

J. Walter Thompson Company News

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McGraw-Edison APPOINTS THOMPSON FOR CORPORATE ADVERTISING AND PUBLIC RELATIONS

New York...J. Walter Thompson, New York, has been appointed corporate advertising counsel for McGraw-Edison Company, effective January 2, 1957, the date on which McGraw Electric Company and Thomas A. Edison, Inc., were merged to form McGraw-Edison.

DOUBLE-BARRELED "FATHER-AND-DAUGHTER" PROMOTION TO INTRODUCE NEW STERLING PATTERN

New York...The introduction of a new pattern in a silver line is on a par in importance to the unveiling of a new car model. Silver is bought by pattern. Come April, Oneida, Ltd. will launch another first in the sterling business: their new Flower Lane pattern.



As reported in the NEWS (8/27/56) the current Heirloom Father-and-Daughter campaign is a complete departure from the traditional still-life technique used in sterling advertising. It has given a "personality" to a young new line in the old and highly competitive sterling field. Both the Oneida sales force and jewelry and department store buyers have given their enthusiastic blessing to its fresh personal-and-human-plus-prestige approach. Seen-associated and readership figures have been unusually high for this sterling advertising.

In introducing the new Heirloom pattern the problem was: how to capitalize on Heirloom's exclusive and successful Father-and-Daughter campaign without minimizing the importance of the news of the new pattern. The solution: within the framework of the regular campaign, two powerful announcement advertisements, using two of today's most interesting Father-and-Daughters: Bob Hope and

his daughter, Linda, and Richard Halliday, producer-husband of Mary Martin, and their daughter Heller. In contrast to the regular campaign, the illustrations for the announcement advertisements are larger, more close up. One pattern only — new Flower Lane — is illustrated and given greater importance. The story of Father-and-Daughter-and-Flower-Lane is told editorially above the pictures. The pattern-introduction headline is in the traditional position for best reading — with a lead-in line: "Presenting Bob Hope's gift to his daughter..." and "...Heller Halliday's Dream — in Silver." Pertinent purchase information follows — briefly — on the pattern that "will be the talk of June Bride circles" Beginning in April, the advertisements will run in major consumer magazines.

NEW FORD TV PROGRAM, "THE BROTHERS," BOUGHT, PLANNED AND PRESENTED IN FOUR DAYS

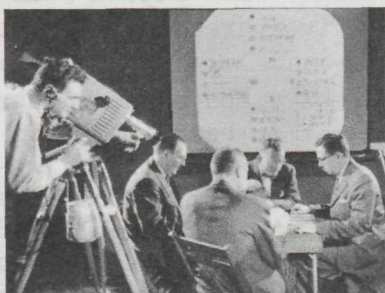
New York...On January 1, "The Brothers," a situation comedy on CBS-TV at 8:30-9:00 p.m., went on the air "without a hitch." The remarkable part about this Ford presentation was the fact that it was bought, prepared, and put on in four days.

On December 19, Thompson presented the program's possible availability to Ford. On December 27, CBS advised Thompson that Shaef-fer Pen had dropped their co-sponsorship and the opening was a reality. Ford gave the definite go-ahead that day.

Air date for Ford was two working days off — January 1. Needed were two one-minute commercials, a 10-second opening and a closing billboard with Procter & Gamble. First, copy for the opening and closing billboards and the commercial lineup was written and approved. Then, since negatives on one commercial were in Los Angeles and the other in New York (the program originates from both points), prints were ordered from both places and forwarded to CBS. The final step — a closing billboard announcement showing a running shot of Ford was supplied to the staff announcer shortly before air time. The Thompson members then sat back and viewed the successful results.

Thompson promotes Bridge as spectator sport

Last Friday evening, for the first time in history, TV audiences were treated to viewing the final hour of the World Championship Bridge Title Contest -- between the U.S. and Italy. The contest was the result of Thompson's attempts to make bridge a spectator sport. Since there are some 32 million bridge players in this country, The Association of American Playing Card Manufacturers (NY) has been seeking a means by which hundreds of people could view a bridge game. An idea was consummated in the Thompson TV Workshop when, after many experiments, a viewgraph projection machine proved to be the answer (below).



