

Added baseball note: the TV Code Review Board, Nat'l Assn. of Broadcasters, has reminded agencies that the "on-camera consumption of beer is strictly verboten."

An Old Friend, Cutex, Returns to JWT

Chesebrough-Pond's has assigned its Cutex nail care and cosmetic lines to JWT, effective July 1, and this will mark the return of a client closely associated with the early growth of JWT.

Cutex came to JWT in 1916, the year Stanley Resor acquired control of the company from James Walter Thompson.

The Cutex nail care business was started in 1912 by Northam Warren, a young pharmacist who had perfected a solution for the removal of dead cuticles. Mr. Warren promoted his products mainly via personal selling. In fact, when he placed his advertising with JWT the initial appropriation was secured by firing 18 salesmen.

Advertising prepared by JWT played a key role in expanding the total market for nail care products and in establishing Cutex as the dominant factor in this market. JWT not only prepared the advertising but designed Cutex packages, helped to expand distribution and helped to select new products.

Because this was a new product area, early JWT advertising was largely educational, giving information to women on

the art of the manicure and how to care for their nails. How successful this was may be indicated by this comparison: In 1912 it was estimated that only one out of four women used products for the care of their hands and nails; by 1936, three out of four used such products.

When the Northam Warren Company came to JWT in 1916, the company's total business was \$150,000, of which \$60,000 was in the Cutex line. Sales of the company doubled in the first year after advertising began. By 1920, they totaled nearly \$2,000,000, the advertising appropriation exceeded the original sales volume and the firm had fewer salesmen than in 1916.

The full Cutex line expanded to embrace a full line of nail care products—nail white, nail polish, cuticle oil, cuticle remover—as well as a full line of cosmetics—lipstick, rouge, compacts, etc.

In 1928, Northam Warren acquired a company already a JWT client, the Odorono company.

Northam Warren also expanded into foreign markets. Its products are sold today all over the world and its business outside the U.S. represents a substantial

portion of its total volume.

Northam Warren remained a JWT client until 1947. In 1960, when Northam Warren was acquired by Chesebrough-Pond's, it



OLD-TIMER—At about the time Woodrow Wilson was running for re-election, JWT prepared this advertisement for Cutex; it ran in the October 1916 *Vogue*.

had total assets of \$9,191,000. And it netted \$1,100,000 after taxes.

With the assignment of the Cutex division, JWT now handles all of Chesebrough-Pond's cosmetics products.

Brillo (Continued)

versary Sweepstakes follows close on the heels of the trade Bonanza. "Win Pots of Cash and Lots of Prizes" is the theme for the Sweepstakes advertisement, which hit the stands in the April issues of *McCall's* and *Ladies' Home Journal*. The prize structure, which is illustrated in the ad, offers consumers a first prize of \$15,000 cash, and chances to win a total of 2193 cash or merchandise prizes. The full-color full-page advertisement is scheduled to appear next in *Life*, *First Three Markets* and *This Week*. Colorful in-store display material which is coordinated with national advertising is available to all retail stores.

The first three-brand Brillo promotion in history, Bonanza and Sweepstakes advertising features Brillo Soap Pads, Dobie Cleaning Pad and Paddy—the first disposable soap pad and newest Brillo Product, which went into national distribution in February. A gold-colored Brillo 50th Anniversary Seal has been designed for Brillo and Dobie packages, and for consumer and trade advertising.

New and Notable

Proofs of New & Notable ads are available for travel to other offices after their New York display. Contact Dione Guffey.



Comment: Highly individual cartoon style treatment stands out in Army publications.

Selections from recent advertisements found to be of special interest by the Art Advisory Committee of the NYO



Comment: Whimsical interpretation of a constant headline.

