

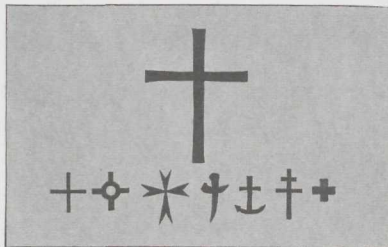
J. Walter Thompson Company News

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SYMBOLS ADVANCED AS MODERN ADVERTISING'S MOST EFFECTIVE TOOLS BY WILL GRAHAM BEFORE DENVER 4 A'S SEMINAR



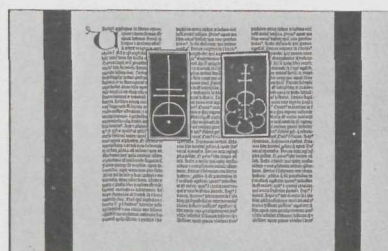
Universal symbol for Christianity, the cross is an ancient hieroglyphic form.



Third Century millers' marking on flour became the modern Pillsbury trademark.



Crude king's signature (Charlemagne) shows illiteracy before the invention of printing.



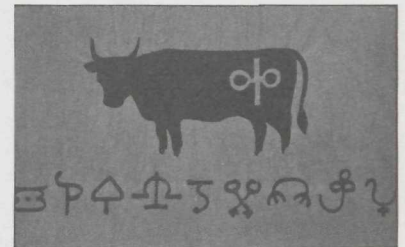
Early printers marks led to widespread use of emblems and a new field of heraldry.

New York...The history, use and power of "symbolism" in communications was visually presented by Will Graham (NY) at the Fifth Annual Seminar of the Rocky Mountain Council, in Denver on February 27. Mr. Graham included more than a hundred graphic exhibits in support of his proposition that "symbols can be the most effective tools in modern advertising." During the course of his address, he examined the symbol in the light of its many practical and profitable advantages for advertisers, i.e. "as the shorthand of communication...the fastest means of communication...the fastest means of identification and communication...the most memorable and versatile of idea-selling techniques."

Mr. Graham stated that the three most common uses of symbols in advertising are: 1) as personality devices, i.e., Elsie the cow, Marlboro tattoo 2) as brand names i.e., Mr. Clean, Green Giant 3) as actual products, i.e., Stripe toothpaste, Life Savers. He cited research conducted by Thompson among 500 people in three cities to show clear and instant identification of advertisers' products through symbols. For example, those surveyed were shown advertisements incorporating a symbol without benefit of copy, illustration, headline or signature. 18% of respondents identified balloons with Renault advertising, 92% recognized the Green Giant, and 80% instantly identified the orange-roofed Howard Johnson restaurant.

In a bid for still more research on the techniques of communication, Mr. Graham said that "the motivationalists and brain boxers have had a field day with symbolism. It is time they turned their considerable talents to studying the actual tools of communication...the visual and verbal techniques that best can get an idea off the page (or TV screen) and into the consumer's quite healthy head."

Citing the entire "hidden persuader" notion as just so much abracadabra, Mr. Graham stated that "the most effective persuaders in history employed simple, obvious, well-known terms and symbols...direct symbols of decency and character, familiar symbols that people liked and adopted and fought hard to hold."



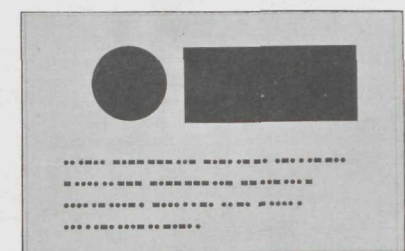
An example of the symbol used in its major role: unmistakable identification.



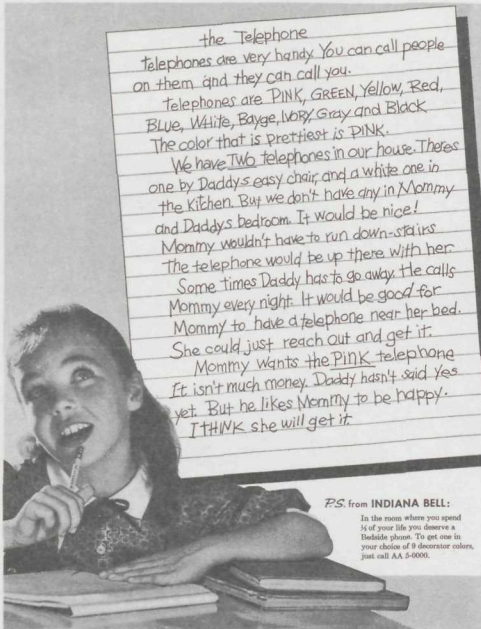
Trade marks emerged as manufacturer's "Brands" replaced bulk commodities.



