J. Walter Thompson Company News

CONFIDENTIAL BULLETIN FOR STAFF MEMBERS ONLY

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Thompson named advertising counsel for two new accounts -- Tokyo

Miyata Works, Ltd., one of the oldest manufacturers of bicycles in Japan, recently appointed J. Walter Thompson as advertising counsel. In addition to bicycles, Miyata also manufactures motorcycles and fire extinguishers. Present advertising plans are limited to Japan, but it is expected that export activity will follow later.

Another new account is Landrum (Pacific) Ltd., local representatives of Whey Products Ltd., London, England, and Dairy Products Ltd., Hawera, New Zealand. The basic product to be advertised is Lactose, a by-product used for penicillin, aspirin and dairy products.

Heavy TV schedule backbones first Thompson-prepared campaign for Scott's Emulsion --NY

The first advertising program prepared by Thompson for its new client, Harold F. Ritchie Co., has been launched with a national campaign for their product, Scott's Emulsion and the new Scott's Emulsion Capsules (vitamin supplements). A heavy broadcast schedule including television spots in 33 of the best TV markets throughout the country, in terms of Scott's sales potential, backbones the advertising program.

In five Southern markets, where only 50% of the population own TV sets, radio will be used exclusively. With this combined broadcast schedule, the product will be advertised in areas which produce 70% of all Scott's Emulsion sales.

In the TV commercials, an animated child shows mothers how "things like school and sports...measles, mumps, and colds...really wear a guy out!" and how Scott's Emulsion helps him build resistance and a sound body.

This theme is also carried over into the print campaign, which broke with a full page in November GOOD HOUSEKEEPING. Cartoon-like sketches of youngsters illustrate such headlines as: "Football takes a lot out of a man..."; "Measles, mumps, and colds take a lot out of a lady..." Copy stresses that Scott's Emulsion gives you the "only natural A&D vitamins filtered and homogenized to give full vitamin benefits!" It tells parents to forget about overloading the child with unneeded doses of expensive vitamins. The print campaign continues through March with two-color, half-pages in GOOD HOUSEKEEPING.

Two-color page in this month's GOOD HOUSEKEEPING

R. T. French features taste appeal in a holiday setting -- New York

With the holiday season just around the corner, women everywhere are not only looking for new and different pastries and confectionaries, but also for clever new ways to serve and display these "goodies." French's Christmas advertisement, a tie-in with Pillsbury, featuring Swedish Heirloom Cookies has both taste and holiday appeal.

The "spicy buttery-bits just begging to melt in your mouth!" are displayed in a beautiful crystal Swedish vase, a perfect holiday setting for any home. Two Swedish paper angel ornaments help create a festive air. Copy advocates "Bake them now - pop them in the freezer - and serve at Christmas." This theme was used for recent Pillsbury advertisements, also. Copy continues, "Spicy little goodnesses...savory with French's pure vanilla, accented with French's fragrant cinnamon, and holiday gay with French's Decorets." The advertisement includes the cookie recipe — a Pillsbury Grand National Prize Winner — plus an offer by Pillsbury, R.T. French, Crisco and Funsten of a "Butter Cookie Cookbook."

R. T. French ties in with Pillsbury with full color page featuring Swedish heirloom cookies

A four-color, half-page advertisement runs in November LADIES' HOME JOURNAL. A full page is scheduled for the December 10 LIFE.

"Flash recall" -- new measure of readership

"Flash recall", described in the August 31 PRINTER'S INK as a "new readership testing procedure" developed by Mills Shepard, is not new to Thompson. The technique was originally developed in 1953 through special research which Mr. Shepard carried on for the Company in connection with CLUES magazine. States Mr. Shepard, "The technique was actually worked out as the result of discussions between Don Thorburn (Det.) and me." Now, three years later, PRINTER'S INK reports the results of its first use in the industrial field - a test which was applied to ELECTRICAL WORLD.

The flash-recall technique, described by Mr. Shepard as a "penetration research study", not only finds out whether or not a recipient remembers seeing an advertisement, but also investigates how much he remembers about it. For the test, 27 advertisements were selected from the March 5 issue of ELECTRICAL WORLD. Respondents were shown a copy of the magazine and asked if they had looked through it. If they had, each of the selected advertisements was then exposed for 3 seconds — the flash — and "yes" and "no" answers were recorded. The interviewer then began with the first advertisement receiving a recall answer and again exposed it for 3 seconds. The respondent was then asked to recall what he remembered - what did the advertisement say, what was its theme, what did it say about the product, what was the main idea the advertiser was trying to leave?

