

AUG 12 1957

Vol. XII, No. 32

August 12, 1957

J. W. T. CO. - CHICAGO

## CEMAM CONORD APPOINTS THOMPSON AS ADVERTISING COUNSEL

Paris...J. Walter Thompson has been appointed advertising counsel for Cemam Conord, effective January 1, 1958. Cemam Conord is the largest French manufacturer of washing machines, refrigerators and vacuum cleaners.

## CRACKER BARREL CONTEST CRACKS CANADA'S LARGEST CHAIN

Montreal..."Chain reactions" are not limited to such things as the atom bomb. They also can create quite a stir in the realm of the lowly curd of milk ripened by fermentation, in this instance, called Cracker Barrel Cheese.

The chain which reacted was Canada's largest, Loblaws Groceries, operating in the province of Ontario. For more than 18 months it stoutly resisted determined efforts by Kraft Foods Ltd. to get Cracker Barrel into any of the stores in any size or variety. The reason seemingly was unarguable. Loblaws was selling as much of its own pre-cut natural cheese in the province of Ontario alone as Kraft was selling nationally.

Kraft enlisted the aid of the Montreal Office and the resulting solution employed the most basic of marketing arguments — the consumer's voice.

A contest was organized, offering 10 Ontario couples an all-expenses-paid holiday in Bermuda plus \$100 in cash, or the cash equivalent of the trip. Advertisements in Ontario media — newspapers, radio and TV — promoted the contest. The rules were simple. Entrants were advised to get coupons from their grocer and complete the last line of the jingle: "Cracker Barrel has no rind, It's all

good eatin' cheese — The finest cheddar you can buy....." The number of entries was not restricted, providing each was accompanied with a Cracker Barrel label or facsimile.

Herbert A. Watts Limited, who judged the contest, advised Thompson that the return was the highest they had seen from any single province contest. In fact, the final return was double that anticipated.

This success story could have only one ending — and it did. Loblaws authorized three varieties, one size of Cracker Barrel for all their stores. In addition, many other accounts which used to give Cracker Barrel just a few rows now are displaying from four to ten feet of the product.

Undoubtedly the contest was something to write home about. Matt Mathieu, Kraft Vice President and Sales Manager, in a letter to Toronto Branch Manager Ross Greenwood, said in part: "The purpose of this letter is to point out a mighty important objective lesson in extremely fine co-ordination between top sales, advertising and agency organizations. With this kind of stuff, Kraft in Canada will continue to be the outstanding organization that it is. In other words, believe-you-me, we are really pleased."

## CANADIAN SHELL TO SPONSOR FOOTBALL TELECASTS

Toronto...Taking advantage of the fact that football is the fastest growing spectator sport in Canada, Shell Oil Company of Canada set aside an additional appropriation this year to co-sponsor the Canadian Big Four Football Games on TV. This move makes Shell the first company in its industry to sponsor network football telecasts in the Dominion.

In backing this program, Shell is in an extremely favorable position. Since its co-sponsor dropped out at the last moment and another advertiser has not been found, Toronto Office reports that it is likely CBC will use the remaining half of the time available for commercials to broadcast public service shots. Shell would then be the sole commercial name associated with the telecasts.

15 stations will carry the Ontario telecasts — including CELT (Toronto), CHCH (Hamilton), and CBOT (Ottawa). Both live and filmed commercials have been prepared for use with the games.



## Thompson arranges United Nations portrait photograph exhibit

As part of a campaign to promote portrait photography, the Kodak publicity group (NY) has gathered together the first collection ever made of official portrait photographs of heads of state of United Nations countries.

During June and July the first public exhibit of the collection (pictured at left) was held at the United States National Museum, Washington, D.C. Approximately 40 embassies were represented at the press reception and opening ceremonies, arranged through the Washington Office.



Speakers at the ceremonies were Dr. Leonard Carmichael, head of the Smithsonian Institute; Mr. Walter N. Walmsley, Acting Assistant Secretary of State for International Organization Affairs; and Mr. Clark M. Eichelberger, Executive Secretary of the American Association for the United Nations.

