

J. Walter Thompson Company News

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COFFEE IS LIFTED FROM PRICE TO PEDESTAL -- Montreal

Chase & Sanborn's new promotion successfully employs a diversionary strategy. To get the Canadian housewife's mind off price competition, advertising lifts Chase & Sanborn to a prestige pedestal. The basis: Chase & Sanborn is served by the finest Canadian hotels. Canadians are already aware that their famous hotels cater to "distinguished guests from every clime." If the hotels serve Chase & Sanborn to its gourmet tourists, then it must be perfect coffee for home consumption.

Advertising includes the Chateau Frontenac, Toronto's Royal York, the Banff Springs Hotel, and Montreal's Sheraton-Mt. Royal. Text is restrained; luxurious, pastels depict faultless dining room scenes. The campaign uses four-color half pages in Sunday supplements, color spreads in *READER'S DIGEST* (above) and B&W newspaper space.



KRAFT USES BUS CARD APPEAL FOR PUERTO RICAN MARKET -- NY International



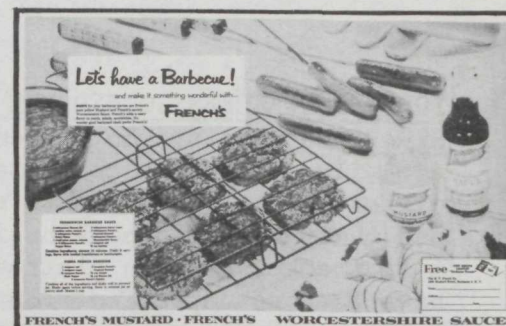
A series of new bus cards displayed in the transportation systems in San Juan, Ponce, and Mayaguez, Puerto Rico are part of Kraft's campaign to feature a variety of their products. Designed to tell a simple "Buy Kraft" story as quickly as possible, the cards use humorous artwork combined with eye-catching headlines such as "It makes salad eaters out of salad haters" to attract the attention of straphangers. Original four-color art from New York was silk screened in Puerto Rico by a special process. Radio, magazines, and news-

papers support the promotion throughout the island.

The campaign is being extended also to another market, the growing Puerto Rican population in New York City. Currently, 3,000 cards are being placed in grocery store windows in the area.

FRENCH'S REPEATS TESTED BARBECUE THEME -- New York

The lure of the barbecue grill, newest national fancy and one of the latest ways in which people are using their leisure time is responsible for an enormous, growing new market. Five years ago French's was one of the first food product manufacturers to capitalize on barbecuing. Since 1950 they have promoted French's Mustard and Worcestershire Sauce with the theme "Let's Have a Barbecue." Annual sales increases for French's condiments plus the growing number of industries aboard the barbecue band wagon show the popularity of this outdoor eating trend. Because barbecues move related items during the long summer season, they also have grocer appeal.



Reaching a greater audience than ever before, this year's French's barbecue promotion includes all important women's magazines, store-distributed publications and color pages and half pages in *THIS WEEK*. Tailored around the three big summer week-end holidays -- Memorial Day, Fourth of July, and Labor Day, advertising appears as a color spread in *LIFE* just before July 4th, and as a full-color page prior to Labor Day. Offering a free barbecue-treat recipe leaflet, the promotion is supported by a complete set of store-display and related-item merchandising materials. As an added inducement to build barbecue displays, grocers are offered a portable barbecue grill.

NEW DC-7 STUMPS COMPETITION

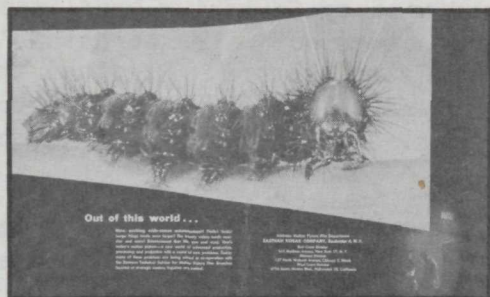
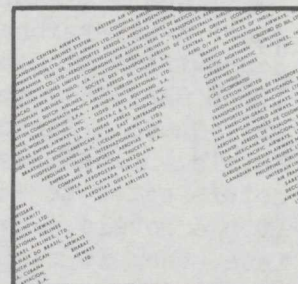
The advent of the Douglas DC-7 has caused considerable concern among Douglas' competition in the aircraft industry. The president of Lockheed Aircraft told stockholders at their meeting this month that an expenditure of several million dollars would be necessary to make their Super Constellation competitive with the DC-7. He noted that even with these new funds and subsequent re-engineering, the new Super "Connie" would never be as fast under certain conditions as the DC-7 (even though both planes have identical turbo-compound engines).

