

J. Walter Thompson Company News

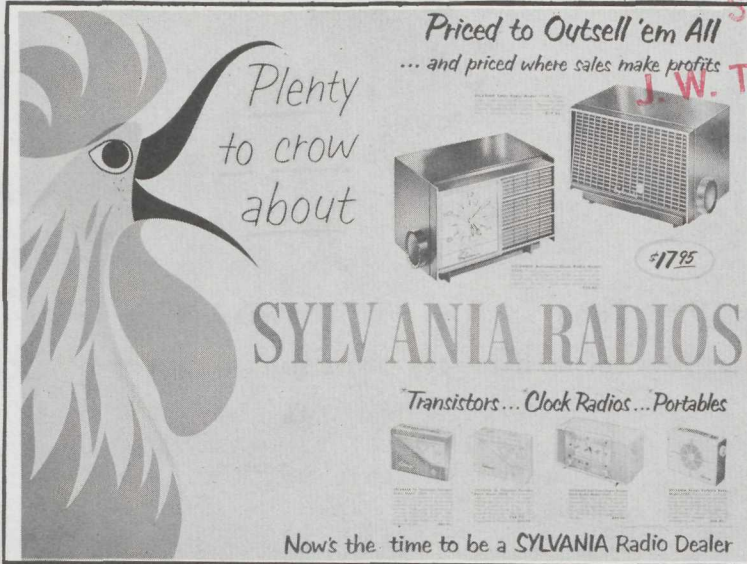
CONFIDENTIAL BULLETIN—FOR STAFF MEMBERS ONLY

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Plenty to crow about

Priced to Outsell 'em All
... and priced where sales make profits

J. W. T. CO. - CHICAGO

SYLVANIA RADIOS

Transistors... Clock Radios... Portables

Now's the time to be a SYLVANIA Radio Dealer



Your Best Move

This Year It's a Smart Set that makes money!

J. W. T. CO. - CHICAGO

SYLVANIA RADIOS

Now's the time to be a SYLVANIA Radio Dealer

SYLVANIA ANNOUNCES 1959 RADIO LINE TO TRADE

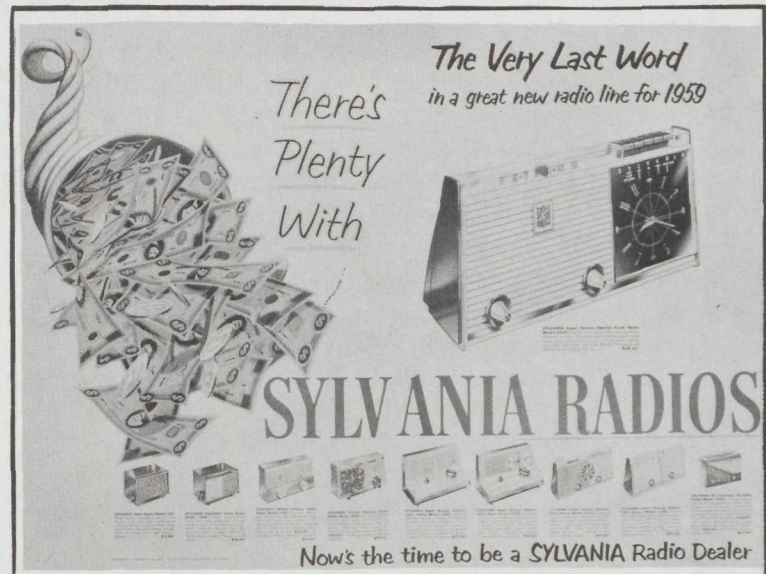
"TWO AT A TIME" WITH A SERIES OF SPREADS

New York... Sylvania with "plenty to crow about" is currently running two-page advertisements in HOME FURNISHINGS DAILY, telling dealers about its new radios — many with the exquisite slimline styling.

