

# Advertising: A Story Behind I.B.M.'s Story

By PHILIP H. DOUGHERTY

The giant International Business Machines Corporation, which is facing antitrust suits by two competitors and the Federal Government, yesterday told its story to the people with a gigantic newspaper advertising buy.

The company would only say that the ad appeared "across the nation" but "we're not giving out how many ads or how much they cost." The agency, Ogilvy & Mather, was under wraps.

But the two-page ad, headed "Has I.B.M. spoiled the computer business for others? Let's look at the record," was seen by readers in Great Falls, Mont.; Fresno, Calif.; Moline, Ill.; Cedar Rapids, Iowa; Shreveport, La.; Beaumont, Tex.; Little Rock, Ark.; Atlantic City; Scranton, Pa.; Glendale, Calif., and probably even in beautiful downtown Burbank.

"Believe some of the things you hear about the computer industry today and you might conclude that I.B.M. has sapped the health of the industry and monopolized it," starts the long copy block that was also read in the big cities—New York, Chicago, Los Angeles, San Francisco, Washington and the rest.

But, in all of the copy, no mention was made of the Justice Department's announcement last Friday that it had filed suit. If I.B.M. waited for then to start on this ad it means that its agency people, and certainly its lawyers, who would have to check out the ad, worked over the weekend.

One student of the computer industry thought that perhaps the ad had been in preparation for months, since I.B.M. had been well aware of the Justice Department's interest. He also pointed out, in a student-like way, (as indeed I.B.M. itself pointed out) that the company had been running a campaign on the computer industry's contribution to today's society and its accomplishments.

A semi-informed source in medialand said he heard that this was a 500-newspaper buy. Another, equally informed, said he heard that I.B.M. ran the ad in towns where it had plants or offices. There are 160 such towns in America.

Want to talk about money now? A double-truck ad (that's what this was) in the top 100 markets would probably be around \$500,000 and would give you a circulation

of 38.7 million. The next 100 come cheaper, about \$184,000 for another 7.3 million circulation.

If you're spending that kind of money you want to tell your story pretty badly.

Although the purpose of the ad was obvious, the I.B.M. spokesman was asked about it anyhow. "To present our view of the computer industry," he whirred demurely, declining to make any mention of the antitrust suits.

Here in the big city, the ad appeared in The New York Times and The Wall Street Journal. In the Journal, however, it was outshone by another industrial giant, Westinghouse, which had placed the largest ad ever in that paper. The purpose of the six full consecutive right-hand pages (by Ketchum, MacLeod & Grove) was to inform the business and financial community and the

customers of the company's new organization and to explain how the new structure could better serve them.

Nobody is saying, but the spread probably cost Westinghouse around \$100,000. Imagine the number of indigent balladiers you could hire for that money. And they could deliver the message in person.

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## 'Farm Truck Rodeo'

Dodge, whose dealers are very big in promoting "White Hat Specials," is now in the midst of a "Blue Ribbon Specials" campaign for its trucks.

The whole shebang is called the "Dodge Farm Truck Rodeo" (Batten, Barton, Durstine & Osborn is behind it) and "one-million high-income farm operators" have already received direct-mail pieces. If they are low-income they might have caught one of the ads in one of the 27 farm publications that have run them. The grand prize in the promotion will be a Dodge D200 Camper Special with a slide-on camper plus a Dodge Dart Swinger.

How you gonna keep 'em down on the farm?

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## Lime and Corn Silk

Good news, girls. Shulton is bringing out Complexion Blend Pressed Powders. And, boys, you're not forgotten. Noxell is bringing out Noxzema Lime Shave Cream and joining the citrus generation.

According to a reliable public relations source, the beautiful Swedish blonde who has been promoting "take it all off" for the last three years will be seen peeling a lime in the commercials introducing the shaving product. You can blame the William Esty agency for that.

The Shulton campaign, breaking in April and mostly in print, has been created by Reach, McClinton with the theme, "Discover the no-color colors of Corn Silk Complexion Blend Pressed Powder." That's pretty catchy.

Noxzema already comes in regular and menthol, but no 100 mm. or filter tip.

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## Computer Held Media Aid

"The computer as a tool to be used in media planning is here to stay," Robert Welty, vice president and manager of media planning at J. Walter Thompson, said yesterday. He spoke before the Magazine Publishers Association's annual Midwestern Conference in Chicago.

Mr. Welty added that "it is probably safe to say that

computer use in media selection is not yet established in everyone's mind as the perfect handmaiden to accompany us toward our daily working goals" but "as time goes on, it will be used in more areas of media planning by more and more planners."

## Promoting Good Causes

As the nation becomes more socially aware, so apparently do the promoters. At least that seems to be the word from the Premium Advertising Association of America, which reports that its study shows that consumer contests now often promote driving safety, city beautification, youth games and bicycle safety.

## Accounts

Sinclair - Koppers Company, chemicals and plastics, to Gregory, Inc., Cleveland.

Allison Manufacturing Company to Heller & Silvas, Inc.

Geigy Industrial Chemicals, a division of Geigy Chemical Corporation, to Warner, Bicking & Fenwick, Inc.

U. S. Pillow Corporation to Newmark, Posner and Mitchell, Inc.

Spedcor Electronics and its Lavoie/Analab Benrus Instrument Division to A. D. Adams Advertising, Inc.

Russel Taylor, maker of fakefur coats, to Reingold Advertising, Inc.

Fairfield Surgical and Medical-Electronics, Inc., to W. L. Towne Company, Inc.

## People

J. Richard Dindorf elected vice president at Batten, Barton, Durstine & Osborn, Inc.

Ralph W. Wemhoener made vice president at Ted Bates & Co.

James P. Courtney has joined Sullivan, Stauffer, Colwell & Bayles, Inc., as a vice president and associate media director.

Austin Hamel and Jonis Gold have joined the Marschalk Company as vice presidents and co-directors of a creative group.

Joseph H. Newman, John Fraioli and Henry M. Barry elected vice presidents at Marsteller, Inc.

## Addenda

Wall Street Marketing Communications, Inc., an advertising and public relations agency, has opened a branch office in San Francisco. . . .

Skiing magazine will raise its circulation guarantee to 400,000 from 250,000 in September.