In September the exhibit has been requested for display at the International United Nations public relations meeting in Geneva, Switzerland. It also will tour 52 cities in the United States under the sponsorship of the AAUN.

In addition, a portion of the exhibit is being used for the Photoquiz series in the August 20 issue of LOOK magazine.

## U. S. welfare projects receive \$149 million in time and space

A record \$149 million in commercial advertising time and space was contributed to the Advertising Council for promotion of national welfare projects in the year ending February 28, according to the council's 15th annual report. This sum exceeds the 1956 total by \$24 million dollars.

## TOPICS FOR CONVERSATION

NATIONAL SANDWICH MONTH OFFICIALLY OPENED ON AUGUST 8, bringing a blanket wave of food advertising. All levels of food distribution are participating in this promotion, from the processor to the restaurateur. Kraft Foods Company is among those firms acting as sponsors. TRAVEL TALK: In season 41% of U.S. visitors to Europe are under 45 years of age. New York and the Northeast contribute the most European tourists, with the Middle West next. Over-all, the most popular countries are France, Italy, Britain, Germany, Switzerland — in that order. Average stay —

The council used this fund to conduct 16 major campaigns and 54 other projects on a smaller scale. Among the major promotions were the Crusade for Freedom and Religion in American Life, both serviced by J. Walter Thompson. The Company also played a part in conducting the 1956-1957 U.S. Savings Bonds campaign.

For the year 1957-1958 three new campaigns have been accepted by the council. One of these new projects, NATO, is being serviced by J. Walter Thompson.

## Jets to accelerate era of air travel

By 1970 jet transport planes now in production will more than double the present world-wide passenger air travel which totals 40 billion miles annually. This prediction was made by Donald W. Douglas, president and chairman of the board of Douglas Aircraft (NY & LA) in a speech delivered recently before the American Society of Newspaper Editors.

In developing his talk, Mr. Douglas pointed out that in the past 20 years cruising speeds of passenger planes have increased by 200 miles an hour. By comparison, the new jet transports will, in one step, accomplish the same speed gain which previously took two decades. It is expected, also, that the sound level of jet travel will be reduced to a point suitable for commercial passenger service. "The new jets very definitely will be equipped with sound suppressors when they begin airline operations," said Mr. Douglas. This problem of the sound level has been given top priority by aircraft manufacturers.

Regarding the areas of commercial air cargo, Mr. Douglas mentioned that the jet can be adapted for air freight, carrying products never before dreamed to be within the capability of aircraft. As a result the whole concept of domestic and international trade will be altered.

just under two months. A UNITED STATES EMBASSY for Athens is in the works — a one-million-dollar project, designed by Walter Gropius, it is expected to open in 1959. THE SUMMER FESTIVAL in New York City is attracting droves of free-spending vacationists. Before fall, over five million tourists will invade Gotham — spending close to \$100 million. This season the Mayflower II is drawing more attention than such familiar attractions as the Statue of Liberty, the Museum of Modern Art, etc.

At the convention...  
America's business leaders  
are wearing wool

*How America is dressing*

nothing measures up to **Wool**

America creates new wools...

nothing measures up to **Wool**

America creates

new wools  
for America's  
love of  
luxury

nothing measures up to **Wool**

## WOOL PROGRAM -- BIGGEST IN HISTORY!

Wool Bureau, Inc. -- New York

Since the J. Walter Thompson Company prepared the first "Nothing Measures up to Wool" advertisement in 1954, the WOOL program has grown steadily — increasing its scope each year. Beginning this month WOOL will launch its biggest campaign in history.

On the mass consumer level, four-color spreads in LIFE will not only educate the American public to the fiber advantages of wool — they will persuade consumers that wool is the recognized "mark of good taste," the fabric that is right for the new prosperous American way of life. A documentary or "reporting" approach accomplishes this, telling the consumer "How America is Dressing" in wool — for school, suburbia, business — in short, for today's living. Within this format the story of wool can be told with greater authority, realism and new interest.

In further developing WOOL's message, this mass education advertising will provide the consumer with an answer to the question, "What type of clothing is right — where and when?" This will be achieved by high-lighting in each advertisement a special locale or activity, such as a business convention or a football game, and by showing that dressing in wool is always correct.