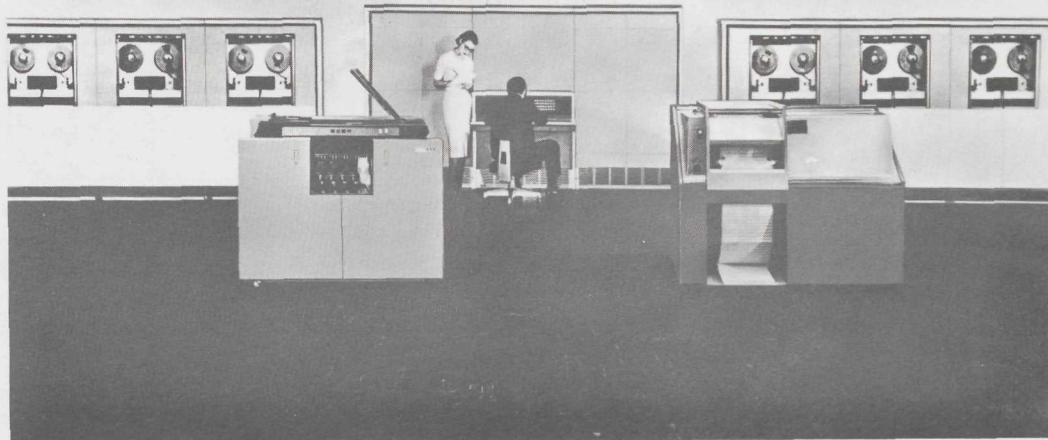
House Advertisement Features Champion

Distributed with this issue of *JWT News* is a reprint of this month's J. Walter Thompson house advertisement, currently running in *Advertising Age* and *Printers' Ink*. At the right is an advertisement from the Champion Spark Plug series to which the JWT copy refers. Champion is the world's largest exclusive manufacturer of spark plugs. The Art Advisory Committee has characterized this advertisement as, "Another beautifully photographed and dramatically cropped automobile in the current Champion campaign."



Other recent print advertisements selected by the Art Advisory Committee for special comment included: Scott Soft-weve: "softer than soft is;" Pan American: "the ticket that answers all their questions . . .;" Granger: camper contest; Scott Family Napkins: "pretty pinafore protector;" RCA: "Front row every night;" Tender Leaf Instant Tea: "Instant Money;" Gelatina Royal: international; and the Champion Spark Plug ad shown to the right.

The RCA 301 Computer



...how it will affect media buying

(Following are excerpts of remarks delivered by JWT's Director of Media at a recent workshop session of the Magazine Advertising Sales Club.)

A lot of people use "computer" as a kind of generic term for all the changes that are taking place in media planning, although actually it is really a symptom and not the disease.

The disease is something called "operations research," which is a collective term covering all types of mathematical analyses of business problems: in our case, the problem of allocating media dollars in such a way as to maximize the return to the advertiser.

Linear programming is one of the quantitative methods evolved by operations research specialists to help businessmen make the right decisions, but there are many other techniques. What we at Thompson are doing right now is trying to decide which, if any, of these methods can be used to help us make media planning more effective.

In other words, we are trying to develop a useful, sensible "model" of the decision-making process which will enable us to utilize all the data we have in a scientific manner. The implementation of this "model" or system may or may not

require the extensive use of a computer; if it does, the next step will be to develop the proper computer program.

... we are not satisfied we have yet developed the best possible media planning model. The computer is simply a high-powered tool—and like many electrical tools it can be very helpful if you know how to use it properly; but, if not used properly, it can be a waste of money as well as very dangerous.

Media planning, of course, is essentially a process of weighing alternatives. Many decisions have got to be made between the time we are told how many advertising dollars we have to spend in the course of a year and the time we come up with a recommendation for how to spend them. We want these decisions to be made carefully, systematically and efficiently. Where we do not have any true measurements to rely on, we will use judgment.

... the computer is not going to relieve us of the problem of exercising informed judgment at every critical stage of the planning process. If the quantitative methods which are adopted make it difficult for us to do this as we go along, then the wrong methods are being used. Any media selection model which attempts to resolve the problem through a continuous computer process running from the input of original data to the final plan is potentially very dangerous. In such a process, all basic judgments and decisions must be made before the process begins or after it is concluded.