The president of TWA, in the face of American Airlines' faster, non-stop coast-to-coast DC-7 schedule, called on Lockheed to do something about it. In a speech to the Lockheed Management Club, he said that the Douglas plane was "appreciably faster" and admitted TWA's concern.

"....THAT'S WHAT ADVERTISEMENTS ARE MADE OF"

A heap of technicalities becomes pie-easy to Thompson-NY, where the art, copy and type departments are also specialists in caterpillar-catching, pumpkin-hunting (NEWS, 10/26/53) and mathematical engineering. These two advertisements — for Champion Spark Plugs, International, and Eastman Kodak's motion picture film sales department — show the extent Thompson services a client and an idea.

The problem for the Champion page was an exercise in type computation. The objective for the LIFE INTERNATIONAL and READER'S DIGEST advertisement was to list all worldwide airlines using Champion. The airline names, background for an illustration of three planes and a Champion spark plug, had to fill exact space in line with the direction of the planes. Copy could not be added, cut, abbreviated or bled off. Square-pica space was determined mathematically, appropriate type selected and set to fit comfortably into the space.



NYO trade department's recent problem was to solicit and secure the unusual to make an advertisement eye-catching enough to stop short the most experienced motion picture mogul. A life-size enlargement of a caterpillar was chosen the most effective illustration. The only difficulty — caterpillars were mere cocoons in northern U.S. in February. Finding the perfect caterpillar became a three-week student project of the zoology department, University of Miami. Once located, it was posed by a nature photographer; appears (left) as a B&W spread in Hollywood and photographer magazines.

Topics for Conversation

TORONTO DWELLERS JOINED THE LEGION OF STRAPHANGERS last month when their new 4.6 mile subway was completed. Biggest difference between Toronto's subway cars and their American cousins is that Toronto's tracks, station platforms and cars have been soundproofed. Cars are of steel, but four aluminum cars are on order for experimental purposes. NEW ENGLAND IN THE NEWS: Opening of the port of New Haven, Conn., to regular overseas cargo service has awakened interest in developing New London, Bridgeport and other Connecticut ports. State of Maine's Turnpike was named the safest toll road for the sixth consecutive year. Its fatality rate of 1.13 per 100-million vehicle miles compares with 4.14 for New Jersey Turnpike, 7.5 for Pennsylvania Turnpike, and 7.0 for all highways

in U.S. HOUSE MAGAZINE EDITORS LIKE THOMPSON SERVICE: In a recent survey of New York and nearby house magazine editors, Thompson's Special Publications Service (NY) came out one of the top three services, preceded only by the NAM and Advertising Council. Thompson's service provides illustrated features, women's page columns, editorial fillers, booklets and photographs to 2700 employee, fraternal, religious and grocer-distributed publications, nationwide (total circulation: 28 million). SHOPPING CENTERS BOOM: Calling itself the world's largest, the \$30 million Cross County Center near Yonkers, N.Y. opened for business this month. Toledo, Ohio, plans a \$10 million center; Nashua, N.H. has blueprinted one for \$5 million.

"COME AND GET THEE A SWORD"

-Mattel, Inc. -- Los Angeles-



EXPLOITATION NATURAL
to your **"Prince Valiant"**
CAMPAIGN!
Here's princely merchandise to exploit your "Prince Valiant" playdate!

Every kid in town will want to see "Prince Valiant." And every kid will want this handsome "real life" Prince Valiant sword, scabbard & shield set made by Mattel, Inc.

You can get these sets at a special 40% theater discount! Regular retail price: \$2.98. Your price: \$1.79. Perfect prizes for contests, kid matinees and other events. Handsomely packaged in a color gift box. Made by Mattel -- one of America's most famous names in toys. Order your Prince Valiant sword, scabbard & shield sets today. Cash in on the tremendous exploitation opportunity in your city!