Also, for the first time this year, a joint industry campaign, in which seven leading woolen mills and the American wool-growing industry are participating, will promote the prestige of American-made wools, under the dramatic theme, "America Creates." The American eagle has been chosen to symbolize the idea that U.S. mills and fabric designers know best how to create the beautiful wools that interpret America's needs and tastes. Two special sections will appear in the Sep-

tember issues of VOGUE and HARPER'S BAZAAR, with a total of nine four-color spreads and pages — stressing the texture, color and styling of American wools and worsteds.

In addition to this special promotion, wool's role as a fashion leader will be dramatized throughout the year in advertisements in HOLIDAY, VOGUE, HARPER'S BAZAAR, SPORTS ILLUSTRATED and the NEW YORKER. Wool will be presented, for example, as the fabric that helps home sewers achieve fashions with a famous designer look. It will be shown as a trend-setter for resort and spring apparel. In menswear, the high style and richness of wool will be pointed up in advertisements illustrating a complete sweater wardrobe, campus clothes and cruise wear.

In the trade, an extensive campaign will show both retailers and manufacturers how they can capitalize on WOOL'S consumer advertising. Spreads in WOMEN'S WEAR DAILY and the DAILY NEWS RECORD will tie up wool fashions with the current trade-up trend in the retail store. Headlined, "Meet Today's New Customers," these advertisements will stress the idea that because Americans are more prosperous than ever, the mass market has become a "class" market that wants the high quality of wool. Supplementing this will be another series of advertisements entitled, "Buyers, Are Your Salespeople in the Know?" — thus covering the area of fiber education.

The familiar yardstick, lamb and slogan, "Nothing Measures up to Wool" are found in all phases of the 1957-1958 campaign, furnishing the all-important element of continuity and consumer identification.

## Steady as he goes



ALLAN SACKS  
-- New York

Scratch the polish of the average advertising man and deep underneath you'll usually find a background that's quite remote from Madison Avenue. You'll find copywriters who are ex-newsmen; art directors who were formerly industrial designers; or perhaps a research director who at one time taught physics. A roundabout entry into advertising is almost common.

But it wasn't for Allan Sacks, a very uncommon gentleman in many ways. He plotted an advertising career at J. Walter Thompson in his freshman year at City College of New York, joined the firm in 1944, and has held a remarkably steady course ever since. Those college days, incidentally, illustrate one of his uncommon characteristics: an amazing vitality and capacity for work. Each day began at 6:45 a.m.; classes 'til 2:00 p.m.; Thompson 'til 5:30 p.m.; then home to study 'til midnight. Summer vacations meant full time at Thompson. And this pace continued for four years until he received his B.B.A. degree! Subsequently, he received his M.B.A. in 1955.

Allan's enthusiastic, sleeves-up attitude has brought many challenging assignments his way. In 1951 he helped launch Thompson's Retail Sales Training Program by selling sterling silver at Macy's for two months. His keenly analytical report of retail sales problems still makes enlightening reading.

Perhaps his toughest assignment was the famous Ford Truck Economy Run. It in-

involved the analyzing of 30,000 performance records received from Ford Truck owners across the country; then organizing the results into a hard-hitting sales promotion that lent believable support to Ford's "economy" advertising theme.

The success of the Ford Economy Run can be measured by the general expression of Ford Executives and Ford Dealers alike: "The finest, most effective promotion in the history of trucking!" (Incidentally, the Department of Commerce borrowed it for aid in preparing government studies.)

Next, Allan went on to launch CLUES magazine for Ford, acting as Business Manager (Publisher, if you like), nursing it along for a full year until it was solidly established as one of the most successful publications of its kind.

In 1953, he joined the Media Department as Time Buyer for Ford Dealer Districts, Shell, J. B. Williams and Ballantine. Soon after, he again took a trail-breaking assignment, acting this time as the first person to be trained in all-media buying for Thompson.

More recently, he has been ably handling media for Buitoni Foods, Johns-Manville, Pond's, Brillo, Burlington Industries, Fieldcrest Mills, Crompton-Richmond and Atlantis Sales. Several weeks ago he was appointed Media Buyer for Lever Brothers.

