

J. Walter Thompson Company News

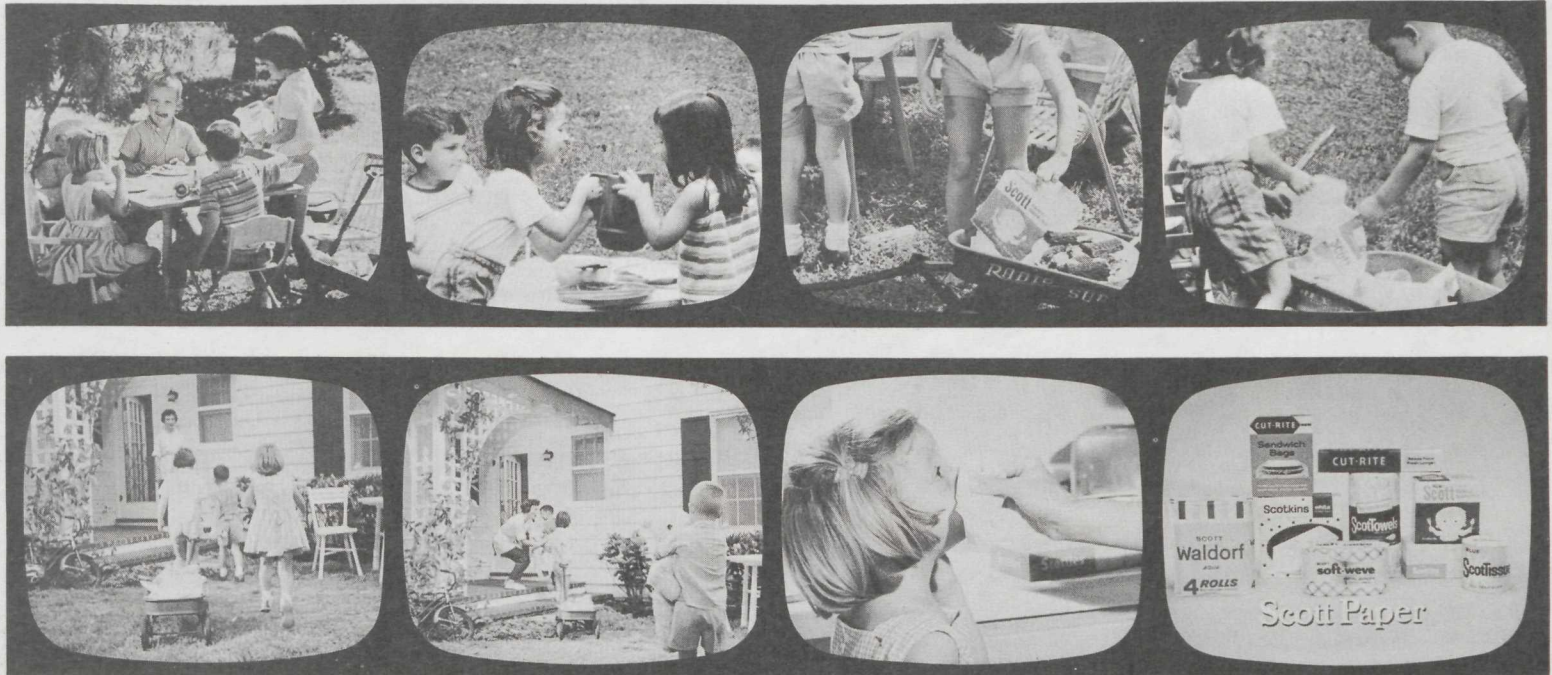
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J. W. T. CO. - CHICAGO



Wild footage and candid sound track, by TV Workshop, were basis for new Scott All-Brand commercials.

NEW SCOTT ALL-BRAND COMMERCIALS TRANSLATE CANDID, SPONTANEOUS QUALITY OF PRINT CAMPAIGN INTO TELEVISION

New York...Everyday family situations demonstrating the many daily uses of Scott products are the basis of a new TV commercial series, the first of which was shown on Scott's new program "Bringing Up Buddy" in November.

To retain the uncommercial look and the emotional appeal effectively used in Scott's 1959-1960 print campaign, the Thompson team came up with the idea of using candid photography and candid sound tracks to give the interest and appeal of children's uninhibited conversation to the commercials.

To test out the technique, Phil Schultz of Thompson's TV Workshop invited a group of young children from his home town to a picnic. There, practically unnoticed, he filmed the reactions of the children enjoying the outing, and, as was hoped for, "out of the mouths of babes" came some priceless unrehearsed dialogue.