As soon as the players open their hands, the viewgraph machine projects all four hands onto a 10' sq. screen, which enables the audience to follow the bidding and play of every card. As the game continues, the bids, holdings and play are chalked off card by card as they occur. This brings an element of excitement as spectators watch the experts struggle to make a grand slam and then see exactly how they do it.

So that the audience could actually see the game being played, the players sat in a picture-windowed room next to the screen. With them was a referee and an announcer who spoke into a Hushaphone and described the plays to the audience.

The test was first shown to the public last week as capacity crowds watched the World Championship tournament at the Hotel Biltmore. Such interest had been built up from newspaper coverage and WOR TV's announcements about the tournament, that every night of the week the room at the Biltmore was filled with enthusiastic spectators. Thompson feels that via this experiment and the success of its TV showing, bridge is well on the way to becoming a spectator sport.

When is the "Advertising Man" a consumer?

When the "advertising man" goes out to buy a loaf of bread or a new electric razor, is his choice of brand influenced by someone else's advertising? Also how does

his role as a consumer affect his job as an advertising man?

This inquiry was recently placed before a TIDE Leadership Panel consisting of advertisers, agency men and public relations executives. Almost without exception the Panelists admit to being influenced by advertising, in varying degrees:

48% confess that advertising does affect what they buy, even though they are aware of the "calculated motivational efforts" behind it.

25% insist that their special knowledge of advertising techniques has little or no effect on their consumer reactions and claim that a good advertisement has the same affect on an advertising man and a non-advertising man.

18% admit they are half advertiser and half consumer -- they operate effectively in both areas.

5% say their involvement with advertising makes them more receptive to advertising than the average consumer.

4% claim their experience in advertising makes them suspicious of others' advertising and they tend to discount or dismiss most of it.

Most of the Panelists feel that their role as a consumer carries over into their advertising work and insist this is a good thing. They feel that their advertising is more objective, factual and believable because as consumers they would want it that way. "If you can be objective about some of your consumer reactions, then you have some idea of what motivates customers," said one of the Panelists.

"A valid social document"

Said the NEW YORK TIMES, "'See It Now' rose fully to its opportunity yesterday." Jack Gould, NEW YORK TIMES critic, was referring to the telecast of Sunday, January 6, entitled "Clinton and the Law." It was the first Edward R. Murrow documentary of the New Year, sponsored by Pan American. All the leading New York papers commented on the program the following day -- John Crosby's column in the HERALD TRIBUNE was devoted exclusively to the program. Some of the critic's comments were:

"The Murrow show presented a profound picture of the lawless and the law abiding."

"...was both a valid social document and highly informative visual journalism."

"Mr. Murrow and Mr. Friendly have demonstrated how TV can play its part in helping the nation to understand and resolve its problems."



"SPEEDIER SHINE -- MORE FREE TIME"

Brillo Manufacturing Company -- New York

Knowing that men and women are constantly striving to find means by which to increase their leisure time, either for individual recreation or "family togetherness", Brillo has built its 1957 campaign around a "more free time" theme. Combined with outstanding photography used for the major illustration of each advertisement, the new campaign represents high quality advertising.

In keeping with the knowledge that the home is the wage earner's leisure time center, each advertisement features a home-centered activity reflected in a shiny, Brillo-clean cooking utensil. The first of the four, four-color advertisements, appearing in February LADIES' HOME JOURNAL, shows the reflection in a saucepan of a young mother reading to her small children. Other advertisements are: the reflection in a coffee pot of a young homemaker putting the finishing touches on a dress she is sewing, the reflection in a skillet of a husband and wife relaxing with a cup of coffee while watching TV, and the reflection in a roasting pan of a couple getting ready for a big evening on the town. This is the first time that a man has appeared in Brillo's print advertisements.

