

# J. Walter Thompson Company News

CONFIDENTIAL BULLETIN—FOR STAFF MEMBERS ONLY

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## UNUSUAL SPACE UNIT IN CONSUMER MAGAZINES TELLS JOHNS-MANVILLE'S MULTI-PRODUCT STORY

New York...Johns-Manville is launching the largest national magazine campaign in its advertising history this fall. A series of 10 advertisements in four-color and two-color will reach more than 30 million families. The SATEVEPOST, LIFE, BETTER HOMES AND GARDENS and THIS WEEK magazine spearhead the schedule.

The objectives of this campaign are two-fold: 1) to sell major products hard against specialized competitors, 2) to acquaint the public with the highly diversified nature of J-M and its many businesses (the company manufactures more than 1200 different products). The more people know about the company, the more the name Johns-Manville becomes a selling force for each advertised product.

There are several exceptional things about this campaign. First, a highly unusual space unit has been adopted for all of the advertisements. This is a full-page advertisement selling a single product, with a two-column unit joined by a bleed across the gutter. The latter unit carries the J-M "corporate" story about other products. Another feat -- the entire campaign was developed and produced in 11 weeks.



The plan developed for the campaign by the Thompson Media Department will have a great mass impact because it will reach these 30 million families in a three-and-a-half-month period

beginning in September. It is also designed for intensive merchandising effort. The inclusion of a Sunday Supplement will give great penetration in big markets and stimulate local merchandising activity. A complete merchandising plan has also been developed to make the program more effective.

## BAKING INDUSTRY TO SEE FLEISCHMANN PRODUCTS IN FOUR - COLOR INSERTS

New York...A trio of four-color, coated-stock insert advertisements for Standard

Brands—Fleischmann Baking Products Division will be presented in August to the baking industry via selected trade publications. It was decided that this type of insert would have an outstanding effect on the trade, yet still be within the advertising budget.



The lead-off advertisement carries photographs of delectable Fleischmann frozen fruit pies (left) backed by copy telling the story of the preparation and use of these fruits in baking. The reason for inserting this advertisement -- the longest running in the series -- during

and after the summer months is that the frozen fruits extend the period in which fresh fruit pies can be made.

Inserted in bakery publications will be the announcement of the return of pecans to the baking scene. Bakers know the sales appeal of pecan-filled products, but they also remember how economically impossible it has been to use pecans. Copy tells how Fleischmann's Fancy Pecans can again add that extra plus to baking products because of today's ample supply and favorable market. Photography shows pecans as contents of a pecan coffee ring and pecan rolls that were especially made in a Long Island bakery for this advertisement.

A mouth-watering layer cake with "just right" texture sparks the Fleischmann frozen egg insert. The Thompson team had to solve the problem of showing how Fleischmann's frozen eggs -- in preference to fresh eggs -- will bring a certain dependable texture and richer flavor in baked foods. Copy explains that the new frozen egg products give greater volume because of careful selection and a special secret processing of the eggs.

A Fleischmann trade advertising "first" -- four-color posters and counter-cards for point-of-sale use are available from reproductions of the frozen fruit and egg advertisements.

## Report on Mexico City earthquake

Thompson people everywhere will be pleased to learn that the recent earthquake in Mexico City did no damage to the persons or homes of Thompson personnel.

The office building, in which Thompson has been located for 14 years, was seriously damaged and has been condemned. Essential files have been removed and other files and furniture are being taken out of the building. Our people are scattered in the offices of clients throughout the city but the work continues, although communications are slow because of the breakdown of the telephone system.

Mr. Dunham, Manager, will not have permanent headquarters until next week. Meanwhile, any business correspondence should be addressed to:

Mr. Eduardo Correa  
EXCELSIOR  
Excelsior Building  
Reforma 18  
Mexico D. F., Mexico

His telephone number is 21-31-72.

## Rolex campaign receives favorable comment from East German publication

The unusual picture (left) is a reproduction of a Rolex advertisement, prepared by the London Office, which was noticed and commented upon by NEUE WERBUNG, an East German publication, not usually available in the Western section of that country.

