J. Walter Thompson Company News

CONFIDENTIAL BULLETIN FOR STAFF MEMBERS ONLY

Vol. XII, No. 5 February 4, 1957

LIBBY'S TOMATO JUICE USES LOW-CALORIE APPROACH TO APPEAL TO "SLIMMING LADIES"

Chicago...Libby's Tomato Juice advertising used a high-fashion, low-calorie approach for the first time last week. The magazine advertisement (right) — the first of a series — featured a slim model wearing a red dress in one panel, and a slim "waistline" glass of tomato juice in the other.

Copy stated: "Non-fattening Libby's... 3 times a day...makes it easier to stay with your slimming program...less than 40 calories to the 6-ounce glass...". This January 28 LIFE advertisement, which also runs in WESTERN FAMILY and WOMAN'S DAY in March, presented a striking use of two colors (black and red). The original photograph was a four-color transparency from which a two-color dye-transfer print was made.

BURROUGHS INT'L GETS WIDE NEWSPAPER COVERAGE IN FRANCE, BELGIUM AND TOKYO

Paris...Burroughs International has appointed J. Walter Thompson, Paris, as its permanent public relations counsel for France and Belgium. The appointment came on the heels of a vigorous public relations campaign to introduce the new E 101 electronic calculating machine in Europe.

A few weeks prior to the introduction, two Burroughs' competitors launched electronic machines. With only seven weeks to work and at a time when the world situation (Hungary, Suez Canal) was claiming most newspaper space, Thompson not only managed to intrigue the French press by nicknaming the E 101, the "Baby Brain," but also attained front-page coverage when the machine arrived in France.

From France, the Thompson team travelled to the next Burroughs' introduction - in Belgium. Here, despite a hostile attitude toward "interference by public relations men," the story was given extraordinary newspaper space.

Amusing ending to the story of the "Baby Brain" was found in a small classified advertisement in a Brussels newspaper. A Burroughs' competitor, realizing that Burroughs' press coverage couldn't be attributed to chance, inquired and found out about Thompson's public relations department. He then advertised: "Wanted: public relations man, capable of introducing new machines, etc...".

Burroughs also made news recently in another part of the world — in Tokyo. The installation of a Burroughs' calculating machine in the General Affairs Department of MAINICHI SHIMBUN — the second largest nationwide newspaper in Japan — was announced in the December 14, 1956 issue of PRESS CENTER. The article explained the mechanics of the machine and stated that "this machine is already in operation and represents the first attempt at modernization of press accounting."

CHUN KING CAMPAIGN - "A NEW MOOD IN FOOD" - RANKS HIGH IN "NOTED" AND "READ MOST" SURVEYS

Chicago...The current Chun King campaign - A New Mood in Food - in THIS WEEK magazine is quite a departure from normal food advertising (NEWS, 9/10/56). Because of the nature of the product, advertising was called upon to do several jobs: to establish the Chun King name as the leader in American/Oriental foods and to sell the concept of this type of food. The advertising approach is somewhat daring for a food advertiser and contains long news-style copy. Its effectiveness is indicated by the Starch "noted" rating of 48% for the first insertion. This was second only to an advertiser who received 49% and who used a two-page spread instead of the single page used by Chun King. Chun King also ranked second among "read most" in THIS WEEK magazine.

As to future media plans, the Chicago Office reports that the same general format, used in THIS WEEK, is being scheduled in four-color ROP with even more detail and copy.

How long is a good idea good?

Two of Thompson's aviation clients won acclaim in ADVERTISING AGENCY magazine (1/18/57) for the most recent examples of well-established campaigns. Pan American was cited for its four-color spread on the "secret place" theme (left); Douglas Aircraft for its spread which reproduced a year's worth of photographs on the "Whatever your reason for getting there faster" theme (right).

An interesting point is that these spreads, noted as "two great ads", represent themes of long standing. The first Pan Am "secret place" advertisement appeared over two years ago. The Douglas theme has been in use even longer.

Advertising must sell itself

It has been predicted many times that 1957 will be a bigger, better and more prosperous year for advertising. The next question which comes to mind is how to make advertising itself better in 1957. In the January issue of WESTERN ADVERTISING, a group of western advertising leaders, including Lowell Mainland (SF), answers the question: "How best can advertising improve its standing with business management and the general public in 1957?" Although each has his own approach, they all agree that advertising still has problems of acceptance and that there is much to do to make advertising even more effective. They feel that advertising has a selling job to do - for itself.

Mr. Mainland believes that advertising should upgrade itself by being more community conscious and assuming more personal civic responsibility. He points out, "In too many instances advertising's contact with business and the public has been too remote to impress people with the importance, integrity and ability of people who make up the very small part of the business world which is advertising." He believes that if advertising people participate on a personal basis with other "business folk who are giving generously to make their communities a better place... they can increase advertising's stature."