Sylvania's production plans called for making available only two models every two weeks, instead of manufacturing the entire line at once. Hence, Thompson faced the problem of creating enthusiasm among dealers for a line which was not yet complete, and maintaining this enthusiasm while the dealers waited for the next model to appear.

It was solved with a series of six different advertisements, scheduled to coincide with the manufacture of every two radios. Each spread features the two new models which are available. The following advertisement drops these two models down into the line at the bottom, replacing two of the older models. By November 5, when the last spread (right) appears, the 1959 line will be complete.

An interesting sidelight of the campaign is the use of color — the left page of the spreads is in two colors, the facing page in black and white. Although Sylvania is only paying for one two-color page, the entire spread conveys the effect of a two-color advertisement.



The Very Last Word
in a great new radio line for 1959

There's Plenty With

J. W. T. CO. - CHICAGO

SYLVANIA RADIOS

Now's the time to be a SYLVANIA Radio Dealer

LOWREY ORGAN COMPANY HAS APPOINTED THOMPSON AS ADVERTISING COUNSEL

Chicago... J. Walter Thompson Company has been appointed advertising counsel for Lowrey Organ Company, effective immediately.

The new client is a division of Chicago Musical Instrument Company.

Thompson media study finds use of sliding scale rates by newspapers increasing

New York... An increasing number of daily newspapers are offering sliding scale rates according to volume, notes the NYO Media Research Department. A recent study made by the department revealed that a total of 58 daily newspapers, representing 22% of the entire U.S. daily newspaper circulation, now offer the sliding scale rate benefit to national advertisers. Since 1956, 20 dailies representing a circulation of nearly five million -- an increase of 63% -- changed from a flat to a sliding scale rate.

"If this trend continues," according to Arthur A. Porter, Thompson Media Director, "it cannot help but increase the incentive for an advertiser to get in and really do a strong selling job for his product through newspapers. What it actually means is that an advertiser is now getting a bonus in newspaper advertising he wasn't getting a few years ago."

The study made by Thompson, which for years has been a strong advocate of discount rate structures for newspapers, also revealed that sliding scale rates are particularly important now in the nation's largest circulation newspapers. It showed that sliding scale ROP rates are now available in 6 of the 11 U.S. newspapers with over half a million circulation -- representing 55% of the papers with 61% of the circulation in this category. Similarly, 30 of the 111 U.S. newspapers with circulations ranging from 100,000 up to a half million, representing 27% of the circulation in this category, now offer sliding scale rates.

For the newspapers, the discount has a threefold advantage, states Mr. Porter. First, it puts them on a more competitive basis with other media; secondly, it encourages the larger advertiser to give them more business, and finally, it enables the newspaper to pass along to its advertisers some of the savings effected by a volume sale.

The new trend, according to Mr. Porter, provides an opportunity to improve schedules and secure greater continuity within available budgets. In addition, in situations where milline comparisons are a factor in determining the length of the list, the discount earned by the advertiser's anticipated annual volume may have an important bearing on these decisions.



Kraft Cook Book in German READER'S DIGEST first advertisement of its kind in Europe

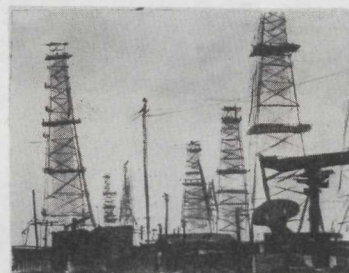
Frankfurt... A colorful 20-page Kraft recipe booklet giving a myriad of cooking suggestions appeared this month in the German edition of the READER'S DIGEST. "This is the first advertisement of its kind ever done in Europe," reports Frankfurt Office, "and it was received with much enthusiasm by DIGEST readers."

Stanley Glaubach and William Bell have exhibits in NYO Art Galleries this week



The novel animals shown at left are examples of Stanley Glaubach's explorations into the effects of three dimensions in the graphic arts.

William Bell's second Thompson exhibit can be seen in the Corridor Gallery this week. His latest experiments in color photography, developed for advertising and editorial use, are included.