In praising this advertisement, which appeared in the NEW YORK TIMES, the author of the article devoted several paragraphs to both analysis and support of the excellent principles employed by the J.

Walter Thompson Company in its campaign for the manufacturer of the Rolex Oyster Perpetual watch. The advertisement is based on a true story of a fisherman who lost his Rolex in deep water off the coast of Greece in 1939 only to recapture it seven years later from its underwater crevice. Its automatic, self-winding movement was unharmed and still capable of responding to the jeweler's touch.

In its analysis the publication stated that this advertisement was effective because: a) it was based on a sensational idea

and b) the technical problem was handled so well and effectively that the illustration itself, and its reproduction, are most striking.

The author commented that sensationalism in advertising can be poor policy if incorrectly employed, for it can antagonize the reader, resulting in more harm to the product than benefit. However, he stated that in the case of this Rolex advertisement, something extraordinary occurred and the facts supporting the illustration and text were proven (Rolex holds the original letter written by the owner of the watch in question.) Therefore, the company is justified in telling the public of this incident, to its interest and to the advantage of the product.

Commending the uniqueness of presentation of this advertisement, the article expressed the opinion that the technical problems of illustration were excellently handled. The use of fine degrees of shading and outline lend reality and individuality to the copy, thus keeping in step with the unusual topic involved.

To find a Thompson effort deserving of praise is not unusual, but in this case, the fact that an East German publication noticed the advertisement, analyzed it and found it worthy of a two-page article in one of its issues is of particular interest.

## American economic penetration of Australia -- "unparalleled in business history"

Australia is in the midst of rapid American economic penetration that is "unparalleled in business history," according to a July 21 NEW YORK TIMES article. U.S. enterprise, big and small, has a permanent investment in Australia with a capital value of \$400,000,000 in plant and inventory. This is increasing at the rate of \$50,000,000 a year with 500 American companies represented and more on the way. Ford, General Motors, Chrysler, International Harvester, Goodyear, Singer, Heinz, Kodak, Twentieth Century-Fox, Philip Morris, Carnation, Kraft are but a few of the names well-known to Americans which have become household words to Australians.

Value of this investment to Australia can be seen in the fact that it supports a payroll of more than 14,000 with 3,000 Australian suppliers benefiting to the sum of more than \$90,000,000 a year. The population curve in Australia is also ascending along with economic development. More than 100,000 migrants from Western Europe and the United Kingdom are increasing the national rate of growth to three per cent a year.

Young America loves the Carefree Beauty of

NEW SOLID STAINLESS by Oneida

In the world of modern living... carefree beauty is the new beauty. Oneida's new quality line of solid stainless flatware... is the quality line... Oneida's new quality line of solid stainless flatware... is the quality line... Oneida's new quality line of solid stainless flatware... is the quality line...

• In today's newest, finest patterns... styled for modern living.  
 • Lustrous satin finish or gleaming mirror finish...  
 • Flat-olive feet... fine-olive weight... and tarnish-free!

New Shoreline

Young America loves the Carefree Beauty of

NEW SOLID STAINLESS by Oneida

What a beautiful line of stainless steel flatware... Oneida's new quality line of solid stainless flatware... is the quality line... Oneida's new quality line of solid stainless flatware... is the quality line...

• In today's newest, finest patterns... styled for modern living.  
 • Lustrous satin finish or gleaming mirror finish...  
 • Flat-olive feet... fine-olive weight... and tarnish-free!

New Shoreline

**INTRODUCING NEW STAINLESS STEEL FOR "MODERN LIVING"**

Oneida Ltd. -- New York

"Young America" and "the rhythm of modern living" are phrases incorporated into Oneida's first advertising effort to acquaint the public and the trade with their two top-quality lines of solid stainless flatware, Premier and Deluxe.

A relatively new product development, stainless tableware of fine quality has shown a spectacular and continual increase in sales over the past five years. The reason for this is threefold: (a) the introduction of handsome new designs -- at first mostly imported from Europe (b) the improvement in the weight and finish over former kitchen-class stainless (c) the carefree aspect of stainless which requires no polishing to keep it bright and shining.

