

# J. Walter Thompson Company News

CONFIDENTIAL BULLETIN—FOR STAFF MEMBERS ONLY

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## THOMPSON APPOINTED ADVERTISING COUNSEL FOR SPRENGEL COMPANY

Frankfurt...J. Walter Thompson Company has been appointed advertising counsel for the Sprengel Company, Hannover, Germany, effective January 1, 1958. The Sprengel Company is one of the leading chocolate manufacturers in Germany.

## CLEVER CARTOONS SPARK NEW SUPER SHELL NEWSPAPER ADVERTISEMENTS

New York...During the peak driving months from April to October, a new series of 16 newspaper advertisements in four different line sizes will carry the story of Shell's new higher grade of gasoline.

Headlined "The most powerful gasoline any car can use," each advertisement tells how Super Shell with TCP "meets the critical power demands of today's high compression cars and the even more powerful cars of the future."

The cartoons in each advertisement illustrate the three basic driving situations — accelerating, cruising, passing — wherein Super Shell excels.

**The most powerful gasoline any car can use!**

From Shell's greatest and most advanced supplies are engines with the full return value required for beach-free passage under speed driving conditions.

Switch to Super Shell with TCP

For example, one advertisement in the series (left) depicts the hazards of wearing a toupee when using this "most powerful gasoline."

Copy then explains how Super Shell fulfills the basic driving needs illustrated — maximum acceleration from a standing start, more miles from every gallon while cruising, extra power for safe passing at highway speeds.

Since Super Shell is a relatively new gasoline — a year old on the East coast but brand-new to some parts of the U.S. — the campaign has a threefold purpose: to introduce to users of other brands Super Shell's competitive advantages, to swing

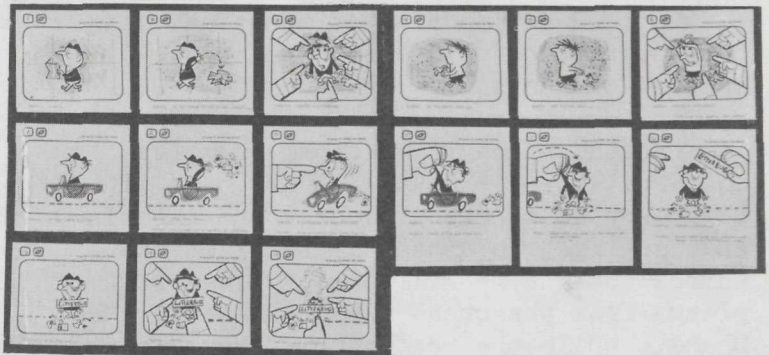
former Shell Premium users to the new, higher grade, and to invite users of "regular" Shell to try the new product.

J.W.T. CO. - CHICAGO

The cartoon theme also has been adapted for live TV commercials carried over approximately 72 stations. Three cartoons have been used for posters in areas where Shell is running the Super Shell newspaper campaign.

## THOMPSON CREATES HUMOROUS RADIO AND TV SPOTS FOR KEEP AMERICA BEAUTIFUL CAMPAIGN

Los Angeles...Boom ba BOOM boom boom! Next time you're in Los Angeles and hear this little theme played on an auto horn — or whistled or sung — you'll know that some alert citizen has caught a Litterbug in the act of dropping trash on a city street or beach.



The little ditty, part of a complete "Litterbug Song," is currently bombarding people in Los Angeles via thousands of radio and TV spots prepared in co-operation with the Los Angeles Office and Keep America Beautiful, Inc.

In the TV spots (above) a comical little man is confronted as he tosses paper out of his car or drops a banana peel on the beach. Johnny Green's band plays the rhythm theme — familiar to show business people as the call to come back on stage for a bow — and a chorus sings the "Litterbug Song."

Such stars as Jack Webb and Jim Arness (Marshall Matt Dillon) appear on film, and Danny Kaye, Yul Brynner and Eddie Cantor on tape to make everyone conscious of the litter problem. Newspaper advertisements, auto bumpers, beach signs and other merchandising devices carry out the campaign theme.

## Mass and Class Appeal -- Both are Important!

The basic consideration of appealing to both mass and class cannot be overstressed by those who gather, write and rewrite the news. Mass includes class. This fact has great bearing whether one be writing a news story or advertising copy. For example, in selling a popular soap or cigarette, who would attempt to draw a line between mass and class?

