

# J. Walter Thompson Company News

CONFIDENTIAL BULLETIN—FOR STAFF MEMBERS ONLY

Vol. XV, No. 50

December 14, 1960



Surprising Facts About Your Marriage

ANNOUNCER (VOICE OVER)  
Surprising facts about your marriage...



Of four important benefits of marriage, where do you think wives rank "love and affection"?



VIDEO:  
He holds up one finger. She smiles and holds up four fingers.



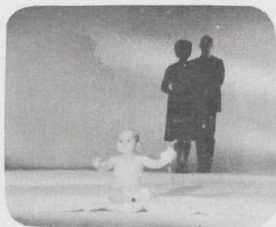
VIDEO:  
Husband turns and reacts to difference of opinion.



In the December Reader's Digest, discover the startling results of a five-year survey of American wives.



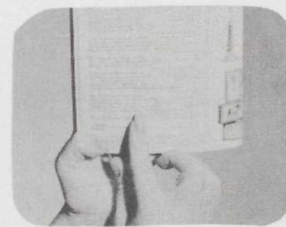
Learn the answers to: Who dominates today's marriages...husband or wife?



What is the danger of children to married happiness?



At what point in your marriage is a "Second honeymoon" most likely?



Read the answers in "Surprising facts about your marriage" in the December Reader's Digest. Also, 40 other stimulating features and articles.



Get the December Reader's Digest -- now on sale -- and remember, a Reader's Digest subscription makes a unique Christmas gift...a reminder of you every month of the year.

## THE READER'S DIGEST LAUNCHES FIRST NETWORK TV CAMPAIGN

### AS PART OF LARGEST RETAIL SALES PROMOTION EVER RUN BY A MAGAZINE

New York...*The Reader's Digest* is using network television for the first time this year as part of an extensive national broadcast campaign which started with its November 1960 issue. Circulation advertising expenditures for the *Digest* have climbed to an all-time high since Thompson was appointed to serve the account in 1957.

Two new commercials will be prepared to support each issue of the magazine through October 1961. This means the tightest of working schedules for the Thompson team, who receive a list of non-cancelable articles prior to press time. Within five working days, the team must select those articles to be promoted, prepare the scripts and storyboards and obtain client clearance. In some cases, bids and casting must precede this clearance. It is only through the close coordination and cooperation of copy group, art director, producer and account group that this can be achieved.

The end results are commercials which serve as "teasers" and interest builders, promoting newsstand sales. TV clips from one of the two December commercials are shown above.

Network programs on which they appear are "Riverboat," "Outlaw," "The Shirley Temple Show," "Jack Paar," "Dave Garroway" and "The Americans." Spot TV is being used in major markets.

To support the November, December and January issues, radio commercials are being run on "Emphasis" "Monitor" and "News of the Day" over NBC. Rounding out the campaign are newspaper advertisements and periodic advertising in *TV Guide*.

Sales results from the November *Digest* -- first issue supported by the program -- were far above expectancy.

## GLAMOUR Finds Women 18-35 Have Spending Power of \$179 Billion

New York...The first survey made of the 18-35 female market by the Gallup Organization for *Glamour* shows that this age group, consisting of 21 million females, is the fastest growing market in the country, and has a potential spending power of 179 billion dollars. By 1970, *Glamour* reports the market will have increased by 5 million, which is at a greater rate than among the teens or any age level over 35.

The rest of the survey revealed, to a certain extent, who the women in this market group are and what they are doing. 15½ million of the 21 million women are married and over 14 million have children. 8 million work full-time, 67% in business or the professions. 52% of the women who work full-time in this age group are married and the majority have at least one child. The earnings of these full-time workers amount to 23½ billion dollars annually, which is 43% of their total household income.

Nearly 1 million women are married and attend school part-time, while nearly 1 million are single working women who attend school part-time. More women in the 18-35 market are receiving a higher education than ever before, evidenced by the fact that the proportion of women in this age category who have attended college is nearly three times greater than among women over 35.

## WORTH QUOTING

"Can you say just what you mean and not use one long word to do so? Try it. You may not write as your main job, but it will still pay you to use lots of short, clear words. As one man says, 'Pick the hard, small words that sting and burn and dive and swim and cut.'

"Tests of our own ads prove that short words are strong words. Some that win are: Look, act, fast, now, safe, half, stop, gas, fun, buy, you, new and free.

"There are times when a long word is best. It may take the place of two to ten short words. It can help you be more clear. It can give you a new pace. It can make a line 'sing.'

"But just to see if you can do it, take the last thing you wrote. Then say it all in words as short as this. It is hard but it is worth a try."

