

# J. Walter Thompson Company News

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## SCOTT PAPER COMPANY APPOINTS THOMPSON FOR NEW PRODUCT PUBLICITY

J. Walter Thompson Company-New York to serve as public relations-publicity counsel for 2 new Scott products, Scott Windshield Wiper for automobiles and Scott Industrial Wipers. Advertising campaigns are also being prepared.

## KRAFT MAKES THE MOST OF A GATEFOLD SPREAD -- Chicago

In the September issue of Better Homes & Gardens, Kraft uses the magazine's gatefold spread in a brand-new way. The spread and perforated recipe folder which fits into the regular BH&G Cook Book has long been available to one advertiser a month. Until now, advertisers used the space for splashy announcement advertising.



After studying the magazine's own editorial successes, Thompson recommended a totally different use of the space to tell the many "soup-to-nuts" uses of Philadelphia Brand Cream Cheese. Recommendation was based on these facts: 1.2 million women clip the perforated recipes regularly; there are now 4.5 million BH&G Cook Books in use; the magazine's food-service editorials have extremely high readership. Concluded Thompson: speak directly to loyal readers in a way they know best.

The Philadelphia Brand Cream Cheese advertisement follows the editorial techniques as closely as possible in layout, typography, copy approach and illustrations. Although the product has strong identification, the package isn't visible until the spread is opened out (above). All the reader first sees, in fact, is an editorial lead-in on the left side; 6 recipe panels on the right (not shown above). A second gatefold for Philadelphia Brand, captioned "Entertaining Ideas," will appear during the holiday season.

## AMERICAN TRUCKING ASS'N. BUYS PAGE IN TIME TO REBUKE TIME -- & Debate Is On -- Chicago



Time's Aug. 10 issue carried an article, "Trucks On The Road." American Trucking Ass'n. took issue with it, found reporting errors, requested Time to correct the damage. Time's editor offered the "Letters" column and was turned down. Upshot was the American Trucking Ass'n. bought space in Time to quote and correct Time's misstatements. The all-type page ran Aug. 31 (see right). Subhead: "Your opportunity to read this message testifies to the moral courage of Time's management. They have agreed to run this copy although they can't possibly like the harsh things it says about a particular piece of Time reporting..."



What no one knew, until the issue hit the stands, was that Time's editor had run a rebuttal of the advertisement on the opposite page (left). And so the reader is left to draw his own conclusions from this open debate between Time editors and American Trucking Ass'n. Both client and Thompson feel, however, that the public is better informed now than if the Time piece had gone unanswered.



## RECOMMENDED READING

An Introductory Bibliography of Motivation Research, published by the Advertising Research Foundation and available on request to the Newsletter, NYO. This 27-page book, a guide to behavior, launches "open season on the consumer," says Business Week. ARF hopes to help determine how people spend money and what makes them buy one brand over another. Other books will follow, but this first one culls 160 works out of 2,000 surveys in psychiatry, cultural anthropology and related fields. Titles range from "The Story of My Psycholanalysis" to "Personality of Obese Women." Printers' Ink heartily recommends this book to copywriters.

Printers' Ink's 3-part magazine advertising series, beginning Sept. 18 issue. Part I: a status report on magazine advertising and trends, plus an historical synopsis of the industry. Part II: an impartial look at the medium, based on an interview with Ben Donaldson, director of advertising and sales promotion, Ford Motor Co., who cites the medium's 4 major advantages. Part III: 9 pages of case histories, objectives, details, results of major magazine advertising campaigns.

## DRUG STORE SALES TOP \$4 BILLION

Drug Topics survey shows that total U.S. drug stores sales in 1952 topped \$4 billion, a 3.7% increase over 1951. Drugs contributed 27.6% of the total; health and beauty, 25.75%; fountain, 13.14%; candy and tobacco, 14.78%; others, 18.73%.

Of nearly 2,000 consumers interviewed by the Toilet Goods Ass'n., 1,163 named drug stores as top toiletry source, mainly because of convenience, stocking of brands and variety of products. Drug Trade News points out, however, that the dominance of drug stores can provide "no more than temporary satisfaction since drug stores got their heaviest backing in the older-age groups, with the young seemingly swinging to other outlets" (notably supermarkets).