The reflection effect was obtained by an "intended double exposure" - only one negative was used. The photographer first blackened the areas on the pan which he wanted to show as reflections and the area in which the situation was to be placed. He then photographed the pan. Using the same negative, he then photographed the subjects in front of a black velvet background. The result - an interesting, clever interpretation of Brillo's speedy action.

Each advertisement opens with a cartoon sketch of a woman surrounded by dirty

pots and pans, dreaming of what she'd rather be doing. The headline reads, "Speedier shine - more free time - with New Brillo Soap pads." The dream sketch is translated into the reflection found in the main illustration and copy reads, "Polish off pots and pans fast - have time for things you really enjoy." Body copy features the Jeweler's Polish found in every pad of Brillo and guarantees "a new utensil free if Brillo fails to clean."

The 1957 print campaign is the first to point out uses for Brillo other than cleaning pots and pans. It is also the first print campaign to appeal to the man of the house. A "P.S. to husbands", found at the close of each four-color advertisement, tells him that "Brillo speeds up your clean-ups, too!" Sketches show white-wall tires, aluminum doors, shop tools and paint spatters which can be Brillo-cleaned.

These diversified uses for Brillo have been adapted into two-color, one column advertisements featuring "Cleaning short cuts with new Brillo Soap Pads." Each advertisement gives three illustrations of different uses for Brillo. They will vary according to seasons and will later show Brillo being used to clean barbecue grills, glass casseroles and garden equipment.

The four-color advertisements appear in LADIES' HOME JOURNAL, BETTER HOMES & GARDENS, AMERICAN HOME, MCCALL'S and GOOD HOUSEKEEPING. The black and red advertisements will run in BETTER HOMES & GARDENS, AMERICAN HOME, MCCALL'S, GOOD HOUSEKEEPING, WOMAN'S DAY, EVERYWOMAN'S, FAMILY CIRCLE, TRUE STORY, PROGRESSIVE FARMER and WESTERN FAMILY.



History was his beat



RAYMOND BLAIR

--New York

One day back in 1908, Alice Leach, a young lady in the Treasurer's Office, announced that she was leaving to be married; after more than five years with the J. Walter Thompson Company. "J. Walter, a fine-looking man with a beard," as she recalls him, "who always took a personal interest in his employees," told her, "You'll be back someday." Alice Leach Blair never returned, but 46 years later, her son, Raymond J. Blair joined J. Walter Thompson.

Ray Blair came to the New York Office as a Public Relations Group Head on the Aluminium Limited account, after 11 years with the NEW YORK HERALD TRIBUNE. Most of those momentous years he covered "the Hill" in Washington. He also covered many a story and press conference from the White House. He is one of the Thompson people listed in "Who's Who in America."

Born in Brooklyn, Ray attended elementary school in Lynbrook, Long Island, and received his A.B. degree in history from Drew University in Madison, New Jersey.

After serving an apprenticeship as a cub reporter, Ray joined the staff of NEWSDAY in Garden City, L.I. International News Service then sent him to its Detroit bureau, and in 1943 he joined the NEW YORK HERALD TRIBUNE's Washington staff. He covered several of President Roose-

velt's press conferences during the latter days of the war.

Later, Ray traveled much of the United States with President Truman, spending a month with him one time at Key West, Florida, and going along on several of his political campaign tours in 1948.

During the election of 1952, he was assigned to cover Adlai Stevenson's campaign. Although he traveled extensively with Mr. Stevenson, the one thing he remembers most is election night. Ray was waiting in the Stevenson headquarters in Springfield ready to report the Governor's statement conceding defeat. When it had been delivered, there was a silence broken by a reporter who asked, "What about 1956?" The Governor broke the tension. "Have that man's head examined," he said. Ray admits that it was he who had asked the question. A week later he received a letter from Mr. Stevenson. "Perhaps it is my head that needs examination," he wrote.

In 1953, Ray accompanied President Eisenhower on his six-week vacation trip to Colorado. During a party for the press, he told the President that he had never seen a Columbine. He recalls that the President went into the ranch house and returned with a book on wild flowers and proceeded to give Ray and the other reporters a briefing on the Columbine and other Colorado wild flowers.

