

J. Walter Thompson Company News

CONFIDENTIAL BULLETIN FOR STAFF MEMBERS ONLY

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NEW BUSINESS

J. Walter Thompson has just been appointed by Atlantis Sales Corporation to advertise another of its products — a new one, to be called FRENCH'S WHITE SAUCE MIX. It is used on fish, boiled beef and vegetables. J. Walter Thompson is studying the product and the market and developing plans for a test campaign in 4 cities. ... This makes the ninth product in the French's line that is advertised by Thompson.

A newly formed all-Canadian company, the Canadian Salt Company, Ltd., has purchased both the "Windsor" salt business heretofore operated as the Salt Division of Canadian Industries, Ltd., and the salt business of Alberta Salt Company, Ltd. ... The J. Walter Thompson Company, Ltd., Montreal, which has been directing "Windsor" salt advertising since 1936, has been appointed to serve under the new ownership.

LEO J. MEYBERG (SF) San Francisco Office Scores Scoop For RCA-TV.

With the MacArthur arrival in San Francisco on April 18 producing public interest exceeding all expectations, Leo J. Meyberg Co., RCA-TV distributor, scooped the field with full-page advertisements in that afternoon's "extras" and the next morning's newspapers, hitting a new high for timeliness and impact.

Headlined, "When MacArthur Arrived...Were You Crushed in the Crowd...Unable to See?" the advertisements featured an actual MacArthur parade scene to heighten and dramatize the direct in-junction-to-buy in order to "See MacArthur Reporting to Congress on Your Own RCA Victor Set This Week-End."

Copy was written while the parade was actually in progress outside the office windows at 10:00 A.M. At 11:00, copy was cleared with client as MacArthur proceeded up Market Street, and final copy was delivered to newspapers at noon.

PENICK & FORD LTD., INC. (NY) Special Campaign In New England.

In a concentrated newspaper campaign, which began April 12 and will run for 8 weeks in the New England area, Penick & Ford reminds consumers that Vermont Maid is the leading seller of maple syrup in New England. Campaign theme is that for centuries New Englanders have known real maple sugar flavor — therefore prefer Vermont Maid.

STUDENT NURSE RECRUITMENT (NY) Goal Of 1951 Volunteer Campaign Is 50,000 Nurses.

The Student Nurse Recruitment campaign for 1951, the 7th such campaign prepared by J. Walter Thompson in co-operation with the Advertising Council, will be released next month. ... Objective is to induce 50,000 girls between the ages of 17 and 19 to enroll for 3 to 4 years of nurse's training. Since advertisements are directed at girls whose young men are entering the armed forces, major appeal is contemporary training.

While he's in training...



HOW WILL YOU HELP YOUR COUNTRY?

NURSING needs YOU for a National Emergency!

SPONSOR'S NAME

Newspaper campaign material consists of 15 advertisements ranging from full-page to drop-ins, distributed to 1800 dailies and 5000 weeklies. Radio and TV are planned, April through August. Outdoor space consists of 4000 boards during May. Transportation advertisers have provided 9000 3-sheet boards to carry the advertising for 4 months starting in June, plus at least 25,000 car cards. Collateral merchandising has also been produced for nurse recruitment centers. ... Since 1943 Thompson-prepared recruitment campaigns have always made or exceeded the campaign quota. In this period, 376,970 student nurses have enrolled.

When MacArthur arrived
...were you crushed in the crowd
...or sitting at home UNABLE TO SEE?



...or did you see the great drama on RCA Victor TV?

Make sure the dealer you see
shows you RCA VICTOR TV!

WHICH PLACE CAN YOU FILL
in the national emergency?



SPONSOR'S NAME

MEDIA Newspaper Circulation And Cost -- 1940 And 1950.

Like other commodities in the past 10 years, newspaper line rates have shown a marked increase. In spite of this, the over-all milline rate, which measures the cost of reaching a reader, has increased only slightly. The explanation lies in the substantial increases in total newspaper circulation. While the line rate rose 45%, circulation jumped 43%. Hence, the milline rate rose only 3% -- from \$3.32 in 1940 to \$3.41 last year.

