

J. Walter Thompson Company News

LIBRARY-RESEARCH DEPT.

FEB 13 1957

CONFIDENTIAL BULLETIN—FOR STAFF MEMBERS ONLY

Vol. XII, No. 6 J.W.T. CO. - CHICAGO

February 11, 1957

THOMPSON PROMOTES McGRAW-EDISON AS NEW GIANT IN AMERICAN INDUSTRY

New York...On January 2, Thomas A. Edison, Incorporated, was consolidated with McGraw Electric Company...creating an important new force in American industry...McGraw-Edison Company. On this date also, J. Walter Thompson was appointed corporate advertising counsel for the newly merged companies, and given the challenging assignment of promoting McGraw-Edison as an organization which now represents one of the most impressive diversified operations in America for the creation, production, marketing and servicing of electrical and electronic products.

The first announcement advertisement headlined, "A new major force in American business," ran in 68 leading newspapers on January 3, 1957. The all-type page (prepared by Thompson almost overnight) reported the reasons for the significant union. It also listed the McGraw-Edison products, including virtually every type of electrical appliance and equipment for home or industrial use. They range from electric toasters, fry pans and washing machines...to office dictating and transcribing equipment (Thompson was advertising and public relations counsel for Edison Voice-writer and Storage Battery Divisions prior to the merger)...to electrical melting furnaces, industrial batteries, air conditioning and refrigeration...to capacitors and giant transformers.

Thursday afternoon becomes "Kraft Afternoon"

Chicago...To meet its need for additional commercial time, the Kraft Foods Company is now sponsoring four Thursday afternoon TV programs, as well as the Kraft Television Theatre on Wednesday evenings.

The programs, all on NBC, are: Tic Tac Dough, a live audience participation quiz, at 12:00 p.m. EST; Matinee Theatre, a live drama in color at 3:00; Modern Romances, a serial, at 4:45; and Comedy Time, a filmed comedy series, at 5:00.

Thursday daytime television was selected for Kraft for three reasons: 1) it provides a direct follow-up from the Wednesday night Television Theatre, 2) most Kraft products primarily appeal to women, and 3) Thursday is the first day of the concentrated weekend shopping period.

"This purchase has created a new concept in product protection on television," reports Chicago Office. "The number of Kraft products and the fact that more than one product may appear in a single commercial made the ordinary, 'horizontal' type of protection impossible. Instead, Kraft has 'vertical' protection for all products on all four programs on Thursdays, providing the flexibility necessary for promotions, seasonal problems, and specific product commercials needs."

Thomas A. Edison's Birthday Commemorated Today

Today, to commemorate the 110th birthday of Thomas A. Edison, Thompson prepared the second announcement page (right), running in 24 U.S. newspapers, four editions of the WALL STREET JOURNAL and four Canadian newspapers.

In addition, as part of a series of events to honor the inventor of the light bulb, phonograph, motion picture camera, etc., Thompson's Public Relations-Publicity Dept. has planned a party, complete with "huge Edison birthday cakes," for 15,000 McGraw-Edison employees. Also a portrait of Edison will be unveiled in each plant.

In West Orange, New Jersey, where Mr. Edison perfected most of his inventions, ceremonies will be held tomorrow to make the Edison home a national historic site under government sponsorship. Other public relations events during this week -- designated by the entire electrical industry as National Electrical Week to honor Edison -- include: TV use of MGM's Edison movie, starring Spencer Tracy; a 10-piece press kit with newspaper, radio and TV stories, local speeches, to be filled in with local management names in each plant city; TV programs about Edison; wire service and magazine stories about the anniversary and the new company.



NYO Blood Drive hits all-time high

The time -- January 30 and 31. The scene -- 10th floor conference room. The characters -- members of NYO. The occasion -- Thompson Blood Bank Drive. The result -- 259 pints of blood.

The value of promotion of "B-Day", which has become a Thompson institution, was proven once again this year by the generous response of NYO members. They actually waited in line (right) to contribute the life-saving blood.