States Mr. Shepard, "Although 'penetration research' is a form of aided recall, it is unique in that it incorporates the 'flashing' technique, which aids the respondent's recall by permitting him a quick glance at the advertisement, but without giving him an opportunity to read it." He believes it is a reasonable compromise between the Starch recognition method, allowing the reader to go through the magazine page by page, pointing out advertisements he remembers reading and establishing which parts he recalls having read, and the Gallup-Robinson aided recall method, where the reader is shown only the cover of the magazine. The aid to recall comes from a deck of cards bearing the brand and product names of the advertisers in the issue.

Of interest on this subject is an article in the October 29 ADVERTISING AGE, reporting that Sherwood Dodge, Chairman of an Advertising Research Foundation Committee on printed advertising rating methods and Vice President of Foote, Cone & Belding, has devised a new method of testing print advertising impact. This method - "flash recall" is similar to that developed by Mr. Shepard and used by Thompson for the last three years. The only difference is in the testing contraption called a Communiscope, which Mr. Dodge states is a portable slide projector to which is attached a timing device plus a tape recorder to take down the interview.

Libby's annual report wins first prize

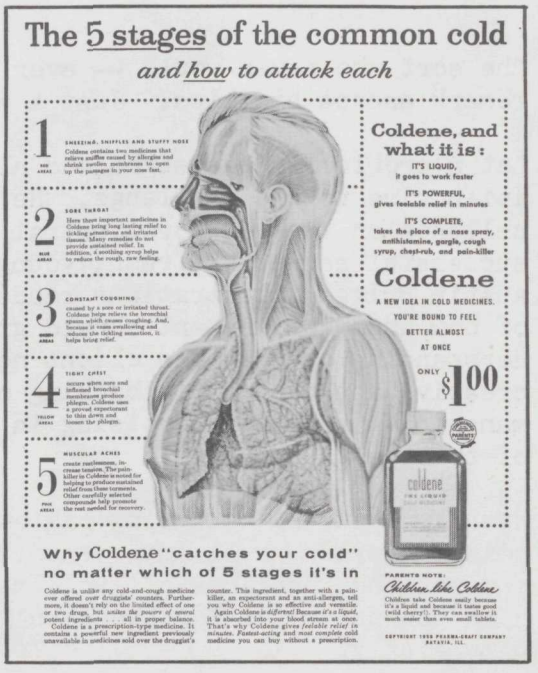
Libby's Annual Report (for the year ending June 2, 1956) won first prize for the food industry in the FINANCIAL WORLD'S annual competition. The company was awarded an "Oscar of Industry" trophy. Art Director Harry Hult (Chi.) designed and organized the report. (Cover at left.)

Radio still valuable advertising medium

Although radio may no longer attract vast simultaneous audiences, it accumulates listeners all day long and is still a valuable advertising medium, according to a recent study made by Batten, Barton, Durstine & Osborn to re-evaluate radios effectiveness.

Noting that "radio and the American people remain inseparable companions" because people turn to the set for companionship and information, the study lists five areas in which radio continues to play an important role. (1) In reaching the majority of housewives in the daytime — radio reaches more than twice as many homes as TV during morning and early afternoon. (2) In reaching teenagers and young people, in and out of the home. (3) In reaching the non-TV segment of the population, particularly in the South and on farms. (4) In providing immediate, complete information service on news, weather, etc. (5) In serving the varied likes of sports fans, music lovers, shut-ins, travelers, and minority interest groups. The report suggested that buyers recognize the "workaday" status of radio and the many different needs it answers for many different kinds of people in many different localities.

CBS President Arthur H. Hayes has this to say: "Network radio suffered during the months advertising firms were preoccupied with TV." However, network radio has undertaken its own re-assessment and Mr. Hayes reports that "CBS radio has returned to the first principles which made radio great: ability to bring 'names' to listeners, its ability to bring the right programs at the right time, and its birthright, the ability to bring news to the public as quickly as it is happening."



COLDENE CATCHES CUSTOMERS WITH INTENSIVE COLD SEASON PROMOTION

Pharma-Craft Corporation -- Chicago

Coldene, Pharma-Craft's new liquid cold medicine, enters its second year on the market with an advertising volume which has been tripled since last year. One of the product's major aims this year is to deliver its message with the highest frequency possible -- for during the mid-winter cold peak between 10 and 15 million people will catch cold every day. Before winter officially begins, 150 million colds will have occurred.

A second major objective for Coldene's new campaign is to establish a favorable product "image" in the minds of the American public — who spend $200 million per year for cold remedies.

To create a quality impression, some advertisements will be full-page, four-color -- the first ever put behind a cold medicine. These Coldene advertisements will run throughout the cold season (October - April) in every issue of LIFE, LOOK, COLLIER'S, PARENTS' and EBONY.