Robert G. Shand, Managing Editor of the NEW YORK DAILY NEWS, has, in a recent article appearing in EDITOR AND PUBLISHER, developed several basic principles such as the preceding, which are akin to good newswriting--the kind that brings wide readership. Many of his thoughts can also be applied to writing "selling" advertising copy.

Simplicity and clarity, these are the keys to presenting the news so that it is within the grasp of everyone. To illustrate this point Mr. Shand cites the following example: "Why do Washington correspondents insist on using such terms as 'bilateral concordat' when they actually mean a two-way agreement?" To be basic in your choice of words is wise, for you thereby reach most of the people the majority of the time. This is a point upon which Mr. Shand places special emphasis.

Another thought which he promotes concerns "the fierce wish we are born with--to know what others are doing and thinking and feeling...To appeal is to light the narrow routine of millions of lives with gleams from the great outside," states Mr. Shand. While the reader may never experience an event similar to that contained in a news article, he will respond emotionally to secondhand information regarding his nation, personalities or invention and discovery. The news reader depends on the printed word to bring him inside both common and extraordinary experiences--he wants to live and feel the activities of his neighbors, for, in many instances, action is secondary to thought and emotion.

Mr. Shand concludes that through a policy of vividness and brevity, the DAILY NEWS has achieved this appeal to mass and class. He also suggests that a great amount of the credit should go to the rewrite man, who is an expert in both of these categories. He realizes the value of the verb--it can create and describe, by itself, the message of a few sentences.

According to Mr. Shand, flexibility in style, layout and pictures is a hallmark of the DAILY NEWS. Rigidity can squelch your story--if it's different, present it in a different manner!

In summary, Mr. Shand states, "You can have magnificent pictures cleverly displayed; you can have bright stories and features, snappy headlines. You can introduce novelties and contests. But in the long run, all that is fruitless if the reader is not convinced of your essential sincerity and integrity. Believe me, this is no idle platitude," warns Mr. Shand. "You must watch for the guideposts of character. You must be honest with your reading public."

## From Cellar to Top of the Heap . . .

...That's the story of the Thompson "Tigers," Hollywood-Los Angeles' entry in the inter-agency softball league in Los Angeles. As of this week the Tigers led all other advertising firms with 11 victories, no defeats, one tie--to second-ranked Young and Rubicam. There are five regular season games remaining with one playoff--the latter already pictured as a thriller--with Young and Rubicam.

As of this date last year the newly organized Tigers were in last place, a position they occupied for the remainder of the 14-game season.

Led by Team Manager Cornwell Jackson (Hollywood), the Tigers comprise 15 uniformed players from vice presidents to mail boys. Games are played in various city park stadiums and are well attended by enthusiastic rooters on both sides.

Pitcher for what is surely the league's most improved--by far--team is Bert Bach (LA). He is relieved by Bob Debnam (LA), who acts as "fireman." William Wilgus (Hollywood) is assistant team manager and frequently umpires. Ron Davis is administrative manager.

Mr. Jackson writes, "Outside activities like this have a very good effect upon our work. The spirit of friendship and team spirit is reflected in our work long after the games are over."

## CORRECTION: Lever - Brussels' World's Fair story July 8 issue of the NEWS

The Antwerp Office and not the Frankfurt Office has designed the Lever Brothers exhibition for the World's Fair in 1958.



## A COMPLETELY NEW CONCEPT IN TEXTILE ADVERTISING

Crompton-Richmond -- New York

America today is a New World. Dramatic rises in income, new patterns of casual living, the increase in leisure time and travel -- all combine to create new needs in fabric and fashion. To capitalize on this great opportunity to expand the market for apparel, J. Walter Thompson developed a new selling symbol and brand image for Crompton's fine corduroys, velvets and velveteens. Beginning this month Crompton's New World fabrics will be promoted and advertised by a strong, co-ordinated campaign as the fabrics that fit American's new needs.

### New World theme co-ordinates Crompton activities

Acting as a pivot for all Crompton advertising, merchandising and publicity activities is this theme: "New World." Easily recognized and remembered by consumers, it is unique in the textile field and offers an umbrella for all current Crompton fabrics and new fabrics as the Company expands and diversifies. In addition, it symbolizes Crompton's leadership in fabrics and establishes for the Company, which is celebrating its 150th anniversary, a modern, vital personality. Carrying out this theme is Crompton's new symbol -- a globe of the world which will appear prominently in all advertising in layout and logo and offers a means of co-ordinating all Crompton activities. Also the New World globe hang tag is an excellent means by which the consumer will identify Crompton fabrics at point of sale.