Abbie Blair, Ray's attractive wife, whom he married in 1942, shares his interest in writing. Independently, she has sold several articles to such publications as THIS WEEK and COMPACT magazines and they have collaborated on other pieces for THIS WEEK. But their successful association as writers is as nothing compared to the product of which they are most proud, Douglas, age 11; Jeff, 10; and Wendy, five.

PEOPLE

BOB CAMPBELL (Toronto) has been chosen as a leader in the movement to absorb Hungarian refugees in Canada. Mr. Campbell's method is to let the senior industrialists themselves set the number which can be absorbed in a given community. Then each industrialist becomes responsible for employing a certain number himself until all the Hungarians have been assigned. He states that Canada expects 10,000 refugees by the end of January. **DAVID BURT** (NY) recently won a bottle message contest, sponsored by the Seamen's Church In-

stitute of New York. His bottle, cast in mid-ocean last March, arrived on the Irish coast Dec. 10 -- the first to be found. The prize: a \$350 ship model. **LOS ANGELES OFFICE FEDERAL CREDIT UNION** holds its first annual membership meeting Jan. 15. Committee chairmen will report to the members and a new slate of officers will be elected. Many door prizes will be given. **WHAT TYPE ARE YOU?** The NYO Bloodmobile will be in the 10th floor conference room Jan. 30-31. **Engaged:** **GENE BLASEN** (NY) to Joan Barnett.

Advertising & Marketing

Resor, Stanley, "We Can Sell \$600 Billion of Output". An interview in U.S. News & World Report, January 4, 1957, p. 72.

Strouse, Norman, "Thompson Revamps for TV", Television Magazine, December, 1956, p. 58.

Strouse, Norman. Address at the Annual Meeting of Sales Organization of the Minneapolis Star & Tribune, January 7, 1957. mimeo. 32 p.

"Four Top Agencies Detail Their Media Strategies", Television Magazine, December, 1956, p. 76. Three top media men, including Thompson's Arthur Porter, tell how they would spend \$750,000 on media to advertise a regional beverage appealing to adults. A fourth media man, James McCaffrey of Olgivy, Benson & Mather, tells the strategy behind Tetley Tea's actual campaign.

Lasting Ideas: Some expressions on the Art of Persuasion Wise and Witty Enough to Endure. Reader's Digest, cl956, 44p.

Housing

Are families living in prefabs satisfied with them? 116 families living in prefabs in Lafayette, Ind., were interviewed by two home economists from Purdue.

96.6% said that prefabs were easy to keep clean.

85.3% said that houses were well insulated. Yearly heating bill averaged \$96.82 for a 2 bedroom and \$100.96 for a 3 bedroom house.

91.4% liked the room arrangement of prefabs.

68.3% would buy another.

81% believed the resale price would be satisfactory.

"How Prefabricated Houses Serve Families" by Doris Hasler and Cleo Fitzsimmons. Marriage and Family Living, May, 1955, pp. 154-155.

Where does housing stand in relation to other family wants? Glenn Beyer asked 773 families in Buffalo to give their feelings on four statements involving a choice between housing and other family wants.

94.9% agreed "it is more important to have good housing than to have many nice clothes."

97.1% agreed "it is more important to have good housing than to spend money on expensive vacations."

64.7% agreed "it was more important to have good housing than to give children a college education."

46.5% agreed "it is more important to stay in a house and location that you really like than to leave it and get a better job." (Abstracted from "Home Selection and Home Management" by Glenn Beyer.

Marriage & Family Living, May, 1955, pp. 143-151.

Leisure

Men and their leisure, based on 574 responses to questionnaires mailed by Alfred Clarke of Ohio State University to men in Columbus, Ohio, of 5 levels of occupational prestige. Respondents gave the leisure time activity they most frequently participated in.

Professional persons: Attending plays, concerts and special lectures; visiting museums and art galleries; attending fraternal organizations; playing bridge; attending conventions; community service work; reading for pleasure; studying; entertaining at home; and attending motion pictures.

