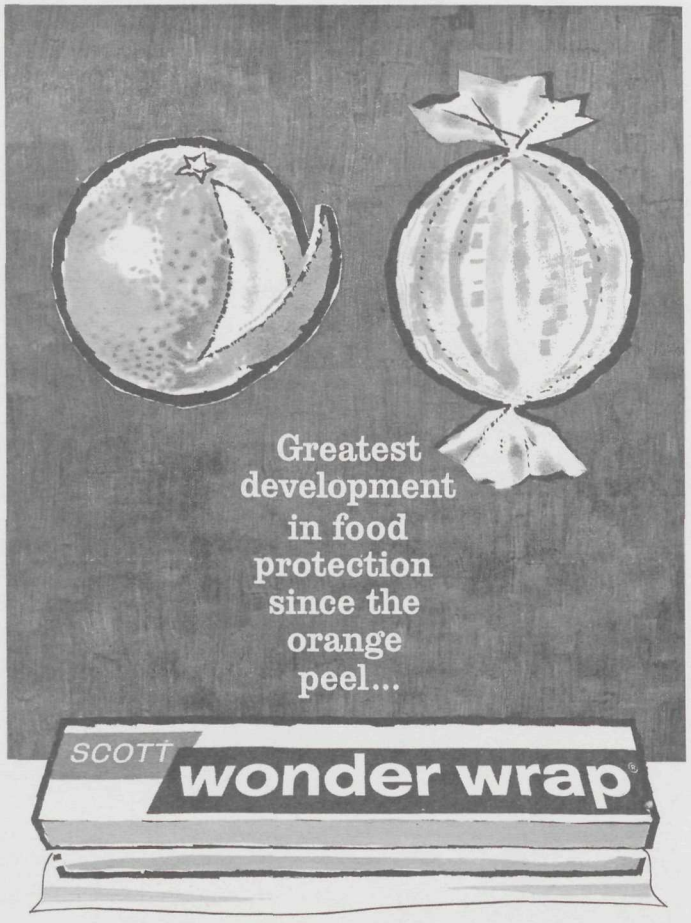
J. Walter Thompson Company News

CONFIDENTIAL BULLETIN—FOR STAFF MEMBERS ONLY

Vol. XV, No. 26 June 29, 2960



new clear, easy-to-use plastic food wrap protects better...costs less

Protects foods better: Keeps crisp foods crisper, juicy foods juicier, *all* foods fresher! New Wonder Wrap guards against moisture, odor and spoilage better than other plastic wrap, foil or wax paper.

Handles easier: Unrolls smoothly from its new flip-top box . . . tears off evenly . . . stays put when you press it. And new Wonder Wrap doesn't tangle or snarl like other plastic wrap.

Costs ⅓ what you've been paying: So much less than foil or old-fashioned plastic wrap that you'll want to use it to protect everything, from sandwiches to sweaters!

Save time, save food, save money! Look for new Wonder Wrap at your food store today! Remember—new Scott Wonder Wrap protects better, costs less! ANOTHER FINE PRODUCT OF SCOTT PAPER COMPANY

SCOTT PLASTIC FOOD WRAP BOWS IN TEST MARKETS

New York...Scott Paper Company is currently introducing a new plastic food wrap – Wonder Wrap – in three test markets. The new product offers greater food protection and manageability than competitive polyethylene wraps and wax papers; greater economy and ease of handling than the leading plastic food wrap.

The news announcement-type advertising with the headline "Announcing the greatest development since the banana peel..." or in other cases, the orange peel or egg shell, tells the story competitively and succinctly. Copy emphasis is on the product's three pluses: protection, manageability and economy. Two-color and B&W newspaper advertisements plus television spots are being used to support the new product in its test areas.

NEW CAMPAIGN TO HELP NEW YORK CITY ENFORCE LITTER FINE

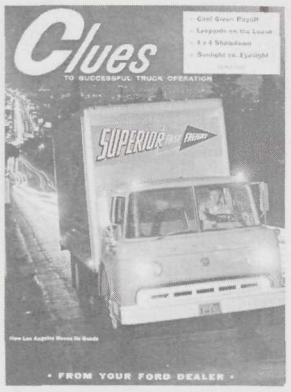
New York... The Citizens Committee to Keep New York City Clean this month enters another stage of its campaign, with newspaper, radio and TV advertising to help enforce the City-imposed $25 Litter Fine.

In preparing the promotion, Thompson was faced with a twofold problem: to warn the public of the new fine without angering them, and to secure donated press space and broadcast time throughout the entire summer period. A humorous approach was designed to catch the reader's eye with unusual cartoon treatment and clever captions. "Starring" in the newspaper advertisements are the city's worst offender types: those who don't use litter baskets, sloppy delivery men and storekeepers, non-dog curbers, and alternate-side parking violators. The series has already met with overwhelming acclaim from the Sanitation Department, the Citizens Committee, and the newspaper editors.

For radio and television, humorous commercials incorporate the station's name to help induce them to donate free time.