Knowing this much about Allan Sacks, it's not surprising that fellow workers describe him as, "tremendously vital, sincere...has a quick and probing mind...generates enthusiasm that catches up everyone..." And it's also quite fitting that they term him, "extremely well-liked...responsive to people as well as problems."

After hours, Allan heads home to Tarrytown and wife Sally, a medical copywriter at William Douglas McAdams, Inc. To relax? Not Allan. He's got a multitude of hobbies and interests, including CCNY lectures and committee work on personnel guidance. And we'd say the class couldn't be in better hands.

## PEOPLE

Mr. Frank Waring, Economic Counselor of the U. S. Embassy in Japan, visited NYO recently. WILLIAM WALLACE, JR., and C. GROVE SMITH (Montreal) have been appointed Vice Presidents of the Canadian Company. CORNWELL JACKSON (Hollywood) addressed Eastman Kodak sales meetings at Disneyland, August 5, and San

Francisco, August 8. He discussed Kodak's TV show, "Ozzie and Harriet" and the alternately sponsored "Ed Sullivan Show" which starts this fall. Proud papa: TED MINGO (NY), a son, Brian James, born August 3. ATTENTION NYO MEMBERS: Deadline for next "classified" is August 13.

DROPPING THE PILOTS?

Hollywood's TV film producers are once again pondering the recurrent problem of pilot films now that the closing of the spring selling season is here. A pilot is a sample film made by a producer willing to risk its cost against a possible series sale. In theory, the pilot shows a prospective sponsor what he would get if he paid for a series of 13, 26 or 39, the numbers usually commissioned. For a pilot film's cost -- currently estimated to run anywhere between \$35,000 and \$65,000 for 30 minutes -- the producer stands to make a handsome profit from his initial gamble.

"If all the elements are right, and all the intangibles fall together, you can get real lucky since 39 to 79 to 117 films -- if you are picked up (renewed) for one, two or three years -- can add up to \$500,000 to \$1,500,000 in profits." This is the opinion of Martin Leeds, the Desilu executive who spends a good deal of his time commuting from Hollywood to Madison Avenue on selling millions.

The other side of the story was offered last week by Milton A. Gordon, president of Television Programs of America, Inc., when he said, "This past season has seen the TV film industry suffer substantial losses as a result of an appalling number of unsold pilots. These losses run into the millions," he concluded. His company will make pilots in the future only after "extensive consultation" with sponsors, agencies, networks and stations.

In April, a trade journal estimated that there were 110 new pilot films completed with another 73 expected to be made. The ultimate total is probably closer to 160, and from this number a total estimated at 30 new filmed series are due on the networks this fall. It is the opinion of those well acquainted with the jungle of TV film sales that about 130 unsold pilots made at an average cost of about \$45,000 each are confronting their makers with a total production cost of \$5 million to \$7 million in unrecouped bills.

However, the picture is not entirely bleak. A major producer such as Revue Productions, a subsidiary of the Music Corporation of America, can use a pilot film as an episode on one of its anthology programs,

amortizing up to 50 per cent of its original cost with a single showing. If the producer does have to absorb -- or write off as a tax loss -- the other percentage, at least it is not a total loss.

With all these problems, why don't sponsors go into the production business? At least one large sponsor began to explore the idea this year, but no trend is foreseen in this direction.

THE NEW YORK TIMES, August 4, 1957

COMEDIES HOLD THEIR OWN

Despite the fact that the comedy show seems to have become the forgotten program type in the incoming rush of Westerns and musicals, CBS thinks enough of them to keep them as its dominant form of programming. The outlook is that the laugh-seekers still will outnumber every other type of show come the new season.

An analysis of the forthcoming schedules indicates the comedies will be airing a half-hour more weekly on the networks than the second most active type of show, musicals. These are followed, in order of most time occupied, by Westerns, anthologies, and detective mysteries.

Obviously, it is CBS' emphasis on comedy, using more of this type of show than ABC and NBC combined, which has kept it at the top of the heap. The same network's favorable feeling about anthologies has made that the fourth strongest category.