The largest increase in circulation during this period was made by papers having 500,000 or more circulation. While this group consisted of 5 papers and 12% of total circulation in 1940, it had grown to 13 in number with 20% of U.S. circulation in 1950. At the same time, papers with under 50,000 circulation were declining both in quantity and in share of total circulation. These changes are significant in that they mean the milline rate increase of 3% applies only if all newspapers are used.

If, for example, a client bought a 100-line advertisement in every U.S. daily newspaper, it would cost \$17,926 and reach 52.5 million people. Yet, by using only the papers with 200,000 or more circulation, nearly half this circulation of 52.5 million people can be purchased for one-quarter the cost. Reason: as circulation increases, milline rate decreases. ... The trick is to combine -- within budgetary limits -- maximum coverage at minimum cost.

MEDIA New Yorker Rate And Circulation Changes -- American Weekly Adds St. Paul.

Beginning with the issue of August 4, the New Yorker's circulation guarantee will be raised to an average of 300,000 copies per week, with a B&W page rate of \$2,225. These changes represent increases of 10,000 copies in rate base and \$150 in page rate.

On July 1, the St. Paul Pioneer Press will become the 23rd Sunday newspaper to distribute the American Weekly. There will be no increase in the present rates.

COPY RESEARCH Effective Mail Order Advertising.

Response to Mail Order Advertising in magazines and newspapers is surprisingly low. According to Vic Schwab at recent Copy Research Council meeting, seldom more than one-half of 1% of a publication's circulation responds, even on full-page advertisements.

To get more inquiries, says Schwab, make it clear that an inquiry involves no obligation, mention inquiry-offer early and prominently; use display line above coupon, playing up the offer; put selling copy into the coupon itself and tell first what inquirer is to get, not to do; picture offered product prominently and use greater amount of copy describing it; if a free booklet, title it suggesting useful information, referring to specific pages and get an expert to write it. ... In testing, always over-space. You can do more justice to your copy appeal and may well disclose a broader market than anticipated. Put best foot forward: finding out early will gain money later.

OTHER OFFICES San Francisco Office Holds Quarterly Staff Meeting.

The third in a series of quarterly general staff meetings was held last week in the J. Walter Thompson Company's San Francisco Office. Two sessions were needed to cover the 100% attendance stimulated by prior meetings. Object of the meetings is to keep all staff members informed on current account trends and new business activities.

Fred Fidler, Pacific Coast Manager, presented a review of regional operations for the year 1950 and the first quarter of 1951 and outlined the business outlook for the forthcoming months. This was followed by open discussion of possibilities for expanding business on current accounts and new business prospects and opportunities.

Topics for Conversation

NEW PICTURAMA IN 12TH FLOOR-NY RECEPTION ROOM. Going up tomorrow is the second 20-foot long illuminated "Picturama." It is devoted to the all important subject of summer vacations. Seven transparencies will illustrate some of the more famous vacation spots. WASHINGTON, D.C., HOTEL RESERVATIONS DIEFICULT TO OBTAIN. That office reports that because of international crisis, on top of fact that Washington is a tourist city, any requests for reservations must be made as far in

advance as possible. O'MEARA'S BOOK ON BEST SELLER LIST. "The Grand Portage," by Walter O'Meara (NY), was listed April 22 in the Herald Tribune's Best Seller list. DETROITERS LEARN FIRST AID & TYPING. 38 staff members in Detroit are enrolled in 9-week Red Cross First Aid course; 24 in 4-week elementary typing. DETROIT OFFICE WORKING ON CITY'S 250TH ANNIVERSARY PLANS. All types of promotional material is being developed. City's entertainment activities to culminate July 22 in special week of ceremonies.