40% DISCOUNT TO THEATRES!

Here is **ROBERT WAGNER**, star of the 20th Century Fox Color Picture "PRINCE VALIANT".
"PRINCE VALIANT" starring Robert Wagner, Robert Taylor, and Robert Wagner. Running time: 100 minutes. Color. Prince Valiant sword, scabbard & shield set.

Local Promotions Will Boom Your "Prince Valiant" B.O.!

Combine your existing 20th Century Fox press book on "PRINCE VALIANT" with our most successful exploitation idea. And be sure to contact the advertising departments of your local department stores, chain drug stores, jewelry and variety stores, and toy retailers. They will be seeking the Mattel Prince Valiant sword & shield sets. They will be eager to make tie-ups with you for your mutual benefit: advertisements, window, counter, signs, etc.

Mattel Incorporated
2437 W. 112nd Street • Los Angeles 43 • California

THE BROADSWORD REPLACES THE ROCKET PISTOL

Last month Elliot Handler, president of Mattel, Inc., one of America's top toy manufacturers, played a hunch. Assuming that kids were tiring of space helmets and rocket pistols, he delved into the past and came up with something "new." The result was a child's size broadsword (with scabbard) and shield to capture the imagination and admiration of his young consumers.

Securing a franchise from King Features Syndicate, Inc., whose "Prince Valiant" comic strip by Hal Foster is avidly read by children and adults alike, Mattel, Inc. created a "singing sword." The bright plastic blade, rubber tip, and a handle resplendent with artificial jewels is safe as well as eye-catching. The handsome shield, which completes the \$2.98 set, is a sturdy metal with safe, rolled edges and decorated with a full-color litho of Foster's hero -- the stalwart "Prince Valiant."

MOVIES MAKE THE SWORD A TIMELY TOY

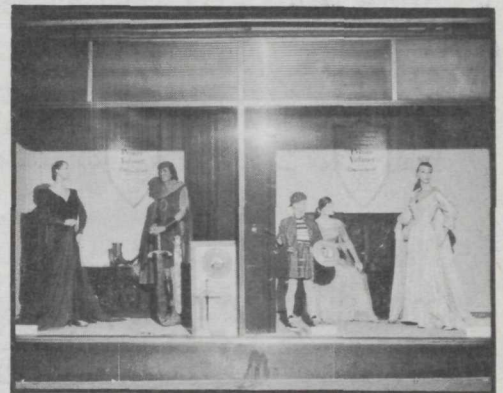
With such successful motion pictures as "Ivanhoe," "Knights of the Round Table," and the Technicolor spectacle, "Prince Valiant," Thompson-Los Angeles planned a promotion campaign for Mattel's sword and shield sets capitalizing on the trend to playing knight. The campaign was a natural and, appropriately enough, the medium used was motion picture screens.

A "minute movie" (filmed in Eastman color) included Robert Wagner, 20th Century-Fox's "Prince Valiant," shown in full costume with Mattel's replicas of the famed "Prince Valiant" sword and shield.

PROMOTION COINCIDES WITH "PRINCE VALIANT"

Securing theatre screening time to coincide with the first local showings of Fox's "Prince Valiant" movie, 55 theatres in Los Angeles, 18 in Dallas, and 11 in Ft. Worth were scheduled as a test of the campaign plan. Successful results of the test have led to future presentation of the movie in June in sixty Chicago theatres to back-up a chain-wide Walgreen promotion of the products.

Working closely with 20th Century Fox, Mattel has secured the aid of their field publicity force which is working at point-of-sale level to wed retailer and theatre manager for local co-operation. Advertising includes store displays, like the one at right, TV spots, co-operative advertisements and theatre promotion. The full-page announcement (upper left) appears in BOXOFFICE, leading movie trade publication. Encouraging theatres playing Fox's "Prince Valiant" film to use the sword and shield sets, Mattel offers discounts to theatres, for prizes for tot matinees, contests, etc.