We believe that presently available data is not reliable enough to eliminate the necessity for constant evaluation at various stages along the way.

We don't rule out the ultimate development of a workable computer model covering the total allocation process, but we think this is some distance in the future.

...how it will affect research

Computers have been available for research applications for some years. The JWT Research Department has made use of them from time to time and expects to make much more extensive use when our own RCA 301 goes into operation.

A computer eliminates much of the sheer mathematical drudgery that often is a part of research projects, and, by doing this, makes the JWT Research Department more efficient and productive. For one thing, it will do away with the logjams caused by very large research studies; a typical study can involve hundreds of pages of numerical tables. At present, each of these tables has to be written out, percentages calculated and checked, and finally, each must be typed and proofread.

In the future, we hope to be able to have these studies processed entirely on our computer. It will do all the necessary tabulations, calculate the percentages, and print the results - together with all the descriptive phrases necessary to understand the data - directly on a multilith master which can then be reproduced. This procedure can result in vast savings of both time and money.

Our own computer will also make it practical and economical for us to make use of some powerful methods of analyzing research findings. These methods all have two things in common: First, they have outrageous names (like "Multivariate Regression Analysis" and "Factor Analysis With Varimax Rotation"). And secondly, they require an outrageous number of calculations. Even a simple problem may require as many as fifty thousand arithmetical operations. Using a desk calculator, a researcher would require a week or more to make these calculations, and no matter how carefully the work was done it would be inevitable that some errors would be made.

A computer is, however, much faster—its speed of calculation is measured in millionths of a second; and it makes far fewer errors—at the rate of perhaps three in every billion calculations. JWT research will therefore be able, in the future, to use these methods of analysis more frequently and more economically than in the past.

—PHIL THOMPSON
Research Dept.

—RICHARD P. JONES
Director of Media

Lawrence T. D'Aloise

Patience with fundamentals; impatience with less than the best



"Science against swords—the Red Cross vs. the Black Cross" . . . that was the winning Literary Guild slogan for the book "The Fire and the Wood." Along with dozens of other contest winning statements and slogans ("I like new anti-sneeze Rinso because, etc.") it helped the author, Lawrence T. D'Aloise, age 22, win a total of \$7,000 in prizes in one year, and a job in the advertising business when jobs were hard to find.

There is one thing everyone who has since worked with Larry D'Aloise agrees to—he's in the right business.

There are people in the New York Office who remember him well when he was a writer here during the late '40's. Says one, "Larry was so intensely absorbed in the business that when he arrived in the morning his newspaper was covered with scribbles—only his secretary could translate them."

Returned in 1960

Larry came back to Thompson in October, 1960, after a 12-year absence. Following a period with Benton & Bowles as group head, he joined Dancer-Fitzgerald-Sample as copy supervisor. Nine months later, he was made creative director of the



agency—the only man to hold such a position in that company's history.

At JWT, he is Vice President in charge of creative work on L&M cigarettes, Panagra, JWT House Advertising and all domestic Lever Brands. His interest in advertising is as intense as ever.

The D'Aloise approach is a unique combination of patience and impatience. It works something like this: he wants his writers to be patient enough to go deep. He wants them to start with the

fundamentals. Where does the product fit in? What does the public really want from it? What do competitors offer? What are they saying, and how? What does all this tell us?

The Key to Success

There is nothing secret about this way of working. But Larry is convinced the difference between maximum results and average results is largely whether the creative man actually goes through the process. "For only then can the creative mind perceive the unique story these pieces of information reveal, when viewed in combination—this, in turn, is the key to success." The only other way to get there, he feels, is by accident—"and accidents happen only occasionally in this business."

While Larry believes in beginning with the right strategy, he is also convinced it is just the beginning—because "you don't run strategies, or broadcast them." Smart competitors may have the right



strategy, too. It is the creative idea that breathes life into a strategy. He has great faith in what creative minds can achieve in cutting through.

