

J. Walter Thompson Company News

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New York...Luther Orange Lemon, Treasurer and a Director, died Thursday, February 28, at his home in Mount Kisco, New York.

Mr. Lemon was born in Richmond, Indiana, on November 10, 1900. He attended Howe Military Academy, Earlham College and received his B.S. degree from Columbia University, School of Business. He joined J. Walter Thompson Company in 1924. In 1937, he was made Assistant Treasurer; in 1946, Treasurer; and in 1947, was elected a Director of the Company.

A churchwarden of the Protestant Episcopal Church of St. Mary the Virgin in Chappaqua, Mr. Lemon was a vestryman of the French Protestant Episcopal Church of St. Esprit. At Earlham College, Luther Lemon majored in music — and this interest continued throughout his life.

He first studied piano — later the organ, in both Richmond and New York. For years he served as an organist at St. Luke's in New York City.

He was a member of the Church Club of New York, American Church Union, The University Club and Beta Gamma Sigma (Honorary Business Fraternity).

Luther will always be remembered by all of us, not only for his sound business judgment and outstanding contributions to the Company he loved, but for his genuine interest in and understanding of other people. He led a truly, kindly, Christian life.

PORTLAND CEMENT ASSOCIATION APPOINTS THOMPSON AS ADVERTISING COUNSEL

Chicago...Portland Cement Association has appointed J. Walter Thompson, Chicago, as advertising counsel, effective immediately.

J. WALTER THOMPSON APPOINTED ADVERTISING COUNSEL FOR LEFEVRE-UTILE

Paris...J. Walter Thompson, Paris, has been appointed advertising counsel for Lefevre-Utile, manufacturers of the well-known French wafers, LU Petits-Beurres. The appointment was effective in January.

J. WALTER THOMPSON TO OPEN NEW OFFICE IN LIMA, PERU, ON MARCH 6

Lima...On March 6, J. Walter Thompson will formally open a new office in Lima, Peru. This will be the 38th Thompson office to be opened throughout the world and the eighth Company office in Latin America.

Manager of the 25-member office is John G.O. Webster (right). Mr. Webster, who has been Manager of Thompson's office in Santiago, Chile for the past seven years, has spent much of his time working with the Company's correspondent agency in Lima. During the past year, as much as one-half of Mr. Webster's time has been spent in Peru.



Rolando Soto (Santiago) will become art director of the new office. Carlos Barreto D., formerly with Publicidad Peru, has been named a Senior Executive. Ricardo Neri (Santiago) will be in charge of J. Walter Thompson Peruana's radio section.

The Lima Office will have the responsibility for the advertising operations of 26 clients. These clients include such firms as Pan American, Ford Motor Company, W.R. Grace and Company, Kraft and Standard Brands. The new offices will occupy the tenth floor and part of the ninth floor of the Avenida Wilson building.

Among those to be present from J. Walter Thompson at the opening ceremonies will be S.W. Meek (NY), S.F. Woodell (NY) and Manuel M. Mortola (Buenos Aires).

About Thompson's own advertising

The enclosed J. Walter Thompson Company advertisement for March, 1957, announcing the opening of a new office in Lima, Peru, is the latest in a series of Thompson advertisements which have been running continually for over 40 years. Each month J. Walter Thompson advertises in FORTUNE and other leading business and trade publications, reaching roughly 400,000 influential members of the business community. In addition, each month a proof of the advertisement is sent directly to over 500 members of client organizations and over 1000 other selected business leaders, usually with a covering explanatory letter from a senior company officer.

Popular promotion - "Beer and Cheese Tastings"

For the past two years, the Public Relations Department of the London Office has held "beer and cheese tastings" on behalf of its client, Cheese Bureau Ltd. The major aim of these tastings has been to encourage the use of cheese in public houses and canteens, by demonstrating how well it goes with beer. Other aims are to provide an opportunity for tasting different types of cheese and beer together and to get general publicity for these products through press reports and by word of mouth through those who attend.



Beginning in 1955, two of these tastings have been held each year. The first was given in Manchester, then Leeds, Norwich and Liverpool last November.



The invitation list was confined to brewers and their representatives, licensees, provision wholesalers, provision retailers and grocers, cheese factors, civic dignitaries, representatives of women's organizations, catering supervisors, domestic science teachers, cookery demonstrators, hospital dieticians and the press.



London Office writes that the press reports have been carried in national and provincial newspapers and in all the appropriate trade and technical journals. "After two years, the impetus of these functions is beginning to be felt and there is a marked increase of interest in the licensed trade. Licensees are becoming 'cheese conscious.'"

Ford truck outdoor boards win awards

Two Ford Truck outdoor boards were winners in the Automotive Truck Classification in the 25th National Outdoor Advertising Awards competition, sponsored by the Chicago Art Director's Club.



"For the really Big Jobs - Ford Trucks" (left) won first place; "Low Cost Operation Ford Trucks Cost Less" (right) won third.