Direct mail, posters, testimonials, teasers, and personal calls resulted in the largest number of registrations and donations since the beginning of the Blood Bank - in 1950 - and went over last year's mark by 13 pints. The count: 348 registrations; 89 "postponements" - due to colds, low hemoglobin, low or high blood pressure, recent operations, polio shots given within the last two weeks, underweight, (or not following the instructions that were sent to everyone in memo form!) It is hoped that the total will swell when the postponements of the two days come through.

This is Advertising Week

With more than 150 organizations promoting the theme "Advertising benefits you," this year's nationwide observance of Advertising Week, February 10-16, is predicted to be the biggest ever. It is expected that the impact of this year's campaign will be double that of last year's when more than \$900,000 was donated for the promotion.

Special material has been prepared for newspapers, magazines, business and farm papers, car cards, radio and TV on both local and national levels. One of the highlights of the week will be Ed Sullivan's interview of Thomas D'Arcy Brophy, national advertising chairman, over CBS-TV.

How can a product survive in today's market?

Approximately 80% of all new items put on the market today are failures, according to the Department of Commerce.

The introduction of a new product is a risk, but it is also a lifeline to business survival. The article cited a recent A.C. Nielsen report which indicates that companies that successfully introduce new

products show a much faster profit and sales gain rate than those which do not.

The question is -- why do these new products fail when they hit the market? Three of the reasons given for the high mortality rate are: 1) American corporations have been spending six times as much for product development as for marketing development; 2) production-minded executives have lost sight of the marketing concept of starting from the ultimate users' needs or wants and only then making a product; 3) although there may be a market, there may also be a lack of desire for the product -- before you have a market you need people, with money, with the desire to buy.

A 12-step checklist is included in the article as a guide "to improve your new-product-introduction batting average." The checklist dictates the principle: think first about the market - the user - and his needs; then decide if it's a unique, salable product, providing a benefit at lower cost. The first step in the checklist is to determine a reason for a new product in terms of the customer's viewpoint. Other steps to check are: who will buy it; competition; the headaches involved in packaging, pricing, selling and promoting; the test-market trial; the evaluation of results for future marketing strategy. (PRINTERS' INK 2/1/57).

Housewives prefer household premiums

The type of premium most housewives prefer, according to a study conducted by Nesbitt Associates, is a household item which is featured on a package, and which involves coupons but no cash. Of the 262 housewives questioned in Chemung and Westchester counties, New York, 202 said they preferred household items to wearables such as hosiery, jewelry and lingerie.

The survey showed that two-thirds of the women responded to premium offers featured on packages, with newspaper and magazine coupon advertising taking second place. The majority stated that it was while in the supermarket that they were most prompted to take advantage of a bonus or premium offer. 106 of the women indicated that when shopping for items on their supermarket list, they make a point of seeking out packages that offer them a "little something extra" for their money.

Seven out of ten women stated that they would prefer to collect a greater number of coupons over a longer period of time than to pay any of the premium cost in cash.



FOUR WAYS TO IMPROVE CAR PERFORMANCE

Champion Spark Plug Company -- Det. & NY

When Thompson was appointed counsel for Champion Spark Plug's domestic advertising last year, its first step was to seek information on exactly what benefits a car-owner could get if he used new Champions. Finding that no conclusive facts on the subject had been developed, Thompson recommended that Champion retain an independent laboratory to make a series of tests specifically to determine what these benefits might be in respect to power, starting, smoothness, etc.

Regular passenger cars with plugs which had gone 10,000 miles or so were tested — first with the old plugs, then with new Champions. Nine out of ten cars got an immediate boost in road horsepower — the power actually delivered at the rear wheels. Most cars gained from 6% to 31%! Tests also showed that Champions cut starting time by as much as 71% — with an average of 39% for all cars tested.

Other tests indicated further benefits. Champions new Powerfire electrode was found to last longer than ordinary types — giving top power and gasoline economy for the life of the plug. It was also found that new Champions help protect the engine by preventing dilution of the oil with unburned gasoline.

