

J. Walter Thompson Company News

CONFIDENTIAL BULLETIN—FOR STAFF MEMBERS ONLY

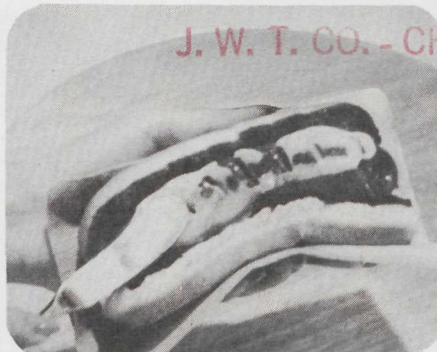
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Starring in more circuses than any other act.



11 billion consumed annually in the United States.



Outsells all other mustards.

This leader + this leader + this leader =

THE LIVELIEST COMMERCIALS IN THE CONDIMENT FIELD

New York...How do you go about putting together a new campaign for a product that has been advertised for over 30 years for almost every conceivable in-food and on-food use — advertised so successfully it has maintained its position of leadership — despite the fact that competition has been all too successful in copying the once distinctive color, formula and taste?

One way is to take a leaf from the successful merchandisers in the petticoat trade (soft goods, fashion business to the uninitiated) and tie a leader to a leader.

That is the strategy of the new French's Mustard commercials.

Although the statement that a product is the leader in its field is often of no interest to anyone except the manufacturer, the French's Group reasoned that in a non-critical purchase like mustard, the quality of leadership might be a deciding factor in brand selection — provided the leadership claim was not simply an overstuffed statement of self-esteem.

French's Mustard had long been promoted as one of several ingredients in recipes or as an added touch of flavor for on food uses.

History seems to show that this was a successful approach in building the brand, since French's now ranks first in the mustard field and outsells its closest competitor 6 to 1. However, few people were aware that French's had earned that position. And

since competition is closing the gap of product difference, it was felt the fact that more people use French's Mustard than any other is an important endorsement that ought not to be kept secret.

So it was decided to dramatize the single largest use of the product and to position French's Mustard as an equal partner in one of our national habits — that of eating a hot dog.

Of the 11 billion hot dogs consumed annually, most are consumed in lighthearted, informal situations...for instance, at the circus.

Almost from the day Barnum first rigged the Big Top mothers, fathers and children have been enjoying hot dogs and mustard while they goggled at the Greatest Show on Earth and laughed at the all-time favorite lead act of that show...the clown.

So the French's Group put all three leaders together in one series of commercials. To add additional interest and underline the leadership story star clowns are used...Emmett Kelly and Harry Dann.

The basic product story "7 lively spices in every jar" finds itself very much at home against the background of "French's Circus...the liveliest show on earth." And in case anyone is wondering about the "hard sell," in the 60-second lengths, the French's name or the French's Mustard jar is in screen for 50 seconds and in the 30-second version they get 26-second exposure.



Sports spectacular on CBS-TV March 12 features a golf match between Jackie Gleason and Arnold Palmer, 1960 Masters and National Open Champ.

Schlitz to Sponsor Sports Spectaculars for Second Straight Year

Chicago...The "National Finals Rodeo" on January 8 was the first of the 90-minute Sports Spectaculars sponsored by Schlitz this year.

Many of the events will be television "firsts" such as Sunday's Rodeo, the "1961 National Figure Skating Championships" on January 29, the "Air Show U.S.A." on February 19 and the "Jackie Gleason with Putter and Cue" show on March 12.

Other shows will be new versions of "old favorites." These include "Auto Racing from the Bahamas" on February 5, "World Bobsled Championships and Ski Jumping" on February 26, and "Baseball Field General" (featuring Paul Richards and the Baltimore Orioles) on March 26. And 1960's highest rated Sports Spectacular, the "Harlem Globetrotters" will again be back on January 15.

Scheduled to run through April 2, the 13 shows will appear in major markets throughout the country. Bud Palmer, the talented and personable sports expert, will again deliver the Schlitz commercials.

This is the Year to Bet on Yourself

They've cut the ribbon on 1961 and to some people it's an eight-lane superhighway to the future. But not to everybody. You'll still hear: "Well, we never used to do it that way." or "Can't it wait 'til later?" or "Let's only do it if everybody on the whole team says it's okay."

But how about you? Take those flying lessons. Put that trampoline in your driveway. And how about that trip you've been postponing? Learn to play the mandolin. Swashbuckle a little. Follow through on that solid gold hunch.

When were you planning to get started? 1962?