American cartoonists symbolized freedom, temperance and Christmas for all the world.



Electric and electronic communication began with two symbols: the dot and dash.



the Telephone
 Telephones are very handy. You can call people on them and they can call you.
 Telephones are PINK, GREEN, Yellow, Red, BLUE, White, Bayge, Ivory, Gray and Black. The color that is prettiest is PINK.
 We have TWO telephones in our house. There's one by Daddy's easy chair and a white one in the kitchen. But we don't have any in Mommy and Daddy's bedroom. It would be nice! Mommy wouldn't have to run down stairs. The telephone would be up there with her. Some times Daddy has to go away. He calls Mommy every night. It would be good for Mommy to have a telephone near her bed. She could just reach out and get it. Mommy wants the PINK telephone. It isn't much money. Daddy hasn't said yes yet. But he likes Mommy to be happy. I THINK she will get it.

P.S. from INDIANA BELL:
 In the room where you spend
 most of your life you deserve a
 colorful phone. To get one in
 your choice of 9 decorator colors,
 just call AA 5-9000.

FROM RADIO TO PRINT: An unusual example of collaboration between Thompson-Chicago's print and broadcast departments is this advertisement for Indiana Bell. The copy, originally a radio commercial, was so well liked by the print group that it was adapted for Indiana Bell's newspaper campaign promoting bedroom phones in color.

WORTH QUOTING

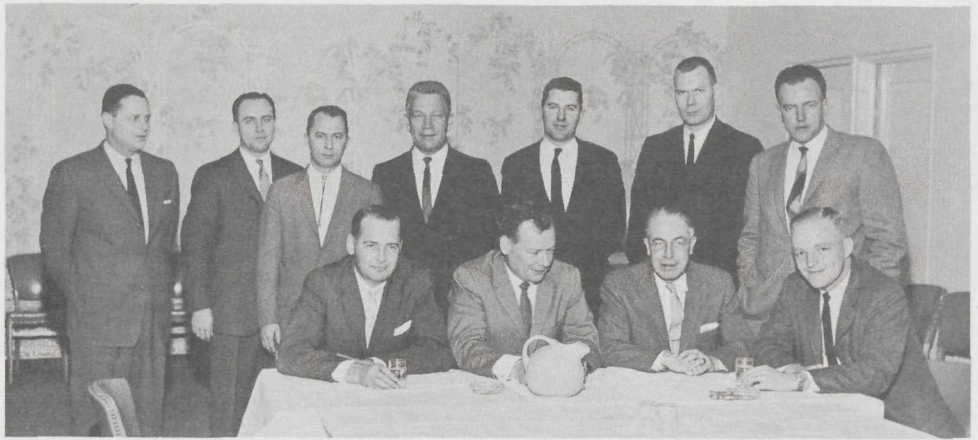
Getting the Right Proposition

"May I tell you about the sales manager of a small tool manufacturing company? He was lecturing his sales force about a new small drill just developed in their laboratories:

'I want you to know everything about this new drill', he said with great enthusiasm. 'It's made of a secret alloy that will outlast anything on the market. It has just the right degree of twist, strength and hardness.

'And gentlemen,' he continued, 'there are 3,500,000 drills sold in the U.S. each year. Every mechanic, electrician and home repairman has to have one. But gentlemen, keep one thing in mind. Not a single one of these people wants a drill. What they want is a hole'".

- A Thompson executive in an address before the New York Savings Bank and Life Insurance associations.