When these test results became available last year, a series of advertisements was run which dramatized the increase in horsepower and gave secondary emphasis to quicker starting.

As plans progressed for this year's campaign, it was necessary to decide whether to continue to stress the horsepower story, or whether to emphasize the four ways in which new Champions improve car performance. Both approaches were prepared in various art and layout techniques and samples were sent to Gallup-Robinson to be tested in "Impact."

The "four ways" advertisement was selected as the most effective and became the basis for the 1957 campaign. Eye-catching illustrations of realistic scenes form a background for the dominant white silhouette of a car with a black silhouette engine. Superimposed on the engine is a diagram of red numbers which correspond to the four main copy points — also numbered in red. They illustrate the headline: "You can make your car 4 ways newer with Champion spark plugs." Semitechnical copy in the form of captions explains these four ways as: 1) more road horsepower, 2) quicker starts, 3) less engine wear, 4) lower cost-per-mile.

Each of the main illustrations will be made by an outstanding artist and will depict such situations as fishing, golfing, and riding out West, in which the reader can easily picture himself.

The main object of the campaign is to convince the car-owner to change spark plugs every 10,000 miles. The second objective is to convince him that Champion is his best buy in a spark plug.

Advertisements will run in LIFE, LOOK, SATEVEPOST, READER'S DIGEST, TRUE, POPULAR MECHANICS, POPULAR SCIENCE, MECHANICS ILLUSTRATED, and THIS WEEK, with a combined circulation of 40,960,994. Also, point-of-sale material for distributors, jobbers and dealers has been developed, to tell the same story.

This year's campaign marks one of the first times that Champion's International advertising has been co-ordinated with the domestic campaign. The copy approach is the same — only the artwork and type of background differs. The same theme is being carried through in Champion's boating, farm and fleet programs.



ROBERT BUCHANAN

--New York

From a Mergenthaler bed to a bank of Klieg lights seems no span at all for today's man of communications, this being the exacting field which has fascinated Robert "Buck" Buchanan the greater part of his communicative life.

Radio-TV Group Head on Ford, Scott and Sylvania -- a challenging complex involving talent, budgets, legalities and network relations -- "Buck" can view the airways picture from start to Schwerin, apply generous solutions drawn from a pleasantly well-spent past as a writer, announcer, teacher, sportscaster and agency producer.

Newspapering appeared as a proper beginning. Buck's family for three generations had published the Auburn, Indiana EVENING STAR so Buck hitched his wagon early, was carrier boy, reporter, editor -- to this day holds a card as a union typographer.

While earning his B.S. at Northwestern (an M.S. at the Medill School of Journalism came later), Buck edited the Daily Northwestern, and somehow also found time to act as a stagehand and sketch and lyric writer for NU's widely-

known WAA-MU shows. Most remembered rhyme: "cozily expose a knee."

"Accidentally," the now Thompson Vice President states, "I got into radio." Teaching at the University of Illinois, where his class edited wire service teletypes for the college station, Buck was dropped in to "sub" as newscaster. The news he carried, (it was the day after December 7, 1941), soon carried Buck's career to greater lengths -- with the U.S. Air Force in the South Pacific, as Fighter Squadron Intelligence Officer. Off duty, radio was not forgotten as Buck "subbed" for the U.S.O. -- was a well-sustained disc jockey for such A-Market atolls as Ie Shima, Owi and Wakde.

Postwar, Buck returned to Northwestern as an instructor, became producer and moderator of the University's "The Reviewing Stand" on MBS. A visitor to Young & Rubicam's Chicago office one afternoon, he found himself behind a desk and working the same p.m. First Buchanan TV production was a half hour rate holder in Milwaukee. The budget \$600. The show's offspring "Schlitz Theatre" is still telecast...still sponsored by Schlitz...now produced by J. Walter Thompson.

Transferring to New York as associate producer of "Pulitzer Prize Playhouse", Buck saw a new service "created" around his talents. Procter & Gamble and General Electric were under Television Account Supervisor Buchanan when he left Young & Rubicam to join Thompson last year. Between scripts and contracts, Buck still writes sketches, turns out a lyric now and then. A barbecue culinary bent manifests itself magically in "Bucky Burgers." The cookin's plain. The eatin' real fancy. Nor coming from Buck is this surprising.