A message from NEWSWEEK

London Office Appointed Public Relations Adviser to the Tate Gallery

London...Sir John Rothenstein, director of the Tate Gallery, asked the London Office recently to act as public relations adviser for the Gallery. The Company's first project was to publicize the American Ambassador in London's collection of 68 impressionist and post-impressionist paintings being publicly exhibited at the Tate for the first time.

The collection was televised on both British networks and by C.B.S. Her Majesty The Queen paid a private visit and the opening was the news of the day. The result is that long queues of people wait outside the gallery daily to see this great collection on exhibit for six weeks.



On exhibit at the Tate Gallery is Toulouse-Lautrec's painting of Marcelle Lender Dancing the Bolero in "Chilperic." It was photographed for the Museum of Modern Art, New York.

The Tate Gallery is the nation's repository of modern art. It is supported by the American Friends of the Tate Gallery of which Governor Rockefeller is Honorable Trustee and the Honorable John Hay Whitney, American Ambassador in London, is president of the Council.

Chicago Christmas Party Aids Needy Charity



George Reeves, Manager of the Chicago Office, presents his gift to Kit Horton, member of the Christmas Collection Committee.

Chicago...A good time was had by all — at the Thompson Christmas party held Friday, December 16 in the Grand Ballroom of the Sheraton Hotel. And thanks to the generosity of the Thompson members, many of Chicago's most needy families also had a good time at Christmas.

As in the past years, the Chicago Office Christmas party serves as the occasion for contributing to the Lower North Center ...one of the city's foremost charitable organizations. This year's gifts included both adult and children's clothing, countless bags of canned food and packaged staples plus hundreds and hundreds of gaily gift-wrapped toys.



Upholstered bedheads in this G-Plan bedroom are in washable vinyl, £6.17.0 each. Roomy chests in warm African teak with black lacquer and brass fittings, £20.10.0 each. Dressing-table with fully adjustable mirrors, £41.5.0. These pieces are also available in Chinese white, with light oak or other delightful shades of lacquer. Contrasting stool in white lacquer from £5, chair from £25.10.0, both prices varying according to fabric chosen. Chaise longue £7.19.6.

Modern approach to luxury living

G-Plan furniture gives you unlimited scope to make your home express your own ideas

IT'S EXCITING to furnish or refurnish a home, but somehow you've got to make sure that the result will be a joy to live with always.

That's one of the outstanding advantages of furnishing the G-Plan way. No matter which pieces you choose, the room-arrangements you assemble will give you a thrill of pride every time you come in. And they'll do that through all the years ahead.

Every G-Plan piece is designed with this in mind. All have a classic simplicity which is timeless—all are made by skilled men with a fine tradition of furniture-making at their fingertips.

If you want a home to be proud of, the G-Plan is the way to go about it. There's a wonderful variety of pieces to choose from, in many different finishes. And you can buy

G-Plan a piece at a time, which means that you can start now and add to your home at any later date.

You'll love the freedom of choice that the G-Plan offers. Why not go along to any authorized retailer and see the really wonderful G-Plan pieces for yourself? Or write for the new free booklet and the names of your nearest retailers to: E. Gomme Ltd., Dept. 30A, Spring Gardens, High Wycombe, Bucks.

Only with G-Plan can you plan now, knowing that in the years ahead your home will grow more lovely with every G-Plan piece you add.

G-PLAN GALLERIES See the permanent G-Plan exhibition at the G-Plan Gallery, Hanover Square, London W.1, or in Manchester at the G-Plan Gallery, Stevenson Square, Manchester 1. A visit will give you many ideas for your home.



START NOW and plan your G-Plan home, because you may have to wait several weeks before your furniture is delivered. If this happens, please realize that it is not the fault of the retailer, who is doing his best to help you. On the other hand, nobody gains from speeding things up at the expense of good workmanship. There are many imitations of G-Plan, but don't be satisfied with a substitute. Only the best is worth having, so make sure that the furniture you buy carries the G-Plan Mark shown here.



G-PLAN FURNITURE IS MADE ONLY BY E. GOMME LIMITED OF HIGH WYCOMBE

Warm, lustrous teak is combined with black lacquer and enlivened with gleaming brass in this G-Plan dining-room. Large extending table will seat eight, £26.15.0; chairs from £6.10.0, according to fabric. Long, low sideboard with folding doors, £19.10.0. Console table £19.19.0.

G-PLAN FURNITURE REVOLUTIONIZES THE TRADE

London...The coming of G-Plan completely changed the whole picture of the furniture trade in England. Until then the retailer had been able to dominate the trade and completely impose his will on the manufacturers.

Now all this was changed — and in a short time.

