen time and reached an audience of 276,424,471.

### Do the English Speak English?

In making a survey of the number of English-speaking people in the J. Walter Thompson Company's various offices around the world, an inquiry was inadvertently sent to the London Office! It brought this reply from Roddy Keith:

"In replys to your steamed enquirys I very regrets not one in our staff spiks English, bot 341 of us is lerning as fast as we cans.

"So loong.

"P.S. Mr. Saunders seys, how manys of your staff spiks English, plees?"

### Topics for Conversation

MATERIALS RESTRICTIONS AFFECT APPLIANCE INDUSTRY BUT ADVERTISING PLANS CONTINUE.

Jan. 12 issue of Tide carries a good round-up article on advertising plans of various members of the appliance industry whose production will be curtailed.

AD. AGE PRAISES "PAINTING" THAT WAS A PHOTOGRAPH.

"Creative Man's Corner," Jan. 8, praises Eastman Kodak's Christmas advertisement: says that it was "not a photograph -- but a painting" which choice was "wisely elected" because "it is doubtful that the scene depicted could have been portrayed with more fidelity by the use of photography" -- (and it was a photograph!) WORLD SERIES TV RIGHTS FOR 6 YEARS sold to Gillette

Safety Razor Co. FAVORITE MALE & FEMALE VOCALISTS ARE BING CROSBY AND DINAH

SHORE, says Gallup survey. Runners-up included Perry Como, Dennis Day, Jeanette MacDonald, Kate Smith, Jo Stafford, Doris Day, Lily Pons, Nelson Eddy, Frank Sinatra, Vaughn Monroe. TRUMAN POPU-

LARITY DROPPED TO 4-YEAR LOW IN DECEMBER.

Another Gallup survey shows that 36% approved his job as President, while 49% disapproved. BEC'S BAN ON RADIO COMMERCIALS TO CONTINUE. Government Committee finds "no case" for relaxing rule in Radio & TV. TWO CLIENTS COOPERATE -- JWT-Atlanta worked out an arrangement whereby Ford Dealers in Jacksonville district are erecting 5 "Welcome to Florida"



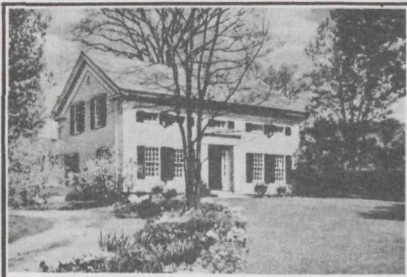
Orange painted bulletins on highways entering Florida. TEMPERATURE'S EFFECT ON BEVERAGE CONSUMPTION: Recent research findings

by the Tea Bureau show that for each 10 degree increase in temperature, consumption increases about 1% for beer, 1½% for carbonated beverages and 4% for iced teas. STUDENT NURSE RECRUITMENT PROGRAM SUCCESSFUL - This program, which J. Walter Thompson-NY produced as a volunteer service, resulted last year in the recruitment of 44,185 student nurses, the largest number of recruitments in any peacetime period.



## Campaign of the Week

DEVOE & RAYNOLDS COMPANY, INCORPORATED  
(New York)



**In Concord, New Hampshire,** it is estimated that this house would cost about \$100,000 to paint with two coats. With Devco ONE COAT House Paint it costs about \$40,000—a savings of nearly 60%... and lasts as long as two ordinary coats!

## How to repaint your house...

and save enough for a new television set

Every so often a new development happens in the home maintenance field which is of primary importance to home owners. Now DuPont ONE-COAT House Paint—made by America's oldest paint manufacturer—is a shining example of such a development.

Decor scientists have found a way to pack more whiteness units into a gallon of paint than ever before possible. Over double the whiteness units of ordinary paints and this makes it possible for you to repaint your house a dazzling white with just one application. The savings in repainting costs add up to hundreds of dollars—enough to buy a new television set.