Managers, Officials, and Proprietors: Out of town week-end visiting, attending football games and parties.

Sales, Clerical and White Collar Workers: Playing golf.

Skilled Craftsmen and Kindred Workers: Working on automobile.

Service, Semi-skilled and Unskilled Workers: Watching television; playing with children; fishing; playing card games other than bridge, including poker; driving or riding in car for pleasure; attending auto theater; spending time in tavern; spending time in zoo; attending baseball games. (Condensed from table in "The Use of Leisure and Its Relation to Levels of Occupational Prestige" by Alfred Clarke. American Sociological Review, June, 1956, pp. 301-307.)

(P. Farish)

NEW REFERENCE BOOKS IN THE NEW YORK OFFICE INFORMATION CENTER

Directories and Handbooks

AMERICAN MEN OF SCIENCE; vol. III, The social & behavioral sciences

Jaques Cattell, ed. Bowker, c1956. 9th ed. 762p.

AMERICAN UNIVERSITIES AND COLLEGES

Mary Irwin, ed. Amer. Council on Education, c1956. 7th ed. 1210p.

HANDBOOK OF COMMERCIAL, FINANCIAL AND INFORMATION SERVICES

Walter Hausdorfer, comp. Special Libraries Ass'n., c1956. 5th ed. 229p.

HANDBOOK OF SCIENTIFIC AND TECHNICAL AWARDS IN THE UNITED STATES AND CANADA,
1900-1952

Margaret A. Firth, ed. Special Libraries Ass'n., c1956. 491p.

INDEX TO THE OPERATING METHODS OF THE VOLUNTARY CHAINS AND RETAILER-COOPERATIVES

The American Institute of Food Distribution, Inc., c1957. 105p.

PUBLIC RELATIONS REGISTER, 1956

Public Relations Society of America, 1956. 8th annual edition. 186p.

THE SOUTH AMERICAN HANDBOOK, 1956-1957

Howell Davies, ed. Trade and Travel Publications Ltd., 1956. 862p.
(U.S. agent - H. W. Wilson Company)

THE STATESMAN'S YEAR-BOOK, 1956

S. H. Steinberg, ed. Macmillan, 1956. 1622p.

ULRICH'S PERIODICALS DIRECTORY; a classified guide to ... periodicals, foreign & domestic

Eileen C. Graves, ed. Bowker, c1956. 8th ed. 730p.

Industrial Manuals

MOODY'S TRANSPORTATION MANUAL, 1956

Moody's Investors Service, c1956. 1516p.

STANDARD & POOR'S INDUSTRY SURVEYS, 1956 -

Standard and Poor's Corporation. 2 vols. (Looseleaf)

SUPERMARKET NEWS FOOD INDUSTRIES FINANCIAL MANUAL; covering 1955 operation

Fairchild Publications, Inc., c1956. 2nd annual edition. 116p.

Language and Literature

BOOKS IN PRINT, 1956; an author-title-series index to the Publishers' Trade List Annual

Herbert B. Anstaett, ed. Bowker, c1956. 1756p.

BREWER'S DICTIONARY OF PHRASE & FABLE

Harper, n. c. Rev. & enl. 977p.

DICTIONARIES OF FOREIGN LANGUAGES

By Robert L. Collison. Hafner, 1955. 210p.

HEAVENS TO BETSY! and other curious sayings

By C. E. Funk. Harper, c1955. 224p.

NAME INTO WORD; proper names that have become common property

By Eric Partridge. Macmillan, 1950. 648p.

THE OXFORD COMPANION TO AMERICAN LITERATURE

By James D. Hart. Oxford University Press, c1956. 3rd ed. 890p.

SIXTY YEARS OF BEST SELLERS, 1895-1955

By Alice P. Hackett. Bowker, c1956. 260p.

STANDARD HANDBOOK FOR SECRETARIES

By Lois I. Hutchinson. McGraw-Hill, c1956. 7th ed. 638p.