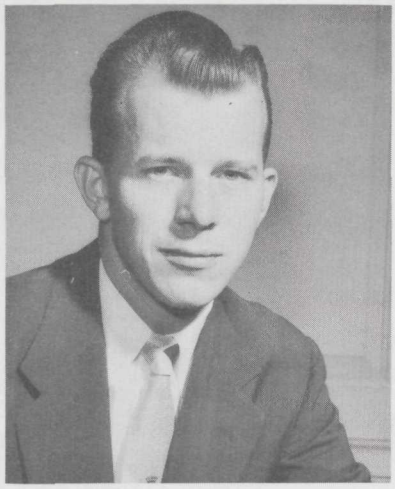
Copy is based on medical research which shows that a cold isn't a single simple ailment -- it develops in five stages. Coldene "catches your cold" at any stage, because "it doesn't rely on the limited powers of one or two ingredients, but unites the power of several."

Moreover, Coldene "gives feelable relief in minutes", because it's a liquid and is absorbed into the blood stream at once. Coldene is the "fastest acting and most complete cold medicine you can buy without a prescription."

Artwork follows the campaign's realistic character with anatomical drawings by America's foremost medical artist illustrating the five stages in which a cold develops.

Coldene's advertisements will also run in an intensive radio campaign during the cold season. Network personalities such as Bing Crosby, Art Linkletter, Fred Waring, Don McNeill and Mitch Miller will tell the public in their own convincing manner how Coldene worked for them and their families. Local radio personalities such as New York's Jack Sterling will give the same kind of persuasive endorsement.

The Coldene radio advertisements will run on all three major networks with nine daily shows, as well as on 100 programs on 93 local stations. Two reasons for this heavy radio investment are: (1) radio provides the necessary high frequency -- at a reasonable cost, (2) the medium also provides the opportunity to build up a product image through its personal endorsement.



PAUL LUND --New York

"A smile from the inside out"

The sort who never would -- ever could -- let an impatient remark escape his lips. Just a modest-living man. But --

Let a problem in his sight and all of Paul Lund's capabilities rise to the challenge. He is representative par excellence on the New York Central account. The tremendously successful series of fresh, young advertisements with the Austin Briggs illustrations reads like a textbook example of how an advertisement should grow ... From a thorough understanding of what the client needs -- through an original creative approach and a backing of strong, sensible salesmanship -- to new advertising in the not so new field of transportation.

Flashback to Paul, age 11, shows him starting his own newspaper, with an eye then on a career in journalism. World War II intervened. He was a lieutenant (j.g.) on a minesweeper, serving through the invasions of Iwo Jima and Okinawa. Once out -- he completed his education in journalism at Northwestern in Chicago, where he took his B.S.J. and M.S.J. simultaneously.

Then followed seven years with Bell Telephone Company that took him into every phase of advertising and public relations. He launched them into their first venture on television — was the first to get rights to televise Illinois State basketball — the first to broadcast TV in stereophonic sound. He was in the process of introducing a new system of employee information conferences at Bell when an article he wrote for TELEVISION MAGAZINE in November, '54, brought him to the attention of top J. Walter Thompson management who liked what he had to say. "When you spend a company dollar for advertising -- you've got to be sure you're buying a dollar's worth of results."

In February, '55, Paul Lund joined forces with Thompson. Here's what he says -- "There were many times when I needed help. I always got it. It seemed to me then -- and I am sure of it now -- that everyone at J. Walter Thompson assumes that you are capable of doing your own job until proven otherwise."

Active as his business life is, he still has time -- with his wife, Ginny -- for involvement in Hartsdale community affairs -- PTA, Zoning Committee, Young Couple's Club, Windsor Park Assoc. -- and for daily crises in the lives of their four youngsters -- Christy - 8, Steve - 6, Jeff - 4, Randy - 3 weeks.

PEOPLE

HARRY LEE (SF) addressed the advertising fraternity, Alpha Delta Sigma, November 2, on advertising in the Far East. Mr. Nabeshima, Advertising Manager of Toyobo, Japan -- world's largest textile firm -- and Mr. Mitsuyasu, President of Toyobo, New York, visited NYO recently. ROBERT BOOTH (NY) is travelling throughout South America for Panagra and will visit Peru, Colombia, Chile and Argentina. BURKE HERRICK (Chi.) addressed the annual convention of the Central States Frozen Food Association in Chicago recently on "Frozen Foods -- the under-advertised industry". In cooperation with Business Education Day, sponsored by the SF Chamber of Commerce, the San Francisco Office was host to 12 teachers on October 26. Following a welcome talk by HARRY LEE (SF), the group toured the office during the morning. After luncheon, key members of each department spoke on the firm's various aspects and its place in the community. Teachers reported that students as young as late grammar school have become interested in what they want to do after school and were genuinely interested in the outcome of their teachers' visit to the office. Married: KATHY GABRIEL (NY) to August Caccavale, October 28. Proud Papa: WARREN FLYNN (NY) a son, Bradley T., October 29. Attention NYO personnel: The next issue of the "classified" insert will run in the November 12 NEWS. Please submit your items by noon, November 7.