Using Mr. Schultz's experiment as a pattern,

the Thompson production team took off for Florida to film the first commercial. They utilized non-professional children, speaking unrehearsed lines, enjoying the picnic which had been arranged for them. The result is an exciting commercial, which uses a charming and unusual voice track that states its message clearly and sells Scott products with a minimum of the usual selling message.

Other commercials in the series will follow the same approach appealing to mothers who can be both charmed and exasperated by the spontaneity, vitality and just plain sloppiness of young children.

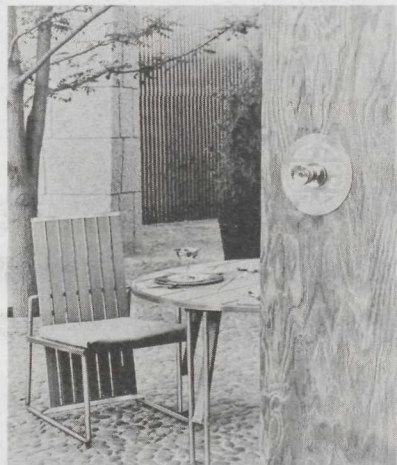
DIRECTORS OF THE COMPANY

At the Annual Stockholders' meeting on January 24, Theodore P. Jardine (Chicago), Garrit A. Lydecker (N.Y.), and Charles A. Rheinstrom were elected to the Board of Directors.

SCHLAGE "LOCK FASHIONS" WINS NATIONAL AWARDS

San Francisco...Schlage Lock Company of San Francisco was among 14 building materials manufacturers receiving awards for outstanding product literature and services directed to the home builder in the 1960 Ideas for Home Builders Contest. Twenty awards were presented in a field of 250 entries.

Schlage's entry, its new consumer brochure, **LOCK FASHIONS**, was awarded honorable mention in two classes. Produced by San Francisco Office,



and designed to assist the consumer in the selection of locks for his home, the new brochure contains a unique "Dial-A-Door" feature which enables the buyer to visualize a number of lock and escutcheon designs in relation to a doorway and the room beyond.

The color photograph (above) one of many used for the brochure, features gold aluminum door hardware. It was designed by San Francisco Office and taken in the patio of the new Crown-Zellerbach Building.

Thompson Wins Press Service Poll

New York...In a poll of television critics and columnists conducted by *Television Today* for *Motion Picture Daily* and *Fame*, THOMPSON was voted the advertising firm which best serviced the press with information on programs, stars and schedules. Thompson replaces Young & Rubicam who held the number one position for 11 years.

In other categories of the poll, Perry Como was named best television personality, and his weekly musical variety show sponsored by Kraft (Chicago) came in third in the best program group as well as winning citations in several other categories. Winner of the Best Variety Program was the Ed Sullivan Show, sponsored by Eastman Kodak (New York). Ford (New York) TV commercials took second place in the poll.

WORTH QUOTING

"The advertising man is liaison between the products of business and the mind of the nation. He must know both before he can serve either."

GLENN FRANK, *Educator*

JOHNSON MOTORS TO USE "PRINT SPECTACULAR" IN MARCH READER'S DIGEST

Chicago...Johnson Motors, manufacturer of the world's largest-selling outboard motor, will score a first in marine industry advertising when its 12-page "print spectacular" appears in the March issue of *Reader's Digest*.

The full-color insert entitled "Let's Go Boating, America!" is designed to interest both novice and experienced boatmen. It will reach nearly 13,000,000 families through the magazine's regular circulation and another 2,000,000 through preprints purchased by Johnson dealers.

The fun of water skiing, skin diving, cruising and other boating activities is graphically portrayed in the 12-page "spectacular" along with information on costs, equipment needed and availability of launching and mooring facilities.