How could this new stainless flatware be presented in a distinctive way, when its physical characteristics differ little from other quality stainless? The Thompson team decided that the "white pea" would be the exceptionally beautiful patterns and finish which take Oneidacraft out of the "second best" class and give it the status of beautiful tableware to use on any occasion... a tableware with all the beauty of sterling silver, yet requiring none of the care.

**Surveys determine stainless market**

From the Thompson and A. J. Wood surveys, it was decided that the younger home-maker audience is most responsive to quality stainless. However, the attractive patterns, created and crafted by one of the great American silversmiths, are also appealing to the older woman who wants to "live modern." Putting the research findings to work, headlines emphasize the "care-free" advantages and the "beauty" of this stainless. "Young America loves the Care-

free Beauty of New Solid Stainless by Oneida" heralds the announcement advertisement in the September issue of LIVING. Copy stresses Oneida flatware's suitability for everyday use with descriptive words used to upgrade stainless flatware and block out the "picnic hamper image" of old-time stainless.

**Photography puts product into foreground**

Vivid black-and-white photographs picture attractive young married people in informal home entertaining situations that suggest food and flatware. One of the people in the foreground is playfully feeding his or her companion, which has the value of putting the product noticeably into the picture situation. All four patterns -- New Shoreline, New Vista, New Profile, New Accent -- are shown in each advertisement of the campaign, with one pattern featured strongly and subordinating the other three.

Another Oneida "first" among stainless tableware advertisers is the use of spreads throughout the campaign. A full double-page is being used as a spearhead. Subsequent schedules use horizontal half-page spreads which give a feeling of stature and importance and permit a very advantageous arrangement for incorporating the four pattern illustrations in desirable size, as well as a strong headline emphasis and positioning of the other elements.

**Women's books to carry schedule**

A carefully selected group of women's books are scheduled through December to obtain a desirable coverage from the standpoint of audience and market factors. BETTER HOMES & GARDENS and GOOD HOUSEKEEPING were chosen for their editorial quality and broad national coverage, while LIVING and PARENTS' were selected to provide extra coverage among young married families.

## "Let's Buzz, Cuz, Down to Bertola's Restaurant"...



WALTER BUSSE

-- San Francisco



...This challenging copy, rejected by the client, launched Walter Busse on his advertising career. The time: 1943. The place: University of California where Walt signed up for a student activity called the Advertising Service Bureau -- a free copy and layout service for advertisers in student publications. He subsequently extended his activities to the Pelican (college humor magazine), and was its manager in his senior year.

By this time, 1945 and an A.B. later, Walt knew that advertising was his forte. So on to the Medill School of Journalism at Northwestern University, followed by an actual copywriting job (which included miscellaneous filing and messenger work) with S. Buchsbaum & Co., manufacturers and wholesalers of a variety of items, in Chicago.

Walt's next step was natural for a native-born San Franciscan -- he came home ...joined the San Francisco Chronicle promotion department...wrote copy for lonely hearts clubs, hi-fi equipment retailers, etc...graduated to brochures, mailers, ROP advertisements for the newspaper and for its television station KRON-TV. By 1952 Walt was a "copy chief" -- and ready for new worlds to conquer.

So he came to Thompson -- and conquered. Walt hasn't lost his breezy "buz-zin cousin" approach, and he's a quick man with a quip -- two facets of his personality you'd hardly suspect reading his copy designed to recruit nuclear physicists for the University of California Radiation Laboratory. Walt's copy assignments also include special Shell campaigns developed in response to special Western problems.

In addition to keeping Shell's nine Western TV news programs supplied with appropriate copy (a two-hour drive can mean a change of "season" in the West), Walt creates Shell Heating Oil campaigns for the Northwest...interviews airport managers throughout the West for a Shell Aviation Fuel campaign...and talks with Washington State Grange members for a campaign directed to Grange co-operatives.

INTERURBIA: Walt, wife Toni (whom he met at the Chronicle), and daughters Sarah and Cornelia are "at home" close to the 1975 boundary of Interurbia on the Golden Side of the Golden Gate. There Walt's assignments include gardening and landscaping, building furniture and fences -- and even moving a few walls of the house!

