

J. Walter Thompson Company News

CONFIDENTIAL BULLETIN—FOR STAFF MEMBERS ONLY

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THOMPSON APPOINTED FOR TWO NEW ACCOUNTS

London...J. Walter Thompson, London, has been appointed advertising counsel for the Murine Company of Chicago, Inc. effective January 1, 1957. The London Office will promote Murine Eye Drops in the United Kingdom.

Scroll Pens Company Ltd. also has appointed Thompson-London as advertising counsel. Writes Round the Square, "Marketing figures show that 28 million ball-point pens were sold last year in the United Kingdom — two for every three adults in the country! Ratio of ball-point sales to fountain pen sales — four to one. Next year we will be promoting Scripto products in the United Kingdom and Scripto/Scroll products in certain markets overseas."

ABSORBINE JR. ENTERS NATIONAL TV

WITH PARTICIPATION ON GARROWAY'S "TODAY"

New York...For 1957, W.F. Young, Inc. is allocating the major part of its advertising budget for Absorbine Jr. to TV. A major reason behind the move was a series of studies conducted last summer which showed that concentration of local TV spots over a period of time resulted in an increase in sales of the product.



With the participation on Dave Garraway's program, "Today," comes Absorbine Jr.'s first attempt in national TV. Every Wednesday for 52 weeks, Garraway, in his "folksy" manner, will urge his viewing audience — 2,750,000 prospective buyers — to buy and try Absor-

bine Jr. He will point out (left) and demonstrate how Absorbine Jr. offers effective relief of muscular aches and pains, tired aching feet, and discomforts of Athletes Foot.

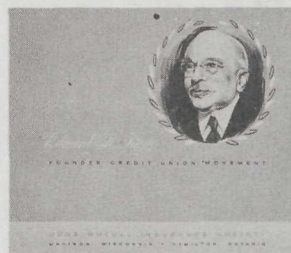
Later in the year, the day of the participation and the time of the announcement will be rotated for the purpose of reaching a larger unduplicated audience.

17 major markets across the country will receive additional coverage from TV

spots. These are scheduled to appear twice a week — every week — throughout the year.

Backing up the TV advertising is merchandising to the trade, which includes a 20,000-piece mailing — a letter from Dave Garraway urging them to stock, promote and display the product. The NBC merchandising field men will call on the trade and request local tie-in promotion and display. Glossy photographs and suggested copy are being made available, upon request, to the trade for purposes of local mailings and bulletins.

THOMPSON PREPARES PICTURESQUE 1957 CALENDAR FOR CUNA MUTUAL INSURANCE SOCIETY



Chicago...The new, 1957 calendar of the Credit Union National Association (CUNA) Mutual Insurance Society is based on a series of advertisements prepared by J. Walter Thompson which appeared in READER'S DIGEST and LIFE. The series was created to show that credit unions were a natural product of our democratic way of life.

Each advertisement depicts scenes from American history where people worked things out together in town meetings, house raisings, etc. The illustrations were painted by Everett McNear, one of America's best-known artists. His illustration of "The Blockhouse" (right) has already won an art director's award.



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Cuna Mutual Insurance Society



The good reception of the campaign and the many requests for reprints by credit union people, educators and others, inspired the client to reproduce 12 of the advertisements — both the illustrations and the copy — in the calendar, which will be distributed all over the world wherever the credit union idea is in operation.

Advertising and marketing highlights of 1956

Looking back, 1956 was a year of many important advertising and marketing trends -- a year when the advertising investment reached a peak of \$9.9 billion. Here are but a few highlights listed in PRINTERS' INK (12/28/56).

January: Audit Bureau of Circulations reports that READER'S DIGEST has a net paid circulation of 10,236,057.

February: Brainstorming idea sweeps the country as advertising strives for greater creativity. 4A's signs consent decree in Justice Department's antitrust action.

March: Almost \$2 billion were invested by the top 100 advertisers in 1955, says Publishers Information Bureau.

April: Lever Brothers signs for 104 color pages in CHICAGO TRIBUNE -- largest order ever placed by a single advertiser in a newspaper. 4A's has first international meeting in New York -- guests are advertising leaders around the world.

May: Advertising Research Foundation report shows that 67% of all U.S. households have TV; 70% of all U.S. TV households are in metropolitan areas.

June: Advertising costs are up 20% from 1950. Fair Trade has 25th anniversary.

July: Trading-stamp sales this year expected to top \$600 million.