In 1952, E. Gomme Limited of High Wycombe came to J. Walter Thompson, with the first-ever complete intermatching range of furniture. To introduce the furniture, the London Office recommended a full-scale branding and merchandising operation backed by consumer press advertising in the Greater London area, which later would develop into a complete national campaign including cinema and (later still) television advertising.

Never before had a furniture manufacturer been presented with such a revolutionary idea. Gomme salesmen foretold disaster; the retail trade was, of course, bitterly antagonistic.

But the operation was carried out to the last detail. The furniture was christened G-Plan, a brand mark designed, a complete range of integrated

merchandising material produced, and a strong-selling advertising campaign made ready to tell men and women all over the country about this new interchangeable way of furnishing a home.

Over the past six years this campaign has gone from strength to strength. Today the turnover of G-Plan is over five times what it was in 1952.

A great part of the success of the operation, Thompson believes, has been in the completeness of the scheme, and in the consistency with which it has always been carried out. Each separate part has been closely integrated with the whole, so that the G-Plan message has been told over and over again with clarity and conviction. All the services of the agency, including public relations, market research, exhibitions and design have played a part in the full operation.

Press advertising has been consistently in large spaces — full and half-pages in national newspapers, double-page spreads, sometimes even four pages in magazines, at infrequent intervals. Whenever possible, full advantage has been taken of color. On the screen, films have been of two minutes duration.



BERGIT REDMOND KIELY--New York Editorial Department

The "Doris Day" of Madison Avenue — this vivacious member of the New York copy staff has brightened many a day for many an advertising person — from presidents of agencies to the newest recruits.

Perhaps part of Bergit's radiance comes from the fact that this native New Yorker is doing what comes naturally — writing. At 9, she published short stories in the PS 16 Literary Review. At 19, after editing her grammar school and high school magazines and papers, she was about to take off from New York University for a professional writing career — especially inspired by the brilliant lectures

of Professor of Marketing, George Burton Hotchkiss.

She started her career as a publicity writer for a leading airline, then joined Grey and became an advertising copywriter. Next to Compton, where her Duz Duzzy family commercials drew fan mail... "love your Duzzy family...so real, just like my own. Please excuse pencil — they won't let us have anything sharp in here."

Later on at Benton & Bowles, as well as The Biow Company, Bergit gained a wealth of experience on package products, particularly food — with accounts such as Maxwell House Coffee, Post's Cereals, Snider's Catsup, and Fluffo Shortening. Her "whole egg" mayonnaise campaign for Hellman's ran for years, and her "special care" campaign for Ivory Snow is still running.

Bergit's hobbies include interior decorating, antique hunting, and creative cooking. She has a fabulous assortment of recipes, some created in her own picturesque "barn" kitchen in Westport.

Her flair for decorating was tested professionally when she was co-owner of the New Curiosity Shop in Greenwich Village. Successful theory behind the shop: a melange of modern, primitive, and Victorian can sell if basically good in design, taste — and displayed as decorating ideas. She has notes for a "shop" book some day...about the mink-clad ladies who stole all the cruet and decanter tops...the strange customers brought out by the full of the moon...the elderly shoppers who commented in ringing tones, "but they're selling the stuff I threw away."

At present, however, Bergit Kiely's hands are happily full with her three-year-old son Christopher, and the work she enjoys so thoroughly — creating selling copy for the world's largest advertising firm.

PEOPLE

JOSEPH C. BUCKLEY (NY) in Washington, D.C., January 8-12, White House Conference on Aging, as a Member of National Advisory Committee, as a Delegate, Chairman of Workgroup on "Free Time Activities in Urban Communities"...Engaged: LOIS GAETA (NY) to Ronald Crane; BARBARA J. PATRICK (NY) to Harald L. Aaning...Proud papa: JOHN DIGNAM (NY) a son, Justin Carroll, November 23...PHOTOGRAPHS BY TIMOTHY GALFAS are on display in the NYO Corner Gallery this week. Mr. Galfas, who worked for Thompson-London from 1958 to '59, is attempting to apply to photography, the quality of the old Masters' use of light....A LETTER OF APPRECIATION: The Christmas gifts given by Thomp-

son New York to Irvington House proved to be a great success with the children, according to Joseph B. Gavrin, Executive Director. He writes: "It seems impossible that the people at J. Walter Thompson ever could outdo what they had done last year. They certainly did however in the group of gifts they made available to us this year. We found the gifts to be not only most appropriate but also even more individualized and personalized than before. The different children were both excited and delighted by the nature of the wrappings as well as what they found inside. In fact some of them, I think, were convinced that the real gift was the wrapping!"