

J. Walter Thompson Company News

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SYLVANIA LAUNCHES ANOTHER "FIRST" — A PACE-SETTING PORTABLE TV A 110° tube cuts cabinet size in half

New York...A new slim portable — truly portable thanks to a new 110° tube and wrap around chassis — is the latest revolutionary development introduced by Sylvania in February.

The first and only company to develop and market a practical application of "surround lighting" to television, Sylvania now has given to the TV market a tube which cuts 7" from former depth yet gives you a larger picture than other 17" tubes. In addition, Sylvania's new "S-110" chassis builds added power for extra reach in fringe areas; high voltage assures sharper focus.

To tell the story, Thompson has prepared B&W pages for SATEVEPOST and LIFE plus a heavy TV schedule, including "live" and film commercials for the Sylvania-sponsored "The Buccaneers" program.



The next magazine page (left), running in the May 13 issue of LIFE, illustrates the big advantage of the Slim Jim 17" portable — which you can "Park on a Dime." Copy states "Every room has a 'ready-made' spot for the Slim Jim...A perfect gift for happy homes, new and old. Goes anywhere — fits

where big TV never fitted before." Another feature is the built-in telescopic antenna which rotates completely and lies flat when not in use.

Setting a new trend in TV sets, the 17" Slim Jim portable has been the spearhead for a tremendous increase in Sylvania's production and sales figures. The first quarter of 1957 shows a 200% increase over the same period last year. This means, too, that Sylvania has more than doubled its share of the industry in the past year.

LIBRARY-RESEARCH DEPT.
MAY 7 1957

J.W.T. CO. - CHICAGO

POND'S CREATES PRODUCT "REMEMBERABILITY" WITH "STAYS ON AND ON AND ON" THEME

New York...A claim for indelibility through the slogan "stays on and on and on" keynotes the new Pond's "Lips" advertising.

The main objective of the campaign is to create product "rememberability" and to give Pond's lipstick a distinction which sets it apart from all others. Although other lipsticks claim to be long lasting too, the "stays on" approach immediately identifies Pond's "Lips."

This idea is given individuality and impact by cartoon-type artwork which features a boy and girl kissing, with a progressive passing of time indicated in the background. To strengthen the promise of long-lasting freshness, terms like "creamy-rich... never dries your lips" or "Clings without drying" are incorporated in every piece of copy.

Since the appeal is chiefly to teen-agers, copy is lively and informal. The artwork is young, fresh and whimsical. To reach this youth market, two-color columns (right) are scheduled to run in SEVENTEEN and CO-ED magazines.

In addition, the over-all theme of indelibility is tied in whenever a new shade is formulated, or it seems advantageous to promote a present shade with a new slant.



For example, in April Pond's introduced "spring's newest lipstick shades" — pink sugar and orange ice. The two-color page (left) announced "They're delectable!...They're dazzling!..." but also emphasized the fact that Pond's formula produces a lipstick that's creamy and silky, "stays everlastingly smooth, shimmery...stays on and on and on."



"Interurbia" study featured in PRINTERS' INK

"Interurbia, the changing face of America" (NEWS 1/28/57) was presented last week before the 4 A's meeting at White Sulphur Springs by J. Walter Thompson. The study, which points up the important economic, social and marketing consequences derived from a shift in the U.S. population, is a joint effort of J. Walter Thompson, Yale University and FORTUNE magazine. Excerpts from the presentation are featured in a comprehensive six-page article in April 26 PRINTERS' INK.

"Have We Got the Right Word for 'Advertising'?"

Ross Hardy (SF) suggests a revision of advertising semantics in his 3/57 WESTERN ADVERTISING article, "Have We Got the Right Word for 'Advertising'?" He feels that "much of the confusion that crops up in discussions between advertising people and the 'businessmen' clients — and often among advertising people themselves — could be eliminated by pinpointing the unique function of advertising in the over-all marketing process." He substitutes the word motivation for the word advertising — one broad term for another. Semantically speaking, advertising means: to give notice of; inform, notify, warn. Motivate means: to provide with a motive, move, impel, induce, incite. Which term better describes the function of advertising?