August: RKO releases big-budget movies to TV for first time...eyed with interest by advertisers.

September: TV networks threatened with loss of owned-and-operated stations if practices are found to violate antitrust laws, as Congress investigates.

October: 800 representatives attend first annual ROP color conference in Chicago. Medium has bright future.

November: Industry's national sales volume to hit record \$118,000,000 this year predicted at Outdoor Advertising Assn. of America convention.

December: More than 100 newspapers will add ROP color in 1957. PI survey of 100 companies shows '57 advertising budgets will rise at least 10%. Crowell-Collier suspends publication of COLLIER'S and WOMAN'S HOME COMPANION magazines.

The power of the teen-age market

The old adage "never underestimate the power of a woman," could now well read "never underestimate the power of a teen-ager." Business people throughout the country are slowly recognizing the social and economic importance of the teen-ager in the retail market of today and tomorrow.

When one realizes that 40% of the U.S. population today is under 25 years of age, and that the U.S. Census Bureau figures predict that in less than 15 years the 13-18 age group will increase 70%, the importance of the youth market is more evident. There are now more than 16 million U.S. teen-agers with \$9 billion to spend each year (either earned or from allowances), according to the Bureau of Advertising, ANPA.

In discussing the importance of the teen-age girl to retail marketing, Frances Hodges, merchandising director of SEVENTEEN, predicts that the number of women between 26 and 40 will drop 7.8% in the next decade (due to the low birth rate of the 1930's). Hence, increased business in the next ten years must come from either the young or the old, and the youth market is "the better -- growing, active, impressionable."

An illustration of the buying power of the teen-age girl, according to Miss Hodges, is the estimate that girls between the ages of 13 and 19, who comprise less than 12% of the total female population, consume over 21% of the total national soft goods product. The average teen-age girl spends \$9.53 a week from her own money (not counting mom's charge account or gift money) -- a total of \$4 billion a year. 12% of the girls earn this money by full-time work and 27% have part-time employment. Most of the teenager's spending is on clothes, cosmetics and food for entertaining friends.

Miss Hodges describes the teen-age girl as more mature and practical than her forebears were at her age because "she has grown up in a fast-moving, prosperous and crisis-ridden era." She is intensely conscious of styles, fashions and fads, and wants to be pretty.



Manila Office boasts set of triplets

Seen enjoying a spot of refreshment at the annual Manila Office Christmas party are Noel, Ruel and Jose de Leon. "These four-year-old triplets are so nearly identical," reports Manila, "that their father, Gerardo de Leon, office manager, had to study this picture carefully to identify them." Talking to the youngsters (right) is William Dunn, manager of the Manila Office.



AUNT JEMIMA USES SHAKER PROMOTION TO STREAMLINE BRAND IMAGE

Quaker Oats Company -- Chicago

"Perfect pancakes in 10 Shakes" is the theme of Aunt Jemima's major mid-winter promotion at both the consumer and trade levels.

The promotion aims to modernize the product image of pancakes as a food and Aunt Jemima as a brand. Motivation research shows that, in an era of "glamor" foods and mixes, people have come to consider pancakes -- the original baking mix -- "old-fashioned," and Aunt Jemima -- the oldest, and highest quality brand -- the most old-fashioned. The brand is so well established that it is almost taken for granted by the young homemaker.

In contrast to this image, the shaker idea makes the product news. Pancakes have been prepared in the same way for years. The shaker method is a real improvement, making pancakes quicker and easier to fix: "No bowl, no spoon, and no stirring! Just shake -- the batter's perfectly mixed, ready to pour." The shaker method streamlines the product image too, by making the mix fun to use.

Campaign leads off with TV commercials

The campaign leads off with television commercials -- animated films featuring "Susie Shaker" -- on the Caesar Hour this Saturday and February 9 and on Sergeant Preston January 31 and February 14.

"There are many ways to start an ad, but one of the best, if not the best, is to tell the reader how to get something he already wants. The formula is simple enough, but the real problem is to put your finger on that want. It may be something so obvious -- like the merchandise itself -- that you will tend to overlook it, and start far-

A print schedule, unprecedented for Aunt Jemima, will also support the new theme. Concentrated in February -- during the period of greatest pancake consumption -- it will consist of four-color spreads in LOOK and the LADIES' HOME JOURNAL and four-color pages in PARADE, THIS WEEK, FAMILY WEEKLY, AMERICAN WEEKLY, and selected local Sunday supplements. Aunt Jemima will also reach the youth market with four-color pages in AMERICAN GIRL, SEVENTEEN, and CO-ED.

