

# J. Walter Thompson Company News

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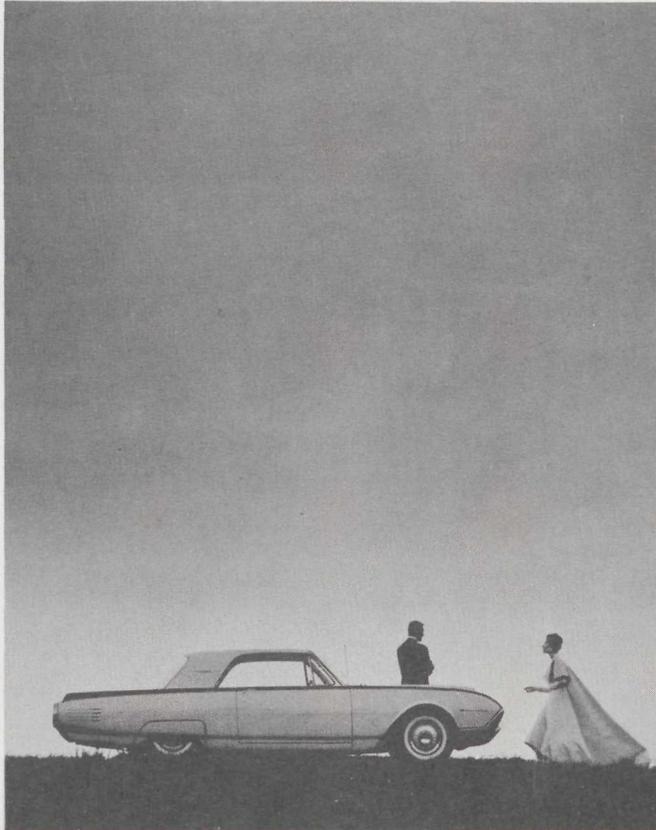
J. W. T. CO. - CHICAGO

## *Thunderbird Country*

*is a place where everything is magic. The horizons are closer, the roads are straighter and the distance between two points is enchantment. It happens this way only in a 1961 Thunderbird.*

The new is newer in Thunderbird Country—for this is where the trends begin. Open the door, touch the new optional Swing-Away Steering Wheel—and it moves over to welcome you in. With the new Thunderbird 390 Special V-8 engine, suddenly the landscape comes alive. Corners turn straight and roads flatten out. This is the 4-passenger luxury car with sports car personality. It is unique in all the world. Automatic transmission, power steering and power brakes are standard—of course. Interiors are the newest and purest expression of Thunderbird elegance, Thunderbird comfort. Engineering is in the tradition of timelessness that has won Thunderbird the finest resale record of any luxury car. Check the new trend at your Ford Dealer's—on your way to Thunderbird Country.

*unmistakably New, unmistakably Thunderbird*  
1961



A violet sky helps to create a magical atmosphere in this Thunderbird advertisement breaking in the January 27 issue of *Life* and running in major consumer, business and sports magazines.

## MAGAZINE CAMPAIGN SHARPLY REFLECTS THUNDERBIRD'S CURVED STYLING

New York...The most notable styling feature of the '61 Thunderbird is its curves...curves which symbolize masculine speed, strength and forward motion.

It was thus important for advertising to communicate this look in related terms and present the most romantic, most glamorous automobile image possible, one of speed and power and luxury.

In the case of the 1959 Ford campaign, the Thompson team made an extensive search for lettering which would add distinction to the "World's Most Beautifully Proportioned Cars." The search ended with the carved inscriptions on Trajan's Forum in Rome, which were adapted for the famous "Classic Ford Look" series.