The imagination Walt brings to any assignment and his thoroughness were evidenced recently when daughter Sarah visited the office for the first time. Poised and charming, the little three-year-old had appropriate greetings for everyone -- because she and Walt had played "Meeting people at the office" for weeks in advance of the big day!

P.S. Walt's twin brother inevitably creates confusion when he drops into the San Francisco Office...and (like the two photographs) Walt delights in developing such confusion. He once, for example, asked a senior colleague in the copy department to talk to his brother about a career in advertising; then, impersonating his brother, Walt kept the appointment -- and had a very stimulating interview.

## TV-RADIO NEWS

Articles appearing in the TV-Radio News should be given no more weight than the sources from which they are quoted. If you have television articles that you think would be of interest to other people, please send them to Eugene Stone, NYO.

### BOX SCORE ON COLORCASTING

Some 281 stations (55%) can transmit network color shows, an increase of some 61 stations over 1956.

There are 81 stations (16%) equipped to transmit local color slides. This compares with 75 in 1956.

79 stations or 17.5% can transmit color film locally compared with 74 in 1956.

The growth in stations equipped to program local live color has been very slow. There are 32 stations (6%) compared with 29 stations in 1956.

All in all, however, station equipment for transmission of color has far outpaced growth in set circulation. Stations are ready for color when it comes.

SPONSOR 11th Annual TV Basics, July, 1957

### NBC-TV 80% SELLOUT

Indicative of the general upbeat in daytime television is the fact that come fall, NBC-TV expects to be 80% sold out during the daytime hours. That compares with 40% of capacity last fall, and it reflects a 100% increase in daytime business over the past year.

The network this week pulled in another \$2,600,000 gross in daytime business.

That the NBC estimate isn't blue-sky is demonstrated by the fact that the web is already 75% sold out in daytime, with the additional 5% business anticipated for September a conservative guess. The web's strongest daytime entries in terms of sponsor lineups are "Queen for a Day," "Matinee Theatre" and "Tic Tac Dough."

The web's sales upbeat accompanies a dramatic rise in daytime ratings that has brought it from an also-ran position to a strong contender for top rating honors with CBS-TV. At the same time, Columbia hasn't suffered in terms of sponsorship, pointing up TV's expanding prosperity.

VARIETY, July 31, 1957

### INDUSTRY REPLIES TO "TIMES"

The TV industry was up in arms last week about a story in the NEW YORK TIMES,

which was fit to use on its front page on Thursday, July 25, to report that the medium was "facing its toughest season in 10 years." Various parts of the article were the subject of ridicule by important executives in the industry.

The story declared that the networks had substantial nighttime periods available, and that there were definite signs of "uneasiness and caution among sponsoring manufacturers."

The Television Bureau of Advertising was quick to rebut that 1957 has been TV's best year. Its statement added that "there is no downward trend in TV sponsorship," and that the TIMES story dealt only with the nighttime network aspect of TV and overlooked daytime TV completely. Nor was mention made of spot TV revenue, which accounts for half of TV's total gross and during the first quarter of 1957 ran 12 per cent ahead of the same period of 1956.

Noted by TvB was the fact that ABC, CBS and NBC have more dollar sales contracted for 1957-58 season than ever before, while the July 5 issue of PRINTERS' INK predicted that national TV revenue will be three times that of newspapers for the full year and general advertising in newspapers has fallen 11.6 million lines in five months.

Last July, NBC had about 28 quarter hours of its daytime shows sold. This year it already has sold 58 quarter hours to sponsors and by the middle of September is certain to have 75 quarter hours of its time and programming sold. A statement by ABC pointed out that its billings for time alone will be 30 per cent higher in 1957-58 than in 1956-57.

The one aspect of the TIMES article that received real credence in the trade was its observation that there was "softness" in the sale of evening half-hours. Industry figures nevertheless maintain that the problem is perennial and not taken into account was the much larger time and program expenditures being contracted for by sponsors in the coming season. For example, next season Chevrolet will spend \$158,000 an hour on NBC, Sunday 9:00-10:00 p.m. for the Dinah Shore Show, exclusive of time.