Water colors by Arnold Burchess proved sufficiently popular to be held over last week. This exhibit can travel. Contact Dione Guffey, Art Department, NYO.

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Norman Rockwell

He is your baby — already different from all the rest. And as you stand there, you wonder how you can express the love, the tenderness you feel toward this brand-new life. Toys and clothes somehow are not enough. You want, most of all, to give him a head start in life.

And you can . . . through a Massachusetts Mutual Progressive Protection policy. Designed to grow with your child, Progressive Protection actually increases fivefold when he reaches 21 . . . every \$1,000 of life insurance automatically becoming \$5,000, but the premium *never increases*. As a young adult, he will receive from you the start of his own financial security. Can you think of a more valuable gift?

If you're a parent, grandparent, aunt or uncle, check with your Massachusetts Mutual man about this Progressive Protection plan for the child you love. Or call our General Agent listed under Massachusetts Mutual in your phone book.

Massachusetts Mutual
LIFE INSURANCE COMPANY
ORGANIZED 1851 SPRINGFIELD, MASSACHUSETTS



Norman Rockwell

STANDING on his own two feet? Well, almost!

He still needs you to encourage him — or to catch him if he falls. And in the years ahead, too, he'll be counting on you to stand behind him . . . to give him confidence, to assure his future.

Massachusetts Mutual can help you make sure you'll be able to give him that kind of backing when he needs it most . . . and guarantee that your plans for him will be carried out, even if you can't be here. We can also help you spread a major expense (like his education) over the years . . . and, at the same time, assure you steadily growing cash reserves to help in case of an emergency.

A good idea would be to talk it over with your Massachusetts Mutual man soon. Call him — or our General Agent — listed under Massachusetts Mutual in the phone book.

Massachusetts Mutual
LIFE INSURANCE COMPANY
ORGANIZED 1851 SPRINGFIELD, MASSACHUSETTS

This advertisement, appearing October 4 in SATEVEPOST, starts the fall campaign in TIME, NEWSWEEK and SATEVEPOST.

The advertisements in this new consumer series will carry the new, modern black and grey Massachusetts Mutual logotype.

FALL CONSUMER CAMPAIGN FOR MASSACHUSETTS MUTUAL

DIRECTED TOWARD FAMILIES WITH BABIES

New York. . . Babies are the center of attention in this fall's consumer campaign for Massachusetts Mutual Life Insurance Company which begins this week, directed toward the growing number of families with infants.

Each illustration, done by Norman Rockwell, portrays the happiness created by a new child . . . while the copy softly sells the value of a gift of life insurance for the child and the importance of life insurance to the father as a guarantee of the family's future security.

Business and recruitment campaigns

In addition to this consumer campaign, business and group insurance advertising will run in FORTUNE and an agent-recruiting campaign is scheduled for 37 alumni publications throughout the country.

Now the 10th largest insurance company in the U.S., Massachusetts Mutual,

which has been a Thompson client since 1950, has experienced an outstanding sales record.

Policy sales far exceed industry average

For example, August, which showed a 53.7% sales increase over its 1957 counterpart, was the 72nd consecutive month in which the company's policy sales had risen over the like month of previous years. The industry as a whole has been running about 3% behind last year.

In the past eight months, the average policy sold by Massachusetts Mutual amounted to \$13,710 — an amount $2\frac{1}{2}$ times that of the \$5,552 per policy of other life insurance companies.

In addition, Starch Ratings reveal that Massachusetts Mutual has consistently received high readership for its advertisements — topping all other life insurance company advertising in terms of readers per dollar.

Beginning this week, there will be a series of thumbnail sketches of Thompson members who were covered prior to 1951. These sketches will be alternated with those of members who have never appeared in the NEWS, and will afford new members an opportunity to acquaint themselves with some of the Company's senior members.

* * *

Director of Public Relations - Publicity Department



JOSEPH E. BOYLE --New York.