Over 4½ million copies of the nation's most trend-setting fashion books with an audience of 12½ million people will deliver the New World fabric story from coast to coast. Dramatic, full-color spreads in magazines that represent quality and leadership will launch this campaign for immediate impact on consumer and retailer.

The campaign begins with a series of special concentrated drives to tap the most profitable market opportunities by promoting a New World of fashion for children, teens, college, suburbia, dress-up, leisure and sports. Each promotion encompasses fashions by top manufacturers and features a broad wardrobe "idea" rather than individual garments.

Each advertisement has a built-in promotion to put retail machinery in action -- create consumer identification at point of sale. Retailers have already shown unusual enthusiasm for the New World program because it gives them an opportunity to capitalize on the news value of America's new way of life, and to profit by a ready-made, powerfully advertised promotion.

For example, the New World of fashion for college advertisement in Mademoiselle's August college issue is expected to trigger window displays, interior displays and retail advertisements. Designed to make New World Corduroy the ideal fabric for America's college wardrobe and casual country attire, the advertisement is a "natural" for Mademoiselle -- leading magazine among today's style-conscious young adults.

Thompson believes that through this powerful advertising program and new concept in merchandising, Crompton will convince millions of consumers to look for the unique New World hang tag as the mark of finer craftsmanship and style -- as the sign of clothes especially designed for their new way of life.



## Anne and advertising -- how well they mix!!



ANNE GASPARD

-- Chicago

Anne Gaspard, Chicago office writer, has been elected President of the Women's Advertising Club of Chicago for 1957-1958.

Anne's service as president will be only one of her contributions to advertising through this organization. In 1951, she was responsible for the production of the first vocational guidance film on advertising for high schools and colleges -- a color, sound slide-film, "Do You Belong in Advertising?" She originated the plan for the film, directed the work of 150 other club members, supervised research, assisted in the writing and final filming, and prepared the entry for the AFA Achievement Award.

The film won the AFA's first-place award in Advertising Education. It was shown at the 4 A's 1951 convention in Chicago (Anne was on their first program that featured women), and at the International Advertising Conference in London. The film was presented to the AFA as a gift, and that group is now in charge of its sale and distribution -- still widespread.

Last year Anne helped develop another club idea, put it in project form, and prepared the entry for AFA, which again won the first-place award in education. This was a fellowship program which enables graduate students from foreign countries to live and study in the United States for a year. This project, the first of its kind for an advertising club, has also just received the World Understanding Award from the Chicago Council on Foreign Relations.

Anne's professional career has been equally distinctive. Before joining Thompson, she helped establish and headed the general advertising department of the RACINE JOURNAL TIMES, then planned promotions for women's features for the CHICAGO TRIBUNE.

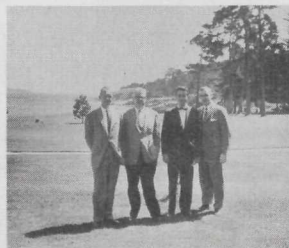
At Thompson she has written copy for Libby, McNeill & Libby, Kraft, Swift, Chun King Foods, and has also originated promotions for these products -- including the highly successful heart-shaped cake pan and toast-glass premiums for Swift'ning.

In 1951 she was awarded honorary membership in Gamma Alpha Phi, national professional society for women in advertising, and was the main speaker at that organization's Honors Day Banquet at the University of Wisconsin.

Undoubtedly, an important reason for Anne's success as a writer is her talent for cooking. She loves to give "little" dinners and big parties in her Near North Side apartment. And according to a home economist, "Anne is no cookbook kind of cook. She must have been born with a mixing spoon in her hand!"