*Excerpt from speech by*  
ROBERT T. COLWELL



1917



1931



1940



1949



1960



1961

## Rudy Dusek and Wilson Seibert Present Case Study of a "Warm" Advertising Campaign

New York...Art Director Rudy Dusek and Copy Group Head Wilson Seibert combined words and pictures to answer the question, "How Do You Warm Up a Client -- With Art?", before an Art Seminar audience of 150 on December 6.

Mr. Seibert began the discussion -- "A case study of Thompson's latest advertising for the American Red Cross" -- by reviewing Red Cross advertising images as seen on posters from 1917 to 1959. "What we needed for 1960 was something entirely different -- a headline and a picture with a positive feeling...making a new, warm appeal to people."

Mr. Dusek then showed some two dozen examples of posters designed by different art directors, working with a variety of headlines and visual techniques. "Only after all this work could we come up with the one headline -- 'Good Things Happen When You Give' -- and the one picture -- a fresh, simple line drawing by Austin Briggs -- and the kind of image we'd been looking for...the basis for a whole year's advertising in newspapers, magazines, radio and television."

Mr. Dusek added that "the client, not to mention the copy department, was so happy with the results in 1960 we wound up changing only one word in the headline for the 1961 poster. That word was 'help'" -- something Messrs. Dusek and Seibert know how to give.

*The Seminar Program will take a holiday break from December 16 until the middle of January.*

## Aluminium Ltd. Appoints Thompson For Its International Advertising

Montreal... Aluminium Limited has appointed J. Walter Thompson Company Limited, Montreal, to handle an international advertising campaign for international publications.

J. Walter Thompson in Sydney has also been appointed as advertising counsel by Alcan, Australia, Ltd., a sales subsidiary of Aluminium Limited.

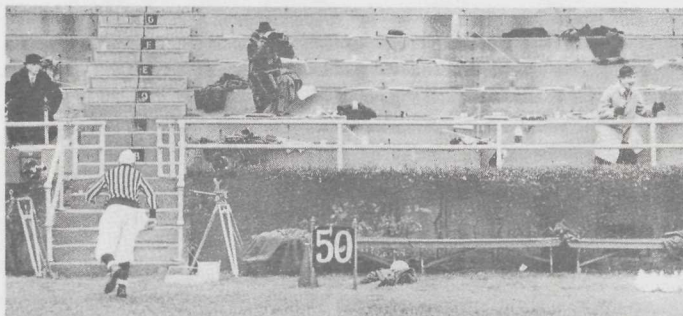
Currently Thompson serves as agency for Aluminium Limited in the United States, the United Kingdom and a number of countries in Western Europe, Africa and Latin America.

## Pan Am Broadcasts U.S. Elections in France

Paris... Thompson-Paris created and carried out with Pan American an all-night broadcast of U. S. election returns on November 9 for an extremely interested French audience. Prepared over a weekend, the successful operation resulted in both press and TV coverage in Europe and the U. S. Coinciding with the program was a reception given by Pan American for its most important customers and accounts.



"Attention!.. Will the owner of the Falcon in the North parking lot please move his car?"



➤ There goes America's largest fan club. At last count, over 550,000 Falcon owners already. Why so many Falcon fans? Falcon takes 6 people up to 30 miles on one gallon of regular gas. Oil changes are stretched to 4,000 miles. Falcon's finish never needs waxing. Only walking coats less... but Falcon's quicker with a lively new optional 170 Special engine that's the toast of the turnpikes. Falcon gives you so much more, yet asks so much less. It's America's lowest priced 6-passenger car... as much as \$505! less than other comparably equipped compacts. That's enough to make anyone a Falcon fan!... now back to the ball game.

\*Based on a comparison of manufacturers' suggested retail estimated prices.

\*\*Standard equipment of Falcon 4 door sedan equipped with radio, heater, automatic transmission.



RAH FALCON! - Continuing into 1961 are the now-famous B&W advertisements for Falcon which have brought both smiles and sales. Newest in the series is the page above appearing in January issues of *Life*, *Look* and *Satevepost*.

## Thomas McAvity Appointed to New Post of V.P. in Charge of Radio-TV Programming



New York... Thomas A. McAvity has been appointed to the new post of Vice President, Programming, in the Radio-TV Department.

Mr. McAvity was formerly Senior Vice-President of M-E Productions and Vice President of TV-Radio Programming at McCann-Erickson, Inc. (USA).

He joined NBC as a producer in 1929, and re-joined the network in 1951, after several years of experience in the agency field and one year with CBS (1950) as West Coast Radio-TV Production Supervisor. He became National Program Director at NBC in 1951, V.P. in charge of Network Television Programs in 1954, and Executive Vice-President in charge of Network Programs and Sales in 1956.