## POCKET SLIDE-RULE SELLS STEEL TO SEASONING

Dial ink — get ink's eradicator. Dial miles — get miles-per-gallon. Dial grapefruit — get its caloric value. Pocket slide-rules of cardboard or plastic make simple sense of statistics these days. Perrygraf Corp. of Maywood, Ill. specializes in producing such slide-rules for salesmen, engineers, manufacturers and distributors to boost sales and sometimes even to act as engineering aids. The gadgets think for you; you just dial the answers. A Toronto office client, Ac'cent, used a "Costolator" (NEWS, April 20) to calculate reasonable food costs per portion; distributed them institutionally and was hailed for making an important contribution to the food service field.

Skelly Oil hiked gasoline sales 21% with miles-per-gallon calculators used as station give-aways. Thor Corp. offers housewives a stain-removal dial chart. The C&O Railroad replaced its timetables with a pocket slide-rule. Westinghouse found that a single slide-rule replaces their 400-page engineering handbook for estimating cost of installing refrigeration cases in meat departments. Other users include DuPont, General Electric, General Motors. Cost ranges from 3¢ for a simple cardboard slide-rule, to \$3 for durable vinyl plastic, leather-cased models (already used by a top insurance firm in calculating risks).

## **Topics for Conversation**

### COLOR TV HAS ITS "SELLEVISION" DEBUT

late this month when Frank H. Lee Co. uses theatre-size, closed circuit color TV to preview its spring hat collection at the Hotel Plaza, N.Y. IT'S SAFER AT WORK THAN AT HOME, says U.S. Steel, whose insurance records show that 17 out of every 1,000 employees suffer lost-time accidents during home hours each year, compared to 6 out of every 1,000 on the job. GOOD NEWS FOR EARTH-MOVERS, "in Heaven these days" says Investor's Reader, what with some \$3 billion or so going into new U.S. roads annually. MORNING SHOPPING IN FOOD STORES DYING OFF. Retailers

predict that by 1957 most stores will be open from noon to 9 pm; longer on Saturdays. 1952 U.S. ADVERTISING VOLUME topped \$7 billion, an 11.3% gain over 1951. TV & RADIO DON'T DOOM NEWSPAPER READING, according to a Pittsburgh study of adults of all classes. It included 80% housewives, 95% of whom read evening newspapers; 94%, Sunday papers and 54%, morning papers. 78% of homes surveyed were TV homes, averaging 6 daily viewing hours. THOMPSON-NY TERRORS play McCann-Erickson for League Championship tomorrow.



## NINE YEARS OF RESEARCH PAY OFF

✓ Pond's Extract Company -- New York

Now...a lotion

# Scientifically years ahead

Amazing effects right away!  
Chapping goes quickly...  
Redness fades out...  
Pain calluses reduce...  
Rough elbows soften, whiten...

GIVE IT THESE HAND TESTS



Angel Skin  
by POND'S



The research began in 1943. Its purpose was to find a hand lotion that does all the things women require of a lotion.

After 7 years of research, Pond's and skin specialists found an ingredient like the type hospitals use to promote healing of open wounds. After 2 more years of clinical tests, the final formula proved that Angel Skin was ready for market.

In 1952, Angel Skin was distributed, advertised and sold in 5 test markets. In 4

months it captured 25% of leading brand sales. Repeat sales were extremely high. Nine long years of research paid off. Now Angel Skin's national introductory campaign has the largest advertising appropriation ever put behind a new Pond's product -- \$1 million. Pond's is so certain they have a lotion completely new and good and marketable that they are confident Angel Skin will become the leader in the hand lotion field.

### SCIENTIFICALLY YEARS AHEAD

Research proves that irritation from soap and detergents is the major cause of dry skin. Because they have an alkaline characteristic, their effect cannot be neutralized by lotions with the same base. Angel Skin's formula contains a slightly acid pH -- a characteristic of natural skin oils. It thus counteracts the drying chemical action of soaps and detergents; in fact penetrates to nourish and replenish skin oils. Other advantages: contains no gummy filler, so cannot leave a sticky or greasy coating...dries quickly...dissolves ragged skin and cuticle...has good aroma and texture.