Impatience is the other characteristic he expects writers to have. Impatience with anything less than the best, impatience with work that is imitative, or not thought out. "Don't settle too soon in the creative quest," he advises. "The first idea may prove to be the best, but don't fail to go all the way around the problem."

He becomes impatient, too, with the defeatist attitude. He refuses to believe any product is at such a disadvantage "even good advertising can't help." He

feels the job is to stick with it, dig deep enough, and solve it.

It Can be Sold

He refuses to believe "the client will not buy it." While it has been said that "a really new idea affronts current agreement," Larry believes if it is sound as well as new, it can be sold.

He also refuses to believe a golf score cannot be reduced. He has applied a "way of working" to that problem, too. The answer? . . . a tip. Hidden deep within a magazine was a tip about a new book, "The Master Key to Success at Golf," by Leslie King, a British Swinger. After shopping every bookstore in Manhattan, he finally turned it up. The results? Only his golf pro knows for sure.

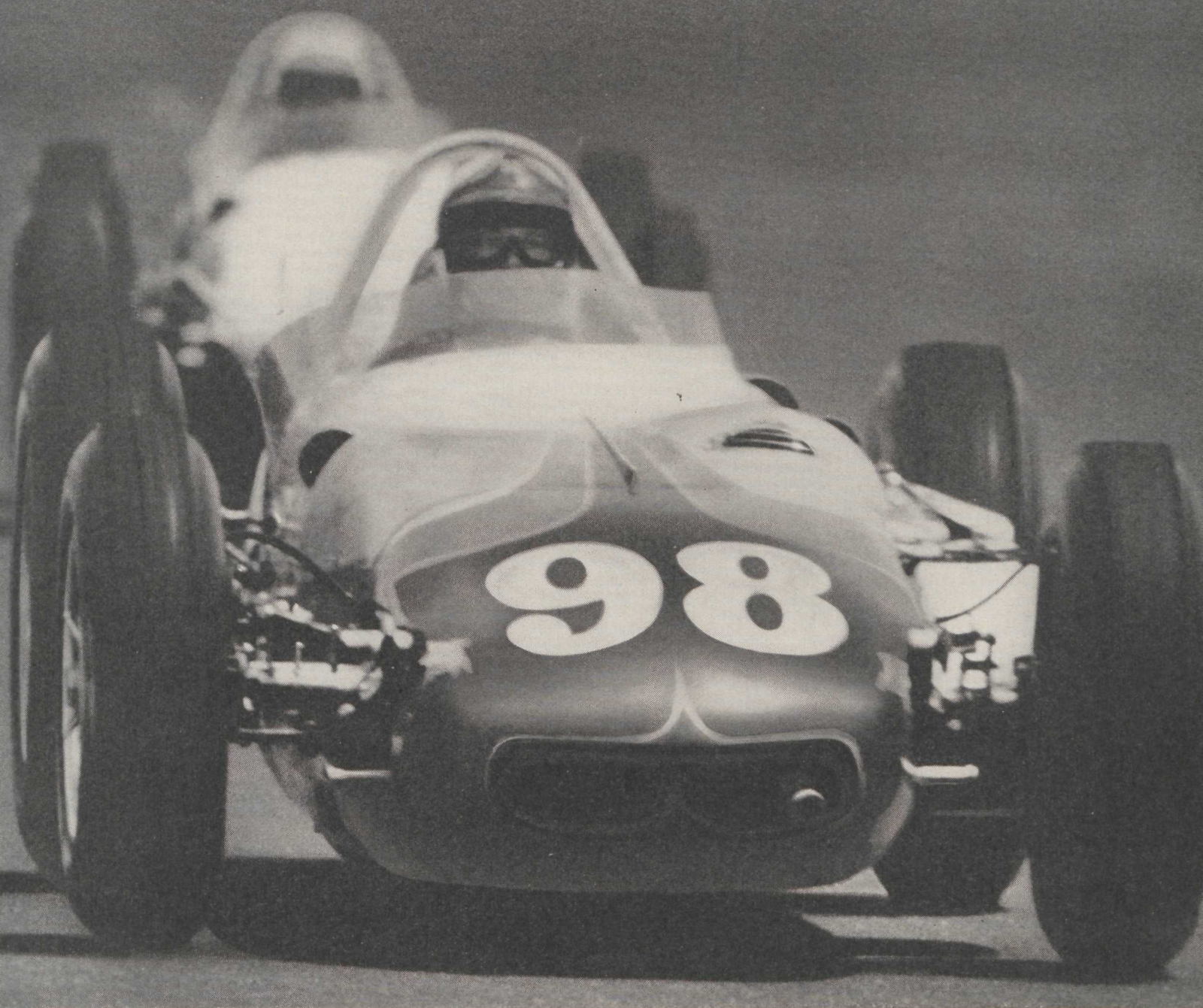
Larry and his wife, Lillian, live in Greenwich, Conn., with their daughter, Marcia. They have another daughter, Kathy, and a son, Larry, both in college.