Walter Guild, one of the West's leading food merchandising authorities, says the answer is to improve the product and abandon "prestige" advertising. He states, "Business management remains sold on advertising only as it proves its usefulness as a functioning part of business." John C. Morse, Dan B. Miner Co., says it is a public relations job to be handled by the 4A's and the ANPA. He suggests dramatizing the part advertising plays in providing a high standard of living and the way it has helped build national distribution and reduces the cost of goods and services. Harry S. Pearson, of The McCarty Co., also feels that "we should be advertising ourselves as an industry to both management and the public." It is his opinion that advertising has failed to gain stature with these groups because of a serious lack of a good public relations campaign. Too many stories show advertising people as "immature eccentrics".

Harold Ohleyer, Ryder & Ohleyer, believes that when it comes to raising the stature of advertising, the accent should be on youth. He agrees with a point made at the recent WA Conference on Print that "The destiny of our business is in the hands of those who will be tomorrow's agency people - and tomorrow's clients, too. One of the problems of the agency business is to attract good young people."

Other suggestions for the upgrading of advertising in the eyes of the public are to make advertisements simple, attractive, compelling, factual, informative, interesting, believable and in good taste.

Thompson clients receive outdoor awards

Evidence of J. Walter Thompson's continuing leadership in the field of outdoor advertising is contained in the recent announcement of outdoor awards made at the national judging in Chicago. Thompson clients received the following awards:

Ford Car Poster - Grand Award of the "100 Best." "4 Bedrooms, 3 baths, 2 FORDS

Ford Trucks - #1 & #3 (trucks classification)

Swift's - #1 (Food)

Seven-Up - #3 (Soft Drinks)

Aunt Jemima - #3 (Bread, Flour, Baked Goods)

F.D.A.-L.A. - #2 (Painted Bulletins)
"Ran my spots off!"

"LOOK! NEW FORD TRUCKS FOR '57"...

Ford Motor Company -- Detroit

...This headline recently kicked off an all-out, grand-scale Ford Truck announcement campaign which resulted in another "first" for Ford. Never before in the history of truck advertising (not just Ford Truck advertising) has an announcement campaign reached such all-encompassing proportions. Plans are to continue this stepped-up program after the announcement period is over. This will make 1957 the biggest year ever in Ford Truck advertising.

Why so big?

Styling innovations have given the Ford Truck line a completely fresh and modern look. Taking its first public bow— and setting a new lead in truck styling -- is Ford's new Ranchero, the more-than-a-car, more-than-a-truck pickup, boasting both distinctive quality and practical performance. There are the new Ford pickups, now wearing as standard dress, the fenderless Styleside body, the largest body of any pickup. Also, there's great news about Ford's new modern Tilt Cab: it's now the lowest priced tilt cab on the market -- Ford being the first mass producer to manufacture them.

The designers, engineers and stylists realized that the great 1957 trucks were record breakers. Enthusiasm ran high. There was no doubt about it -- the special truck line would have to be announced in a special way...and in a big way. But how?

The approach

Looking for a real attention-getter, the Thompson creative group came up with the "Look!", "Look Again!" announcement theme. Employing a double-take technique, the first "Look!" headline acclaimed new truck styling ("Look! New Ford Trucks for '57"); the second headline, halfway down the page, "Look Again! They're modern Through and Through," pulled the reader into the story by describing key Ford features.

The media program makes a "first"

Preannouncement, announcement, and follow-up advertisements were scheduled for all the large newspapers throughout the country. For the first time, four-color comic strips heralding the new trucks splashed into the Sunday newspaper editions.

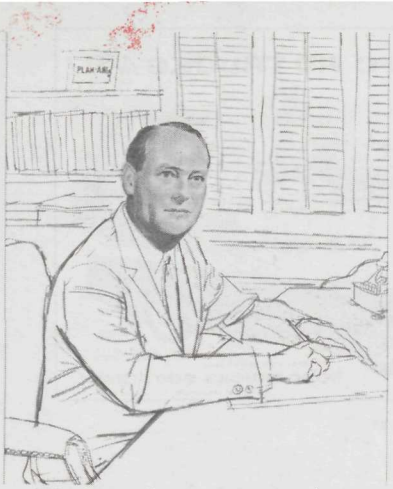
An unprecedented program was undertaken for the appearance of four-color spreads in four consecutive issues of LIFE magazine. For the first time in the history of the account, not just one, but four announcement advertisements were planned — and all in LIFE! These featured the Ranchero ("Look! More Than a Car, More Than a Truck"), the full-line announcement; the light-duty trucks (Styleside); and the heavy-duty trucks. Three four-color announcement spreads were planned for TIME, NEWSWEEK, and BUSINESS WEEK, and one announcement for all major farm magazines, once again in four-color. Three B&W half-page advertisements will be carried in the WALL STREET JOURNAL; one B&W spread will run in each of 36 vocational magazines. Radio and television also played important roles during the announcement period.