With such a different product, Pond's felt the usual emphasis on beauty would not set the product far enough ahead of competition. The campaign theme concentrates on medicinal, scientific advantages. This treatment allows such competitive copy claims as: "Angel Skin actually heals chapped skin"...."prevents soap irritation"..."restores normal color and softness to coarsened elbows and heels." Supporting these claims are spot diagrams of Angel Skin's medicinal action. Early advertising (above) will concentrate entirely on this; later advertising will add a touch of glamor.

### THE MEDIA & MARKET

70-80% of all U.S. women of all ages, incomes and geographic areas use a hand lotion regularly. Nearly half of these own more than one bottle of hand lotion; use it at least 3 times a day. Nearly three-quarters use it for elbows, feet, legs, as well as for hands; some use it as a powder base. Best sales outlets are drug stores which account for 32% of packages sold; 40% of dollar volume....grocery stores, with 29% of packages, 20% of dollars....variety stores, with 16% of packages, 12% of dollars. Angel Skin, priced at 25¢ and 49¢, aims at the major popular-priced market -- best reached through grocery and variety stores where high-priced competition is weakest.

Peak selling season is October; it slackens at Christmas, starts up again in January. Media closely follows demand and Pond's distribution progress. For the grocery trade -- the top take-home magazines, combining to reach over 5 million women. Top news, women's service, fashion and romance magazines are scheduled; include Life, Vogue and Photoplay. ... The campaign breaks in Life and in 22 "A" and "B" market newspapers next month. TV spots are used in 19 markets during the slack holiday season. For the big January-February push, when demand and distribution should be at their peak, all 3 media, magazines, newspapers and TV, collaborate. Extensive point-of-sale supports the campaign.



One Womanship



Client wants tickets opening night? Have to get to Bombay via Peru? Sounds musical comedy, but Bobbie's the wizard who fills these wants, imperturbably balancing two phones, wearing one earring. No schedule is too intricate, no connection too exasperating, rarely a request unfulfilled. One Womanship sums up Bobbie best.

One of those rare New Yorkers born in Manhattan, Bobbie graduated from Manhattanville College of Sacred Heart in 1941. Her first job was hostess and receptionist in the aviation building during the World's Fair. Since then she has been manager of the New York Admiral's Club, had 4 years of excellent preparation for her present assignment with American Airlines as reservation and ticket agent and with the Civil Aeronautics Authority as assistant airway traffic controller during the war. This experience counted when Thompson created a job for her 9 years ago.

Officially, she is Madeleine Webb Thomas, Transportation Manager, better and widely known as Bobbie. Recently, an Australian client, after visiting New York, wrote her a "thank-you" note — for retrieving him from an unfamiliar corner near the Battery. Others have been known to phone her over the weekend for a weather report. One Sunday a call came through to her during a visit she was making, known only to her aunt, in Plainville, Connecticut.

The one who knows her best is husband Bill Thomas, NYO time buyer. He can tell you (and her friends are quick to concur) that she keeps life running very smoothly in their Mamaroneck apartment, overlooking the Sound. They would rather eat al fresco within the wide radius accessible to their Ford roadster. With Bobbie, Omar's jug of wine and loaf of bread means sitting high on a Westport crest, watching the sunset deepen — contentment at the end of a perfect day.

She is a connoisseur in many fields as well. Her clothes are tailored but of good design and fabric. Her critiques of newest Broadway plays are accepted as final dictum by those who don't quite know what to see and can't spare time reading reviews. She's the one everyone calls for the best place to eat, to travel, to spend a vacation. Those who have great affection and respect for her and her judgment are legion. Few will entrust their comfort and pleasure to anyone else.

Bobbie and Bill vacation facing only toward California. In time they hope to settle on the slopes of the blue Pacific — good news to the segment of friends who live between Seattle and the southernmost border of California.