Goodyear and Alcoa reportedly are spending over \$50,000 weekly for the dramatic show they now are programming in the Sunday hour, before time. This upgrading of program purchasing is particularly true on ABC, where virtually all the low-cost quiz shows have been moved out and more expensive programs brought in as replacements.

Top executives in several advertising firms maintained that there was virtually no prime time period available for sale on any of the networks. By prime time they were referring to the hours between 8:00 and 10:30 p.m. There are, of course, some alternate week openings available during these hours on the webs, but in all cases the program has already been half bought by another sponsor. Sole free ball is NBC's "Wagon Train," Wednesday 7:30 to 8:30 p.m., but sponsors buying it will clash with both "Disneyland" and re-runs of "I Love Lucy," a combination of double-trouble.

One of these agency executives, however, maintained that the webs would ultimately have to make some concessions to sell marginal evening hours, that is, 7:30 to 8:00 p.m. and 10:30 to 11:00 p.m., where softness is in evidence. He felt that the time costs of these half-hours would either be cut or sponsors would be allowed to cancel more readily. Sponsors see the 7:30 to 8:00 p.m. hour as a poor buy during the summer.

THE BILLBOARD, July 29, 1957

#### RATING BREAKDOWN ON SPECTACULARS

A rundown of television's so-called "special" or spectacular programs over the past three years, with particular emphasis on what happened during the past season spanning September through June, offers conclusive evidence of why the 60-minute and 90-minute show will continue to occupy a permanent and prominent niche on the TV rosters.

The 57 special telecasts last season achieved an average Nielsen rating of 34.9, as against an average Nielsen of 23.1 for the 30-minute show. Of the 57, a total of 29 were in the hour category; 28 were in 90-minute shows. (Average Nielsen on the 90-minute spectaculars was 34.0; on the full-hour shows it was 35.6). The 34.9 Nielsen for the 57 specials averaged out to 13 million homes per program.

The survey points up the commercial impact of the so-called kid classics and fairy tales (which will play an important role in television programming next season). Of the Nielsen list of Top 20 spectaculars over the past three-year span ('54-'57), six fall within that category, sharing equal top 20 honors with six Oscar-Emmy Awards Shows. (Four others were variety specials and the remaining four in other areas of programming)

In the three-year span, during which a total of 200-hour and 90-minute specials were presented, six achieved a rating of 50 or better, representing the "cream of the Nielsen crop." These break down as follows:

Peter Pan (NBC-'54) .....	66
Cinderella (CBS-'56).....	60
Oscar Awards (NBC-'55)....	57
Ringling Bros. Circus (NBC-'54).....	57
Peter Pan Repeat (NBC-'55)	54
Babes In Toyland (NBC-'55)	50

CBS's "Shower of Stars" and Bob Hope on NBC virtually monopolized Top 10 Nielsen honors on the hour shows last season.

Jerry Lewis (NBC) .....	46
Shower of Stars (CBS) ....	43
Shower of Stars (CBS) ....	42
Bob Hope (NBC) .....	42
Bob Hope (NBC) .....	41
Bob Hope (NBC) .....	39
Shower of Stars (CBS) ....	38
Shower of Stars (CBS) ....	38
Dinah Shore (NBC) .....	38
Bob Hope (NBC) .....	37

A minimum of 100 "specials," ranging from half-hour to two-hour presentations, will be telecast by NBC-TV in the coming year. The total includes "Wide Wide World" and "Omnibus," which together account for 38 shows, but even excluding these and other possible additional entries, the NBC total comes to an all-time high.

VARIETY, July 31, 1957

#### TEXACO ED WYNN SPECTACULAR

Ed Wynn has been tapped as the central figure of "Texaco Command Appearance," the September 19, Texaco-sponsored spectacular on NBC. At the same time, Texaco and packager Henry Jaffe signed Ezra Stone, the legitimate producer and former actor who has done some TV work, to produce the spectacular.

VARIETY, July 31, 1957