"He developed a team of specialists"

Look into Joe Boyle's office in the morning, any time between 8:15 and 9, and chances are you'll see him hunched over his typewriter, pegging away as though he had an early-edition newspaper deadline staring at him.

What he's composing, usually, are memos -- on such things as press parties, TV placements, new product premières, and plans for pepping up one or another of Thompson's special publicity services.

As head of the Public Relations-Publicity Department, Joe is concerned with some 30 accounts. That means "homework," and those early-morning sessions at the typewriter are one of the devices he uses to keep up. His wife, Nell, who knows how Joe spends his nights and weekends, can tell you about the others.

Like most practitioners of public relations, Joe is a former newspaperman. A graduate of the University of Kansas, where he edited the college daily, he served his journalistic apprenticeship on the Emporia Gazette. The editor to whom he usually turned in his copy during the two and one-half years he worked as a Gazette reporter was the famed Sage of Emporia, William Allen White.

From the Gazette, Joe went to the Associated Press. After breaking in with its office in Kansas City, he was bureau manager in four midwestern cities, then moved on to the AP bureau in Chicago. In 1932 he got up enough nerve to open his own publicity shop in the Loop, and somehow managed to muddle through the depression.

When Joe became head of the department 15 years ago, it was small group on the 10th floor of the New York Office. Today the group numbers 65 and occupies the better part of the west wing on the 12th floor. Further, more than 120 people now devote all or part of their time to publicity work in Thompson's domestic offices.

A vice president since 1948, Joe has developed a team of specialists in everything from consumer magazine, newspaper syndicate and television publicity to work with trade publications, house organs, schools and 4-H clubs. However, none of the specialists are permitted to become so narrow they can't handle assignments outside their particular bailiwicks.

To make the most of the assorted talents available in the department, Joe has patterned his Planning Groups along the lines of the Account-Team and Review Board systems that have been found so effective in other Thompson operations.

As expected, Joe's avocations have always been related closely to his work. In the 20 years he's lived in Bronxville, for example, he has headed up a number of publicity and promotional campaigns for the local Episcopal Church. He has also served for the past 16 years as a lecturer in public relations at Columbia University, and this rates currently as his favorite extra-curricular activity.

On two occasions Joe has been "father of the bride" -- the second time last July 5th in Denver, where he gave away the younger of his two daughters.

IMPORTANT NEW COMPANY REPORTS AND STUDIES NOW AVAILABLE TO THE ENTIRE STAFF FOR THE FIRST TIME

This fourth Communications Committee Bulletin offers 15 new items which your Committees in each domestic office believe would be valuable because of the widespread interest or applicability of the subject matter itself or of the techniques employed.

Copies of all items listed may be borrowed right now from the New York, Chicago, Detroit, San Francisco and Los Angeles office libraries.

No "textbook" material is included. Every study or report was prepared originally either to meet a specific client requirement or for the guidance of an operating department or account team.

Whether for reference, personal development or just to be better informed, the Communications Committee hopes you will find one or more of these items of real value. Your comments are invited.

47. A Creative Man's "Look" at the Thompson Consumer Panel Personality Profile Studies

Mr. Robert Colwell describes a new research facility and tells how psychological descriptions of consumers can be used to develop campaign strategy. This "look" is based on consumer panel studies of the relationship between buying behavior and psychological needs. (Copies of the full Research Department study may also be borrowed upon request.)

48. Drug Industry -- A Brief Description of the Retail, Chain & Wholesale Operations in Drug Store Selling

A short but comprehensive summary of basic facts and principles concerning the Drug Industry. The report covers such topics as sales volume, costs and profits, price policy, merchandising, Fair Trade, buying practices, and trade associations.

49. Premiums -- Analysis of Opportunities and Practices

The essentials for sales development in a new and growing type of distribution. Many manufacturers find that companies using their merchandise as premiums constitute their largest and most important sales outlet.