—R. M.



Clients in the News

For the 12-month period ending Feb. 28, American Electric Power Co. reports a net income of \$6,386,000, against \$5,982,000 for the previous 12-month period . . . Champion Spark Plug Co. has completed arrangements to buy the Magnaflux Corp., subsidiary of General Mills, Inc. Magnaflux Corp., subsidiary of General Mills, Inc. Magnaflux, headquartered in Chicago, makes nondestructive material testing equipment and material inspection supplies . . . Net sales of Purolator Products, Inc., and subsidiaries reached \$55,594,191 last year, compared with \$51,903,571 during 1961 . . . Continental Air Lines, Inc., plans to resume regular common stock dividends soon . . .



...and the excitement in it

The big roar splits the air. Men with grease on their hands—and perfection on their minds—scramble in the pits at Indianapolis.

Across the nation, a hundred million motors go—and go and go. This is the excitement that starts with a spark—and runs deep in the blood of men we know well.

For years, we have seen these men who make spark plugs pursue excellence. We've watched them follow it around a thousand test track turns. And, in quiet work places, too, we've seen their search for perfection—in the cold, glass faces of testing machines where success and failure live half a decimal point apart.

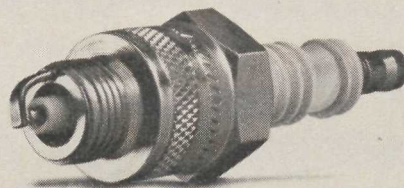
This is the excitement we have witnessed... and become excited by... and, in turn, sought to communicate through the advertising

we create for this product. For this is the way we work. We probe a product's hidden excellence. We search for the extra virtue that creates extra value in the mind of the consumer—and strive to tell about it with excitement in word and picture. To realize this ideal, we offer the finest organization of talents, services and facilities in an advertising agency today. *We welcome the company that seeks, in its advertising, the same excitement it knows is in its product.*

J. Walter Thompson Company

420 LEXINGTON AVENUE, NEW YORK 17, N. Y. Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami, Pittsburgh, Montreal, Toronto, Mexico City, San Juan, Buenos Aires, Montevideo, São Paulo, Rio de Janeiro, Porto Alegre, Recife, Belo Horizonte, Santiago (Chile), Lima, London, Paris, Antwerp, Amsterdam, Frankfurt, Milan, Vienna, Johannesburg, Cape Town, Durban, Port Elizabeth, Salisbury (Southern Rhodesia), Bombay, Calcutta, New Delhi, Madras, Karachi, Colombo (Ceylon), Sydney, Melbourne, Tokyo, Osaka, Manila

To the company that seeks, in its advertising,
the same excitement it *knows* is in its product



A spark plug...

Our spark plug client is the Champion Spark Plug Company