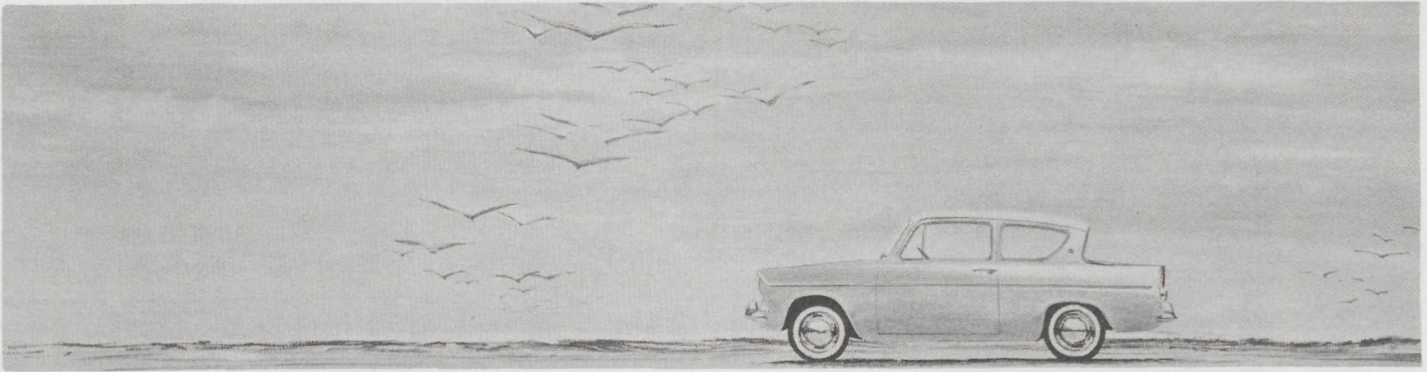
This approach follows closely the Johnson advertising philosophy of assisting its dealers to promote sales of all related marine products as well as outboard motors. The concept is based on strong recognition of the desirability of establishing Johnson dealers as "Mr. Boating" in their local communities.

In addition to the *Reader's Digest*, the insert will also appear in *Boating Industry*, one of the leading trade publications in the marine field.

Supplementing the national advertising campaign will be an extensive merchandising program consisting of seven major in-store promotions timed to take maximum advantage of seasonal factors throughout the coming year.



CONGRATULATIONS GLADYS: Detroit's Gladys Volmer was greatly surprised at seeing these gigantic congratulations posted at one of Detroit's busiest intersections, after she had been named buyer of outdoor media. The salute to Mrs. Volmer, who has been with Thompson-Detroit for 16 years, was arranged by Walker & Co., and Townsend Sign Co., which did the artwork from a layout by Thompson's art department.



The new Anglia by Ford of England

ANGLIA—CREATED BY FORD TO GIVE YOU MORE VALUE FOR YOUR MONEY

The extra value in every Ford-built car comes from a unique international exchange of men and ideas

There was a time when one man could design a car that answered everyone's wants. Not any more . . . people's needs are too varied. Today, no one man . . . no one country . . . can produce all the ideas you need to build great cars. >>> And so, for years, Ford has maintained a great international exchange of men and ideas throughout its world-wide organization . . . choosing the newest and most rewarding ideas for Ford-built cars. New ideas like those shown here make Anglia the world's most exciting light car. >>> Look for a new Ford car from the U.S. that actually goes 30,000 miles before the first lubrication. The new Taunus from Ford of Germany will be one of the most beautiful cars of modern times — yet its low price will be only one of many remarkable economies built into it. All together, the Ford-built cars of 1961 will represent the greatest assembly of advanced automotive ideas ever introduced by one company in a single year. >>> Why do the great advances come first from Ford? Simply because Ford — alone among motor companies — is a truly world-wide organization with experience, resources, people and facilities in over 100 lands. The best of the world's ideas are selected for Ford-built products to give you more for your money. Now, at right, read about some of the exciting new ideas you will find in the new Anglia.

Many Ford advances make the new Anglia the world's most exciting light car

New Anglia gearshift offers much smoother, more positive action through all four forward speeds . . . with a short-throw shift for real sports car feel.



World's first short-short-stroke engine creates more *usable* power from less fuel . . . accelerates from 0 to 50 mph in 20.8 seconds. New engine includes 3-bearing, hollow-cast crankshaft and fully machined combustion chambers — two fine-car features not found in other economy-priced cars.

Anglia's distinctive rear window-line is more than a styling note . . . gives more rear-seat headroom without sacrificing trunk space . . . stays free of rain, snow, sleet . . . reduces glare and wind drag.



A new kind of powerful, beautiful motion . . . Anglia's ultra-modern, 4-cylinder, short-short-stroke engine is teamed with a new, floor-mounted, 4-speed gearbox for sports car action!



Ford-built products include cars, trucks, tractors, industrial engines, genuine replacement parts: Meteor • Monarch • Frontenac / Popular • Anglia • Prefect • Consul • Zephyr • Zodiac • Thames • Fordson Major and Dexta Tractors / Taunus • PK Truck / Continental • Mercury • Comet • Lincoln • Ford • Falcon • Thunderbird • Ford Tractor and implements



Wherever you live . . . you get more for your money in any Ford-built product

FORD CAMPAIGN "MAGNIFICENT COMBINATION OF BOTH PRODUCT AND CORPORATE ADVERTISING," SAYS LIFE ADVERTISING DIRECTOR

New York Int'l... The Ford International campaign was singled out recently by Harry Maynard, Associate Advertising Director International Editions of *Life*, as a "magnificent combination of both product and corporate advertising." His plaudits were heard by members of the Toronto Chapter of the American Marketing Association, to whom he was speaking on "Toward Better Communication in World Markets."