The report covers:

- a) Sales contact with users of premiums
- b) Pricing practices
- c) Co-op advertising and promotion allowances
- d) The sales staff for premium selling
- e) The self-liquidating premium

50. Consumer Contests

The objectives and factors that result in effective consumer contests, including a classification of types of contests and numerous case histories.

51. The Creation and Production of Animated TV Commercials

Describes in little more than a single page, the purpose, production procedures, time problems and some of the cost elements in creating animated commercials.

52. Volume Discounts in Daily Newspaper Rates

A review of the 58 daily newspapers in the United States which offer discounts to national advertisers for volume linage. Data on "sliding scale" rates include number of newspapers by circulation size, city size and individually by states. Circulation and rates for various linage volumes are given.

53. Metro Area TV Home Ownership by State

Television set penetration is shown for standard metro areas in each state and in non-metro cities with a TV station as of Spring 1958. Summary sheets show home ownership by region and county size and by penetration levels.

54. Principles of TV Network Audience Cumulation

A study based on actual Nielsen tabulations of audience

levels for combinations of broadcast schedules for individual brands. The data demonstrate the relationship between reach and frequency, and illustrate the effects of each on a brand's sales volume requirements.

55. Regional Food Advertiser General Television Announcement Buying Strategy

Explains the strategy employed in buying spot TV schedules in 1958 for a regional food advertiser, to determine basic changes for the 1959 schedule. Topics reviewed include media objectives, analysis of time of day, day of week, buying in "waves" vs. steady scheduling, number of stations and seasons of the year.

56. Analysis of Split-Run Facilities Available in Magazines & Supplements

To summarize the increasing availability of various forms of split-run advertising, this analysis lists consumer and farm magazines and Sunday supplements offering split-run facilities.

57. Summary of Nielsen Data on Television and Radio Audiences

A digest in outline form of basic data from A.C. Nielsen Co. on the broadcasting media as of January 1, 1958. Gives comparative data for the past few years for such indicators as TV and radio set ownership, home viewing or listening patterns and the market "reach."

58. An Evaluation of Syndicated Film vs. Spot Television

An analysis made for a client in terms of the following:

- a) Syndicated film medium today
- b) Current programming
- c) Time period availabilities
- d) Costs
- e) Programming availabilities
- f) Comparison with spot TV announcement schedules

59. Thompson Looks At Video Tape

A condensed explanation of published information about this fast-developing technique and some of the Company's thinking about its possibilities.

60. Magazine Advertising and the Housewife

A statement of the characteristics and functions of magazines and magazine advertising as they relate to the "middle majority" housewife. Includes a discussion of the special attributes of the magazine medium as an effective sales tool.

61. TV Terminology

A glossary of commonly used terms and abbreviations employed in film and live television. Knowledge of its contents is a "must" for anyone writing, creating or producing TV commercials.

* * * * *

While any of the 46 items listed in the three previous Bulletins may still be borrowed, the four following items are again brought to your attention because of their unusual interest.

38. Use of Consumer Panel to Measure Influence of a Television Program on a Product's Sales

Analysis of the Panel's TV viewing habits and the impact of a specific program series on the Panel's purchasing patterns of the advertised brand.

39. How a Chain Grocery Buying Committee Decides Upon Product Recommendations

A transcript of an actual meeting of a typical grocery chain buying committee, from a tape recording. The committee considered 13 new products at this session.

41. Comprehensive Report and Analysis of the Outdoor Advertising Medium

An evaluation of outdoor advertising in terms of trends in the medium, coverage, delivered audience, audience characteristics, CPM circulation and creative considerations.

46. The Changing Role of the Advertising Agency

An address by Dr. Vergil D. Reed. After describing the evolution of the service agency concept about the turn of the century, the role and functions of the advertising agency over the past 60 years are examined. The question reviewed is whether the agency's role has changed basically during this period, or whether improved methods and more professional services have been developed within the framework of the same fundamental role.

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