

NEWS ABOUT NEWSPAPERS from the BUREAU OF ADVERTISING

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**JOHNSON MOTORS SETS
112-MARKET NEWSPAPER DRIVE**

Outboard Maker Times Ads Market-by-Market
To Match Areas' Peak Sales Opportunities

CHICAGO -- A new newspaper campaign by Johnson Motor Co. of Waukegan, Ill., appearing in 112 markets throughout the country was announced this week by George Hooper, account executive in the Chicago office of the Bureau of Advertising, American Newspaper Publishers Association.

Designed to hit each market when seasonal demand is at its peak, the campaign breaks in Florida Feb. 22, in other southern states the week of March 1, then moves on to the West Coast and other parts of the country. By mid-April, the campaign will be in progress countrywide, Hooper said.

Five insertions of 336 lines each will be run in each newspaper. The company will also promote tie-in newspaper advertising by dealers.

Noting that Evinrude Motors of Milwaukee announced a similar market-by-market strategy a week earlier, Hooper predicted "continuing and fast-growing" newspaper activity in the sporting goods classification.

"Advertisers in the cosmetics, apparel, and many other fields," he commented, "have become more and more aware in recent years that variations in consumer preferences, geography, weather and other factors have important bearing on their sales opportunities in each market. As a result, many of the leaders in these fields have been slashing their budgets for fixed-pattern media and moving strongly into newspaper advertising, to capitalize on these differences. We feel that the

(more)

Evinrude and Johnson campaigns mark another long step forward in a similar movement in the sporting goods field. It's already apparent that this classification, which enjoyed a 36.6% lineage increase in 1952, is pointing toward still further gains this year."

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Antique Boat Museum