Third Session participants L to R seated: Morris C. Johnson (General Milk Co.), Tom Gaines (Texaco Inc.), Harold W. Jolly (Republic Steel) and Phillip S. Johnson (Kellogg Company). Standing: Otto Schaler, Deputy Director of the Training Program, John D. Johnson (Texaco Inc. Foreign Operations), George R. Moore (Stauffer Chemical Co.), Cleward O. McLaughlin (McLaughlin Oil Co.), John Barnhill and Ronald W. Mitchell of Thompson, and Edward W. Stewart (Johnson & Johnson International).

International business executives hear Thompson members discuss world-wide advertising

Washington...J. Walter Thompson members John Barnhill and Ronald W. Mitchell recently took part in The Overseas Training Program for business Executives in Washington, D.C.

This six-week course, sponsored by the Business Council for International Understanding, is to instruct businessmen assigned to posts abroad on the conditions, customs, culture and languages of their respective countries. To do this, leaders of American international firms are asked to discuss various aspects of their companies' activities on the international scene.

Messrs. Barnhill and Mitchell represented J. Walter Thompson during the Program's third session. On January 27, Mr. Barnhill delivered a lecture, and, together with Mr. Mitchell, discussed environmental aspects affecting advertising — the importance of studying and understanding social, religious, cultural and climatic variances from country to country, and how that knowledge must be applied to advertising.

The presentation was so well received that Thompson has been asked to take part in another session April 26 — and discuss case histories of Thompson-advertised products in different regions of the world.

School of Visual Arts to exhibit in Thompson gallery

New York...The School of Visual Arts is showing the work of its 1960 Class in the Thompson Gallery from March 4 through March 18.

This unusual school exhibition shows the results of a new and vital art education. It is an exhibition of art forms which have grown out of the technology and advancements of our time. Underscoring the exhibition is the point that the role of the graphic artist has changed from a mere enter-

tainer to that of a significant contributor to our civilization.

The exhibition of paintings, illustrations, drawings, graphic art, advertising design, audio-visual art, journalistic art, technical illustrations, 3-D industrial displays, running from toys to typewriter ribbons, is a culmination of projects which seek to deal sensitively with the graphic artists' need of intelligence, imagination, quick perceptivity, artistic sensibility, and technical skill.

THIRD THOMPSON-PREPARED CAMPAIGN FOR RED CROSS BREAKS THIS MONTH

All media promotes 1960 theme -- "Good things happen when you give"

New York... "Good things happen when you give" is the 1960 campaign theme for the American Red Cross annual appeal for members and funds. March is Red Cross Month, and the campaign for the drive was launched yesterday across the nation. It was prepared by Thompson, acting as Advertising Council volunteer agency for the third consecutive year.

The campaign's goals: to help reach the \$95,000,000 total needed for Red Cross operations in 1960, and to project the warm and personal image of the Red Cross.



Poster illustrated by Austin Briggs is campaign symbol.

activities for over 20,000,000 grade and high school students — all without charge or reimbursement.

All media enlisted

The 24-sheet campaign poster shown above was illustrated by artist Austin Briggs, and is the campaign symbol. It appears in magazine advertisements as well. Radio commercials feature top entertainment talent including Ethel Merman and Steve Lawrence, singing the new Red Cross song, "Good Things Happen When You Give."

in support of the membership fund campaign. Thirty-one cartoons ranging from "Peanuts" to "Mandrake the Magician" will show their "stars" at work for the Red Cross. Milt Caniff, creator of "Steve Canyon", has incorporated Red Cross into the continuity of his strip, beginning February 21 and running well into April.



The Red Cross Gray Lady baked a cake and made a soldier happy.

"What's a Birthday without a cake?"

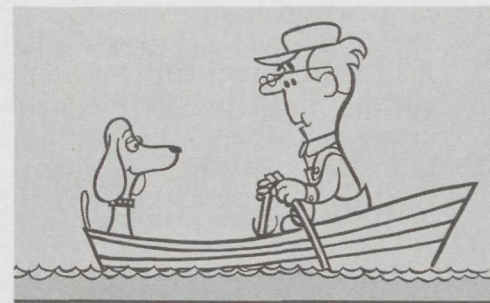
"It was my birthday, but I was anything but happy—I was in a hospital two thousand miles from home. Then, a Red Cross Gray Lady brought in my own birthday cake, candles and all! I'll never forget it..."