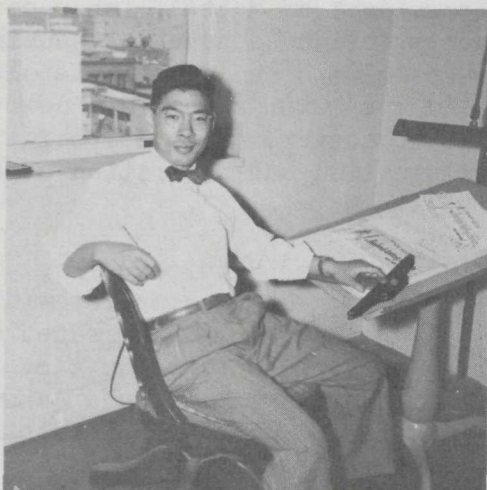
16mm B&W prints of the 35mm color "minute movie" have been made and offered to all toy retailers as film commercials for local TV spots.

THE RESULTS ARE IMPRESSIVE

At the end of April, less than two weeks after the screen advertising campaign in Los Angeles, Mattel was hard-pressed to supply merchandise to Los Angeles stores which were enjoying a boom in knight's accouterments. Orders for "Prince Valiant" sword and shield sets are being received daily from theatres across the nation.

TOM YAMADA -- San Francisco

-Overdrive: on him it's standard equipment-



Friends say if you could harness all the energy spent by Tom Yamada in one day, you could budge California's Golden Gate Bridge from its foundation. This fast-moving San Francisco art director manages to pack twelve hours of work into an average eight-hour day -- and still remains delightfully co-operative.

Around the office he's known as a friendly fellow who'll do anything to promote the success of Thompson, or the advertising profession in general.

Tom came to Thompson's Detroit office from the University of Michigan where he had applied himself with his usual vigor to get a Teacher's Certificate and Bachelor of Design degree -- not to mention earning memberships in a score of honoraries.

At Detroit, Tom spent two years learning the "ins and outs" of Ford newspaper and collateral advertising. So it was natural that when San Francisco needed an art director with Ford experience, Thompson put the finger on Tom...who, by that time, was ready for new fields to conquer. The move proved a fertile one. Tom has worked on such diversified accounts as Pan American, Shell, Safeway, Wine Advisory Board, Olive Advisory Board and of course, Ford.

Outside the office, Tom works with customary energy on projects for the Advertising Club, San Francisco's Art Director's Club, the Red Cross and the YMCA. In everything Tom does, he's a thorough student whose passion for reading and study take him far afield. Characteristically, he recently read twenty books in two months to catch up on his reading. These books included such varied fare as "Mr. Roberts," "Gods, Graves and Scholars" -- and even four Mickey Spillane books (the latter, just to see what all the talking was about).

But his proudest achievement is a serious paper he wrote on Chinese bronzes -- "General Laws and Meanings in the Cernuschi and Sumitomo Yus." ("Yus" is a type of ancient Chinese bronze vessel.) This is a part of a continuing study he hopes to complete which will reconstruct certain lost rituals and beliefs of Chinese pre-history.

Tom makes the trip homeward daily from 320 California to Oakland, where he lives with his attractive wife, Miye, and seventeen months' old son, Mark -- who shows all the signs of inheriting his father's driving energy by stubbornly extending his waking hours to 11:00 p.m., or later!

People

DOUGLAS SAUNDERS (London) in NYO until June 2. S.J. DEAR, J.W. RAYMOND (Montreal) and BENJAMIN HOLDSWORTH (NY & Montreal) in NYO last week on Standard Brands. DICK MEADE (SF) returns May 25 after a month's trip to the Orient for Pan American. He visited Honolulu, Wake, Guam, Manila, Hong Kong, Saigon, Singapore, Bangkok, Rangoon, and Tokyo. ALVIN W. DREYER (NY) has been appointed a member of the Magazine Committee of the

Girl Scouts of America for counsel on their two magazines -- GIRL SCOUT LEADER and AMERICAN GIRL. Mr. and Mrs. W.C. LEWELLEN (LA) in Fresno, California, last week to escort Jan Sterling, movie-TV star, who reigned as "Theme Girl" for National Raisin Week observance. Nearly Weds: GLADYS MORRIS (NY) engaged to GEORGE FURPHY (NY). CARYL AUSTRIAN (NY) to Bernard Levinson. Married: GLORIA GRAVEN (LA) to Karl Kramer. ANN HAYNES (LA) to Richard Givens.