Campaign of the Week

SHELL X-100 MOTOR OIL (New York)

BACKGROUND

Since Shell X-100 Motor Oil first came on the market and was advertised through J. Walter Thompson Company in 1940, the product has progressed in pace with motorists' interests and needs. In 1940, the new product contained "X" safety factors for protection at sustained high speed on the new super highways. Continued research disclosed the need for additional protection of another kind — against the biting acid, destructive to metal, created by a "cool" engine in the usual on-and-off driving.

By 1948 Shell Research had the answer to this problem, and Shell X-100 was able to announce a new "X" safety factor which counteracts acid action, major cause of engine wear. This basic story was given a new illustrative approach in the following years.

NEW 1951 CAMPAIGN

Last week, in full color pages in Life and the Saturday Evening Post, Shell X-100 Motor Oil advertising appeared in new and startling form. Progress of Shell Research in combatting acid action had advanced to the point where Shell was able to advertise Shell X-100 as a new motor oil with safety factors which neutralize acid — cause of 90% of engine wear.

THE DEMON AND THE ARTIST

The idea of an engine making acid calls for a picture: "This I must see!" Art directors, Representatives and Copy Writers at last came up with the new illustrative thought. Boris Artzybasheff, perhaps best known as a Time Magazine front cover artist, delightedly unleashed his flair for the fantastic. Resulting demons leer at a vial of poisonous liquid held by a hand protruding from an engine. With variations of color and composition, these elements will continue through the campaign. (One of our quipsters, of course, calls Artzybasheff's creations "Genii with the light brown wear.")

POSTERS, RADIO, NEWSPAPERS, DEALER ACTIVITY

Pre-publication dealer meetings revealed the appeal of the new copy story and art treatment with the men who promote and sell Shell X-100 in their own stations — "something we can really go to work with!"

24-sheet highway posters, dealer newspaper advertising, radio spots, station posters, and collateral material will supplement the national magazines to make "dat ol' debbil acid action" a familiar menace to car life and performance.

Thompson Co-operates with U.S. Government Defense Bonds Drive

In conjunction with their announcement that holders of matured (10 years old) U.S. Savings Bonds — now Defense Bonds — can continue to hold them for an additional

ten years at full interest, the U.S. Treasury is engaged in a special drive to increase bond purchases. Facilities are available to all J. Walter Thompson staff members in the U.S. for purchasing Defense Bonds through Company payroll deduction plans. Those who are not now enrolled may wish to start saving regularly by this automatic method.

For the eighth consecutive year, J. Walter Thompson-New York, as an Advertising Council volunteer, is preparing the bond advertising for farm newspapers and magazines. At left is one prepared for the 1951 campaign. Copy points up the wisdom of saving now for farm and home improvements, emergencies, vacations, travel and retirement.

NEW alkaline Shell X-100 Motor Oil neutralizes Acid Action

It's not friction but acid action that causes 90% of engine wear! To neutralize the harmful effect of the gas or water of acid formed in average daily driving, Shell Research has produced an alkaline motor oil—Shell X-100. Fortified with alkaline "X" safety factors, it neutralizes the acid action, protecting the life of your engine.

The new Shell X-100 is a Premium Motor Oil. It is a Heavy Duty Motor Oil. In addition, it possesses cleaning factors which help prevent deposits that would foul your engine. Shell X-100 is the finest motor oil money can buy. Let your Shell dealer give your engine the protection of this new alkaline Shell X-100 Motor Oil today.

It's Incomparable!

"Our dream house is growing by leaps and bounds!"

Buy U.S. DEFENSE BONDS

SPONSOR'S NAME



How well do you know your JWT'ers?

Thumb-Nail Sketch
WILLIS M. CARPENTER
(Detroit)

A confirmed Chicagoan for many years, his activities in the last seven have convinced Bill Carpenter he has turned into a suitcase with legs!