In addition, four direct-mail pieces were prepared, three of which were planned as a mailing to owners of competitors' trucks, while the fourth, the successful CLUES magazine, announced the '57 trucks to Ford owners.

The year-long program

Maintaining the styling and modern themes of their announcements, Ford Truck advertisements for the year will stress the cost-less theme, ("...Less to Own...Less to Run...Last Longer, Too!"). The weight of this year's advertising will be concentrated most heavily on magazines, newspapers and direct mail. With TV as added support, this stepped-up program will make 1957 the most important truck year in the annals of Ford advertising.

Talent, energy and devotion



JOHN McQUIGG

-- Detroit

It has become customary to describe advertising men and women as people who are diligent, tireless workers, and perfectionists -- people who bring to their respective duties both talent and devotion, and who carry with them, wherever they go, a surplus of spirited energy. It's customary, because it's true.

This is the story of a man who, long ago, far exceeded the mean of hard work in advertising, and who is now Vice President and Manager of the J. Walter Thompson operation in Detroit. His name is John L. McQuigg.

In the deceptive tranquility of his wood-panelled office, some of the most complex and furiously paced advertising problems are confronted, discussed, and resolved. These problems are met by the wise intelligence of a man who has had a long background of leadership both in creative and administrative matters.

John first took the path that was to lead him into a series of professional accomplishments (and we might add, strenuous work) when he helped to work his way through high school as a sports reporter on the LOS ANGELES TIMES. At the age of 17 -- ordinarily, an age when a young man's most serious thoughts are about the girl he's taking to the next high school prom -- he began looking into advertising, a business which he felt offered more in terms of interest and satisfaction, as well as ultimate accomplishment.

After following this pursuit at the University of Southern California, he moved quickly into the advertising field: Advertising Manager of West Texas Utilities; Assistant Advertising Manager of Frigidaire; Vice President and Detroit Manager of Geyer, Cornell & Newell Advertising Agency (attaining this position at the ripe old age of 30!); and then Executive Vice President of Lennen & Newell. These experiences led him from California to Texas, Ohio, New York and Michigan.

During World War II, John served in the Air Force, both in the Intelligence and Operations sections. In the course of 27 months in England, Africa, Italy and France he flew 46 combat missions as an aerial gunner and photographer, winning the Air Medal with four bronze clusters, three General Citations and seven Battle Stars in the process. Before being released from active duty as a Lt. Colonel, John taught at Fort Leavenworth, where he was one of the few instructors who was not a West Point graduate. He joined the Detroit Office in June, 1955.

Much of John's time, of course, is spent upon Ford business, dealing directly with both Ford Division and Ford Motor Company. Outside of his regular weekly meetings at Ford, there are many spur-of-the-moment trips, sometimes extending throughout the entire day and evening. Other Detroit office accounts which John must oversee are Champion Spark Plug, Burroughs (International), Michigan Blue Cross-Blue Shield, and Evans Products.

A jumpy, nervous, tired-looking individual? Not on your life! John somehow maintains the relaxed composure of a man who has just set aside his trout poles and boots (a favorite sport of his), or his golf clubs (he has just finished a term as president of Orchard Lake Country Club and has a five handicap), and has returned, clear-eyed and eager, to his work. With John -- even at the most tumultuous moments -- there's always time for a smile and a few words. He, his wife, Dorothy, and daughter, Sarah Ann -- recently a graduate of Denison University in Ohio -- live in suburban Birmingham. Their son, 1st Lieutenant John D. McQuigg, is presently stationed in Greenland with the United States Air Force.

PEOPLE

JAMES J. COCHRAN (right) joins NYO today as a Representative. Most recently, Mr. Cochran was with the Kudner Agency. Engaged: JANE MAGEE (Chi.) to George Anderson; NORA RAFFERTY (Chi.) to Jack Margeurite; PEGGY BARRETT (Chi.) to John Cavenaugh. Married: DON THORBURN (Det.) to Mrs Sue Stall, February 2 — Mr. Norman Strouse was best man; KAY MacKAY (SF) to Harvey Hancock. ATTENTION NYO MEMBERS: Deadline for next "classified" is Tuesday, February 5.