## People

WILLIAM ADAMS (LA) will speak on "Effective Advertisements Bear Repeating," at the 4 A's Pacific Council Convention, September 21. CHARLES SPAULDING and CHARLES MERGENDAHL (NY) in Detroit today to help organize a new local TV program for Ward Tip-Top Bread. THOMAS SUTTON (Frankfurt) in New York, Detroit, Janesville, Wis., Chicago, Rahway, N.J., September 14-24. New in the Chicago office: JOSEPHINE NELSON and NATE CRABTREE. FANNY BELL FURBANK, New York office librarian, retired August 31 after a 33-year Thompson

career to devote full time to a country career with husband Arthur, and to community activities in Darien, Conn. PATRICIA BENECKE (NY) engaged to Peter Dybing. ROSETTA DeBRAGGA (NY) wed Sept. 2 to Victor Hugo. MILDRED FORENBACH (NY-editorial) died September 8. A fund is being collected to be contributed in her memory to one of the organizations for cancer research. Anyone wishing to participate should contact Mary Nesselbush, NYO, by September 18.



## COLOR TELEVISION

### THOMPSON TESTS COLOR TV

On August 21, in New York's Center Theatre, Thompson conducted its first closed circuit color TV experiment for 3 top clients, FORD, RCA and KRAFT, all major TV users. The objective was to analyze lighting technique and discover the best methods of product presentation. Test commercials were "live" and viewed by monitor.

KRAFT showed salads in the making; displayed its salad oil line so faithfully in color "that you could almost reach out and touch the bottles."

Dr. Roy K. Marshall gave a scholarly rendition of FORD vision by using a large cross-section of the human eye. The commercial was handicapped because a car couldn't be brought into the studio. But it was obvious that colorcasts could be a great sales catalyst by illustrating the rich colors available in FORD Cars.

RCA demonstrated 45 RPM phonographs and records which immediately benefitted from color. Colorcasting of TV sets emphasized woods and wood grains, styling and relationship to various décor.

Thompson will use 35 mm Kodachrome for color TV film -- more expensive but infinitely superior to 16 mm. The standard colors on which lighting will elaborate will be flesh, grass green and sky blue.

### COLOR SPEAKS LOUDER THAN WORDS

Thompson learned by seeing for itself that color TV:

- (1) aids consumer recall, particularly with demand items
- (2) quickens product identification
- (3) strengthens the bridge from home to store
- (4) enhances the richness and attractiveness of a product
- (5) comes closer than any other medium to consummating the sale in the home

Predicted are many new packaging designs, especially in cigarets, soaps and toilet goods. Carpets, it was noted, will benefit by color enhancing the patterns for the first time in TV advertising history.

### NBC TESTS COLOR TV

Two weeks ago, NBC staged its first publicly announced colorcast of a regular network program, Kukla, Fran & Ollie. Home viewers saw it in black-and-white. An invited press audience later commented that the trial colorcast was "soft, restful and completely beguiling." It was pretty well agreed that colorcast programs seemed determined to be viewed.



NBC placed its color sets next to B&W sets; trade called it "like putting an old tintype next to a Kodachrome. Certain details were completely lost in the half-tone picture." Thompson maintains, however, that certain details are actually better in black-and-white reception from colorcasts than from telecasts.

Saturday Review's Goodman Ace, however, warns of the risks attending this "call to colors, this tassle for tints" — i.e.: "Having discovered that TV audiences grow restless all too soon with mediocrity, network executives had just begun to concentrate on fresh ideas and well-written scripts. But now comes along a new gimmick to soothe viewers, and good writing and direction and fresh ideas may be subordinated to colorful production."

#### WHERE DO WE GO FROM HERE?

Beginning October, NBC will produce at least one regular weekly program in full color at no additional cost to the advertiser. As quickly as more color TV equipment is available, other networks may start similar programs of experimental colorcasting. Early next year, it's possible that in some major markets there will be four or five top programs colorcast weekly. Programs will be received in color on studio monitors and possibly in the 300-seat Bijou Theatre (NY), to be equipped by NBC with movie-size color screen facilities.

Homes cannot receive colorcasts unless they have color sets. During 1954, the industry expects a total production of about 50,000 color sets. They will produce a 14-inch picture and may cost up to \$900.

Some manufacturers indicate that they are developing a color slave set, or converter, to be used with present B&W sets and to retail at about \$250.

Total production is limited by the number of color picture tubes that can be produced — anticipated at about 3,000 to 4,000 a month during 1954. It's possible that better manufacturing techniques will up this output faster than anticipated.

It does not appear to Thompson that color TV will reach an important share of the total U.S. market for several years. "However," we remind, "it would be wise to study the application and potential value of color in terms of both programming and commercials during the interim period."