PEOPLE

J. Walter Thompson announces the opening of an office in Karachi, Pakistan, under the management of NUSRAT BOKHARI. KEVIN FARRELL has been appointed manager of the Paris Office, replacing DENYS SCOTT, who has left the Company to return to England. Mr. Farrell has been with Thompson for over nine years -- the past seven have been in France. NEIL TALMAGE (NY) joined the staff of the Mexico City Office, February 10. DR. WILSON GADDIS will act as correspondent of the J. Walter Thompson office in Bangkok and until further notice his address will be: c/o

Erawan Hotel, Bangkok. FRANK W. LINDER, Manager of the Rio Office, has been elected to directorship of the American Chamber of Commerce in Rio. JEAN SIMPSON, JANE ELLEN MURRAY and ELIZABETH CASHEN all of the Chicago Office, are members of planning committees for the Women's Advertising Club of Chicago's annual "Woman of Distinction" series. Proud parents: JOHN PIKE (Mexico) and his wife, Harriet (formerly, Santiago Office), a daughter Laura Michelle, born January 26. Proud papa: HUGH SUTHERLAND (LA), a daughter, Carol Elizabeth, born January 31.



NEW YORK OFFICE CLASSIFIED

For Sale

Child's Ely piano with bench. Blonde wood. Bought at Christmas and in perfect condition. Cost \$30 -- will sell for \$10. Excellent for starting youngster on piano. Goldie Snipes, Ext. 772 or 769.

Simmons Couch. Practically new. Sleeps one. With new cover and one bolster. Very reasonable. Available first week of March. Ext. 230.

Model A Ford. Perfect condition. Ideal for station or beach. Dependable old friend. \$100. Ext. 633.

Boy's hockey skates. Size 10 (shoe size 6). Excellent condition -- worn three times. Will sell for \$5. Call Mike Leavy, Ext. 719.

Gas stove. 40" with four burners, top griddle and electric clock. One year old. Perfect condition. Cost \$150 -- will sell for \$75. Grace Reynolds, Ext. 645.

Sublet for eight months. 5½ rooms (3 bedrooms) for \$187; or 4½ rooms (2 bedrooms) for \$170. Completely furnished with air conditioner, washing machine, and dishwasher as nice "extras." From March 15 to September 15. In Jamaica, Long Island. Near to buses and subway. For further information -- OL 8-4361 evenings or Pat Green, Ext. 746.

English Ford (Prefect) 1951. Four-door sedan. 12,000 miles. Low gasoline consumption. Good second car for city and/or suburban use. Price: \$350. Call Pearl Johnson, Ext. 768.

For Sale

Westport, Conn., Ranch House. Three bedrooms; two bathrooms; two-car garage and paneled den. Location magnifique. Price \$34,500. \$24,000 25-year mortgage, plus \$7,500 second mortgage available. Ext. 633.

Six reinforced emergency chains. Firestone. Never been used. Can be used over snow tires. \$5. Irene Kraven, Ext. 796.

Light-gray wood sectional bookcases. 9'6" high, 6'2" wide. TV area, adjustable shelves. Will sell in sections if desired. Call Ext. 106.

Rooms for rent. Single and double in private home with garden. Convenient to New York Central and subways. Kitchen privileges. \$60 to \$70 monthly. Call LU 8-0854 after 6:00 p.m. and on Saturdays or Carol Musgrave, Ext. 729.

Wanted

John Kohler, Manager of Frankfurt Office, would like to rent a cottage -- possibly on Long Island -- for his family. Four bedrooms are preferred. For two weeks between May 26 and June 9. Call Harry Gordon, Ext. 220.

One used Genoa jib. In good condition. Dimensions: Luff not more than 29'8", foot approximately 13', leach approximately 27'. Call Osmond Molarsky, Ext. 154.

Deadline for next classified: March 5.