NYO Gallery shows panoramic display by Kobrin

"Free-lance photojournalism with definite emphasis on adapting the magazine editorial approach to the advertising and commercial field"...this is a part of the written introduction that accompanies the photographic exhibit of William Kobrin, now on display in the Art Department Gallery.

Arthur Rothstein, Technical Director of LOOK, writes this testimonial about Mr. Kobrin, "As a photojournalist, Bill Kobrin is aware of the decisive instant. His photographs are also fine examples of storytelling technique, combined with dramatic impact and a direct approach to pictorial composition. For the art director and copywriter who is seeking new ways of attracting the public's attention Kobrin's editorial approach merits consideration."

Thompson offices that wish to display this exhibit should contact Dione Guffey, Thompson Art Editor (NY).

U. of London creates advertising fellowship

The University of London's School of Economics has created a new senior research fellowship in advertising and sales promotion, thus reflecting England's increasing recognition of the part played by these professions in the business community.

At a luncheon marking the occasion, Sir Arnold Plant of the School expressed the opinion that some segments of the public still found advertising wasteful and inflationary, and that the true contributions of these activities needed to be more fully explained. He stated that the availability of additional media would enable advertising to inform consumers of a widening choice of products, and to do so at the least possible cost.

The new fellowship is the first of its kind in England.




"Like we say ack home in Indiana...
It's fun to eat out
with the family!" says Herb Shriner

"Pixie...that's my wife, she likes to read restaurant menus out loud to our kids...says it gives them food for thought as well as for their stomachs!"

8 billion dinners were eaten out last year by folks like you!




HERB SHRINER, the famous Philadelphian, has the right idea! Why wait for a holiday or anniversary before taking the family out to dinner? Make it a weekly event. It's part of getting up for the kids, but what if you don't have the time? Making something wonderful is easy. Making an always afterwards-blamed escape from the daily grind of these three meals. And there are some solutions! First, member of the family can find his favorite foods listed. Then a restaurant in town will have it on its menu... or a simple and easy to use menu suggests. Why not this week - be sure!

Two guides to great eating!

Over 100 million which identify 100,000 food resources. The other is the famous "K" guide of food. It identifies over 100 quality foods, many of which are served in popular restaurants.

KRAFT FOODS COMPANY

KRAFT SPONSORS LENTEN "EAT OUT" CAMPAIGN

Kraft Foods Company -- Chicago

This year a new industry "dine-out" campaign is being launched during Lent to boost business and turn what is normally the slowest season of the year into a booming one.

Sponsored by the Kraft Foods Company, the new promotion will have immediate consumer recognition because it features Herb Shriner, family favorite and folksy comedian star of CBS television.

A double-spread full-color advertisement in the March 11 issue of LIFE will kick off the campaign. Headlined "Like we say back home in Indiana...It's fun to eat out with the family!...says Herb Shriner," the copy goes on to draw a chuckle and make a point: "Pixie...that's my wife...says she likes to read restaurant menus out loud to our kids...says it gives them food for thought as well as for their stomachs."

In 37 major metropolitan markets, 1700 full-color billboards will carry the "Eat Out...it's fun" message.

The National Restaurant Association has given its endorsement to the campaign and is co-operating in furnishing information to members.

Meetings are also being held locally in around 100 cities where tie-in materials will be displayed and slide showings will offer suggested ways to use this material.

The collateral promotion pieces offer a complete program for building business.

They include a special banner showing Herb Shriner with the "It's sure a treat to eat out..." message, colorful table tents and menu stickers or tip-ons.

Tied in with full-color, appetite-appealing blow-ups of Lenten foods such as grilled cheese sandwich, macaroni and cheese, and natural Swiss on rye, plus other popular items, the campaign offers valuable promotion possibilities to operators. All of the materials are available from Kraft Institutional salesmen.

In the past, promotions originated by operators have brought notable increases in volume during Lent, proving the value of special merchandising. One drug chain, for example, increased Lenten sales 33-1/3 per cent through point-of-sale prices, merchandising such items as grilled cheese sandwich, egg salad sandwich, and apple pie with cheese. Individual operators have had very successful results with featured displays of big wheels of natural Cheddar, coupled with tie-in menu and window merchandising.

Among the major markets in which the billboard campaign will be run are Washington, D.C.; Baltimore, Boston, New York City, Philadelphia, Atlanta, New Orleans, Memphis, Chicago, Peoria, Indianapolis, Louisville, Detroit, St. Louis, Buffalo, Cincinnati, Cleveland, Columbus, Dayton, Pittsburgh, Minneapolis, Omaha, Milwaukee, Green Bay, Denver, Wichita, Kansas City, Oklahoma City, Austin, Dallas, Fort Worth, Houston and San Antonio.