NEW YORK OFFICE STANDARDIZES PROCEDURE TO "LOCATE" VISITORS

Attention members of other Thompson offices: When you come to the New York Office

For your convenience and to save your time, all mail addressed to you, messages or inquiries, will be available at Miss O'Connor's desk (Extension 605 - 12th Floor Square).

This should help to eliminate some of the difficulties we have all experienced in the past in trying to locate visitors who are in the office.

This means, of course, that Miss O'Connor always should be told, in advance, of anyone planning to come to New York.

As you know, people often call up to know whether Mr. _____ is in New York and, if not, when he is expected.

If you think there is any more effective way of handling this, please let us know.

Attention members of the New York Office

Whenever the mailroom receives mail, or the telephone operators receive calls, for a person, and do not find such a name in the office directory, the mail or calls are referred to Miss O'Connor (Extension 605 - 12th Floor Square) for locating.

The reason for this procedure is to relieve the operators of their present responsibilities in answering inquiries or trying to "track down" visitors. The operators are too busy and the mechanics of the switchboard too costly to handle this "detective work" in this way.

In addition to letting Miss O'Connor know about any visitors to our own offices, please tell her of any client who is scheduled to be here, who does not come here frequently enough for his office to know with whom he will be.

In addition to the person's name, she will need to know how long he will be staying and to whom telephone calls may be directed.

Obviously, the effectiveness of this service will be entirely dependent on your cooperation.

These two arrangements should not only be a convenience to visitors, but should also save you time and possible embarrassment.

Mr. Danny Seymour, Director of Radio and Television of J. Walter Thompson, (left) and Mr. Norman H. Strouse are seen discussing color television in the TV Workshop

Shown at the press luncheon following the color television presentation are left to right: Robert Kintner, Executive V.P., NBC; Mr. Strouse; Mr. Seymour and Hubbell Robinson, Executive V.P., CBS

THOMPSON ANNOUNCES NEW COLOR FACILITIES FOR ITS TELEVISION WORKSHOP

Believing that the day of practical color advertising in television is just over the horizon, J. Walter Thompson has taken a significant step to make certain that it will keep well ahead of the requirements of this new and challenging medium. On January 28, the Company announced to members of the press gathered in the New York Office that it has put into operation color telecasting on its private TV Channel, the first advertising firm to use color facilities in pretesting commercials through its own Television Workshop.

Purposes behind the move

For four years, Thompson has operated a closed-circuit television station on Channel 3 to assist its many clients in economical preparation of TV commercials. At the press conference, Mr. Strouse stated that now with the addition of color facilities to our private television channel, "it will allow us to continue to offer cost-saving advantages even more significantly in the future as well as enable us to face the problems of color as the medium develops." He cited that "color-television broadcasting will have tremendous effect on advertising, in particular, and television production in general." He gave as one example "appetite appeal" which color will put into food advertising.

Another factor which he cited that should not be overlooked is the value of TV color in packaging. The national expenditure for packaging materials and equipment already totals at least $10 billion; and it's predicted this figure will rise to $15 billion by 1965. "If these investments are justified," Mr. Strouse advised, "the importance of presenting these packages in color on TV must be obvious."

Aside from its demonstration qualities -- the ability to show a product more realistically -- another important facet of color TV is the definite "emotional mood" quality that adds greatly to the over-all effect. For "spectaculars," color increases glamor of the costuming and stage sets; for dramatic programs, it heightens the impact of the emotional mood.

Thompson's part in color television

From the outset of color, Thompson has experimented with and actually telecasted many of its advertising commercials and programs in color. Two years ago the Company produced and telecast 13 "Ford Theatre" programs plus the commercials in color. During the past year, two programs sponsored by Thompson clients, Kraft Theatre and Lux Video Theatre, have telecast 107 hours of color television. "This experience and the experiments we have conducted in our TV Workshop," Mr. Strouse stated, "have given us a pool of knowledge in color television that we believe puts us well ahead of other advertising firms."

At present 32 stations now telecast live color and 77 are prepared to transmit film color. 284 of the 466 U.S TV stations are now prepared to transmit network programs in color. With approximately 400,000 color sets in use now, TELEVISION AGE magazine predicts 3,500,000 sets will be in operation by 1961.

To keep pace with this new move to color, Thompson now offers to clients color previewing from the TV Workshop which operates full time over a closed circuit. Equipment includes a color camera, two B&W cameras, a film chain and slide projector. In addition, the Workshop has animating facilities.

In summarizing the benefits of this new operation, Mr. Strouse stated: "By such devices as the Television Workshop and now by adding color to its facilities, Thompson is providing an atmosphere in which creative personnel can develop. In the specific addition of color, we have not only the opportunity to perform a greater service to our clients, but the opportunity as well to develop new talent so that their ideas can generate in a climate of color and they will learn to think in color."