## PEOPLE

Seen on the lawn of the Del Mont Lodge on California's Monterey Peninsula, during the Eighth Annual SAN FRANCISCO CHRONICLE Market tour are (l. to r.) TOM O'CONNELL (Chi.), BUD

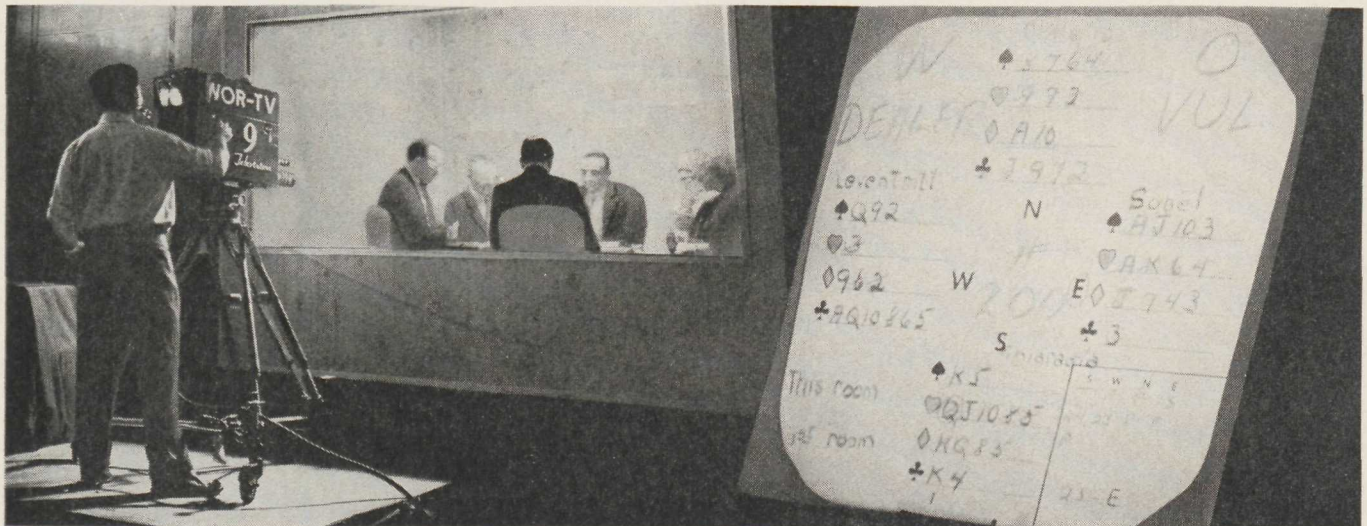


GRADY (Chi), ART KARLIN (NY) and CLINT CLARK (Det.). FRANK LINDER (Rio) has been elected to the Board of Directors of the Brazilian Advertising Association for the term 1957-

1959 as Second Secretary. COMPTON S. JONES (Wash.) was awarded an Outstanding Service Award plaque recently for his work as Public Relations Chairman of the D.C. Junior Chamber of Commerce. ELI GORDON and WALLACE W. ELTON (NY) were invited to Chicago recently to observe the judging of R.O.P. color printing in newspapers in connection with the Second Annual Newspaper R.O.P. Conference to be held in September. Proud papas: JAMES DEWOLFE (NY), a son, Donald James, Jr., born June 24; DONALD SULLIVAN (NY), a son, Thomas Joseph, born July 17.



History is made in J. Walter Thompson Company's Television Workshop. New television technique, developed for Association of American Playing Card Manufacturers, successfully covers a bridge match.



This new technique was exhibited to major TV stations by J. Walter Thompson public relations men. WOR-TV, using this technique, was able for the first time to cover a bridge tourney. Other stations now use similar techniques to telecast card games.

## First successful telecast of a bridge match —technique developed in our TV Workshop

In the past, new ideas for television often had to be *discarded* simply because they appeared impractical or costly to test.

Now—such ideas can get a commercially practical hearing in the Television Workshop—J. Walter Thompson Company's private television studio in New York. For instance—

Could a bridge match be made interesting on TV? Could children carry off a

difficult "live" Kraft commercial? Which demonstration *most effectively* visualized Scotkins' "wet strength"?

An Aunt Jemima commercial that "could not be made" was made in the Workshop—and won an audience impact rating **higher** than normal for this product.

These are just a few examples where

successful new ideas and techniques, in black-and-white *and* color, have been developed for clients in the Workshop.

If you would like to know more about the Workshop—or, when you are in New York, to see it broadcast over closed circuit to sets in our office—write the J. Walter Thompson office nearest you or to 420 Lexington Ave., New York 17.

### J. WALTER THOMPSON COMPANY

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