In answer, Mr. Hardy explains the differences between business and advertising. The principal business of the businessman is the product; the principal business of the advertising firm is people and how to plant and nourish concepts and conclusions in the minds of a broad or particular audience. This is a business of intangibles, impressions and reactions. Therefore, the advertising firm's chief reason for existing is to add plus values of a mental and emotional nature to a product...a foreign element that is often puzzling to some businessmen.

"There is a kind of advertising correctly described by the conventional term 'advertising'," writes Mr. Hardy. For example, direct mail, mail order, and informative advertising. Then there is the great bulk of advertising appearing in all media, ranging from product presentations to service messages to institutional to company concept advertising. Most of this advertising goes far beyond a "public notice." It creates images in the mind, it establishes attitudes and conditions buying impulses — is this not motivation?

Mr. Hardy realizes the road blocks that he will encounter with such a proposal — merchandisers (the non-believers in ad-

vertising as advertising) regard advertising as a selling tool and use such selling implements as coupons, premiums, prizes, drawings, etc. Then there are those who argue endlessly about the "social character of advertising" — is it a business, a science, an art, or a profession? Mr. Hardy says that advertising is a specialized skill brought to functional application in the area of marketing.

The changing patterns of distribution in Europe

...is evidenced by Prisunic, one of France's largest chain stores with over 220 branches throughout the country and French overseas territories.

Until recently, most consumer goods in France — and in many other European countries — have been distributed through tiny, family-owned-and-operated general stores which carry everything from fresh vegetables to fish hooks to ladies' beauty preparations. However, modern "American-style" chain stores with the accent on efficiency are beginning to change this.

Prisunic — probably the most dynamic of these new chain stores — is managed by highly trained young executives, many of whom have American experience. Geared to low incomes, it carries over 2,500 items in its varied stock. Three groups cover all the basic needs of modern budgeted living: food; soft goods (clothing, footwear, white goods); and dry goods (cosmetics, jewelry, stationery, toys, appliances, training and maintenance products). Under the Prisunic system, all items are test marketed in selected stores before being ordered in quantity. Special attention is given to ladies' ready-to-wear clothing, supply being based on demand and buying based on extensive market research. Prisunic also has experimental kitchens for testing food products and a laboratory for checking wines and perfumes. Complete and continuous files are kept on prices and merchandise of competing stores.

This type of progressive sales and outlet is symptomatic of the expanding European economy, and observers expect a continued trend in this direction.

This week's exhibition in the NYO Art Dept...

...features the work of Arik Nepo, photographer, whose theory is "the eyes are able to convey any situation; 'The Look' can give a picture a third dimension that will suggest depth." The exhibit can travel. Contact Dione Guffey, Art Editor (NY).



THESE ARE SPRING SPRINTERS

First sheet of Spring... and they're off! No warm-weather sunset for them! They've already given their car Spring care.

These folks are off, and no "Spring" (like Spring) they're off! No warm-weather sunset for them! They've already given their car Spring care.

Get Spring care for your Ford now

FoMoCo

Who what they call **SPRING SPRINTERS**. While the folks in Ford's big new Parts and Service advertising campaign. This month more than 30 million people are going to meet us in LIFE, READER'S DIGEST and THIS WEEK magazine.

Our job is to remind people to get their Fords out for warm-weather driving early... when they see the new red-and-white **FoMoCo** sign... the sign that means "We use Genuine Ford Parts."

And that's your cue, Mr. Independent Garage. Better get your **FoMoCo** sign up first... and soon. We'll be sending a lot more Ford business your way.

To get your new **FoMoCo** sign see your Ford Dealer or mail this coupon today!

FoMoCo

THESE ARE READY FOR ANYTHINGS

Come what may or go where they will, they know their car is ready. They've already had their car put in top-top shape.

Have your Ford traveled now

FoMoCo

"THIS IS A NEVER-BEFORE CAMPAIGN"

Ford Motor Company --NY & Detroit

A sparkling new and different campaign, designed to make Ford owners more aware of the advantages of taking all their service business to garages displaying the official "FoMoCo" sign, broke last month in three national consumer magazines.

Designed by the New York and Detroit groups on the Ford Parts and Service account to increase sales of genuine Ford parts, with resultant increase in service income to the garages, the campaign is totally different from any previous advertising for this account.