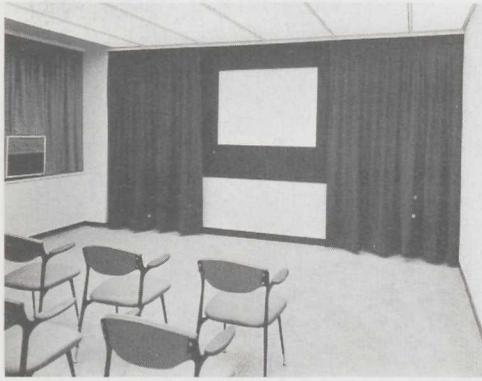
For the '61 Thunderbird advertisements, lettering had to personify the car's brand-new appearance

...be graceful, harmonious, and express in its own curves the spirit of the car's styling.

This time Thompson went to the very origins of writing, following the path that handwriting itself took. The exhaustive search of typefaces and lettering failed to reveal a wholly suitable type; and so from the masters of French engraving of the 18th Century a new script was developed.

The lettering is characterized by speed and elegance. Its major emphasis is on decisive clarity. In short, it has the same strong and graceful spirit as the Thunderbird itself.

Also reflecting the unique and desirable personality of the '61 Thunderbird are the illustrations and copy messages which, together with the lettering, work to give new graphic expression to the magical flavor of "Thunderbird Country."



### **New York Office Opens New Screening Room**

**New York...**The carpenters have left, the hammering has ceased, and the new 10th floor screening room in the southeast wing is now available.

As it became necessary to see more and more 35mm commercials, members' demands for viewing time far exceeded the facilities in the 10th floor conference room, making it necessary for account groups to visit outside studios at a great loss of time and convenience.

The new screening room has been set up to accommodate these members with 35mm films.

Decorated in beige, brown and orange, the viewing room can seat 12 people comfortably. Everything in the room is fireproof, and the new plastic ceiling, felt draperies and thick wool rug combine to give the highest acoustical value.

The room can be booked through Bill Whited's Office.

### **WORTH QUOTING**

"The man who lets himself be bit by the same dog twice is better suited for that occupation than for any other."

*BILL NYE, American Humorist*

### **Researcher, PR Man, Painter Start '61 Seminar Series**

**New York...**Radio-TV Researcher Jack Landis, Public Relations man Harold Smith and painter-Art Director Andy Nelson formed the guest speaker line-up for the opening of the '61 seminar series this week.

In addressing the first session, a Research Seminar on January 16, Mr. Landis outlined the facts of "TV-Q: a New Way to Evaluate TV Programs."

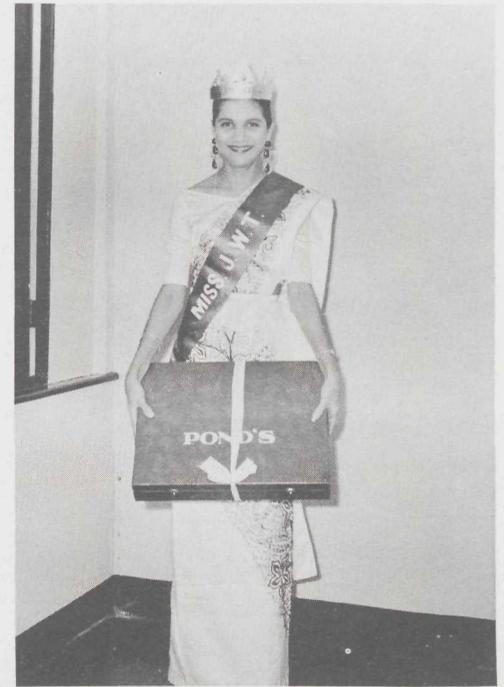
The following afternoon, Public Relations man Harold Smith led a TV panel discussion titled "Publicity Can Be Merchandised - a Case Study of U. S. Lines." In proving his point, Mr. Smith showed how U. S. Lines merchandised a recent *Holiday* magazine article in order to gain entree into leading retail stores throughout the country.

Andy Nelson will take his turn before the Thompson TV Workshop cameras tomorrow, January 19, at 1 p.m. Mr. Nelson, who has achieved prominence as a fine artist as well as an Art Director, will give his personal views on "The Force of Design."

As this issue goes to press, the Seminar Program schedule calls for a string of 50 more sessions reaching well into spring.