In explaining the difficulties in developing a good corporate image, Mr. Maynard stated: "Once a world corporation decides to coordinate its world image and delegates the authority to do so, the task is not easy. It takes great skill to compose the symphony of a world image and then conduct harmoniously the numerous diverse products and personnel of the company's orchestra of distribution, finding the most important common denominators of its many products and markets. It takes skill to define the corporate image broadly enough to leave room for single impressions in many disparate markets."

"One of my favorite world image campaigns that does this magnificently," he said, "is a combination of both product and corporate advertising: 'The World-Wide Ford Companies' series running in important international magazines. This campaign is visually beautiful. The headline copy reads: 'More Great Advances From Ford.' In advertisement after advertisement the campaign plays up the English Ford, the German Ford and the American products."

After reading the copy and headlines of the advertisement pictured here, Mr. Maynard stated, "I have purposefully quoted a large block of this copy because it articulates so well the notion that Ford is a world-wide company — and that all the genius of the Ford Motor Company is not in Detroit. The strength of Ford rests in the combined know-how of a truly world-wide company — not just an American company but a company that gives the world public a better product by being a world company. This is not the narrow chauvinism of an individual company talking economic nationalism."



MARJORIE FERGUSON--New York

Editorial Department

From north of the border come elegant imports — furs, luxurious woolens, Spode china...and Marjorie Ferguson. Marjorie is slim, blonde and notably chic, with a flair for fashion, color, and copy that sells.

It is only a short trip from Canada to New York, but Marge made it an Odyssey, with stopovers in Los Angeles, London and Monte Carlo. She joined the International set at an early age, leaving her native Winnipeg to attend school in British Columbia, California and England. In her London boarding school, she was the sole Canadian in a melting pot of international scholars who ran the gamut from a couple of little Afghanistan princes to the pint-size, heel-clicking pretender to the Russian throne.

After a year in England, her trip to New York continued — this time by way of France and Monte Carlo, where like Ulysses she stayed longer than

she intended. Next stop — the University of Manitoba. Here she fostered her writing skill as assistant editor of the Year Book and her artistic talents as official Poster Painter for announcements of University events — precursors of the copywriter roughs with which she is known to flood the Art Department!

Next followed a short stint in her father's law office, a whirl at writing a SHOPPING HINTS column in a local newspaper — for which she also sold the space — and then, on a trip to Toronto, she suddenly found herself selling War Bonds for the Canadian War Finance Committee.

At last, New York! — and a British War agency job that was so secret Marge admits that "most of the time I hadn't the faintest idea what I was doing." But she must have had an inkling, as part of her job was to commute between New York and Washington for weekly conferences with her counterparts in various U.S. agencies.

By war's end, Marge was in love with New York and her roving came to a halt with a U.S. citizenship and a job in JWT's Legal Department. As she was soon taking the Copywriting Course, she is probably our only co-worker trained simultaneously in what not to say as well as how to say it.

Behind the successful advertising Marjorie Ferguson has helped to create for Thompson clients, lie talents as diversified as her travels. A professional with the needle, she designs and makes almost everything in her chic wardrobe. A know-how with decor is evident in her mid-town Manhattan apartment. And her interest in gourmet food has contributed much to glamorizing the products of agency clients. These talents, and the style and distinction with which she uses them, have resulted in intriguing copy for silverware, glass, soaps, food and cosmetics.

Needless to say, we're glad Marge made the trip.

PEOPLE

WILLIAM H. BUCKLEY (NY) received the Benjamin Franklin Award at a luncheon in Washington, D.C. on December 15. The award was given "in appreciation for distinguished and outstanding public service rendered as a member of the Citizens' Stamp Advisory Committee."...RICHARD BRECKER (NY) and JOHN BARNHILL (Wash.), both Republicans, served on the bi-partisan Inaugural Ball Committee, and attended the festivities in Washington during the Inauguration. Proud papa: DAN SCARPONE

(NY) a daughter, Mary Ellen, born January 11. Engaged: LISBETH HOWELL (NY) to Carl Northrup Peterson. Photographs by Suzanne Szasz on display in Corridor Gallery. The exhibit includes pictures from Miss Szasz's latest book: Young Folks. Thompson members will recognize Miss Szasz as the photographer of Scott Paper, Ford Motor Company, and Institute of Life Insurance advertisements. She is best known for her picture stories on children and family life.