After joining J. Walter Thompson's Chicago Traffic Department in the summer of 1944, Bill was transferred in January 1945, to Detroit as Office Manager and Head of the Traffic Department. Later in '46, Bill was assigned to the Ford Dealer Fund operation and in December of that year traveled to Cincinnati to open an office there and serve the Cincinnati and Louisville District Ford Dealer Advertising Funds. Just for good measure, the Indianapolis District was added to his list a year later.

Not wanting this twentieth century Gulliver to become too settled in his ways, J. Walter Thompson uprooted him last Spring and sent him on his way to Kansas City to serve the Ford Dealer Advertising Funds of the Dallas and Kansas City Districts and to represent the Company with Ford's Southwest Regional Office.

In between transfers and numerous field trips, Bill settles down with his wife Althea and two girls, Nancy, 9, and Jeannie, 5. His family is his No. 1 hobby, followed by an occasional game of golf, reading and, in his own words, "a modest game of poker."

After getting his Ph.B. at Loyola, Chicago, in 1928 and before joining J. Walter Thompson, Bill became proficient in the Graphic Arts field as a salesman and in the production departments of 3 Chicago advertising companies. For variety he also spent six months with the Ordnance Department at the Erie Proving Grounds in Ohio.

This past Fall (to relax from his many jaunts!) Bill and his wife sailed on the Queen Mary for a 3 weeks' vacation in Europe, flying back in time for Bill to say "hello" to the kids, pay off the nurse and fly to Detroit for a Ford Dealer Representatives' meeting.

In the travelogue mood, we now leave Willis M. Carpenter slowly sinking into his glad-stone, muttering, "Deal me out, fellas, I've got to catch a plane!"

People

At the 4A's convention last week, Edward Wilson (NY) participated in a panel itemizing the various steps in preparing TV live programs and films and indicating the ideal breakdown of which items should be charged to the client and which borne by the agency. ...George Reeves (Chi.) gave a progress report concerning the interchange of objectionable advertising. ... Jack Thayer (NY) stole the show during the Advertising Councils presentation with a rendition of his own radio "talking songs" promoting the Hoover Report. ... Wallace Elton (NY) assisted in a presentation of advertising art work.

MESSRS. STEVENS, REED, O'GRADY & COBURN (NY) in St. Louis May 5 for Brewers Foundation. To Boston for J.B. Williams convention: SAM MEEK (NY) May 1 & 2, TED WILSON (NY) Apr. 30-May 3. ARNO JOHNSON (NY) to Miami May 2-7 for Inst. of Life Insurance. MORLEY DAVIES (Denver) left last week on 3,000 mile trip through Colorado, Utah, Montana, Idaho & Oregon calling on Ford Dealers and checking outdoor boards. J.E. JACOBS has joined the Public Relations staff in Chicago. ROLAND WENTZEL (Cape Town) back in home office after 4 weeks in NY and 1 week in London Office. HENRY STEVENS (NY), a Director-at-Large of 4A's, last week was elected to the Operations Committee. EVAN PETERS (SF) to serve on Univ. of Cal. high school press conference May 3, presenting advertising point of view. RALPH BREIDING (Det.) to

Speak at Univ. of Michigan's School of Art, Texture & Design May 2. R.A. MOTT (SF) left last week for 6-week trip to Siam & points East on Pan Am. FRED FIDLER, GURDEN MOOSER & ROBERT HINK (SF) attending Friden Calculating Machine Co. sales convention at Del Monte this week. ED HOFFMAN & KEN STEADMAN (Det.) on Naval Reserve training duty Apr. 22-May 6. Newcomers in SF Office include: MARJORIE ADAMS (Copy); MELVA MALONE (Public Relations) & SUE RAISIN (Research). PRESTON PHILHOWER (SF) elected an Associate Member of world-famous Bohemian Club. FRANK POWERS (NY) was a discussion leader at recent meeting of Type Directors Forum. CHARLES GARDNER (NY) is father of baby girl, Nancy Ann, born April 17.

SEND NEWS ITEM TO JEAN HURLEY, EDITOR,
BEFORE MAY 3.