ABC, with a batch of new sponsors, as might be expected is leading the music-Western trend, on which it started the industry off two years ago. NBC appears to have the most balanced programming, although music and detective mysteries are the two top categories.

Despite definite dominating categories, however, there appears to have been very little block programming. ABC still has its Western night on Tuesday, and what might be called a music night on Monday; CBS has its two-and-one-half hours of anthology on Thursdays, and a comedy-quiz block on Tuesday; NBC is dominated by detective mystery series Friday, and by music Saturday. On other nights, however, the programming is well shuffled.

THE BILLBOARD, August 5, 1957

## NBC RADIO SALES

Sponsored hours on NBC Radio are continuing in an upward spiral. Network reported for the first week of July a seven-day total of 32 hours and 25 minutes of paid time against CBS' 25 hours and 48 minutes and now has a weekly (end of July-beginning of August) total of 37 hours and five minutes opposed to CBS' 24 hours and 58 minutes.

New NBC lead over CBS in sponsored time is 12 hours and seven minutes or 48.5 per cent. More significant, in measuring the tide of NBC sponsorships, is its report that the web is 100 per cent better in sold time than it was exactly a year earlier.

In January, CBS had 25 hours and three minutes of network air time sold, while NBC sold 14 hours and 55 minutes in the same week.

VARIETY, August 7, 1957

## PRODUCTION AND TIME COSTS

The TV networks this week took the price wraps off their new daytime strips. Program costs quoted to agencies per gross quarter-hour segment are:

ABC: Bandstand \$1,500; Lady Luck, \$2,500;  
Do You Trust Your Wife?, \$3,000  
CBS: Hotel Cosmopolitan, Beat the Clock,  
and You Are the Jury, \$3,500 average.  
NBC: Arlene Francis show and Treasure Hunt  
\$3,200 each.

Now that the TV networks are pretty well set with their fall nighttime commercial schedules, an updating of time costs is possible.

A check with each of the networks by SPONSOR-SCOPE this week shows that the prices -- minus discounts -- that advertisers will be paying for their hookups this fall are:

HALF HOUR ON	AVERAGE STATION LINEUP	MAXIMUM STATION LINEUP
ABC TV	\$42,000	\$60,000
CBS TV	60,000	68,000
NBC TV	65,000	68,350

  

ONE HOUR ON	AVERAGE STATION LINEUP	MAXIMUM STATION LINEUP
ABC TV	80,000	97,000
CBS TV	110,000	118,000
NBC TV	108,000	113,800

SPONSOR, August 3, 1957

## 100 SPECIALS ON NBC

Details of the heaviest schedule of special programs ever undertaken by NBC were unveiled last week near the end of a selling season that NBC officials conceded to be the toughest the network had faced.

These developments -- plans for at least 100 special shows and acknowledgement that sales are harder to land this season -- came separately but were not entirely unrelated. NBC President Robert W. Sarnoff, speaking of the harder sell this year, thought it likely that the specials had "siphoned some money from regular nighttime network periods."

He said advertisers already had signed up for \$40 million (gross billings) in the NBC-TV 1957-58 season's special programs, which will range from Shakespeare to Picasso to Shirley Temple to Bob Hope to Vannevar Bush.

Robert E. Kintner, executive vice president for TV network programs and sales, reported that -- aside from the specials -- 55 per cent of NBC's evening program lineup next fall will be new, the largest program change NBC has ever made at one swoop.

Mr. Sarnoff said, "No responsible television executive can look you in the eye and say this has not been a hard-sell season." He continued:

"Network salesmen have worn out more shoe leather this selling season than at any time within my memory. There are good reasons for this.

"One is that many large advertisers, caught in the inflationary squeeze between higher gross sales and lower net profits, have, with their advertising firms, adopted a more cautious attitude toward major advertising investments in all media.

"Another is that the same inflationary pressures working on sponsors have been working on the networks in terms of increased program costs. Another is that daytime TV and special programs have become increasingly attractive buys and this has probably siphoned some money from regular nighttime network periods."

BROADCASTING TELECASTING, August 5, 1957