The advantages of genuine Ford service are stressed, rather than the parts themselves (which have been emphasized in previous campaigns). Reasoning here was that sales of replacement parts would naturally follow if Ford owners could be convinced they should always take their cars to dealers displaying the FoMoCo sign. In this way, both Ford dealers and selected "independent" garages could reap the benefits from this program.

The creative approach is also different from anything Ford Parts and Service has carried in the past -- intriguing headlines, fresh and catchy...art which is simple, child-like, and eye-appealing. For example, in "These are Spring Sprinters" the illustration shows a family happily prepared for spring motoring. They're happy because they already have given their car spring care... and they did this by having it serviced at the garage carrying the FoMoCo sign!

The eye-catching campaign is running with full-color page advertisements in LIFE, READER'S DIGEST, and THIS WEEK. Developed

to sell on a seasonal basis throughout the year, the advertisements will continue into next winter. They all deal with contented folk who have properly serviced their cars ...in the spring ("These are Spring Sprinters"); in the summer ("These are Ready for Anythings" and "This is a What Kept You" -- the latter illustrating the happy cartoon motorist who has reached his goal atop a mountain and is calling down to the late-comer...and both dealing with the advantages of having cars "traveled"); and in the fall ("This is a 20-below Man" and "This is a Know Man").

All these consumer advertisements have the same art and copy approach. All carry the new FoMoCo sign and conclude with: "Safeguard your Ford where you see this new sign."

The consumer program carries over into the trade publications. The appealing bulb-faced cartoon figures will appear in advertisements in such trade magazines as AUTOMOTIVE SERVICE DIGEST, MOTOR, MOTOR AGE, MOTOR SERVICE, GASOLINE RETAILER and SUPER SERVICE STATION. This time, however, they urge independent garage and service station operators to capitalize on the consumer campaign by displaying the FoMoCo sign and by stocking and using genuine Ford parts.

By using the same cartoon figures in point-of-sale material and merchandising aids, all advertising and promotional efforts gain a singleness of effect and a co-ordinated impact which marks a real "first" for Ford Parts and Service advertising.

He showed 'em what Exurbia really means!



MARTIN STERN

-- New York

One of these days Spectorksky may have to write a second volume on Exurbia -- to tell the story of Marty Stern -- the man who literally commuted between New York and Milwaukee!

Last summer, when Schlitz decided to put together a super presentation depicting the history and future of the beer industry and Schlitz's role in it, they decided that an endeavor of such mammoth proportions called for a man long on experience with the beer business and the Schlitz Management. The natural for the job was Marty Stern who had been through similar projects at the Biow Agency with John Toigo, now the Schlitz Marketing Director.

But since coming from Biow to J. Walter Thompson in May, 1956, Marty was deep in market, copy, and motivation research

on Ford, Shell, Pan American, Ward, and other clients then under his wing. Marty had only one choice. Do both. And both he did.

Splitting his weeks between New York and Milwaukee, he became one of the airlines' best customers -- using every minute of his east-west flights for work. By skilled juggling, he kept all his New York activities in motion and, at the same time, succeeded with our Chicago Office in producing a documentary pageant for Schlitz that will long be remembered.

Travelling was something that Marty experienced early in life. At fourteen, he left his native Munich for the U.S.A., after stopping over in France for a month. A few years after that, Uncle Sam called him. But instead of giving him another look at Europe, the Army sent Marty, the traveller, the other way -- to New Guinea, the Dutch East Indies and the Philippines.

These days Marty's travelling is done mainly on the Long Island Railroad. At the other end of his present commuting is his wife Charlotte, young daughter Joni Ellen and baby Alan Jay. The Sterns have just moved into a new house in West Hempstead, L.I., and Marty has been gardening, puttering around the homestead in Hempstead and devoting time to his hobby, taking home movie pictures.

Of course, no picture of Marty would ever be complete without a thumbnail caption that might read something like this: THIS IS MARTY -- THE MAN -- a relaxed, responsive, and modest human being.