### **Photographs of Emma Gene Hall Exhibited in the Corner Gallery**

**New York...**Emma Gene Hall brings to the graphic arts a true fashion viewpoint, seen through the eyes of a woman, and a most knowing photographer. One of the most foremost exponents of the Romantic Revival in photographic illustration, Emma Gene Hall owes her success not only to her sincere craftsmanship and talent, but also to her ability to relate these qualities to the ever-expanding woman's market.



### **"Miss J.W.T." Crowned By Pond's In India**

**Colombo...**Marie Berenger was chosen "Miss J. W. T." at the J. Walter Thompson Supper Dance held in Colombo recently. Miss Berenger was crowned by Pond's and received a handsome gift set presented by Maharaja Distributors Ltd., local agents for Chesebrough Pond's products.

She will soon be going on an air trip to Bombay which is part of the award she received.

### **Paris Office Appointed Counsel By Firestone France**

**Paris...**Firestone France has appointed Thompson-Paris as advertising counsel for its cars, tractors and truck tires.

### **Boat Manufacturer Appoints Karachi Office As Counsel**

**Karachi...**J. Walter Thompson, Karachi, has been appointed advertising counsel for Chantier Naval De Liege Monsin, Belgium, manufacturers of river & coastal vessels and tankers, river & sea tugs, floating cranes, river & coastal barges, dredgers and their equipment, ferryboats, special craft and fishing vessels.

**FRANKFURT-VIENNA NAMED COUNSEL FOR  
FORD, KODAK AND APOLLO (UNILEVER)**

Vienna...Ford K. G., has appointed Thompson as counsel for the entire Ford product range consisting of the American, German and English lines.

In addition, Kodak A. G. has appointed Thompson for its advertising and promotional activities; and Apollo, soap group of Unilever, has appointed the Company counsel for Radion, one of its biggest soap powders.

**NEW CARTOON PERSONALITY SPEAKS FOR FORMAN'S PICCALILLI**

New York...Appearing for the first time this month in the *TV Guide* is a new advertising personality. He's the "piccalilli foreman for Forman's Piccalilli." The foreman is a particularly perfect piccalilli peddler — since he sprang full grown from the product name. He thus provides a constant memory "tickler" for Forman's Piccalilli, newest member of the R. T. French Company's family of fine foods.

The basic job of the piccalilli foreman is to prod people into buying Forman's Piccalilli instead of "just any old pickle relish." And since he is rather cramped for space (quarter and half pages in *TV Guide*) he was designed specifically to attract attention in a way that is quick, effective, and fun...consistent with the use of piccalilli for such fun foods as hot dogs, hamburgers, and sandwiches.

Because the piccalilli foreman's personality is all-important to the campaign — two of New York's foremost commercial cartoon artists were set to work developing a character with just the right combination of fun any finickyness. The result you see here. A man whose whole life is devoted to making perfect piccalilli. He goes from kettle to kettle, mixing, spicing, tasting. He checks each crunchy little onion...picks over pecks of pickled peppers...and makes sure each great green tomato is peeled and chopped just right. He has one problem however. He can't spell piccalilli! He tells all about it in the advertisement reproduced here.

Throughout 1961, the piccalilli foreman will appear in regional editions of *TV Guide*, *Look* and in 150-line newspaper advertisements in selected markets.



says the  
**piccalilli foreman**  
for  
**Forman's Piccalilli**

"Spelling *piccalilli*, I mean. Once we had a whole batch go out with an 'l' missing. All my fault... busy, busy, busy with those pecks of pickled peppers, great green tomatoes, and crunchy onions. But who cares about one little 'l' on the label when Forman's Piccalilli makes sandwiches, beans and burgers taste so good! Of course we've been very careful ever since."



**Piccalilli Special**

from the Piccalilli Foreman—A little brown booklet with a whole batchful of my own favorite piccalilli recipes... how to "piccalilli" sandwiches, salads, sauces. Just write and I'll pop one into an envelope and mail it to you. Send me your address c/o L. C. Forman & Sons, Pittsford, N. Y.