The campaign follows the successful Thompson winter promotion for Litter Basket use. And it is the first attempt to focus public attention on the clean-up program during the summer months, when the litter problem is at its height

Clues does it again



New York...In its January issue, *Clues* magazine (Ford Truck's primary direct mail vehicle) "scooped" leading national periodicals with a cover story on the construction of Brazil's futuristic capital in the wilderness. This week, both *Clues* and *Life* greeted their readers with cover stories on the dramatic growth of Los Angeles. The *Clues* story, entitled "A City on Rubber," even matches *Life* in cover art. Both covers depict the surge of night traffic against a background of city lights.

Panagra gives airlift aid to Chile

New York and Santiago...Ever since the first of the recent earthquakes in Chile, Pan American-Grace Airways has cooperated voluntarily with the Chilean Government and U.S. relief agencies to airlift aid to Chile's disaster victims. Operating a free air cargo service, Panagra has already carried thousands of pounds of drugs, blankets and other emergency supplies to Chile. Pan American and National have allowed these cargos free passage over their routes.

For quick distribution of the supplies to points of need, Panagra has been operating a DC-3 in special daily service directly from Santiago to key disaster areas. Panagra's radio show, "Nights in Latin America," is carrying announcements on behalf of the Red Cross Chilean Relief Fund.

WORTH QUOTING

The sale I never forgot

"Some 40 years ago the Detroit Office of J. Walter Thompson numbered among its clients the Truscon Laboratories. One day the managing director called with the problem of finding a trade name for asbestos shingles. He wanted a name which would denote the material, the superiority of the shingles, and keynote their durability. For several days I thought about the problem. Then one morning, I mentally marshalled the various elements: Asbestos couldn't be reduced further. Superior means "better" or "best", and permanent means "lasting". In a flash these three elements combined in my mind and I had Lastbestos! Eureka!

"Although the sad fact is that the entire undertaking was abandoned soon after, over the years I have devised many other trade names, but none that so completely met such stringent requirements."

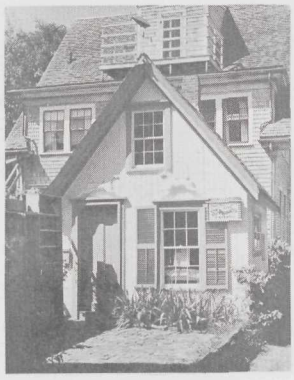
...Harry P. Breitenbach, former Manager, Detroit Office

Color commercials far outscore B&W in Burke study

New York...The impact of a commercial viewed in color as to the same commercial viewed in black and white is three-and-one-half times as great, according to a new study of Burke Marketing Research Inc. In a study of viewing in matched samples of "color" and "black-and-white" homes in Cincinnati, the firm found that it takes 3,589 black-and-white homes to equal 1,000 color-homes. The findings were summarized this way. For an equal number of color-set and B&W-set homes, and a given program telecast in color:

- –More people will watch the show in color than in black and white.
- –A greater share of these people will recall the advertising.
- –A greater share will consider the advertising to be persuasive.
- –This greater number will remember more details per person.
- –These color-viewers will watch more of the program than viewers in B&W-set homes.

Chicago Office member exhibits works



Chicago...An exhibition of photography by Allen H. Center is on display this month in the 13th floor Art Department Gallery, Chicago.

The "Cape Cod" portion of the exhibit is from a collection previously seen at the Chicago Public Library, where Mr. Center's work formed the first one-man show ever held by that institution. His photographs have also appeared at the Petite Gourmet Gallery and restaurant, the Cape Cod Room of the Drake Hotel, and in NYO's show of art by "non-artists."

Mr. Center is a member of the Chicago Office Research Department and has been an amateur photographer for about fifteen years.

Stan Fraydas exhibits illustrations in NYO

New York...Currently displayed in NYO's First Gallery are the illustrations of Stan Fraydas, free-lance cartoonist and designer for agencies and magazines.

Born in Belgium, Mr. Fraydas is presently an instructor in cartooning at New York University. He has been commissioned recently by Reinhold Publishing Corporation to prepare a book on humorous illustration and cartooning.

DOG-DIRECTED CAMPAIGN HAS INSTANT SUCCESS

Toronto...A campaign directed to a consumer who neither reads nor buys has successfully launched a new product from Nabisco – Fetch Dog Food.

The introductory promotion, prepared by Thompson-Toronto, is a series of dog-directed newspaper advertisements, together with specialty and trade advertising, which explain simply and directly to canine consumers why they should eat Fetch. Only hours after the first advertisement broke in May, Nabisco received orders for several hundred cases of the new dry dog food. Mr. Richard Pollock, President of Nabisco in Canada, stated that he had never before experienced such a close cause and effect between advertising and distribution.

Considerable favorable comment on Fetch advertising has been received from both the food and advertising fields.

Teens visit Thompson and discuss trends

New York...Teens call believability, taste and humor in advertising, according to six teen-market "specialists" who recently visited Thompson-New York.