Also—DuPont ONE-COAT House Paint lasts as long as any ordinary two-coat paint. As a matter of fact, it's been successfully tested on thousands of homes during the last 15 years.

For more information on this new paint, write to the Classified Telephone Directory. He'll be glad to give you names of reputable painting contractors who use DuPont ONE-COAT House Paint. For all painting, you get best results with a "Superknox" Brush.



You see here one example of how the proper use of Devco Triox and Bluxton paint can lengthen up any home. Devco's FREEE Insulther, "90 Color Solutions for White Homes," shows smart color combinations for all types of white homes—new or existing. Write for your FREE copy today—address Dept. 58, Devco & Resonable Company, Inc., 280 First Avenue, New York 17, New York.

## 1951 PLANS

A new identity design, a versatile advertising campaign and a dynamic Public Relations-Publicity promotion are the basis of the Devoe & Raynolds drive for 1951.

## BEHIND THE SCENES STORY

Problem # 1 was to develop a device that would tie the name Devoe closely to its trademark, which emphasizes the fact that the business is 197 years old. The answer was a

simple diamond-shaped design incorporating the trade-mark and the words "Devoe Paint" in white letters on a red background. (See below, left.)



In early summer of 1950, well in advance of all schedules, plans for the entire 1951 national magazine campaign were formulated. They called for a schedule, with real frequency, in Better Homes & Gardens and SatEvePost, plus advertisements in House & Garden's special color editions. Some were to be single column, black-and-white, headlined, "DEVOE POINTERS for home painters." (See below, right.) Others were to be 4-color pages on Devoe's revolutionary new product -- the One-Coat House Paint, a white house paint. (See above, left.)

## SITUATION CALLED FOR FAST SWITCH IN ADVERTISING PLANS

June 25 saw the Korean invasion, and subsequent weeks brought apparent product shortages occasioned by unprecedented wartime demand. Devoe's advertising plans remained set, regardless, until a shortage of titanium (a chemical particularly important in white paints) appeared.

Because it was deemed inadvisable, as a result of the titanium shortage, to push the One-Coat House Paint, the J. Walter Thompson Co. quickly developed advertisements featuring the use of color to replace the pages on One-Coat Paint.

The advertising, which is now ready for use in early Spring, features Devoe & Raynolds' famous Library of Colors and offers the attractive kit (200 actual color samples) and accompanying booklet. Essence of the copy story is how to use color effectively "if room is too small ... too large ... too dull; if ceiling is too low." (See above, right.) If the product situation improves, the original One-Coat advertisements will be run next Fall.

## BLACK-AND-WHITE CAMPAIGN GOES UNCHANGED



The single-column black-and-white copy entitled, "DEVOE POINTERS for home painters," tells readers HOW TO DO THINGS. (See right.) A sizeable newspaper schedule using adaptations of magazine advertisements will be run in selected markets. These will feature one product, but will also push other items in smaller panels.

## PUBLIC RELATIONS - PUBLICITY PROJECT

In addition to the usual flood of publicity, the J. Walter Thompson Co. developed for D&R the Devoe Home Decorating Institute, which supplies information and literature to editors and individuals on request. This is the only organization of its kind in the paint field and has helped establish Devoe's leadership in the paint industry. Over 23,000 releases on the Devoe products were sent out last year by the Department, which also prepared radio scripts for 1,101 broadcasts and developed 40 special radio and TV programs with D&R executives as special guests explaining the products.





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

### Thumb-Nail Sketch

HAROLD A. WILT

(New York)



Anyone who confers with Harold Wilt about media selections for a business paper schedule is apt to make a wrong guess about Harold's hobbies.

As head of the J. Walter Thompson-Business Media Department, N.Y. Office, Harold can talk with amazing factual precision about the relative merits and demerits of business magazines — the comparative values of their editorial contents, classifications of readers, types of circulation — paid, free or controlled. You might think that he spends all his leisure time at home reading Standard Rate & Data. How else could he acquire such an encyclopedic comprehension of business magazines?