Monte Carlo — Guiding Princess Grace of Monaco, Thompson-Paris Public Relations Director, Gerard Wm. Souhami is about to present her to Paul Theron, Commercial Attache of the Embassy of the Union of South Africa, representing South West African Persian Lamb breeders.

**THOMPSON ORGANIZES SWAPL SHOW  
SPONSORED BY PRINCESS GRACE**

Paris & Milan...The 1961 Monte Carlo winter season opened on a much-hailed international SWAPL (South West African Persian Lamb) show, organized by Thompson-Paris officially sponsored by Princess Grace of Monaco, with the participation of the Milan office and Swiss furriers.

Nearly 560 selected guests gathered in the luxurious Sporting Club d'Hiver for a Monaco Red Cross benefit performance. For the first time and because of J. Walter Thompson efforts, the very competitive French and Italian Haute Couture Syndicates and leading French, Swiss and Italian furriers working together selected 20 of the most beautiful models available in Paris and Rome and startled an appreciative audience with 33 SWAPL coats and 10 evening dresses.

Local and International press representatives and dozens of photographers watched the reactions of Princess Grace and guests and gave wide coverage to the event.



**KENT HANSEN--New York  
Art Director**

Although it's contrary to the policy of this page, Kent Hansen is probably better qualified than anyone to write his own citation for "meritorious achievement." In fact, that's just what he did while he was in the Air Force in Germany and France during World War II. With typical modesty, he began this unique task by composing citations for others, and finally became so proficient at it that he was ordered to write one for himself — and was awarded the Bronze Star!

"I was especially happy to follow that order," Kent says, "because it brought me 5 points closer to home!"

Actually, there are any number of people in J.

Walter Thompson ready to rattle off accolades when Kent's name is mentioned. Since 1949, when he started his advertising career as an Art Director, he has worked on almost every account with many members in New York Office as well as in Thompson-Montreal where he managed the Art Department for three years. The opinions of his co-workers are unerringly favorable, for he is a talent without temperament with vast experience in both print and TV. And, Kent Hansen excels at both.

Perhaps equally important is his sense of organization, which makes meeting even yesterday's deadlines seem possible. This, too, is based on background and experience. While still in his teens, Kent managed a movie theater, which included arranging for all display and promotional material for the constantly changing marquee.

But the basic reason for Kent's success is that he is not a frustrated artist, but instead, understands — and likes — selling. From peddling magazines in his home town of Brigham City, Utah, when he was seven, and selling popcorn and shoes to cover tuition at college and at the Art Center School in Los Angeles, selling has been a major part of his life.

And it's this firsthand knowledge of "what makes a customer buy" that is so apparent in Kent's layouts and storyboards for his current accounts, Brillo and Chase & Sanborn. He has indeed developed his own philosophy of creative selling. This can best be conveyed through his own conception of the role of the Art Director — present and future: "A good Art Director should be primarily a salesman. He should be able to reduce the sales story of an advertisement to its simplest, most cohesive, most effective visual form. I believe that in the future the Art Director will assume even more responsibility in the initial planning of a campaign. Since the trend in all advertising is toward the visual, his ability to express the sales message with one strong visual idea will be of even greater importance."

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## PEOPLE

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*AUGUSTO GODOY*, for many years the Thompson correspondent in Cuba as a senior partner of the Godoy Havana agency, has been named manager of the Company's Lima Office. *J.G.O. WEBSTER*, who has been directing J. Walter Thompson Peruana, will return to Santiago, to resume direction of J. Walter Thompson Chilena S.A.C. ...*BILL WALLACE* (NY)

has been appointed Chairman of the Press and Public Relations Committee of the National Association of Travel Organizations...Engaged: *MARY ANN HART* (NY) to Thomas McCorry... Proud Parents: *DON FRANZ* (Chi.) and Justine Ray Franz (formerly of Chicago Office) — a girl Jane, born January 3.