Warm, personal care... hundreds of "little things" that servicemen and their families remember for a lifetime. These are Red Cross services. All of them are different... all of them mean "neighbor helping neighbor." Help through Red Cross... help make good things happen. Give generously.



One of newspaper advertisements stressing human role of Red Cross.

The American Red Cross is the one organization chartered by Congress to provide world-wide aid for members of the Armed Forces and their families...it is the one organization chartered by Congress to provide emergency and long-term aid for the victims of national disasters. Yet the Red Cross depends solely on private donations to do this multimillion dollar job. In 1959 it gave disaster relief to more than 17,000 stricken families in 37 states, provided 2,000,000 pints of blood, gave help to 79,500 servicemen and women, served over 128,000 veterans in hospitals each month, and provided good citizenship-building



Poster Bill and his dog Max.

Members of the National Cartoonists' Society and their syndicates have again contributed panel cartoons



Campaign theme is aptly drawn by George Wolfe.

Parker Fennelly, the "voice" of Poster Bill, last year's spokesman for the campaign, has donated his talents again this year. Poster Bill will be seen in theater trailers and on color and B&W TV, telling his dog Max about all the good things that happen because people give to the Red Cross.

A series of newspaper advertisements showing actual Red Cross cases with emphasis on the personal role have been readied for publication during March. They are available as mats to all Red Cross chapters, along with car cards and other display material.



GENE HILL -- New York
Copywriter

Sportsman, bookman, gentleman chef, photographer, wine-taster, naturalist and all-around bon vivant, Gene Hill is known to his intimates as the best-equipped man this side of Abercrombie and Fitch. Minimum survival kit for a typical weekend in the rambling white colonial which is Hill headquarters includes a brace of orange belton English setters, a choice arsenal of fine shotguns, folding boats, hip boots, binoculars, and a sports car.

Before entering upon his current period of relaxed activity, at one time or another Gene has wrestled, skied, squashed, golfed and ridden to the hounds. A Judo instructor in the Army, he also played football for a championship 1st Air Division team. He taught swimming at Harvard, coached wrestling at Perkins Institute. He owns a skeet trophy (1) and the Amarillo Air Base record for sit-ups (451).

Somewhere along this busy road, Gene acquired an A.B. in English from Harvard, later supplemented by study at the Foreign Service School of George Washington University and at the Sorbonne. He lists as semi-educational experiences a brief period as a photographer's model and a somewhat longer hitch as a photo chemist.

As deft a hand with a headline as with a wing shot, Gene has been responsible for some notable phrases at Thompson and other agencies. A random sampling turns up lines like "What ice was made for" (Four Roses), "The Spalding 12-minute test," "Once in a blue moon a flavor like Butter Rum (Life Savers)," "20,000 Horrible Hours in Hoboken" (Royal Typewriter) and "The other 50 weeks are richer for the 2 you spend abroad" (Pan American).

A flair for dramatic visuals has also proved an asset in his articles for sports and popular gun magazines, many of which have been illustrated with his own photographs.

PEOPLE

CHARLES A. RHEINSTROM (NY) has been elected to the board of governors of the Flight Safety Foundation, a non-profit organization working to further greater air safety...RAYMOND BAILEY has joined the New York Office as a marketing-merchandising associate. Mr. Bailey was formerly grocery-marketing director of *This Week* magazine...PETER DUNHAM (NY) left New York January 31 for a six-week tour of Thompson's Latin American offices...JEAN SIMPSON (Chicago) spoke on "You and Your Advertising" to the Central Motor Freight Association February 16 in Chicago...ARLENE CULLEN (Chicago) has been elected secretary of the Chicago Copy Writers Club...FRANK QUINN has joined the Chicago Office Copy staff. For the past ten years he has been with Henri Hurst and McDonald...The photograph of LUBERTUS SMILDE (NY) at right

was taken a few hours after he had taken the final oath and become a United States citizen. He returned to find his office suitably decked out for the occasion, with flags of his native Holland, and of America in 48, 49 and 50-star versions. These represent Mr. Smilde's work on the Thompson market books for Alaska and Hawaii. Citizen Smilde, the economist with NYO's International Research Department, holds a large card of congratulations, with messages from fellow Thompsonites.