Call him "Chuck"



CHARLES RICE

--New York

Some folks claim that engineers make the best husbands. Well, here's one who has done quite all right in advertising and publicity, too. Group head Charles W. Rice, Jr., in the New York Office Public Relations-Publicity Department is an electrochemical engineer who early turned his talents to sparking electric-bright ideas and developing promotional formulae in the chemistry of successful selling.

Chuck (as everyone knows him) was born and raised in Northumberland, Pennsylvania, the son of a small-town doctor...grandson of a farmer and a Methodist minister. Although science was his proclaimed boyhood interest, he came in early contact with printer's ink by reporting school news to the local newspaper. At F & M Academy and later at Penn State, the story was much the same. While ambitiously preparing to be an engineer, Chuck also studied journalism and edited both the student newspaper and the yearbook.

A scholarship took him to M.I.T. in 1932 for a master's degree, and then, unbelievably, the road to an advertising career was opened. After three months as a "student engineer" at General Electric Company, Chuck became a "student advertising man" in their industrial advertising department. Four years there earned him his informal degree in advertising and publicity. Equally important, he won himself a wife -- Jane Vrooman, the daughter of a G.E. engineer.

Graduation from General Electric found Chuck doing U.S. Steel account work

and copywriting in the Pittsburgh office of Batten, Barton, Durstine & Osborn. Glass, beer and hardware accounts called on him as well, and thus Chuck branched out from engineering-minded heavy industry into the wide world of consumer products. Tired of Pittsburgh smog, but never of advertising, Chuck came to New York four years later for an advertising-public relations assignment on American Viscose at the J. M. Mathes agency. This move marked the beginning of a long, close association with textiles. Reorganization of American Viscose in 1942 made Chuck their advertising manager for 14 busy years...and the boy engineer from Pennsylvania grew into a sound authority on the complex "rag business."

Chuck joined J. Walter Thompson in 1956 to supervise publicity activities on textile accounts, and his versatility has also involved him in such diverse matters as the brewing industry, playing cards and fighting-the-common-cold. Just one very recent achievement was helping arrange first-time television coverage of the World Championship Bridge Tournament -- a "show" that has brought rave notices from press and public alike, and promises a welcome sales boost for the playing card manufacturers.

While Chuck publicizes, his wife, Jane, presides over a crowded house on an acre of Rye, New York. The Rice family boasts 6 youngsters and a boxer...Chuck III (16), Tip (14), Jill (11), Jimmy (9), Lucy (7), John (5) and Pippa (the ageless dog). In his lively leisure, Chuck goes on overnight hikes with Rye's Boy Scout Troop 2...races the family sailboat...plays friendly chaperone to teen-age social life...deals with local school problems (The Rice children range from kindergarten to high school.). So no wonder his personal hobby of gardening nabbed a CBS "Green Thumb" award for growing the best tomatoes in Westchester!

PEOPLE

CORNWELL JACKSON (Hwd) elected president of the Los Angeles Tennis Club for his tenth term. Recently elected officers of NYO Credit Union for 1957 are as follows: VICTOR LYNN, President; ELI GORDON, Vice President; GEORGE GREFE, Treasurer; IRENE KRAVEN, Secretary. Interest on 1956 savings was voted at 3-3/4%. JEAN SIMPSON (Chi.) gave "The Woman's Story" to the Industrial Editors' Association in Chicago

on February 4. "CAP" HALVERSON (Chi.) recently spoke to the Wisconsin State Association of Outdoor Advertising. JOSEPH C. BUCKLEY (NY) appeared before the Judiciary Committee of the Connecticut Legislature, Feb. 26, in support of bills aiding senior citizens. Engaged: DAVID E. BURT (NY) to Elizabeth S. Borden. ATTENTION NYO MEMBERS: Deadline for "classified", March 5.



To serve expanding interests of our clients, J. Walter Thompson Company has opened a fully staffed office in this modern building at Avenida Wilson 1218, Lima

Now—in Peru—a *fully staffed* J. Walter Thompson Company office

Will *your* business share in this growing market?

U.S. sales to Peru were over \$150 million last year—
U.S. investments in Peru have doubled in the past five years!

The outlook for stability in Peru today is such that a group of the mining companies—*who have known Peru longest and best*—are now making a capital investment of \$200 million in the country's future.

Have *you* made a study to find if you might profitably enter this market? Perhaps our office *on the ground* can help you. We should be pleased to discuss it with you.

J. Walter Thompson Company has long believed that maximum results in overseas markets can be achieved only by *on-the-ground operations*.

That is why—in the past 38 years—we have opened 34 offices in key markets throughout the free world. It is why we now have opened an office in Lima.

Like all our fully staffed offices—*J. Walter Thompson Peruana*

will be manned by advertising specialists who know the market well—plus a manager and senior personnel who are trained and experienced in world-wide marketing and advertising.

If you would like to have the booklet we have just published on Peru, we shall be pleased to send it to you. Simply call or write: J. Walter Thompson Company, 420 Lexington Avenue, New York 17, N. Y.

J. WALTER THOMPSON COMPANY
New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami and principal international markets