## Mayor Praises Annual Report of Citizen's Committee to Keep New York City Clean

New York... In a letter to Harold McGraw, Chairman of the Citizens Committee to Keep New York City Clean, Mayor Robert Wagner expressed his thanks for the "excellent annual report" of the Committee. "This handsomely presented summation, as might be expected from able individuals like yourself, Cliff Phalen, Christopher Gilson, and members of J. Walter Thompson," he stated, "is an informative, highly gratifying record of what can be accomplished when dedicated citizens work with municipal government to improve the environment of their townsmen.

"Personally and for the people of a grateful and cleaner city, I offer my deep appreciation to you all."

## Eliot Elisofon's Paintings on Display in the Corridor Gallery

New York... Although born in New York City and educated here, the subjects of Mr. Elisofon's paintings are not of the city, but of flowers, grasses, birds and some figure studies. His goal is not a violent reaction to a tense world, but rather a poetic appreciation of the serenity of natural forms. Mr. Elisofon usually works in the water color medium in combination with fine line in India ink.

Mr. Elisofon has had two one-man shows at Durlacher Bros. Gallery in New York and is represented in the permanent collections of the Museum of Modern Art, The Philadelphia Museum of Art, The Pennsylvania Academy of Fine Arts and others.



### **EDWARD G. WILSON--New York**

Unlike Jerome K. Jerome who said he liked work and could watch it for hours, Ed Wilson likes work and does it for hours. For a lifetime, in fact. Ed started working when he was eight and hasn't stopped. As a Director of the Company, he's still working hard as ever.

In the modest manner that is characteristic of Ed, he credits his parentage, his home environment, his wife Jane, his 13-year-old son Ted and a number of other factors with supplying the means and the motivation for his successful career.

But the facts remain. Ed helped put himself through high school as a desk clerk and with a news route, and through college (Earlham, a Quaker college in Richmond, Indiana, his hometown, and of which he is now a trustee) by cooking in a YMCA camp, clerking in J. C. Penney's and as a junior statistician with the Telephone Company.

And he put himself through Law School at NYU by working at Thompson, in the Treasurer's Office. He started in 1930 and, except for two time-out

periods, has been here ever since.

Coincidentally, both of these hiatuses brought him into contact with General "Wild Bill" Donovan -- the first to work in the General's law firm for two years; the second as his wartime Assistant Executive Officer of OSS. It was no "Wild Ed" Wilson who returned to Thompson from these adventures, but obviously some of the General's famous drive rubbed off, because Ed has been moving -- and fast -- ever since.

In 1947 he was made our General Counsel. In 1954 he became a Vice President and a Trustee of the Company Profit Sharing Trust. In 1957 he was made a Director. In 1959 -- Treasurer...the senior legal and financial officer of the Company...and a member of the Executive Committee.

Ed handles these weighty assignments with an energetic ability and with a fine legal thoroughness. And to them he brings a rare quality -- a philosopher's appreciation of the intangibles that are often overlooked in the business world such as responsibility, integrity, creative imagination. He feels that "A creative idea is a delicate thing. It is easy to kill it or discourage the creator. The successful management of an advertising agency must recognize this fact and must never lose sight of it in the interest of what seems to be efficiency."

Once, writing about the J. Walter Thompson Company, Ed Wilson wrote,

"In a business where acts of creative imagination are essential, an atmosphere of freedom -- freedom to initiate, freedom to take and accept responsibility, and freedom to suggest untried approaches without fear of ridicule or criticism -- is essential. Such freedom must be accompanied with sufficient compliance with organization to work effectively for all clients. Such freedom also demands many people having a high degree of self-discipline. It requires a nice balance. We believe we have such a Company."

To this it would be proper to add that the thoughtful presence and guidance of Ed Wilson has helped achieve this balance...has helped make the Company what it is today.

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### **PEOPLE**

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*NORMAN H. STROUSE* was elected Vice Chairman of the National Book Committee at its annual meeting November 30...*W. C. GREB*, Director of Marketing at Thompson-Mexico, is currently teaching a class in marketing at the Escuela Práctica de Publicidad (The Practical School of Advertising). The purpose of the school, sponsored by the Asociación Nacional de la Publicidad (National Advertising

Association) is to make available specialized instruction in advertising to people who either now or in the future will make advertising their career... Baron Paul von Wedel, of the well-known Italian publishing house -- Arnoldo Mondadori Editore -- visited NYO recently... Hubert Starley, Managing Director of Champion Spark Plug Company, London, was a visitor in NYO on Monday, December 5.