PEOPLE

LOYD R. COLEMAN, manager of Sydney Office, will be in NYO for one week, beginning May 12. WISHART PHILIPS, a director of the Johannesburg Office, arrived in New York on May 4 and will be a visitor in NYO for three weeks. J. BALDWIN ROBINSON, co-manager of the Buenos Aires Office, will be in New York for a few days during the week of May 6 enroute to Europe. Mr. Sergio Calvo, an Eisenhower Exchange Fellow from Chile, was a recent visitor to NYO. Mr. Fukushima of the Dentsu Advertising Agency in Japan recently visited NYO. NYO has recently had several visitors from S.C. John-

son & Son, Inc., of Racine, Wisconsin, makers of Johnson's waxes: Mr. Curtis Pringle, Regional Director for South America; Mr. James Howarth, Manager of Johnson's company in Germany; and Mr. H. W. Nassy, Managing Director of Johnson's distributor in The Hague. The visitors were returning home after participating in Johnson's First International Conference, at which J. Walter Thompson was also represented. GENE HILL (NY) won the GOLF DIGEST's prize vacation in Mississippi at the National Golf Show. ATTENTION NYO MEMBERS: Deadline for "classified," May 7.

TV-RADIO NEWS

FILM 2 TO 1 OVER LIVE

It now looks as if film shows will outnumber the live type 2 to 1 on the TV networks next fall.

Of the 71 shows that have sponsors come September, 67 per cent will be all-film, 31 per cent will be all-live, and 2 per cent will be a combination of live and film.

The ratio at the beginning of the 1956-57 season was about 50-50.

...SPONSOR MAGAZINE, April 27, 1957

COMPARATIVE NETWORK COSTS

The evening cost per-1000-homes-per-commercial-minute between NBC and ABC apparently has narrowed itself into a virtual tie. ABC, \$3.80; NBC, \$3.80; CBS, \$2.63. Average cost for all networks is \$3.22. These calculations of homes delivered once a week include both time and talent.

...SPONSOR MAGAZINE, April 27, 1957

LEWIS, HOPE GET SPONSORS

Oldsmobile division of General Motors has bought Jerry Lewis, and the United States Time Corporation, Bob Hope. Both shows are on NBC.

Each performer will be starred on six one-hour shows which will be scattered throughout the season. Olds, in addition, has bought the Academy Awards presentation on the same network, which will run sometime next March.

The price tag on the Bob Hope show is \$360,000 per show, which is the highest price yet for an hour-long television series.

...THE BILLBOARD, April 29, 1957
...VARIETY, May 1, 1957

BOSTON WHDH AWARDED CHANNEL 5

Long drawn-out Boston hassle over award of Channel 5 has been resolved, with the Federal Communications Commission voting four to two in favor of WHDH, the broadcasting subsidiary of the Boston Herald-Traveler Corp.

Immediate industry conjecture was whether CBS would throw over its WNAC-TV affiliation in favor of the Channel 5 tie. Relations between Columbia and WNAC-TV

haven't been the best, with the Boston outlet too frequently bypassing web pickups in favor of either ABC shows or local pickups in favor of either ABC shows or local film entries. In such an eventuality, it's anticipated that WNAC-TV would wrap up an ABC exclusive.

But even more intriguing is the speculation as to the Westinghouse-owned WBZ-TV's continued affiliation with NBC.

...VARIETY, May 1, 1957

FALL PROGRAM NEWS

Warner Brothers announced that its new filmed Western program, "Sugarfoot," would replace "Conflict" on the American Broadcasting Company's schedule next fall. The hour show is to alternate with "Cheyenne" each week on Tuesday evening at 7:30.

Guy Mitchell, who signed a contract with ABC in February, will make his debut in a new, live musical variety show on the network on Saturday, September 21 at 10:00 p.m.

The American Tobacco Company and NBC have reached an agreement about next season's time schedule for "Your Hit Parade." It will continue to be televised from 10:30 to 11:00 p.m. on Saturdays, possibly in color. The sponsor had requested the show to be moved up to 10:00 p.m.

It is understood that NBC is considering a new quiz show, titled "High Low," for the 10:00 to 10:30 p.m. time period on Saturday evenings. In addition to appearances by contestants, the quiz show also would feature a group of panelists as participants in questioning. Charles Van Doren may be a panel member.

...THE NEW YORK TIMES, May 1, 1957

PUREX BUYS 'PERRY MASON'

CBS got off the Saturday night hook this week by selling half of its "Perry Mason" hour-long series to the Purex Corp. Purex, in a move from NBC, where it sponsored "Big Surprise" and now the "Arthur Murray Party," has picked up a full hour on alternate weeks on the "Mason" stanza starting in the fall.

...VARIETY, May 1, 1957