The girls, all members of teen fashion boards in major department stores across the country, were in New York as winners of *Seventeen* Magazine's annual National Fashion Council competition. They met in NYO with Thompson members to discuss teen trends, and to complete teen-directed questionnaires. Among the topics discussed were apparent general trends in high schools today, which include greater attention paid to scholarship, departure from fads and conformity, and more emphasis on individuality. Of special interest to the Ford group–the girls claim that cars are considered a necessity for boys of their own age. Also, these girls and most of their friends expect to have their own cars in college.

LUX "BATH-AND-SHOWER" SUMMER CAMPAIGN UNVEILS NEW WRAPPER, POINTS UP PURIFIER

New York...Lux Toilet Soap this month launches an intensive campaign to introduce its sparkling newly designed foil wrapper, and also to highlight Lux with added skin-purifier, which was introduced to the public last October.

Full-page four-color magazine advertisements feature bath and shower usage of the new Lux, and tie in with the peak toilet soap consumption period – the summer months.

The famous "9 out of 10 Hollywood stars use Lux" theme continues, as it has without interruption since 1928. This fact brought editorial comment from *Printer's Ink* (issue January 22, 1960), with the statements: Lux still the "top selling toilet soap despite detergents, despite deodorants, despite cold-cream additives"..."The lesson for the present ...is plain enough. Marketing strategists should weigh everything thoughtfully before dropping a successful campaign for one that is merely different and new."

Advertisements like the above appear in *Life, Ladies' Home Journal,* and *Good Housekeeping*. Television advertising supporting the "bath-and-shower use" campaign is scheduled for Lever Brothers network shows, with spot TV June through September in New York, Los Angeles, Philadelphia, Boston, Detroit, and 9 other major markets.

JACK WOHL -- New York

If there were no Jack Wohl, it would be next to impossible to invent him. A pride (or is it clutch) of of client contact men might try. Or a pen of story-board artists. Or a gaggle of copywriters. But who could invent, much less compound, an amalgam of S. J. Perleman's sense of lunacy with an early-Picasso eye for graphics and a Gerald McBoing Boing sound track? It would be easier to invent a certain "Jose Bambito," which was axactly the case.

When Jack was studying art at New York City Community College, he worked summers leading a band at resort hotels. The band was a jumping group of crewcuts with a repertoire of standards and jazz. One "between engagements" day, Jack was squeezed into his booking agent's office when a resort director called. The hotel needed a Latin band for the summer.

"I have just the band," said the agent, casting one eye about his tiny office. "Jose Bambito and his Cha-Cha Six. Very polished with the tropical rhythms."

Arrangements made and the deal completed, the agent smiled and shook Jack's hand. "My boy," he said, "It's wiser to be flexible than out of work. Congratulations, Jose, and have a good summer."

Variety is the spice

Most of Jack's career reflects his former agent's belief in flexibility. He was an athlete, musician and art student in high school. During college he wrote, directed, staged and starred in summer shows in the Catskills. Other stops in a highly kinetic career: He has been a free-lance artist, promotion designer for Esquire Magazine, art director at N. W. Ayer. He has had songs published and has written scores for an original television spectacular and a "yet-to-be-produced" Broadway musical.

In 1958, J. Walter Thompson gave Jack the chance to channel his many talents into television. And today, commercials for Ford (notably the award-winning "Backseat Blues"), Aerowax, Aeroshave, Chase and Sanborn, and U. S. Brewers Foundation all bear the unique Wohl imprint: They are humorous, graphic, off-beat and always persuasive.

In Forest Hills, Jack and his family live a percussive pace amid stereo, storyboards and scenarios. Soon to be published: Jack's latest work, "THE CONFORMERS," a wild and woolly book of humor that lacks but one Whol touch: The McBoing-Boing sound track.

PEOPLE

NORMAN H. STROUSE has been appointed Chairman of the Steering Committee for the fourth National Library Week, April 16-22, 1961, succeeding *William I. Nichols*, editor and publisher of *This Week*...Recent visitors to NYO were: *W. R. Price*, Advertising Manager of Quaker Oats, Ltd., *Graham Hutton*, London Economist...Recently NYO was visited by *Nobutaka Shikanai*, Executive Director of Fuji Television in Tokyo. Mr. Shikanai was in the U. S. as a member of the official Japanese delegation to the ceremonies for the Hundredth anniversary of Japanese-U.S. trade relations...*EVELYN ARFSTEN* (NY) has been appointed to serve on the Board of Governors for the Premium Merchandising Club of N. Y. Her term will be for three years...*MAY S. CUENIN* (NY) was elected President of the Queen Anne Chapter of the National Secretaries Association (International) at their annual meeting, May 21...*JEAN REPLOGLE* (Los Angeles) was installed as Treasurer of Los Angeles Advertising Women at their annual closed meeting June 2...Married: *JANET ANN GUZZETTA* (formerly of NY) to *Lt. David Gordon Wilkie*...*JEANNE ADAMS* (NY) *to Matthew Calabrese.*