How he does it is a mystery, because he lives quite normally, over in Ridgewood, N.J. His hobbies are tennis, gardening and his granddaughter Linda. He also likes to bowl on the green at Buck Hill Falls, Pa. (One of these days he'll run into Bob Booth, whose bowling-on-the-green hobby was revealed in a recent "Thumb-Nail Sketch.")

Harold seems to have specialized in working for big agencies. His first job in advertising was with N.W. Ayer in Philadelphia (his home town), where he worked for 14 years in various department. Ten years ago he joined BBD&O in N.Y.C. as space buyer for business paper accounts. At J. Walter Thompson, N.Y. Office, which he joined in April, 1944, he has the same responsibility on a larger scale. In 1949 the Company placed more business paper space than any other agency.

Among clients and agency men, and even among space salesmen and publishers, Harold has the reputation of being one of the most fair-minded space buyers in the business. You get some idea about that from the positions he holds in the extra-curricular hours: for two years Chairman of the N.I.A.A. Committee on Media Practices; and a member of the 4 A's Committee on Business Papers, through which he initiated the successful movement for standardization of colors.

Harold and his wife, Clara, have two children -- Robert and Marcia, both employed in business, and two-year old granddaughter, Linda, whose main job right now is entertaining Harold.

### People

PAUL MERKLE (NY) has been named head of the Outdoor Dept., NY Office, succeeding Matthew Hufnagel who is now living in Florida and representing the Company on a part-time basis in the Southern area. Mr. Merkle joined J. Walter Thompson in 1947 as Mr. Hufnagel's assistant. He has been in Outdoor advertising for 21 years, much of this time with the National Outdoor Advertising Bureau. LINNEA NELSON (NY), Radio and TV time buyer, is retiring March 31 after 23 years with the Company to become "just a housewife." JAMES TASKER (Port Eliz.) is in the NY Office for a 3-weeks' refresher course after which he will take up his new assignment in office of the JWT Correspondent in Frankfurt, Germany. SHIRLEY WOODELL (NY) in Mexico City and mid-West this week on Pan Am business. BENJAMIN HOLDSWORTH (NY) in Chicago & Peoria Jan. 22-25 for Libby and Caterpillar. JAYNE SHANNON (NY) in Monroe County General Hospital, East Stroudsburg, Pa. with a broken leg -- skiing! FRED GRAY (Det.) reports tomorrow as an Army Public Information officer at Ft. Eustis, Va. "SANDY" GUNN (Chi.) leaves today for Los Angeles for Swift. ROBT. SHIREY, ARNO JOHNSON &

KELSEY DENTON (NY) to Georgia Jan. 28 for Scott. JOHN HOSCH (NY) touring mid-West for Ward Jan. 24-Feb. 2. EZ-RA McINTOSH (NY) to Memphis for Johns-Manville Jan. 28-31. ADRIAN HEAD (NY) was the long-sought author of the copy written for the volunteer Group Prejudice campaign as advertised in Jan. 8 issue of JWT News. He wrote this before he spent 6 months in Mexico Office. THE WILLIAM PERRYS (NY) welcomed baby Judith Lynn Perry on Dec. 16. RACHEL NAHMIAS (NY) was married Jan. 7 to Morris Warshal. STAN MARSH (NY) to Chicago for Atlantis Sales Jan. 25-27. GLORIA WEIL (NY) is engaged to Lt. Mark Ellis Jones. DON FRANCISCO (NY) appointed to Advertising Commission of the Advertising Assn. of the West. STAN MARSH, ROBT. McDONALD & WM. RESOR (NY) to Rochester for Atlantis Sales Jan. 22-24. R.A. MOTT (SF) in NY Office Feb. 1-26 on Shell. ARTHUR FARLOW (Chi.) in NY Office Jan. 31 & Feb. 1 on Kraft. JOE BURTON, OTIS CARNEY & PETER CAVALLO (Chi.) in NY Office last week for Norge.