Wesson Oil ties in with shaker campaign

The makers of Wesson Oil -- whose aims are also to create new and modern uses for its product -- requested to tie in with the shaker campaign. They will feature the idea in their own advertisements and on the Caesar show.

Pre-testing of the campaign showed that homemakers were enthusiastic about the shaker idea, reacting typically with, "Why didn't I think of that myself!" It showed that the retailers were enthusiastic, too. They judged the idea a strong merchandising tool for Aunt Jemima. Moreover, because the advertisements say, "Use any shaker" (instead of asking the consumer to send in for a special Aunt Jemima one), it gives stores an opportunity for tie-in displays with their own shakers, which are high-profit items.

"QUOTES"

ther back than you need to. Or it may be something so obscure -- like pieces of the Blarney Stone -- that it takes sharp eyes to find it. But I note that all the really successful ad writers spend more time studying people's wants than anything else."

JAMES WEBB YOUNG

(Reprinted from "Lasting Ideas")

Just ask Martha!



MARTHA O'LEARY

--New York

Answering questions is Martha O'Leary's business. She heads the J. Walter Thompson Information Center, New York Office, where a staff of nine answers the requests for information pouring in at the current rate of 15,000 per year; 36% from account groups, 30% from editorial, and 7% from our International Offices, the Center's top three customers. The first two groups are also the chief users of the new monthly routing service of competitive clippings taken from 32 consumer magazines and eight daily newspapers. By expert channeling of information and by facilitating the exchange of experience within the entire organization, the Center saves you hours of tedious searching.

To begin at the beginning: Martha O'Leary was born in New York City. At the age of two, her serious study of English was completely cut off by a ten-year sojourn in Sweden. Back in New York at 12, Martha had to relearn her native tongue in high school, and then received her B.A. degree from Hunter College in mathematics, followed by an M.A. degree in English literature and one in library science, both from Columbia University - cum laude.

After three years as assistant buyer at Bamberger's department store, a

Macy subsidiary, Martha switched in 1940 to the field of business information service, where she has been ever since. First with Reynolds & Co., investment counsellors, then with the National Association of Manufacturers, followed by 12 years with Benton & Bowles. Martha joined J. Walter Thompson in October, 1955. In each position, she has headed up major reference library reorganizations.

Since she returned to the United States at the age of 12, Martha O'Leary has made two extended trips to Europe, most recently in 1951 when she accompanied her physicist husband on an eight-month sabbatical leave. They toured 15 European countries by car and French Morocco by plane, skiing in Switzerland and Austria for a month and visiting major university physics laboratories and U.S. Information Agency libraries. Martha also bought antiques for herself and on commission. Their beautifully decorated New York apartment is furnished mainly with the English and French antiques of the 1780-1830 period collected during trips abroad.

The O'Learys spend most of their summer weekends in East Hampton because they love oceans and swimming in them. (Incidental Intelligence: it was while skiing on a Vermont mountain that they met). Other weekends, just for fun, Martha visits decorative art exhibits, works with friends on their decorating problems or just dabbles with one of a dozen choice French and Swedish recipes that she says she has "almost" mastered. If you want to try your hand this weekend at Lobster a la Victor Hugo, call Martha. She'll get you started. If you want to know the difference between Empire and Biedermeyer, ask Martha. If you need facts and figures on anything, just ask Martha.

PEOPLE

HENRY FLOWER, JR. (NY) recently received a silver medallion as a special citation from the President of Keep America Beautiful, Inc., for "Volunteer Service" in the war on litterbugs. The award was presented to Mr. Flower "in recognition and appreciation of his leadership through the early developmental stages of the nationwide educational program to stimulate individual responsibility and pride in clean, safe and attractive surroundings." Mr. Flower also has been elected a Trustee of The Experiment in International Living.

RICHARDSON WOOD (NY) addressed the College Public Relations Ass'n. at Yale University January 17. He spoke on the opportunity of colleges to have a closer relation to industry by having a closer relation to communities. ROBERT HALDEMAN (LA) in NYO this week on Boyle-Midway, after attending inaugural ceremonies in Washington, D.C. GEORGE A. JOHNSON and FRANK QUATTROCCHI (LA) in Fresno last weekend for SOLDIERS OF FORTUNE DAY with John Russell and Chick Chandler for 7-Up. Married: A.G. ENSRUD (Chi.) to ESTHER ANDERSON (Chi.), Dec. 26.